

Generating personalized playlists via the selection of moods & emotions on mobile devices: **The creation of a personalized playlist is “more of an Art than a Science”**

Prototyping

- 1) a filter named "How" together with filters based on the cardinal questions: Who, Where, When, What.
- 2) constructing a personalized playlist with five clicks at the maximum



Findings

- 1) users approved the advantages of exhaustive content filters with just a few steps of interaction
- 2) users proposed mood sub-categories: *The landscape of moods in users' heads needs to be supported via a detailed browsing option for moods.*
- 3) users discovered that some categories need sub-categories. The interface needs to support this.



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Moody Mobile TV

Adding Emotion to Personalized Playlists

Moody TV - High fidelity prototype

- 1) an interface that asks questions in an order that's determined by the user
- 2) the interface allows the selection of a variety of emotions and a combination of filters derived from the five cardinal questions



filter interface showing the first answered question „how“ with its selected facet „happy“ and its subsequent facets „wacky“ and „crazy“

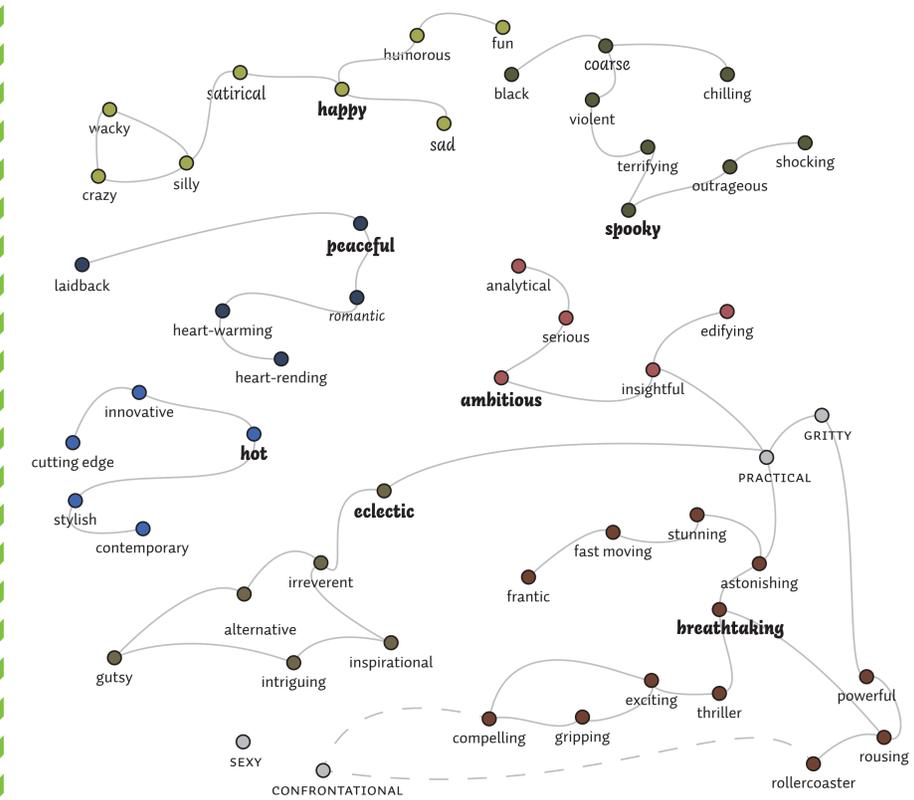
thumbnails of the first items of the playlist

Selecting Content Depending On Current Mood

Approaches to customize a content stream depending on users' interests usually learn by analyzing content description, genre data and users' viewing history. *What they do not consider is the fact that peoples' individual moods vary at frequent and irregular intervals.*

Approach:

- 1) using TV-Anytime to contribute emotional metadata
 - 2) users' cognitive (emotional) styles are different
 - 3) users "sorted" emotions into self-defined categories
- two completely different ways of sorting prevailed*
- a) classification into movie genres
 - b) classification based on emotional dependencies



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