Search Advisor Experiment for Online Shopping

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Abstract

This project was carried out with the intentions to diversity how a user (customer) searches for their products of an online business. It is of ever businesses interest that their customers get all products that the business has to offer specified to that very specific user in at least time possible so the user is able to see exactly everything they have to offer them which they like. To fulfil the intentions, a program was made as an experiment to see whether it will suit the projects objectives. The program would display multiple shoes, one at a time quite quickly and the user would select only the ones which they liked, consequently after a number of shoes have been selected, the program will display all of the shoes which they have based on what the user selected, narrowing down all the items to what the user likes. Fortunately, the concept of the experiment was successful and the users liked the idea. On the other hand, there were a few problems that needed to be solved.