

Team 5 Project Proposal - Movie Mood

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ABSTRACT

We present Movie Mood, an interactive recommendation engine which allows users to both understand why a movie is recommended and tune those recommendations for their current viewing interest.

1 INTRODUCTION

It's Friday night and you would like to watch a movie. You turn on your SmartTV, open [Netflix](#), and as you scroll through the **Recommended for You** list your frustration grows. *How did this get on the list? I'm not interested in that tonight. I just saw that film and hated it!*

We have all been there. While recommendation engines have grown in sophistication and popularity, they are black-box in nature and often fall short in satisfying the immediate need of users.

What are we trying to do?

Articulate your objectives using absolutely no jargon.

We propose Movie Mood, our interactive recommendation platform, which puts the users in charge of the dials and switches that drive the recommendations. Movie Mood will be data driven, leveraging <> records from <> . Movie Mood will be interactive - it's <yada yada>. And Movie Mood will be visual, showing users.....

2 PROJECT OVERVIEW

How is it done today

what are the limits of current practice?

Netflix grand prize [2]

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Techniques overview [1]

Novelty

What's new in your approach? Why will it be successful?

Who cares?

The intended audience

Difference and impact

If you're successful, what difference and impact will it make, and how do you measure them (e.g., via user studies, experiments, ground truth data, etc.)?

Risks and Payoffs?

what challenges do we have to overcome?

How much will it cost?

Free data; compute?

Project Plan and Milestones

How long will it take? Specific roles and contributions for team members

What are the midterm and final "exams" to check for success? How will progress be measured.

3 CONCLUSION

Why our project rocks

REFERENCES

- [1] Edwin Chen. [n.d.]. *Winning the Netflix Prize: A Summary*. <https://blog.echen.me/2011/10/24/winning-the-netflix-prize-a-summary/>

- [2] Yehuda Koren. 2009. *The BellKore Solution to the Netflix Grand Prize*. <https://www.netflixprize.com/assets/>

[GrandPrize2009_BPC_BellKor.pdf](#)