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(54) Title: ITEM DISCOVERY TOOLS AND METHODS FOR SHOPPING IN AN ELECTRONIC COMMERCE ENVIRONMENT

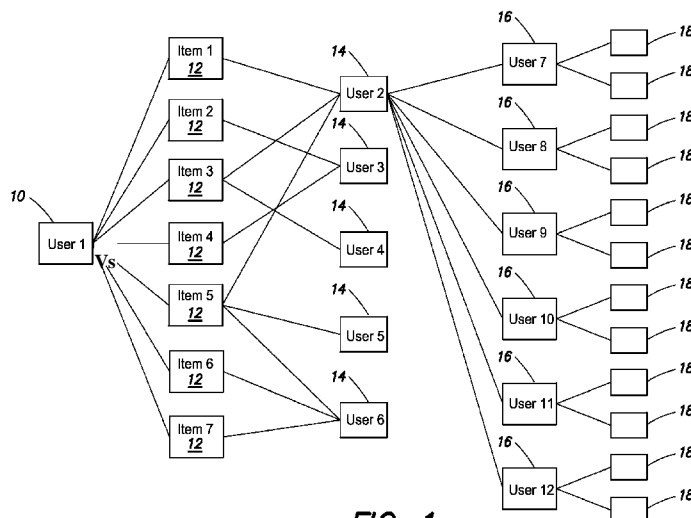


FIG. 1

(57) Abstract: A computer-implemented method includes prompting a first user to select one or more images representing merchandise items, receiving one or more image selections from the first user through the user interface, and determining a shopping preference of the first user based, at least in part, on the image selections. The shopping preference of the first user includes information about the merchandise items represented by the image selections. The method further includes identifying a second user having a shopping preference that is substantially similar to the shopping preference of the first user. The shopping preference of the second user includes information about one or more preferred merchandise items of the second user. The method further includes generating at least one shopping recommendation based on the shopping preference of the second user, and presenting the shopping recommendation to the first user.

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