**Description:** Our app will help to provide enriched data to studios/producers/movie marketers/etc on who is watching their movies and how they feel about the movie through a rating out of 5. This data could help bring insights to studios on their audience that they may not have previously realized. This data could be especially helpful for marketing. The ideal build of this app would use upcoming movie trailers, but due to presentation time constraints , we have chosen to use rating a movie based on the movie poster, title, actors/actresses, and genre for class demonstration.

**Motivation:** People don't enjoy taking surveys and those seeking feedback don't want to manually review those surveys. It is much easier if people press a thumbs up and thumbs down button or rating out of 5 when leaving. Our technology would pull that rating while pulling data about the user with a picture in about 0.5 seconds. This feedback is then made available real-time to the end-user.

**Result:** Using the Face++ API, the OMDB API, user camera hardware, Firebase, and AmCharts, we are able to provide a software to provide users will an easy way to provide feedback. The data that the user inputs is instantaneously added to a resource that tells the end user of the data who is liking or not liking the product or service they have provided based on gender, age group, and ethnicity.

**Team Efforts:** Craig was responsible for proof of concept work, Josh was responsible for the UI work, and Don was responsible for setting up the graphing page that used the Firebase data. Don was responsible for project management and setting up kanban tasks in Trello.

**Individual Responsibilities:**

I (Josh) built the UI for going through and rating the movies. This required pulling in data for each movie from OMDB with a loop and saving that data in a map to be used later for manipulating the DOM.

**Challenges:**

Privacy laws in using photo to extract data of user. We would need to gather permission for doing so.

Face++ APIs return data can sometimes be way off. It appears to have issues with lighting.

Face++ API didn’t like the embedded image header. We had to strip the protocol off the front to make it happy.

Data organization to present to amcharts.

**Improvements:** In the future, we would like to change this particular version of our app to use upcoming movie trailers. We would like to work out a rewards program that would give users the ability to receive free movie tickets simply by watching movie trailers and providing their feedback. This should help to grow the value of the data as well as the size of the network. These ratings would help studios figure out who is liking their movies and potentially where they should focus their marketing dollars.