

## ABSTRACT

MoveMe is an **AI-based** online platform that aims to offer personalised **entertainment suggestions** based on the **user's mood**.

Beyond MoveMe's corporate scope, the platform captivates a vast global audience. In our interconnected age, people of all ages rely on online entertainment platforms. Current systems on Netflix, Prime Video, Disney Plus, etc., often **leave viewers dissatisfied** due to **irrelevant recommendations**. MoveMe aims to **bridge this gap** and provide users a fulfilling and seamless experience.

## CONCLUSION

A movie recommendation system that considers mood is poised to **significantly enhance people's lives** by addressing a crucial gap and **enhancing the process of discovering movies**, particularly in **social situations**. The utilization of web interactions will play a pivotal role in **determining user revisit patterns**. The incorporation of the suggested interactive and playful features is **likely to result in a notable boost in web traffic for MoveMe**.

## FUTURE WORK

- I'd like to work on making a shareable **movie playlist** and call it **"watchlist"** (Spotify ref).
- Creating a **desktop version** of my design.
- Conducting **in-depth reasearch** on the **"Emoji Grid"** discovery.

## INTRODUCTION

The primary objective of this research, in collaboration with MoveMe, is to uncover an optimal and inclusive way of visually representing diverse human emotions. **This research aims to create a playful user interaction enabling mood selection without any misinterpretation.**

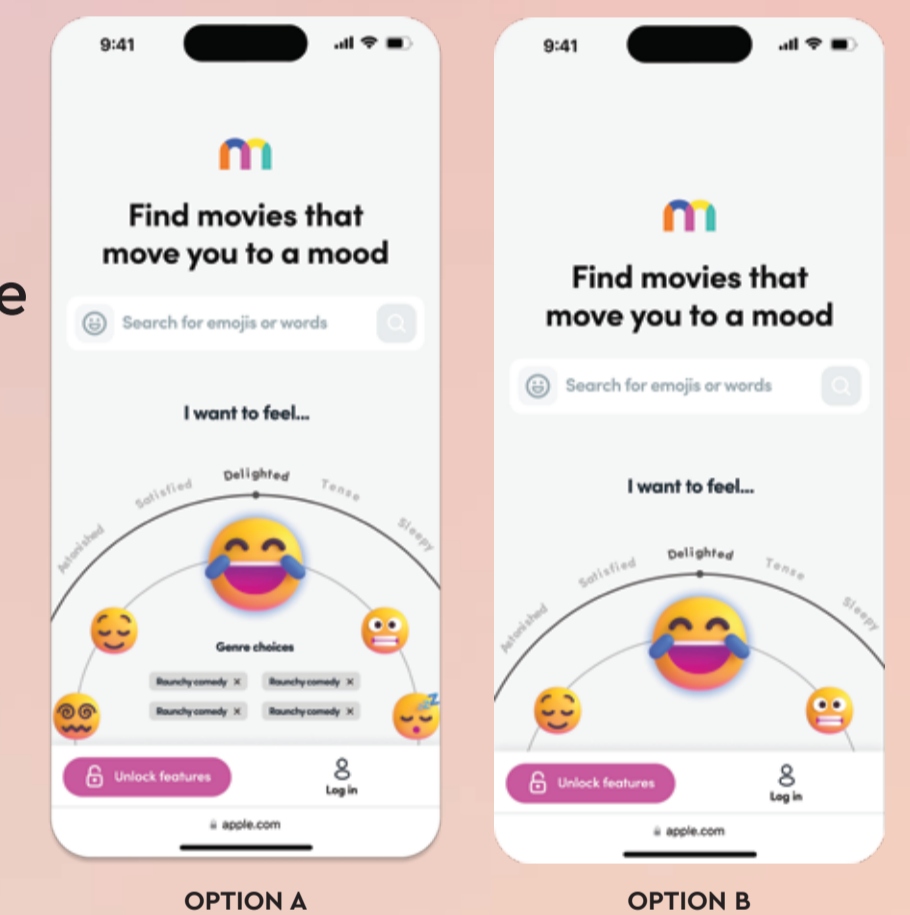
A well-developed platform can **save users time & energy** in deciding what to watch, leading to **increased satisfaction**. Given the short attention span of today's generation, MoveMe could efficiently help users reach their desired mood quickly, **encouraging frequent usage**.

## METHODOLOGY

**Literature Review & Competitive Analysis:**  
An in-depth desk reasearch was conducted to understand the **target audience & the need** for the product in the market.

**Research Workshop:**  
Asked **2 groups (GenZ & Millenials)** of **5 participants each to mark 8 video clips on an emoji grid**, as a group & individually followed by a few interview questions.

**AB Testing:**  
Based on the noted **insights through the above mentioned research methods**, I created a playful interaction in the form of a mood slider.



**Two mid-fidelity prototypes** were given to **ten participants** for assessment during this testing phase.

## KEY FINDINGS

- Emojis are **open to interpretation** and thus can be misunderstood easily.
- Mood based recommender may be very helpful in **social situations**.
- Users would like the option of **choosing genres** that fit their moods.
- Fun interactions add to the **resons of re-visiting web pages**.
- Users are **accustomed to the regular emoji keypad**.

# DESIGN

