

Application Model	Functional I/O			Recommendation Method	Design Issues	
	Targeted Customer Input	Community Input	Output		Degree of Personalization	Delivery
Broad Rec. List						
Amazon Bookstore Gift Ideas	Explicit navigation	Item attributes External item popularity	Suggestion	Manual selection	Non-personalized	Pulling unordered list and expert narrative
Amazon Purchase Circles	Explicit navigation	Purchase history	Suggestion	Statistical summarization	Non-personalized	Pulling ordered list
CDNOW Buyer's Guides	Explicit navigation	Item attributes External item popularity	Suggestion Reviews	Manual selection	Non-personalized	Pulling unordered list
CDNOW Artist Picks	None	None	Suggestion	Manual selection	Non-personalized	Pulling expert narrative
CDNOW Top 100	None	Purchase history	Suggestion	Statistical summarization	Non-personalized	Pulling ordered list
Drugstore Advisor	Keyword/Attributes	Item attributes	Suggestion Reviews	Attribute based Manual selection	Ephemeral	Pulling unordered list and expert narrative.
MovieFinder Top 10	Explicit navigation	Item attributes External item popularity	Suggestion	Manual selection	Non-personalized	Pulling unordered list
Comments and Ratings						
Amazon Customer Comments	Implicit navigation	Ratings Text comments	Prediction Ratings Reviews	Statistical summarization	Non-personalized	Passive delivery of comments, individual ratings of other customers, and a predicted rating.
Drugstore Test Drives	Explicit navigation	Ratings Text comments	Prediction Ratings Reviews	Statistical summarization	Non-personalized	Pulling comments, individual ratings of other customers, and a predicted rating.
eBay Feedback Profile	Implicit navigation	Ratings Text comments	Prediction Ratings Reviews	Statistical summarization	Non-personalized	Passive delivery of comments, individual ratings of other customers, and a predicted rating.
Notification Service						
Amazon Eyes	Keyword/Attribute	Item attributes	Suggestion	Attribute based	Persistent	Pushing single recommendation
Amazon.com Delivers	Keyword/Attribute	Item attributes	Reviews	Manual selection	Persistent	Pushing expert narrative
eBay Personal Shopper	Keyword/Attribute	Item attributes	Suggestion	Attribute based	Persistent	Pushing unordered list
Product-Associated						
Amazon Customers who Bought	Implicit navigation	Purchase history	Suggestion	Item-to-Item correlation	Ephemeral	Passive delivery of unordered list
CDNOW Album Advisor -Single Item	Explicit navigation	Purchase history	Suggestion	Item-to-Item correlation	Ephemeral	Passive delivery of unordered list
CDNOW Album Advisor -Multiple Item	Keyword/Attribute	Purchase history	Suggestion	Item-to-Item correlation	Ephemeral	Pulling unordered list
CDNOW Related Artists	Explicit navigation	Item attributes	Suggestion	Manual selection	Ephemeral	Pulling unordered list
MovieFinder Users/Our Grade	Implicit navigation	Ratings	Prediction	Statistical summarization	Ephemeral	Passive delivery of predicted rating
Reel.com Movie Matches	Implicit navigation	Item attributes	Suggestion	Item-to-Item correlation	Ephemeral	Passive delivery of unordered list
Deep Personalization						
Amazon Your Recommendations	Purchase History Ratings	Ratings Purchase history	Prediction Suggestion	User-to-User correlation	Persistent	Pulling (un)ordered list
My CDNOW	Purchase history Ratings	Purchase history	Suggestion	User-to-User correlation	Persistent	Passive delivery of unordered list