Product Reviews in Mobile Decision Aid Systems

Demonstration

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Initialization (1/2)



Ψ.ml	
My profile is stored on	
📓 This device	
🗯 The internet	
Home	Go

- First step: Select profile
- 2 Options:
 - Load profile from persistent device memory
 - Load profile from (inter)
 net: Ubiquitous idea



Initialization (2/2)



• From device

Taill	
User profile selection	
💹 Name: Business profile	
Last used on: 9/5/2005	
🚟 Name: Family profile	OR
Last used on: 9/5/2005	
Home	
Home	

• From Internet





Main Screen



¥adl i	<u>88</u>)
Recommender Suite: (Busines	s
III Restaurants	
fff Attractions	
Events	
🗐 Travel notes	
linfo. center	
懸 User settings	
End Mei	nu

- Recommender options
 - Restaurants
 - Attractions
- Travel bag: Past selected products
- User settings
 - Profile maintenance
 - General settings (GPS, ..)



Attraction Recom.: Initial preferences



₽.utl	
Start-up screen	
Your current location: Rome	
Specify initial preferences?	
No, use my profile	
OLet me specify	
⊖Similar to	
Home	Go

- 3 Recommendation Options:
- User profile
- User specifications
- Similarity based recommendation



Recommendations: Overview

Next 3



Ψanti

Attraction recommendations

- 🎹 The Colosseum. Dist:2.34km
- "Great Tour Site!"
- "Guided Tour recommendation"
- 🛄 Roman Forum. Dist:1.22km
- "Visit it with a guide"
- "Buy a good detailed guide book" Castel Sant'Angelo Dist:3.44km
- "Not what it could be"
- "Peaceful as a tomb"

Recommended products, together with summarized reviews

3 Options:

- Read the reviews of a products
- Retrieve the next 3 recommendations
- Critize the recommendations



Home

Recommendation: reviews



1. Overview Relevant reviews

Y.utl Image: Colosseum. Dist: 2.34km Great Tour Sitel: Excellent place See Inore.. Colosseum brought to life: we went to rome and did some tours, the vatican [more..] Tours: The Colosseum is a remarkable place but if you're approached to buy [more..] Back Menu

2. Detailed overview reviews

Complete Review

The T

By: Andrew Webb. Score:80% The Colosseum is a remarkable place but if you'reapproached to buy a tour to the Colosseum, the Forum and the Palantine Stepsbe sure to find out if the tour guide eaks enough English so you canunderstand him and make sure you keep up with the group. Ve stopped momentarily to take a Back • Menu

3. Functionalities



