Mobile Recommender Systems
Seminar Kick-off

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# Motivation
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# Smartphones became our daily companions and we use them to inform decision making

# Amount of information and consumable goods increases and decision making becomes harder

# RecSys can support people to make decisions

# Mobile RecSys can improve recommendation
  - based on contextual information
  - new domains
Foursquare

Union Square Park
Arms
0.5 mi
17 people

Washington Square Park
Waverly Pl. to West 4th St. (btwn. MacDougl
0.4 mi
17 people

Eataly
200 5th Ave (at W 23rd St)
0.9 mi
14 people

Madison Square Park
23rd St to 26th St (btwn 5th & Madison)
1 mi
14 people

Whole Foods
95 E. Houston St. (btwn Bowery & Chrystie)
0.3 mi
12 people

Sweetery NYC
Moving target!
# Seminar Goals
Seminar Goals

# Get an insight in the research field of recommender systems in ubiquitous computing domains (here: displays, mobile)

# Improve your scientific presentation skills

# Develop a software project in a small group
How to get the „Schein"

# Presentations (talk 30 min and slides)

# Active attendance during all presentations

# Paper describing app idea and implementation with regard to related scientific work (8 pages 2-column ACM template)

# Commented code of implemented application and app itself

# Grading

- 1/3 talk
- 1/3 paper
- 1/3 project (concept, code, comments)
# Topics
Overview

# Introduction into Recommender Systems

# Going Mobile with Context-aware Recommender Systems

# Recommending Music

# Recommending Products

# Recommendation on Displays

# Recommending Mobile Apps
Topic I: Introduction

# Idea, goal and concept of recommender systems

# Basic techniques and approaches

# Literature


Topic II: Going Mobile

# Domains for mobile recommender systems

# Major issues and opportunities

# Context-aware Recommender Systems

# Literature

- Plus two papers that you find
# Topic III: Recommending Music

## Recommending tracks based on mood, location, etc.

## Literature

- Plus two papers that you find
Topic IV: Recommending Products

# Recommendations in retail stores

# Literature

- Plus two papers that you find
Topic V: Recommendation on Displays

# Recommendation on public displays

# Group recommendations

# Literature

- Plus two papers that you find
Topic VI: Recommending Mobile Apps

# Support users to find apps

# Recommendation of apps from the Android Market

# Literature

- Plus two papers that you find
# Projects
Topics for Your Projects

# Our ideas for projects

- Recommendation of movies on public displays in cinema
- Recommendation of mobile apps
- Recommendation of products in retail stores

# Propose your own ideas

- Discuss them with us as soon as possible
- Must be approved by us
Ready-to-Go Architecture

# Suggested technology stack
- Google Android (mobile client)
- Google App Engine (server)
- Google Code for Sources
- Nexus One (one for each group)

# Everything is available for free, no setup required :-(
# Schedule
Schedule

# 7 meetings in total

- 1x KickOff
- 3x Presentation Meetings
- 1x Five-Minute-Madness-Session
- 1x Presentation of App Prototypes
- 1x Final Presentation

# Available on website
# Latest schedule will always be available on website

# 20.10.2011: KickOff

# 27.10.2011: ---

# 03.11.2011: ---

# 10.11.2011: Pre-Meeting Topic I and II

# 17.11.2011: Presentations Topic I and II and Pre-Meeting Topic I and II

# 24.11.2011: Presentations Topic III and IV and Pre-Meeting Topic V and VI

# 01.12.2011: Presentations Topic V and VI

# 08.12.2011: Five-Minute-Madness-Session for Projects

# 15.12.2011: ---

# 22.12.2011: ---

# 29.12.2011: ---

# 05.01.2011: ---

# 12.01.2011: ---

# 19.01.2011: Presentation of App Prototypes

# tbd: Final Presentations and Paper Deadline
# Teams
Teams, Topics, Projects

# Group teams (now)

# Choose topic (next slide)

# Submit idea for project (asap)

# Start early ;-)
Choose a Topic

# Discuss within your team!!!

# Send mail with all 6 topics ordered by priority

# As soon as possible
Thank you!