

User Stories

EPIC	Netflix Watch Features	FEATURE	Mood Meter
PRODUCT	Netflix (iOS, Android, Web)	AUTHOR	Mats Mahattanakul

The following user stories define the acceptance scope for Netflix Mood Meter, a mood-first content discovery feature. Stories are organized thematically and tagged by sprint target. Each story follows standard format: As a [user], I want [goal] so that [outcome].

Mood Picker Sprint 1

US-01

As a Netflix viewer who doesn't know what to watch, I want to select my current mood from a visual tile interface so that I can communicate how I feel rather than search for a genre.

ACCEPTS

- 8 mood tiles are displayed, each with a distinct icon, label, and color.
- Only one tile can be selected at a time. Selection is visually confirmed before advancing.
- Tile labels use natural language (e.g. Chill, Mind-Bending) rather than genre terms.

US-02

As a viewer, I want each mood tile to feel emotionally distinct so that I am choosing a feeling rather than browsing a content category.

ACCEPTS

- No two tiles share the same color or emotional register.
- Each tile includes a short descriptor beneath the label to reinforce its meaning.

Preference Tuning Sprint 1

US-03

As a viewer with limited time, I want to set how long I want to watch so that I am not recommended a three-hour film when I only have 45 minutes.

ACCEPTS

- Watch length slider includes at minimum three ranges: short, medium, and long.
- Results are filtered to match the selected range.

US-04

As a viewer, I want to indicate whether I want something new or a familiar rewatch so that recommendations honor my familiarity preference.

ACCEPTS

- Familiarity slider ranges from Discover something new to Old favorite.
- Setting impacts whether results skew toward unseen titles or previously watched content.

US-05

As a viewer watching with my family, I want to set my viewing context so that the recommendations are appropriate for everyone in the room.

ACCEPTS

- Viewing context toggle offers three options: Solo, With Others, and Family.
- Family mode suppresses content above a defined maturity rating.

Results Page Sprint 1

US-06

As a viewer, I want to see a clearly featured top recommendation with a brief explanation of why it was chosen for my mood so that I trust the pick and feel understood.

- ACCEPTS
- Featured card displays title, thumbnail, and 2 to 3 sentence reasoning.
 - Reasoning references the selected mood and at least one preference input.
 - A Play CTA is visible without scrolling.

US-07

As a viewer, I want to see additional curated rows beyond the top pick so that I have real choices and don't feel locked in.

- ACCEPTS
- At minimum two thematic rows appear below the featured card.
 - Rows are horizontally scrollable. Each card shows a title and mood or genre tag.

US-08

As a viewer, I want to play content directly from the results page so that there is no extra navigation between finding something and watching it.

- ACCEPTS
- Play and Watchlist actions are available on the featured card and on row items.
 - Neither action requires navigating away from the results screen.

US-12

As a viewer on the results page, I want to add a recommended title to my Watchlist and remove it if I change my mind, so that I can save content for later without committing to watching it now.

- ACCEPTS
- A '+ Watchlist' button is visible on the featured card and on each row item.
 - Tapping the button toggles to a '✓ Saved' state with a green border, confirming the addition.
 - A toast notification reading '✓ Added to your Watchlist' (green) or '✗ Removed from your Watchlist' (red) appears for 2 seconds on each toggle.
 - Watchlist state persists for the duration of the session and does not require navigating away from the results screen.

Homepage Entry Point Sprint 1

US-09

As a viewer landing on the Netflix homepage, I want a visible and inviting entry point into Mood Meter so that I know the feature exists and can access it in one tap.

- ACCEPTS
- A Mood Meter banner appears within the first scroll of the homepage.
 - Banner includes a short prompt and a single CTA button.
 - Entry point is visible on both mobile and desktop breakpoints.

Feedback and Retention Sprint 2+

The following stories are scoped to Sprint 2 and beyond. They depend on core Mood Meter functionality being shipped and stable.

US-10

As a returning Mood Meter user, I want the app to remember my last mood and preferences so that I don't have to reconfigure from scratch on repeat visits.

- ACCEPTS
- Previous session mood is pre-selected on re-entry but remains editable.

- Sliders restore to last-used positions.

US-11

As a Netflix product team member, I want to track whether users who enter through Mood Meter complete a viewing session so that we can measure the feature's actual impact on watch time.

ACCEPTS

- Analytics capture Mood Meter entry events, mood selected, and whether a title was played.
- Data is queryable by mood segment.
- A session is considered complete when a title is played for more than two minutes.

AI USE

AI Disclosure

This document was produced with significant AI assistance (Claude, Anthropic). The student provided the product concept (Netflix Mood Meter), the feature name, and the general thematic groupings. The AI generated the user story language, acceptance criteria wording, and document formatting. Disclosed per MOR-499 course requirements.