



## Award Details

### Educational wine recommendations from initially sparse data

#### Research Details

<b>Competition Year:</b>	2017	<b>Fiscal Year:</b>	2017-2018
<b>Project Lead Name:</b>	Cooperstock, Jeremy	<b>Institution:</b>	McGill University
<b>Department:</b>	Electrical and Computer Engineering	<b>Province:</b>	Québec
<b>Award Amount:</b>	25,000	<b>Installment:</b>	1 - 1
<b>Program:</b>	Engage Grants Program	<b>Selection Committee:</b>	Quebec Internal Decision Committee
<b>Research Subject:</b>	Information systems design	<b>Area of Application:</b>	Information systems and technology
<b>Co-Researchers:</b>	No Co-Researcher	<b>Partners:</b>	Wineout inc.

#### Award Summary

Wineout aims to democratize knowledge and appreciation of wine through the use of technology. Their initial effort in this area was a game-based app intended for non-expert wine drinkers, but this requires an initial understanding of wine characteristics that is beyond the knowledge of most consumers. To further advance Wineout's mission, the present project was formulated between the company and university to design and prototype development of a recommendation system for wines that begins with limited user data, and overtime, becomes tailored to the individual consumer's tastes and profiles of similar users. The objective is not only to offer recommendations that the user is likely to enjoy, but also to help educate users as to specific characteristics of the wines. Much of this project can be viewed as a conventional machine learning challenge, but there is an arguably even more important component that relates to the user experience. Thus, significant effort will be allocated to gaining an understanding of how the target audience for the app currently makes their wine selections, and ensuring that the app supports existing habits.