The aim of this work is to gain insight into the broad range of models of user preferences inside an e-shop environment. A specific group of models will be selected from the overall described set, and an exact method of calculation for these models will be introduced. The selected models, together with a corresponding web environment design, will then be implemented into a comprehensive form of a working web application.

An integral part of the application is formed by the inclusion of an appropriate set of test data. Based on these data, practical experiments will be carried out, and consequent results will be considered in the assessment of the functionality of the provided application and its potential contribution for existing e-shop users. Acquired user feedback will then be used to identify further development opportunities of the implemented application.