

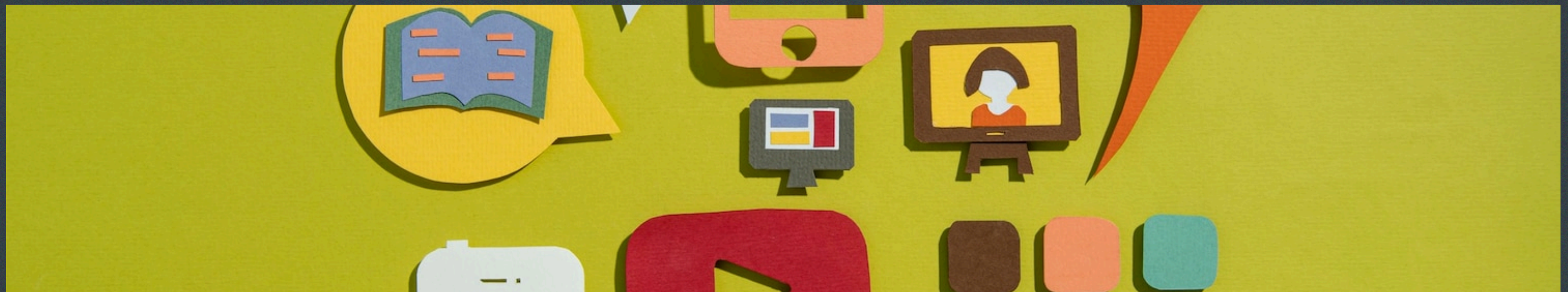


CT&DT-SPSU-TASK-6

DESIGN THINKING BOARD

PRODUCT: A SMART PHONE APP FOR
MOVIES AND ENTERTAINMENT

TEAM: BRAIN STORMERS



Ambiguous Problem

Users of the application often struggle to find movies or shows that resonate with their personal tastes or emotional states. The recommendation algorithm suggests popular titles based on viewing history, but many users express dissatisfaction because these suggestions don't reflect their deeper interests or current moods.

EMPATHIZE:



Interviews: Conduct one-on-one interviews with a diverse group of users to understand their movie-watching habits, preferences, and pain points.

Map the Experience: Outline the typical user journey from opening the app to selecting a film or show. Identify key touchpoints where users may feel frustration, joy, or confusion

DEFINE:



Title: Enhancing
Personalized Content
Discovery in Movies and
Entertainment
AppsContext: In an era of
vast content libraries
and numerous streaming
platforms, users often
feel overwhelmed by
choices and struggle to
discover movies and shows
that genuinely resonate
with their preferences,
emotions, and social
contexts.



Problem: Current recommendation systems primarily rely on algorithms that focus on viewing history and popularity metrics. As a result, users frequently encounter suggestions that do not align with their deeper interests or current emotional states. This leads to frustration, disengagement, and a less satisfying user experience, ultimately diminishing the overall value of the application.

Objective: To create a more personalized and intuitive content discovery experience that understands and caters to users' unique tastes, emotional needs, and social preferences, thereby increasing user satisfaction, engagement, and retention.

PROTOTYPE:



Personalized Recommendations: Use a mood-based recommendation system that tailors suggestions based on users' current emotional states and viewing history.

Mood Selector Feature: Implement an interactive mood wheel that allows users to select their mood, influencing the content displayed on the home screen.

Social Features: Include functionality for users to connect with friends, share recommendations, and schedule virtual watch parties for a shared viewing experience.

CONCLUSION:



The proposed movies and entertainment mobile application aims to enhance user engagement by offering personalized content recommendations based on emotional states and social connections. By prioritizing user feedback and community features, the app seeks to create a more meaningful and enjoyable viewing experience.

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Thanks!

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