

ABSTRACT

A SEARCH METHOD AND SYSTEM BASED ON PERSONALISED VALUE RANKING

5 A computer implemented method of scoring one or more products based on a user-specific score generated specifically for each said product, wherein each said product relates to an item, asset, property, right, offer and/or service, the method comprising: receiving one or more search parameters of a user; accessing product data for said products based on said search parameters, the product data for each said product including at least price data
10 representing a price value associated with said product, and primary ratings data representing a rating score for each primary category associated with said product; accessing profile data for said user, said profile data including preference data representing said user's rating for each said primary category associated with said products, and price factor data representing an importance of price to said user; and generating a user-specific score for each of said
15 products, said score being specific to said user, and is generated for each said product based on the profile data for said user and the product data for said product.

Figure 5