**💡 Design Pattern: Strategy Pattern in AI-Powered Recommendation Systems**

**Category:** Consumer Electronics (e.g., Smart TVs, Smart Speakers)

**Pattern Name:** **Strategy Pattern**

**Type:** Behavioral Pattern

**Description:**  
The **Strategy Pattern** defines a family of algorithms, encapsulates each one, and makes them interchangeable within the system. The pattern allows the algorithm to vary independently from the clients that use it.

The **AI Recommendation Strategy Pattern** is an application of the **Strategy Design Pattern** used inside **AI-powered systems** (like Smart TVs, Spotify, Netflix, or YouTube) to make **intelligent and flexible recommendations**. The system dynamically selects the most appropriate algorithm (or “strategy”) based on the user’s current context — like mood, time of day, or recent behavior.

For example:

It allows the system to **switch between multiple AI recommendation algorithms dynamically** — like changing gears in a car 🚗 — based on what’s most suitable at that moment.

* In the **morning**, it might use a *Trending Strategy* 🕖
* In the **evening**, it might use a *Relaxation Strategy* 🌙
* On **weekends**, it might use a *Group or Family Strategy* 👨‍👩‍👧‍👦