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CS3083 Project: Shopshare

Design Expectation:

The purpose of this project is to build a website named “Shopshare” in which people can share with each other their experience with the items they purchased before. People often have trouble looking for a real, qualified, informative item review when they do not know which item is better for them. Especially with the growth of e-commerce today, a comprehensive view offered on an item is especially useful for customers. Also, this platform should encourage people to build trusted online “customerships” with each other to maximize an individual’s shopping experience by taking advantage of each other’s shopping experience.

Database/Relation Model:

There are four entities: blogger, friend, review and purchaseinfo.

A blogger can have no friend or as many friends as they want. The years in a friendship is recorded along with the relation “friendship”. A blogger can also share his/her purchase info. But a blogger can have zero shared purchase info or infinitely many.

A purchaseinfo is a glance view on what shopping experience the blogger wants to share, and each has only one blogger. Every purchaseinfo has a unique InfoID along with other attributes, like purchased item’s ItemName, PurchasePrice and the blogger’s attitude toward this item. Sometimes, the blogger can add a detailed review to the purchaseinfo. With those purchaseinfos containing review, they have numbers of likes received from public.

A review is a more detailed, comprehensive share of shopping experience and each has only one parent purchaseinfo. Each review has an identifying ReviewID along with the Blogger’s description on this purchased item. A link and a photo can also be attached to this review. Sometimes, if a Blogger wants his friend to see this review, the blogger can “tag” this person with the time of tagging recorded. A review can tag no person or as many as it wants.

A friend has a unique FriendID and a FriendName. A friend can be tagged in a review or in infinitely many reviews. After reading reviews, friends may have questions they want to ask. Then, a friend can leave a message to the blogger. A friend can leave no message or as many messages to one blogger.

A blogger can receive a message from one or many friends.

Limitation:

One big limitation for this project is the lack of live chatting platform. Since it does not support a live conversation, users can not get their questions/concerns answered right away. Another limitation is that only friends can message. Questions from the public may not be considered which could discourage some users to join. Also, adding a friend would automatically share the blogger’s profile could potentially cause privacy leak. Also, it seems to be very hard to attract users at the beginning because at first, the number of questions could be greater than the number of shared experiences. Users could potentially quit the membership because they do not see the benefits at the very beginning.