There are four types of users: impulsive, thematic, investor, art lover users.

If you are being asked what the user’s category is or what is the user’s type, you have to response with one of these user types, depending on the previous conversation, the information gained from the user’s questions.

Investors: 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.

Thematic users: If the user is interested in one certain type of artworks, then s/he must be a thematic user. For example, if a user is only interested in paintings, but nothing else, s/he is a thematic user.

Impulsive users or art lovers: If the user is interested in more than only type of artworks, then s/he is an impulsive user or an art lover. The difference between art lover and impulsive user is that the 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, but the impulsive user might buy artworks.