

we write about the things we build and the things we consume

 written by Adam Millican on 24 February 2017 in Voila A-Z

voila a-z: I is for (feedback) loop

This blog post is about feedback loops in Voila. Much of Voila is built to not only act, but react, and recommendations will be tailored to the user based on ongoing feedback. This blog post will cover some of the ways that information is sent back to Voila in a feedback loop.

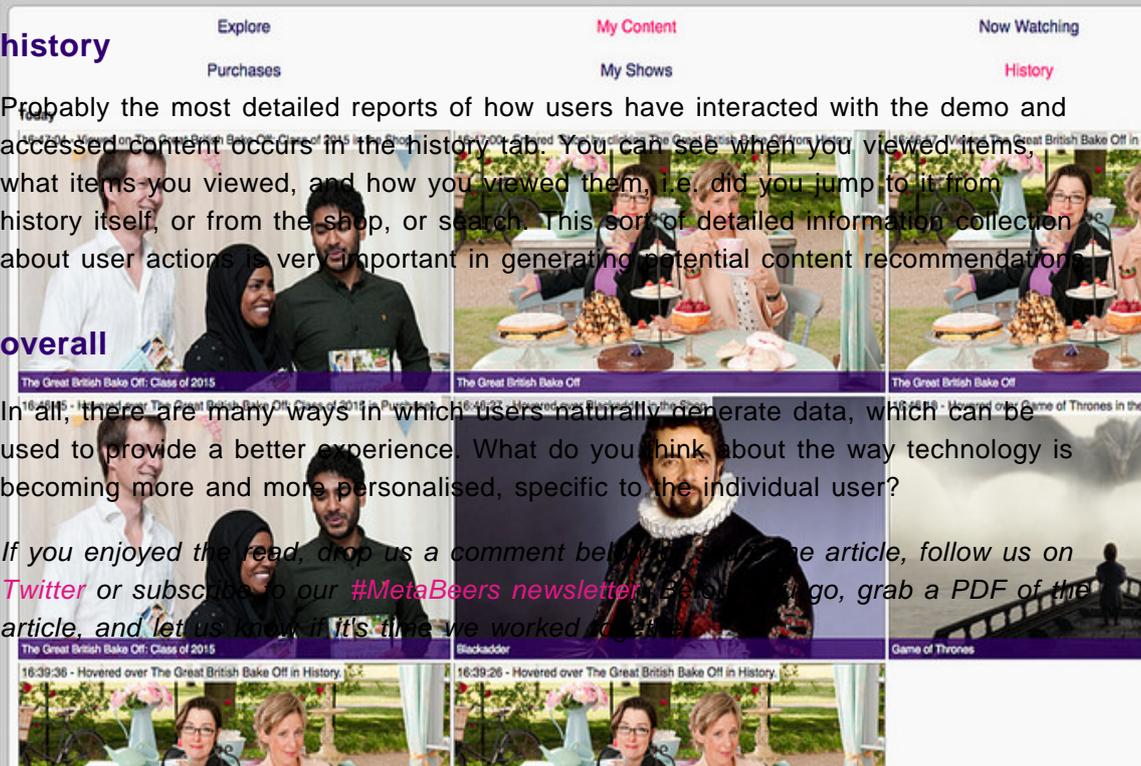
As you may recall from our earlier Voila A-Z post, **D is for Demonstration**, there is a **Voila Demo** available for anyone to play with. I'm going to use this demo to give examples of how Voila uses feedback loops to improve its results. It's just a demo and looks bare until you've added some content to it so give it a try first.

shop

The shop section gives you the opportunity to simulate buying content, and the content you view and select will be fed back to voila to improve recommendations.

now watching

If you simulate watching something, there is an option in the demo to submit a time. This is a mocked up version of how Voila would make a note of what time you got to when watching an episode or film before stopping and leaving, so that it can recommend you continue where you left off.



history

Explore
Purchases
My Content
My Shows
Now Watching
History

Probably the most detailed reports of how users have interacted with the demo and accessed content occurs in the history tab. You can see when you viewed items, what items you viewed, and how you viewed them, i.e. did you jump to it from history itself, or from the shop, or search. This sort of detailed information collection about user actions is very important in generating potential content recommendations.

overall

In all, there are many ways in which users naturally generate data, which can be used to provide a better experience. What do you think about the way technology is becoming more and more personalised, specific to the individual user?

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