

# User Modeling and Personalization 1: Adaptive Hypermedia

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## Exercise 1: Adaptive Hypermedia Systems (AHS)

Ikea wants to optimize its online store. They offer various furniture (like kitchens, furniture for the living room, bathroom accessories and tiny stuff like cutlery, bins, plants, pictures, toys...) in different styles and for a different target audience.

1. Can Adaptive Hypermedia Systems be applied? Please explain your answer.
2. Please define a hypermedia graph that fits the described scenario.
3. Identify possible user groups and give an example for an adapted hypermedia graph.