Concept Paper

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***Background***

Recently, many entertainment companies are working on recommendation system. They are confronting the problems that how to efficiently use the data collection their users to improve a better experience for their users. For example, Netflix has a strong recommendation system, people using Netflix always saying it can help to find the related movies which is helpful. Kids who are watching series highly regard Netflix as a amazing platform to provide relevant stuff for them. What’s more, when it comes to latest updated movie, its recommendation system will show it up at the front page of its portal. It significantly decrease the time for searching the relevant content, so I can say the recommendation system is not only considered of great importance, but also its efficiency is beneficial to many kinds of companies, such as entertainment companies, booksellers, even supermarkets. Therefore, my goal is to design a mobile app let people easily find the things they might want.

***Questions***

Audience of my app will be aimed at all-aged groups and different kinds of commercial companies.

The problem I solved through this app is connecting existing users with the right items in your massive inventory (i.e. tens of thousands to millions) of products or content.

Basically, the app will be a simple micro-recommendation engine. Users can have their own account to login to the main page. And this recommendation app will have a drawer-layout to enable user choose the category. After they decide which area, it will jump to the interface that enables user to type in/click the image on the specific thing they most favourite, like movie, song or food. The system will give them the related content.

The great advantage of this app will be time-saving, users don’t have to check all the items, the system will give them the relevant stuff. For instance, user might not know he will definitely need a cushion when he is going to buy a couch until he is back with regret. The user even doesn’t need to write down all the items he need when he is going to the grocery store, this app will help him to think about what else he might need. From the perspective of companies, the users will be prone to collect useful or valuable data. In terms of Netflix, it will have strong eager to know what kind of movies all popular in general instead of collecting the whole history database. By using this app, the companies will easily know the things that people like. So for different companies they can improve their own field. This app will have its own database, and the user can have a cloud storage to save their searching history, and those databases from thousands of users can be used to improve the service of companies. Netflix might buy the copyright of the most searched-times movie to increase the page views .Retails might have a discount on the most popular product to improve its sales volumes. In other words, this app can be efficient for the common users, in the meantime, it will promotes improving the profits of commercial users.