Users can be categorized into 4 categories: impulsive, thematic, investor, art lover. Users who are interested about auctions are investors. Users who don't have any favourite artists are investors. Users who are interested about the artwork’s prices are investors. Users who don’t ask much about the artworks, but ask about their value, are investors. Users who go to art fairs can’t be investors. If the user is not an investor, then we should check if s/he likes only one certain type of artwork. There are a few types of artworks, such as: paintings, photography, videos. If the user is interested in one certain type of artworks, then s/he has to be a thematic user. For example if a user is only interested in paintings, but nothing else, s/he is a thematic user. If the user is interested in more than only type of artworks, then s/he is an impulsive user. For example, if a user likes paintings and photography as well, s/he is an impulsive user. Art lover is a user who will not purchase artworks but interested about the artist, the artworks or the gallery and the art world in general.