UbiCARS MDD Framework Remote Evaluation

Introduction

Please watch this introductory [video](#) on the UbiCARS MDD Framework.

Recommender systems are software tools able to discover the necessary knowledge about users (customers) to offer them personalized recommendations. It is proved that, in e-commerce settings, recommendations of products to customers boost sales, increase customer satisfaction and improve user experience. The UbiCARS MDD Framework enables developers that are not experts in recommender systems to design and develop context-aware recommender systems for e-stores and physical retail stores. The resulting recommender systems use sophisticated recommendation algorithms and engines, and take advantage of customer-product interaction data from the online scenario (customer ratings on products, customers' browsing history and purchase history) and the physical store scenario (customers' staying time in front of products).

In this evaluation session you are requested to use the UbiCARS Modelling Editor to create a Recommender System model. Feeding the model to the system through the System UI is out of the scope of this evaluation session. You may however watch a [video](#) about how a model designed via the UbiCARS editor is used by the UbiCARS System UI to configure an existent e-store and mobile app. This configuration includes using appropriate plugins to retrieve user-product interaction data from the e-store, a mobile application to retrieve user staying time in front of products in the physical store and configuration and usage of recommendation engines. The configuration is conducted in a fully automated fashion.
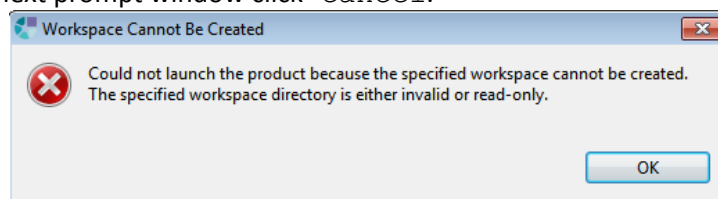
PART I: Setup

Requirements:
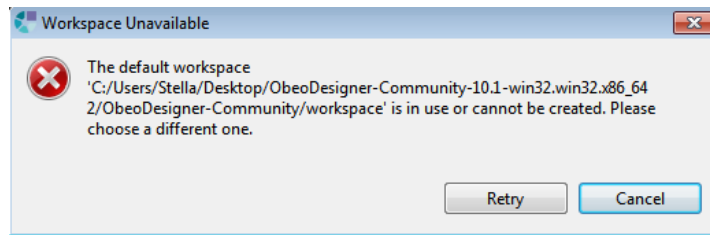- Java JRE 8 (to run ObeoDesigner)
- Win 7, Win 8 or Win 10

Download `ObeoDesigner-Community_UbiCARS.rar` file (file size 374 MB) from this [link](#).

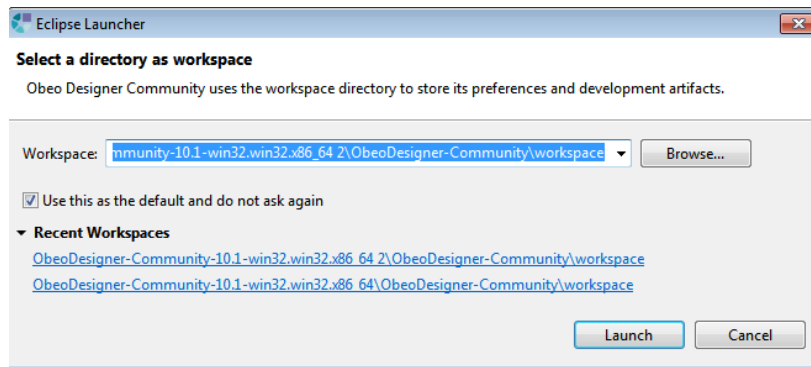**Setup takes about 5 minutes excluding downloading time.**

After downloading `ObeoDesigner-Community_UbiCARS.rar`:
- Unzip `ObeoDesigner-Community_UbiCARS.rar` on your Desktop
- In folder `ObeoDesigner-Community` double click on `obeodesigner.exe`
- You will be prompted a message that the workspace directory cannot be created. Click `OK` and to the next prompt window click `cancel`.
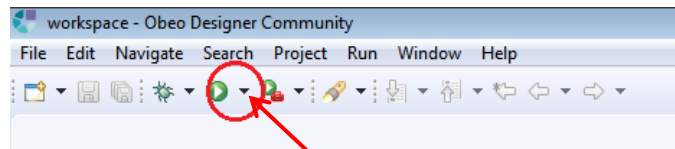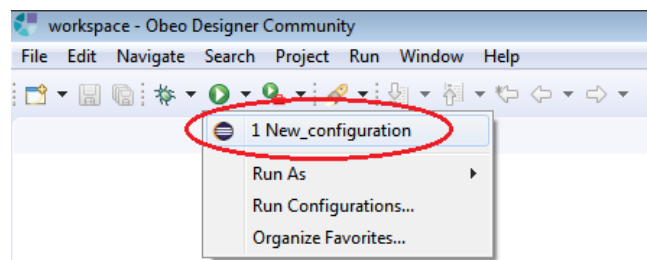
- You will be prompted to enter a working directory for workspace. Click `browse`, go to the Desktop folder where you have extracted `ObeoDesigner-Community_UbiCARS.rar`, go to `ObeoDesigner-Community` folder and select the `workspace` folder.
  E.g. `C:\Users\Me\Desktop\ObeoDesigner-Community_UbiCARS\ObeoDesigner-Community\workspace`
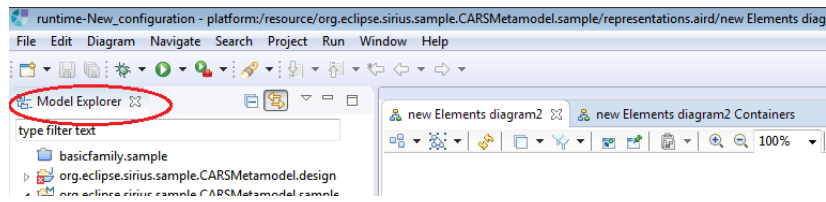

- Click `Launch`
- When ObeoDesigner starts, open the `RUN menu` by clicking on the black arrow next to the green `RUN` button, as in the figure below.
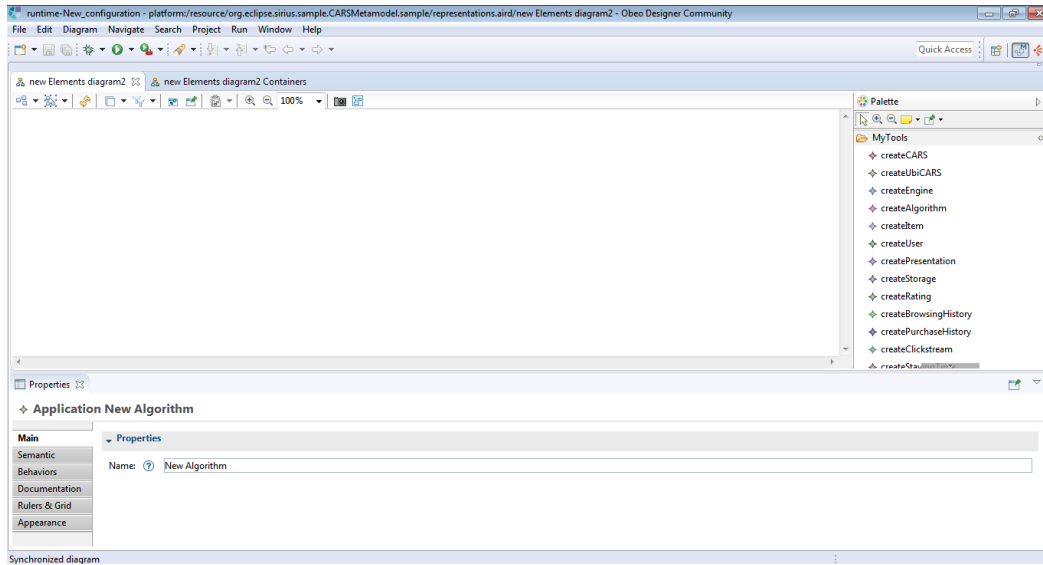

- Click on `1 New_configuration`, as in the figure below.

- A new runtime window will open in ObeoDesigner, as shown below. If `Model Explorer` appears, close it by clicking on `X`.

- This is the editor you are requested to use.

PART II: Evaluation

The evaluation is conducted via a Task based questionnaire. You will find all related information on the Tasks and the questions within the questionnaire itself. **Please access it through here.**

Some information on the editor and the modelling elements can be found here.

The Evaluation session takes about 30 minutes.

PART III: Completing the Survey

After you have finished with the evaluation questionnaire, we kindly ask you to send us via email (mettour@cs.ucy.ac.cy) the model you have designed as outcome of this evaluation session. The model file is named `My.carsmetamodel` and is located in the following directory:
`C:\Users\Me\Desktop\ObeoDesigner-Community_UbiCARS\ObeoDesigner-Community\runtime-New_configuration\org.eclipse.sirius.sample.CARSMetamodel.sample`

You may watch how the model you have designed is used by the UbiCARS MDD Framework to configure an existent e-store through this video. If the model is according to the Tasks specifications (as described in the Task based questionnaire), the system configures the store and provides recommendations as shown in the video. In case the model is not according to specifications, the system may not be able to proceed. In any case, we will contact you to inform you about the

outcomes of system usage with your model. Please note that any kind of scoring on any of the tasks that you complete is <u>NOT</u> kept.

If you have any comments or questions, or if you face any issues with this study, please contact the researcher responsible: Christos Mettouris, University of Cyprus, mettour@cs.ucy.ac.cy, +357 99292254.