

tinder x netflix

team lilgminusone

Team lilgminusone



Abithaa Shree Venkatesh

Project Manager



Ann Mathew

Developer



Santosh Pawan Kurada

Developer



Siddhant Treasure

Developer



Varun Annapareddy

Developer

Our research



what an ideal evening looks like,

23%

of US adults said watching TV on average, a couple spends over

2.5h

a week watching movies

What if we could have Tinder generate movie matches as well?



This integration is a first-of-its-kind feature that differentiates Tinder from other dating apps by adding a layer of personalized content discovery

How it works?



2 phase approach

Phase 1

Duration: 28 days

Proof of Concept

The primary aim of Phase 1 is to develop a Proof of Concept (PoC) that demonstrates the feasibility of integrating Tinder with Netflix viewing preferences to highlight mutual interests and recommend content to matched pairs. This phase focuses on creating a Tableau dashboard to visually represent individual and overlapping viewing histories and preferences, along with a basic recommendation mechanism.

Phase 2

Duration: 140 days

Full Feature development and Launch

Building on the insights and feedback from Phase 1, Phase 2 aims to fully develop and integrate the feature within Tinder, enabling users to discover mutual Netflix interests and receive tailored recommendations, thereby enhancing user engagement and connections.

Our plan-based approach: Phase 1

Task Name	Start	Finish	Late Start	Late Finish	Free Slack	Total Slack
Plan Based Approach	Thu 1/18/24	Mon 2/19/24	Thu 1/18/24	Mon 2/19/24	0 days	0 days
Start Project	Thu 1/18/24	Thu 1/18/24	Mon 2/19/24	Mon 2/19/24	22 days	22 days
Initiating Tasks	Thu 1/18/24	Tue 1/23/24	Thu 1/18/24	Mon 2/19/24	0 days	0 days
Project Charter Development	Thu 1/18/24	Tue 1/23/24	Wed 2/14/24	Mon 2/19/24	19 days	19 days
Define Project Title and Description	Thu 1/18/24	Fri 1/19/24	Thu 1/18/24	Fri 1/19/24	0 days	0 days
Identify Project Objectives and Success Criteria	Fri 1/19/24	Mon 1/22/24	Fri 1/19/24	Mon 1/22/24	0 days	0 days
Appoint Project Manager	Fri 1/19/24	Mon 1/22/24	Mon 1/22/24	Tue 1/23/24	1 day	1 day
Identify Key Stakeholders	Mon 1/22/24	Tue 1/23/24	Mon 1/22/24	Tue 1/23/24	0 days	0 days
Obtain Project Charter Approval	Tue 1/23/24	Tue 1/23/24	Tue 1/23/24	Tue 1/23/24	0 days	0 days
Planning Tasks	Tue 1/23/24	Wed 1/31/24	Tue 1/23/24	Mon 2/19/24	0 days	0 days
Define Scope and Deliverables	Tue 1/23/24	Wed 1/24/24	Tue 1/23/24	Wed 1/24/24	0 days	0 days
Create Work Breakdown Structure (WBS)	Wed 1/24/24	Fri 1/26/24	Wed 1/24/24	Fri 1/26/24	0 days	0 days
Define Task Dependencies and Milestones	Fri 1/26/24	Mon 1/29/24	Fri 1/26/24	Mon 1/29/24	0 days	0 days
Resource Planning and Allocation	Mon 1/29/24	Tue 1/30/24	Mon 1/29/24	Tue 1/30/24	0 days	0 days
Risk Identification and Mitigation Strategies	Tue 1/30/24	Wed 1/31/24	Fri 2/16/24	Mon 2/19/24	13 days	13 days
Communication Plan Development	Tue 1/30/24	Wed 1/31/24	Tue 1/30/24	Wed 1/31/24	0 days	0 days
Executing Tasks	Thu 1/25/24	Tue 2/13/24	Thu 1/25/24	Mon 2/19/24	0 days	0 days
EDA of datasets using Python/Tableau	Thu 1/25/24	Thu 2/1/24	Thu 1/25/24	Thu 2/1/24	0 days	0 days
Building Tableau dashboard	Thu 2/1/24	Tue 2/13/24	Thu 2/1/24	Mon 2/19/24	0 days	0 days
Updating the data source with the correct modelling	Thu 2/1/24	Mon 2/5/24	Thu 2/1/24	Mon 2/5/24	0 days	0 days
Building the visuals for each worksheet	Mon 2/5/24	Thu 2/8/24	Wed 2/14/24	Mon 2/19/24	7 days	7 days
Prediction logic for recommendation system	Mon 2/5/24	Wed 2/7/24	Thu 2/15/24	Mon 2/19/24	8 days	8 days
Landing page	Mon 2/5/24	Wed 2/7/24	Mon 2/5/24	Wed 2/7/24	0 days	0 days
Updating the dynamic parameters , Filters & actions	Thu 2/8/24	Mon 2/12/24	Thu 2/8/24	Mon 2/12/24	0 days	0 days
Integrating all visuals into the dashboard	Mon 2/12/24	Tue 2/13/24	Mon 2/12/24	Tue 2/13/24	0 days	0 days
Monitoring & Controlling Tasks	Tue 1/23/24	Thu 2/15/24	Tue 2/6/24	Mon 2/19/24	1.88 days	1.88 days
Status Update Virtual Meet	Tue 1/23/24	Thu 2/15/24	Mon 2/19/24	Mon 2/19/24	1.88 days	1.88 days
Status Update Virtual Meet 1	Tue 1/23/24	Tue 1/23/24	Mon 2/19/24	Mon 2/19/24	151 hrs	151 hrs
Status Update Virtual Meet 2	Tue 1/23/24	Tue 1/23/24	Mon 2/19/24	Mon 2/19/24	151 hrs	151 hrs
Status Update Virtual Meet 3	Thu 1/25/24	Thu 1/25/24	Mon 2/19/24	Mon 2/19/24	135 hrs	135 hrs
Status Update Virtual Meet 4	Mon 1/29/24	Mon 1/29/24	Mon 2/19/24	Mon 2/19/24	119 hrs	119 hrs
Status Update Virtual Meet 5	Thu 2/1/24	Thu 2/1/24	Mon 2/19/24	Mon 2/19/24	95 hrs	95 hrs
Status Update Virtual Meet 6	Mon 2/5/24	Mon 2/5/24	Mon 2/19/24	Mon 2/19/24	79 hrs	79 hrs
Status Update Virtual Meet 7	Thu 2/8/24	Thu 2/8/24	Mon 2/19/24	Mon 2/19/24	55 hrs	55 hrs
Status Update Virtual Meet 8	Mon 2/12/24	Mon 2/12/24	Mon 2/19/24	Mon 2/19/24	39 hrs	39 hrs
Status Update Virtual Meet 9	Thu 2/15/24	Thu 2/15/24	Mon 2/19/24	Mon 2/19/24	15 hrs	15 hrs
Continuous Performance Monitoring	wea	Tue 2/13/24	Tue 2/6/24	Mon 2/19/24	4 days	4 days
Track Task Progress Against Plan	Wed 1/31/24	Tue 2/13/24	Tue 2/6/24	Mon 2/19/24	4 days	4 days
Quality Checks of Developed Components	Wed 1/31/24	Tue 2/13/24	Tue 2/6/24	Mon 2/19/24	4 days	4 days
Stakeholder Updates and Engagement	Wed 1/31/24	Tue 2/13/24	Tue 2/6/24	Mon 2/19/24	4 davs	4 days
Risk Monitoring and Management	Wed 1/31/24	Tue 2/13/24	Tue 2/6/24	Mon 2/19/24	4 days	4 days
Closing Tasks	Tue 2/13/24	Mon 2/19/24	Tue 2/13/24	Mon 2/19/24	0 days	0 days
Compile PoC Documentation and Final PPT	Tue 2/13/24	Thu 2/15/24	Tue 2/13/24	Thu 2/15/24	0 days	0 days
Conduct PoC Demonstration and Stakeholder Review	Thu 2/15/24	Fri 2/16/24	Fri 2/16/24	Mon 2/19/24	1 day	1 day
Gather Feedback and Conduct Lessons Learned	Thu 2/15/24	Fri 2/16/24	Thu 2/15/24	Fri 2/16/24	0 days	0 days
Official Project Closure and Release of Resources	Fri 2/16/24	Mon 2/19/24	Fri 2/16/24	Mon 2/19/24	0 days	0 days
End Project	Mon 2/19/24	Mon 2/19/24	Mon 2/19/24	Mon 2/19/24	0 davs	0 days

Project Overview

18th Jan 24 _{Start Date}

19th Feb 24 End Date



Project overview contd

	Resource Name	Work
	Abithaa	195.4 hrs
Resource allocation	Ann	68.4 hrs
	Pawan	76.4 hrs
	Varun	56.4 hrs
	Siddhant	188.4 hrs

Critical Path

Name	Start	Finish
Start Project	Thu 1/18/24	Thu 1/18/24
Define Project Title and Description	Thu 1/18/24	Fri 1/19/24
Identify Project Objectives and Success Criteria	Fri 1/19/24	Mon 1/22/24
Identify Key Stakeholders	Mon 1/22/24	Tue 1/23/24
Obtain Project Charter Approval	Tue 1/23/24	Tue 1/23/24
Define Scope and Deliverables	Tue 1/23/24	Wed 1/24/24
Create Work Breakdown Structure (WBS)	Wed 1/24/24	Fri 1/26/24
Define Task Dependencies and Milestones	Fri 1/26/24	Mon 1/29/24
Resource Planning and Allocation	Mon 1/29/24	Tue 1/30/24
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Updating the data source with the correct modelling	Thu 2/1/24	Mon 2/5/24
Landing page	Mon 2/5/24	Wed 2/7/24
Updating the dynamic parameters , Filters & actions	Thu 2/8/24	Mon 2/12/24
Integrating all visuals into the dashboard	Mon 2/12/24	Tue 2/13/24
Compile PoC Documentation and Final PPT	Tue 2/13/24	Thu 2/15/24
Gather Feedback and Conduct Lessons Learned	Thu 2/15/24	Fri 2/16/24
Official Project Closure and Release of Resources	Fri 2/16/24	Mon 2/19/24
End Project	Mon 2/19/24	Mon 2/19/24

Task cost overview



Name	Fixed Cost	Actual Cost	Remaining Cost	Cost	Baseline Cost	Cost Variance
Start Project	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Initiating Tasks	\$0.00	\$0.00	\$2,416.00	\$2,416.00	\$2,416.00	\$0.00
Planning Tasks	\$0.00	\$0.00	\$2,736.00	\$2,736.00	\$2,736.00	\$0.00
Executing Tasks	\$0.00	\$0.00	\$5,440.00	\$5,440.00	\$5,440.00	\$0.00
Monitoring & Controlling Tasks	\$0.00	\$0.00	\$13,050.00	\$13,050.00	\$13,050.00	\$0.00
Closing Tasks	\$0.00	\$0.00	\$1,712.00	\$1,712.00	\$1,712.00	\$0.00
End Project	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Plan-based approach: Phase 2

Duration	Start	Finish	Predecessors
5 days	Mon 2/19/24	Fri 2/23/24	
5 days	Mon 2/19/24	Fri 2/23/24	
1 day	Mon 2/19/24	Mon 2/19/24	
2 days	Tue 2/20/24	Wed 2/21/24	4
1 day	Tue 2/20/24	Tue 2/20/24	4
1 day	Thu 2/22/24	Thu 2/22/24	5
1 day	Fri 2/23/24	Fri 2/23/24	7
10 days	Mon 2/26/24	Fri 3/8/24	
2 days	Mon 2/26/24	Tue 2/27/24	8
2 days	Wed 2/28/24	Thu 2/29/24	10
2 days	Fri 3/1/24	Mon 3/4/24	11
1 day	Tue 3/5/24	Tue 3/5/24	12
1 day	Wed 3/6/24	Wed 3/6/24	13
1 day	Thu 3/7/24	Thu 3/7/24	14
1 day	Fri 3/8/24	Fri 3/8/24	15
135 days	Mon 3/11/24	Fri 9/13/24	
5 days	Mon 3/11/24	Fri 3/15/24	16
5 days	Mon 3/18/24	Fri 3/22/24	18
5 days	Mon 3/25/24	Fri 3/29/24	19
60 days	Mon 4/1/24	Fri 6/21/24	
20 days	Mon 4/1/24	Fri 4/26/24	20
20 days	Mon 4/29/24	Fri 5/24/24	22
10 days	Mon 5/27/24	Fri 6/7/24	23
10 days	Mon 6/10/24	Fri 6/21/24	24
30 days	Mon 6/24/24	Fri 8/2/24	
10 days	Mon 6/24/24	Fri 7/5/24	25
10 days	Mon 7/8/24	Fri 7/19/24	27
10 days	Mon 7/22/24	Fri 8/2/24	28
30 days	Mon 8/5/24	Fri 9/13/24	
10 days	Mon 8/5/24	Fri 8/16/24	29
10 days	Mon 8/19/24	Fri 8/30/24	31
10 days	Mon 9/2/24	Fri 9/13/24	32
136 days	Fri 3/8/24	Fri 9/13/24	
135 days	Mon 3/11/24	Fri 9/13/24	16
135 days	Mon 3/11/24	Fri 9/13/24	16
135 days	Fri 3/8/24	Thu 9/12/24	15
135 days	Mon 3/11/24	Fri 9/13/24	16
6 davs	Mon 9/16/24	Mon 9/23/24	
1 dav	Mon 9/16/24	Mon 9/16/24	34
2 davs	Tue 9/17/24	Wed 9/18/24	40
1 day	Thu 9/19/24	Thu 9/19/24	40
1 day	Fri 9/20/24	Fri 9/20/24	41
1 day	Mon 9/23/24	Mon 9/23/24	42
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Project Overview

19th Feb 24

Start Date

23rd Sept 24

End Date

Total Resources

Agile Methodology

To arrive at our final product, we've utilized the following project management principles



User Story	Acceptance Criteria
Linking Netflix Viewing History to Tinder Profiles	Data sharing agreements defined and approved by both Netflix and Tinder. User research indicates a clear understanding of privacy concerns. Technical integration requirements documented. User consent workflow developed and functional. Privacy policy updated to reflect data integration.
Most Popular Genres in Blue's World	Database query retrieves accurate genre ratings. Data is cleaned, modeled, and connected to Tableau. The bubble chart correctly displays genre popularity with proportional bubble sizes. The rating filter works as intended.
Blue's World Movie Decade Preference	Accurate data collection on movies watched from each decade. Data is cleaned, modeled, and connected to Tableau. Bubble chart accurately represents the number of titles per decade with correct bubble sizes.
Ideal Day in Blue's World to Watch a Movie	User activity data is analyzed correctly to determine titles watched per day. Data is cleaned, modeled, and connected to Tableau. Line graph shows the number of titles viewed by day accurately. Interactive elements provide additional details effectively.
Release Country of Movies in Blue's World	Data on the country of origin for each movie watched is accurate. Data is cleaned, modeled, and connected to Tableau. World map visualization correctly plots the number of movies watched from each country. Bubble sizes and tooltips function correctly.
Most Viewed Director in Blue's World	Data on director viewership accurately extracted from user history. Data is cleaned, modeled, and connected to Tableau. Bar graph showcases the most viewed directors appropriately. Interactive elements display specific numbers on hover.
Attractive and Smooth UI	UI design is consistent and visually appealing. Color scheme and design are accessible to users with visual impairments. Dashboard is responsive and usable on various devices. Interactive elements tested for user-friendliness. Tableau dashboard performance optimized for large datasets. User-switching feature functions correctly.
Netflix Watchlist Analysis for Match Suggestions	Data sharing agreements established. Privacy concerns addressed with user research. Technical integration requirements documented. User consent workflow for data sharing is functional. Privacy policy reflects the new feature.
"Top Match Picks" Based on Mutual High- Rated Shows	Functional requirements for the feature are gathered and understood. User preferences for match recommendations are clear from focus groups. Recommendation algorithm uses Netflix rating data effectively. "Top Match Picks" section designed and functional in the Tinder interface. Algorithm tested for accuracy and user satisfaction.
Show Compatibility Score Sharing Option	Compatibility score metrics defined collaboratively with stakeholders. User opinions on compatibility score are gathered and considered. Algorithm for calculating the score is developed and integrated. Compatibility score feature is functional within Tinder.
Filter Potential Matches by Netflix Genres	Requirements for genre-filtering are analyzed and documented. Technical specifications for the feature are clear. Filtering algorithm developed and tested. Tinder UI updated to include genre-filtering options and functions correctly.
Real-Time Series Watching Connection Feature	Feasibility and privacy of real-time matching discussed and approved. User interest in synchronous viewing features confirmed. System requirements for real-time series watching tracker documented. Matchmaking feature developed and connects users watching the same series as intended.
Match Requests Based on Netflix Show Reviews	Requirements for matching based on show reviews are defined. User engagement confirms the interest in using reviews for matching. Workflow for linking Netflix reviews with Tinder profiles is documented. Feature for match requests based on shared review interests is developed and operational.
Recommendations for "Binge-Worthy" Shows to Watch Together	Definition of "binge-worthy" shows agreed upon with stakeholders. User viewing habits data is collected and informs the recommendation system. Technical requirements for the feature are documented. Recommendation feature is developed and implemented within Tinder and functions correctly.
Suggestions for Popular Netflix Originals Among Matches	Popularity-based show suggestion requirements gathered. User research identifies valued aspects of Netflix originals. Technical process for integrating popularity data into Tinder is documented. Feature that displays popular Netflix originals is developed and functions within Tinder.
Sharing "Watch History" or "Favorite Scenes" With Matches	Boundaries for data sharing are established. User research indicates the level of sharing users are comfortable with. Implementation details for the sharing feature are documented. Sharing feature developed with privacy and consent as primary considerations and tested for functionality.

Epics

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Epic 1: Movie Preferences Universe

Epic 2: Personalized Recommendations

Product backlog

User Story	Story Points
1.1 Linking Netflix Viewing History to Tinder Profiles	4
2.3 Filtering Matches by Genre	1
2.1: "Top Match Picks" Section	2
1.2: Most Popular Genres in Blue's World	7
1.3: Blue's World Movie Decade Preference	11
1.4: Ideal Day in Blue's World to Watch a Movie	15
1.5: Release Country of Movies in Blue's World	7
1.6: Most Viewed Director in Blue's World	15
1.7: Attractive and smooth UI	7
2.2: Sharing "Show" Compatibility Score"	11
2.5: Match Requests Based on Show Reviews	4
2.6: "Binge-Worthy" Show Recommendations	1
2.7: Suggestions for Netflix Originals	7
2.8: Sharing "Watch History" and "Favorite Scenes"	11
2.4: Real-Time Series Matching Feature	7

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NETFLIX

happy watching

From team lilgminusone

Appendix

PoC <u>https://public.tableau.com/app/profile/siddhant.treasure/viz/Tind</u> <u>erxNetflix3/CoverPage?publish=yes</u>

Plan-based approach https://purdue0my.sharepoint.com/personal/kurada_purdue_edu/_layouts/15/on edrive.aspx?id=%2Fpersonal%2Fkurada%5Fpurdue%5Fedu%2FD ocuments%2FIT%20PM%2Ffinal%2Dproject%2Dplan%2Dbased&c t=1708352139796&or=Teams%2DHL&ga=1&LOF=1

Smartsheet

https://app.smartsheet.com/b/publish?EQBCT=5ba657a0a66044 0b971bb3d7b02cdff3