

Product Reviews in Mobile Decision Aid Systems

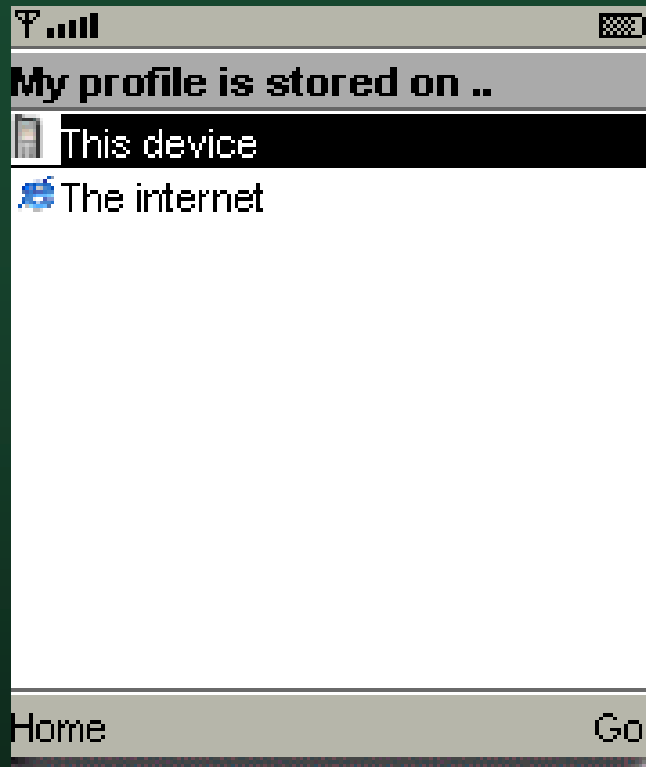
Demonstration

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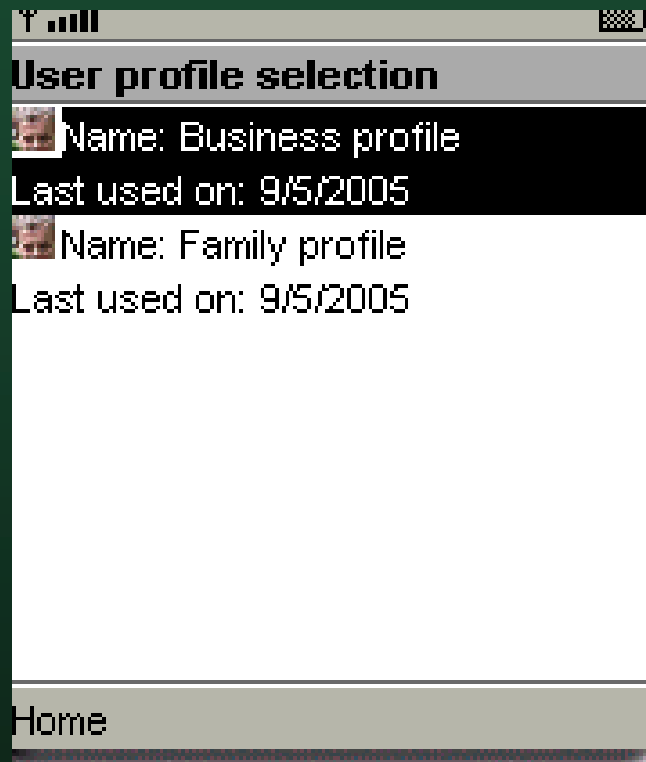
Initialization (1/2)



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

Initialization (2/2)

- From device

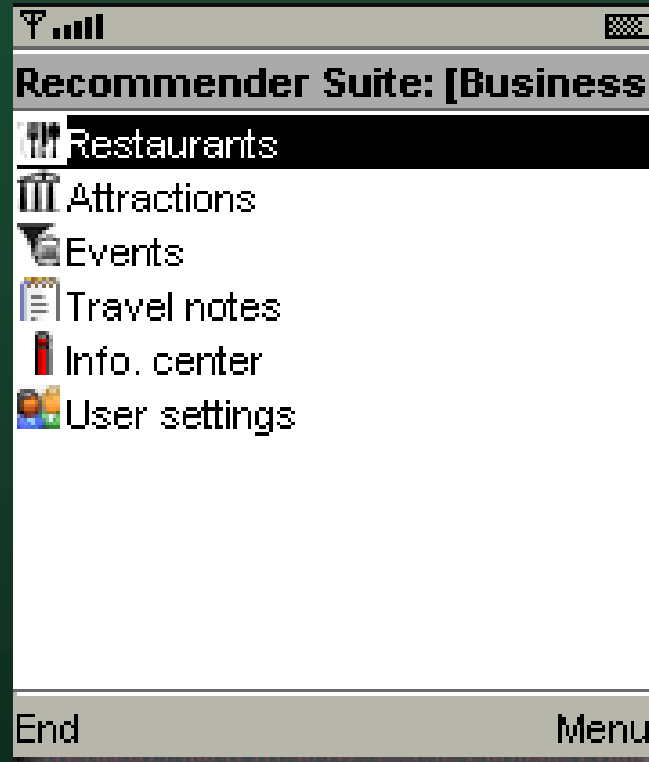


OR

- From Internet



Main Screen



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

Attraction Recom.: Initial preferences



Start-up screen

Your current location: Rome

Specify initial preferences?

No, use my profile

Let me specify

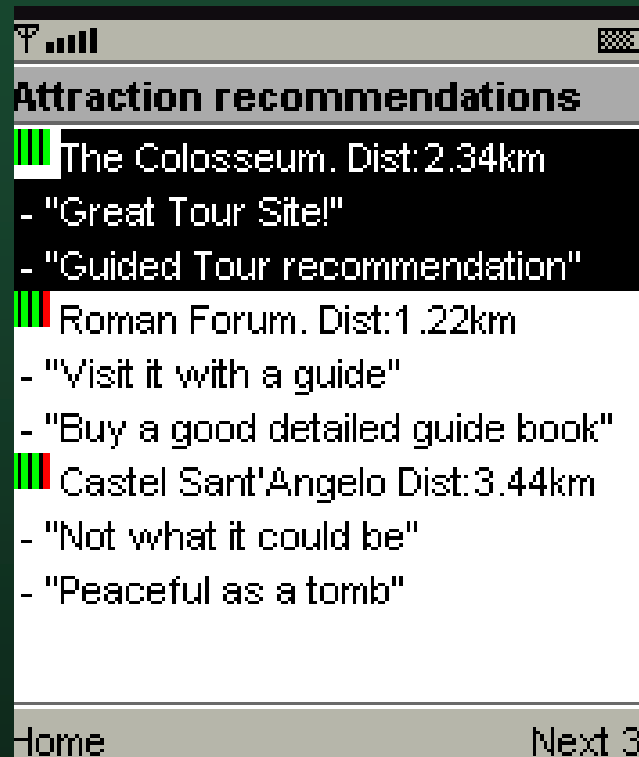
Similar to

Home Go

3 Recommendation Options:

- User profile
- User specifications
- Similarity based recommendation

Recommendations: Overview



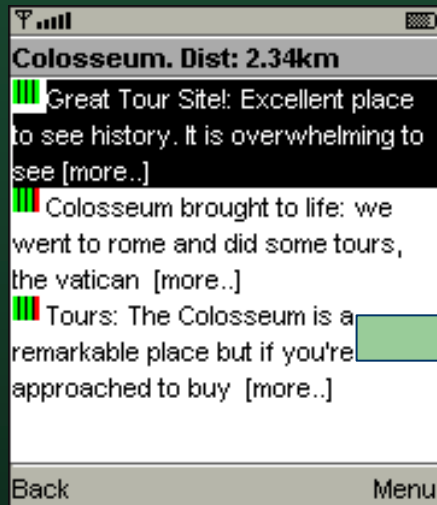
Recommended products, together with summarized reviews

3 Options:

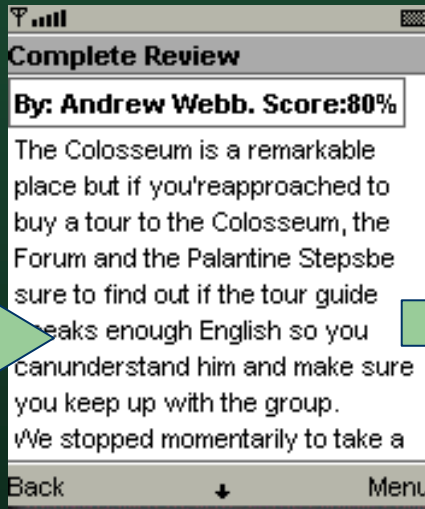
- Read the reviews of a products
- Retrieve the next 3 recommendations
- Critize the recommendations

Recommendation: reviews

1. Overview Relevant reviews



2. Detailed overview reviews



3. Functionalities

