



Service Selection by Predicting Website Attender Information

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Abstract: Web services are becoming a common and convenient means of doing business over the Internet. More-and-more web services are kept on arriving over the Internet, offering the same set of services to the end users. The availability of similar web services increases the complexity of discovery as well as the selection process of web services. The traditional way of discovery of web service involves keyword based searching followed by manual selection. The keyword based search is not efficient. In this paper, we have used an improved mechanism for web service selection based on biorhythm, age, time of attendance and origin society of the user. As interest in website owners arises not only to keep their customers but also increase them to get more income. By attracting customers more than any other competitors the chance to be the winner in this competition arises. Improving in business has number of rules which sellers should obey. The business rules such as negotiation, body language, time management, and selling strategy have been completely discussed in M.B.A And D.B.A courses. At the same time, for websites there is not that much information. In this study we are going to introduce new rules for websites to act more attractive. Company managers before any negotiation, should choose the best negotiator. This duty has different step. Important step is that the negotiators should be studied different courses related to strategy of negotiation. Second step is to realize biorhythm, not only for the company speakers but also for the other side as well. Now a day's websites are an important negotiator for any companies.

Keywords: rules translators, biorhythm

1. Introduction

One way to ensure business agility and efficiency is to increase the number of attendance to web services. Such statistical data shows that this web services is accepted by people increasingly.

In this way, supported interfaces, pricing, availability, actions to be performed when violations occur and endured is very important factors. On the other hand the most important factor is feeling convenience by users. For instance suppose someone goes shopping in shop A, the prices is cheaper than other shops and seller deliver goods very fast but he/she does not feel comfort.

Otherwise In the shop B, not only offer cheap prices and fast delivery but also make satisfaction for the customer during shopping. As a result he/she prefer to buy from shop B. in this research we are introducing, how we could make our service selectors feel more comfort during their work in composite web services. To achieve this goal we use birth date of customer, IP of the place he/she attend to composite web service and current date of computer. By date of birth and current date of computer we can calculate the biorhythm of him/her. By IP which he/she attend we can realize his/her society. Hence we can predict his/her future activities in the composite web service. By predicting him/her we can make him/her more comfort during the usage of composite web service. It means not only we can consider our users for their future attendance but also we can increase the users due to their convenience in our composite web services.

2. Related works

Service model (1) able to express both technical and business quality aspects, and (2) which considers both programmer and final user perspectives. In a Service Oriented Architecture, our quality model can be adopted by the Web service broker to identify which is the best Web service among a set of functionally equivalent Web services. Such a selection considers the quality of Web service along with the user preferences combining two decision making models: cost-benefit analysis and Analytic Hierarchy Process (AHP). For the sake of simplicity, we assume that our quality-driven selection process commences when a set of functionally equivalent Web services has been previously identified [1], the composition of services is used to implement complex functionality. The quality of service (QoS) is a demanding issue for the management of service compositions. A QoS-aware service selection recommends the services to be composed to account for the quality of a service composition and its execution cost incurred by requests. It is shown that in the presence of sophisticated service charging a cost minimization objective imposes the need for a request- and service composition-comprehensive service selection. This type of selection is called a tactical service selection. Existing tactical service selection models assume a deterministic execution environment. The need to adjust a service composition during the execution of a request to react on uncertain QoS attributes and service failures is neglected. Service reconfiguration approaches are proposed to deal with service failures, uncertain QoS attributes, and their impact on QoS restrictions. The challenge addressed in this paper is to propose a hierarchical service selection that integrates a tactical service selection with a service reconfiguration to satisfy the cost minimization objective and to maintain a successful execution of requests. It is shown that the tactical service selection can be efficiently combined with an existing service reconfiguration method to achieve both runtime-related goals and tactical objectives [2].

Currently, there is no work discussing and conveying a way which can easily attract web customers by predicting their activities; however, there are a lot of works discussing the best logical ways that direct web-customers to their goal. These works are mainly focused on logic solution to obtain shortest and economical way to the goal. Unfortunately, none of the works predict the web-customers' activity as well as their feeling in the service selection. This research successfully build the first step towards achieving the use of predicting web-customers' activities in service selections to present the best feeling and comfort to achieve their goal.

Works	Predict	Correctly	No effect
Data Obtained BY Biorhythm Prediction	1000	550	450
Data Obtained By IP Prediction	100	23	77
Data Obtained By Weather Prediction	100	19	81
Data Obtained By Combination Of All Above	100	66	34
Total	%100	((%66))DETECTED	((%34)) NOT DETECTED

Fig. 1 shows data obtained out of 1000 sample

In the Fig. 1 we compare our research with normal webs in this research we predicted %55 by using biorhythm and by using the IP of customers we predict %23. By using the weather condition such as hotness or coldness by getting the date and time, we predict %19. Integrating all the three ways we obtained %66 correct prediction. The result obtained was acceptable. Although we applied different themes and easy or hard written text, but we did not applied psychological effect on the text. Hence by applying more improvement in written text we wish to obtain better results.

3. Discuss

In the websites, there are many methods for predicting the customers' actions who attend the websites. The first way is to predict the customers' action by previous log files of her/him. The second way is statically predicting her/his action. The third way is the information of websites' attenders' IPs. The advantage of our method is not only using less storage capacity but also getting more accurate results. Now we will explain, how we can predict any websites' customers. They are from all over the world. We predict their activities without using large storage capacities. We do not keep archive log files of any single customers. The intelligent websites which are able to predict their customers' activities by using individual archive logs of previous customers' activities admit unsuccessfulness. In this study we get our customers birthdate at welcome screen then we direct her/him to the different theme of our websites. He/she will feel very comfort with it, because it has been designed for his/her personality at that time. To describe our method firstly we should explain the biorhythm. Wilhelm Fliess, a highly respected and prominent doctor in Berlin, did pioneer work on biorhythms in the 1890s. Fliess, who had observed 23- and 28-day rhythms in many of his patients, began to collect statistics on the periodic occurrence of fevers, childhood disease, and the susceptibility to disease and death. With these statistics in hand, Fliess believed he had detected rhythms which were fundamental to man's life. Dr. Fliess later developed two major biorhythm theories: first, that Nature bestows on man "master internal clocks" which begin counting time at birth and continue throughout life; and second, that one of these clocks regulates a 9-3-day cycle influencing man's physical condition and another regulates a 28-day cycle influencing emotions or degree of sensitivity. A widely read man, Fliess speculated on why these two rhythms should prevail. He believed, much as we do today, that man is essentially bisexual in nature, composed of both male and female elements. Fliess called the 23-day physical cycle the male cycle, since it influenced strength, endurance, and vitality. He considered the 28-day cycle to be representative of the female element in all human beings; it governed sensitivity, intuition, love, and creativity-the entire emotional spectrum. Wilhelm Fliess wrote extensively about the biorhythm theory, but the mathematics and statistics he used to support it were so massive and confusing that few people bothered to closely examine or to understand them. Still, the basic premise of the theory caught on. The idea of periodic rhythms in man created a considerable controversy among his colleagues, one which still exists today. Most scientists have accepted the fact that man's physical and emotional states are in constant flux, but many do not agree that these changes are influenced by regular biological cycles that start at birth. One of Fliess' contemporaries who kept an open mind to his ideas was Sigmund Freud, a man with extremely revolutionary ideas of his own at the time. Early in his career, Freud showed extreme interest in and admiration for Fliess' theories, and they soon became very close friends. One hundred and eighty-four letters from Freud to Fliess have been published; unfortunately, the replies from Fliess have been lost. Important ideas tend to spread rapidly in the scientific community. Dr. Hermann Swoboda, Professor of psychology at the University of Vienna, read Fliess' work while still a young man, and by the turn of the century was himself researching, lecturing, and writing on biorhythms. Swoboda, who detected a periodicity in the occurrence of dreams and thinking processes, and in fevers, asthma, heart attacks, and the outbreak of illness, believed his own investigations confirmed Fliess' observations on the 23-day and 28-day cycles. Swoboda contributed to the theory the notion of the "critical" day, when the cycle shifts from high to low or low to high; a day of instability and usually of some stress for most people. When we seem to have more energy, vitality, and emotional control. There are days when these same feelings are at low ebb. And there are also those days when we react to situations in a totally unexpected way. There are many people who support the biorhythm theory. Bertram Brown, Director of the National Institute of Mental Health, has said, "These biorhythms have a lot of validity. They help explain in part everything from having a bad week to exciting scientific things like the varied effects medications have when administered at different times." Now we should add that biorhythm has different types such as physical, emotional, intellectual, etc.

<i>Curve</i>	<i>Cycle Length</i>
Physical	23 days
Emotional	28 days
Intellectual	33 days
Spiritual	53 days
Awareness	48 days
Aesthetic	43 days
Intuition	38 days

The score depends on your age measured in days. When calculating the Age in Days the leap days of course have to be regarded. Also, the hour of birth and current time at the day (obtain by computer time) may influence the result. At this point we can predict our customers' biorhythm. For example if his/her emotional biorhythm is negative we should use hot color themes like red, orange and the pictures of spring, summer seasons. If his/her intellectual biorhythm is negative we should describe the site information in easy ways such that no deep thinking is required. If his/her intellectual biorhythm is positive we should describe the site information more completely which included any small information as well such that he/she enjoy that any little things is described. If his/her physical biorhythm is critical we should cool him/her down such that he/she feels friendlier with us. If his/her intellectual biorhythm is critical we should describe the site information in easy ways and remind him/her any selected items because he/she may forget his/her job. With applying different website themes and different words and descriptions we will be more successful. For more success to attract web attender is to apply his/her society psychological thinking. For this goal we should apply the IP of the web attender. Some of the researches shows if

the web attender is from dry countries such as Arabic countries their society psychological thinking differs to wet countries such as Turkey. In the same way, their religions also is important factor for accurate prediction. Other factors such as web attender is a man or woman also can help us to improve our prediction. For instance men like rectangular shapes on the other hand ladies do not like it. Men like to decide logically at the same time, ladies like to decide emotionally. With this in mind we can direct the web attender to our best design and literature, which he/she feel friendlier and comfort. It means we should have, variable web depend on our customers' information. When a buyer enter a shop, the expert shopkeepers never act same. Expert shopkeepers depend on the face, age, time and some other factors of customers, act differently to be successful in his/her job. Our webs also should have this ability logically. By applying the logical thinking of expert sellers, to our webs we will be more successful. When we try to make a note from the logical decision of expert sellers, we realize that biorhythm, age, origin society, sex, time and seasons are very important factors. As a matter of fact, variable actions of expert sellers, is their rule to successes. By applying these factors, intelligent webs also would be more successful in their duties. Intelligent webs should predict their customers. As an illustration, in winter customer with negative physical biorhythm should be welcomed to our web with hot themes. However in summer customer with positive physical biorhythm can be enter our web by cool themes. The themes and designs should have very different levels, for instance customer from hot country (predicted by IP), entered to our web in summer (predicted by date of computer), with critical physical biorhythm (predicted by his/her date of birth), negative intellectual biorhythm (predicted by his/her date of birth) and he is a young man should be directed to level five of cool themes, and level three of easy description, level four of text without need any logical explanations and level to for man design. Unintelligent webs actions is look like a shopkeeper who you entered his shop in snowing winter, and he gives you an icy cola to welcome you! At the same time intelligent webs in same case welcome their customers, with hot cup of coffee. Thus which shop one prefer for shopping? Now a days to have an intelligent webs means we respect our customers otherwise unintelligent webs have opposite meaning. In Fig. 5 as shown when the Composite Web customers enter the web he/she be asked his/her birth date. Birth date and the IP of the place which customer entered can help us to predict his/her future actions in composite web. Function to find the biorhythm and to detect customers' actions is shown below. In this function the birthday of customer and the present date, uses to obtain the customers' biorhythm. Which variable "di" in the Biorhythm is the total days who customer lives? Then by applying the formula ($SIN(360 * (di / 23))$) we can get the sinusoidal curve of Physical biorhythm. To get other biorhythm curves we can use same formula just by replacing "23" with other periodic time. It is shown below.

<i>Curve</i>	<i>Cycle Length</i>
Physical	23 days
Emotional	28 days
Intellectual	33 days
Spiritual	53 days
Awareness	48 days
Aesthetic	43 days
Intuition	38 days

Function Biorhythm

(minnumberx,yx,tavalodminnumberx,tavalodyx,xxh,xxmi,tth,ttmi)

```
diy=(val(alltrim(yx))-val(alltrim(tavalodyx)))*365.25
dim=minnumberx-tavalodminnumberx
dih=(((val(alltrim(xxh))*60+val(alltrim(xxmi)))-(val(alltrim(tth))*60+val(alltrim(ttmi))))/60)/24)
di=diy+dim+dih
```

```
xphysical= 100 * sin ( 360 *(di / 23))
xemotional=100 * sin ( 360 *(di / 28))
xintellectual=100 * sin ( 360 *(di / 33))
xspiritual=100 * sin ( 360 *(di / 53))
xawareness=100 * sin ( 360 *(di / 48))
xaesthetic=100 * sin ( 360 *(di / 43))
xintuition=100 * sin ( 360 *(di / 38))
```

```
if xphysical>-5 and xphysical<5
outphysical=" Critical Physical "
else
if xphysical>0
outphysical="Physical Positive"
```

```
sicologically=sicology(1)+sicology(11)
else
outphysical=" Physical Negative"
sicologically=sicology(1)+sicology(11)
endif
ENDIF
```

```
if xemotional>-3 AND xemotional<3
outemotional=" Critical Emotional"
else
if xemotional>0
outemotional="Emotional Positive"
sicologically=sicology(3)
else
outemotional="Emotional Negative"
sicologically=sicology(3)
endif
endif
```

```
if xintellectual>-3 and xintellectual<3
outintellectual=" Critical Intellectual"
else
if xintellectual>0
outintellectual=" Positive Intellectual"
sicologically=sicology(4)
else
outintellectual="Negative Intellectual "
sicologically=sicology(4)
endif
endif
```

```
if xspiritual>-3 and xspiritual<3
outspiritual=" Critical Spiritual "
else
if xspiritual>0
outspiritual=" Positive Spritual"
sicologically=sicology(2)
else
outspiritual=" Negative Spritual"
sicologically=sicology(2)
endif
endif
```

Some biorhythms shown in Fig. 2. To Fig. 4

Classic cycles - 2019 - 03 - 17

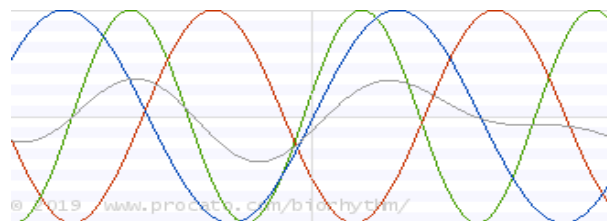


Fig. 2

Physical 27%, Emotional -62%, Intellectual 0%, Overall -12%

Additional cycles - 2019 - 03 - 17

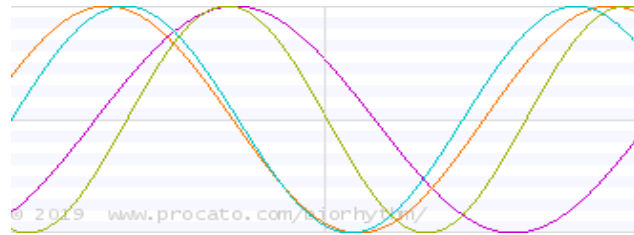


Fig. 3.

Spiritual **51%**, Awareness **-92%**, Aesthetic **-95%**, Intuition **-0%**

Secondary (combined) cycles - 2019 - 03 - 17

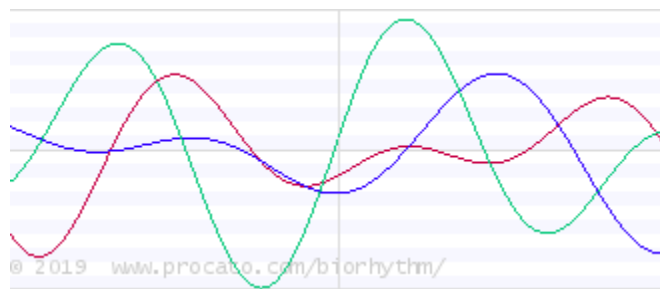


Fig. 4.

Passion **-18%**, Wisdom **-31%**, Mastery **13%**

In the Fig. 2 to Fig. 4 the different kind of biorhythm is shown and by using not only each of these but also by overall of these we can use for prediction.

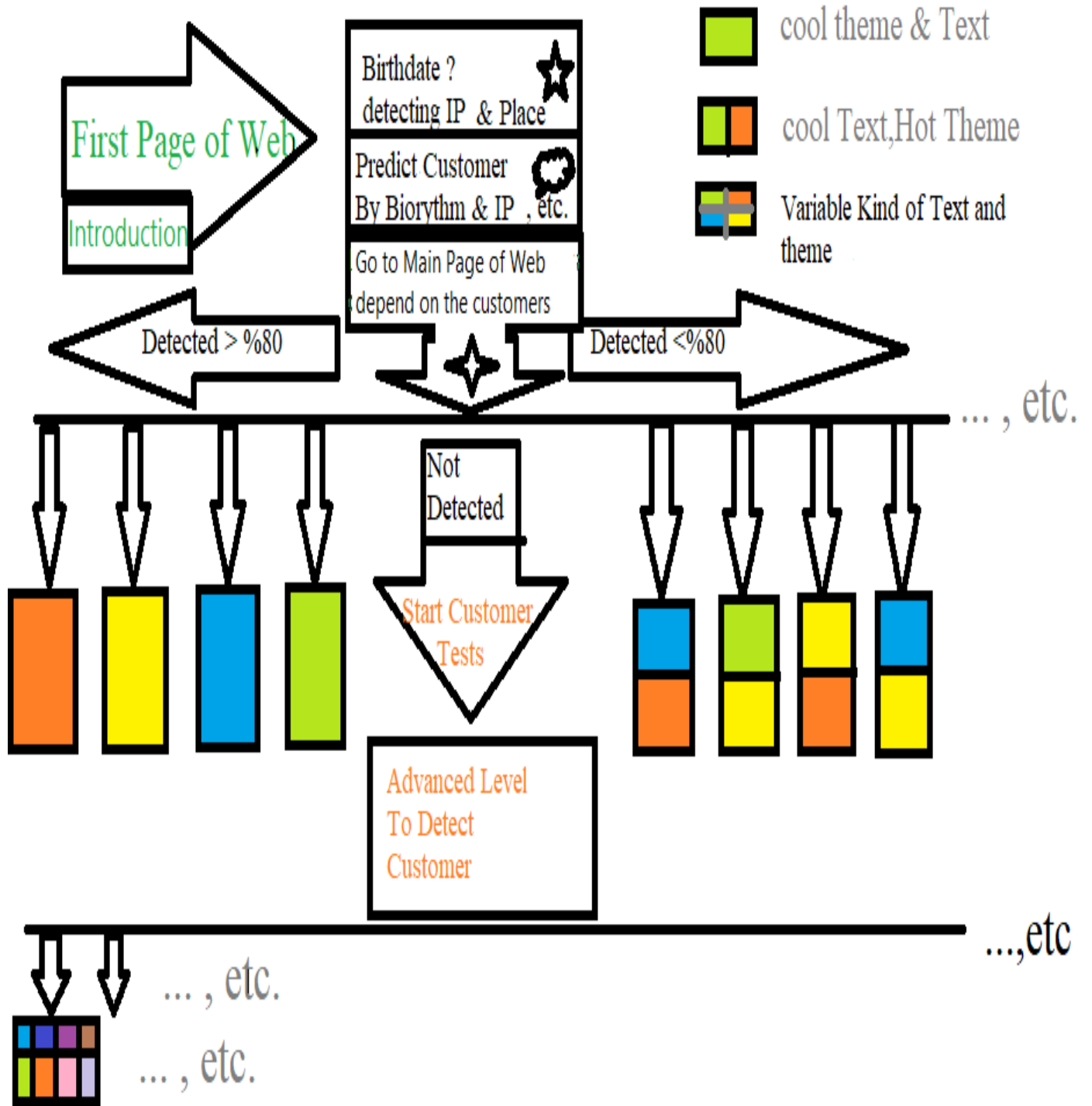


Fig. 5. The Total Procedure for predict Web Customer & Attract Customers

4. Conclusions

In this research, the main aim is to develop a new method to predict service selection by users such that they not only feel better but also obtain the best goal depend on their personality. In order to achieve this goal, we use the biorhythm, age, sex and their societies' psychology (by using their IP). After analyzing these information, the new approach is proposed to predict service selection as well as satisfying their comfort feeling. As web-customer feels better he/she prefer to do his/her shopping, traveling and other businesses by using this kind of intelligent web services.

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