



# RecoMedia README

Calvin Laughlin | Chris Kelly | Jack Ryan | Whyayden Dhamcho

[link to prototype](#)

## Target Audience

Recomedia is designed for a variety of different personas. A primary target is the soon to be traveler who wants to better understand their destination without having to go through the hassle that comes with detailed trip planning. Recomedia offers spontaneous individuals inspiration and direction in their endeavors through easily consumed media recommendations. In addition to go-with-the-flow travelers, Recomedia can be enjoyed by anyone looking to build excitement for an upcoming event or trip in their life.

## Design Tools

Our team used Figma to create our medium-fi prototype. We primarily relied on auto-layout as this will assist us with the coding of our app later on. We used an Icon Hub plugin within Figma to get the necessary icons for our interface.

## Plugins

App icons – used to represent various linked media platforms.

iMock Up – used to depict the layout of our app on iPhone.

Typist – dynamic typing animation on home screen.

Icon hub – provides various icons for interface.

Insert button – provides an external link for Netflix.

## Operating Instructions

Navigation Bar – Present only on the home, explore, and calendar pages

- Home button (center) linking to home page
- Explore button (left) linking to explore page
- Calendar button (right) linking to calendar page

## Home Page

- This is where the user will start when they open our app
- This page has two options:
  - User may search for specific event or location to find recommendations
  - User may select the Recomedica magic button to get a personalized recommendation based off of their calendar, or if their calendar is not linked, a relevant recommendation to their current location

## Explore Page

- Location/seasonal based alternative to calendar based recommendations for users who do not have their calendar synced

- Two options on explore page:
  - Location based (near me) options
    - Relies on current location, users can choose to adjust radius to receive more or less specific recommendations to them
    - Ability to filter media type
  - Seasonal picks
    - Less personalized recommendations that rely on the current time of year rather than details specific to the user's life
    - Ex: during Autumn, users will see Halloween movies

## Calendar Page

- Users will be asked to sync one of their calendars if they have not already done so. Three calendar options – Apple, Google, Outlook
- After syncing calendar, users will see a Recomedia version that will display their relevant events. An event is considered relevant if meaningful recommendations can be generated out of it. Ex: "CS147 Group meeting" is not a relevant event while "Flight to LA" is a relevant event.
- Users can then choose to select a calendar event which will send them to that event's page.

## Event Page

- Page containing recommendations for a given event or location.
- Users can choose to filter their recommendations by media type.
- Clicking the back arrow will send the user back to the calendar page

- If the user got to the event page by search or from the magic button, they will have an “X” instead of a back arrow which, when clicked, will take them back to the home page
- Clicking on a specific piece of media will take the user to that media page.

## Media Full Page

- More detailed information on a single piece of media
- Includes the relevant information on that media (ex: year, description, genre, director, etc.)
- “Why This?” summary explains why this media pick is a relevant choice for your event.
- “Strength of recommendation” score shows how strongly the pick is connected to the event.
- Places featured shows specific locations that are featured in the media. Selecting a location will pull up a map for the user.
- Save button (top right corner) adds the media pick to the user's profile to save for later.
- Share button (top right corner) allows the user to share the recommendation with friends

## Tasks

Simple:

- Home page -> calendar page -> event page -> media page

Moderate

- Home page -> search bar -> input search -> event page

Complex:

- Home page -> calendar button -> sync calendar page -> calendar page

## Limitations

- We currently lack profile creation/onboarding flow.
- The one button feature on the homepage still feels a bit weak as its functionality may remain ambiguous to the user. (A detailed tutorial phase during the onboarding process may help with this problem).
- The “locations featured” photos do not yet link to a physical map, though this is something that we plan to implement.
- The “where to watch” icons do not all link to their corresponding streaming services yet. Netflix works from the La La Land page, however.

## Wizard of Oz

Our app will ultimately rely on AI to create an algorithm that outputs each personalized set of recommendations. Similarly, AI will create a unique relevance score. At our current stage, we created arbitrary scores to showcase and selected a few pieces of media that are related to the event, but may not necessarily be exactly what is output by our functioning algorithm.

## Hard Coded Items

Most of our prototype relies on hard coded data, as the final functionality will depend entirely on the user and what their events/interest are. Here are some specific examples:

- Calendar page includes hard coded events that are for a made up user.  
Additionally, not all of the events are clickable in the prototype.
- The event page contains real media that may be recommended, but are not necessarily the only or even primary options that our app will end up displaying.
- The share page is connected to fake people.