

Detailed Roadmap of the MVP

False Notes of the internet MSc #PPE23-P-238

Issues :

What's the best way to thwart fake comments on the Internet? How can we raise awareness of this problem among the sites concerned, encouraging them to identify and then delete fake profiles?

Context :

For 38% of those surveyed, consumer ratings and reviews on the Internet are by far the most important source of information before deciding to make a purchase (Trustpilot data). At the same time, the DGCCRF states that 35% of reviews are not genuine. These fraudulent practices affect all sectors of activity: hotels, entertainment, clothing, automobiles, household appliances, etc.

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Introduction

A roadmap is an essential tool for any project, serving as a strategic blueprint that outlines the key goals, milestones, and deliverables over a specified timeline. It provides a clear vision of the project's direction, helping teams stay focused and aligned with the overarching objectives. By establishing a structured framework, a roadmap ensures that all the members are on the same page, which is crucial for coordinating efforts and managing resources efficiently. Moreover, it aids in anticipating potential challenges, enabling proactive problem-solving and risk management. Ultimately, a well-crafted roadmap enhances communication, accountability, and adaptability, making it a cornerstone of successful project management.

Research phase and presentation of the solution

September: Project Initiation and Research

Objective: Understand the project, its challenges, and perform comprehensive analysis.

Tasks:

- **Project Understanding :** We defined the project scope, objectives, and requirements.
- **Challenges Identification :** We identify potential challenges and risks.
- **State of the Art :**
 - **Competitor Analysis :** We Studied the existing solutions, their strengths, and weaknesses.
 - **Market Analysis :** We analyzed market needs, target audience, and potential demand.

October: Evaluation of Possible Solutions

Objective: Assess various approaches to detecting false reviews.

Tasks :

- **Research Solutions :** We investigated different methodologies and technologies (e.g., machine learning algorithms, linguistic analysis, user behavior analysis).
- **Feasibility Study :** We evaluated the feasibility, scalability, and potential effectiveness of each solution.
- **Resource Assessment :** We determined the resources (time, budget, technical expertise) required for each solution.
- **Solution Comparison :** We compared the solutions based on predefined criteria (accuracy, cost, implementation time).

November: Development of Proposed Solution

Objective : Develop and refine the proposed solutions based on evaluation.

Tasks:

- **Solution Selection :** We selected the most promising solution based on the October evaluations.
- **Prototype Development :** We created initial prototypes of the selected solutions.
- **Testing and Iteration :** We tested prototypes with sample data and iterate based on results.

December: Presentation and Feedback Collection

Objective : Present the developed solution to a jury and gather feedback for further improvement.

Tasks:

- **Presentation Preparation:** We prepared a comprehensive presentation covering:
 - Project background and objectives.
 - Research findings (state of the art, solution evaluation).
 - Developed prototypes and their functionalities.
 - Initial test results and potential impact.
- **Jury Presentation :** We presented the project to the jury.
- **Feedback Documentation :** We recorded all feedback, suggestions, and criticisms from the jury.
- **Analysis of Feedback :** We analyzed the feedback to identify areas of improvement and validate the project direction.

Conceptualization and Development Phase

January: Proof of Concept Implementation

Objective : Develop a basic prototype to demonstrate the feasibility of detecting false reviews.

Tasks:

- We conducted initial tests to validate the proof of concept.

February to April: Web App Development, Testing, and Validation

Objective : Build a robust web application that can effectively detect and flag false reviews in real-time or near real-time.

Tasks :

February :

- Detailed planning and design of the web app architecture.
- Set up the development environment and version control.
- Begin development of core functionalities:
 - User interface for submitting text for review analysis.
 - Backend processing for data extraction and initial analysis.
 - Integration with initial detection algorithms developed in January.

March :

- Continuation of backend and frontend development:
 - Enhance algorithms for better detection accuracy.

April :

- Testing and Validation:
 - We conducted comprehensive testing:
 - Unit testing for individual components.
 - Integration testing to ensure different parts of the app work together seamlessly.
 - We iterated on feedback and bug fixes.
 - Performance testing to ensure the app can handle expected loads.

Deliverables by End of April :

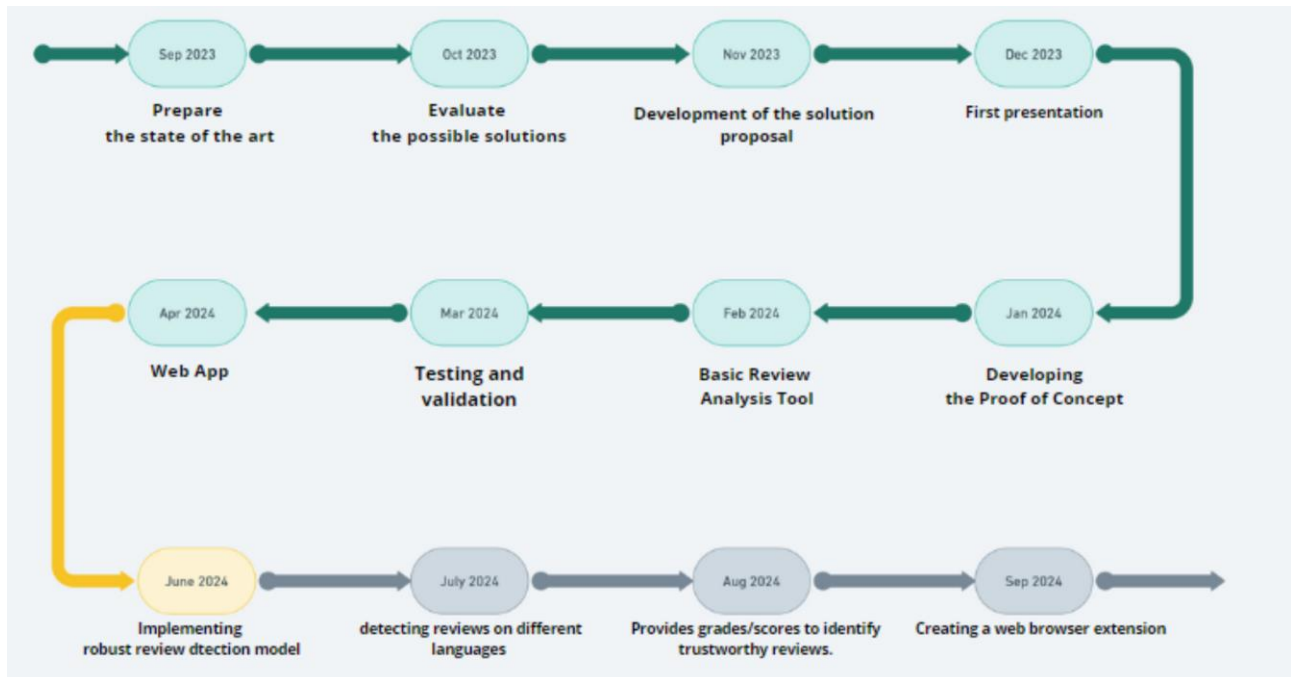
- Fully functional web application deployed on a testing environment.
- Verified accuracy and reliability of false review detection.

Conclusion

In crafting this detailed roadmap for our false review detection web application MVP, we've methodically outlined a strategic path forward. Beginning with thorough research and solution presentation, we laid a strong foundation rooted in understanding market dynamics and technological feasibility. Transitioning into the development phase, January's proof of concept validated our approach, setting the stage for robust web app development from February to April. This period focuses on building and rigorously testing a real-time detection system, ensuring it meets high standards of accuracy and reliability. Throughout, our roadmap emphasizes communication, accountability, and adaptability, essential for steering our project towards successful delivery. This structured framework not only guides immediate development efforts but also primes us for future scalability and innovation in combating fraudulent online reviews effectively.

Appendices

Appendix 1 : Roadmap of the project 8



Appendix 1 : Roadmap of the project