

Reflect.com

Reflect.com utilizes many of the different aspects of Customized Personalization, but where it excels is in its collaborative capabilities through its myreflect.com section. By entering pieces of personal data, not only does the “wrapper” of the web page change, but the user is presented with cosmetics designed specifically for the user’s skin type, hair type etc. The user can interact with the site on whatever level she chooses from the non-interactive adaptive personalization where she can choose from a variety of products to the transparent where the site and products change based on the user’s behavior toward a direct dialogue between the user and the company.

Most of the personalization is rule based and dependent upon the user’s input of personal data. There is not a collaborative filtering system on the site, but there is a section where users can rate their satisfaction and talk about their experiences with the product.

The personalization techniques on the site feel as though the user is being directly served by the company and is given special treatment even though it might be the user’s first time. On the first visit, a woman can have what appears to be a custom makeover and recommendation from a health and beauty specialist. That type of assistance in the bricks and mortar world is rare and often limited to special customers.

I believe this site work rather well with seamless technology and a beautiful and clean design, which only supports the company’s success in creating beautiful things. The graphic design of the site itself lends credibility to the .com.