

Topic: Movie/TV Shows Recommendations

Author: Rosangelie Cubero

Date: 01/28/2022

Problem Background

- “Forty-five hours per year: That’s about how long the average American consumer spends choosing what to watch next. You may not think those 7.4 minutes per day amount to much, but on the whole, Americans spend more time than ever before simply choosing the next title to click “play” on.” (<https://www.vox.com/ad/20974139/streaming-content-movies-tv-shows-algorithm-human-choice>)
- People want to discover new movies/tv shows but spend a lot of time searching for what to watch.
- It's not that easy or quick for people to find movies/tv shows they've never heard of before about their favorite actors, genres, or directors that they will like.
- People can't decide what to watch as they aren't sure if they would like it.

Target:

- Reduce the time users find a movie/tv show to watch.
- Users will find recommendations of movies/tv shows that they haven’t watched before according to their preferences.
- Users will be able to see a list of movie/tv show recommendations according to different moods.

Causes:

- Many people want to watch new movies/tv shows but when they go to do it, they don't know what to watch.
- The recommendations they receive are about movie genres or actors they don't like.
- They don't want to waste time watching a movie/tv show that they won't like in the end.

Countermeasures:

- Create a web-based application where users can create an account.
- On the app, users will be able to mark the movies/tv shows they have watched, their favorite actors, directors and genres.
- Users will be able to rate movies/tv shows watched and make reviews.
- The app will only recommend movies/tv shows that users haven't watched based on their ratings for movies/tv shows they watched, favorite actors, directors and genres.
- The app will create lists with movie recommendations according to different moods.
- The app will tell users which platform they can watch the movies/tv shows on.
- Users will receive alerts for new movies/tv shows from their favorite actors and links to buy tickets.

Check/Evaluate:

- Users found recommendations fast.
- The recommended movies/tv shows were mostly about favorite genres, actors and directors.
- Users liked the recommended movies/tv shows.
- Users were able to discover new genres of movies and actors that they enjoyed watching.

Act/Standardize:

- There may be recommendations of movies/tv shows that the user has already watched if the user did not mark that they watched it.
- There may be movies/tv shows that are not available on any streaming platform.