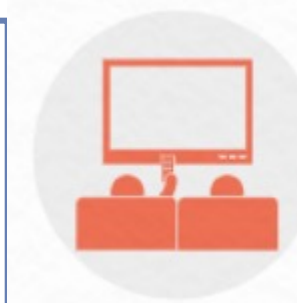


Projects: Screen Surf
Internship: Co Founder, Chief of Marketing



Screen Surf

Streaming Simplified

Problem:

Streaming: Users moving away from Cable to Streaming applications.

Access: Consumers own many streaming applications

Choice: More tech companies are building their own streaming. These are causing higher costs for digital content, more time spent finding content on each platform, and more complexity in the search process.

Solution:

Screen Surf is a mobile application that aims to give recommendations for TV and movies to maximize recommendation quality, minimize search time, consolidate streaming content and being able to share with your friends.

We utilize machine learning to develop a recommendation algorithm that uses past preference to predict future interest. Also use an API that pulls available content from other stream platforms.

Key Technology

Cross-Platform User Interface: Android, iOS, Windows, Webpage

AWS Infrastructure: Database, authentication, and web/API hosting

Movie & Show APIs: API that pulls available content from streaming platforms

Machine Learning: Recommendation algorithm that uses past preferences to predict future tastes

User Mood and Behavior Correlation: Unique techniques to gather user mood and behavior and provide relevant content.

Interaction with Friends: Content Filtering based on Recommendations from Friends.

Content Filtering based on Recommendations from Friends

Development Status

•In Progress

•Database and authentication integration

•MVP dataset complete. API partners established

•Recommendation engine proof of concept

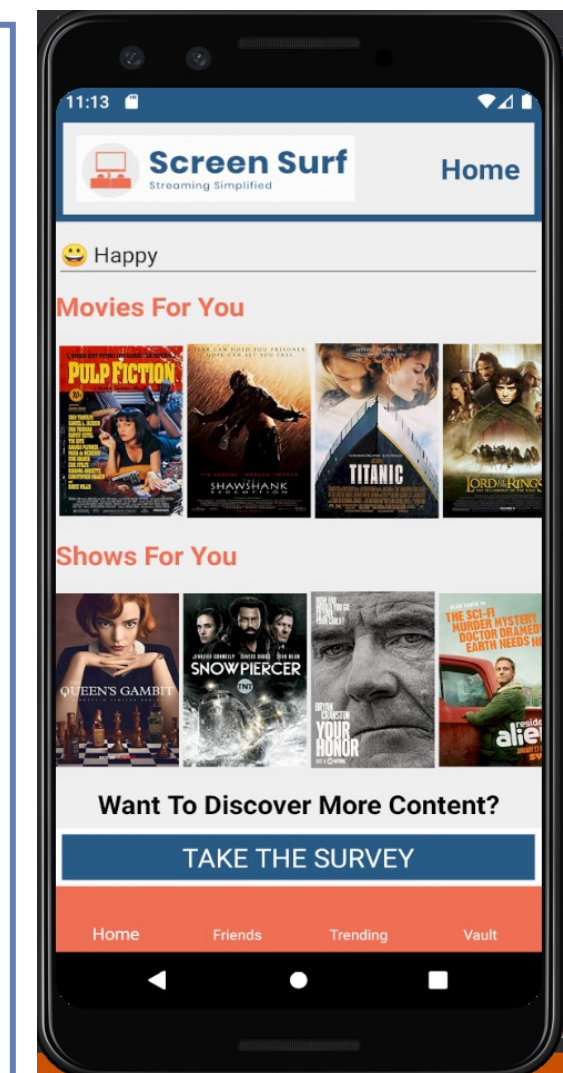
•Proved mood algorithm delivers better recommendations than content ratings alone

•Algorithm In-Progress

•Proved algorithm value with friend recommendations.

Useful Tools, Skillset(s)

- Use Case Personas
- Market Research Document (MRD)
- Product Research Document (PRD)
- Unit Economics
- CSPO/Scrum Techniques



Lessons Learned

- The testing and evaluation phase of the system lifecycle is forgotten but very important. Must take time to properly back test everything that is developed before going out to the market.
- Need to fully understand the stakeholders needs and requirements. Knowing this can help in the development process.