RecoMedia

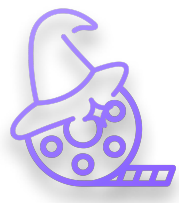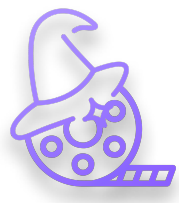**Media that Matters your Moments**
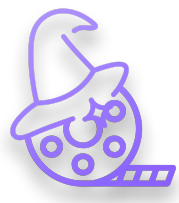
Calvin
Chris
Jack
Whayden

Value Proposition

Providing improvisers an enjoyable, effortless, and freeform way to prepare themselves for their journeys.

# Problem? Solution.

Problem

No Prior Knowledge

Experiences are better when you immerse yourself. Knowing what's coming makes all the difference.

Discovery Hassle

Finding the right thing to watch, read, or listen to has become a chore in itself, making entertainment or education feel like hardcore planning.

Planning Sucks

Improving an experience shouldn't require hours at a laptop. Spontaneous people value speed and unobtrusiveness in their preperation over anything else.
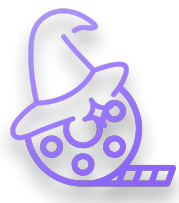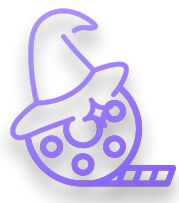
Solution

Travel

Providing soon-to-be travelers with inspiration, cultural understanding, and education relevant to their upcoming destinations.

Events

Easy, accessible, and fast background information on any event that's creeping up on your calendar.

Values in Design

1

Unifocal

We have one main focus, providing recommendations. Why overcomplicate? Design around **intuitiveness**, make the recommendation process as simple as possible.

2

User-Centered

We are designing for the **spontaneous** and the improvisers. Our solution should reflect our users' need for quick, **non-formal** preparation.

3

Inclusivity

We recognize that there can be serious marginalization in media. We strive to remove as many potential biases that could occur in our recommendation process, not only to **represent equally** but to allow everyone to find something they love.
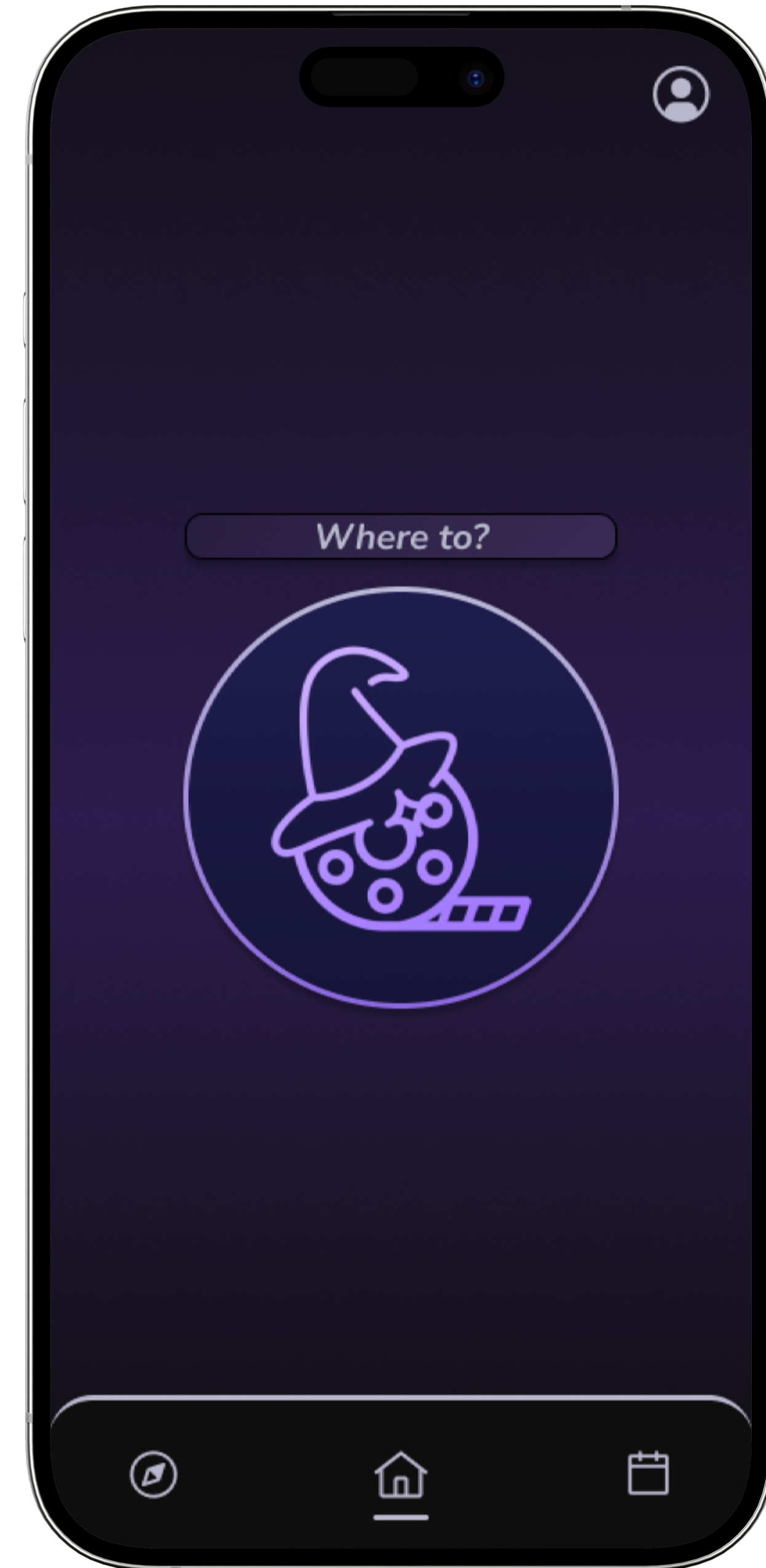
Unifocal

We focused our home screen around doing one single task: getting a recommendation.

Users are always one tap away from relevant and enjoyable content.
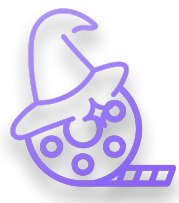
Search here.

Where to?

RecoMedia Magic.
One button for a random recommendation, front and center. Tailored to what's coming up next for you.

Location-Based and Seasonal recommendation pages.

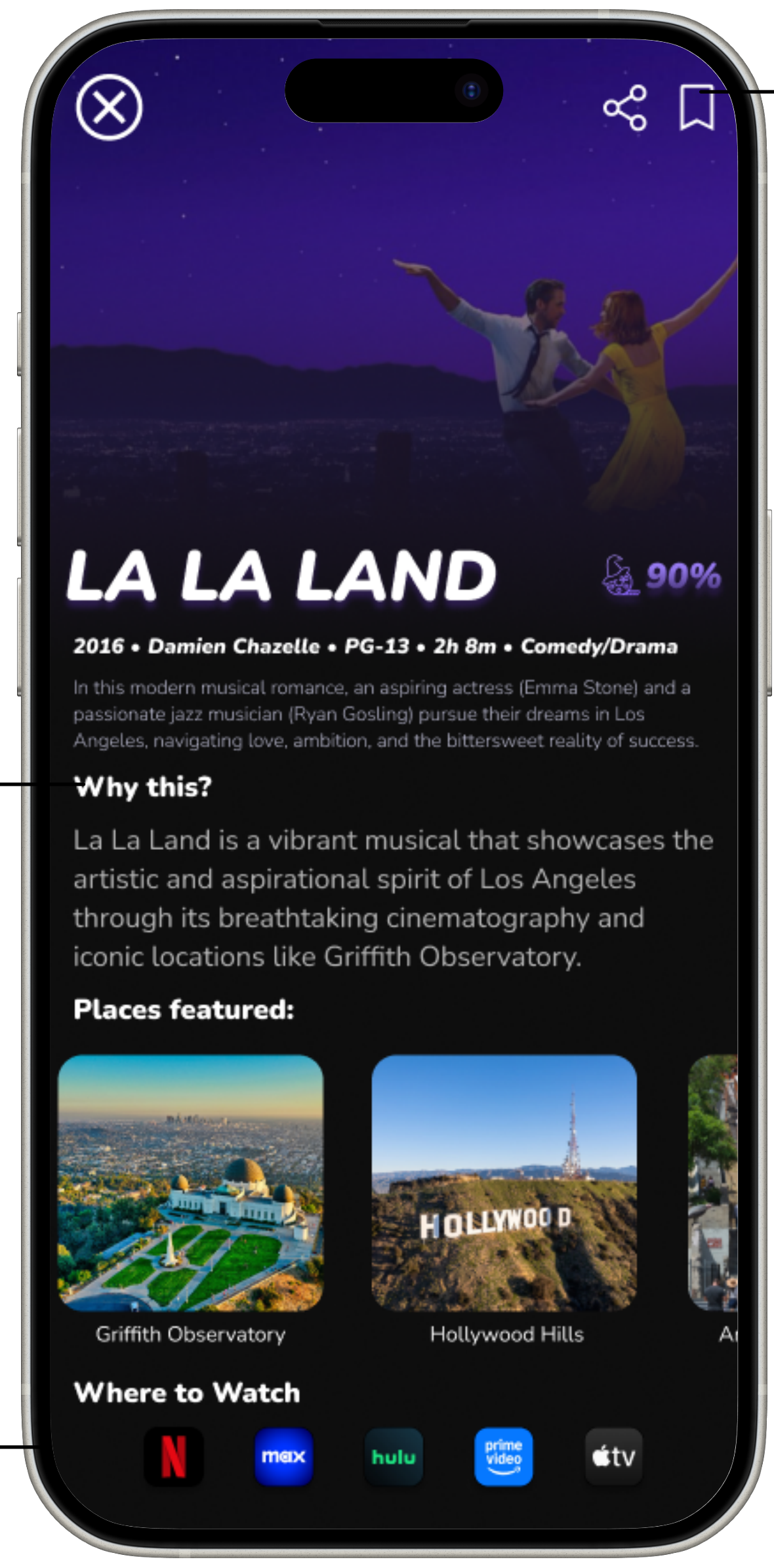See upcoming events and destinations. Synced with your favorite Calendar app.

User-Centricity

Enriching your experience should be fast and easy. We took this value to the design of the recommendation page, as well as the rest of RecoMedia.
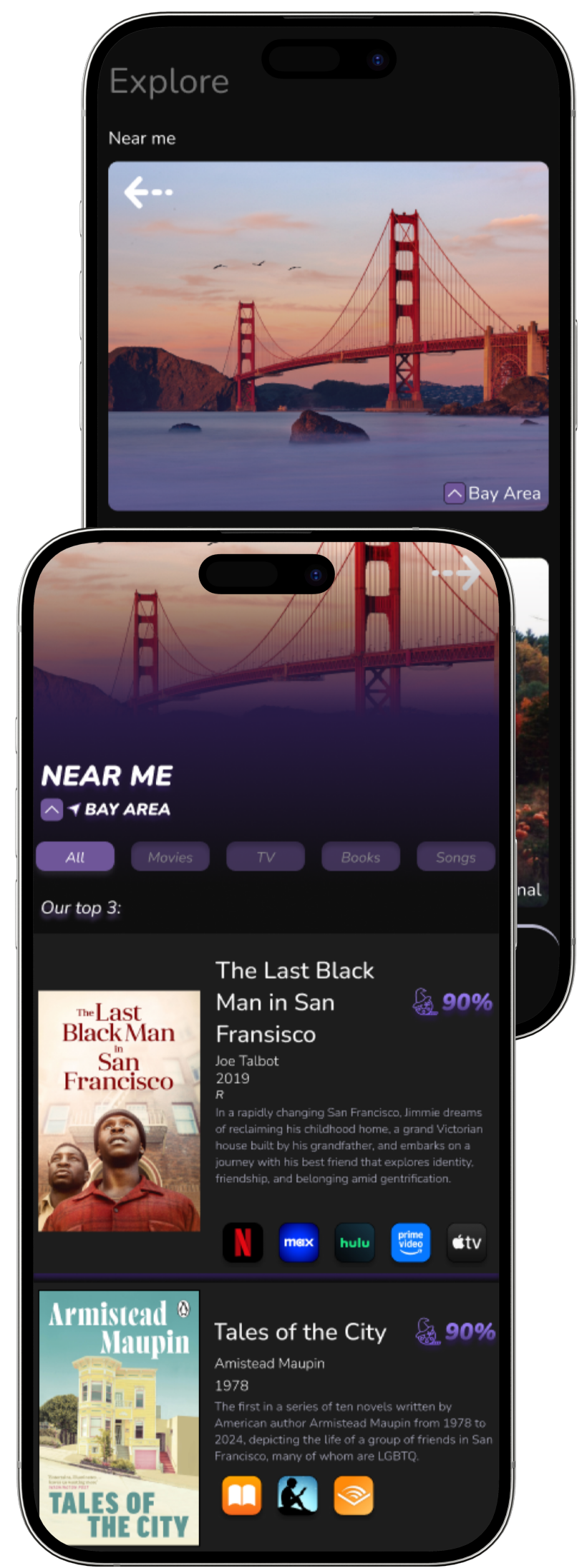
We implemented fast action buttons that allow our users to quickly open media providers, and information to help understand why we recommended a specific piece of media.
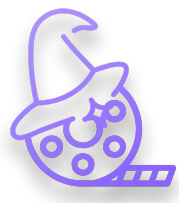

Quick Action Buttons

"Why this?" description

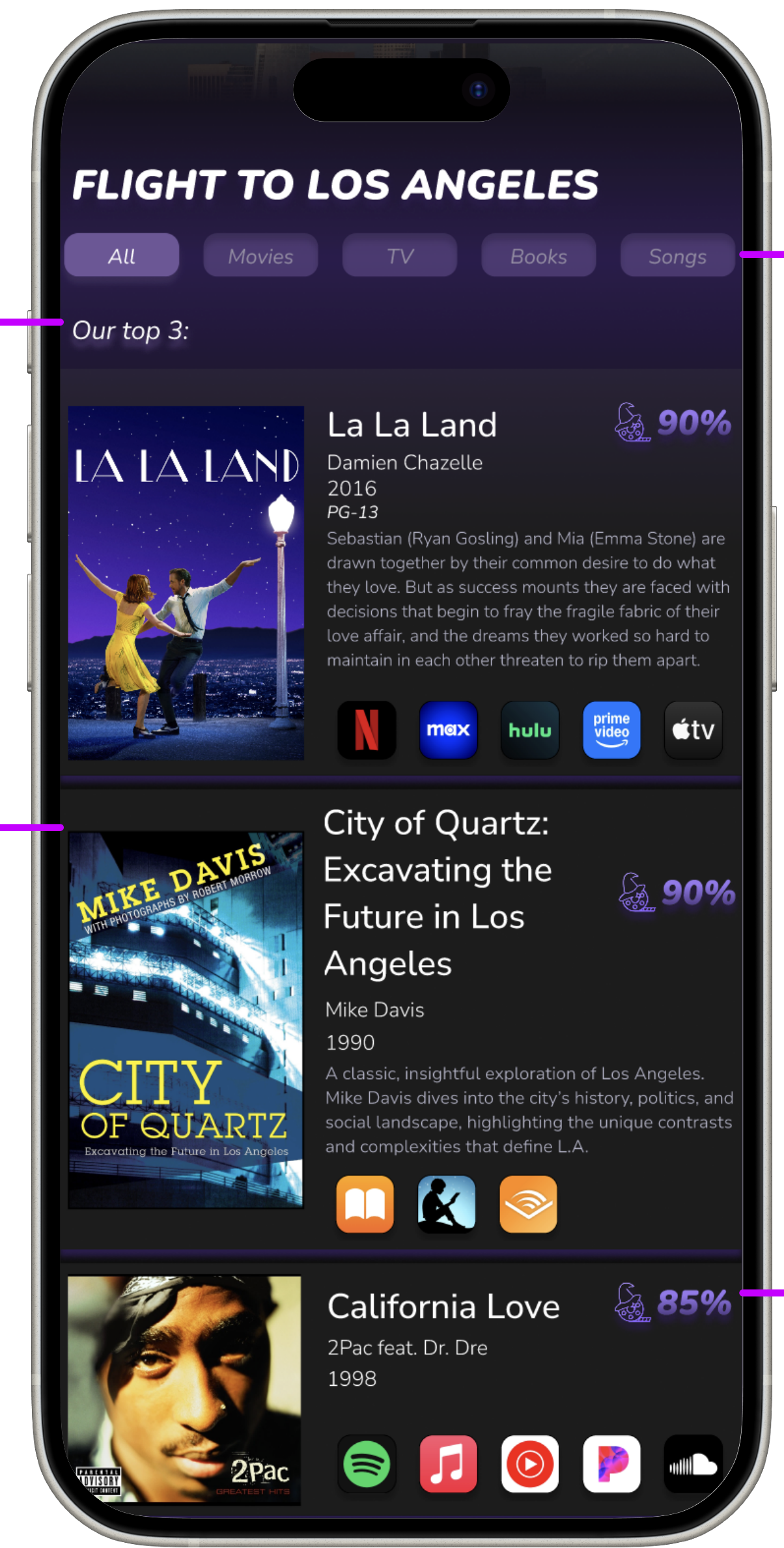Immediate connection to streaming services and other content providers

Inclusivity

We designed our results page around the idea that everyone should be able to find something that speaks to them.

We implemented filters, a relevancy meter, and made sure to give as many recommendations as needed from a variety of media types.
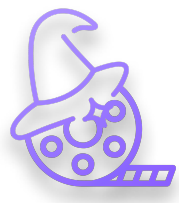
Top 3 based off of our relevancy meter over all categories

Multiple categories that allow the user to pick their preference

Diverse forms of media. Movies, books, music, and more.

Relevancy Meter

FLIGHT TO LOS ANGELES

All | Movies | TV | Books | Songs

Our top 3:

La La Land
Damien Chazelle
2016
PG-13
90%

Sebastian (Ryan Gosling) and Mia (Emma Stone) are drawn together by their common desire to do what they love. But as success mounts they are faced with decisions that begin to fray the fragile fabric of their love affair, and the dreams they worked so hard to maintain in each other threaten to rip them apart.

City of Quartz: Excavating the Future in Los Angeles
Mike Davis
1990
90%

A classic, insightful exploration of Los Angeles. Mike Davis dives into the city's history, politics, and social landscape, highlighting the unique contrasts and complexities that define L.A.

California Love
2Pac feat. Dr. Dre
1998
85%

Value Tensions in Design

1

Unifocal

- **Simplicity vs. Depth:** In prioritizing a single focus, the app may limit options for users seeking broader functionality, like customization of recommendation settings.
- **Personal vs. AI:** The app makes recommendations based on AI-generated algorithms, which might overshadow some user control over their choices.
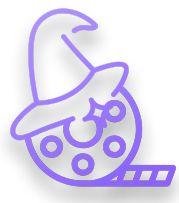
2

User-Centered

- **Speed vs. Customization:** A streamlined interface may limit deeper customization options, potentially sacrificing some flexibility to keep the app quick and easy to use.
- **Privacy vs. Personalization:** Balancing the use of calendar data for personalization while respecting users' data privacy.

3

Inclusivity

- **Personal vs. AI:** We have the safeguard of utilizing AI and it's pre-filtering of content, however, there is no definite way yet to vet responses. Using AI could provide not the best culturally relevant or appropriate media.
- **Representation vs. Over-Simplification:** Avoiding stereotypes while still making content culturally relevant can be challenging, as certain cultural nuances may be lost in AI interpretation.
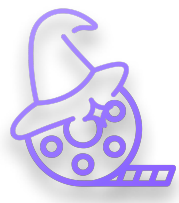
Where to?
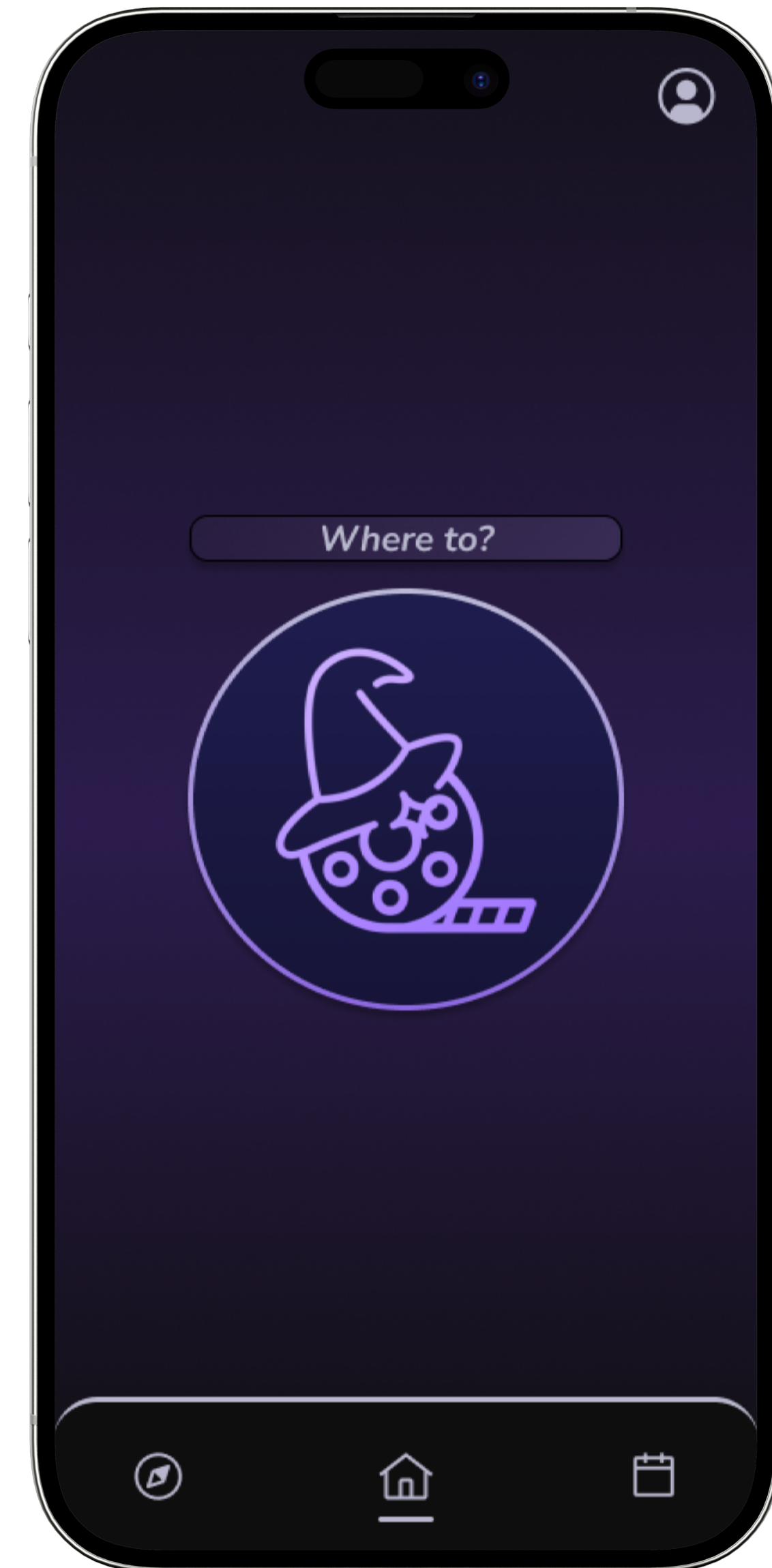
Tensions in Design

Flexibility and Organization

We struggled with making our interface organized, succinct, and easy to navigate without making it feel too formal. We took inspiration from other apps, such as Spotify and YouTube, who cleanly display a large amount of content while holding on to a carefree and clean aesthetic.
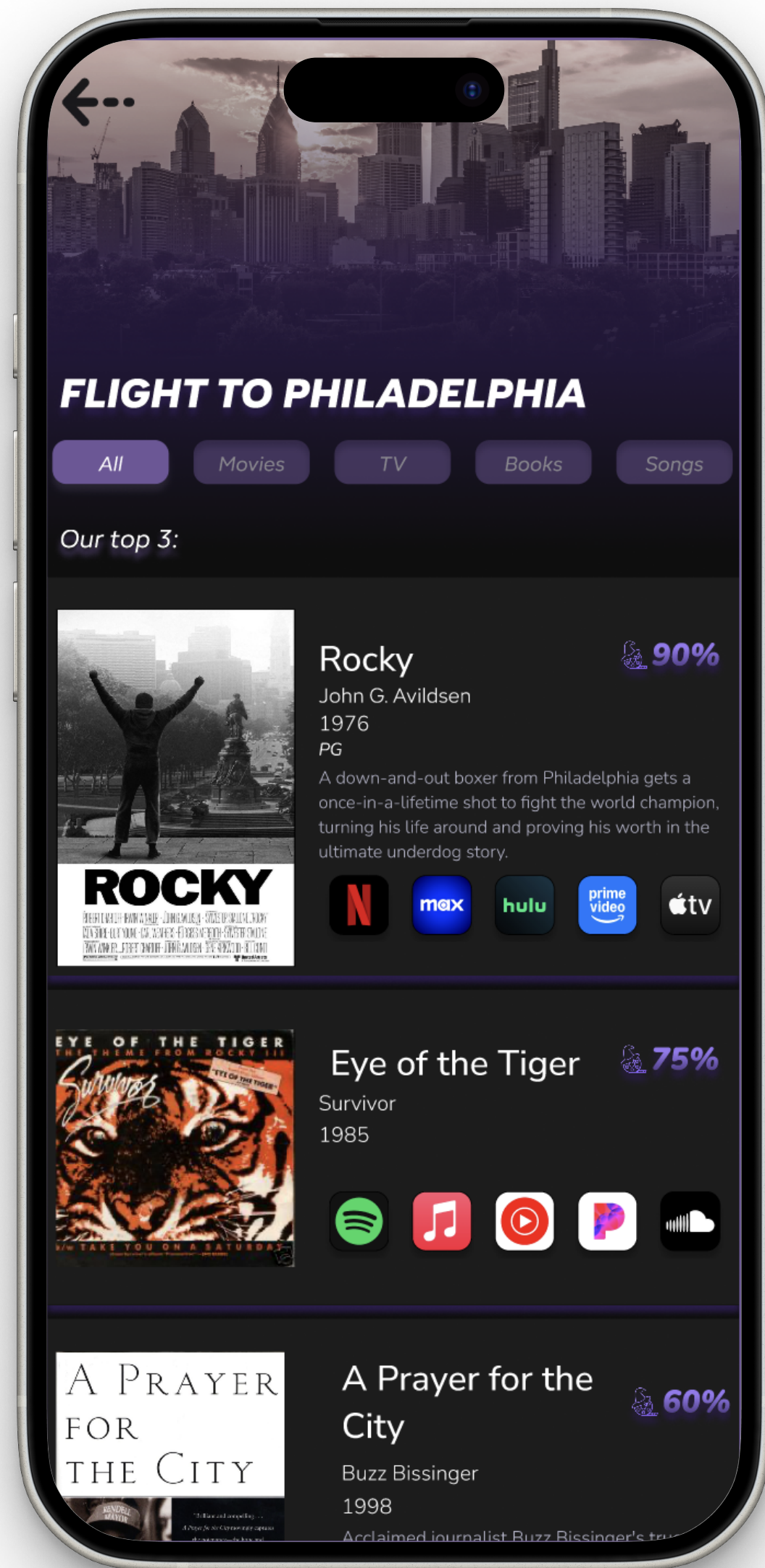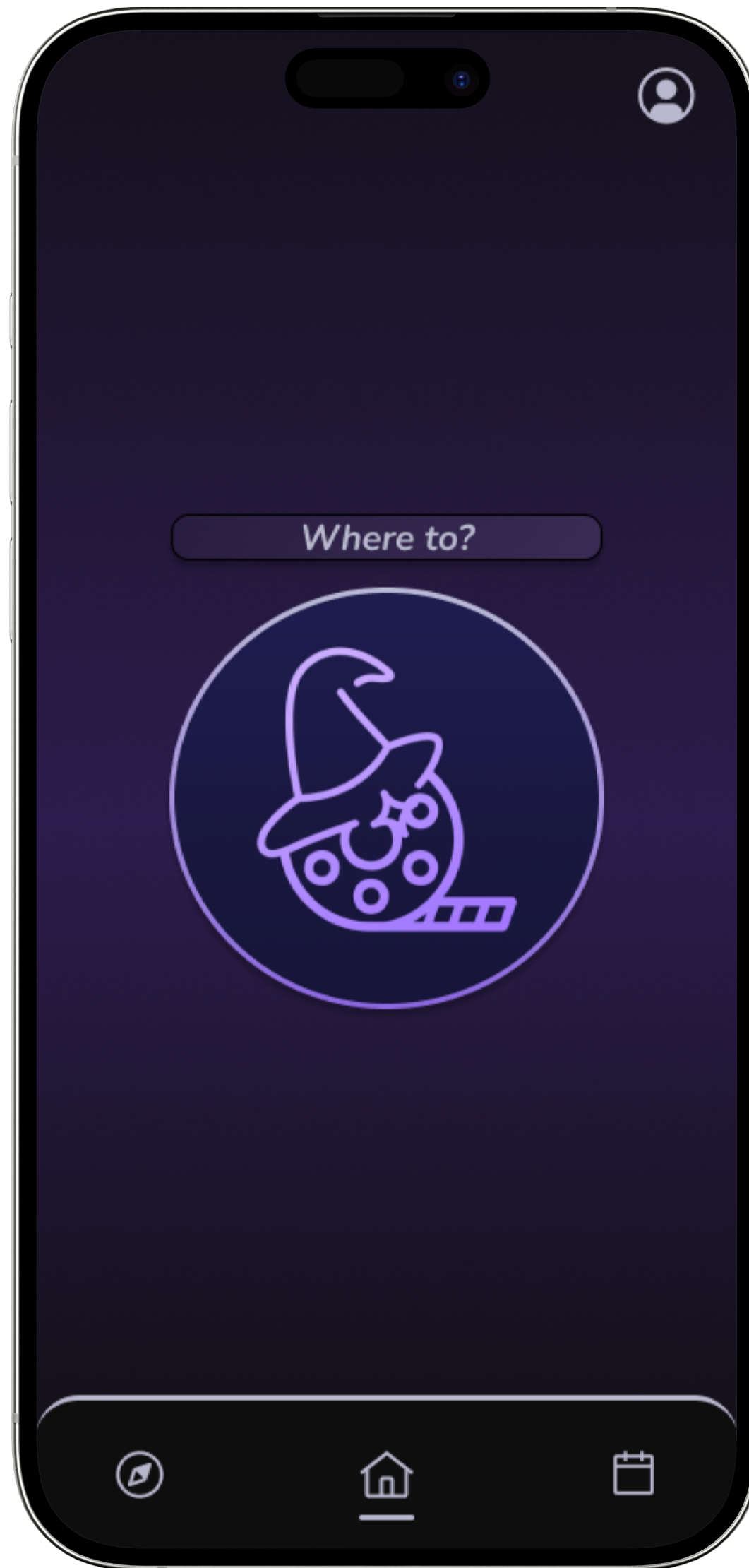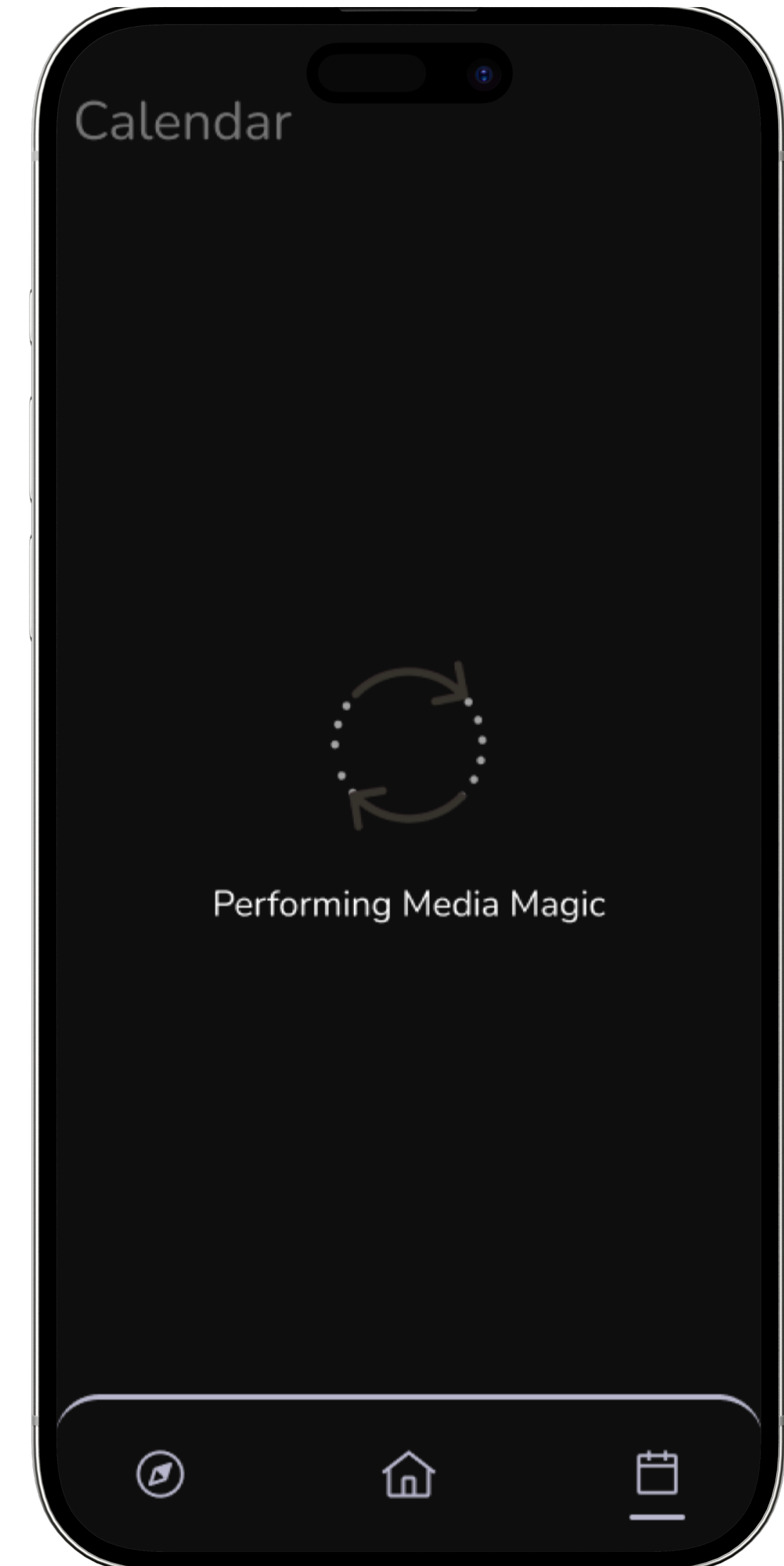
Task Flows

Link to Figma Prototype

Simple Task

Getting a Recommendation

Moderate Task
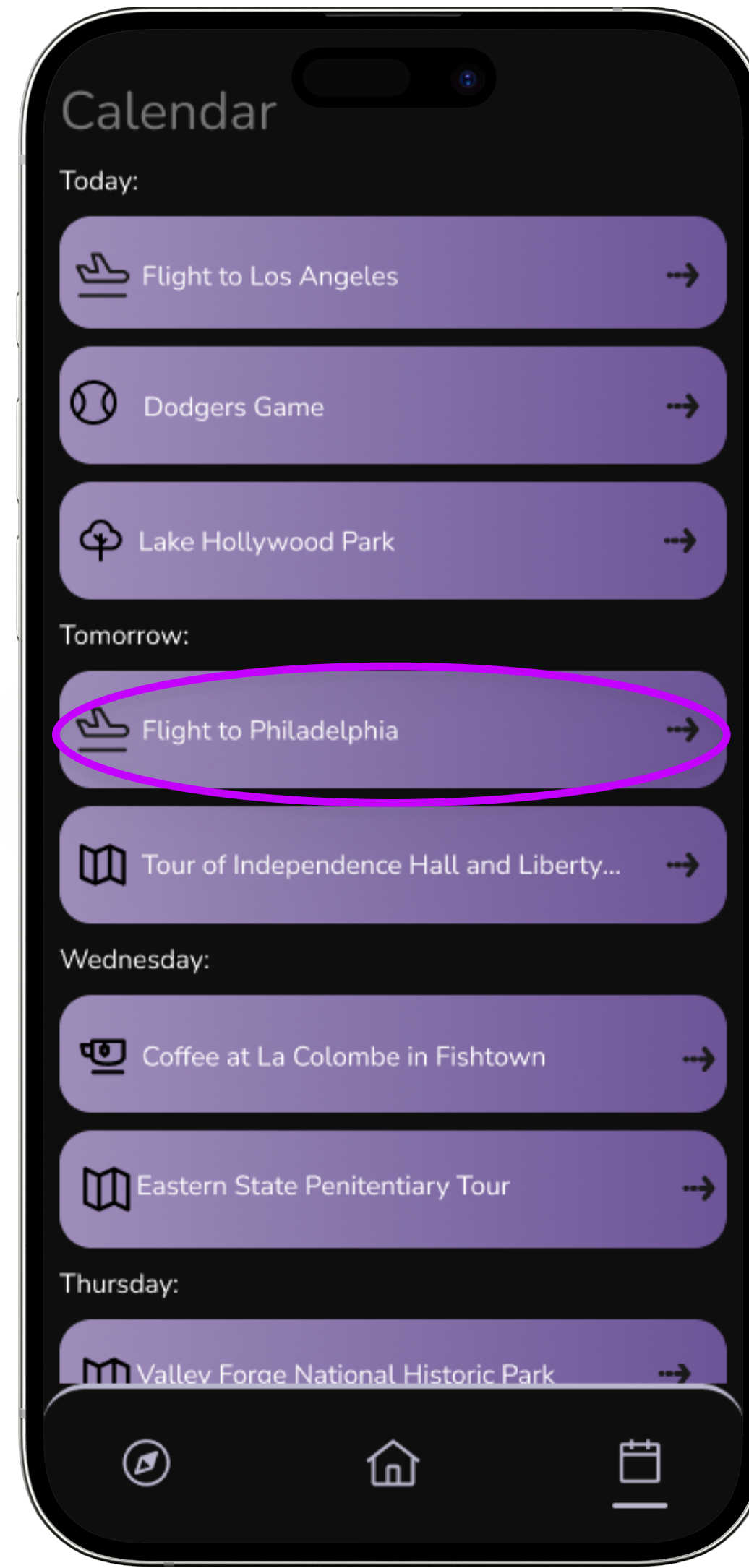
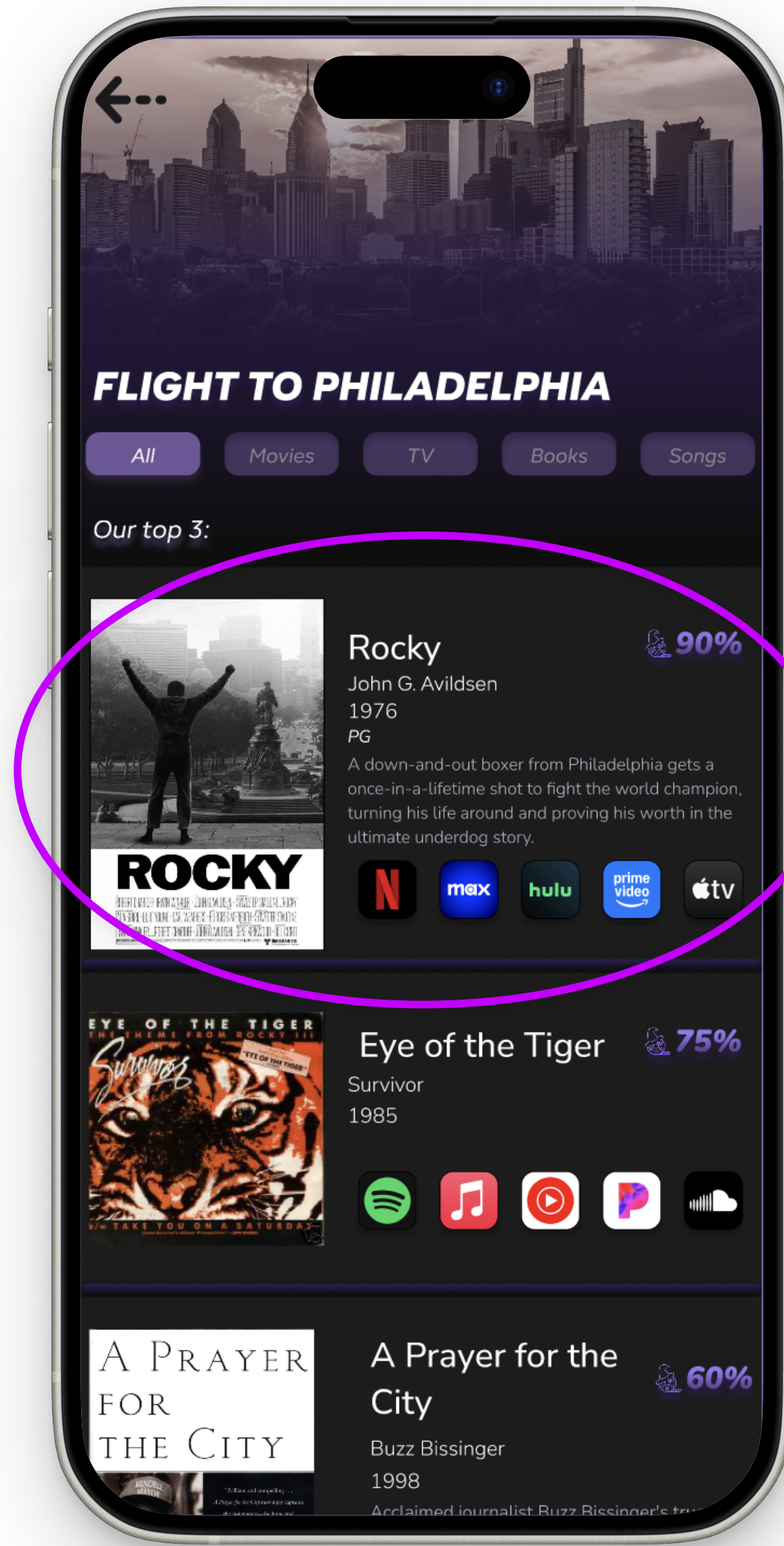Searching For a Location or an Event

Hard Task

Syncing Calendar
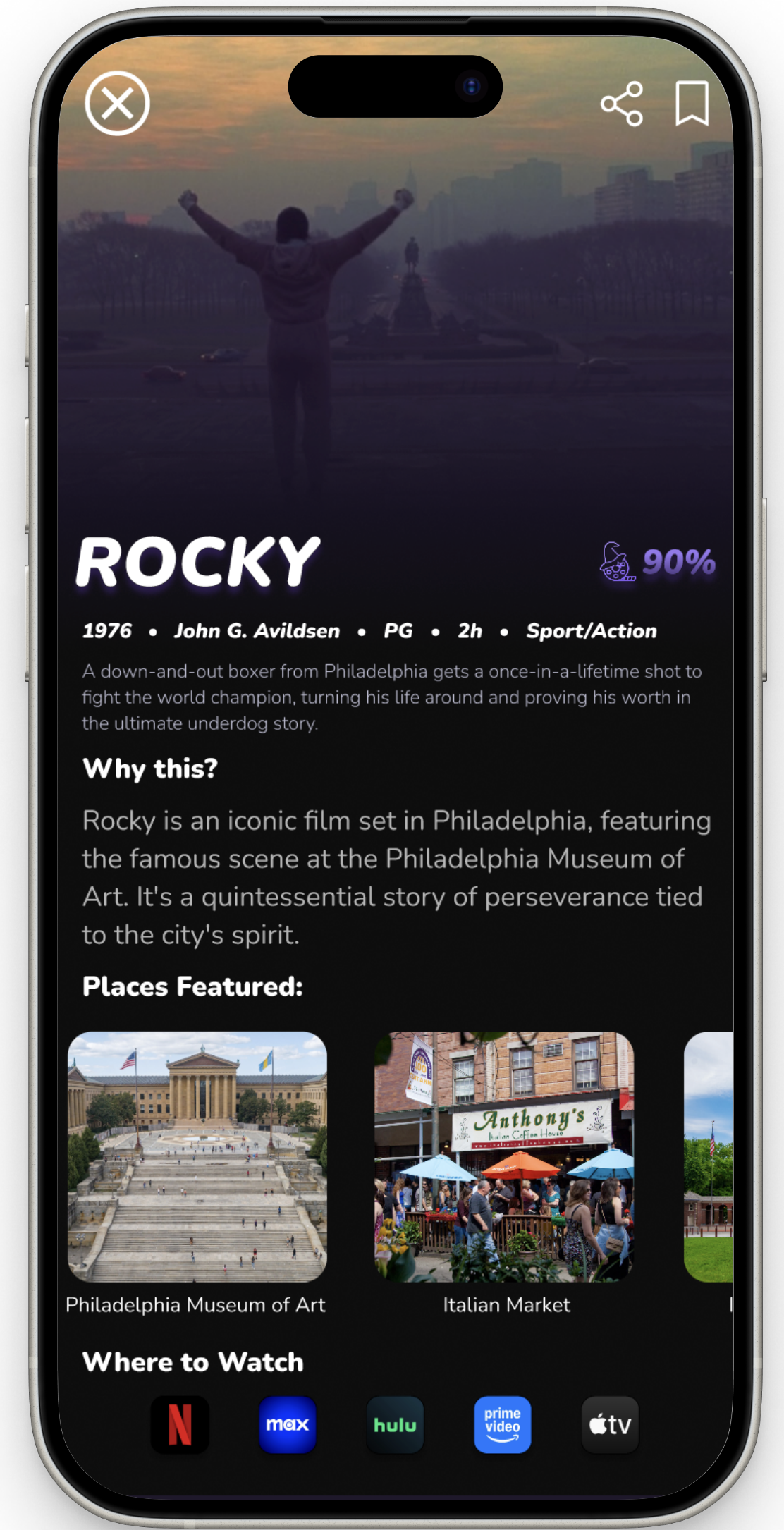
Simple Task: Getting a Recomendation
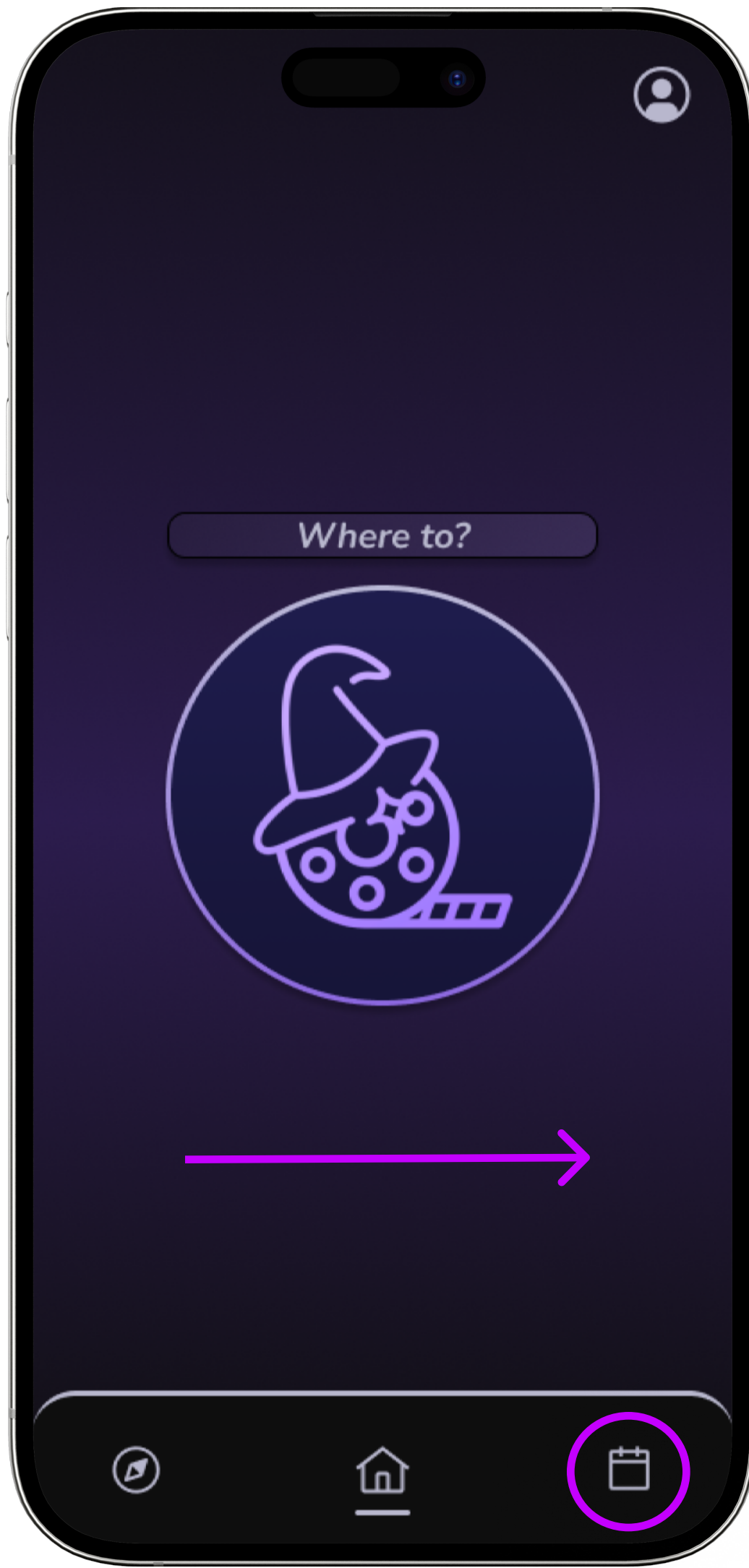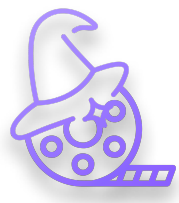

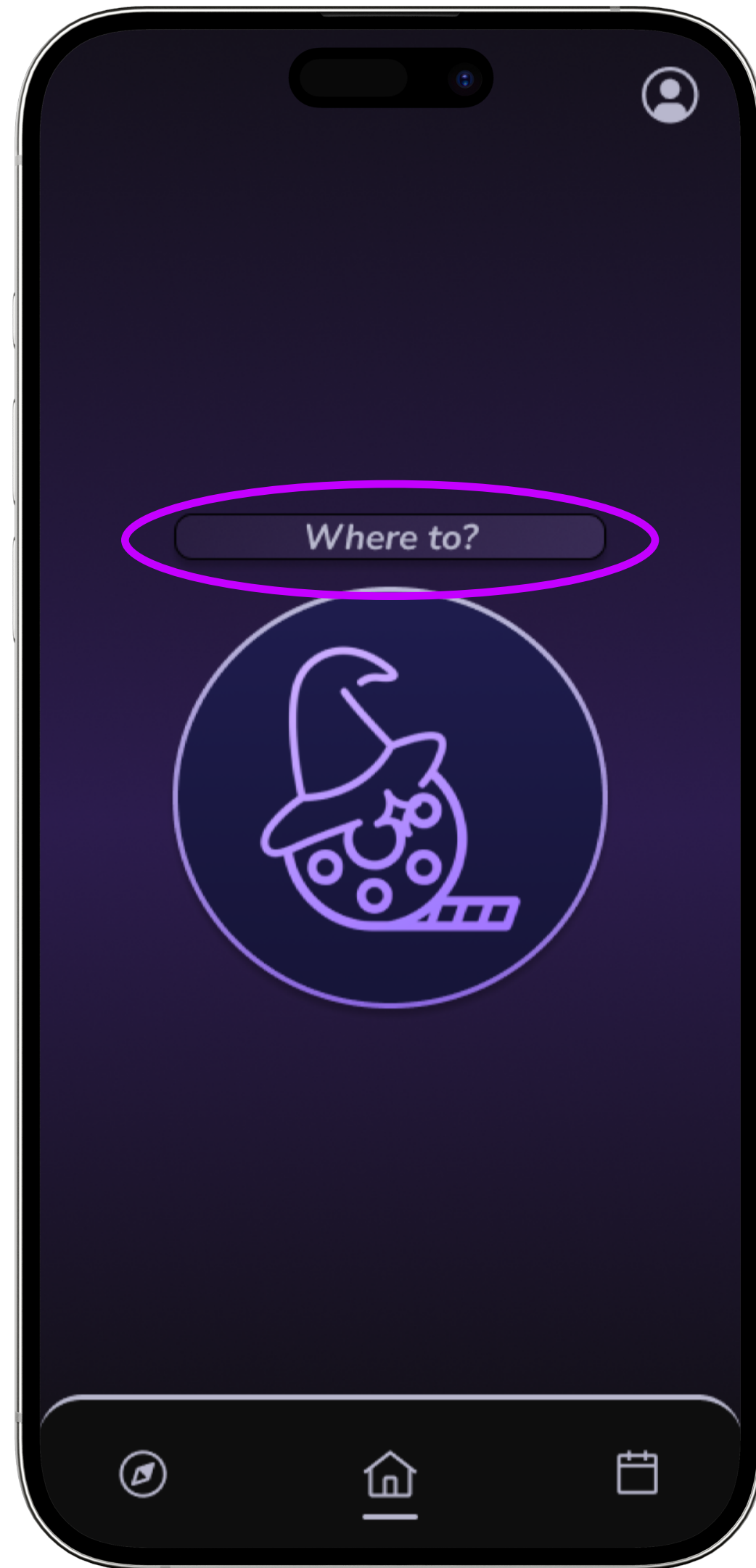Tap calendar icon or swipe right

Select upcoming event/trip

Pick from top three, or keep scrolling to find more

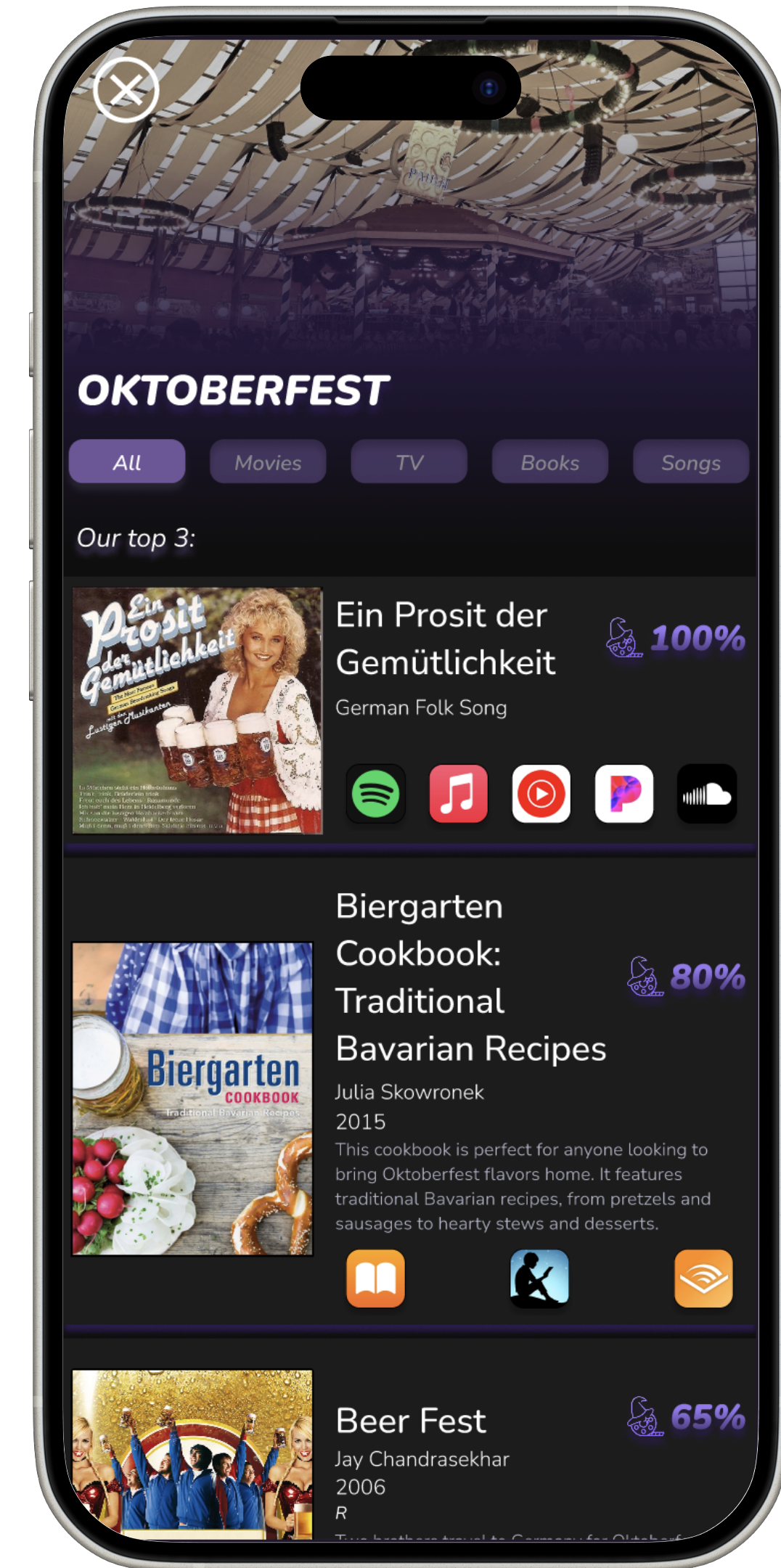Enjoy! See the "Why?" and links to streaming services

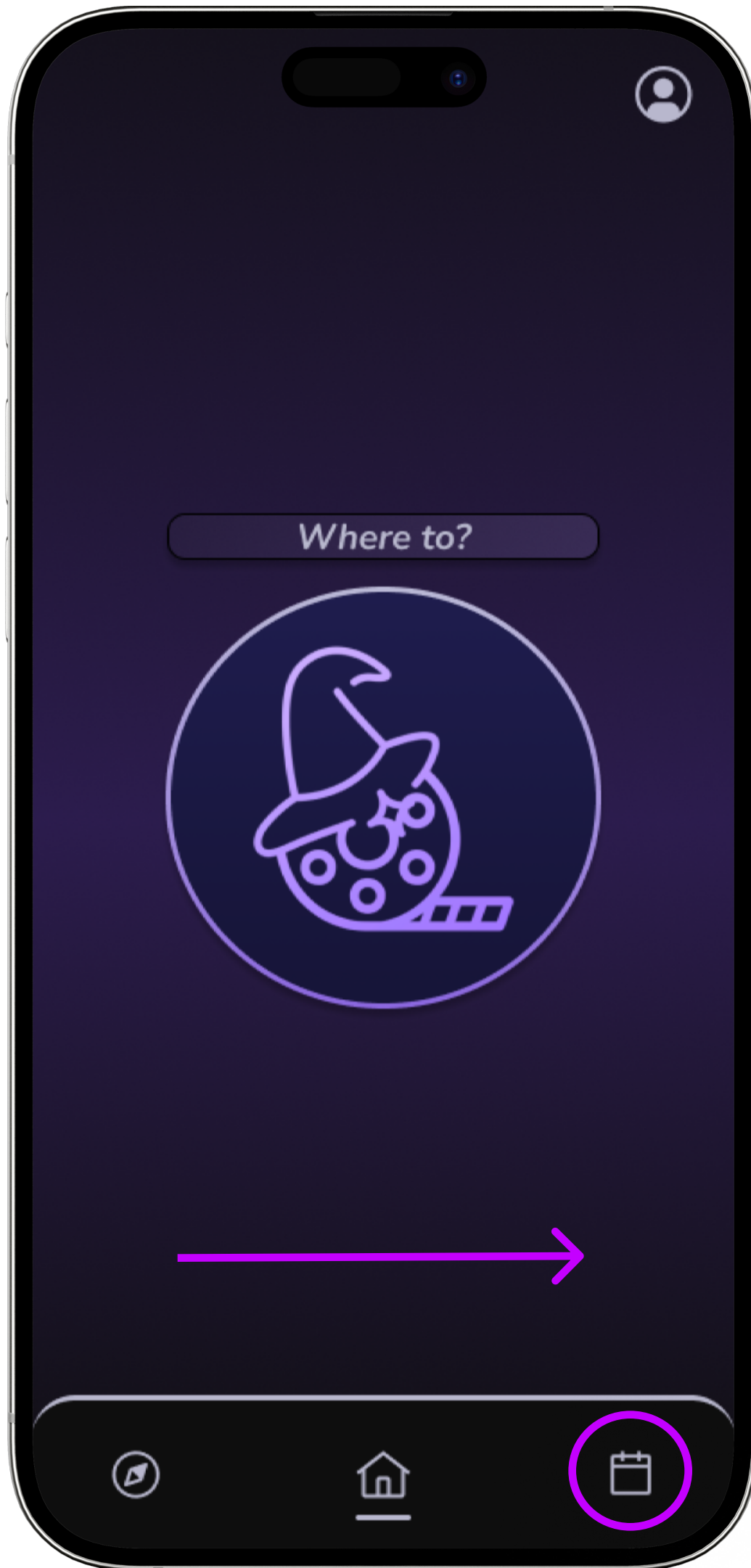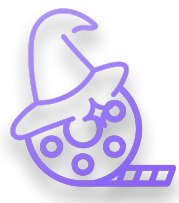# Moderate Task: Searching For a Location Or an Event

Tap the search bar.

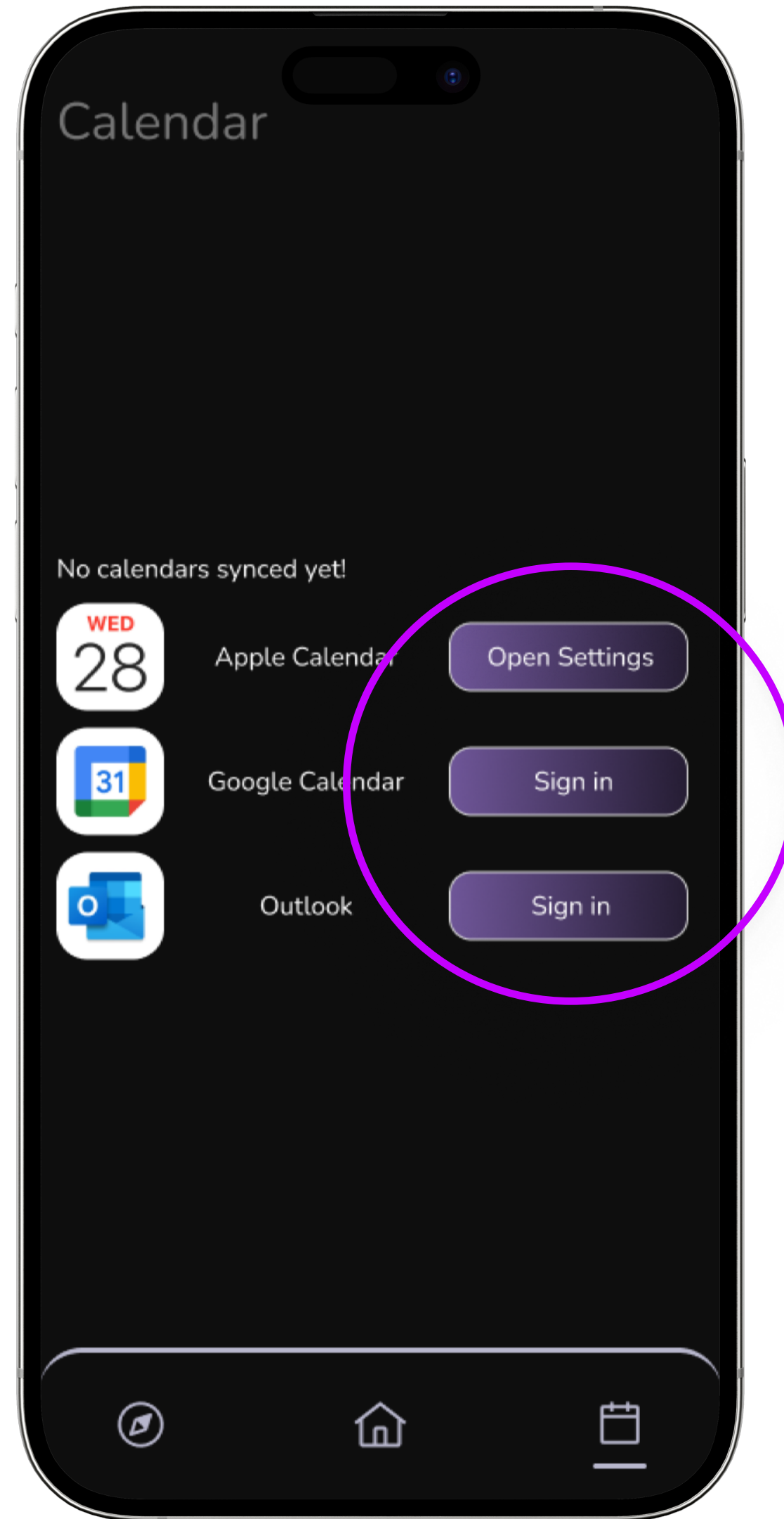Enter in your place or event of interest.

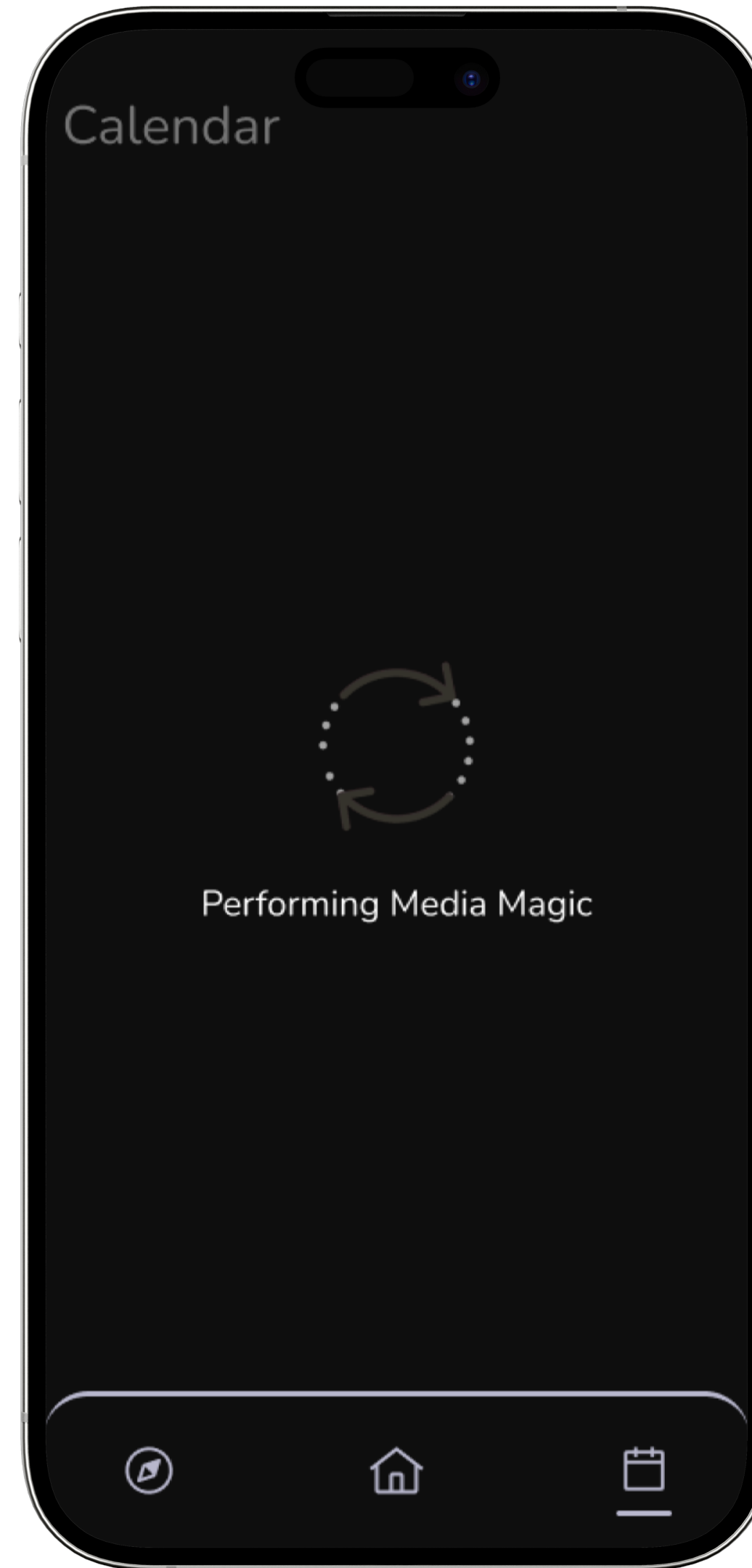Explore your recommendations!
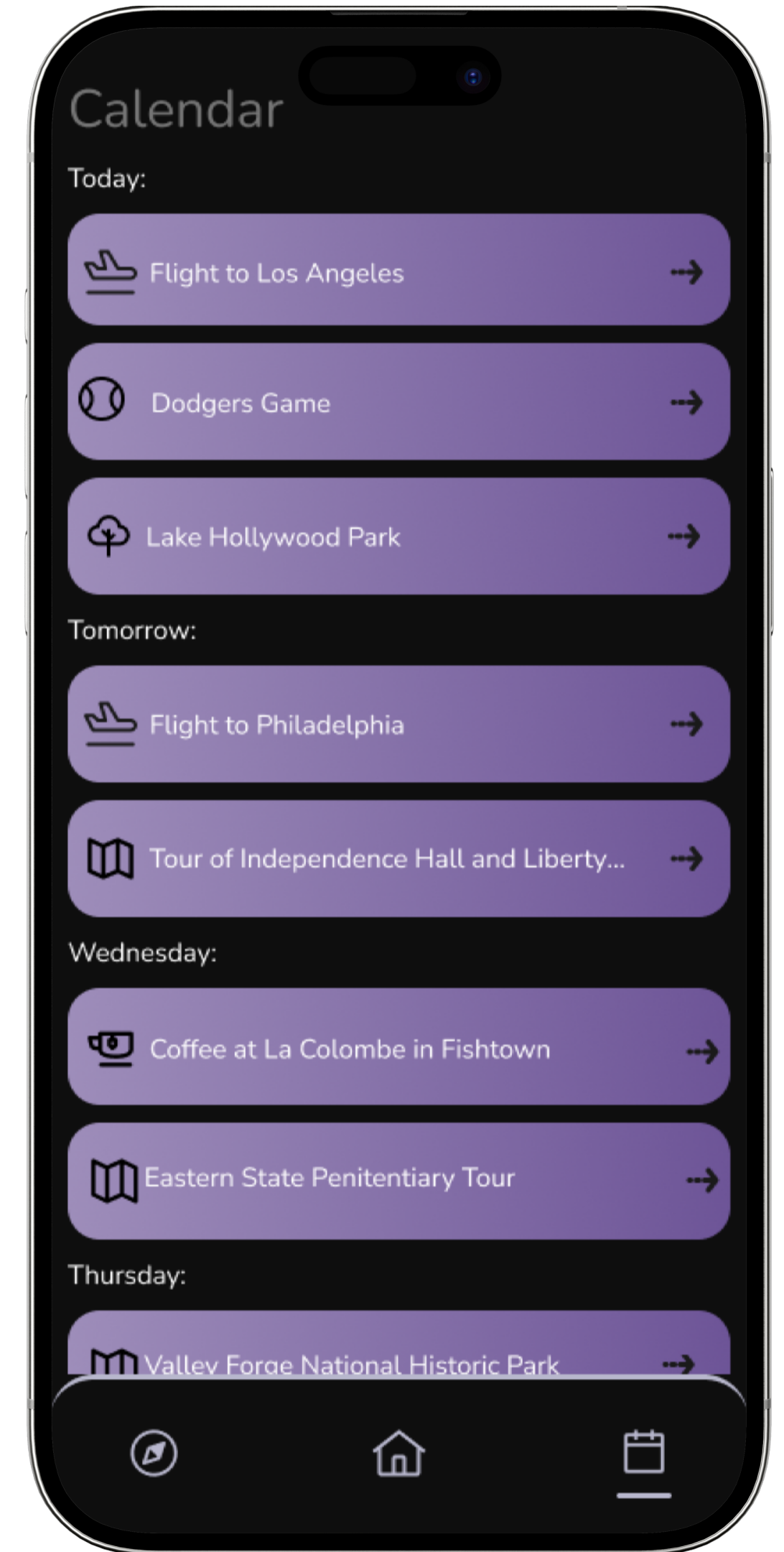
Complex Task: Syncing Calendar

Tap calendar icon or swipe right

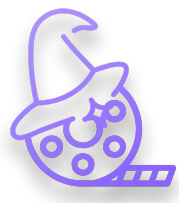Select which calendar you would like to sync.

RecoMedia will read in the contents from the app.

And immediately populate our calendar interface!

A note on changing our complex task

We have changed our complex task from sharing a recommendation to syncing your calendar.

• Our initial assumption: sharing would be a complicated process for users.

• Found sharing was quite easy and habitual for users (who were familiar from other apps)

• Sharing task lacked sufficient complexity

• We identified the Calendar syncing setup as more a challenging process

Usability Goals & Key Measurements

Our Testing Results

Usability Goals

Serendipitous

We want users to feel delighted by media related to their journeys.

Smooth

The experience should be easy, understandable, and quick.

Key Measurements

Time to Complete Each Task

The average number of seconds to complete each of the following tasks
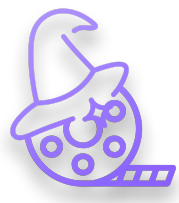
Get a recommendation	~40s
Search for event/ location	~60s
Sync your calendar	~65s

Navigation Tally

The average number of navigations to accomplish the following tasks.

Get a recommendation	~2
Search for event/ location	~3
Sync your calendar	~3

Number of Misclicks

The average number of misclicks to accomplish the following tasks.

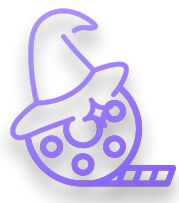|	
Get a recommendation	~1
Search for event/ location	~2
Sync your calendar	~3
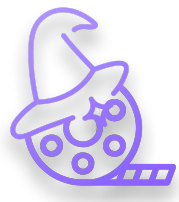
Progress Towards Usability Goals

Smooth:
Included in our change of the home screen, we implemented some more usability features that make navigation around the app interface far smoother. You can now swipe as well as tap to navigate between the calendar, explore, and home page, with an indicator at the bottom that shows what page you are on.
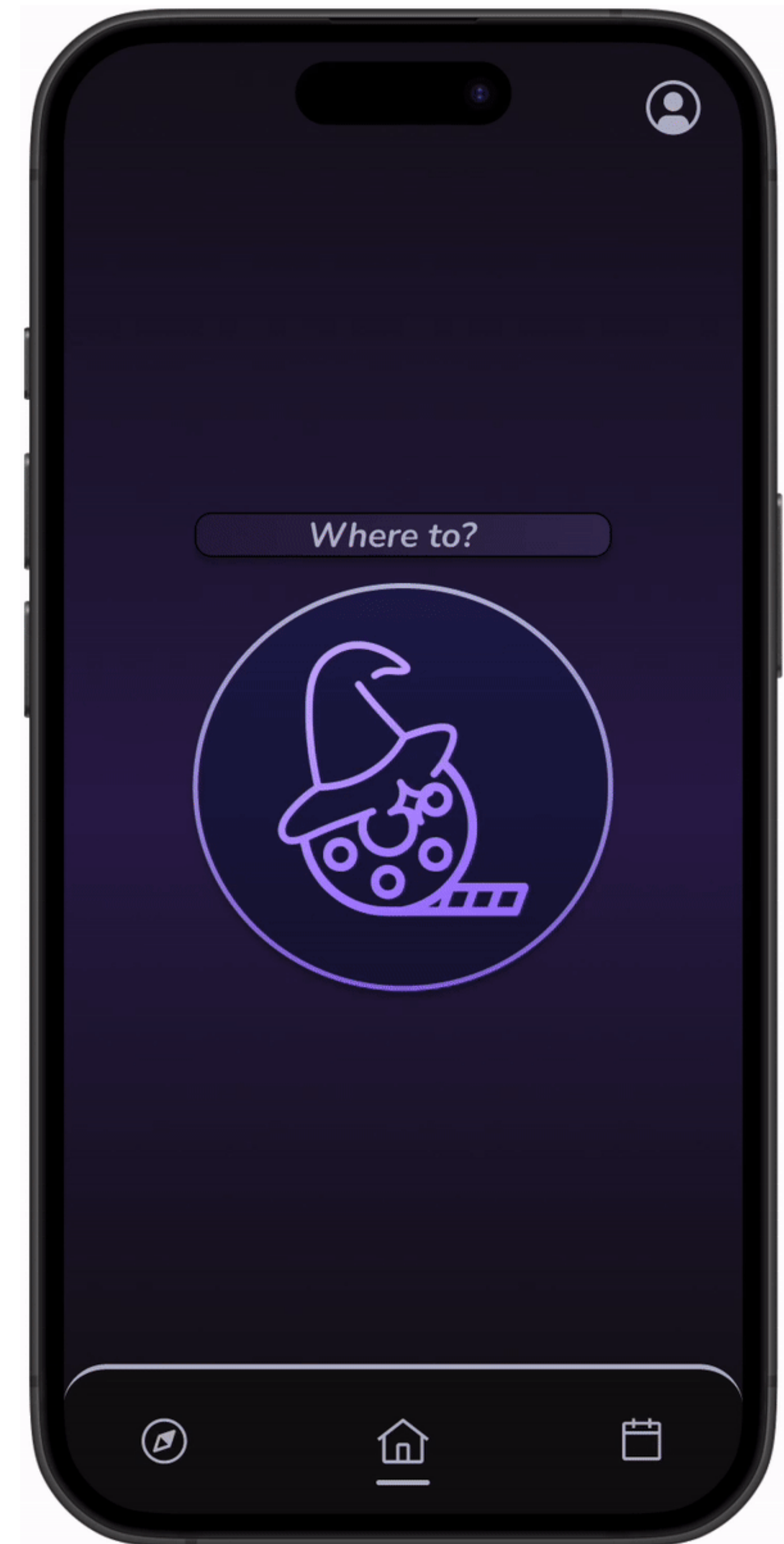
Progress Towards Usability Goals

Serendipitous:
Our explore page advances the feeling of serendipity for our users. We recognize that our more spontaneous users may not have a fully fleshed out calendar to receive recommendations. The explore page allows more "spur of the moment" inspiration by recommending media based on seasonal events or nearby landmarks.
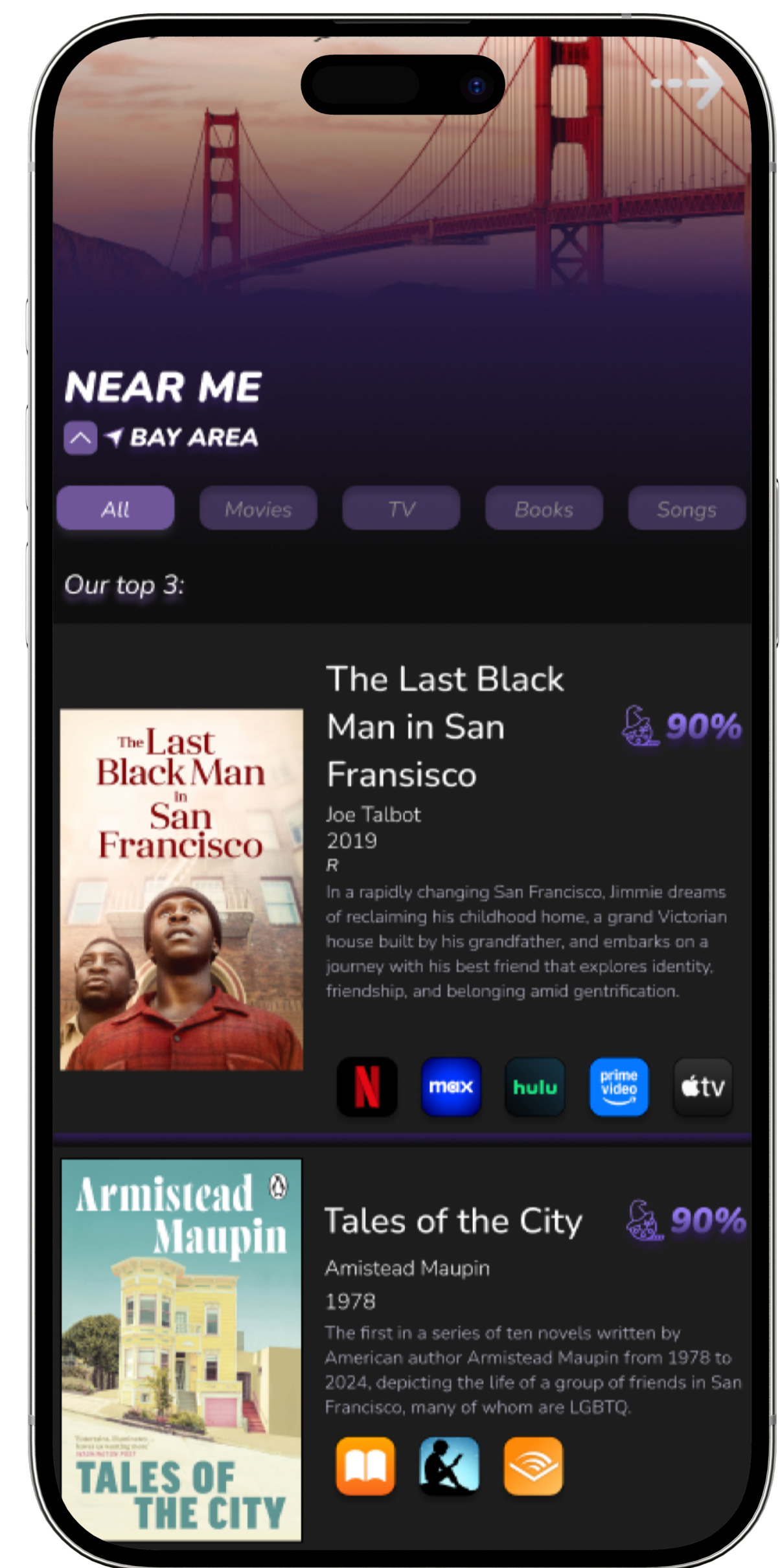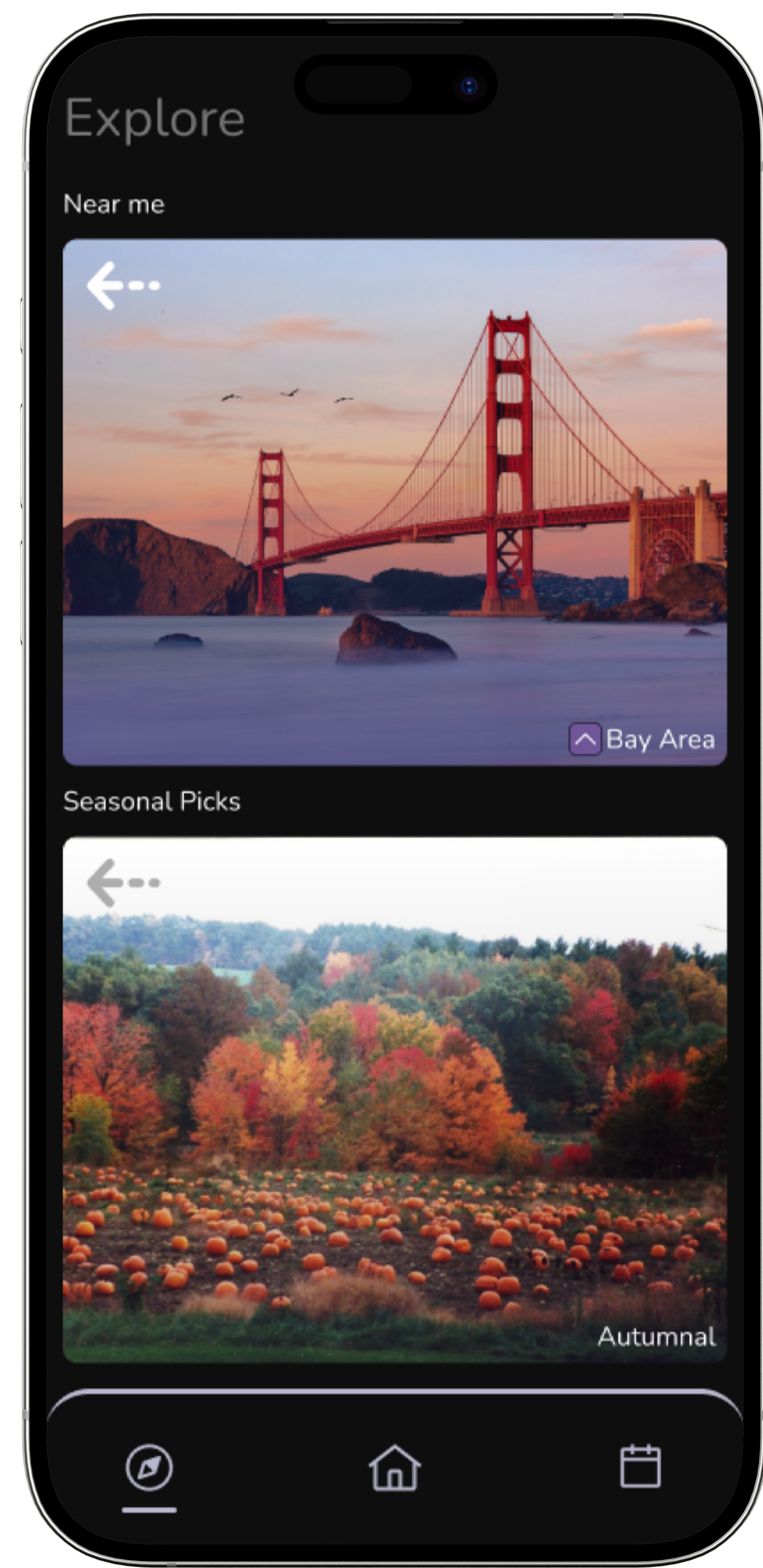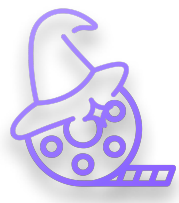
Major Improvements

Our 3 biggest changes between our original and revision

Home Screen

Changing the Calendar

During our feedback from our checkpoint, we recognized that the focus on the Calendar in our UI may over-emphasize the importance of the Calendar when our mission is to design an app tailored for improvisers. With this change, we have added a home bar which takes us to an explore page, home, or the calendar. We also added a profile button in the top right. This would improve usability for spontaneous users to easily access more options rather than just a calendar, lowering the barrier to entry.
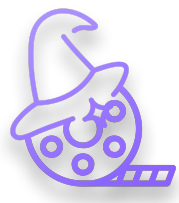
Explore Page
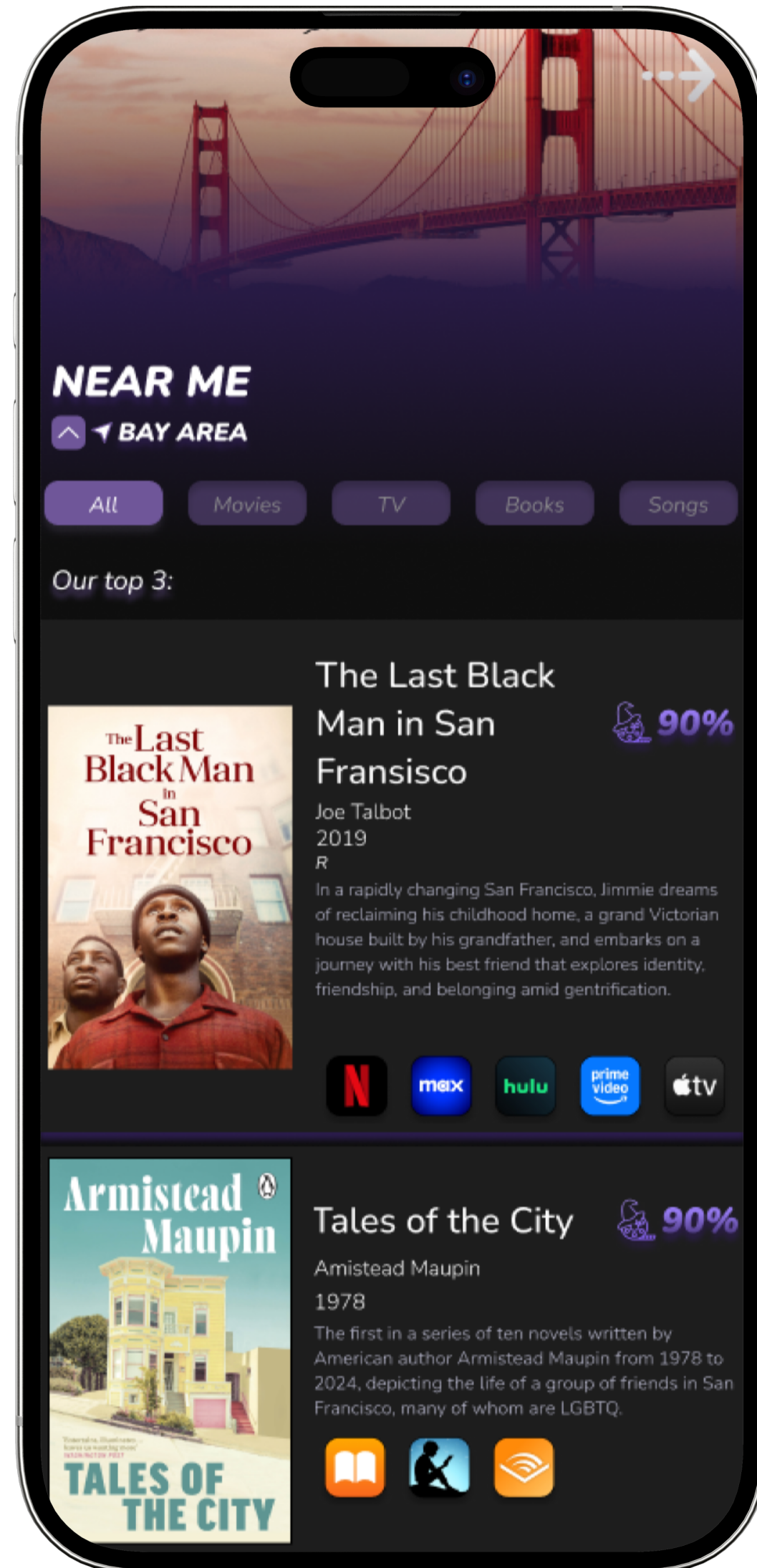
More to Explore

With the introduction of our home bar, we wanted to incorporate a more spontaneous outlet for recommendations. Through the explore feature, we utilize location and date-based features to provide impromptu recommendations for nearby popular locations, seasons, holidays, and more. We noticed in our studio that our interface needed to better connect with our mission so we added more spontaneous features. This will allow users to use the app for recommendations even if they have no topics, events, or locations in mind.
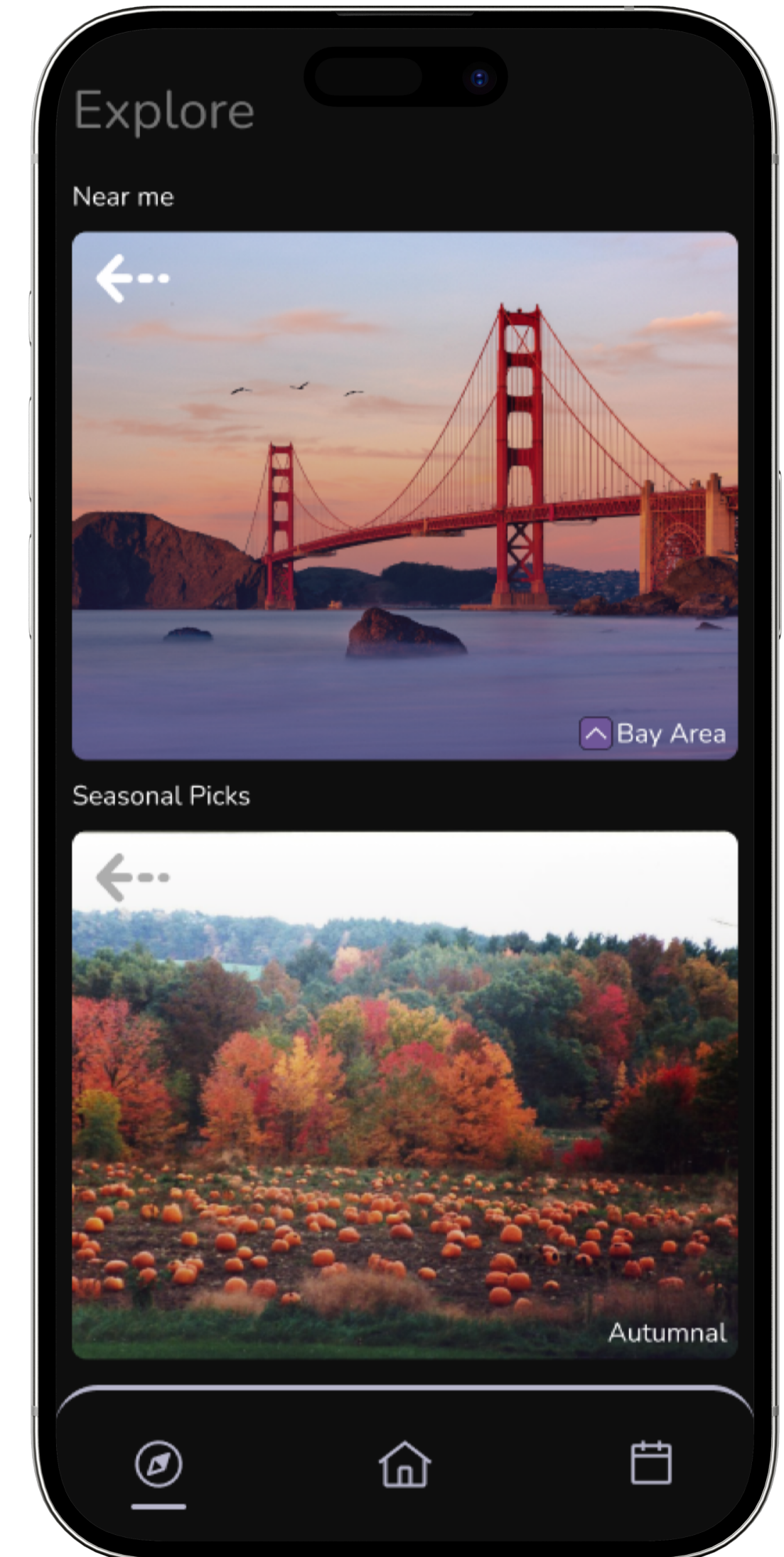
Save For Later

Access Your Favorites

The profile image on the top of our home page directs us to the Saved for Later page. On this page resides all content that users BOOKMARK and add to their favorites or to save for later. In time, we will flesh out the profile to have a profile photo, username, and more personal info, but also include this sav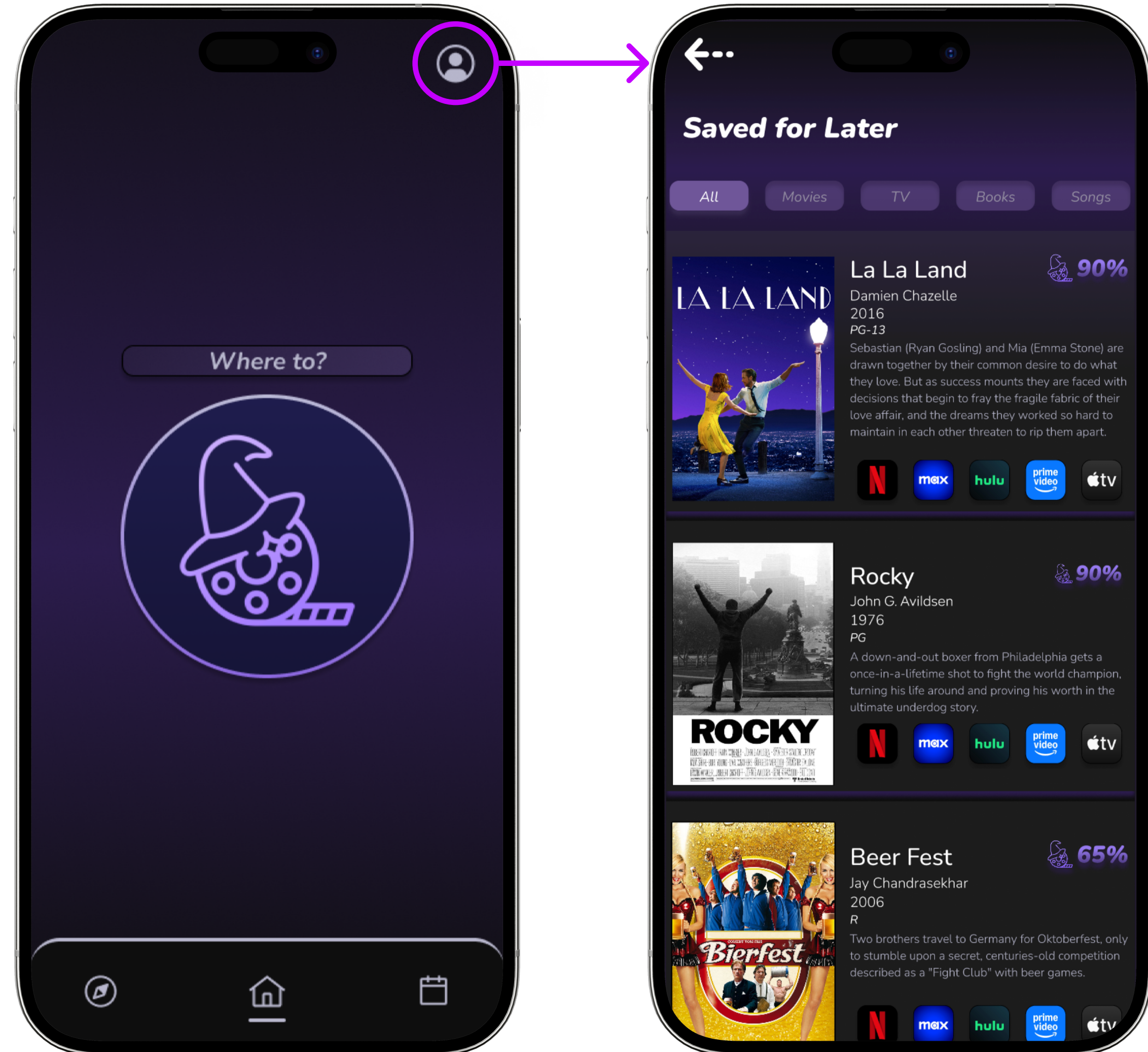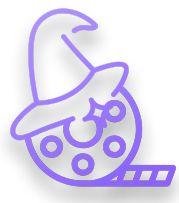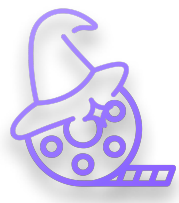ed page. Through our prototyping we understood the necessity of a saving feature, so we decided to implement it more explicitly here in the Medium-Fi.

Where to?

Saved for Later

All | Movies | TV | Books | Songs

La La Land
Damien Chazelle
2016
PG-13
Sebastian (Ryan Gosling) and Mia (Emma Stone) are drawn together by their common desire to do what they love. But as success mounts they are faced with decisions that begin to fray the fragile fabric of their love affair, and the dreams they worked so hard to maintain in each other threaten to rip them apart.
90%

Rocky
John G. Avildsen
1976
PG
A down-and-out boxer from Philadelphia gets a once-in-a-lifetime shot to fight the world champion, turning his life around and proving his worth in the ultimate underdog story.
90%

Beer Fest
Jay Chandrasekhar
2006
R
Two brothers travel to Germany for Oktoberfest, only to stumble upon a secret, centuries-old competition described as a "Fight Club" with beer games.
65%

Prototype Implementation

Tools

Plugins

Pros: intuitive design, built-in plugins, easily transferrable to Figma slides

Cons: lots of steps for animations, auto-layout is a good tool but made formatting difficult, bit of a learning curve
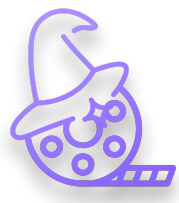
App icons – used to represent various linked media platfors

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

**Typist –** dynamic typing animation on home screen

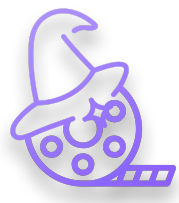**Icon hub –** provides various icons for interface

Insert button – provides external link for Netflix

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.
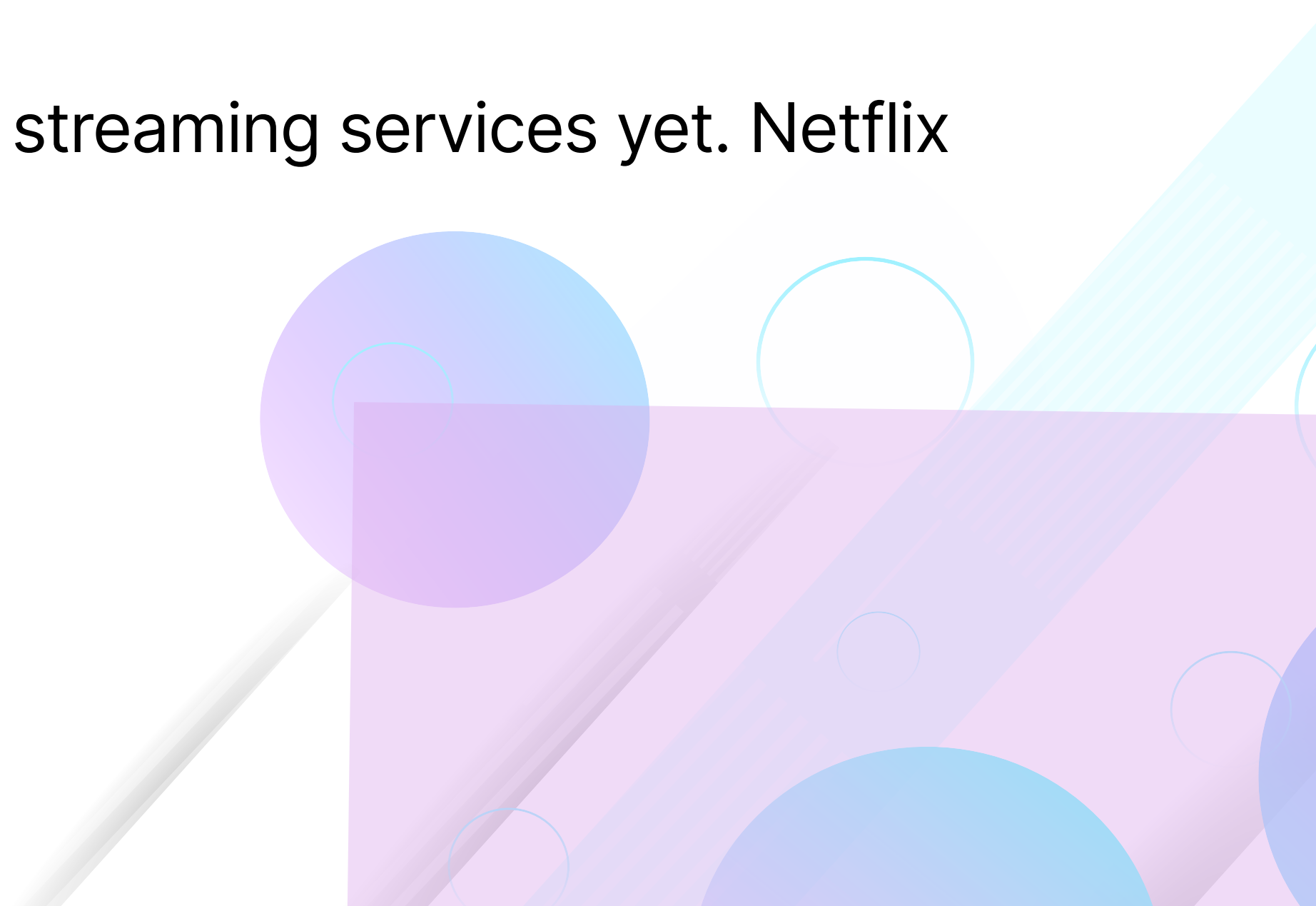
Wizard of OZ

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.
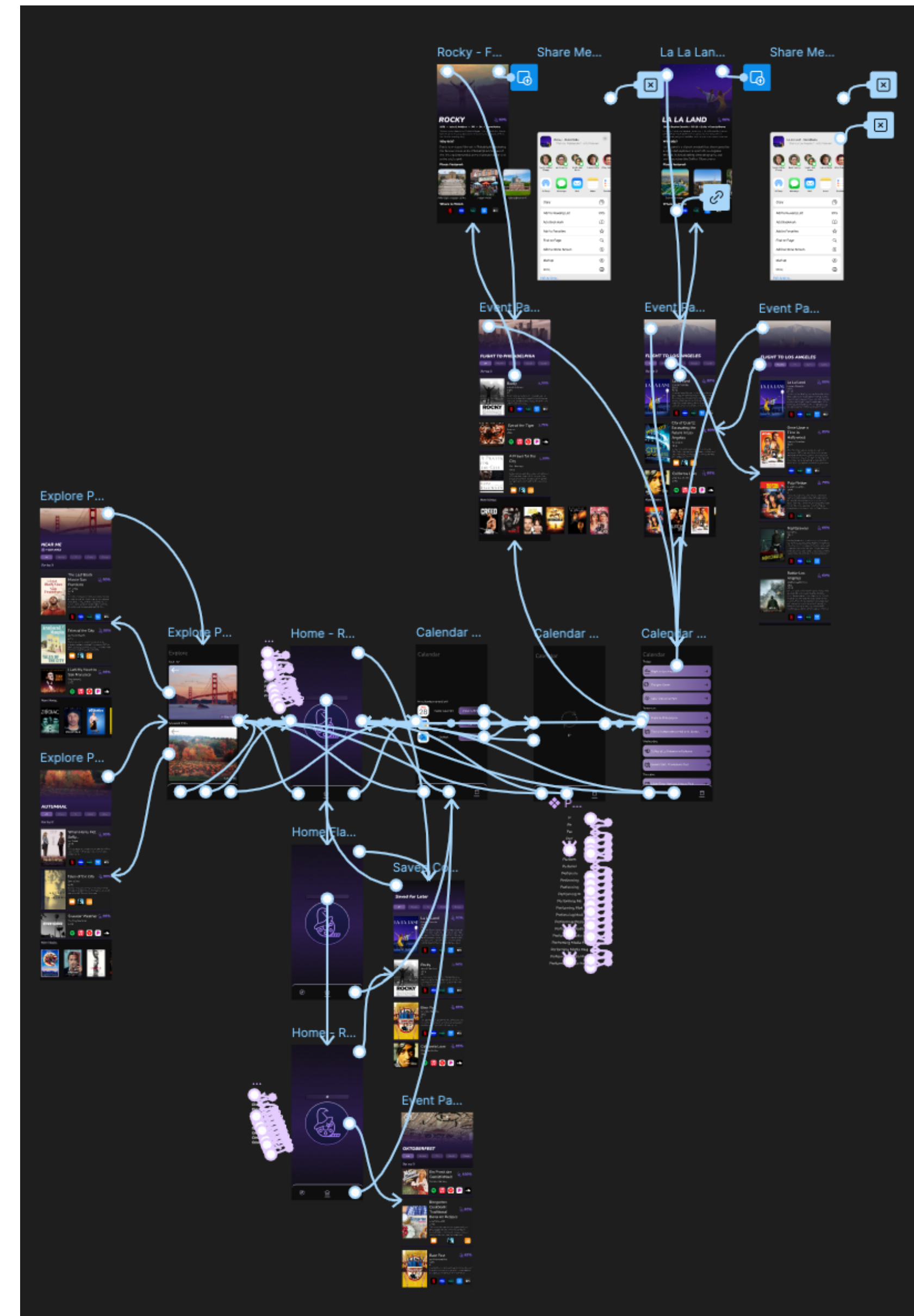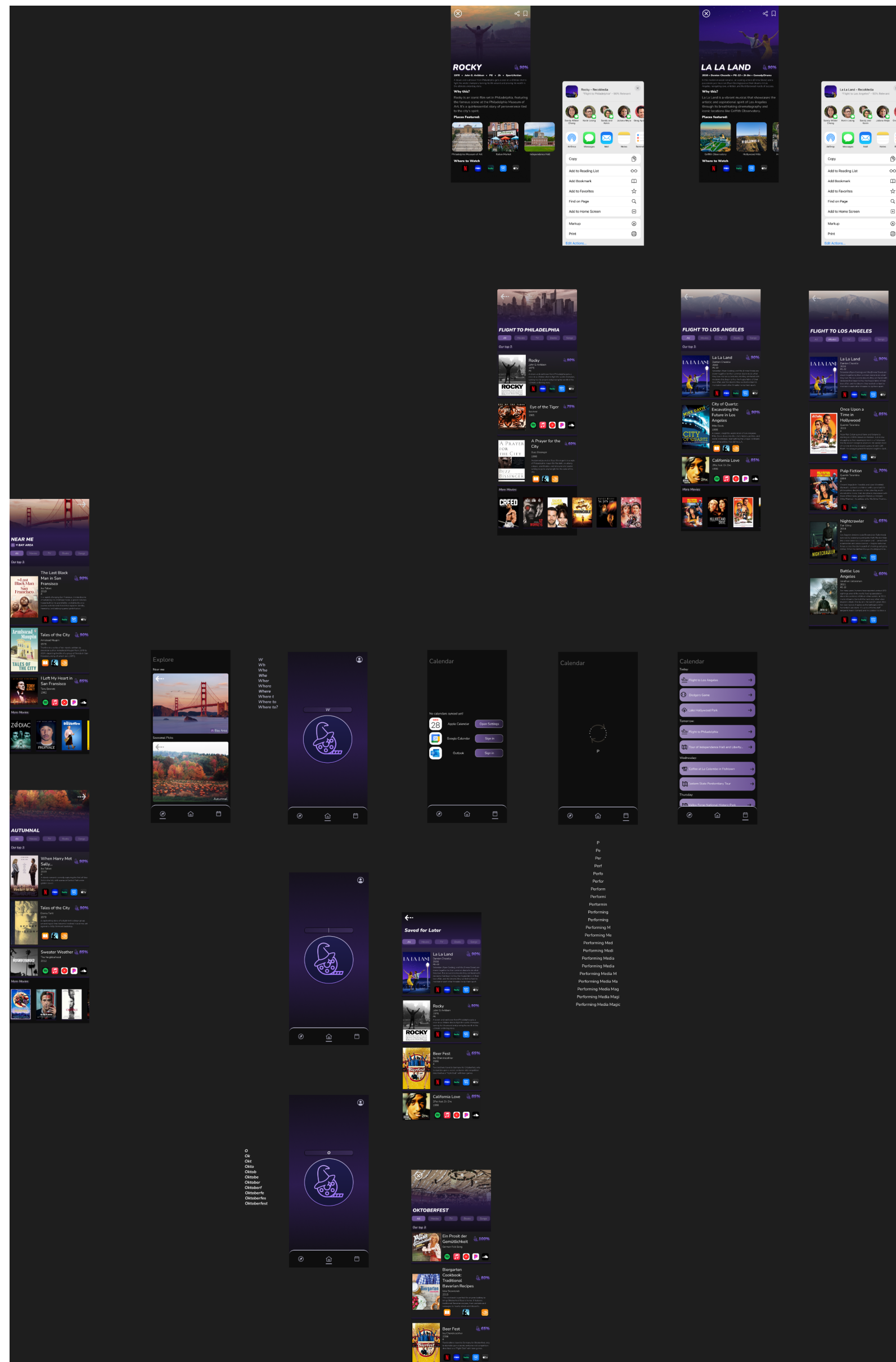- The share page is connected to fake people.
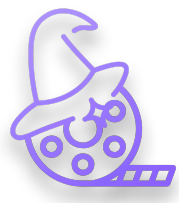
Thank You
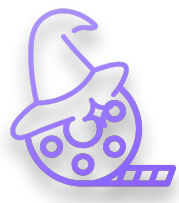
Appendix

Figma Prototype Overview