

# Anything Fun Going On?

## A Simple Wizard to Avoid the Cold-Start Problem for Event Recommendations

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# Problems in tourism event recommenders



- Lack of uniform meta-data
- Absence of historical personal ratings
- Events are short-lived & varied (concerts, games, parties)
- Locations often change and are not necessarily POI
- Can only be recommended once– and not after they end
- Infrequent use of the app (only when traveling)

Overcoming the cold start problem is more critical under these conditions



# Solution





# Simple, non-intrusive wizard



- Integrated into the on-boarding process
- Event categories
  - Traveler can change these at any time in settings
  - “Select all” helps provide serendipitous event discovery



# Details on a single screen

- Age
- Activity level
- Time
- Day of Week
- Activity type
- Text box for specific interests

What are your interests?

Favorite teams, artists, venues or topics?  
(separate by commas like: sport team, venue)

What is your age?

Age 30

When you go out how active are you?

Walk

What time of day is best for activities?

8 pm

When you go out do you want to

<input type="checkbox"/> Be Active / Play	<input type="checkbox"/> Socialize
<input type="checkbox"/> Be Entertained	<input type="checkbox"/> Shop
<input type="checkbox"/> Learn	<input type="checkbox"/> Make a Difference
<input type="checkbox"/> Drink	<input type="checkbox"/> Eat Out

☐ I agree to our [Privacy Policy](#) and [Terms of Use](#)

Previous Finish




# Plan your trip

- Date range
- Location
- Distance

How many days of events do you want?


7 days

Near a place or your location?

 Address  Current Location

Address

15 miles



Previous Next




# The Cold Start with Anonymous Users

Which type of account do you want?

☒ **facebook**  
Facebook Calendar events are displayed. Preferences are saved.

☐ **relevant**  
Preferences are saved when changing phones  
Anonymous  
Preferences are lost when changing phones

 Log out

Do you want to use these features?

Show Schedule Conflicts ☒

Daily Recommendation Notifications ☒

Previous Next

- Recommendations also based on location
- Preferences are saved on the phone, even if the user is anonymous
  - This provides high quality recommendations for months or even years



# Future Work

- Gathering feedback
- Streamlining the wizard
- Acquiring users
- Testing different UI/UX iterations
- Focusing on our recommendation engine

[www.relevantcity.com](http://www.relevantcity.com)

Available in the App Store and Google Play Store