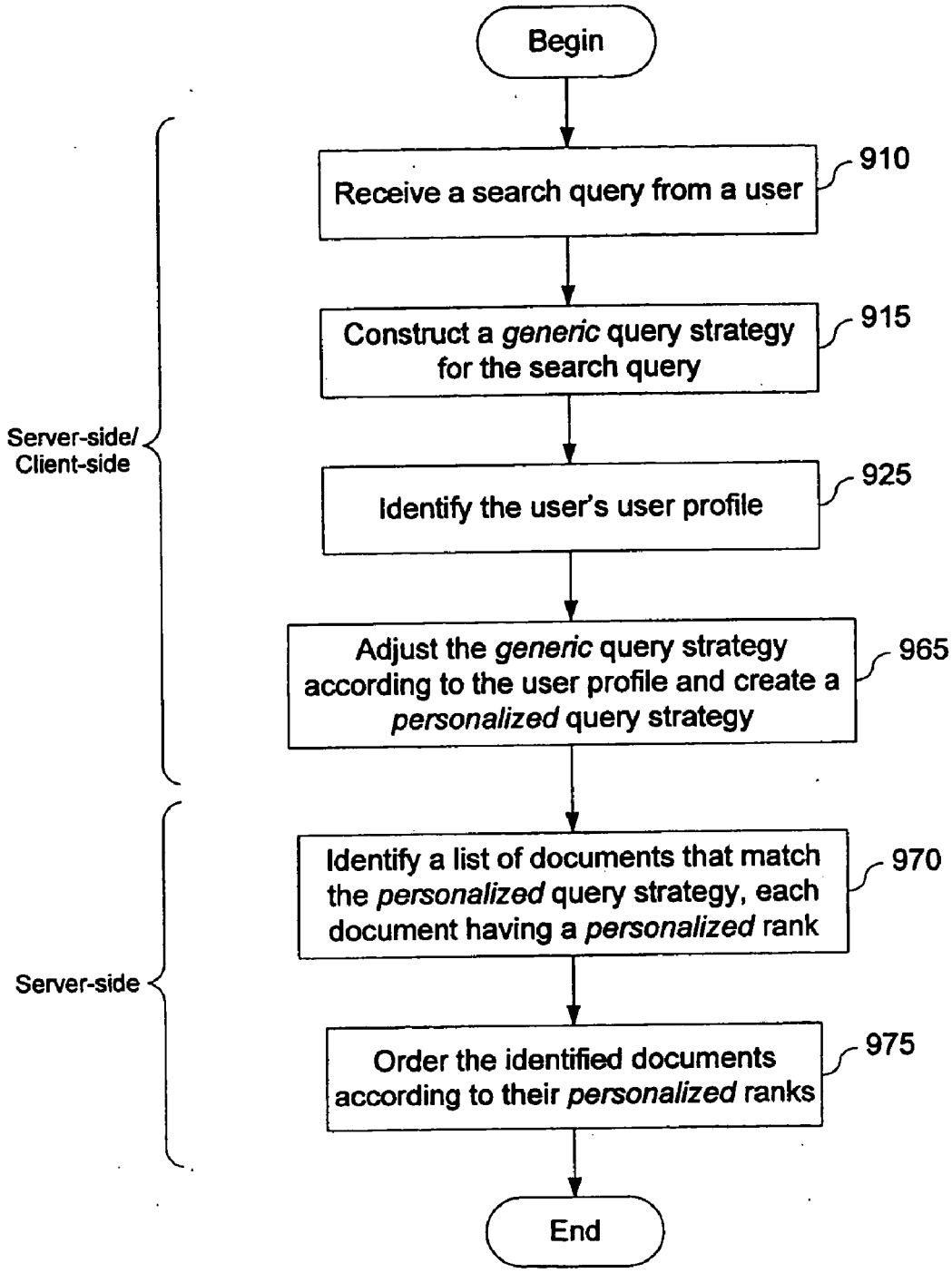
Begin
Receive a search query from a user
910
Construct a *generic* query strategy for the search query
915
Identify the user's user profile
925
Adjust the *generic* query strategy according to the user profile and create a *personalized* query strategy
965
Identify a list of documents that match the *personalized* query strategy, each document having a *personalized* rank
970
Order the identified documents according to their *personalized* ranks
975
End
Server-side/ Client-side
Server-side

Fig. 9B