Hello and welcome to our capstone project,

"Meet the Johnsons—a family of four navigating the chaos of daily life.

You've got two busy parents, Jen and Mike, who are basically professional multitaskers: juggling jobs, dinner prep, and convincing their kids to take a bath.

Every evening, this family dreams of just one thing: a little calm before dinner.

For Jen and Mike, that means giving their kids some screen time.

They turn to Netflix Kids Mode, hoping for something simple, fun, and autonomous.

Spoiler alert: It's not as seamless as they hoped."

Here's where the parent's dreams of peace meet their ultimate nemesis: Kids Mode.

What should've been a simple, joyful moment turns into a UI nightmare. Stress, tears, and a whole lot of 'Why is this so hard?'

Currently, Kids Mode UI is too complex for younger audiences to navigate independently, creating stress for both kids and parents.

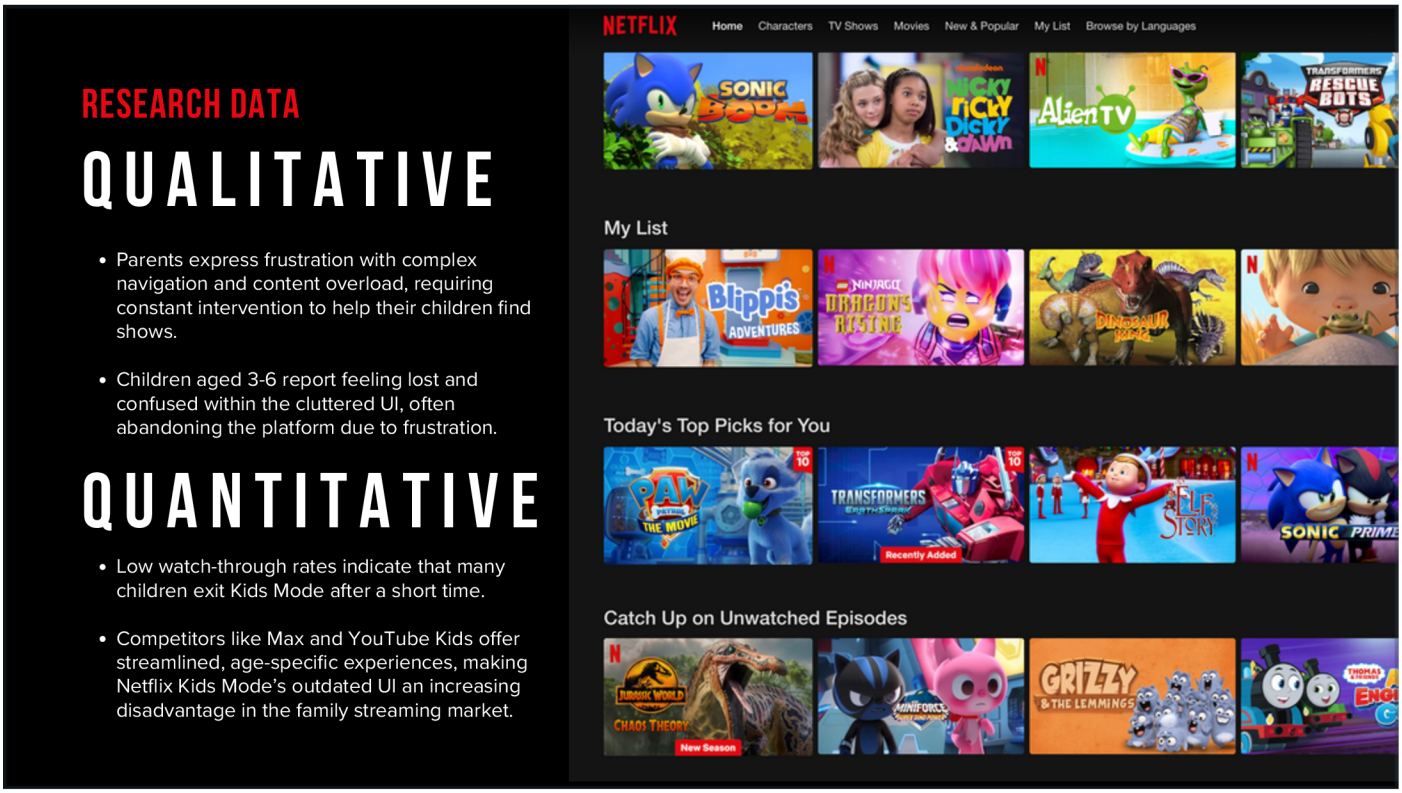
FOR WHO?

WHO ARE WE SOLVING THIS FOR?

KIDS WHO WANT TO ENJOY THEIR FAVORITE CONTENT WITHOUT HELP

PARENTS WHO EXPECT KIDS MODE TO PROVIDE AUTONOMY, SAFETY, AND EASE, GIVING THEM PEACE OF MIND AND A MUCH-NEEDED BREAK.

We are solving this for:



Our user research included doing Market Analysis and kids aged 3 to 9 years old. Some of our findings were:

WHY NOW? WHY THIS PROBLEM?

The family streaming market is growing more competitive by the day. Streaming services like Disney+ and YouTube Kids are capturing family engagement with more intuitive and child-friendly interfaces. If Netflix doesn't address these issues, we risk losing ground as parents opt for services that meet their needs better.

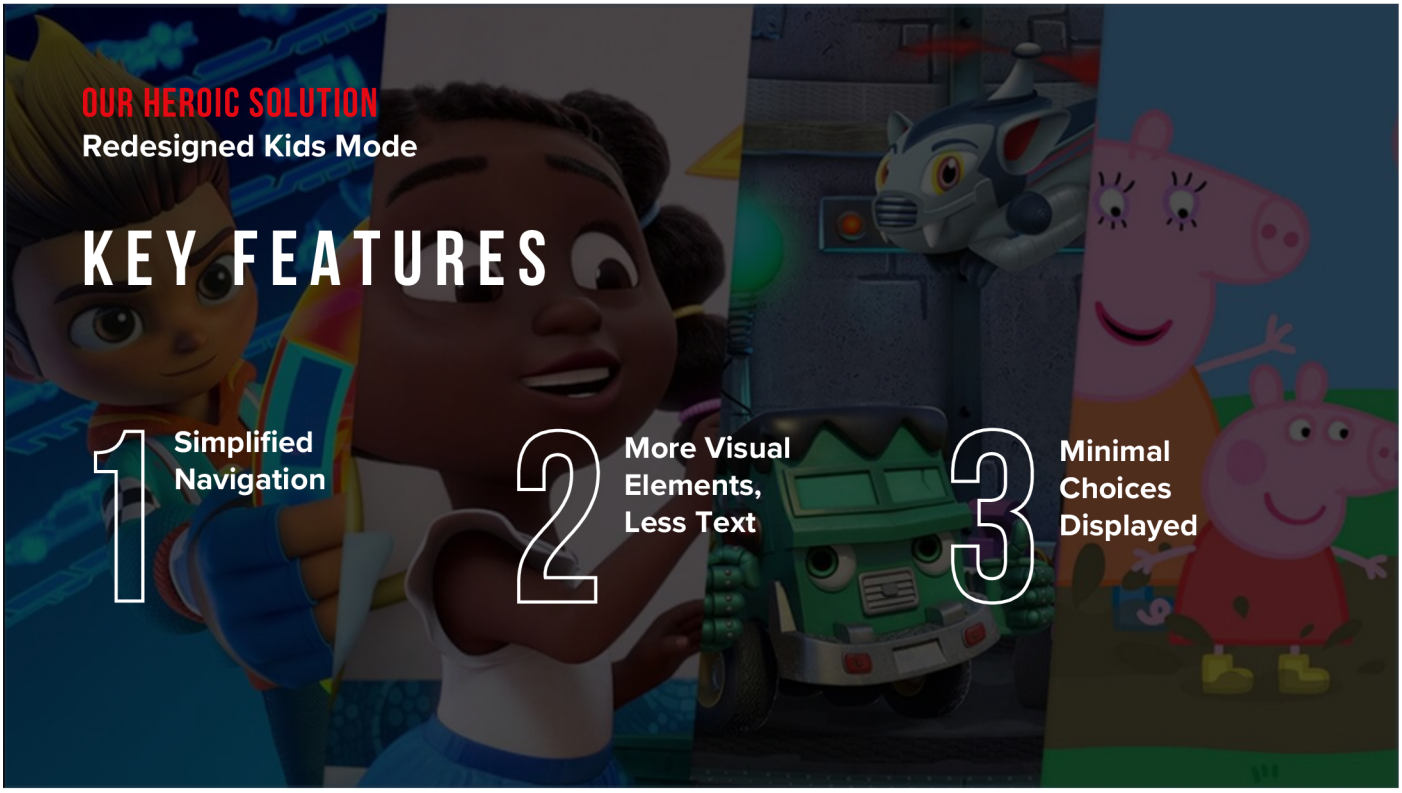
Improving Kids Mode for young children (3 - 6 yo) offers dual benefits:

- For Families: Enhances user experience, engagement, and satisfaction, making Netflix a preferred choice for families.
- For Netflix: Addresses a critical retention lever, reducing churn by offering a platform that grows with families and prioritizes intuitive content discovery for young users.

OUR HEROIC SOLUTION:
Redisgned Kids Mode

- Age-appropriate
- Simplified
- Reduced frustration
- Enhanced independence
- Intuitive

Easy and enjoyable navigation for children aged 3-6

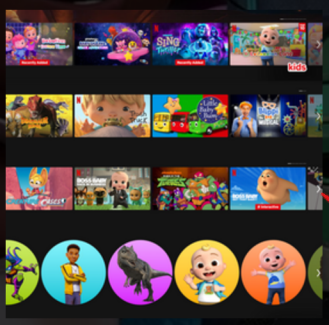

OUR HEROIC SOLUTION
Redesigned Kids Mode
KEY FEATURES
1
Simplified Navigation
2
More Visual Elements, Less Text
3
Minimal Choices Displayed

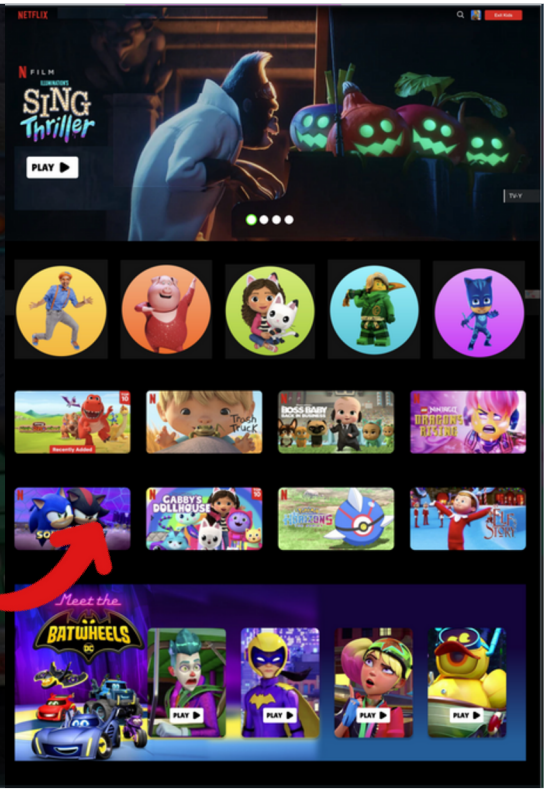
OUR HEROIC SOLUTION

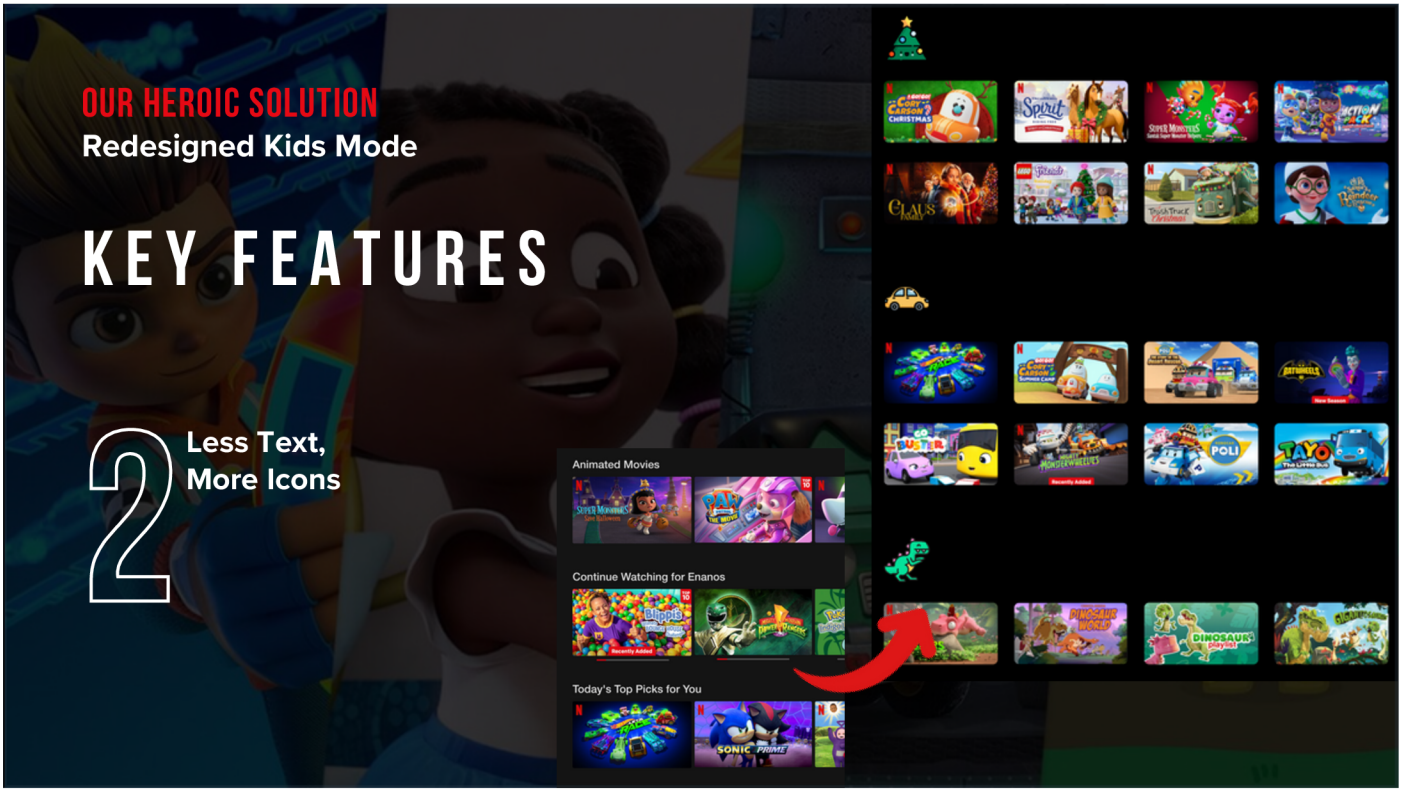
Redesigned Kids Mode

KEY FEATURES

1 Simplified Navigation:





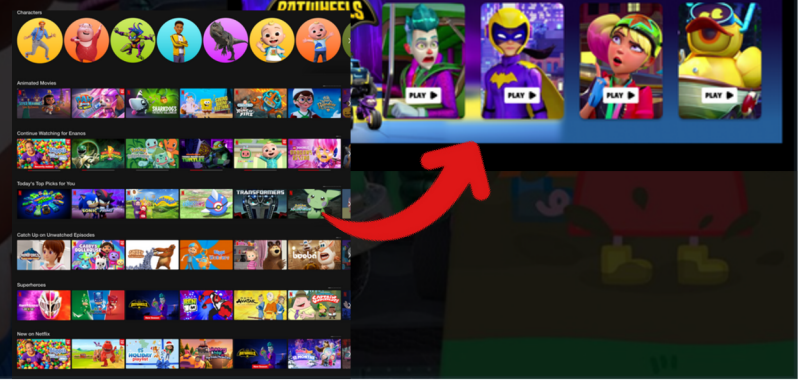

OUR HEROIC SOLUTION
Redesigned Kids Mode
KEY FEATURES
2
Less Text,
More Icons
Animated Movies
Continue Watching for Enanos
Today's Top Picks for You

OUR HEROIC SOLUTION

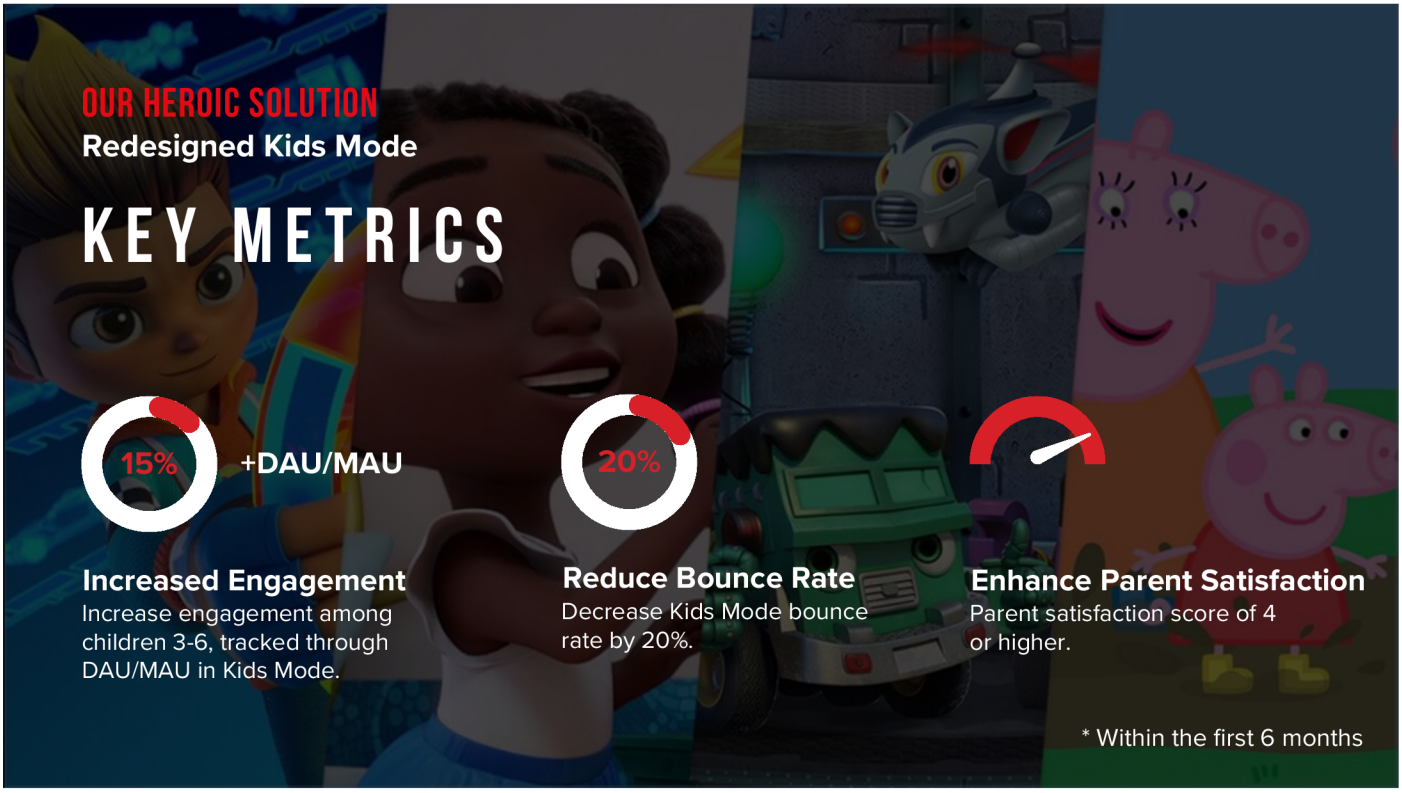
Redesigned Kids Mode

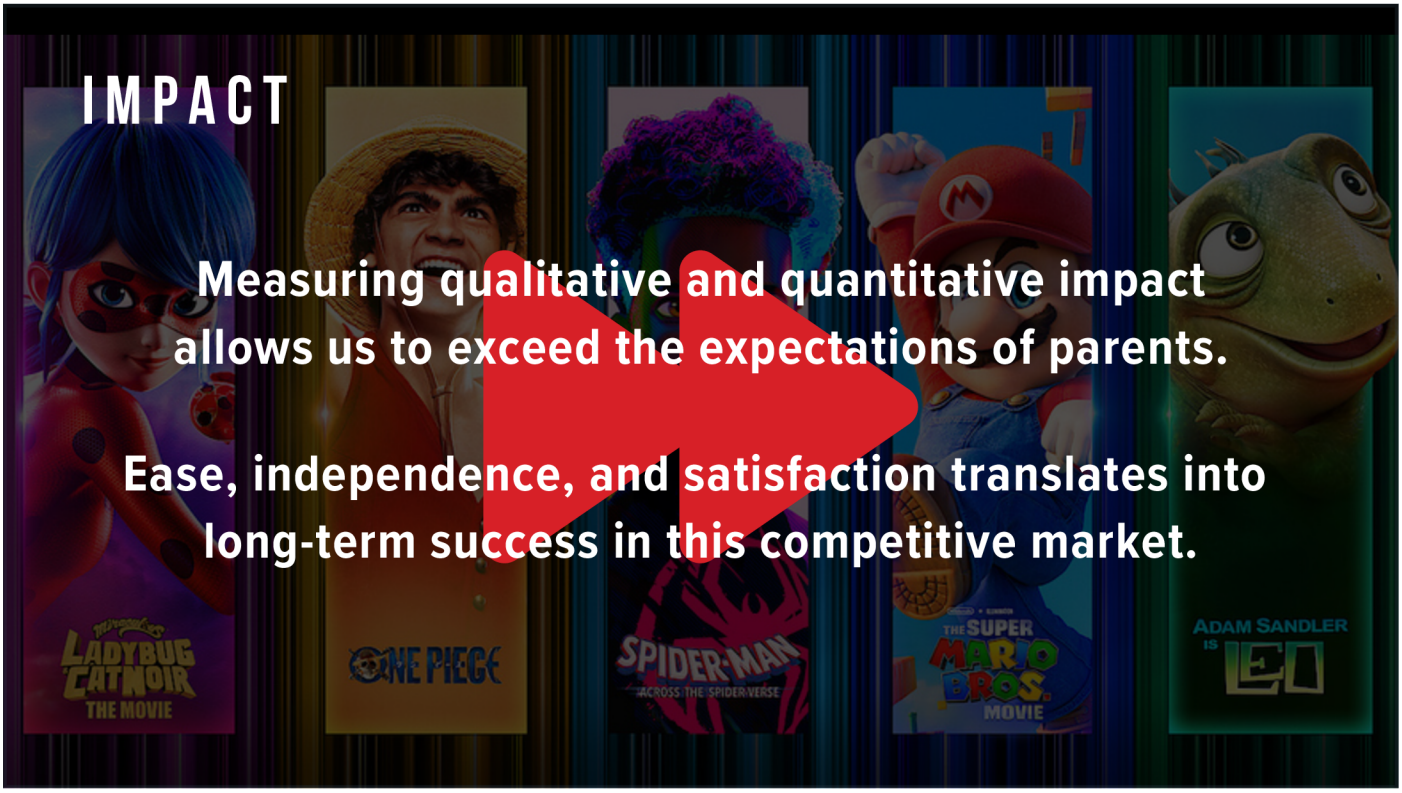
KEY FEATURES

3 Minimal Choices Displayed



With these carefully crafted changes, we are addressing the very issues that have led to frustration among our users and their families.
LADYBUG CATNOIR THE MOVIE
ONE PIECE
SPIDER-MAN ACROSS THE SPIDER-VERSE
THE SUPER MARIO BROS. MOVIE
ADAM SANDLER IS LEO


OUR HEROIC SOLUTION
Redesigned Kids Mode
KEY METRICS
15%
+DAU/MAU
Increased Engagement
Increase engagement among children 3-6, tracked through DAU/MAU in Kids Mode.
20%
Reduce Bounce Rate
Decrease Kids Mode bounce rate by 20%.
Enhance Parent Satisfaction
Parent satisfaction score of 4 or higher.
* Within the first 6 months


IMPACT
Measuring qualitative and quantitative impact allows us to exceed the expectations of parents.
Ease, independence, and satisfaction translates into long-term success in this competitive market.
LADYBUG & CAT NOIR THE MOVIE
ONE PIECE
SPIDER-MAN ACROSS THE SPIDER-VERSE
THE SUPER MARIO BROS. MOVIE
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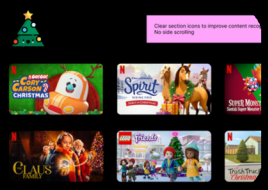
NETFLIX

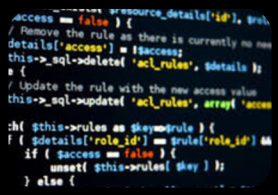
OUR SOLUTION

HOW WE ARRIVED AT IT

COMPONENTS OF THE SOLUTION



UX ADJUSTMENTS



ENGINEERING

NETFLIX

RISK AND MITIGATION

OVERCOMING POTENTIAL SETBACKS

Risk
The redesigned UI might initially feel unfamiliar to existing young users, leading to a temporary learning curve.

Mitigation
We'll include an interactive onboarding guide with friendly visual cues, helping young users quickly adjust to the new navigation. This onboarding will reduce potential friction, guiding users in a way that makes the transition smooth and enjoyable.

PLAY MOVIE MORE INFO

NETFLIX

RETURNING TO OUR FAMILY

Our Goal

NETFLIX becomes the platform families trust and love, where Kids mode supports autonomy, fun, and quality time together.

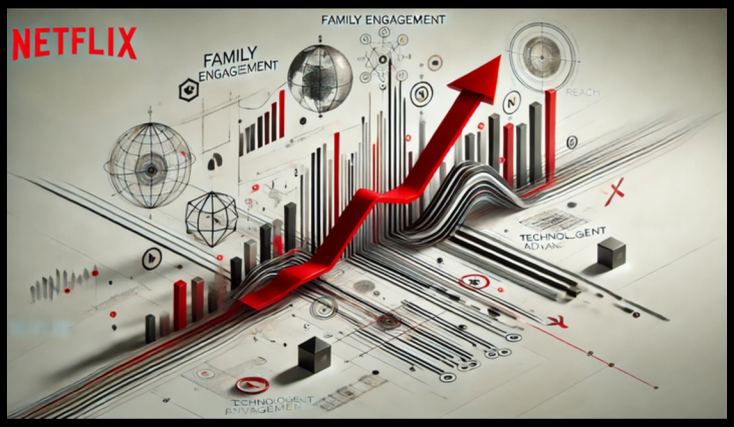
NETFLIX

OUR VISION

The future of family streaming

Our redesign isn't just a feature update; it's an investment in Netflix's future as the top streaming choice for families. With a simplified, engaging Kids Mode, we're turning Netflix into a space where children and parents alike find joy, independence, and peace.

Let's make Netflix Kids Mode the hero for every family.



THANK YOU
QUESTIONS?

AAYUSH DIXIT - INÉS ILLARRAMENDI - MARIA VERONICA SONZINI - XINYU TAN