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(57) Abstract :
Systems (100) methods devices and computer program products are described for using context aware recommendation techniques to facilitate content discovery on a mobile device platform (115a 115b.. 115n). In particular the context aware recommendation techniques evaluate both a current device context (125a 125b... 125n) and a social context (135a 135b... 135n) to generate application relevance scores for each of a number of applications downloaded to a mobile device. Application representations on a graphical user interface GUI of the mobile device are rearranged resized and/or otherwise affected according to their respective application relevance scores. In certain configurations one or more applications are pinned thereby altering e.g. reducing or eliminating how changes in their respective application relevance scores affect display of their respective application representations on the GUI of the mobile device.
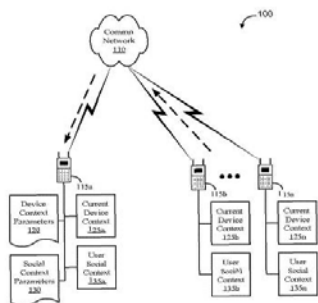
FIG. 1

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