

# WARNER BROS INDUSTRY PROJECT

**Hackstreet Boys**  
PM: Borna Ghotbi



# MEET THE TEAM



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01

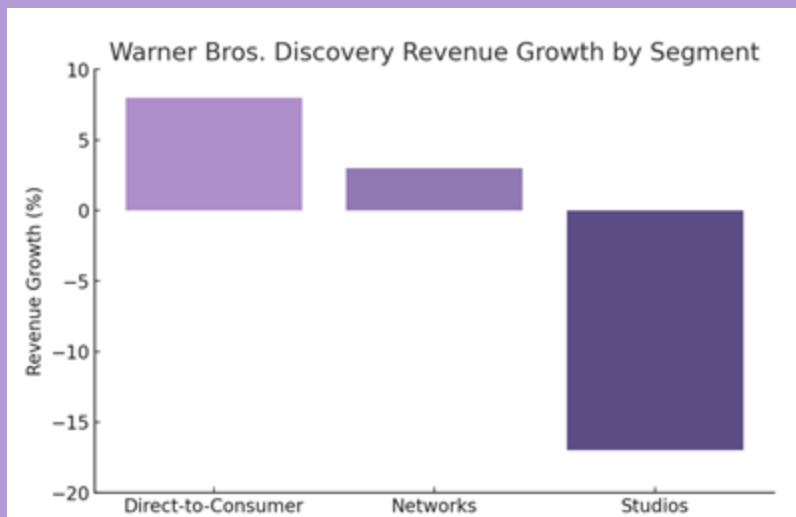
# MARKET RESEARCH

Understanding Our  
Audience

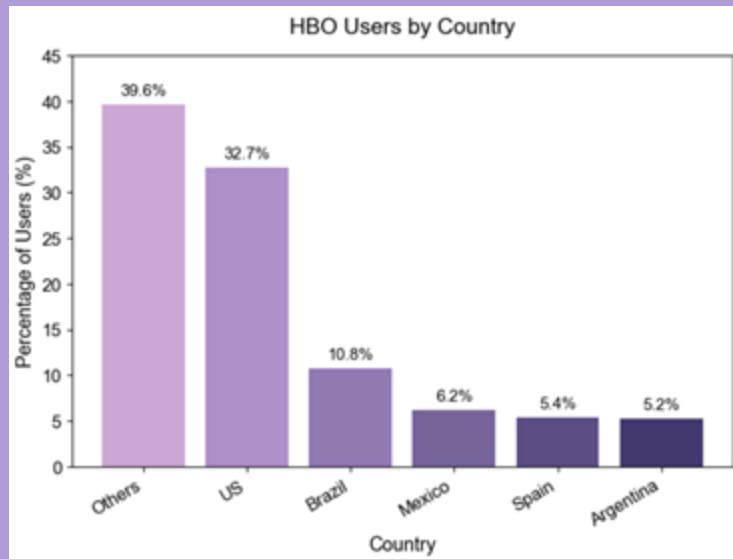


# MAX

## FAST-GROWING



## US REGION



# OUR AUDIENCE

## GENDER

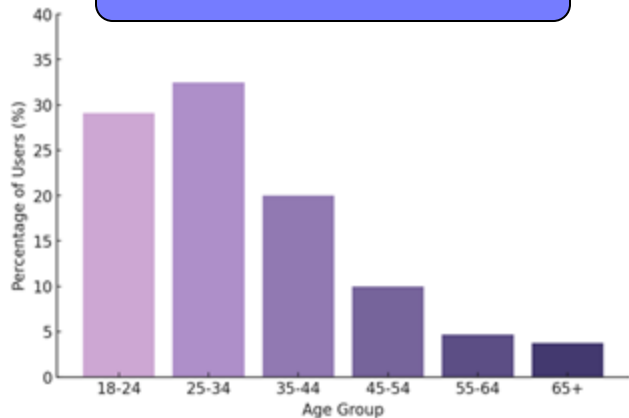


46.01%



53.99%

## MILLENNIALS



1. **35%** of new streaming subscribers cancel after **3 months**.
1. **New Users churn quickly** after finishing a specific show.
1. **'Generic Recommendations'** recommendations **fail to engage users** who haven't built a watch history.

02

# SOLUTION

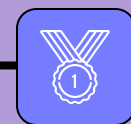
Creating Our Product



# GAMIFIED TRIVIA-DRIVEN RECOMMENDATIONS

## STEP 1

User is given trivia questions to answer

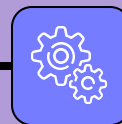


## STEP 2

User unlocks points/rewards, and responses are logged

## STEP 3

Genre weighted recommender system to generate recommendations back on the main page





# BUSINESS IMPACT

## HOW DO WE...



### INCREASE ENGAGEMENT

- Apps with Gamification see **30% higher engagement**
- **Interactive** game to get recommendations
- Trivia makes onboarding **fun**



### ENHANCE RETENTION

- Standard members get **restricted access** per day to get them to **come back daily**
- Better early recommendations will lead to lower churn



### PROMOTE FOR PREMIUM

- Free **premium trial** after specific goal reached for standard plan users
- **Tier comparison** pop-up at the end of every game

# SUBSCRIPTION TIERS

Plan	Game Time	Goal/Feature	Bonus	Reward	Notes
<b>Basic Plan</b>	10 seconds	Get at least 3 correct answers		Free trial of Standard	One try only, great entry point to try the game
<b>Standard Plan</b>	20 seconds	Accumulate points for rewards	1 Hint per quiz, 1 retry if time runs out	Unlock exclusive content recommendations	After certain amount of “points” unlock free trial of Premium
<b>Premium Plan</b>	Unlimited	Access to premium-only questions	Unlimited retries, Advanced hints	Personalized movie lists & early feature access	Movie-specific trivia available

# HOW THE QUIZ POWERS THE RECOMMENDATION

## USER TAKES THE QUIZ

Each answer adds weight to one or more genres

After 4 questions, we build a user's **genre preference profile**

Compare this profile with movie genres using cosine similarity  
Recommends the closest matching movies

Correct answers unlock rewards, but don't affect recommendations

## ANSWERS ADD GENRE BUCKET WEIGHTS

Assign scores to genres  
(e.g., *Action: 5, Drama: 3, etc.*)

Scores are mapped to the **genre columns** in our dataset

Create a **user vector** for comparison with movies

## USER GENRE VECTOR IS CREATED

Genre scores from the quiz become a user profile vector

"Fingerprint" of the user's movie taste

Unique set of weights after the quiz

Vector is compared to movies in the dataset to find the best matches

## COMPARE WITH MOVIE GENRES

Movie also has a genre vector from the dataset

Calculate cosine similarity between the user and movie vectors

The higher the similarity, the better the match = value to recommend movies

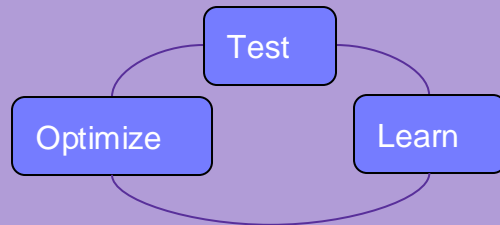
## SHOW THE TOP MATCHES!

Compare the user's vector with each movie using cosine similarity

Most similar movies are selected as personalized recommendations

# NOT A ONE-SIZE-FITS-ALL APPROACH

- We ensure that gamification features **evolve** with **user preferences**.
- Regular **A/B testing** ensures the trivia experience **resonates**.



## PHASE 1

**AUDIENCE:** 10,000 New Users (Trivia Feature vs Current Onboarding)

**METRICS:** Trivia Completion Rate, Post Trivia Engagement

## PHASE 2

**AUDIENCE:** Roll out winning variant to 100K+ users

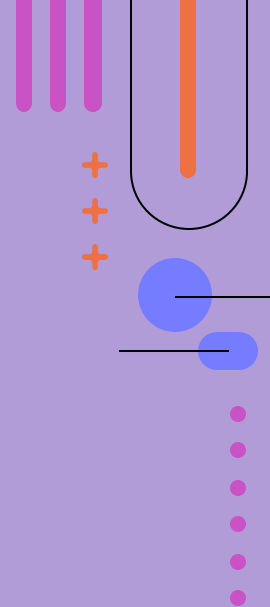
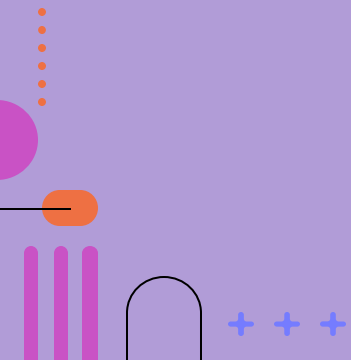
**ADVANCED TESTS:** Trivia Length, Question Formats

**METRICS:** Trivia Completion Rate, Post Trivia Engagement



# SCALING AND FUTURE ROADMAP

- HYBRID Recommendations that incorporate more metrics such as user viewing history.
- Advanced Tests: Tier Specific Perks (e.g. Trivia Leaderboards, compete with friends )



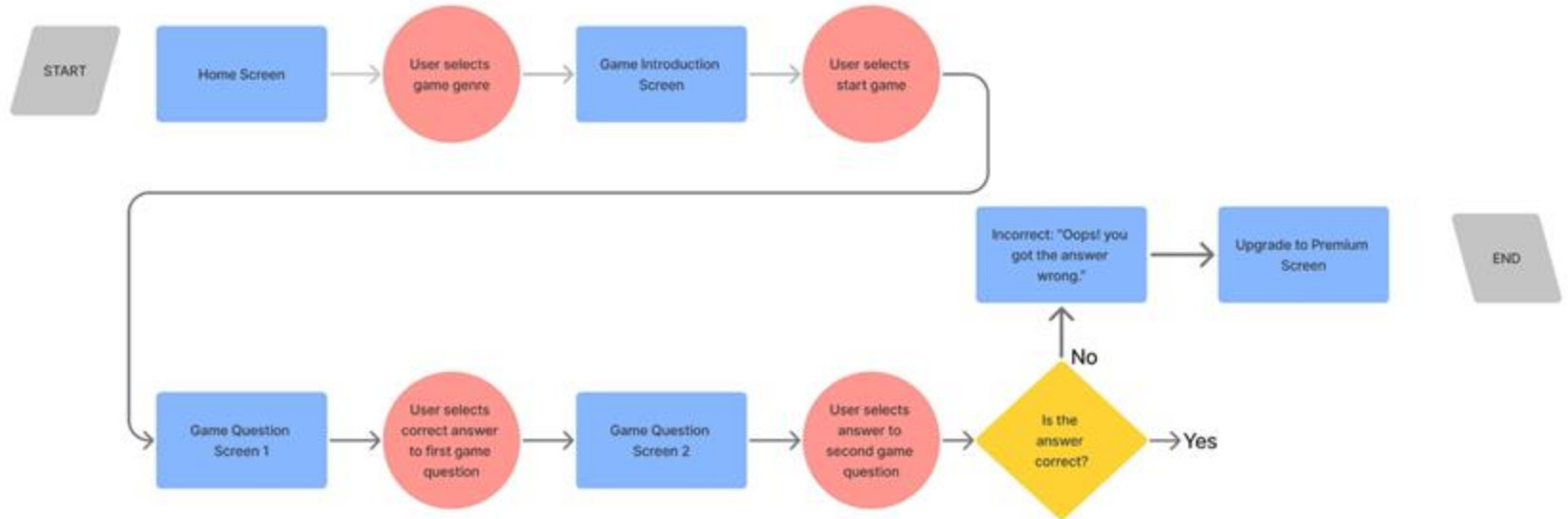
03

# IMPLEMENTATION

“Trial Run”



# TASK FLOW



# PRODUCT DEMO





# THANK YOU!



# INDEX

- SOFTWARE DEVELOPMENT: [HTTPS://GITHUB.COM/JESSLORENZO/HACKSTREET-BOYS.GIT](https://github.com/JESSLORENZO/HACKSTREET-BOYS.GIT)
- UX FIGMA WORKSPACE: [HTTPS://WWW.FIGMA.COM/DESIGN/QCZESKHKICFYSGFALOEOPA/INDUSTRY-PROJECT---UX-TEAM-WORKSPACE?NODE-ID=11-209&T=TJKQUEIRXOGVOVJH-1](https://www.figma.com/design/QCZESKHKICFYSGFALOEOPA/INDUSTRY-PROJECT---UX-TEAM-WORKSPACE?node-id=11-209&t=TJKQUEIRXOGVOVJH-1)