RecoMedia

CS147 Assignment 4

What's in a name?

Recommendations + Media

Behold…

RecoMedia

Our "one-liner"

Media that matches your moments.

Sanity Check

Has anyone else developed this?

Some Companies have come close:

Spotify

Looks at time of day data and listening history to give better suggestions for their playlists.

YouTube

In the Google ecosystem, has access to some Google Calendar data. May use for personal recommendations.

Problem?
Solution.

Overview

Made for the busy: People that don't need the hassle of searching through streaming services, libraries, or newspapers.

Finding the right thing to watch, read, or listen to has become a chore in itself, taking away from the activity.

Providing tailored recommendations using calendar data and self described preferences to allow them to find relevant and quality content quickly.

For a more detailed explanation of how we got to this point from our needfinding, see appendix.

Solution, continued.

Travel

We would provide people with inspiration, cultural relevance, and education about upcoming new destinations so that users can better enjoy their experience.

Other events

Similar to travel, providing accessible background information to users before they embark on their experience.

Market Research

YouTube

What works:

- Millions of personalized videos on any and every topic
- Strong recommendation algorithm that entices users to keep watching
- Contextual recommendations based on time of day

What doesn't work:

- Only focuses on past behavior/video history
- Clickbait: prioritizing content to boost numbers rather than based on genuine interest
- Echo chamber: Algorithm can inhibit discovery/exploration

TikTok

What works:

- For You Page: Successful recommendation algorithm
- Highly social: Tons of content sharing

What doesn't work:

- Overly focused on engagement prioritizing quantity over quality
- Addictive algorithms

Likewise.com

Highlights:

- Multiple forms of media including movies, tv shows, books, podcasts
- Interactive UX: Customizable "threads" of user recommended movies
- LikewiseTV: combines your streaming services into one place

What doesn't work:

- Takes effort to find the right recommendations
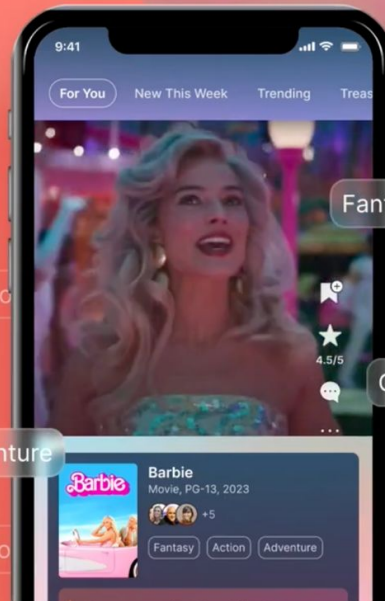- Recs only based on streaming history, not on upcoming events or personal information

Discover More with the Likewise App

Find your next book, movie, show or podcast instantly with seamless discovery

Download the app

9:41

For You   New This Week   Trending   Treas

Fami

Fantasy

Pop Culture   Books

Romance

TV sho

Thriller

Mystery

Comedy

4.5/5

Podcasts

Suspense

Adventure

Movies

Barbie
Barbie
Movie, PG-13, 2023
+5
Fantasy   Action   Adventure

Drama

Actio

Introducing Likewise Games!   **Discover More with the Likewise App**   Meet Pix

MovieDecider.com 🍿

What works:
- Large user base (6M+) with data to give good recommendations
- Community interaction with user-generated lists to foster engagement
- Cross-media recommendations

What doesn't work:
- Not very different from other big services like Netflix and Youtube
- Overwhelming design that doesn't provide much information
- Limited international content, mainly U.S. based

Values

Stakeholders

Direct

- Individual users seeking personalized recommendations
- Content creators and media platforms

Indirect

- Third party services: Google/Apple calendar, Spotify, chatGPT, iMDb
- Event organizers who might contribute to events ending up on users' calendars

Ethical Considerations

Inappropriate Recommendations

Why it's a problem:

- Younger users may be recommended content that is not age appropriate

How we can address it

- Users can set content preferences with the default being PG-13 for movies and the equivalent for other forms of media

Incorrect / misleading information

Why it's a problem:

- Misinformation is prevalent across all forms of media, especially in the realm of books and podcasts

How we can address it

- Similar to the approach that Twitter took, we can provide a disclaimer and/or fact check option with controversial media options

Underrepresentation

Why it's a problem:

- Underrepresented groups that may not appear in media as prevalently as others may have a more challenging time using our service because they are inadequately represented in the content they wish to consume

How we can address it

- Ensure that we are not allowing for any unintentional biases to come to the forefront of our recommendations, such as certain keywords or calendar events failing to recommend marginalized stories/news

Data Privacy

Why it's a problem:

-   Users would be willingly sharing their calendar data with us, which may contain some sensitive information or events that users may wish to keep private.

How we can address it

-   Ensure that we do not use user data for anything other than giving recommendations, perhaps use some form of encryption so that even we cannot see exactly what the calendar entries are, just the recommendations that are being given. Similar to password managing services such as Dashlane or Lastpass.

Tasks

Simple Tasks

- User presses ONE button to receive a personalized recommendation based on an event that is in their calendar.
    - Main and most common task, should be simple and easily accessible.
    - Shown in video at 00:32 seconds (selecting "need help?" on TV)
- Sharing a recommendation the app gave
    - Simple because it requires low input from the user, perhaps a one tap sharing option similar to most apps.
    - Shown at end of video, 1:14 (implied that he is about to share an idea that the app just gave him)

Moderate Task

- Creating a read/watch/listen queue from given recommendations.
  - More challenging of a task than simple ones, user will be able to shuffle order, remove media items.
  - Shown in the video from 00:43-1:00, the multiple items the wizard is giving the user.

Complex Task

- The user can connect more than just their calendar (i.e. messages or emails) so the app can refine recommendations by analyzing additional context.
  - Complex because it will require the user to go through multiple synchronization processes, opening other apps, signing in, ect.
  - Shown in the video at 0:03, when both the calendar and boarding pass are shown
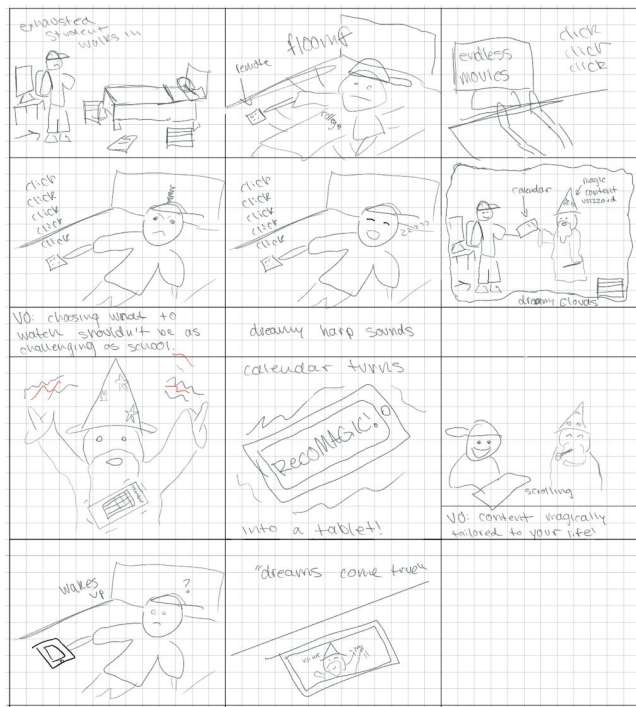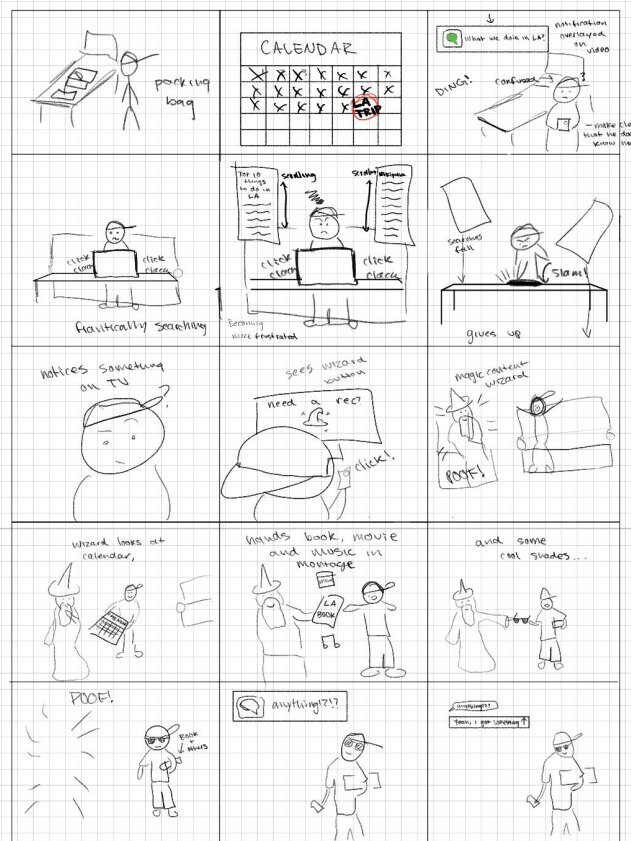
Video Storyboards

Storyboard 1

Storyboard 2

We adjusted our storyboard after getting some feedback on our first draft video from James in class, he said it was hard to see what the problem/solution was.

Video Link

https://youtu.be/iSuYXW8OXmE

Appendix

Week 1 to now, how did we get to this idea?

Hi Eli! Thanks for the feedback that we needed to make it clearer how we got to our solution, we can make this timeline look a bit more polished if needed, but this is a brief reflection on how we arrived at our media recommendation solution

needfinding

Planning for travel? What makes or breaks a trip/experience?

Planning before a trip is mostly about the logistics, not about the experience or learning about the place you are going to

Insight from planning needfinding. Any planning or pre-work performed before a trip needs to be fast and unobtrusive.

Planning versus Spontaneity

RecoMedia

Feeling immersed, having a guide - Julian interview

Finding educational content AND entertainment. Both can enhance a trip before the trip has even happened

Automatic content suggestions from calendar data, user presses one button to get a recommendation.

Getting guides can be expensive, how might we better inform people BEFORE they leave for their trip
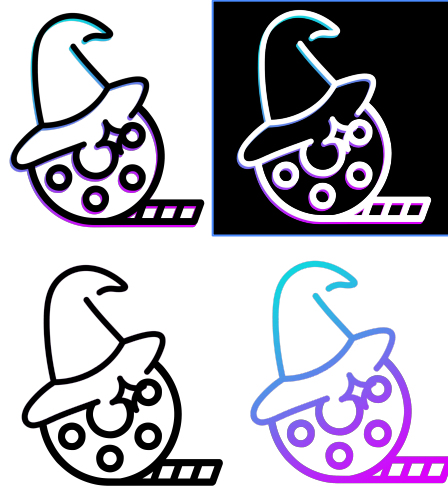
solution

Logo creation

We may be getting a little ahead of ourselves with this, but we felt like we needed a logo or some kind of picture representation for the video.

I made the logo using some royalty free .svg pictograms and Adobe Photoshop. We have a few different variants depending on the color and use case. I would love some feedback on these, as well as implementing future lectures on color and design.

Youtube link for first draft video

https://youtu.be/R0xUGcBWNC4

This video was our first attempt at filming our storyboard, we definitely missed some key components and features of our solution.

We showed this to James in lecture, he gave us some great feedback, these were the key points from the notes we took:

make it more clear what the issue is. emphasize travel. Redundancy

use thought bubbles/captions?

music shift for problem -> solution?

Some filming pictures!