

Comprehensive Streaming Service Recommendation Engine

My proposal is about a potential product that would help users of multiple video streaming services such as Netflix, Hulu and Amazon Prime. The product is called showsyoulike.com and it is a search and recommendation engine for streaming TV shows and movies.

Frequently, television shows and movies are limited to one streaming platform, making it hard to get comprehensive recommendations for shows & movies. Additionally, if someone hears about a show they might enjoy, this search engine would help them quickly locate where they can view it and recommend other similar shows across various platforms.

This technology will use a combination of algorithms and artificial intelligence to come up with relevant recommendations. Since the site has a larger library than each streaming service by itself, the recommendations will be more relevant than those on existing stand-alone services.

It will also interact with the API of each streaming service to access the shows available and give the most current results. Depending on availability, the API will also allow users to join a streaming service or purchase pay-per-view shows & movies right on the site.

Field Code Changed

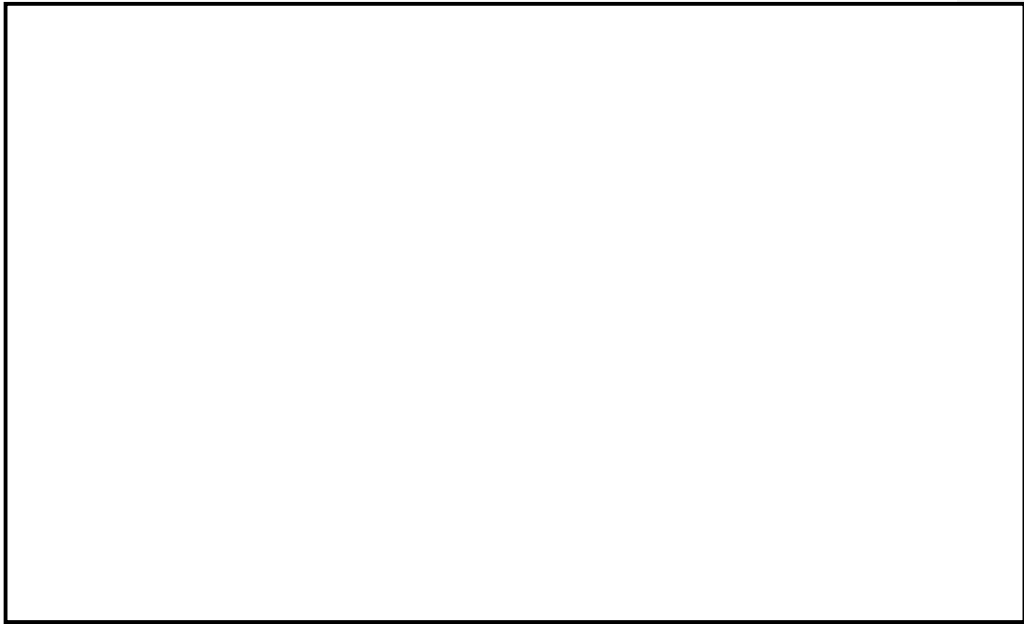
Commented [js1]: Strong start – clear and clean. Answers the first question, “What is this tech?” Great use of plain language.

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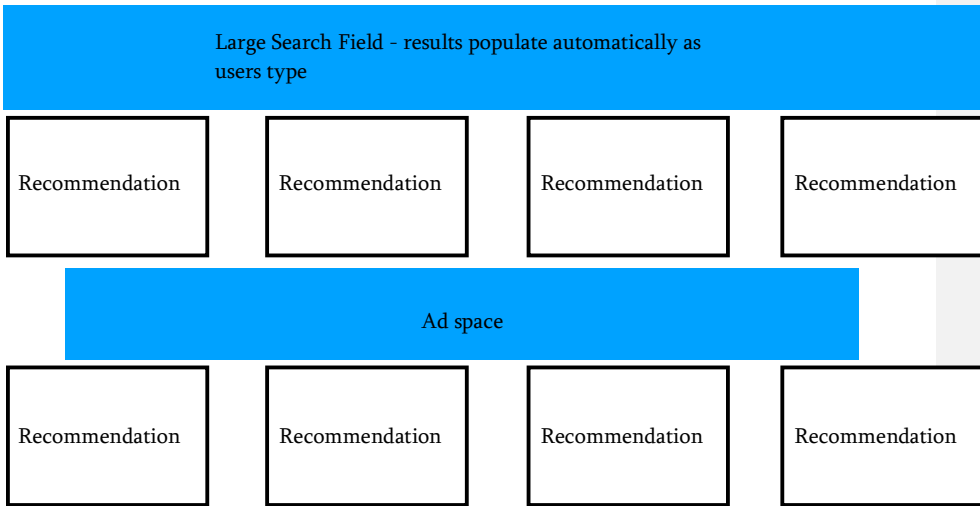
Commented [js2]: These paragraphs not only explain how it works but also why it will be beneficial.

Perhaps reorganizing these ideas into two paragraphs – how it works followed by why it will be of benefit – will result in tighter copy and even better flow.



Below is an example of how the homepage of the site will be laid out.

Shows You Like
1,000



Commented [js3]: The graphic helps the reader visualize this technology and answers the “What does it look like?” section of the concept statement.

The assignment states that the submission should be a one-page statement. Could you reduce the size of your graphics, so it fits on one page?

The site will make money through selling ad space and affiliate accounts with streaming services. Through the latter, the site will make a percentage of the sale of each person who joins a streaming site through Shows You Like.

Commented [js4]: This idea will add nicely to the information provided in the "How does it work?" section above.

We still need to define "Who is the audience?" for the document?

Commented [js5]: A good start and draft for this PF Statement. Showsyoulike.com is clearly and plainly identified, the components for the explanation are all there, and the graphic gives the reader a clean visual. Once you identify who you are writing this document for, you will have a great concept statement to work from.