Title	Universal Entertainment Media Tracker	Author	Misael E. Montes Nieves	Date	2/2/2023

1) Problem Background

- The scope and quantity entertainment media such as movies, shows, video games, books, comics, etc., has dramatically increased over the last decade and it's becoming harder to track your progress over so many different types of media spread over so many different mediums.
- Current tracking tools are highly specialized, so they do not track more than 2 entertainment media at a time, resulting in in the need to keep track of the trackers.
- Many trackers in the market are only open for premium users, or have their features locked behind a paywall, which becomes an increasingly high-cost proposition when many trackers are needed.

2) Target

By April 2023 we seek to create a single application which can track every kind of entertainment media which the user consumes without and cater their profile to their specific tastes. Having only one place in which they need to input the tracking information, users will be encouraged to revisit previously unfinished media or find new ones in new media categories with the same genres. Finally, any payments needed for multiple trackers will be dramatically reduced, or outright eliminated.

3) Causes

1) Why Do People Use Multiple trackers for Entertainment Media?

- Because they are highly specialized for only 1 or 2 entertainment media types at a time.

1) Why are Entertainment media tools so specialized?

- The amount of information needed might be too much to store.
- Specialization is easier to market.
- Updates might be too slow if many forms of media need to be monitored for new releases.

1) i) Why would the information be too much to store?

- The amount of entertainment media available is staggering and keeping track of all this information per user would require significant memory space.

ii) Why is a specialization easier to market?

- There is a prevailing consensus in the general consciousness that trying to do too many things at once will never be as good as focusing all available attention on a select few things. And homing in a specific group makes them feel special/catered to.

iii) Why would updates be too slow if many forms of media need to be monitored for new releases?

- The amount of information per category is staggering and without fast updates, users will be left unsatisfied.

4) Countermeasures

- The information tracked by the app should be minimal to limit the amount of data that needs to be stored.
- App should be marketed as the only one needed to track all types of entertainment media, and even explore other types of media within the same category to broaden the horizon of the user.
- Options to only view one specific type of entertainment media for those that don't want to interact with ones outside their preference.
- Developers should specialize on certain categories to insure someone will always be up to date on the latest releases.

5) Check/Evaluate

- Increasing number of visits to the online platform or app would be viewed as a successful reception to the idea.
- Retention over the short and long term should be noted, especially with the release of high-profile entertainment media releases.
- An even spread of logs over all categories would indicate a general preference for the application, while low number of logs on specific categories might indicate that users with those preferences don't find the app appealing or that they are not the kind of people that log entries often. Averages overt time of each category should be noted to verify this.
- Analysis of the trends based on recommendations over time.
- General feedback in app reviews and comments would help us dictate which areas require more attention or which new features are needed.

6) Act/Standardize

- Highly requested features and improvements will be prioritized within the limits of data management and storage.
- Media will be updated frequently and consistently with the latest entertainment media releases.
- As the technical skill of the team improves so will the performance of the application.
- With time, data gathering will be optimized, updates to the repository will become faster and more consistent.
- Idea for interconnected recommendations between genres could be applied to other fields such as sports.