# 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

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- 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

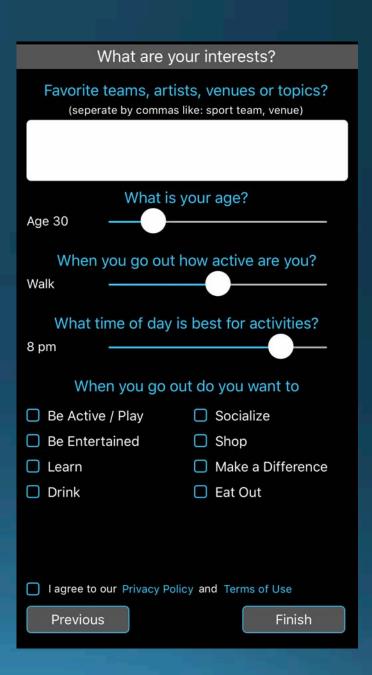




- Integrated into the on-boarding process
- Event categories
  - Traveler can change these at any time in settings
  - "Select all" helps provide serendipitous event discovery

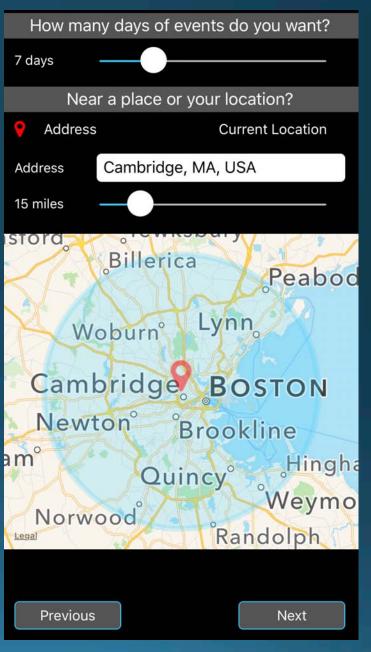
#### Details on a single screen

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



## Plan your trip

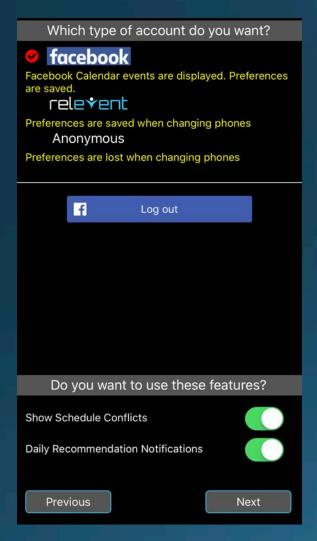
- Date range
- Location
- Distance







#### The Cold Start with Anonymous Users



- 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

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