

Title (en)

METHOD FOR GENERATING PRIORITY DATA FOR PRODUCTS

Title (de)

VERFAHREN ZUM ERZEUGEN VON PRIORITÄTSDATEN FÜR PRODUKTE

Title (fr)

PROCÉDÉ PERMETTANT DE GÉNÉRER DES DONNÉES DE PRIORITÉ POUR DES PRODUITS

Publication

EP 3289558 A1 20180307 (DE)

Application

EP 16722563 A 20160428

Priority

- EP 15165337 A 20150428
- EP 2016059498 W 20160428

Abstract (en)

[origin: WO2016174142A1] The present invention relates to a method for generating priority data for products (P-1 to P-n) for which information can be output. The method involves data for at least one product (P-1 to P-n) with which a defined user (N-1) or a defined user device (3-1) has interacted being stored at a first time (t1), and at least one subset of the products (P-1 to P-n) is assigned, on the basis of the stored data, priority data for an output of information to the defined user (N-1) or to the defined user device (3-1) pertaining to the products (P-1 to P-n). At a second time (t2), a request for an output of information pertaining to the products (P-1 to P-n) is detected by the defined user (N-1) or the defined user device (3-1), and information pertaining to the products (P-1 to P-n) is output in response to the request on the basis of the stored priority data. In this case, features of product interactions that have been generated for an interaction by another user (N-2 to N-m) or another user device (3-2 to 3-m) of the other user (N-2 to N-m) with the products (P-1 to P-n) from the first subset of products (P-1 to P-n) are detected at least in a time interval component between the 1st (t1) and second (t2) times. Further, the stored priority data from the first subset of products (P-1 to P-n) are altered on the basis of the respective detected features of the product interactions. The invention further relates to a method for operating a web page for e-commerce and to a computer program product having program code for performing the method according to the invention.

IPC 8 full level

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