PART A

(Part A: TO BE REFERRED BY STUDENTS)

Experiment No. 08

A.1 Aim

a. Implementation of facility to add customer reviews and feedback to ecommerce website

A.2 Pre requisite

Basic Web Languages, Customer feedback.

A.3 Theory

One of the goal of an e-commerce website is to provide good customer experience to user. It is a broad term, which is associated with every single interaction that a user has with your brand. The whole relationship starts with the awareness of your brand culminating into purchases and feedback. When it comes to boosting sales and conversion for your e-commerce website, the user experience is prima facie to the success. By enhancing the user experience, e-commerce owners can add value to their websites which improve conversions and sales.

User-generated content provides valuable consumer insights. It helps Ecommerce retailers understand the needs of consumers. Brands can use this information to ideate, improve and innovate products or services, foster customer loyalty, and improve their business.

Customer feedback highlights following points:
1. Improve the customer experience.
2. Improve product development
3. Increase conversions with customer
4. Provide benchmarks

Refer following links
https://ecommerceguide.com/guides/customer-reviews/
https://qualaroo.com/blog/collect-customer-feedback-for-your-website/
https://www.helpscout.com/blog/customer-feedback/
https://www.bigcommerce.com/blog/ecommerce-customer-feedback/
https://targetbay.com/blog/customer-reviews/

PART B

(PART B: TO BE COMPLETED BY STUDENTS)

(Students must submit the soft copy as per following segments within two hours of the practical. The soft copy must be uploaded on the Blackboard or emailed to the concerned lab in charge faculties at the end of the practical in case the there is no Black board access available)

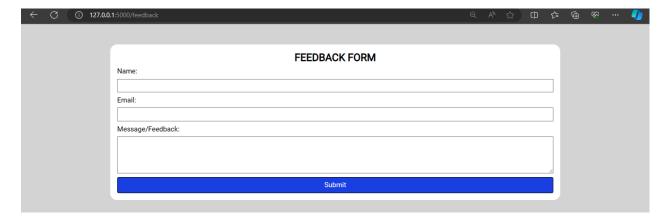| Roll No. : C027	Name: Arhaan Bhiwandkar
Class : B	Batch : B1
Date of Experiment :	Date/Time of Submission :
Grade :	

B. Output

Paste 1-2 Screenshots customer feedback, which is implemented on ecommerce project.

Student can also consider about reflecting feedback in database.

User can access feedback form from the footer on the main home page of the website or by clicking on about us section on navbar

By clicking the button or following the link this form will open:
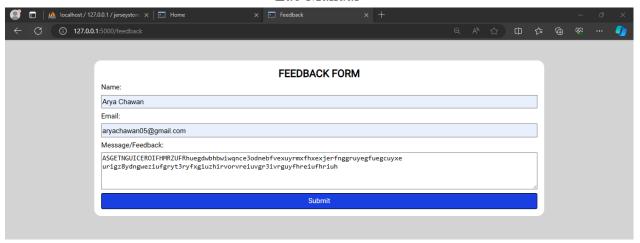

User can fill in the details:

Hit submit and feedback is added to database: