Ditto is an app that provides recommendations for books, movies, television shows and restaurants (by geolocation) based on users' previous likes.

Assumptions:
1. People spend hours looking for their next bit of entertainment or choosing their next restaurant & it can be taxing
2. People are open to suggestion when it comes to movies, shows, books and restaurants when the recommendation is catered to their tastes
3. Google searching and using a bunch of different services to guide you can be tedious

Problem Statement:

1. Determine common processes for deciding on entertainment/ options
2. Identify the types of recommendations people most want
3. Identify the ways users would prefer to receive recommendations (via upvoting from other users, by asking other users directly, by a "suggested for you" page

Survey
1. Do you ever seek out recommendations for any of the following? Books, TV Shows, Movies, Restaurants
2. What platforms do you currently use to seek out recommendations for entertainment? Please List All *
3. Describe in your own words the process you use to select entertainment.
4. What resources do you currently use to find a good book/ tv show/ movie? (List All)
5. On a scale from 1-10, how likely are you to use an app that will make recommendations to you based on your taste in Books, Movies,Shows & Restaurants?
6. What is your age?

Key Findings & Things Learned
1. Many people use streaming services to suggest their next piece of entertainment - passively seek recommendations
2. Many users feel that recommendations that they are able to find don't accurately reflect their tastes
3. Users want to be able to identify why they like certain titles in order to get similar recommendations

It may be beneficial to make strong recommendations based on users' willingness to answer more questions following a book/show/movie

It may be useful to gather additional information about ways users prefer to receive recommendations - including upvoting, "strongly recommend" other users' favorites etc.