Project Background:
HeyKiddo is a women owned company. It was found in 2020 and has been awarded a second NSF grant and participation in ICORP. HeyKiddo is helping parents and caregivers to detect emerging mental health issues, provide early intervention where necessary, and proactively develop social and emotional skills that help prevent mental health issues.

Project Goal:
The goal is to enhance the preexisting recommendation algorithm using Machine Learning Model with automation to recommend relevant assessments to user. Helps facilitate and guide important conversations between parents and their children.

Descriptive/Diagnostic Analytics

Predictive/Prescriptive Analytics

Cognitive Analytics

Recommendations

- Needs to retrain the model and retune with higher parameters
- Create rigid rules for content genre
- Perform AB testing and randomize feedback button positions to get higher results
- Experiments required and promote User Interface of higher quality for users
- Perform and calculate probability of click-through rate on feedback buttons