

The goal of the thesis is first to find available information about user preferences, user feedback and their acquisition, processing, storing etc. The collected information is then used for making suggestions / advices for the creating an recommender system for the web shops (with special emphasis on implicit feedback). The following chapters introduces UPComp - our solution of the recommender system for the web shops. The UPComp is written in the programming language PHP and uses MySQL database. The thesis also includes testing of the UPComp on real-user web shop sites slantour.cz and antikvariat-ichtys.cz.