**Project Report: Enhanced Merchant Dashboard for ReviewsforU**

**Prepared for:** ReviewsforU (Company name changed due to confidentiality)  
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**1. Introduction**

We all know how crucial reviews are in increasing the sales of a product**. ReviewsforU** is a leading customer review platform that helps businesses collect, manage, and showcase reviews to build trust and improve SEO rankings. It offers features like Google Seller Ratings (GSR), review widgets, and automated review requests.

However, merchants face challenges in navigating the platform’s scattered features, leading to inefficiencies. This project offers an **all-in-one Studio Dashboard** with AI-powered optimization and Web3 integrations to streamline operations and improve review quality.

**2. Existing Features & Gaps**

**Current Features:**

✔ Google Seller Ratings (GSR) integration  
✔ Review collection automation  
✔ Customizable review widgets  
✔ Multi-platform review aggregation  
✔ Analytics & reporting

**Identified Gaps:**

❌ **Complex Navigation** – Features are scattered, making it hard for merchants to manage reviews efficiently.  
❌ **Manual Attribute Selection** – Merchants struggle to choose the best product attributes for review prompts.  
❌ **Limited AI & Web3 Use** – No AI-driven insights or blockchain-based review authenticity checks.  
❌ **GSR Optimization** – Merchants need better tools to qualify for Google Star Ratings.

**3. Proposed Solution: AI-Powered Studio Dashboard**

**Key Features:**

✅ **Unified Dashboard** – All review management tools in one place.  
✅ **AI-Powered Attribute Optimization** – AI suggests the best product attributes for review prompts.  
✅ **Web3 Integration** – Blockchain-based verified reviews to enhance trust.  
✅ **Smart Chatbot Assistant** – AI chatbot helps merchants navigate features & optimize reviews.  
✅ **GSR Booster** – Automated checks to help more merchants qualify for Google Star Ratings.AI attribute selection helps in getting 3.5 or above star rating, that qualifies for GSR.

**4. Technology Stack & Costs**

| **Component** | **Tech Used** | **Estimated Cost (Yearly)** |
| --- | --- | --- |
| AI Attribute Analyzer | NLP, Machine Learning | $15,000 - $25,000 |
| Web3 Integration | Blockchain (Ethereum/Polygon) | $10,000 - $20,000 |
| Chatbot Development | GPT-4/LLM Integration | $8,000 - $12,000 |
| Dashboard UI/UX | React.js, Node.js | $20,000 - $30,000 |
| **Total Estimated Cost** |  | **$53,000 - $87,000** |

**5. Expected Returns & Benefits**

**Financial Impact:**

📈 **Increased Merchant Retention** – Simplified UI reduces churn.  
📈 **Higher GSR Qualification** – More merchants get star ratings, improving visibility.  
📈 **Premium Subscriptions** – AI & Web3 features can be monetized.

**Projected ROI:**

* **6-12 Months:** Break-even with increased adoption.
* **12-24 Months:** 30-50% revenue growth from premium features.

**6. Conclusion**

The proposed **Studio Dashboard** with AI and Web3 enhancements will:  
✔ Improve merchant experience with a unified interface.  
✔ Boost GSR eligibility through automation.  
✔ Increase trust with blockchain-verified reviews.  
✔ Drive revenue via premium AI tools.

**Next Steps:**

* Conduct a pilot with select merchants.
* Refine AI models based on feedback.
* Scale Web3 integrations post-beta testing.

**Approval Requested:** ☑  
**Budget Approval:** $60,000 - $90,000