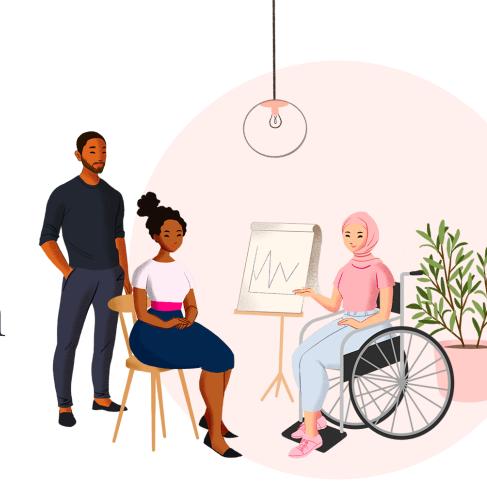# TRELL

Problem Statement

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Content Personalisation

"Customers today are gravitating toward brands that feel like they listen to them, understand them, and pay attention to their specific wants and needs. If you don't know your customers, you can't give them what they want. Personalization helps you gain insights into their preferences and intent through data, so you can offer them tailored experiences. Personalization here aims at showing meaningful and relatable content to users which help can them in lifestyle discovery, improve fashion sense, and influence their purchase decisions"

GUIDING QUESTIONS

How can you recommend certain vlogs to the user which best suits their interests?

How can you predict what a user wants to buy based on the content user consumes?

How can you influence the fashion and lifestyle decisions of users based on current trends?

POTENTIAL TOPICS

DATA COLLECTION

Collecting relevant data about customers can play a vital role in personalizing experience and in future marketing and retargeting. Can you figure out which data could enhance personalized experience and can you model an innovative approach to collect that data via mobile application/website or other platform?

DATA ANALYSIS AND PREDICTION

Finding meaning out of data is as crucial as collecting data itself. Analyzed data can be fed into a machine learning model which can recommend personalized content to users. Can you find an innovative method to achieve content personalization through the use of Data Science and Machine Learning?

VLOGGING TOOLS

" Quality content creation is the ultimate inbound marketing practice. When you create content, you're providing free and useful information to your audience, attracting potential customers to the website/applications, and retaining existing customers through quality engagement. Any social media app is defined by the quality of content and the experience of the user on the platform . How can you enhance vlogging experience and quality of content consumed by the user ? "

GUIDING QUESTIONS

Q1 What are the features/tools you can add on top of the Trell app/web to enhance content creation?

Q2 How can you improve the experience of user on Trell app/web

POTENTIAL TOPICS

GEOLOCATION

Finding the distribution of vlogs throughout the country can be helpful for users in identifying different regional content they can follow and in finding out the trending places to visit at different times of the year. Can you design an architecture which can help the user in filtering content region wise?

VLOG Analysis System

Thorough analysis of posted vlogs can help the creator in identifying their target audience and optimize their click through rate, Can you design a platform which provides detailed analysis of the vlogs to the creators like Target Audience, Engagement Time ,Reach ,Shares etc ?

Open Innovation

"Making video blogs or vlogs has become popular to the point that it is a job for a lot of people. **Almost 10 billion videos are seen on Trell every single month, which makes vlogging a pretty big deal.** People are preferring to watch more videos. It has become so popular that when kids were asked what they wanted to become when they grow up, they replied they wanted to be vloggers. Can you figure out a way to build the next generation vlogging experience? "