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Class: CIS440 T/Th 10:30

Topic: Recommendation

I purpose Smockish to implement a recommendation feature on their site like the recommendation feature on Amazon. This feature will track users’ footprint to see what type of arts they are currently visited and which artists they like the most, and pull the similar data out from the database and display on the screen. All the arts will be tagged to a specific category and so as artists. The “recommendation” feature will recommend arts or artists that are belonged to the same category that the user is currently visiting and will show at the bottom of the page. In this case, the user can find out more items or artists that he or she might not know before. The feature will not show “people also buy” or “people who viewed this also viewed” feature because most of our arts are unique and might not have multiple quantities available. Therefore, it will only show similar items or the artists that have similar style. This feature bring our people who is visiting our site more convenience and can help them discover more items or artists on the Smokish website that they might be interested but did not known about, and could lead to potential sales.

This feature will be a simple implementation. We will have to tag every arts and artists to a specific category, sort it to database. Using a simple SQL query to pull out the data and use PHP to display on our site. Since the feature is brand new, it needs about at least one week to figure out how to make this work completely. The most time consuming part will be understand which category the artists want to tag themselves as and what category they would like to put their arts into. It will require lots of time from marketing site to communicate with the artists.

