Theresa Pablos | Final Project Proposal 11/12/13

A Critical Look at Netflix

For my final project, based off prompt 2, I would like to create a research-based web site about one of the most disruptive forces in television today - Netflix. Using a similar design to the Netflix landing page, I will critically evaluate the history of Netflix and its cultural and economic impact, especially upon the modern Entertainment industry. I have decided to make my landing page look like Netflix’s home page for a number of reasons. First, by making my page look like Netflix, it immediately draws the parallel between my evaluation and the actual site. Additionally, Netflix’s design makes it easy for the user to navigate through information. By having each topic take up its own line, and each subtopic positioned neatly underneath it, the design is easy to replicate and also well organized.

A. Background: A History of Entertainment Rental Providers (with Blockbuster as the case study, in light of the recent news about its store closures)
   a. A history of Blockbuster from the idea generation to the announcement of its last store closure
      i. This will be a webpage with a simple, image-based layout. I would ideally like to use a parallax plug-in to seamlessly show the timeline, but I may use another plug-in if I cannot get a parallax one to work.
      ii. I will create my timeline using found news articles and summaries, largely referencing one by Quartz titled "A brief illustrated history of Blockbuster, which is closing the last of its US stores".
   b. How the service worked & the original business model
      i. This page will be a combination of found videos and text that are able to illustrate what exactly Blockbuster was, and how it changed. I would like to emphasize its self-created commercials (from the 80s, 90s, 00s, and today), and other found media to demonstrate the cultural significance.
   c. Blockbuster versus Netflix in a side-by-side comparison
      i. This will be a web page that includes charts to track Blockbuster’s stock versus Netflix’s stock over time thanks to NASDAQ’s site and Scottrade. It will also include a chart to look at the number of Blockbuster stores in comparison to the number of Netflix subscribers. Ideally, these charts would be animated to show the change over time; however, that is a feature I would probably add last.

B. History of Netflix
   a. The history of Netflix will be a side scrolling plug-in built directly into the main page. The timeline will include all major points including: idea generation, founding the company, no late fees policy, re-evaluated price plan, first original television series, Emmy awards, and the future, including feature films.

C. Adoption By the General Population
   a. This section will feature three videos of people of varying ages and background talking about Netflix and its personal impact on them. These videos will emphasize the recent binge-viewing phenomenon and its prevalence among younger people who are "cord cutting." Ideally, I’d like to film three video interviews – one with students, one with an expert on the changing consumption habits, and one with older users and non-users. However, depending on time, I may use found video footage from YouTube or Vimeo.

D. Impact on the Television/Entertainment Industry with Arrested Development as a case study
   a. This section will focus on how Netflix has impacted TV Development and Production, Distribution, and Current Series. I will make three unique web pages, each using stills or clips from the show and the creators behind it explaining their decisions.

E. Sources