

A movie clapperboard is positioned diagonally across the left side of the image. It is white with black text and lines. The top line reads "PRODUCTION". Below it is "DIRECTOR", then "CAMERA PERSON", then "SCENE", and finally "TAKE". To the right of the clapperboard, a pile of white popcorn is spilling out from behind it, onto the yellow background.

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SLASH

Your personal movie
recommendation system

Join Now



Kako je nastao SLASH

Personalizirani sustavi preporuka postaju sve traženija stvar u današnjem zasićenom i užurbanom svijetu. Ljudi su uvijek kratki s vremenom zbog silnih zadataka i obaveza koje moraju obaviti unutar 24 sata. Iz tog razloga, sustavi preporuka su od ekstremne važnosti jer mogu pomoći korisnicima u donošenju bržih i jasnijih odluka bez prevelikog napora od strane korisnika.

Svrha sustava za preporuke je da pronađe sadržaj koji bi korisniku bio zanimljiv. Naravno u ovakve sustave spada ogroman broj faktora koji služe za preciznije kreiranje nekakvih personaliziranih preporuka, a za to nam pomažu razni algoritmi koji se baziraju na umjetnoj inteligenciji koja prolazi kroz sve moguće opcije i dobavlja sadržaj koji bi bio relevantan za korisnika.



SLASH je jedan od takvih sustava koji je zamišljen da personalizirani sadržaj radi na temelju korisnikovog profila, povijesti pretraživanja, onome što drugi ljudi sličnih karakteristika (što im se generalno sviđa, demografski podaci...) smatraju relevantnim za njih. To se postiže prediktivnim modeliranjem i heuristikom s dostupnim podacima.

Cilj sustava preporuka je postizanje lojalnosti kupaca pružanjem relevantnog sadržaja i maksimiziranjem vremena koje korisnik provede na vašoj web stranici ili kanalu.

Primjer sustava preporuka

Ako uzmemo za primjer stranicu koja stream-a filmove i serije.

Takva stranica najčešće radi na sistemu popularnosti. Personalizirane preporuke ne postoje, već se svi rezultati temelje npr. na ratingu koji korisnici ostavljaju za pojedini film. Prednost ovog sustava ne zahjteva podatke poput povijesti pretraživanja, korisnikovih preporuka, detaljnih podataka o filmu i brojnih drugih faktora.

Nedostaci sustava popularnosti

- Preporuke nisu personalizirane prema korisničkim atributima i svi korisnici vide iste preporuke bez obzira na njihove preferencije
- Broj recenzija (koji odražava broj ljudi koji su pogledali film) će se razlikovati za svaki film i stoga će prosječna ocjena zvjezdica imati odstupanja.
- Sustav ne uzima u obzir regionalne i jezične preferencije i može preporučiti filmove na jezicima koje pojedinac možda ne razumije

Iz ovih razloga je SLASH odlučio kreirati hibridni sustav preporuka s dodatnom logikom koja uključuje prilagodbu prema korisnikovim potrebama. Takva vrsta hibridnog sustava koristi suradničko filtriranje (eng. Collaborative Filtering).

RECOMMENDATION SYSTEMS



Why Companies Implement Recommendation Systems



Improve retention

Continuously catering to users' preferences makes them more likely to remain loyal subscribers of the service



Increase sales

Various research show an increase in upselling revenue ranging from 10-50% caused by accurate "You must also like" product recommendations



Form habits

Serving accurate content can trigger cues, building strong habits and influencing usage patterns in customers

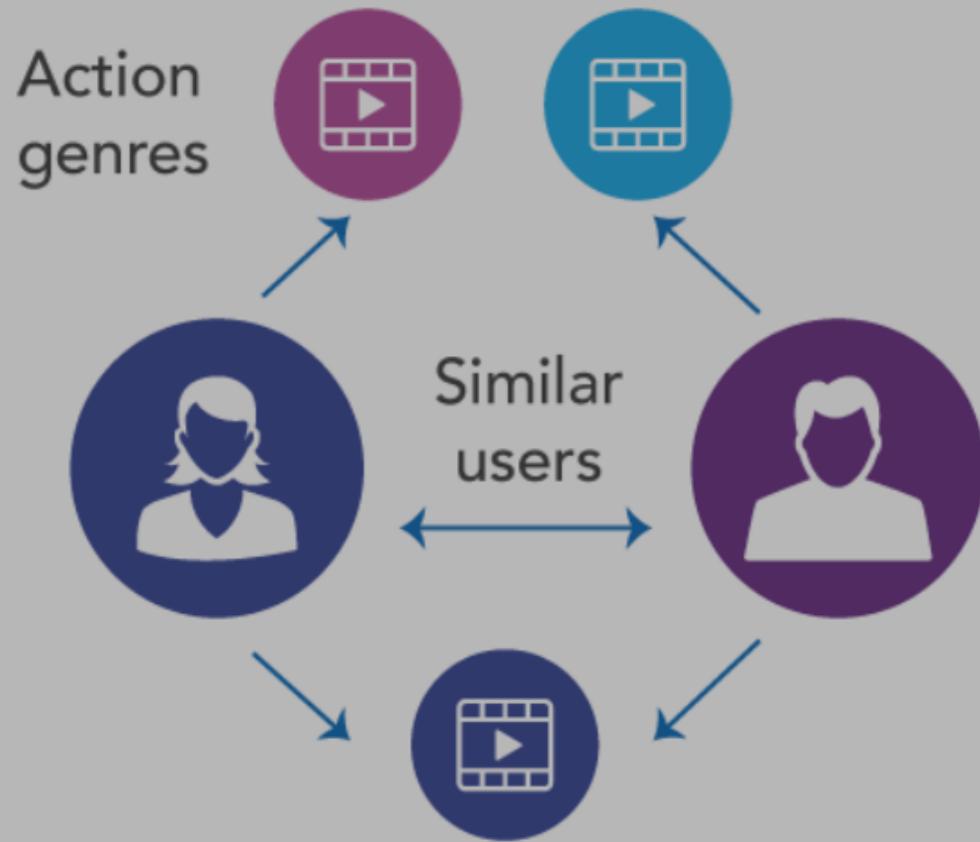


Accelerate work

Analysts can save up to 80% time when served tailored suggestions for materials necessary for their further research

Collaborative Filtering

Watched by both users



Watched by her,
Recommended to him



SLASH je zamišljen kao web stranica preko koje će ljudi moći uz pomoć hibridnog sustava preporuka korisniku omogućiti odgovarajući sadržaj.

SLASH također ima integriran sutav prijatelja koji korisnicima omogućuje međusobno prepouručivanje filmova i serija kroz intuitivan i kompaktan sustav poruka i notifikacija.

Trajanje Projekta: 2 mjeseca

Korišteni Alati:



Adobe
Photoshop



Figma



Whimsical

UXPRESSIA

Istraživanje

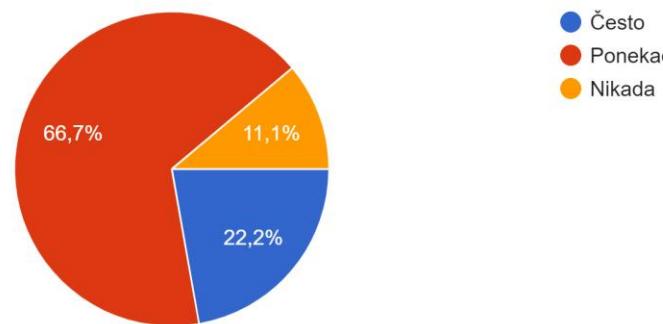
- Kvalitativno: Intervjui u kojima je sudjelovalo 5 osoba dobi u rasponu od 18-25 godina
- Prosječno trajanje: 25min
- Kvantitativno: Google Forms Anketa (9 Odgovora)

<https://docs.google.com/forms/d/e/1FAIpQLSe2TTclSer2B5RsVLWIVjxDkEFMjbf84UIGjDPYyeQWxjpWZA/viewform>

Bitna opažanja

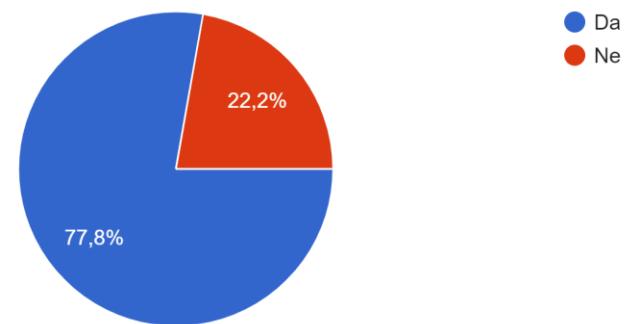
Jeste li se ikada našli u situaciji da ne znate što bi gledali ?

9 odgovora



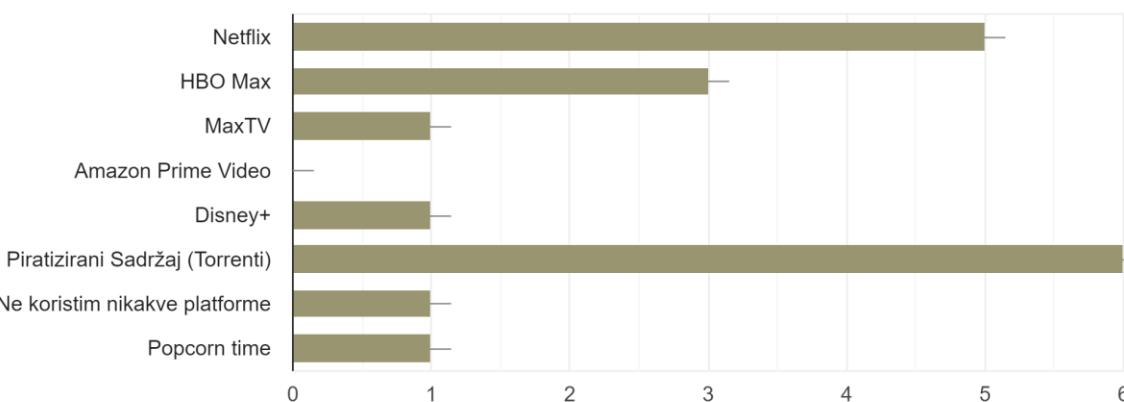
Smatrate li kako je danas teže naći kvalitetne filmove ili serije koje bi vama odgovarale ?

9 odgovora



5. Koristite li Streaming Platforme za gledanje filmova / serija ?

9 odgovora



U koje doba dana najčešće gledate filmove i serije ?

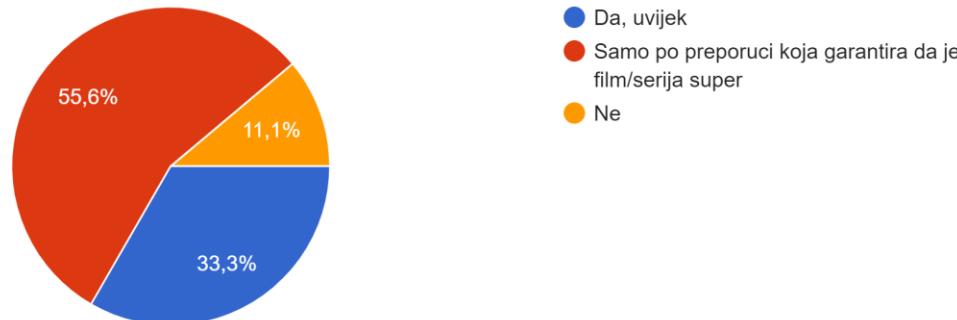
9 odgovora



Bitna opažanja

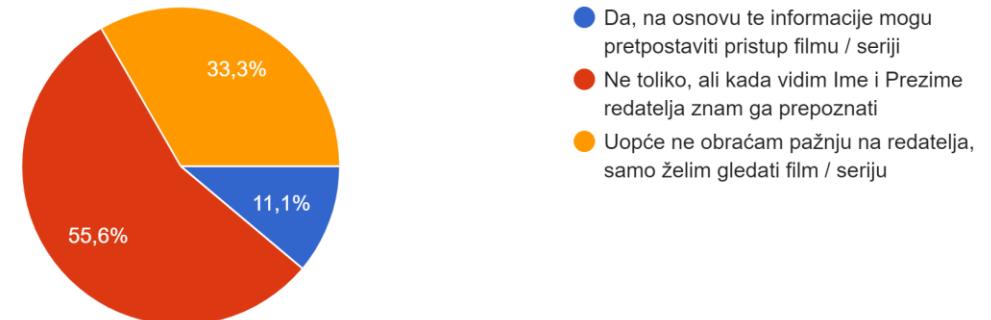
Jeste li voljni gledati nešto iz potpuno drugog žanra koji vam do sada nije bio privlačan?

9 odgovora



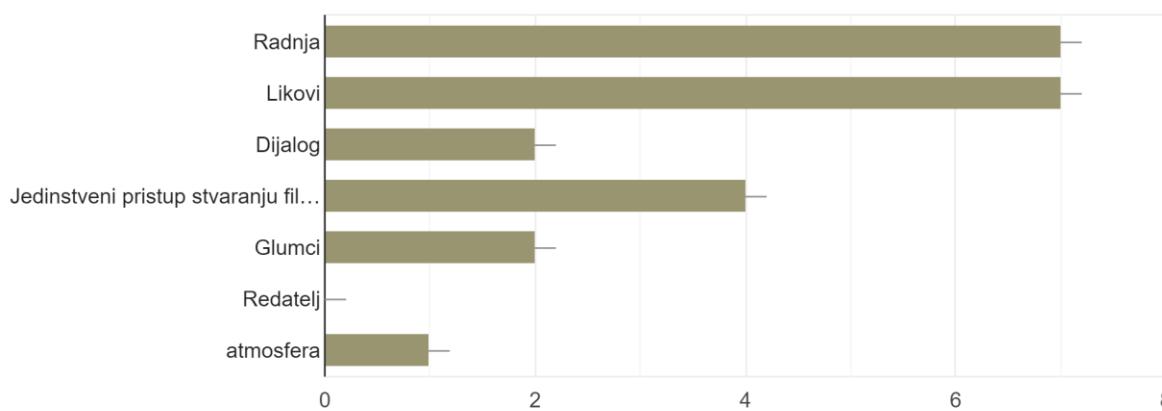
Obraćate li pažnju redatelja filma / serija ?

9 odgovora



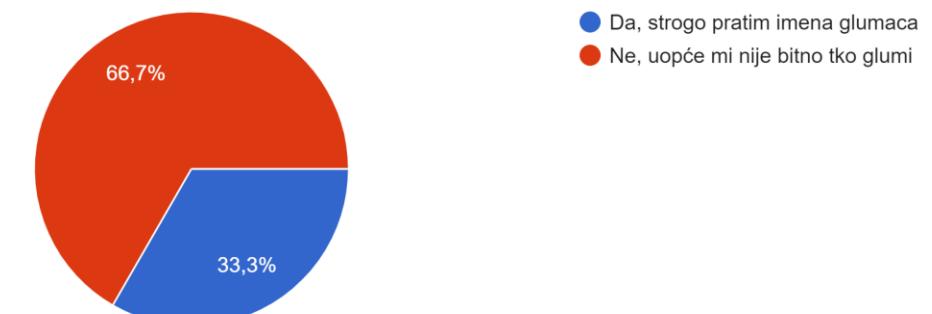
Što je te filmove/serije učinilo posebnima za vas ?

9 odgovora



Obraćate li pažnju na glumce prije samog gledanja | Temeljite li svoje odluke o gledanju filma/serije ovisno o tome tko glumi...

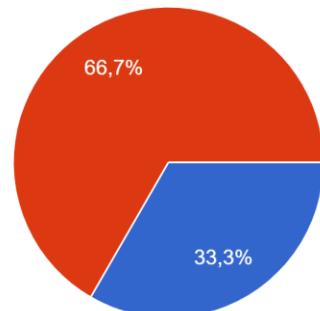
9 odgovora



Bitna opažanja

Utječe li recenzija filma / serije na vašu odlučnost gledanja

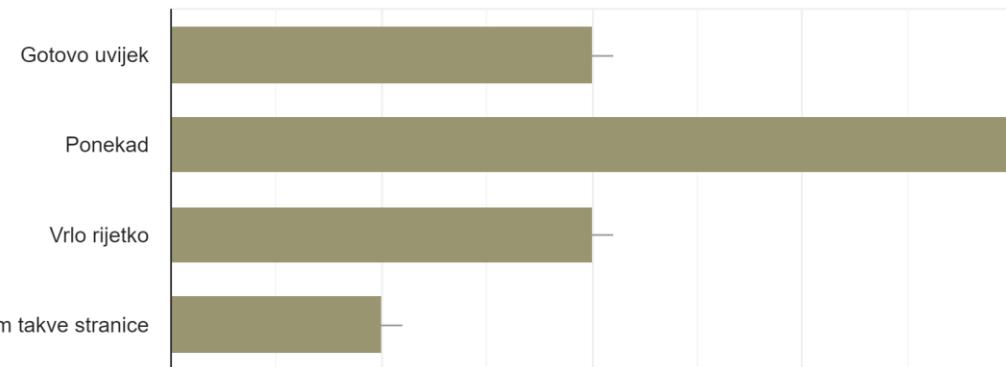
9 odgovora



- Da, ako su recenzije uglavnom loše, neću niti pogledati
- Da, ali ne u tolikoj mjeri, ipak ću pogledati film / seriju pa osobno prosuditi
- Neovisno o recenziji uvijek ću pogledati film / seriju pa tek kasnije donositi vlastite zaključke

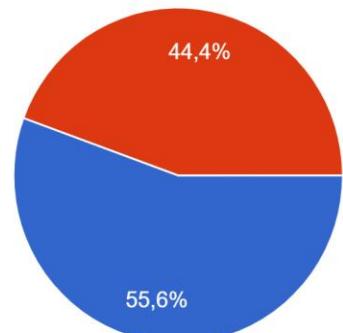
Posjećujete li stranice za recenzije filmova / serija poput IMBD / Rotten Tomatoes / Metacritic...

9 odgovora



Imate li vlastitu listu filmova / serija koje biste htjeli gledati ?

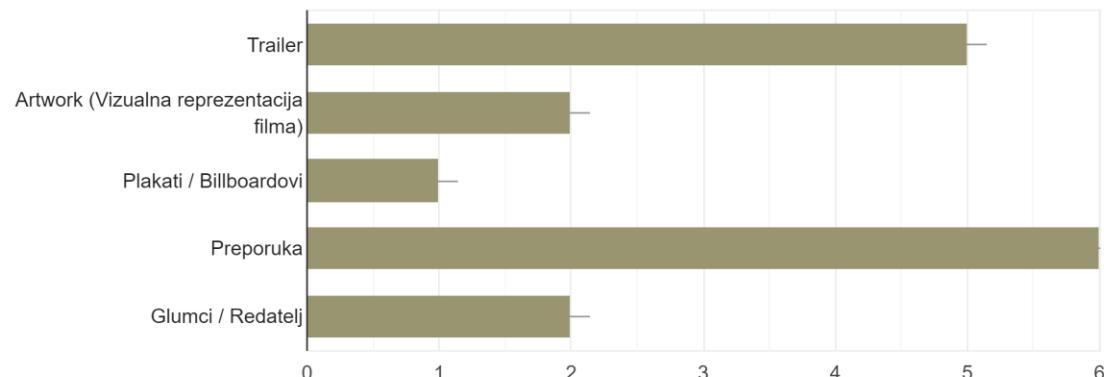
9 odgovora



- Da, osobno tražim stvari koje ću gledati uz preporuke drugih
- Ne, gledam kako pronađem što

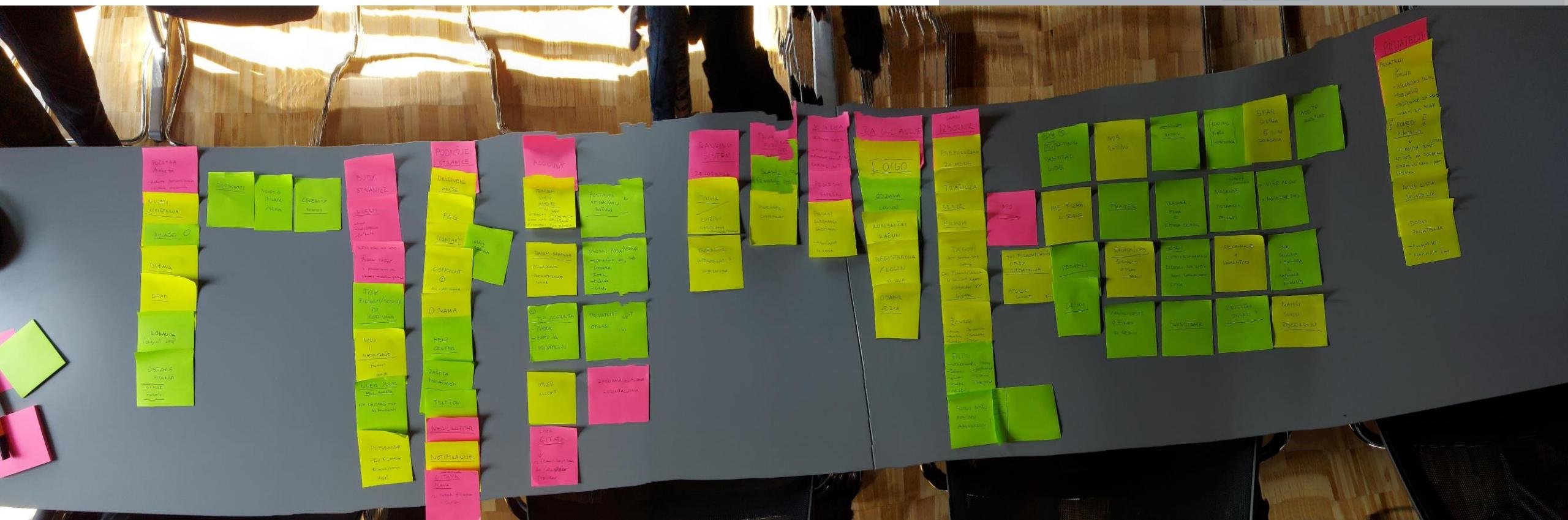
Kada posjećujete kino, što vas najviše privuće gledanju nekog filma:

9 odgovora



Affinity Map / Card Sorting

<https://whimsical.com/affinity-map-HrShRqS1Ms6ob4wiACMppe8>



Kompetetivna Analiza

Na hrvatskom području i šire ne postoji web stranica koja nudi personalizirani sadržaj za preporuku filmova i serija + brojne druge značajke koje SLASH ima

Na internetu možemo pronaći nešto na sličnoj ideji, ali bez fokusa na personalizirani sadržaj niti suradničkog filtriranja.

<https://pickamovieforme.com/>

<https://www.imdb.com/list/ls063596142/>

https://www.rottentomatoes.com/browse/movies_at_home/sort:popular?page=1

User Persona

NAME	TYPE
ANA	Rational



Demografija

Female 36 years
Croatia
Married

Glavne Karakteristike

Organizacija Vremena: 85
Vrijeme za gledanja Filmova: 85

Općenito

ANA radi kao profesorica kemije i biologije u XV. Gimnaziji. Ogromna odgovornost koja ju prati svaki dan budući da radi gotovo 8h na poslu, ali i kod kuće budući da se mora pripremati za nadolazeću nastavu, sastavljati ispite, ispravljati ispite i slično.

Hobiji

Ana obožava trčanje, putovanja i gledanje filmova i serija u nedogled.

Motivacije

Obožava gledati serije koje traju više sezona
Unatoč zgušnutom rasporedu uvijek pronađe vremena za filmove i serije

Frustracije

Iako uvijek pronađe vremena za gledanje filmova i serija, često se nađe u problemu da ne zna što bi slijedeće pogledala od ogromnog broja ponuđenog sadržaja
Njeni prijatelji nemaju toliko vremena za filmove i serije pa nema baš od koga dobiti dobru preporuku za gledanje

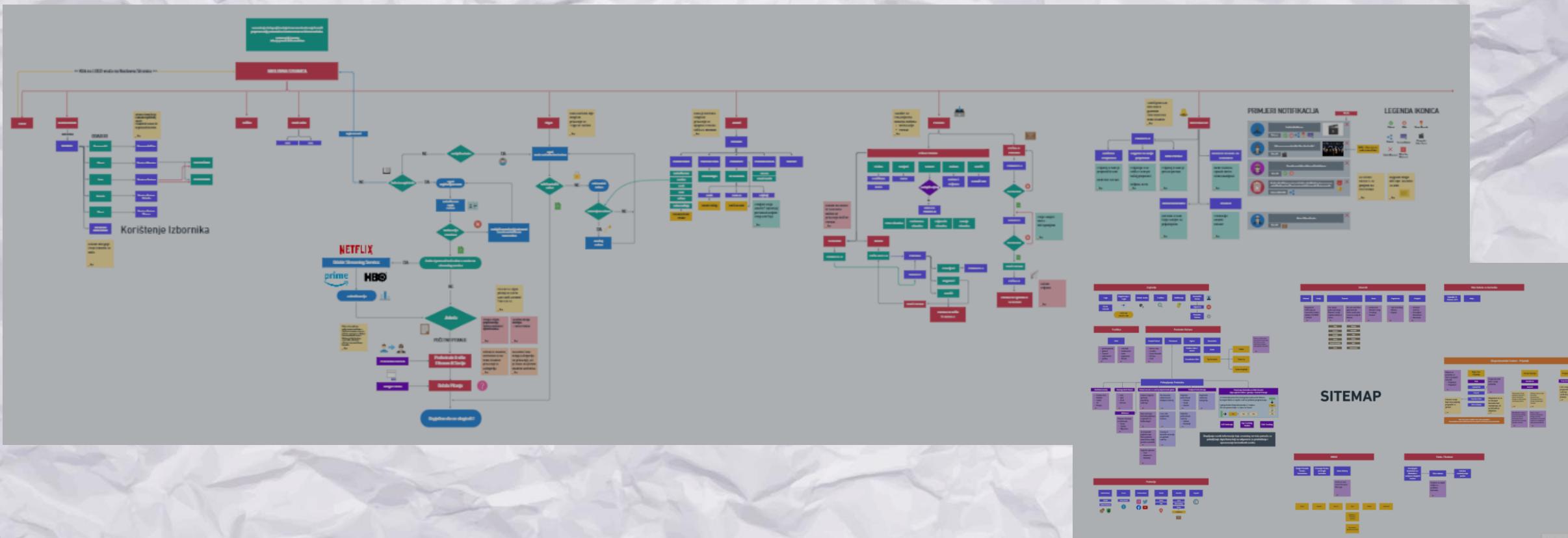
Očekivanja

Ana treba personalizirani sustav preporuka za filmove i serije koji će joj uštediti dragocijeno vrijeme prilikom potrage za novim sadržajem za gledanje.

User Flow / Site Map / Information Architecture

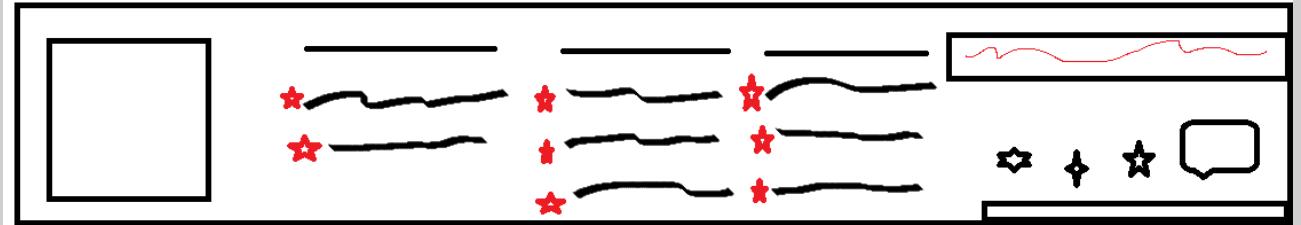
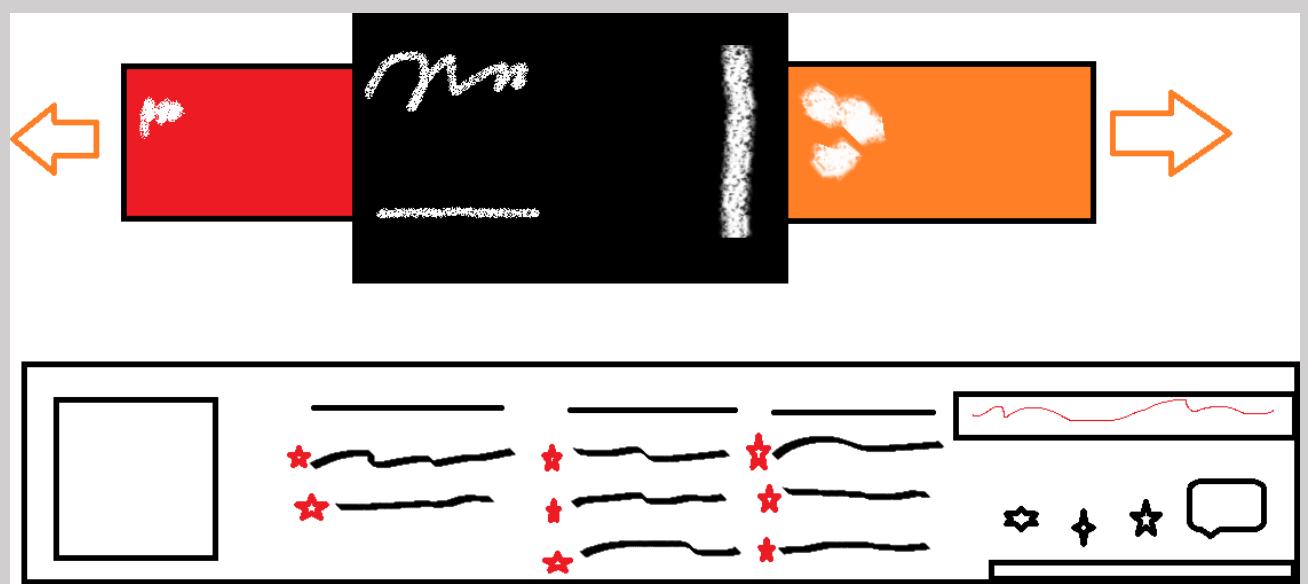
- Whimsical Link:

<https://whimsical.com/site-map-CmMheq2yoov4p67xPLgyNp@3CRerdhrAw8aVxegSERhSy6H>



Deisgn Phase

Prve skice



Ready to sign up ?

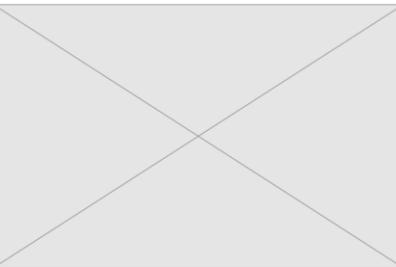
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore

Wireframes



Sed ut perspiciatis

Nemo enim ipsam voluptatem
quia voluptas sit aspernatur aut
odit aut fugit, sed quia.





Nemo enim ipsam

Consequuntur magni dolores eos
qui ratione voluptatem sequi
nesciunt.

Sign up for a free account

First name Last name

Email address

Create password

You're in good company



© Photo, Inc. 2019. We love our users!

Mobile app

Features
Live share
Video record

Community

Featured artists
The Portal
Live events

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Logo



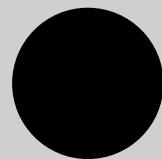
Boje:



#FF7A00



#5A9cff



#000000



#232323



#FFFFFF

Tipografija:

Montserrat

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ

Montserrat is a humanist sans serif typeface.

I am Inter.
nice to meet you.

A typeface for screen design

Regular Medium Semi Bold Bold Extra Bold Black

Aa Aa Aa Aa Aa Aa

Type designed by Rasmus Anderson

fontpair

Nunito Font

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ

A quick brown fox jumps over the lazy dog.

Finalni Dizajn

Figma Link na project file:

<https://www.figma.com/file/Fc2O2HhZuTolyN7ygPBDr1/Projekt-SLASH?node-id=0%3A1>

Figma Link na SLASH prototip projekta:

<https://www.figma.com/proto/Fc2O2HhZuTolyN7ygPBDr1/Projekt-SLASH?page-id=0%3A1&node-id=2%3A6&viewport=324%2C305%2C0.07&scaling=min-zoom&starting-point-node-id=2%3A6>

A movie clapperboard is positioned diagonally across the left side of the image. It is white with black text and lines. The top line reads "PRODUCTION". Below it is "DIRECTOR", then "CAMERA PERSON", then "SCENE", and finally "TAKE". To the right of the clapperboard, a pile of white popcorn is spilling out from behind it, onto the yellow background.

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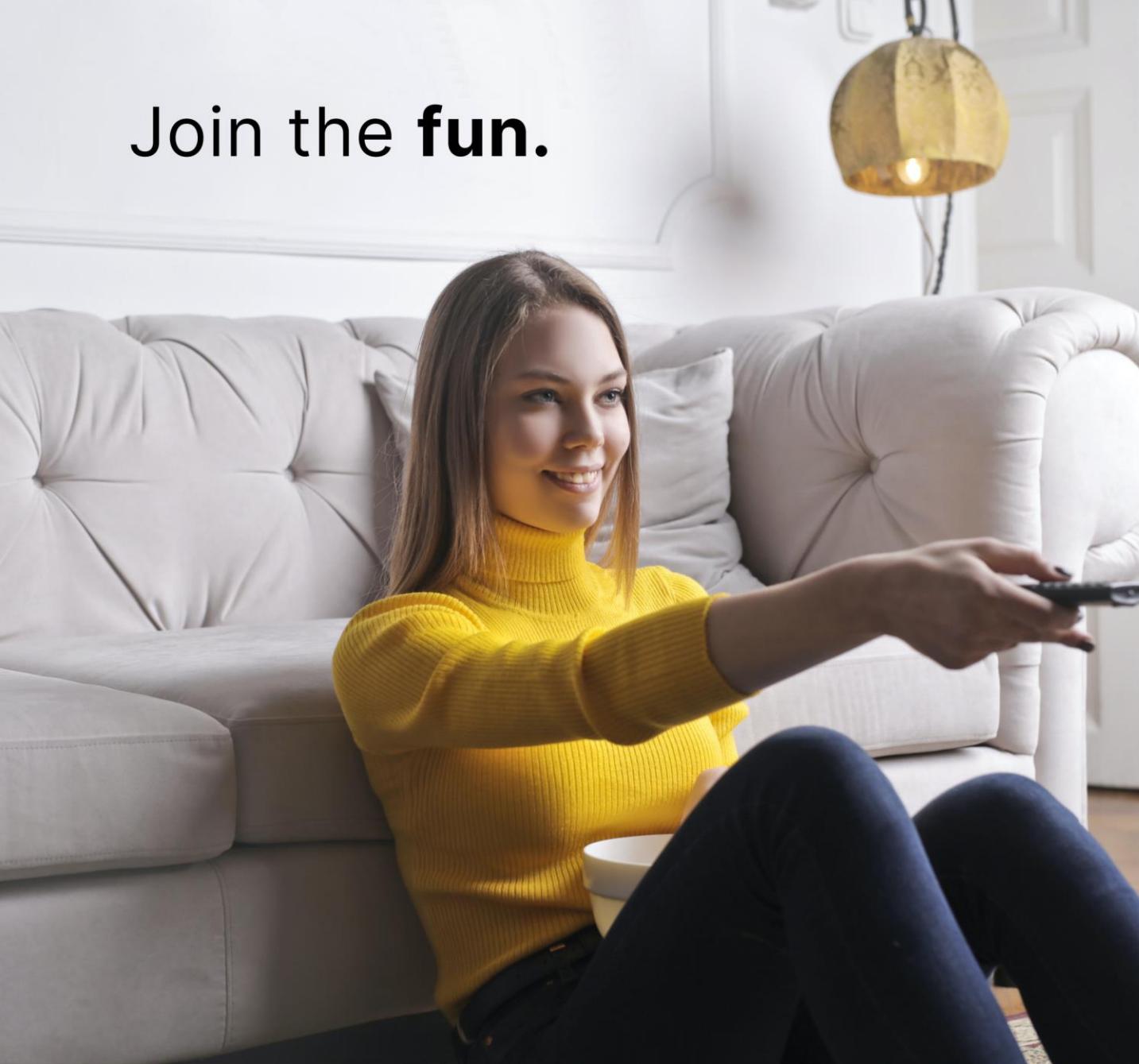
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Password

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Berlin

EN

Inception

2010 | PG-13 | 2h 28min

Your Rating Rate ★

Slash Rating ★ 9.1 / 10

IMDb Rating ★ 8.8 / 10

Genre Action Adventure Sci-Fi Tagline Your mind is the scene of the crime

Add to Watchlist

Recommend

Short Synopsis

A thief who steals corporate secrets through the use of dream-sharing technology is given the inverse task of planting an idea into the mind of a C.E.O., but his tragic past may doom the project and his team to disaster.

Director Christopher Nolan Producer Emma Thomas
Writer Christopher Nolan Music Hans Zimmer

Starring

Leonardo DiCaprio Ken Watanabe Joseph Gordon-Levitt
Marion Cotillard Elliot Page Tom Hardy Cillian Murphy

Full Cast

Storyline

Dominic Cobb is a skilled thief, the absolute best in the dangerous art of extraction, stealing valuable secrets from deep within the subconscious during the dream state, when the mind is at its most vulnerable. Cobb's rare talents have made him a coveted player in this treacherous new world of corporate espionage, where anyone can be targeted for anything. When Cobb is offered a chance at redemption, he takes it, but only if he can accomplish the impossible: Inception. Instead of the perfect heist, Cobb and his team of specialists have to pull off the reverse: their task is not to steal at all, but to plant one into the mind of a CEO. It will be the perfect crime: no amount of careful planning or expertise can prepare the team for the challenges of enemy that seems to predict their every move. An enemy that only Cobb could have seen coming.

User Reviews 175

+ Add Review

TOP REVIEW

5 ★ 10 / 10

Inception is good... very good, amazingly good. Music: phenomenal. Story: Exceptional. Acting: Great. Cinematography & Special Effects: Fantastic. Overall this is a great movie. Although complicated needing a second watch on my end to fully understand everything, this is a must watch for anyone.

Tomcraft62 | 17. April 2020

16 Users found this Helpful

Quotes 127

Showing 2 of 127 items

Cobb: What is the most resilient parasite? Bacteria? A virus? An intestinal worm? An idea. Resilient... highly contagious. Once an idea has taken hold of the brain it's almost impossible to eradicate. An idea that is fully formed - fully understood - that sticks; right in there.

Tags: Dream Architect Subconscious Memory Psycho Thriller Psychological Manipulation Suspense

TOP RATED FILM #7 ON SLASH

4 Oscars 157 Awards 220 Nominations

175 Total User Reviews

Official Soundtrack

Details

Release Date | 16 July, 2010

Official Sites | Warner Bros

Languages | English, French, Japanese

Countries of Origin | USA, United Kingdom

Filming Locations | Fortress Mountain Kanawha County, Alberta, Canada

Production Companies | Warner Bros Legendary Entertainment Syncopy

Budget | \$160,000,000

Gross | \$836,000,000

Tags: Dream Architect Subconscious Memory Psycho Thriller Psychological Manipulation Suspense

Frequently Asked Questions 143

Is the Michael Caine character Cobb Maf's father?

Why only Cobb brought his own projections in dreams? Why didn't the others bring their own problem/projections in the dreams?

How does Cobb know the combination of Saito's safe from the beginning of the movie?

More Like This

Interstellar ★ 8.6 / 10

2014 | PG-13 | 2h 22min

Discover

Adventure Drama Sci-Fi

Director Christopher Nolan Starring Matthew McConaughey Anne Hathaway星际穿越

Add to Watchlist Recommend

Forrest Gump ★ 8.8 / 10

1994 | PG-13 | 2h 22min

Discover

Romance Drama

Director Robert Zemeckis Starring Tom Hanks Robin Wright Forrest Gump

Add to Watchlist Recommend

Flight Club ★ 8.8 / 10

1999 | PG-13 | 2h 19min

Discover

Violence Drama

Director David Fincher Starring Brad Pitt Edward Norton Fight Club

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Benjamin Babić
1RM2