

One Size Doesn't Fit All

Helping Users Find Events from Multiple Perspectives

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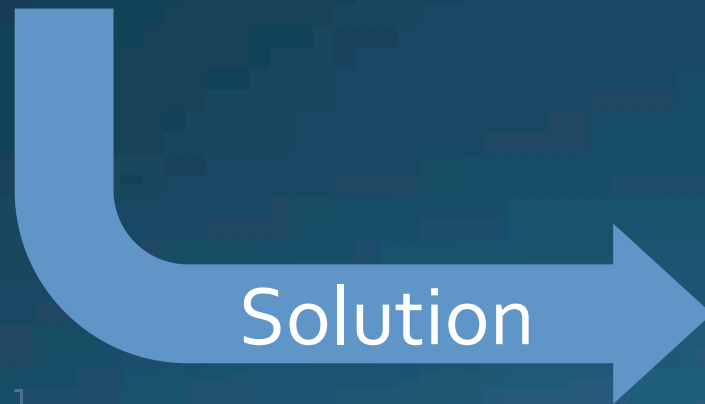
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Motivation

- Main challenges of event recommenders in the tourism domain
 - Ensure *context & flexibility* – in terms of users' individual needs
 - Consider more than just *Point-of-Interests*



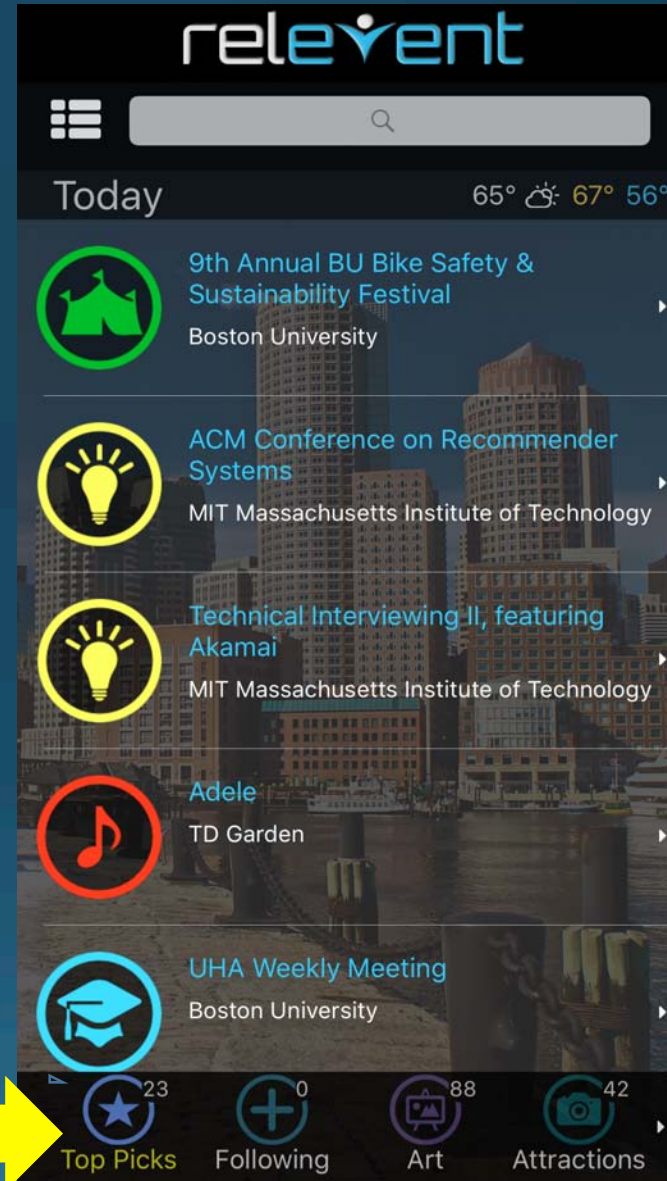
Mobile recommender that allows users to discover events from *multiple perspectives*





Traditional Recommendations

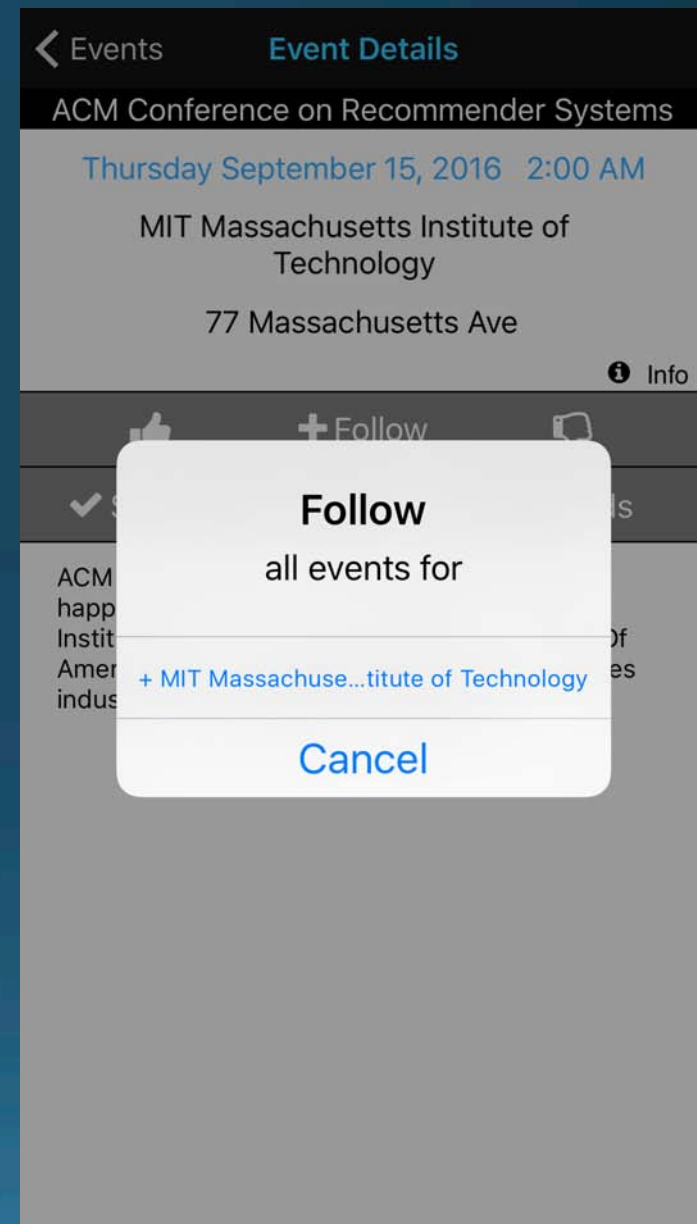
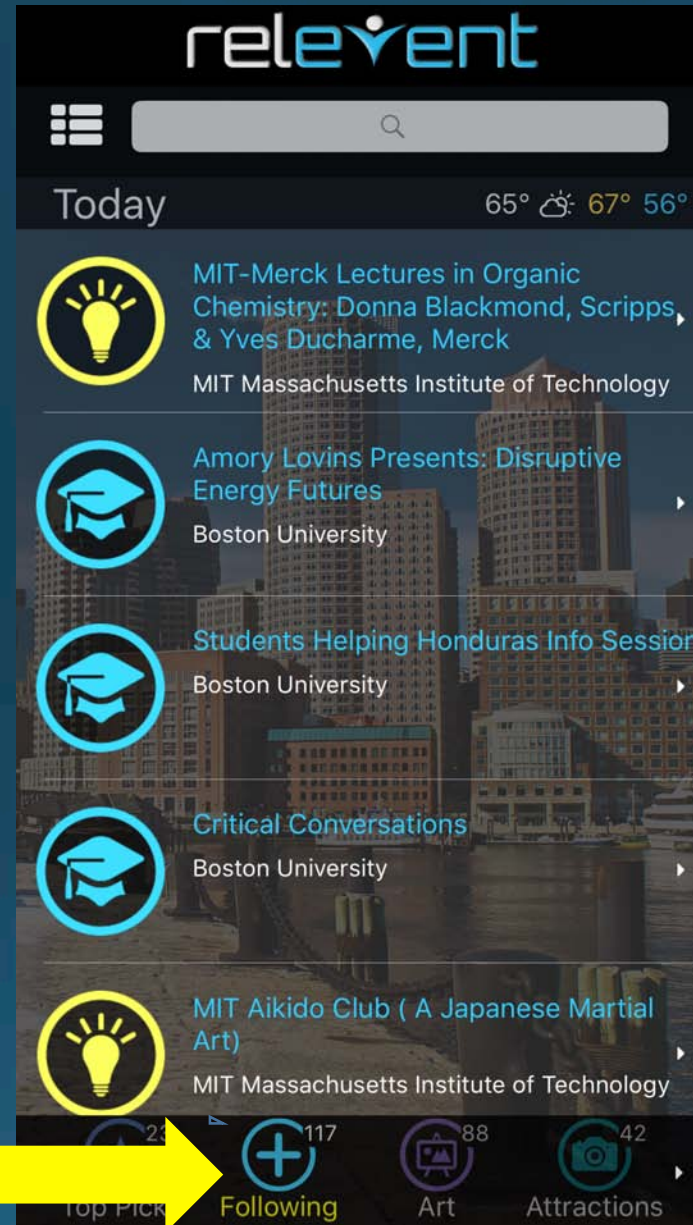
When knowing the user is key





Follow

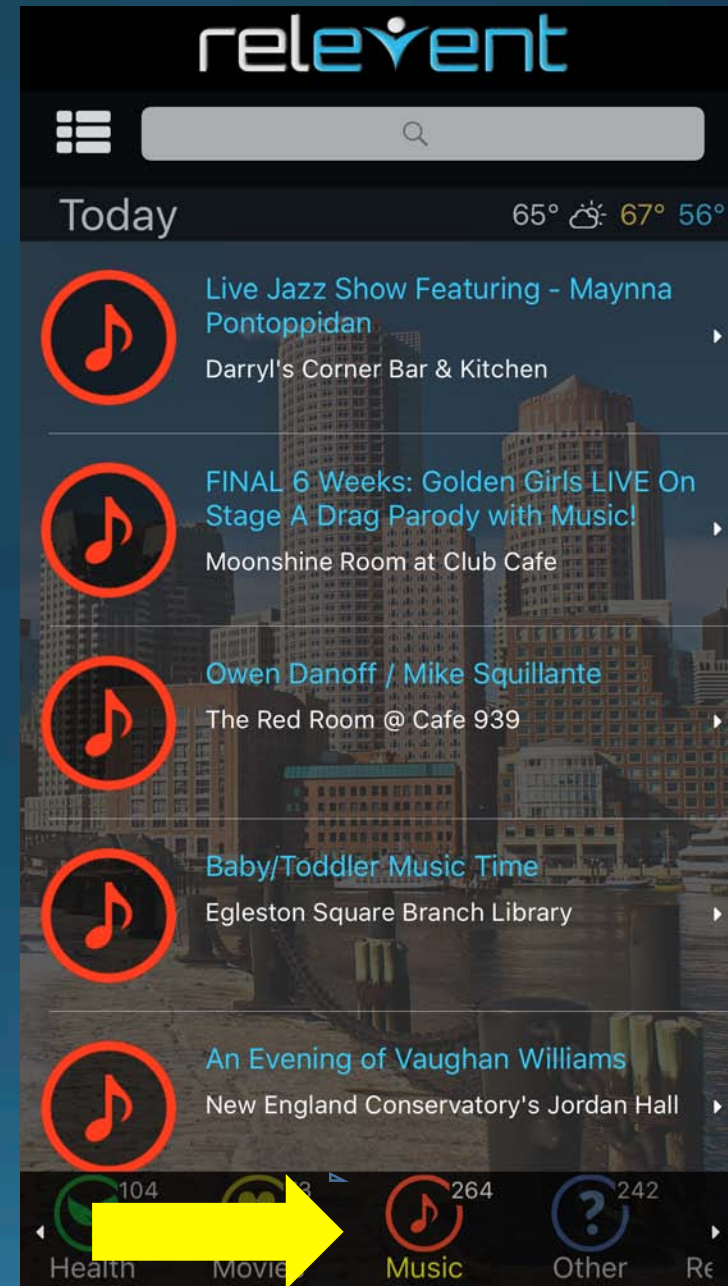
When the focus is on preferred venues/artists





Category

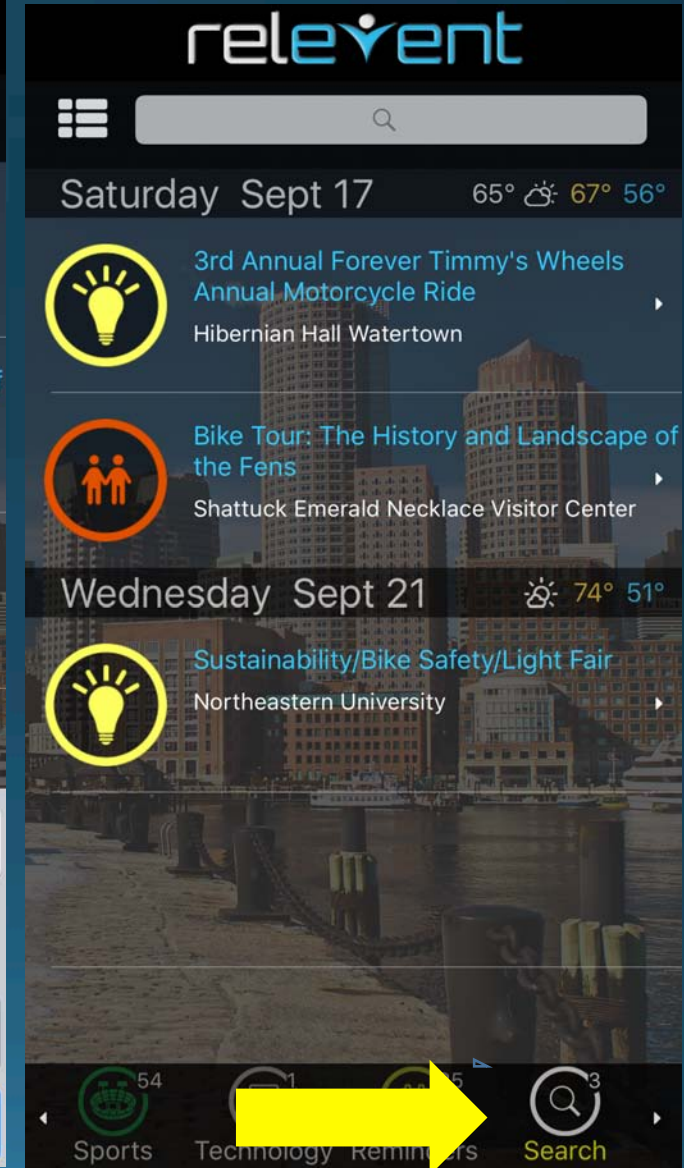
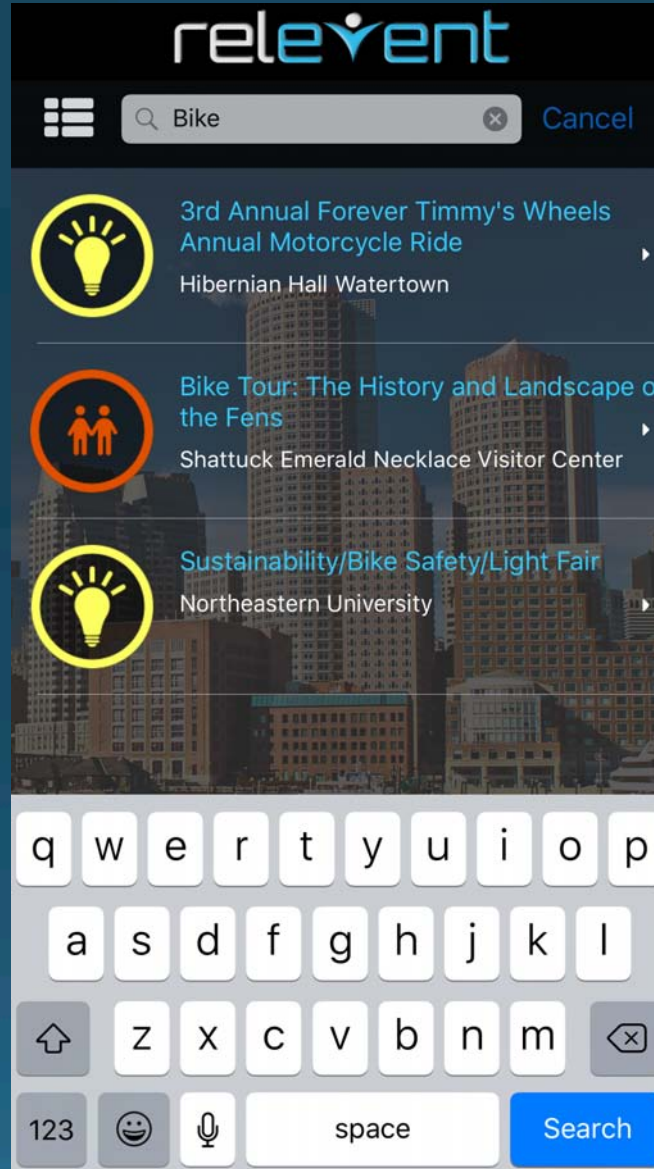
When the suggestions target a specific type of event





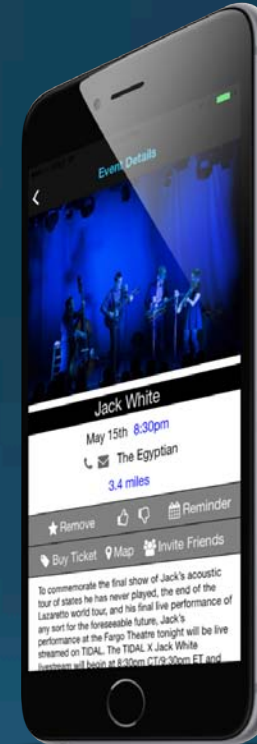
Search

When listening to users current needs is a must





Conclusions



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