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# Alexius: A Crowd-Sourced Review System for Multiple Business Categories

## Introduction

The crowd-sourced review - where the opinions of thousands are collected to help customers decide what to purchase or whom to hire - has proved to be one of the most disruptive business forces of the modern age. Crowd-sourced feedback is really the first performance management practice that has been driven by technology. This practice encourages feedback sharing across employees and customers at all levels.

Statistics show that the majority of all online shoppers use reviews to determine what products to buy and which services to purchase. Reviews not only have the power to influence consumer decisions but can strengthen a company's credibility. Reviews have the power to gain customer trust, and they encourage people to interact with the company. Customer interaction ultimately leads to improved profits for businesses. Some online reviews may raise concerns or suggest improvements related to your business. This can be a good opportunity to resolve a customer's problem and/or improve business practices.

With the growing amount of information on the world wide web and with significant rise number of users, it becomes increasingly important for companies to search, map and provide them with the relevant chunk of information according to their preferences and tastes.

## About Our Website

Alexius is a crowd-sourced review and recommender system that integrates multiple review systems for various businesses under one roof such as restaurants, hotels and many more. It would serve as a feedback system for both the customers and the owners to help maintain the standards of these establishments by means of unbiased and verified reviews. The website would make use of publicly available datasets to implement the review and recommender functionalities.

This crowd-sourced system works primarily for 4 business categories, namely Hotels and Travel, Restaurants, Education and Healthcare. Each of these business categories has a slightly different implementation of the same functionality. The functionalities of the website are discussed in detail in the further sections.

## **1. Review System:**

- Every entity in a business category will have a review page giving feedback and information about itself . Overall rating (average of existing rating) and number of reviews are mentioned at the beginning of every webpage.
- The possible user interactions for each review includes thumbs up and thumbs down to denote positive and negative response respectively.
- While writing the review , the user also has the option to attach images to provide further emphasis on their review .
- To promote free expression of thought , the user can also choose to be anonymous. This also encourages more honest feedback.

## **2. User Profile :**

- The website also has a User Profile System i.e profiles of users who have created an account on the website, can be viewed.
- The profile contains details such as number of reviews the user has given, his/her review stats (like number of 5-star reviews, 4-star reviews etc) and also whether he/she is a verified user or not.
- A verified user is one whose reviews are found to be most helpful and unbiased. This is decided by the average number of thumbs up responses he/she has in their reviews.
- The user's profile also contains all the reviews that he/she has provided on the website.

## **3. Suggestion and Reservation System :**

- For each business category , our website displays a list of preferred options. This is done by filtering out a few standout companies by considering a combination of features such as number of reviews, average rating , location , cost. This helps a new user take informed decisions.
- Alongside the review page , the user also has the option to make reservations in hotels, restaurants, or make appointments in hospitals or educational institutions for admissions.
- The user will be given an option to choose a convenient date/day , time based on the availability of timeslots.

## Highlights Of Our Website

- Our website provides a purely customer based review/feedback system for each business entity. There is absolutely no influence of any business organization making it more representative of customer thoughts. It integrates multiple business categories making it easier for people to make well informed decisions.
- The “verified user feature” adds an incentive for the users to write better reviews which helps in raising the standards of the reviews posted on our website. This also enables the user to make informed decisions based on verified feedback.
- There are very few customer based review systems in this country that deal with reviews based on multiple business categories and a majority of them are usually centered around a single business type. With this website, we attempt to connect people with as many business organisations as possible.