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## Creating a Personal Movie Catalogue & Recommendation Plan

### Conceptualizing the Movie Catalogue:

#### 1. Data Collection & Categorization:

- a. Type of information included in the movie catalog: Title name, Genre, Actors, Directors, Release Year, Duration, Synopsis (summary, etc.), and Ratings.

#### 2. Categorization: The movies would be categorized in the following groups:

- a. **Genre:** The user can select from the pre-organized section the type of movie they want to consume according to their mood at that specific moment.
- b. **Popularity:** to cater to the user who enjoys staying on trending content
- c. **Age-Related Content:** To encourage users to find their desired intensity of violence or adult content in the movie they want to consume and have easy access to kid- or family-friendly and readily available content. This can also be used by parents to block their children from watching certain rated movies.
- d. **Original Language:** This section would cater to people who like to enjoy their content in their desired language; for example, some people enjoy Korean soap operas and Latin telenovelas, and this section would cater to those types of users.
- e. **Actors:** Users can enjoy having a section of movies from their favorite actors, giving them easy access to their chosen actor's work.
- f. **Similarity Score:** Users can choose from movies that fit the same categories as their earlier selections.

### Designing the Catalogue Interface:

#### 1. User Interface (UI) Concept:

- a. The interface would have the "standard" profile drop box on the right corner of the page, the title of the name of the platform in the middle of the page, and on the top left corner would be a drop-down menu where the categorization tabs would be where they can access them. Below this

section, there would be a filter possibility and a search bar where they can filter out movies based on duration and type of content, i.e., documentary, film, movie, etc. In the search bar, I want it to predict what the user is typing to minimize the time it takes for the user to input the movie name. After this section, on the main page would be a set of 3 to 6 movies displayed on the screen with colorful covers with descriptive text of what the movie is about alongside the rating of the movie 1 out of 10 stars for example.

## **2. User Interaction:**

- a. Users can create two kinds of lists: wish lists and personal lists. Wish lists will function as a list for users to give requests to developers. They can type a movie in (that exists as part of another catalogue), and it will be added to the wish list. This database that the user is searching against has the full history of each movie studio's catalogue. Personal lists on the other hand are for users to save movies and shows to watch later. These are cinema that are already included within the database of our app. Like Wikipedia, reviews, descriptions and general trivia can be added and peer reviewed. There can be time stamped general trivia or continuity errors and Director Notes. If a note added by another user is considered by the community to be incorrect, this note will be removed from the film and a strike will be applied to the errant user's profile. 3 strikes within a rolling 30-day period will ban that user from adding notes to future films, although an appeal can be filed, and the internal team will look at the proposed note and decide the final judgement.

## **Creating a Recommendation Plan:**

### **1. Recommendation Criteria & Personalization Aspect:**

- a. Movies are rated against each genre (thriller, action, horror, gore, romance, etc.) and subgenre (teen romance, psychological thriller, slasher gore, etc.). Given these ratings, if a user were to search for "action thrillers," only those films with a high action, high thriller, and high action thriller rating will be shown. At the top are those films with the highest ratings against that search term. As the user continues to use the search, while watching and rating their favorite films, more films will be recommended to them.
- b. At the end of watching a film, the user will be prompted to answer a short question, probably rating the movie on a scale from 1-10 on likeability. This will increase the internal model's accuracy in recommendation. All parameters of a movie or show will be considered. If Quentin Tarantino has been discovered to be an actor or director in the last movie the user watched, more Quentin Tarantino movies will be recommended as well as other "film bro" type films, as that is the genre of film being watched and likely to be enjoyed by said user.

## **Feedback and Improvement Mechanism:**

1. **Feedback Collection & Improvement Plan:** If a user is determined to not have chosen a film in a while, despite being shown many data driven choices, a star rating will appear next to the title of each film. Users can choose from multiple choices, either giving the recommendation a thumbs up or thumbs

down, and/or choosing “Already Watched,” if the film had been watched before but not on our platform. This way, our model can continue to provide ever more exact results and recommendations to our users.

- a. We understand that users’ interests can change over time. In this case, we can have a “Genre,” selection by mood (happy, sad, sappy, hyper) that will display results other users in those moods have enjoyed. If a user searches for a particular film, watches it and then searches for a particular actor in that film, we will first recommend films most similar including that actor (The Rock: Jumanji, Jumanji 2), films dissimilar but still starring that actor (Jumanji, San Andreas), films most similar but with a different actor (Jumanji, Hancock).
- b. In addition to genre-based recommendations, we will implement a feature that prioritizes movies starring specific actors in which users have shown interest. For example, if a user searches for a particular film, watches it, and then searches for a specific actor in that film, the platform will recommend most similar movies, including that actor. It will also suggest films that are dissimilar but still share the same actor or movies that are more similar but with a different actor. This actor-centric recommendation system allows users to explore content based on their favorite actors' performances, providing them with tailored movie suggestions that resonate with their preferences.

## **Reflection:**

We have gained valuable insights into user preferences and movie habits. One key lesson is focusing on users' needs and preferences to create a successful movie catalog and recommendation system. Our goal is to build a platform that meets users' current needs and evolves with their changing interests over time. Incorporating features like wish lists, personal lists, and mood-based genre selection shows our dedication to providing a personalized and engaging movie-viewing experience tailored to each user.

Additionally, we have recognized the significance of continuously gathering user feedback and using data-driven insights to enhance our recommendation system. By actively seeking user input and analyzing their behavior, we can refine our algorithms to offer more accurate and relevant movie suggestions. Introducing an actor-centered recommendation system adds another dimension of personalization, enabling users to discover movies based on their favorite actors.