**KEM Entertainment - Personalized Entertainment Assistant**

Our team project is centered around a web application that serves as a personalized Entertainment Assistant. It is more or less a one stop hub for entertainment needs! As an assistant, it helps users explore and discover entertainment content based on their preferences and current trends. We have broken it into three separate but related web pages with each team member assigned to one page. The three pages include Mood Matchmaker, Trending Buzz, and Hidden Gems.

Mood Matchmaker is the home page and it includes the various means of entertainment available to the user. On this page, the user is able to select their mood from a predefined list which narrows the search and provides relevant content with direction on how to access them from various platforms. Then, the assistant analyzes the user’s mood and generates data, recommending various contents for movies, music, podcasts, or even sports highlights. With these inputs, AI will be used to generate personalized descriptions or summaries. Finally, the descriptions will be converted into visually appealing mood boards!

Trending Buzz will scan for trends in the entertainment industry and dynamically update displaying the latest in sports, social media, etc. Users can choose to prompt for trending topics, or be shown several on the home page. Trending Buzz will query data to find trends, whether it be hashtags, articles, or a blowout sports performance. Generative AI will be incorporated by providing summaries of trends in text, or images showing data. Finally, users should be able to further delve into topics if they choose to.

Hidden Gems feature fulfills criteria through a user input driven system. The user selects their preferred content categories and can provide additional keywords or interests. The system then accesses a diverse database, including lesser-known and independent content. Utilizing generative AI, the text analysis identifies hidden trends within the data to recommend unique, non-mainstream content aligned with user preferences. The AI also generates creative summaries and reviews to capture user interest. Visually, AI is employed to create appealing posters or collages representing the recommended "hidden gems." The final output is a curated selection of such content, accompanied by AI-generated summaries, visuals, and links for users to explore further.

Bard, Google AI. “Project Ideas: Software Development Studio.” 2024-02-02. Accessed 2024-02-02.