

USER REVIEWS ON OWN DEVELOPED WEBSITE: AN EXPERIMENTAL STUDY

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Abstract

This paper aims to provide reviews to the buyers who wants to buy the product online. The feedback reviews form the previous users, who have used the same product will make the buying process easy. This website will help them to take feedback forthe product either online or offlineat same place.The problemis with the current scenario in the feedback system are like aslack of security,accessing the data, authenticity of the feedback, no review availability etc. Nowadays, all the products are not available at the same place they are available on different websites, which is inconvenient and time-consuming process to check the maximum possible feedback about the product from different websites.

Keywords: Customer, Feedback, Users, Buyers,Online Platform,Product, Review.

I. INTRODUCTION

The main aim of our website is to help the online buying users to collect the technical advice and getting the reviewsabout the product at the same place. It will help to make the online market more efficient and less time consuming. This website canalso be used for the feedback of the product available offline like as shops, restaurant, hotels,etc.So, we are trying to provide the facility to get the complete information about the products at the one place.The user review is a very common thing,it is used everywhere in the online world and offline

world. On the e-commerce websites like Amazon, Snapdeal, Flipkart, Oyo hotels and many other feedback systems are available in the both online and offline platform. But the actual problem comes with the user review for the product which is not so precise and not very useful for us. The feedback or review system is having the product details and provides authentic information for the users to buy the product online. The actual thing comes into play when the question is asked what is the importance of this project? There are many numbers of users who buy products online on a daily basis, specially in the corona virus pandemic to make ourselves safe and secure. Before using the online buying services users check reviews and ratings while buying product and compare on different websites about pricing, ratings and reviews.

II. LITERATURE REVIEW

The concept of customer satisfaction is one of the key elements in the profit of every business firm. In this literature review, a centralized platform is described for getting feedback in services for e-commerce. And from this we may get to know about how many customers are buying the product in same price. We can also forecast how much users usually buy product of same price range and much more. This is a problem towards users which cannot get at a particular place. So, the solution is to provide and access our platform to resolve this issue and try to fulfill the research gap that can serve for future research.

This paper review will provide the feedback of customer satisfaction while purchasing of a product with worldwide ratings. Buyers can get reviews at a particular website which is authentic. Users can do review on some own sites that can be paid for giving review about products, hotels, restaurants to show higher popularity of their own business and make profitable to earn. So, here the feedback opinions are taken by users and their responses at one place to service meet the customer expectation and less time consuming while comparing from the other websites.

Since we are living in a technology-driven world, users are always looking for the best alternative for making their shopping experience much better. In today's scenario customers want to access products & services with great deals and offers. On that note, the Internet has replaced many things like shopping, hotel bookings and nowadays users search everything on

the internet before they want to use any services. The most common example is the feedback ratings and reviews system. This proposed system is most useful for the user to analyze which service is better, how users could get better service if they choose any particular service.

One of the best examples of feedback and review systems is the startup called **ZOMATO**. This startup put its footprints in this country by initiating the service of taking reviews by providing customers the best experience as much as they can get. Feedback is important for those business services which are established in the world of the internet. In this era of technology customers prefer using the internet to access any service but before that, they have to ensure either that particular service is fine so that we are more likely to go with them.

In this whole world, people buy online many things on the internet but how do they know that the particular product is better or not?

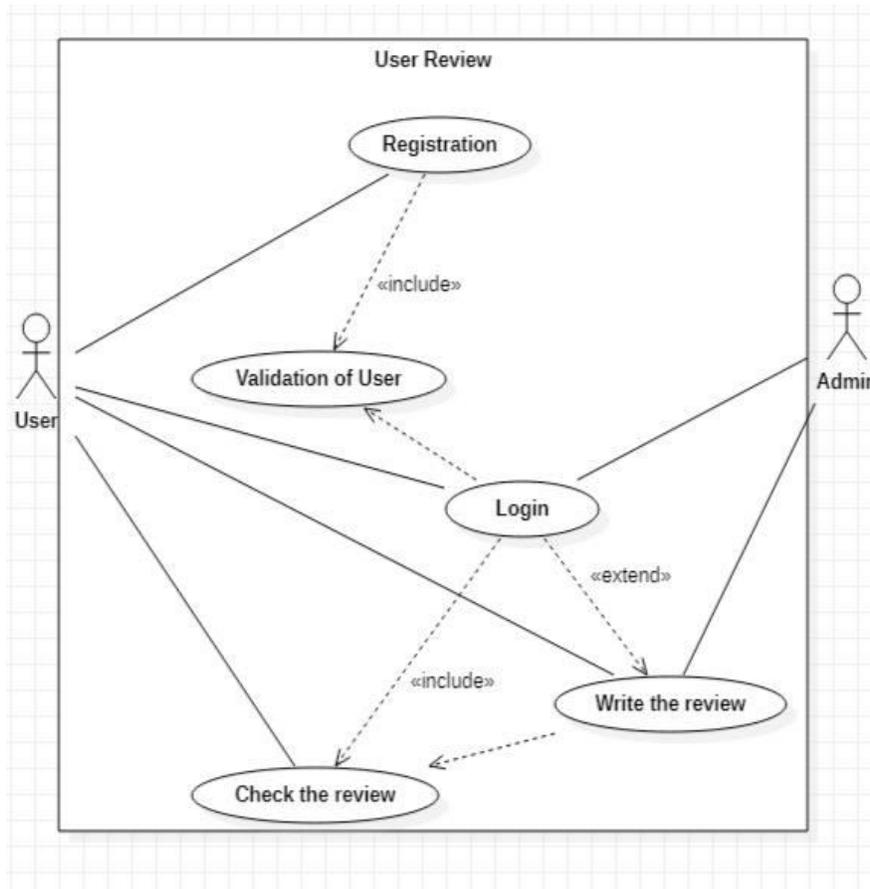
To make this experience better online companies start taking feedback for users to get to know about users' preferences. But most of the time if you see it could also happen if any site has no good product but they sell the product by making their feedback positive in front of users. So, to maintain this, there should be such a platform which can get feedback from all over the users on the internet on every product if they experienced that specific product.

The website deals in the best way to interact with the user and make their online shopping experiences better, by providing the best reviews from both the technical and non-technical experts as well as the user's own review from all around the world and collecting the users review from some of the popular websites.

III. PROPOSED WORK

This project deals with all the conventional problems and make the user experience better so that user can make their decision fast. These problems are solved by specifying the content of the user for better placement of the review like as reviews about the services, reviews of the products and reviews for the offline places and products. Firstly, user must be registered on the website, with mobile number verification and email verification. After registration on the website, the user must specify the product from the categories and

specifying the product and the user have to specify the type of review like as service or product itself. And if any user wants to read the users review, he or she will not have to register the website, one can directly read the review or the technical expert review.



IV. WORKING MODULES

There are four working modules are designed in the project namely Admin module, User module, Feedback module and System module. The admin module is the most important module in the project. It manages the information regarding the approval and disapproval of the users. This module maintains the details and reviews about purchasing of online products, hotels and restaurants by the customer, the total number of users and also. It maintains a record for the pending request of users. User module is all about the users that are associated in the portal. Feedback is the module where all the information related to the users or

customers such as the name, bill number, reviews, ratings etc are maintained. In this portal, even the users have a login form which is mandatory when they give feedback for a service. System module provides registration and login facility.

SYSTEM MODULE

Registration and login

User Id

Password

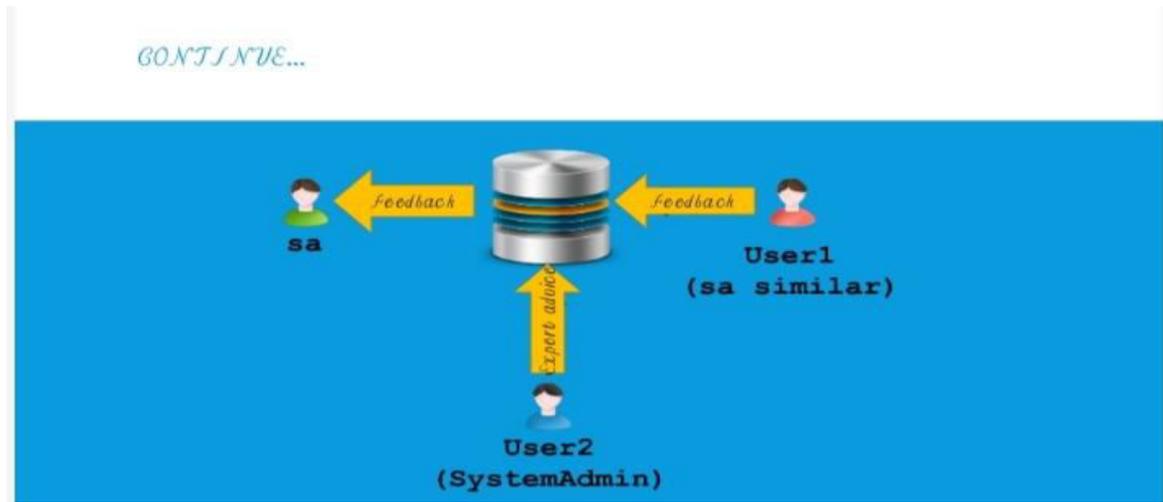
Feedback System

Product name

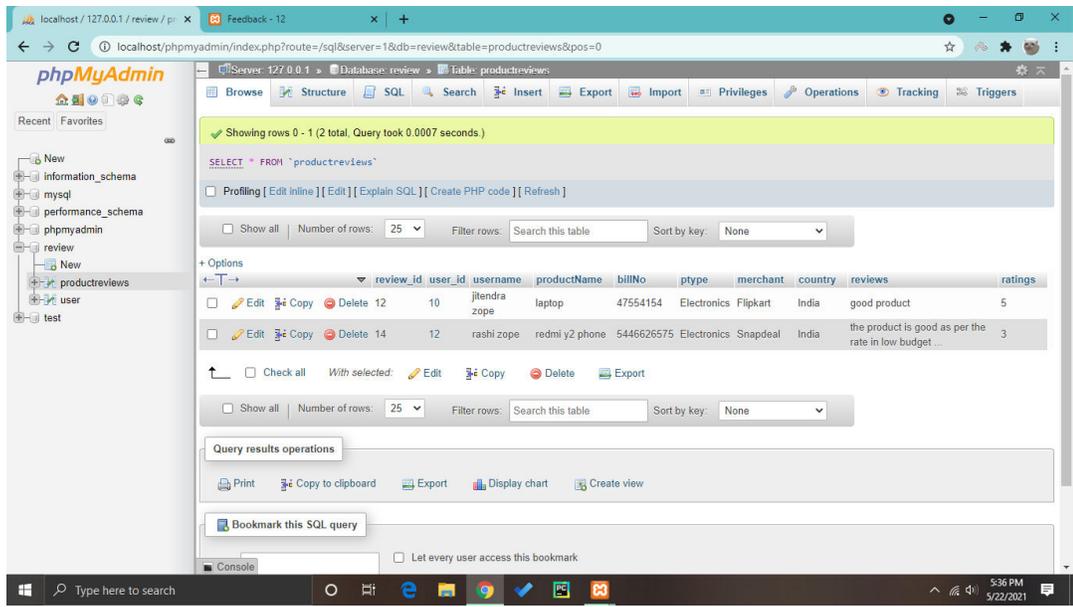
Model Number

No. of days used

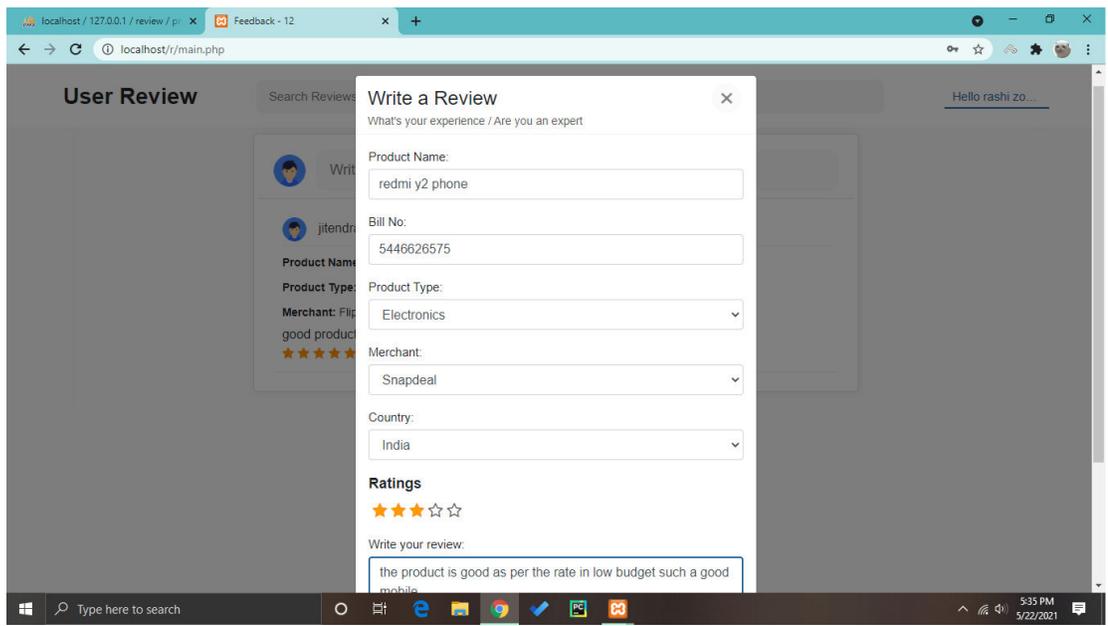
Rating after usage

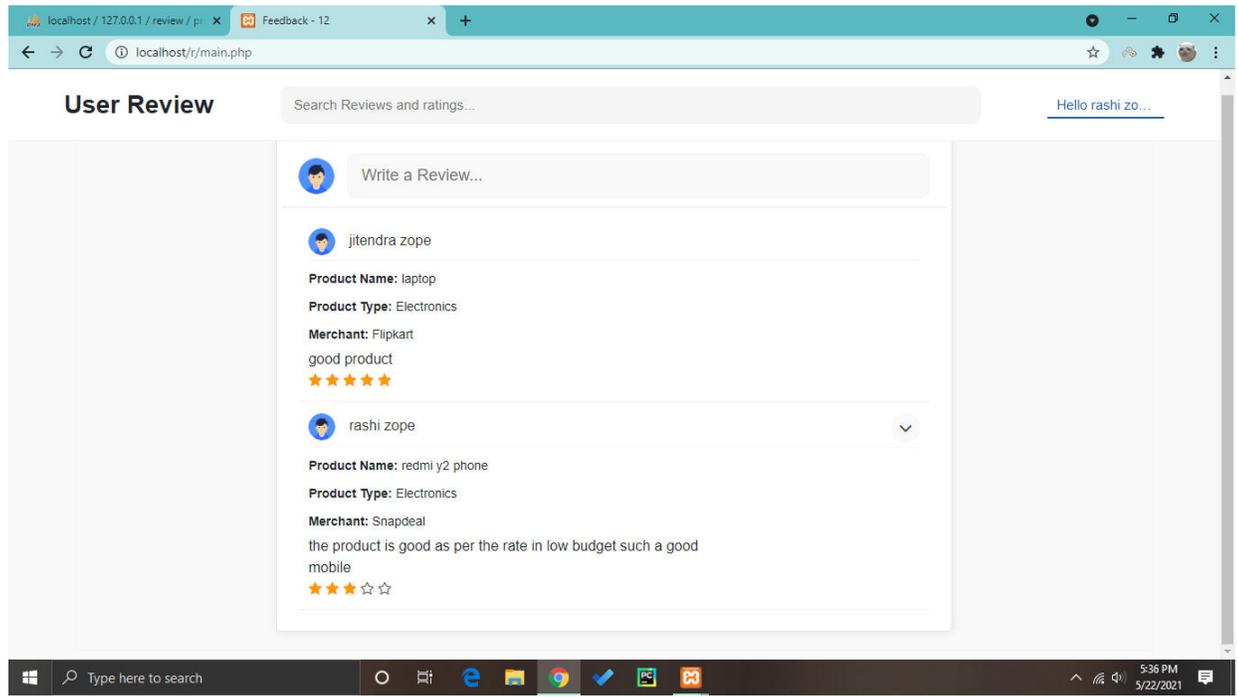


ADMIN MODULE



FEEDBACK MODULE





V. CHALLENGES

In making of the implementation of project when we take data from php to frontend at that time validation is must in entering username, email id, password. Because if, user is not placed the username or any user fill the data which is incorrect in the form then the error is shown in direct server during making of this project. And we are facing such a problem due to transfer of data from php to frontend that is written in JSON format. It is a format in which we can exchange the data between frontend or backend. And the alternative which we can use instead of JSON format is XML (Extensible Markup Language). JSON is more easier than XML. So, here we are preferring JSON format.

The main challenge came during development of project was deciding the modules of the system and gathering the requirements which were needed for the proper functioning of the project and the other problem came during development of this project was getting the proper logic of the project.

The solution to these challenging problems were solved successfully by meeting with faculty/guide. For designing aspect, we discussed and tried various forms and designs

available on the tools and got a simple and quite professional designs and writing the research paper.

VI. FUTURE WORK

In the future we will add android as well as iOS app which will be helpful for the users to interact with us more efficiently.

This android and iOS app will help us to maintain and collect more records from the users, production of the advertisement, make it more user friendly, this can be extended to add some new modules which make it more reliable and easier to use such as hotels and restaurants details etc.

VII. CONCLUSION

The website deals with the best to interact with the user and make their shopping experiences better, by giving the best reviews from both the technical and non-technical experts. Also provides the facility to submit user's own review and collecting the users review from some popular websites.

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