

Netflix Future State Narrative

It is a Friday night in the Miller family household. Everyone's favorite night of the week - movie night! Bella Miller is 22 years old and lives at home with her two parents, Mary and Bob, and younger sister, Jane. The Miller family loves watching movies and are subscribed to various streaming services, but use Netflix the most because it makes the process of choosing a movie enjoyable.

At around 9:00pm everyone reconvenes downstairs and sits on the couch to find a movie to watch. Dad opens Netflix on the TV and everyone sits on the couch, ready to choose a movie to watch together. Even though there are endless options of films to choose from, Netflix's new feature -- "Mood Meter" makes the process seamless.

Choosing a movie is done quickly, satisfies everyone's movie criteria, and is a pleasurable experience. This feature presents curated movie collections based on moods. These categorized Netflix films aren't based on the general plot or genre of the film, but instead focus on the mood or vibe of the film. There are a maximum of 10 movies in each category so each user doesn't feel overwhelmed by all the different films Netflix offers. The Miller family loves how each film not only presents the trailer and summary, but also has tags that distinguish this film from the others in that same category.

After opening Netflix, Dad asks, "What mood are we in tonight?". Everyone responds with "Hmm let's explore the different mood categories". There are various categories such as cheerful, melancholic, reflective, romantic, fearful, lighthearted, mysterious, amused, and cynical, to name a few.

"I am in a bad mood and want something that will make me laugh", Jenny says.

“Alright, let’s check out the *Cheerful* mood category”, says Dad. Dad clicks on the Cheerful mood category and is presented with 12 movies that are lighthearted and spark a cheerful mood for the viewer.

As a family, they spend time to go through each of the movies in the *Cheerful* category. For each film in that category, they watch the trailer, notice the unique tags, read the film summary, and look at the actors/actresses playing in that film.

“I like this one!!”, says Jenny after watching the trailer for *Ferris Bueller’s Day Off*. Everyone agreed that the movie was perfect for the mood of the evening.

Before this feature was available, movie nights either resulted in watching no movie at all or spending over an hour to select the movie.

This time, the whole process only took 20 minutes and a movie that everyone was excited about was selected. The Miller family snuggles together under the blankets and Dad starts the movie while Jenny and Bella enjoy their popcorn. Throughout the entire movie, everyone laughs and feels uplifted from their bad moods.

After the movie, everyone is happy and discusses their favorite scenes before going to bed. What a successful movie night! The Miller family can’t wait for next Friday night and the ability to explore films in various mood categories every week.