

MoodMatch AI – Emotion-Based OTT Recommender

Enhancing Fire TV Experience using Emotion Recognition and Intelligent Content Curation.

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Made with **GAMMA**

Problem & Innovation Scope

The Problem

Users spend too much time searching for content. This leads to decision fatigue and reduced engagement.

Our Innovation

Real-time emotion detection for mood-based recommendations. Wellness-focused UX promotes healthy consumption.



Customer-First Thinking



Target Users

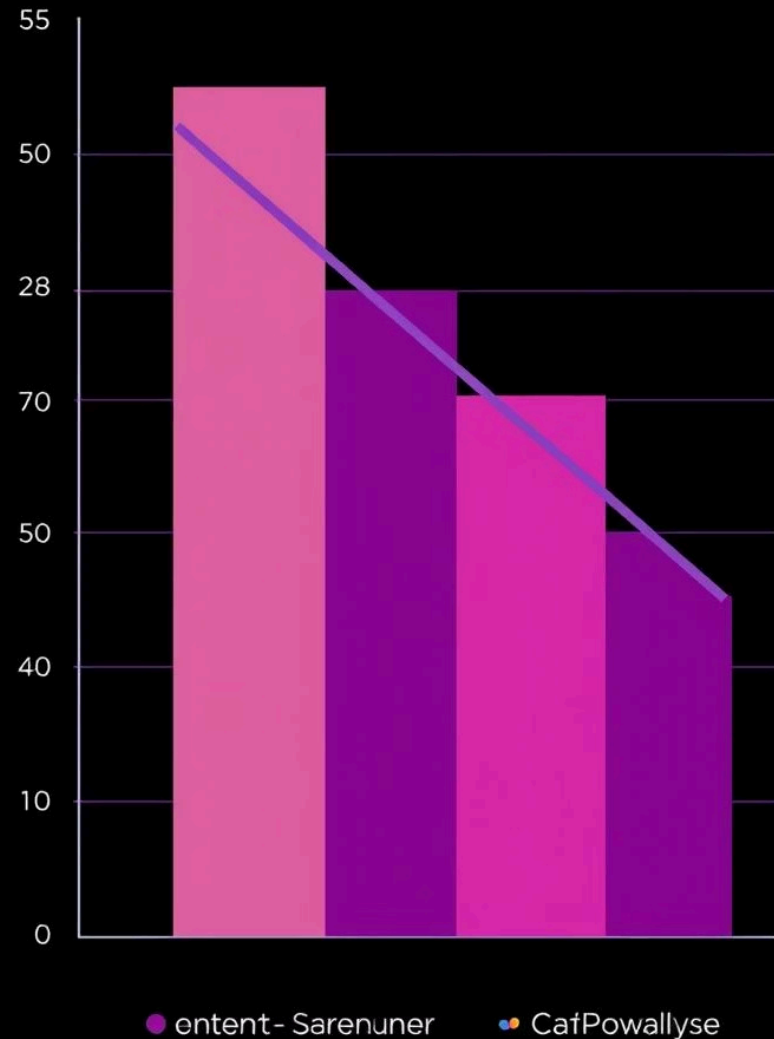
Binge watchers, families, mental wellness enthusiasts, and users overwhelmed by choices.



Working Backwards

MoodMatch AI senses user mood, instantly recommending emotionally aligned content.

Lusen engegement user engetiement



Problem Validation

72%

Time Spent

Users spend over 6 minutes choosing content.

41%

App Quits

Users quit if content isn't found quickly.

Mental wellness apps are rising, merging emotional needs with entertainment. This validates the need for MoodMatch AI.



Success Metrics & Impact



Increased Watch Time

Higher daily watch time and lower drop-off rates.



Group Engagement

Higher engagement in Group Watch sessions.



User Satisfaction

Happier, more satisfied users, enhancing group bonding.

Unique Value Proposition

Emotion-Aware Personalization

Content tailored to your real-time emotional state.

Emotional Wellness Focus

Promoting healthy content consumption habits.

Seamless Integration

Works with Fire TV and Alexa for effortless use.

Group Dynamics Intelligence

Attention-aware features for shared viewing.



Architecture Overview





Tech Stack

Emotion Detection	OpenCV, DeepFace, MediaPipe
Content Matching	Surprise, LightFM, Neural Embeddings
Frontend	React Native (Mobile Companion App)
Backend	Python Flask / Node.js
Integration	Alexa Skills Kit, Fire TV SDK

Group Watch & Binge Coach

Group Watch Sync AI

Detects audio/motion for engagement. Pauses/resumes content dynamically for varied attention spans.

Binge Coach

Monitors binge patterns. Sends notifications or recommends calming breaks and soothing content.

Marketplace & Scalability

Fire TV Integration

Seamlessly integrates with Prime Video, Netflix, and other platforms.

Device Expansion

Compatible with Alexa-enabled TVs and Echo Show devices.

New Use Cases

Applicable in elderly care, mental health clinics, and education.



Addressing the Challenge



AI-Driven Empathy

Tackling emotional disconnection with intelligent AI.



Evolving Systems

Moving beyond traditional recommender systems for content.



Mindful Engagement

Encouraging emotionally resonant screen time.



Reinventing OTT

Combining intelligence, empathy, and wellness.

Conclusion & Call to Action



MoodMatch Vision

Emotion, AI, and OTT converge. We enhance your Fire TV experience.



Redefine Screen Time

Shift from passive viewing to personalized, soulful content engagement.



Join Our Future

Build a world where content truly understands and responds to you.

Thank you for your time and interest!