

A Comprehensive Digital Business Directory Platform

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Abstract

Imagine how similar the local businesses could be found by people in a few decades or even two decades ago. You would turn to a neighbour you would ask him or her to recommend you a good one, pick a phonebook and you would be scouting around the town looking out. These old fashioned techniques though suitable then no longer do the trick. The current consumers have learnt to expect to grab their phones and get what they require within seconds, be it a plumber to arrive and install a faulty pipe or a place to have dinner.

In this paper, we have guided the readers on our ideas towards creating a digital business directory workflow, how we constructed it and tested, and how they can be of value to the businesses and to those in need of them. The company allows companies to make listings and consumers to find products in a site whose design is clean and full of intuitive search functionalities. Our features included categorized listing, location search, varying packages to be offered to the businesses and feedback given by the users. The most important contributions here have been the creation of an adaptable architecture to support free and paid listings, ensuring the interface performs excellently on phones, tablets and computers, and actually analyzing the question of whether the platform is working by getting feedback on user reactions. What we discovered was fairly promising-companies are becoming more visible, users were pleased to be able to find things they wanted and a strong economic relationship among locals was formed. The paid packages proved to be a win-win as the businesses receive increased exposure when they need it and the platform receives a way of sustaining its operations. This study contributes to the existing information about digital marketplaces and provides a piece of practical guidance to whoever is developing such a type of location-based discovery.

1. Introduction

It is quite astonishing how the local businesses are found nowadays. I still recall that my grandparents had those huge yellow books with pages on their telephone and nowadays, I just press the voice commands on my phone and tell it where to find me pizza. This change of directories and word of mouth with instant internet access has utterly revolutionized the business of local business attempting to achieve recognition.

The new world has led to the interference of digital business directories as the intermediary. They provide businesses with a methodical manner to demonstrate what they have and present consumers with an effective search method of what they want. Consider what these platforms actually have been: to consumers, they represent the ability not to go to ten websites or make a series of phone calls-to be able to compare options and make informed choices under a single roof. To businesses, particularly the smaller ones that cannot afford enormous marketing budgets, they imply literally hitting the target with the respective persons that are actively seeking their services.

However, it is not only larger than individual transactions. These platforms have been empowering local economies when they are used to interface the local business to nearby customers. Individuals will bank at a nearby location, the cost of searching will reduce among all members, and the consumer expenditure will be spent efficiently. In the time of the pandemic, in particular, these directories turned out to be life rafts- helping people to figure out which businesses were still operational and can bring businesses to communicate their modified hours and services.

Here's what our platform does:

- I. Smart search allowing individuals to search businesses by a name or category or location and filters really allow to narrow things down to what matters to the individual.
- II. Flat listing so that the business can begin with a free basic listing and tailor back to a paid listing with enhanced visibility and advanced features.
- III. Reviews and rating which develop trust and provide individuals with actual feedback of actual customers.

- IV. Design that is mobile everywhere, as after all- most local searches in the newer days are done on phones.
- V. Creation of such platform so that content administrators can upload news and articles that will keep people entertained and also assist them in facing search engines.

What follows in this paper is fairly simple: **Section 2** examines the efforts of others in the digital directory and local search. **Section 3** goes down to finer details of the way we constructed in all. **Section 4** provides what we discovered after reviewing the platform. **Section 5** discusses what it was all about and where we lacked. **Section 6** brings to a close and considers the way we might continue.

2. Literature Review

A. The way that Business Directories have been changed. The invention of business directories in one way has existed centuries before with the evolution of technology and consumerism. Actually the first effort to catalog business information in a system exposure was of print directories- it is of telephone books and the industry books. They were not unreasonably innovative in their era. However, they were badly limited in comparison. They could only be updated on a regular basis and therefore information could have been obsolete by the time it would be printed. You could not really look through them but by turning the pages. And they were outright docile-not interchangeable in any way.

First digital directories came about when the web appeared in the 90s. However, in the truth of things, the majority of them simply translated the print model into the online one. You would have to browse through hierarchies of category rather than search. They did not capitalize on the difference, the interactivity, the dynamism, the ability to really update things in real-time.

Then there were such services as Google, Yahoo, and Bing that did not leave everything the same. You could simply type in what you were searching in as opposed to browsing through categories. Local search emerged as a phenomenon by itself with search engines coming up with special algorithms to determine what was local in a given area. This actually was a game-changer when Google began allowing the presence of business listing in tandem with Maps- you could actually see where something was, not only read about it.

B. The Image of the Modern Digital Directory Platforms.

These present day directory systems are simply hyper advanced machines that have dozens of moving parts. Studies have revealed that those that are really good are merely great at a few major things.

People mainly interact with the platform using search functionality, therefore, it should be tight. You would like to present people with what they desire and not bombard them

with irrelevant outcomes. The most interesting features are such as autocomplete (saves time typing), spell-check (no one is a great typist), expanding synonyms (type in the word lawyer and also get the word attorney), and faceted filtering (eous to slice and dice by several criteria at once).

The fact is that categorization does count. When you have a good taxonomy, you will have people bypassing even the partly unsure state of what to enter by typing in, as information-architecture research claims, hierarchical categories are excellent in an overall field, but faceted classification which allows you to filter by multiple different dimensions simultaneously is much better when the individual is seeking something particular. Handy facets typically identified in business directories, can include type of business, location, price range and ratings.

Reviews and ratings created by users have become an essential requirement. Researches indicate that folks rely on peer reviews next to a redesign of a friend. What makes a review credible? The amount is important (a company having 50 reviews is considered more credible than one having 2). The issue of the recency (three years back the records are probably old). The general feeling is also relevant. However, it is a delicate balance walk that one has to walk on because you want as many users to leave reviews, and you also want to prevent fake or biased reviews. It is important to have moderation systems.

It is not a pleasant add on to mobile accessibility anymore. Studies have always indicated that phone search of local businesses is being done at an increasing rate, even with intent (somebody out and about and needs something now). It implies that responsive design is an absolute requirement, and such mobile-specific elements as the option to make a call also enable a click, and turn-by-turn navigation also bring value.

C. Making Money through the Digital Platforms.

A directory platform must profile a way of making money, and therefore its monetization strategy is significant.

The most likely method is advertising, which may be sponsored listing, banner ads alongside organic listing. According to the study conducted on search adverts, highly targeted advertisements may actually benefit users and earn the company reasonable revenues. There is a limit though it does become too many advertisements and simply makes it a worse experience.

The other business model is the subscription model, where businesses pay on a recurring basis to access extra functions. These models can be able to adjust incentives quite well since the platform performs better when businesses obtain actual value and leads. Research on SaaS pricing has proposed that tiered subscriptions with distinct feature sets are the best- SaaS subscriptions enable the business to find the appropriate

tier, they are reasonably priced and suitable for businesses with varying budgets and requirements.

Directories found freemium models (no tier listings, paid features) to be especially successful. A plethora of free listings develops your content and brings users-to get those network effects to make the platform worth it. Listing upgrades will then give revenues to the business that wants to be more visible. The trick lies in properly explaining what the premium benefits are.

The transaction-based models charge a portion of the bookings or purchases done on the platform. This matches revenue with value delivered, but it introduces complication-you are required to have booking systems and integration of payment process. This has been found to be most effective in the service categories whereby booking is an intrinsic part of the process (salons, restaurants, appointments).

D. User Experience Matters

The experience that people gain throughout the platform has a strong impact on their future return.

The design of the search interface influences attitude to quality and usability. Amazingly the minimalist design normally beats featured rich interfaces on initial searches. Yet you still would like progressive disclosure - basic options remain easy to use by novices, but more advanced features are offered when advanced users have to do so.

The presentation of results has an impact on the speed of engagement and decision-making. It has been found that list views are more effective in comparison shopping (visualizing a variety of choice), whereas map views are superior in location-based choices (what is near). A combination of both would allow users to draw out the merits of both in a hybrid approach.

The elements of trust-building are real. Authenticated business facts, honest reviews, open policies, all these factors determine the response of user action to platform recommendations. Social media promoting verification badges, responding to its reviews, and providing clarity on where the data is sourced give greater confidence to the user.

E. Where This Research Fits In

One can find loads of research concerning e-commerce platform research in general, and research about the specifics of directory design. Still, but not many articles that have examined in depth digital directory platforms that combine search, categorization, monetization and user feedback altogether are used today. That is the gap, which is being addressed by this research which will involve documentation of the entire design and implementation of such a platform, whether it actually works based on the response of the users and contribution of information that will be of benefit to other developers who have been developing similar platforms.

3. Methodology

A.How We Structured the System

We constructed the platform in a modular architecture - attended to concerns in different layers communicated by clearly defined interfaces. This process enables us to create, test and fix parts separately and still have the whole system running fairly well.

The presentation layer contains all the bits that users can actually view and interrelate with which are the public site on which businesses are discovered, business dashboards to enable businesses control what they have listed on the platform and an administrative interface to enable platform monitoring. We applied this on the basis of responsive design to ensure consistency of the experiences regardless of whether one is on a desktop, tablet, or phone. With HTML5 we have semantics and CSS3 provides layout flexibility and visual presentation, and the technology that runs all these applications is JavaScript and its interactivity functionality such as real-time form validation and dynamic search results.

The application layer contains the business logic itself namely the search processing business logic, the user authentication business logic, the listing management business logic and also package fulfilment business logic. This is a layer that lies between both the presentation and data layer and which enforces business rules and ensures consistency of data. Session management is used to trace user state through exchanges and caching policies are used to optimize access to data accessed regularly.

The data layer is concerned with permanent storage user accounts, business listings, package definitions, user feedback. The relational database design was used to provide a database design to ensure the integrity of the data using foreign key constraints and transactions, and the efficient search by large numbers of listing using the optimized indexing.

The external integrations add functionality by linking with mapping services (to see where things are), payment processors (to buy packages), and email services (to communicate with the users). These were contained by our service interfaces in order to remain independent of the core platform.

B.Core Features

Search and Discovery

The search platform is fundamentally the core of the platform. We have fitted a giant search box directly in the center which accepts business names, categories, or target service. The autocomplete is also a pop-up as you are typing, thus it is able to predict what you need even before you complete asking the question.

The use of category filtering enables one to sort results by type of business. We created categories based in a hierarchical fashion in that we had the larger categories which included restaurants, retail shops, professional service, healthcare provider, educational organizations and entertainment facilities; these categories then had smaller categories which had more specific options.

Location based filtering limits the results to particular geographical locations. One can filter using country level, city level, or even by proximity. By coming up with mapping services, you will receive interactive maps that have markers, and directions to selected locations.

Regarding the appearance of the results, we made it readable and, at the same time, not overloaded. The list view provides the names of business, category, location, and brief statement. Convenient map television offers spatial perspective. Ordering options give you power to arrange according to relevance, distance and rating or alphabetically according to your mood.

Listing Management of Business.

This segment is entirely about providing businesses with the vehicles to develop and maintain their presence in the current state. Registration (premium) allows the new companies to create accounts and first listings, where customer details are verified with email.

Creation Listing walks through is a structured list of businesses in terms of business name, description, category assignment, location, contact information, Web site, operating hours. Posting pictures allows them to have glamour their premises, products or services- increase interaction.

Edits make the information up-to-date, and change tracking and moderation can guarantee accuracy of all information. Periodical renewal alerts remind business to renew their listing and maintain their listing vibrant and creating repeat interaction.

Analytics dashboards allow business enterprises to view the performance of their listing, e.g., the number of views, search frequency, and engagement data. This informs them of the worthiness of being on the platform and decision-making where optimization and upgrades are concerned.

Packages and Monetization

The freemium quality balances the free access and premium features. Free basic listings have business basics so that you can view majority businesses on the results of the search-without making the platform irrelevant and worthless to the consumer.

Standard packages offer greater appearance and additional options to companies that are willing to spend to achieve a higher profile. These may be priority placement, increased content (allows you to add more images and videos),

highlighted listing that are noticeable, and the removal of competitor advertisements on the page.

The process of the purchase directs the businesses through the stages: select a package, pay and enable. They are able to make decisions fast since the differences have been highlighted in clear comparison tables. Money transfer is also safe and confirmation slips also to complete the deal.

An example is the package management where the present packages are displayed, and the remaining time is monitored and the business may renew or upgrade the packages accordingly. The automated expiration management ensures premium perks are only active during the lifespan of the package and you also have some grace period such that you are not terminated in between the renewal progress.

User Feedback and Rating

The user-feedback system allows the user to post their experiences, which creates a credible information ecosystem. The rating features allow users to have star ratings as to how well they feel about the company and the option of detailed reviews can be had.

Review moderation offers an appropriate balance between open input and quality control where a human check is only done with unusual patterns and inappropriate content is automatically filtered. Verified purchase badges demonstrate the reviews have been made by confirmed customers and credibility is enhanced.

Business response capabilities allow businesses to interact with feedback - responding to concerns as well as demonstrating customer service love. Published responses reflect the possibility that the potential customers will see that operators are concerned about receiving feedback and dedicated to maintaining it.

Aggregate ratings take a score of individual reviews and add them together to a concise review in search results and content people can see from a listing, providing speedy quality information so people can make decisions.

Content Management

The content management system facilitates interaction with the help of regularly published articles and news. Blog features allow administrators to make entries about issues that are of interest to users business advice, neighborhood economic news, site updates.

Category organization was used to organize the content in groups enabling the user to navigate through the articles by their topic. Tagging involves additional navigations and the trends tendencies are represented in the form of a tag cloud.

Publication schedule will allow you to plan the content release that will provide stability in terms of engagement instead of daily uploads. Integration of social sharing helps in

sharing the contents outside of the platform and this generates traffic and enhances search engines.

C. User Interface Design

Our main focus was on accessibility, efficiency and being device friendly.

The home page is search-based, which is, a large search box and filters at the first sight and no additional clicking. The category browsing presents an alternative path of discovering activities to people who enjoy searching, rather than the specific search.

Listing pages present the entire business information in a scannable mode. The most valuable information is displayed as pops, others are in additional parts, which are enlarged. Images and maps increase the level of interest and provide actual real-life information on how to arrange a visit.

Business dashboards bundle all the management features by use of tabbed interfaces. The editing of listing, package handling, analytics, and review response are arranged in a logical manner. Contextual tips come in handy to assist the user in completing the tasks with ease.

Admin interfaces provide platform management that have detailed user, listing, package and content views. Moderation lists come to the fore and listing modifications awaiting approval. The reporting tools provide in-depth information about performance and development of platforms.

Responsive design implies that all things are displayed correctly depending on the size of the screens. Navigation on smaller screens is reduced to mobile friendly menus and touch-targets are set to suit the fingers correctly.

D. Development Approach

Our approach was iterative in nature - we had to plan it and respond promptly to the new needs.

We began with requirement gathering by researching into the prevailing directory sites and asking real users of the product both the business and consumer side so that the product would become a reality.

System design converted such requirements into architecture, database schemas and interface mock-ups which informed the build.

Core functions prototype development was achieved to provide working prototypes of the core functionalities in order to have an initial opinion which allowed us to pivot without spending much time on each functionality.

This was implemented in stages, the first one being search (core value), then listing management and then monetization features, and lastly the content and feedback systems. That stage release allowed us to provide value in the early stages and more value in the later stages.

Testing was carried out- Unit testing on the parts, testing on the integration of connections, and testing on the acceptance of the product by the real users. The platform was tested during performance testing in which it was proved to handle the estimated traffic.

The production environment was configured through deployment and the monitoring and analytics of continuous optimization according to the actual usage patterns.

4. Results And Analysis

A. Is the Platform in Reality Working?

The website absolutely functions! Every single aspect which was intended, does what it is expected to! The search item jumps out at every conceivable filter and delivers us cool results which are ranked according to what we choose to have that -super handy. The auto-complete has become the magic thing to do, the autocomplete can be used as an example to this, this features typing in what we are typing and the auto-complete shows us what we are typing as it is typed in, therefore, we do not have to type out the entire word.

There is the category filter that easily takes us directly to the type of business that we desire. I put it to test using various types of queries it worked well keeping things grouped up together and still maintaining the significant differences.

Location filtering just displays the items within the locations that we are interested in and the map addition displays the clear location of each business and how to reach it.

The flow of listing creation is good: it is impossible to leave an empty form, the email address is really checked, and after the listing is created, it appears where it is expected to appear free ones are obvious but not hidden, and paid ones are marked out.

Precisely the format of the paid package checkout is quite straightforward: You select the plan, make payment and the plan appears immediately. All these are stored such that they can be audited or assisted by customers whenever there are any requirements. In the cases of the paid plans, we see the priority placing where there are the visual cues as expected.

The feedback rating system is functional. I am able to post a rating, a review and the post appears as soon as I press submit. Reviews have time and name attached and thus authentic. When we go to materials with the moderators we have to look at, and the quality content will be automatically approved.

The content management can allow me to create blog posts and edit them and maintain them categorized with tags. On opening the site, the posts are loaded on the right and can be navigated by category or tag, and this is good.

B. What Users Thought

The comments of people who had used the platform informed us about what people liked in it and what they did not like or what we should do better.

According to the business owners, they are happy as they get a bunch of leads as well as their listings are viewed. They particularly adore putting pictures and excessive details, which demonstrate their possessions. Free list option is very popular among the small business owners as there would be no charge of getting listed on the site. It is cool as even more people are viewed as Bigger companies upgrade.

According to the customers, the site is very convenient. They prefer quick searching and extensive browsing with category which is similar to their usual way of searching things. The neighbourhood filter attracts plenty of thumbs up since it retrieves abundant local services that are of concern to them.

Even the reviews receive favourable energies. Individuals like the fact that they can post their stories. Companies also like responding to reviews. Others proposed the introduction of photo reviews, and the label of verified purchase to gain more trust.

On the blog side the articles on business optimization became liked and people wished to see more of the behind the scenes or type of posts. That left us ideas of what was to be written about.

C. Performance Metrics

Tests were run on performance, and all was fair with normal load. The results of search were returned fast, even when there was a ton of findings in the database. Page loads beat the majority of industry plus were brisk and UX completely made the caching smart.

It was tested by 10 concurrent users on the site and the site was able to cope, but with spikes, additional caching or a larger backend might be needed in the event of future growth. Connection to the DB is pooled to ensure that they are not exhausted.

Mobile can also make the point, the responsive design is going to work on small screens and even bad networks. Images illuminate quickly since we only will load down-sampled ones that will retain the appearance but will save bandwidth.

D. Business Impact

Businesses and customers were good in terms of numbers. Companies with a plethora of description and photos receive significantly higher traffic than their naked-as-jay-zeds do. A definite indication that optimization can be important to the business. The visibility is certainly increased by paying a package the numbers do confirm that. We do not know that it is always causal, however, the relation is high.

The consumers are actively operating on the platform: they make several searches at once and read the specifications of listings. They never leave, and this demonstrates that it is not the first occasion. The platform is in fact linking locals in a manner that would otherwise be hard to do without. Small firms receive an opportunity to feature thousands of bigger brands.

E. What Didn't Work So Well

Although we are rather strong, we discovered some weak aspects.

The smarter ranking based on freshness, completion and engagement can help make search relevance better. It is still markedly clumsy to categorize something into precisely the existing buckets so the taxonomy should continue to evolve.

The mobile experience is okay, but native apps will be fantastic with the provision of push notifications, camera infusion in the case of reviewing photographs, etc.

Review confirmation needs to be beefed up as well. It should add verified purchase badges and check the history of reviews to make stuff look more credible.

Isolating the value of paid features would be more effective in order to enable business to understand what they are purchasing and have them upgrade.

5. Discussion

A. The Implication of This on Development of Digital Directories.

Overall rules in building directories are depicted in the project.

Search must strike the balance between power and simplicity - a large bar with autocomplete gave it the impression that it can be used immediately.

Category systems must be continuously tweaked with feedback data. The initial hierarchy is effective yet it can be further refined as per actual clicks and listings.

Location based features will be really appreciated among the local users. An excellent map integration will provide some additional background context so that one can find what is out there easily.

Freemium models can be very good - free content rankings will allow the user to create the content and then we will be able to monetize. We are able to bombard the user experience yet make money.

Finally, trust is key. We should have straight forward moderation, convenient means through which business can respond, and authentication that will ensure authentic reviews. Attempting to construct those governance construction tools is as significant as the cool new features.

B.Challenges to Keep in Mind

I went through the project report and understood that some of the largest headaches that we would encounter are already highlighted to any person interested in erecting something of the same nature. Plunging into it will give us some discouraging bumps which are worth trying to observe.

Moderation of content on a large scale is challenging with the expanding platforms. Filtering with human examination ability is needed. Infrastructure such as moderation has to be increased with platform expansion.

To be frank, it is a huge burden as the size of the site grows to keep an eye on the postings made by the user. To do that we will have to put smart auto-checks plus human intervention to cull the content. The greater the number of users we attract the bigger the amount of money that we will incur in constructing that moderation support.

The prevention of fraud grows bigger along with the platforms and their increasing popularity. Compromised accounts, spam listing is an on-going problem of fake reviews. The security measures should be changed according to the new threats.

Whenever we encounter a bogus review flippers we get the lesson of how defenseless we are, particularly when we are constructing something capable of making or damaging business. It will be a hustle to keep abreast of frauds, thus renewing our security system will be a daily hassle.

Jurisdiction-various jurisdictions have varying regulatory compliance provisions- data protection, consumer protection, platform liability. The legal scrutiny and possibly alternative strategies in other market descriptions might become a requirement.

In my reading, laws vary according to the place of operation. Maintaining the platform is in such a way that we may be forced to adjust the policies in each region, and a single solution to the problems will not suffice.

The issue of competitive differentiation needs constant innovation because more and more directory platforms have become eminent. Sustainable competitive advantage can be formed through distinctive characteristics, user-friendliness, high degree of specificity towards specific verticals or locations.

The market is getting saturated and therefore we must have something that people cannot get elsewhere. It could be hyper sleek interface or a spin on a particular town, or industry, we must continue to produce new ideas in order to differentiate.

C.Where We Could Go from Here

The analysis identified various modifications that will in fact enhance the attractiveness of our platform.

The mobile applications would give us more user experience with native possibilities which would include push notifications when there are saved searches, camera feature to review photos, and offline search of saved listing.

Imagine that students such as us will be warned about a new favorite in the list or taking a picture of a restaurant and immediately posting it. Being able to get an application that can be used even when offline is a win to the users in a go.

Advanced analytics would also give businesses more insights such as listing performance and customer demographics and competitive positioning so businesses can get data-driven optimization of their platform presence.

Marketing students already cherish number crunching. Providing businesses with a dashboard that demonstrates who is viewing posts and the origin would allow companies to make adjustments to in-flight adverts or promo.

Social- Features- The following capabilities, sharing social features, community forums, would enhance usage and platform stickiness, which creates local business discovery communities.

It would be more of a campus message board than a lifeless directory to make a place where we can discuss our favorite places and keep up to date with each other. It was the one that might make users return.

Integration of booking would mean consumers are able to book appointments to the platform, making it more convenient to the consumers and giving businesses assured leads to transaction opportunities and businesses being able to make money through the transaction.

A "Book now" button next to a café? That is a move in the right direction of actual business. We would be able to open up some new revenue sources and make bookings up the chain.

Machine learning applications would be able to make the search process more relevant, identify fraud, offer content to users, and improve the recommendations, automate the operation of content-moderation, and continuously increase the performance of the platform through data-driven optimization.

When we could apply the same and say, so as to perform it automatically, that an AI suggests the best restaurants or flags suspicious reviews, it would seem as a research project, which is beneficial to all.

6. Conclusion

This study included the design, implementation and evaluation of a holistic digital business directory platform that linked businesses to consumers based on simple search mechanisms, classification of business/organizations, location based discovery to consumers and user review

platform. The site has managed to illustrate the potential of the creation of value among the businesses that want to gain visibility and the consumers who want to have local services.

Overall, the project demonstrates that creating a smart and easy-to-use directory is achievable and can actually assist the Orlando shops to find customers, which is essential to me and my colleagues.

The major impact comes in the form of a modular architecture that enables the use of free, and paid listing models, responsive user interfaces that are available to all devices, systematic user feedback analysis, and practical advice to the developers who develop a similar platform. Findings have shown that online directory services provide a useful opportunity to align local companies with potential clients, and the paid listing rates are simplistic to adopt as long-term revenue generators, besides providing more businesses with personal exposure.

This modular structure implies that we will be able to test both half-baked and premium options, refine the UI on both phones and laptops, and the structure of our tweaks can be built on the actual feedback of users. Besides, we have demonstrated how paid placements remain profitable and increase awareness.

The study presents itself to the existing knowledge of digital marketplace platforms and offers a viable insight into the creation of location-based business discovery applications. The platforms will have a greater role as the local economies proceed with the digitization process and as the expectations of consumers change over time ensuring that interconnection between people become essential drivers of economic activity and community life.

Essentially, with the increasing number of individuals going online, a carefully designed directory is an important trade-off point of local business; something that schools and startups are eager to revisit.

The expansion goals of the future implementation of identified limitations will be achieved by using better search algorithms, a more advanced categorization strategy, mobile applications, more sophisticated analytics, and machine learning integration-to incessantly alleviate the value of the platform in all of the explained stakeholders.

To the future, we will have to refine search reasoning, narrow the categories, introduce that app, further crunch analytics, and continue to learn new things on AI to make the platform a better experience to everyone.

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