

Deliverable 1 - Project Proposal

Group04

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Who are your customers?

Our customer is "MOSISO", a company who designs and sells protection cases for MacBook.

What are their needs?

They want to know the customers' opinions about their MacBook protection case, and how can they improve their products based on the reviews.

What specific problem(s) will you solve?

What are the attitudes of the customer reviews, negative or positive?

What are the features valued the most by customers?

What are the defects complained the most by customers?

Why do these problems need solved?

In order to help the company get the useful information, we need to separate the review into two kinds, the positive one and the negative one. For the positive reviews, we can find out why the customers like the product and which features are valued. So in the future design of product, those features should be considered to reserve. On the other hand, any defect complained or feature disliked by the customers should be also taken into consideration.

Where are you going to pull the data from?

Amazon