Movie Recommendations That Don't Suck:
Precise, Feedback-Driven Media Suggestions With Gemini

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The Gulf Between Users Taste and Current Recommendations

When using movie streaming services, users commonly report dissatisfaction with the in-app recommendations they receive, stating that they often do not align with their personal interests. They also feel that the categorization of these recommendations is vague and narrow, and often wish they could organize movie suggestions in more personalized and specific ways.

Our app aims to resolve these issues by incorporating AI and offering effective, precise, and transparent solutions. The application will allow users to sync their online streaming accounts, integrating their watch history and account information with our services. It will then use this data—along with any specific preferences or requirements the user provides—to generate smart, personalized, and tailored movie recommendations.

Additionally, the system will offer two distinct interfaces for movie recommendations: a generative AI chatbot for immediate and focused suggestions, and a simple filter-browse-refresh interface for users who are less familiar with AI or prefer broader recommendations.

System Requirements

Critical Priority - The Application Must:
- Allow users to link their IMDB, Netflix, Disney+ accounts.
- Provide an AI chatbot interface to allow users to query specific movie requests.
- Provide a passive browsing interface for users.
- Allow users to like/dislike movies to update the AI algorithm.

High Priority - The Application Should:
- Provide a link to IMDB, Netflix, Disney+, etc, for each movie recommended.
- Provide users options to refresh movies and generate new movies.
- Allow the creation of custom watchlists.
- Allow organization and filtering of recommendations.

Medium Priority - The Application Should:
- Have transparent AI rationale when generating movies.
- Allow the user to refine the AI model's rationale.

Low Priority - The Application Could:
- Have social interactivity. (*not included)

Prototyping Stages

Low fidelity prototype (Sketch, Balsamiq):
- Explored many different possible features, functionalities, designs, and layouts.
- Three different stages: individual sketches(V1), group sketch(V2), refined group sketch(V3).
- Used as blueprint for future prototypes.

Medium fidelity prototype (Figma):
- Horizontal prototype created to demonstrate the broad overall interface.
  - Includes browse, saving movies, linking accounts, and other miscellaneous features.
- Vertical prototype created to demonstrate the specific functionalities of the chatbot interface.
  - Includes detailed searching with prompts, deleting/managing prompts and chats, handling faulty prompts, and viewing AI rationale.

High fidelity prototype (React, Anima):
- Vertical prototype created in React with Gemini API to demonstrate real AI behaviour

The Iterative Design Process

Scan QR code to see full resolution images of all prototypes!

Final Design & Features:

Profile interface:
- Users can create an account on the platform.
- Users can link their streaming services.

Chatbot interface:
- AI performs error handling on faulty prompts.
- Chats are stored on the system for future reference, while still allowing user to delete unwanted chats/prompts.
- AI provides rationale behind its recommendations.
- User can choose to refine this rationale.

Browsing interface:
- Users can use premade tags (such as genre) or create their own to filter the list of movies generated.

Movie recommendation interface:
- User can watch the movie trailer directly from the app.
- User can like/dislike the movie to influence the AI algorithm.
- User can add a movie to their "Saved" list.
- User regenerate the movie to generate a new one.

"Saved" movies interface:
- User can create named watchlists from their "Saved" collection.