**CONCLUSION**

Send gift is a cross culture social activity. There are too many combinations in different occasions, different time and different situations. Which gift should we pick? Sometimes even expert might go wrong.

As we mention in the beginning, our system is a good idea advisor rather than decision maker. The assistant part let the system popular. And the recommendation result does not have too many details. This kind of gift list help sender not only figure out what he/she really wants to send, but also let him/her think the part of surprise and intention.

The volunteer of our usability test gave a nice feedback of our system. Most of the users answered that they will use our system if they plan to send a gift in the future. This success not only attributed to good recommendation results, but also the great design of our UI.

**Future Work**

Gift recommendation is a new topic of this academic area. There are no such ancestors to reference. As a beginner of this domain, we can only evaluate our system by usability test.

Features

Speaking to our system, the feature vector is build by us. We merge a few people’s idea, then argue with each other, and finally come out the first version of feature table.

Although this table comes out a reasonable result, we still want to modify these data from the method like crowd voting, web mining and machine learning. We believe that these methods will let feature table closer and closer to the truth value.

Gift list

On the other hand, our gift list has only 60 gifts. We spent a long time browsing the internet, trying to summarize a list that can overlay the entire domain of the gift candidate and also not too much detail information. We are going to build another page of GiftGiver which people can add new gift items on it. If a particular gift owned more than 80% of “Is it suitable to be a gift item?” voting. Then this gift might be added into our new gift list.

Other information

As you can see, the date part has not been used since our system build. In the future, we strongly hope that we can add locations or other useful informations, and the commonsense part can be stronger when these informations add in.