

# CritiVerse

**Unveil Your Perfect Plot**

## Group 3

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# Things to Resolve with the CritiVerse

The lack of information in a centralized and easily accessible location.



The absence of a community that can support each other in discovering new forms of entertainment.

The difficulty of finding new personalized content.



# Solution

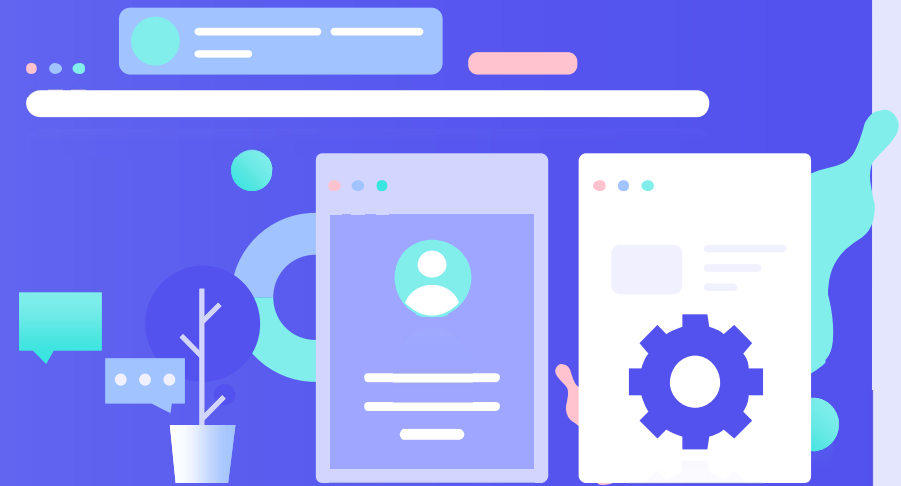
**To solve all these problems we came up with a plan with several parts:**

- The website would solve the problem of the lack of a centralized and accessible information source. Whenever someone needs something from **CritiVerse**, the website is where they go.
- The blog would solve the problem of the lack of a united community that could help each other. Users can use the blog posts to find new content and use the comment section to communicate with each other.
- **CritiBot** would solve the difficulty of finding personalized content, as CritiBot will take into account everything you tell him prior, before making you a recommendation.

**All these services intertwined solve all the problems in a innovative and easy way.**

# Value Proposition

At **CritiVerse**, we understand that the world of entertainment is vast and diverse, and finding the perfect book, movie, or series can be overwhelming. That's why we've introduced **CritiBot**, our personalized recommendation chatbot. By engaging in a tailored conversation with **CritiBot**, users can effortlessly discover their unique preferences based on age, preferred entertainment medium, and favorite genres. Empowering individuals to make informed choices, **CritiVerse** ensures a seamless and enjoyable experience for every entertainment enthusiast, making the quest for the next captivating story a personalized and efficient journey.



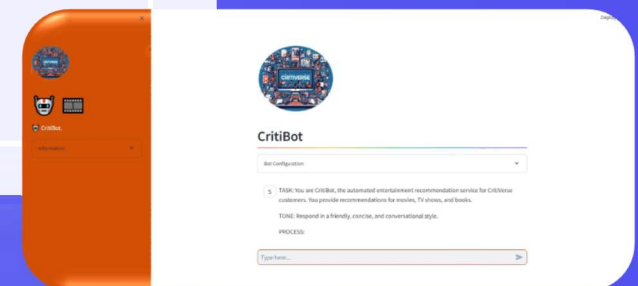
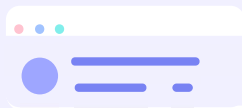
# Products Description



CritiBot



**CritiBot**, our chatbot, is a way for you to let us know your preferences and profile overall so that we can give the best recommendations we can. It is accessible and user-friendly and you can find it on our website.



# Products Description



## Website

Our website is the place where all our products and features are centralized. You can use the website to access the blog page and CritiBot, but you can also get to know more about CritiVerse's story and team. There is also the option of creating an account.

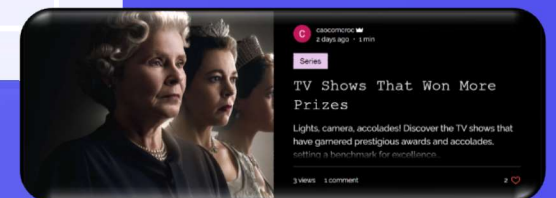
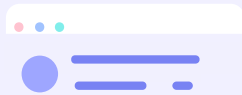


# Products Description



## Blog

You can find our blog page on our website. The blog is where we post suggestions, season trends, tier lists, and evaluations, in order, to help you make your next choice. The blog is also our way to be more close to our clients. You can also react to and comment our posts.



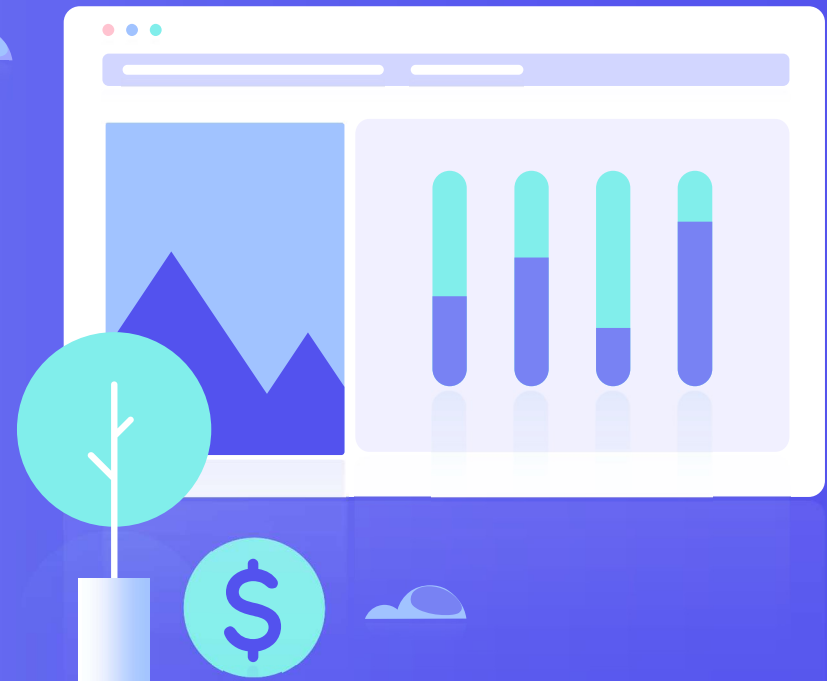
# Access the blog





# Use Cases

1. Create an account
2. User recognition
3. Provide recommendations
4. User Classification
5. Access to Criteo Scores
6. Access to Company Information



# Team and Jobs

Name	Job Title	Project Participation
Alexandra Pinto	Data Scientist	Question answer app & code repository
Francisco Farinha	CMO	Website and Presentation
Ilona Nacu	CEO	Question answer app & code repository
João Barradas	Software Developer	Data
Rafael Proença	IT Specialist	Prompts Results





# Future work



- 1. User ID Integrity:** Ensuring Unique User Identification
- 2. Enhanced Clustering with Real User Data:** Improving Data Analysis
- 3. User-Controlled Data Modification:** Empowering Users to Modify Their Information
- 4. Password-Protected Access:** Securing Data Access and Updates
- 5. Saving User Recommendations:** Retaining and Utilizing User Suggestions



# Future work

## **6. Personalized Recommendations and Categorization:**

Leveraging User Reviews for Customized Suggestions.

**7. Chat Response Formatting:** Improving the Appearance of Chat Responses

**8. Chat App Interface Enhancement:** Upgrading the Visual Interface of the Chat App

**9. Website Login Implementation:** Shifting Login Functionality from the App to the Website

# Final Considerations

As we finished this project, we felt content with the final result, we were able to do all the services we initially pretended to do and it was really gratifying to see the website finally done and the chatbot, **CritiBot**, functional.

During this adventure, we had also the opportunity to learn new things and to improve our knowledge of others.

Finally, we all agree that we would use **CritiVerse**.

