

Exploring output filter mechanism to provide more convenient and trustworthy output results to users

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Abstract

In this progress report, I compare Google 3D warehouse's output filter with other internet shopping malls' output filters. 3D warehouse is still an open system, but it also provides certain services to end users who contribute to the system or don't.

With my previous progress report, I addressed the mechanism to build the output filter which can increase the trustworthiness. With this progress report, I present the techniques to support the convenience of service.

Context

Previously I suggested that 3D warehouse might be converted to 3D architecture company. As an architecture company, it has customers whom it has to serve. For satisfactory service, it may need to revise its output filters as other internet shopping malls do.

What kind of service current output filter of 3D warehouse provides

In the main page of 3D warehouse, there are four categories; 3D building collection, recommended collection, favorite model, and recent model. Once a user selects a model, the user can jump to other models with a tag link, 3D image collection link, or the link of the creator name.

Basically, it does not offer any recommended items or related items, but users jump to those kinds of items with tag links.

How about other internet shops

I have checked several online shops, markets, and portals to learn what kind of output filter mechanism they use.

Amazon.com

When a customer selects certain merchandise, its output filter shows other recommended merchandise, related items, and bestsellers in related categories.

YouTube

When a user selects a video clip, the user can find the links of related videos, video responses, and other works from the current video clip creator. Also there is a subscribe menu so that users can subscribe videos of a target user.

Buy.com

There was nothing much special on Buy.com.

Bestbuy.com

There was nothing much special on Bestbuy.com.

Circuitcity.com

There was nothing much special on circuitcity.com.

Ebay.com

There is a link that presents other items from same seller.

Victoria's secret

There is a link called complete the look, which recommends the pair items, and it shows other recommended items.

Suggestion for revising the output filter of 3D warehouse to provide a better service as an online architecture company

Some ideas of online shops' output filter are good to use for revising the output filter of 3D warehouse. For example, subscribe menu in Youtube, related items in Amazon and Youtube, other items from same user in Youtube and ebay, bestsellers in related categories in Amazon, and recommended items in most websites are good ones. Some of these ideas are already being utilized for 3D warehouse, but we still have some ideas to be added to 3D warehouse.

First, subscribe menu would be a great one which attracts users. Once 3D warehouse has a shape as an architecture company, some head architects in certain division would be

famous, and there would be some users expecting these architects' new 3D models. For that reason, subscribe menu could be useful.

Second, best downloaded items in related categories. When a user looks around a model in Asia castle division, it might be useful if there is a tap or box in which users can find the best downloaded models in that category. Users would be informed what models are popular in certain division with this technique.

Third, there would be recommended models for users seeking a target model. Recommended models present certain models that were chosen by users who downloaded the target model. Usually, users share their interests, so if user A downloaded model C and D, user B who downloaded model C might be interested in model D.

To sum up, with the conversion into a virtual architect company its output filter mechanism should be changed to provide more flexible and convenient service. Those techniques I suggest might be useful to revise the current output filter mechanism. Moreover, with these techniques the search time for certain items would be reduced.

Research Questions

To support and build this kind of system, I believe that we have to answer following questions before we step further.

- How successful of other online shops' output filters?
- How many related results we can provide at one time?
- Is there any reason that 3D warehouse does not adopt these ideas?

Research Plan

- Find research papers in online shopping, online shopping trend, and online shoppers
- Analysis the internet shoppers' satisfaction reason.

Expected Results

- Provides more convenient output interface to users
- Reduce the search time for related items.

Deliverables

Monthly progress reports