Project

May 3, 2024

0.1 WXPN Program Recommendation Agent

0.2 Background info

WXPN is a nationally recognized leader in Triple A programming and the premier guide for discovering new and significant artists in rock, blues, roots, and folk.

As the non-commercial, member-supported radio service of the University of Pennsylvania offers handcrafted curation of broadcast and digital programming, events, and local music journalism.

However, If users want to listen to programs with certain content, they can only search key words in the whole website. Therefore, it is not convenient for users to do program exploration.

0.3 How this Agent can help listeners

It begins by asking whether the listeners are familiar with any programs on WXPN.

"Love of music brings us together! I'm a WXPN pro, so I can help you find your perfect program based on your musical taste. Are you a familiar face (or should I say ear) around the WXPN programs? Choose one of the options below!"

To answer this question, users simply need to choose one of the buttons:

"Indeed, my ears are quite familiar with WXPN's fantastic programs!" "Not yet, but I'm excited to explore and discover new programs!"

0.4 If they answer that they know WXPN programs

This means the agent has found some perspectives for recommendations. The agent will ask, "That's great! Can you tell me which specific WXPN programs you enjoy the most?"

After the users provide the program name, the agent will know what the users like, and the agent will ask about the genre of music they enjoy. Here is the prompt for the agent: "Based on the user's answer, explain the program the user mentioned in one sentence. Then ask users if they have any specific genre of music they prefer."

0.5 If they answer that they don't know WXPN programs

The robot will answer, "No worries." Then ask users if they have any specific genre of music they prefer.

0.6 Other follow-up questions

Based on the music genre that users like, recommend other programs on WXPN that feature similar music genres. Keep it brief."

"Can you tell me the times you are available to listen?"

These two questions reflect the agent considers the most important factors for people when choosing a program, including music genre and time.

After recommending the programs, we will also suggest ways to listen to them.

Finally, the agent will ask users if they would like to explore more. If they say yes, they will return to the first question. Otherwise, we will end the conversation by saying goodbye.

0.7 Takeaways

1. How to pick the most important factor that affect the listeners chocies of programs I conducted Audience Analysis offline with 15 listeners through interviews, finding that the most important factors include time and music genere.

2. How to design the sequence of quetsions The questions are crafted to begin with broad and general inquiries, aimed at getting the audience comfortable with participating. As the discussion progresses, we gradually delve into more specific topics

0.8 Looking Forward

1. VoiceFlow should fix the RAG problem: Even though I provide a URL with every WXPN program and its corresponding time slot, the bot still can't utilize this information effectively. For example, some of the programs are made up, and users still cannot ask, "Are there any programs that are suitable for me if I am available at 6 PM on Sunday?"

2. VoiceFlow should fix the system prompt problem: Even though I include the instruction "If users ask unrelated questions, politely refuse and ask how you can help them" in the system prompt, they sometimes just end the conversation instead of asking how I can assist them further.

0.9 Details about this project

Click the link for prototype: https://creator.voiceflow.com/prototype/65f50292792ea1ec47dcada2