

Approach: Outline of the product/service/person

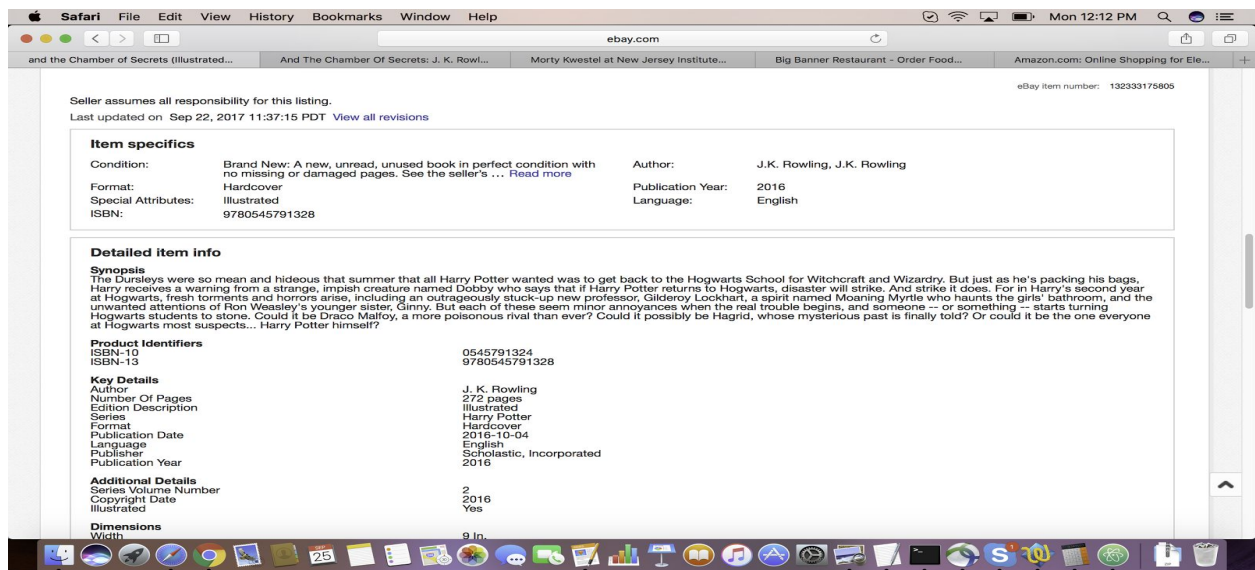
Outline provides a general idea about the product/service/person. At a higher level a user gets to know about the features of the product/service/person.

Relevant apps/websites:

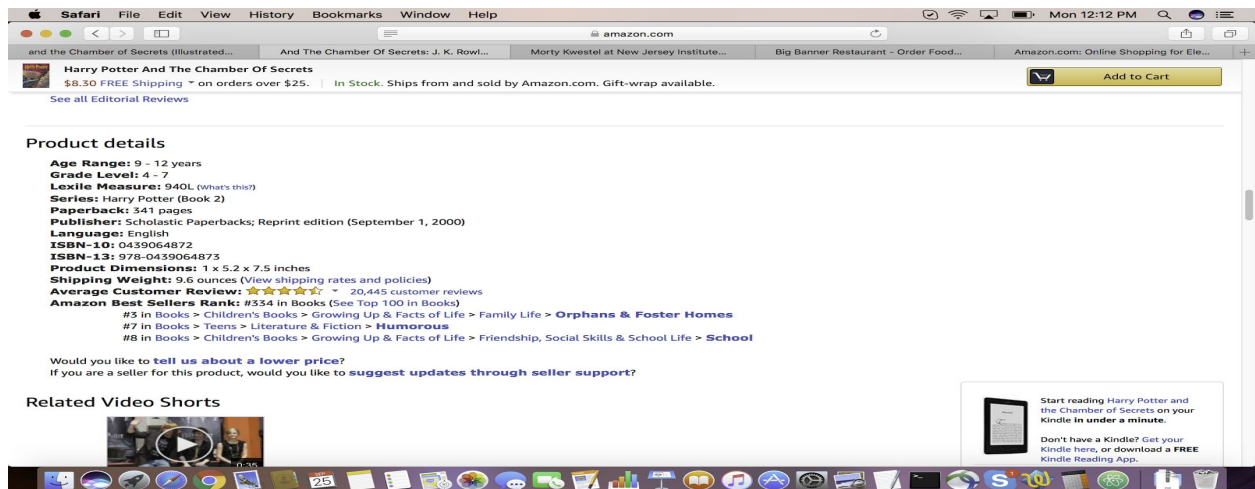
- Ebay
- Amazon
- Coursera

Feature 1 Basic Details

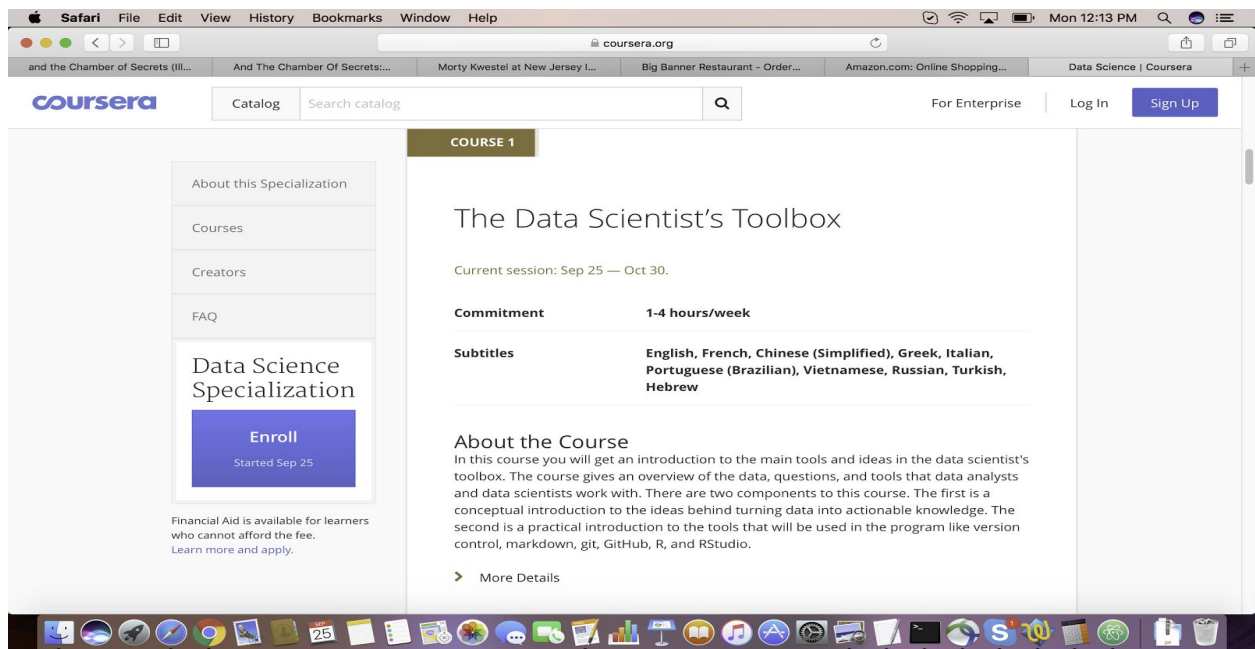
Basic Details are provided to give a brief overview of the product/service/person.



Ebay - Basic information related about the book is displayed



Amazon - Basic information about the book is displayed.



Coursera - Basic information about the course is displayed

Claims for outline for the product/service/person

Pros:

- Outline helps the user to confirm the product/service/person he/she is looking for.
- Outline also gives a general idea of what product/service/person is intended for.

Cons:

- Too much information is at times confusing.
- An outline which is not formed properly may lead to wrong judgements about the product/service/person.

Approach: Reviews

Review gives an overview of customer satisfaction index. A product/service/person with good rating ensures a good quality.

Relevant apps/websites:

- Ebay
- Amazon
- Etsy
- Yelp

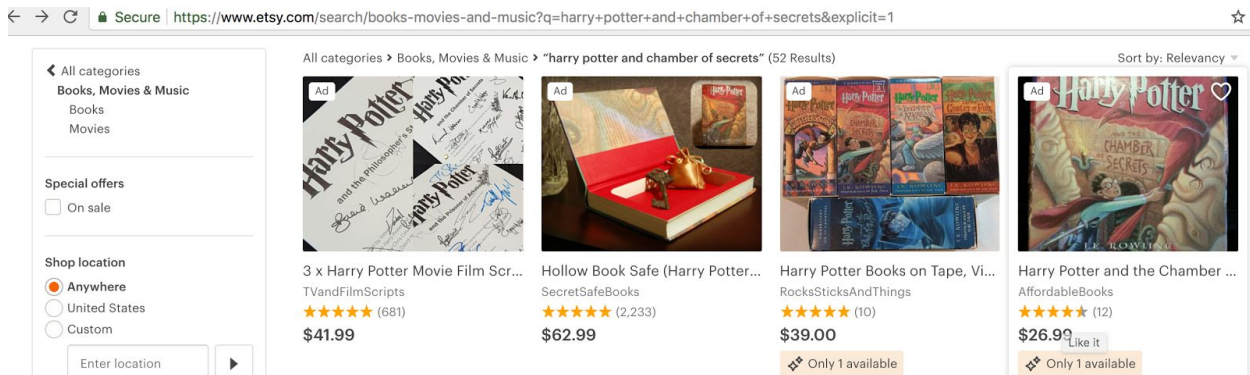
- Rate my Professor

Feature 1 Rating Statistics

Rating is displayed against each product and helps the customer with a quick analysis of the quality of product/service/person.



Ebay - Rating is displayed in the form of stars and the number of people who rated the product



Etsy - Rating is displayed in the form of stars and the number of people who rated the product and a tooltip.

https://www.amazon.com/s/ref=nb_sb_ss_c_1_24?url=search-alias%3Daps&field-keywords=harry+potter+and+chamber+of+secrets&s

Browsing History rohan's Amazon.com Today's Deals Gift Cards & Registry Sell Help Hello, rohan Account & List

1 results for "harry potter and chamber of secrets"

FREE Same-Day Delivery on orders over \$35

ts for

Harry Potter and the Chamber of Secrets

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Harry Potter And The Chamber Of Secrets Aug 15, 2000
by J. K. Rowling and Mary GrandPré

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4.7 out of 5 stars 20,443

Star Rating	Percentage
5 star	84%
4 star	10%
3 star	3%
2 star	1%
1 star	2%

See all verified purchase reviews

Amazon - Rating is displayed in a pop-up which includes the exact rating, no of people who rated and percentage distribution.

potter: Harry Potter and the Chamber of... And The Chamber Of Secrets: J. K. Rowl... and the Chamber of Secrets by J.K. Ro... Restaurants Jersey City, NJ - Yelp

Find burgers, barbers, spas, handymen... Near Jersey City, NJ

Restaurants Nightlife Home Services Write a Review Events Talk

Restaurants Jersey City, NJ

Businesses > Restaurants

\$ \$\$ \$\$\$ \$\$\$\$ Open Now Order Delivery Order Takeout Make a Reservation All F

Ad Big Banner Restaurant 401 Jackson St Hoboken, NJ 07030 (201) 942-4564

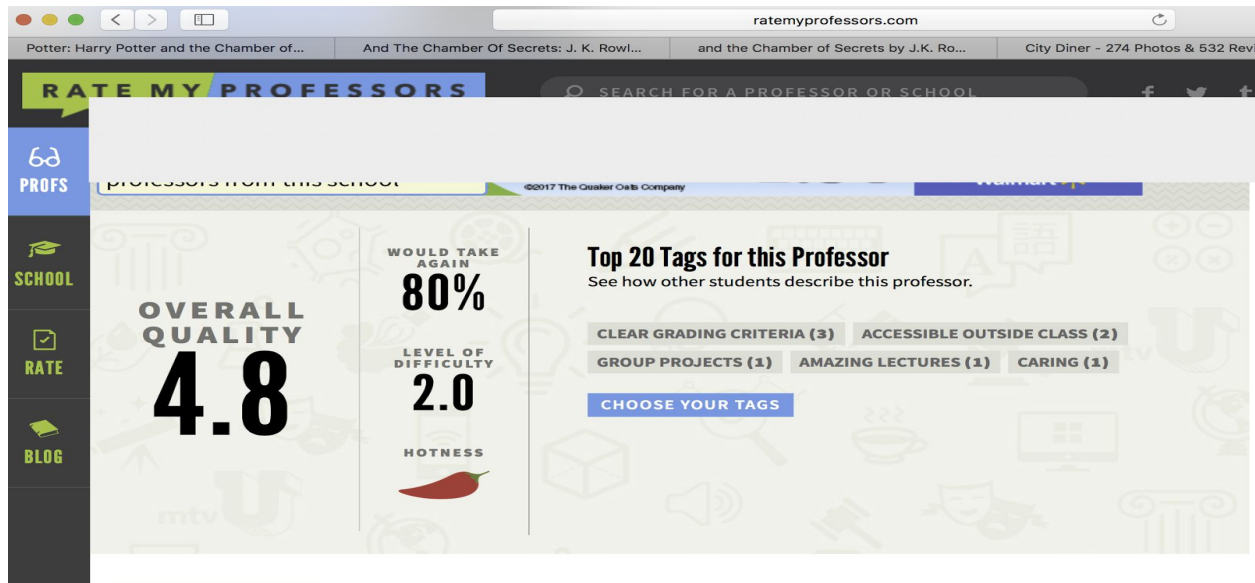
14 reviews 3.0 star rating Latin American, Spanish

This restaurant accepts pickup and delivery Start Order

ok lets give you some context.my wife is the foodie, so she would have given you flavor feel, and mouth-feel comments, or how I kept raving about the Chivo Guiso'o (Goat Stew) was... read more

Mo' Map Redo s

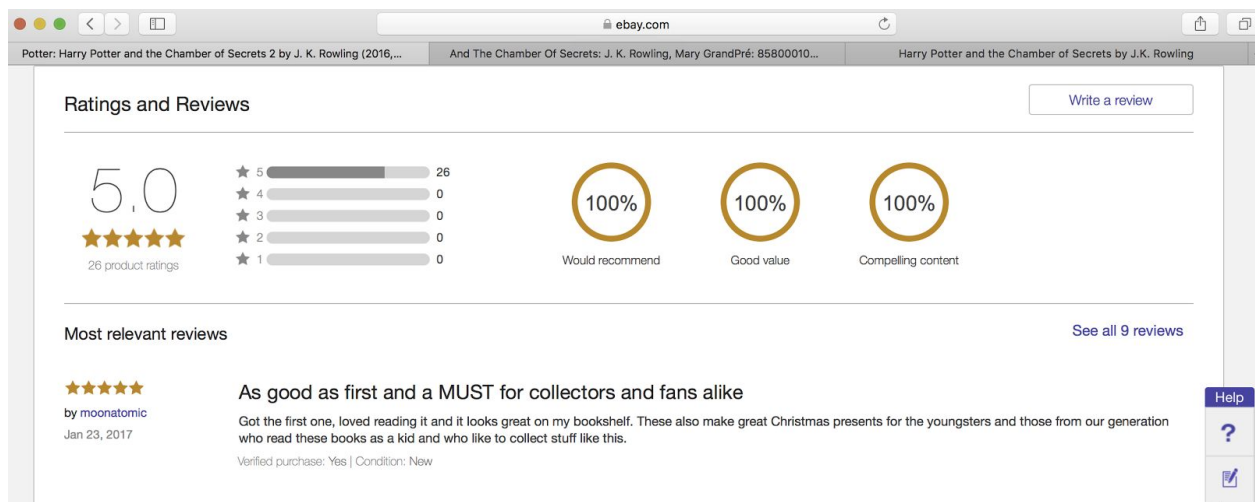
Yelp - Rating is displayed in the form of stars and tooltip. Also include the number of people who rated.



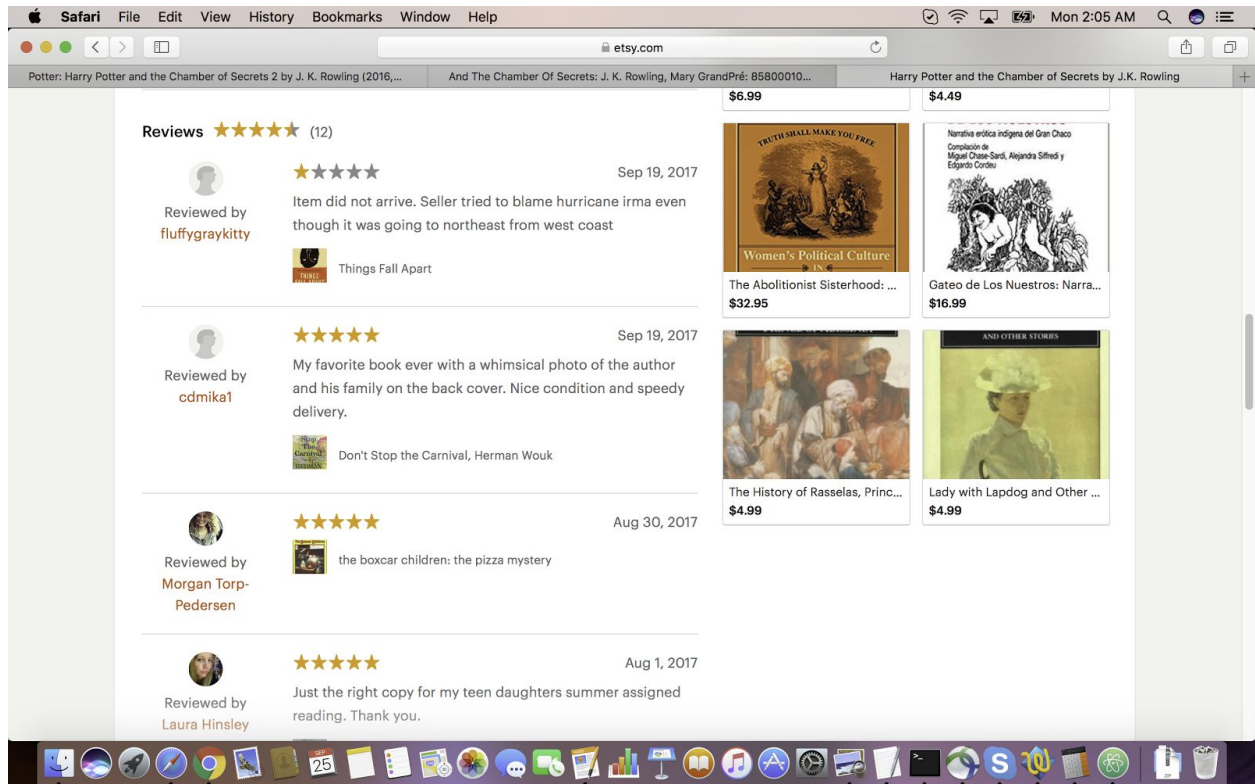
Rate My Professors - Rating with respect to some parameters.

Feature 2 Detailed Rating

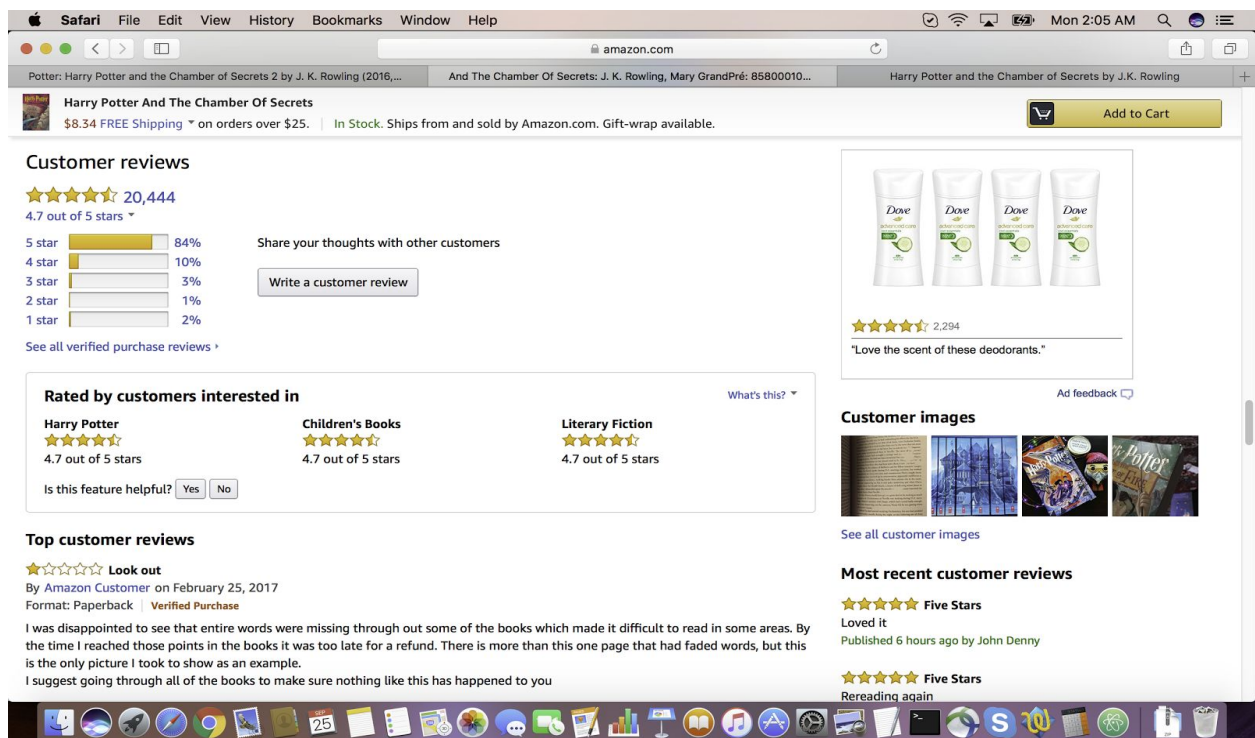
In detailed rating a customer can go through the reviews of users who have already bought/used the product/service.



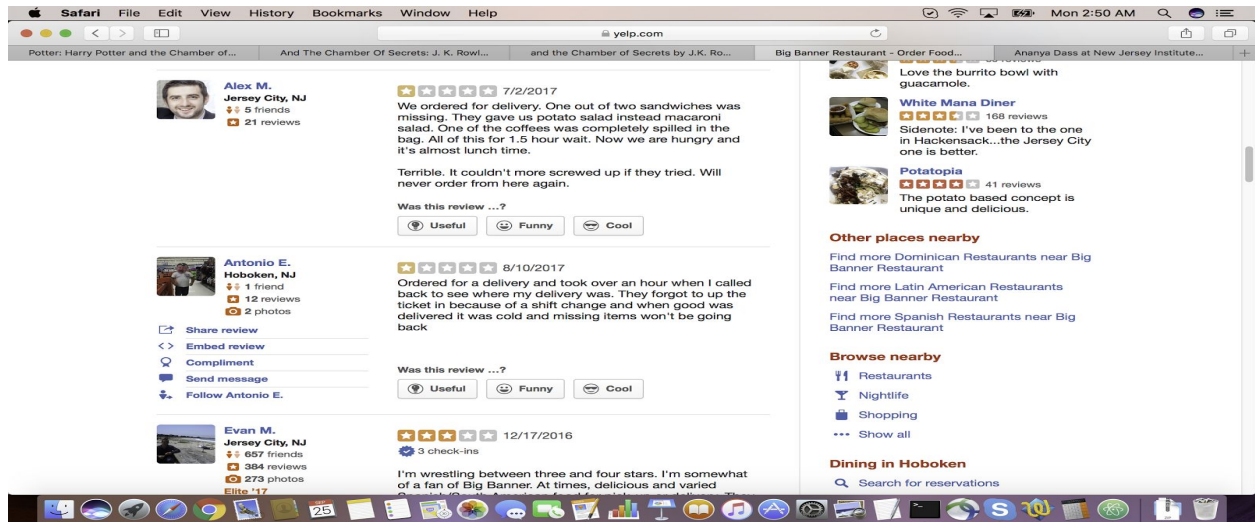
Ebay - The site shows brief statistics about the product and relevant reviews



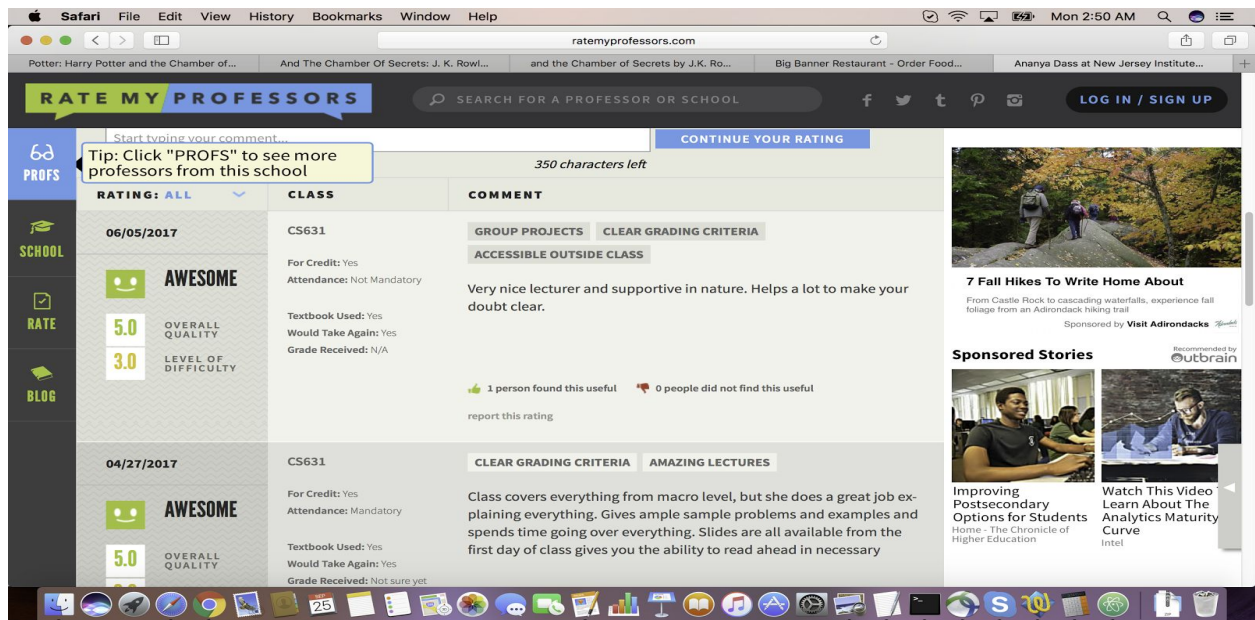
Etsy - Reviews are not even for the same product



Amazon - The site display statistics, type of customers who rated it, top reviews, images related to product if any and most recent reviews



Yelp - It includes information about the user respective review.



RMP - It includes the course name and a brief comment.

Claims for reviews

Pros:

- Reviews help the customer to make an informed decision about the product/services/people.
- User gets an idea about the experience of other users with the product/services/people.
- Good rating promotes good quality product/services/people.

Cons:

- All reviews are not trustworthy.
- Too much information is at times confusing.
- Bad reviews can severely damage the reputation of the product/services/people.

Approach: Presenting/Categorizing Information

The information about the product/service/people should be displayed in a manner that is easily understandable by all users.

Relevant apps/websites:

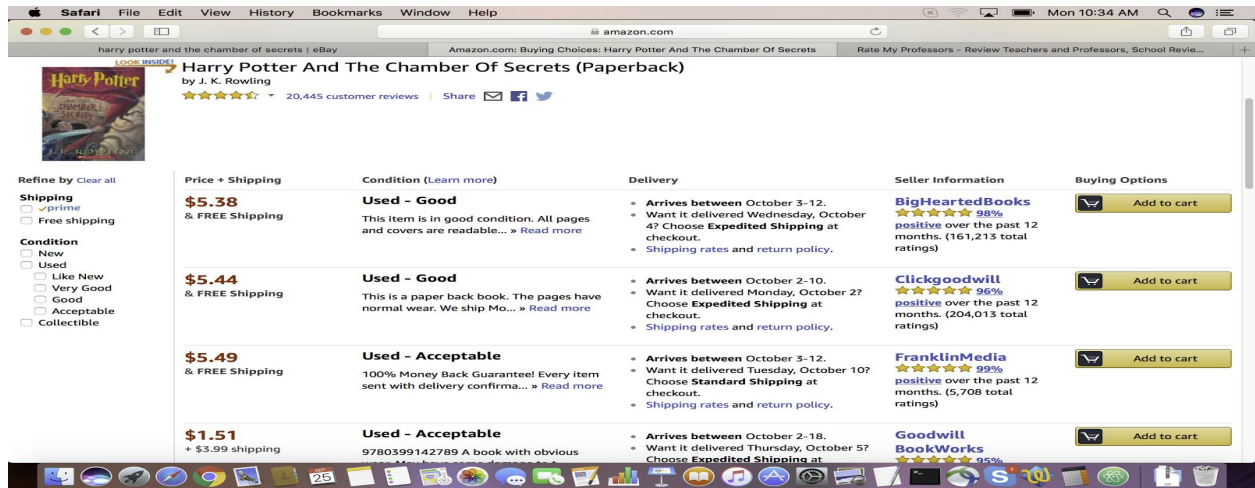
- Ebay
- Amazon
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Feature 1 Categorizing

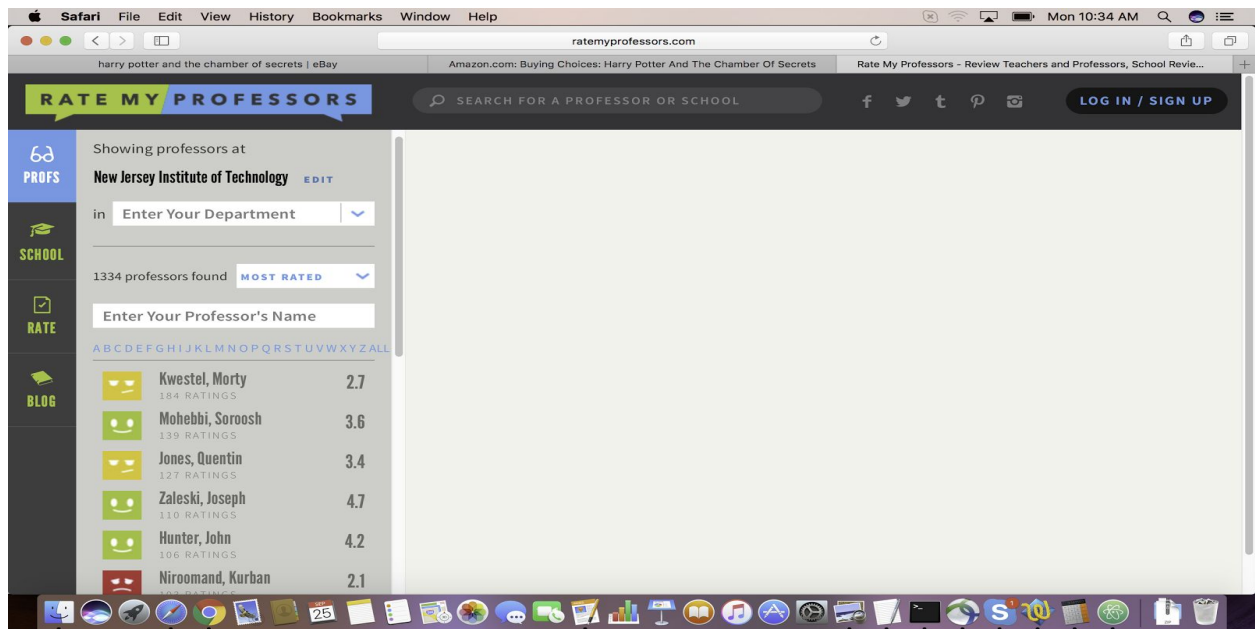
Information should be categorized. Categorized data helps the user to quickly look for information relevant to his/her need.



Ebay - Same product is listed by different sellers and is displayed in the form of list (No categorization)



Amazon - Same product is being sold by different sellers and all are displayed under the respective product.



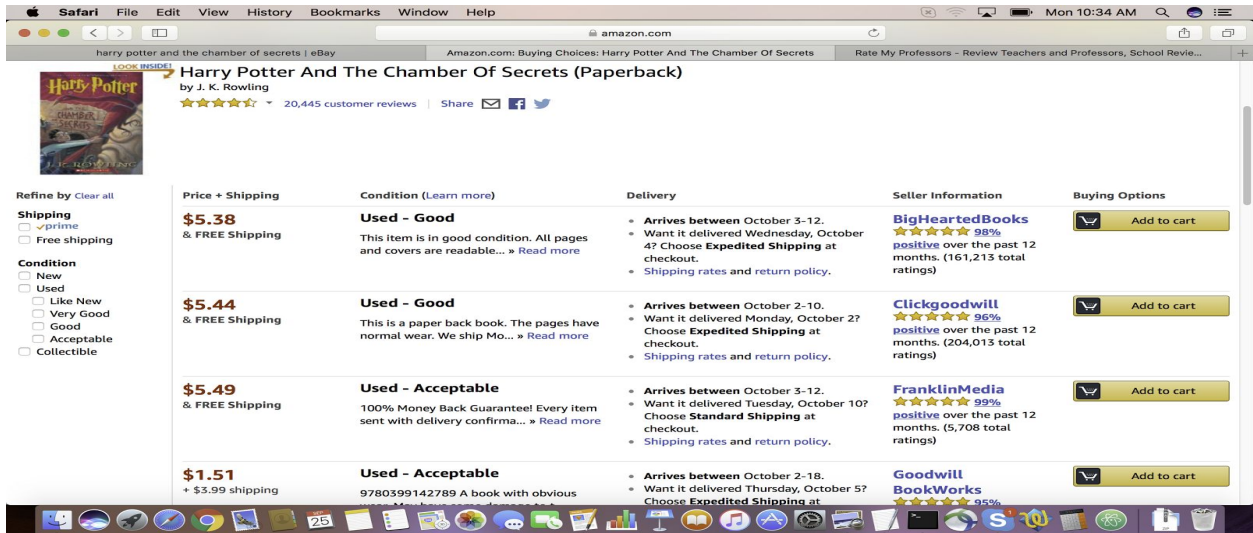
Rate My Professor - Professors are displayed in a list according to college and department.

Feature 2 Lists/Grids/Tables

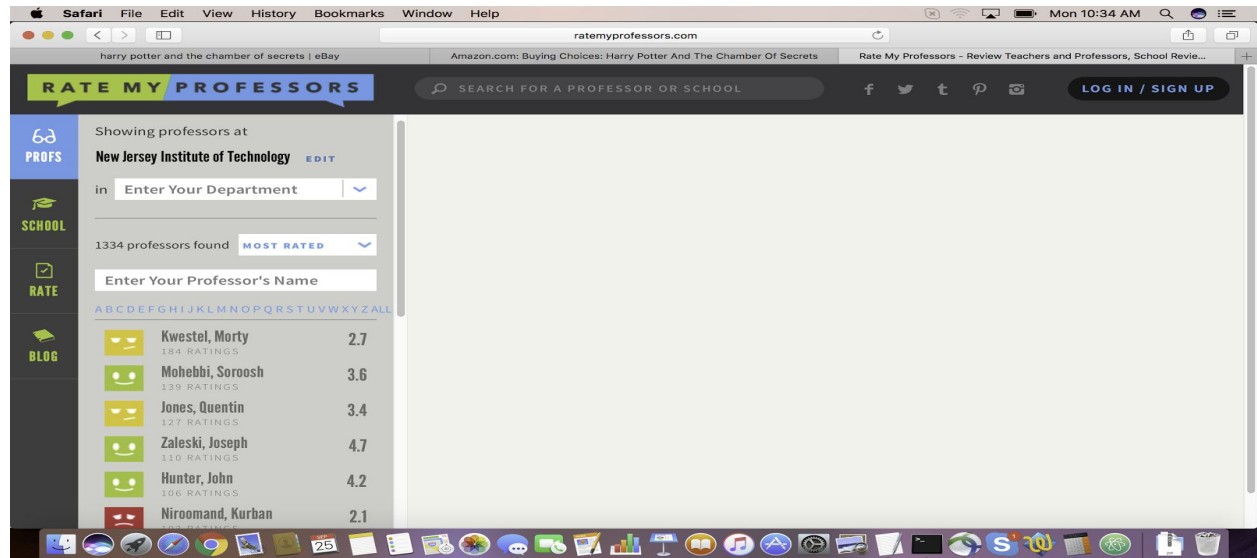
Displaying categorized information in the form of lists/grids/tables is more informative and visually pleasing.



Ebay - Sellers are displayed in the form of list



Amazon - Sellers are listed in a tabular format



Rate My Professor - Professors are displayed in the form list

Claims for the presenting information

Pros:

- If information presented is easy to interpret and engaging it will hike users interest in the site.
- Categorizing data and displaying it in a proper format helps the user to quickly retrieve the information he/she needs thus helping in making the user happy.

Cons:

- Presenting information is an important aspect but using too many graphics may in turn reduce the user understanding.
- It is difficult to find a balance between displaying information in a simple yet attractive manner.

Approach: Suggestions

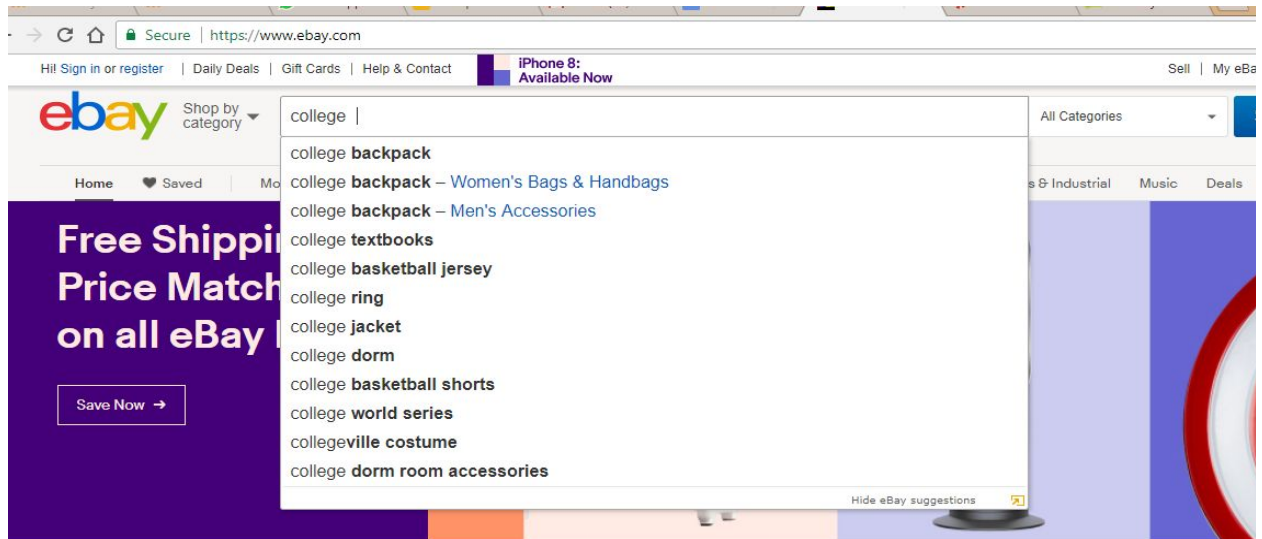
Suggestions help the customer to look for relevant product/service/person easily and quickly

Relevant apps/websites:

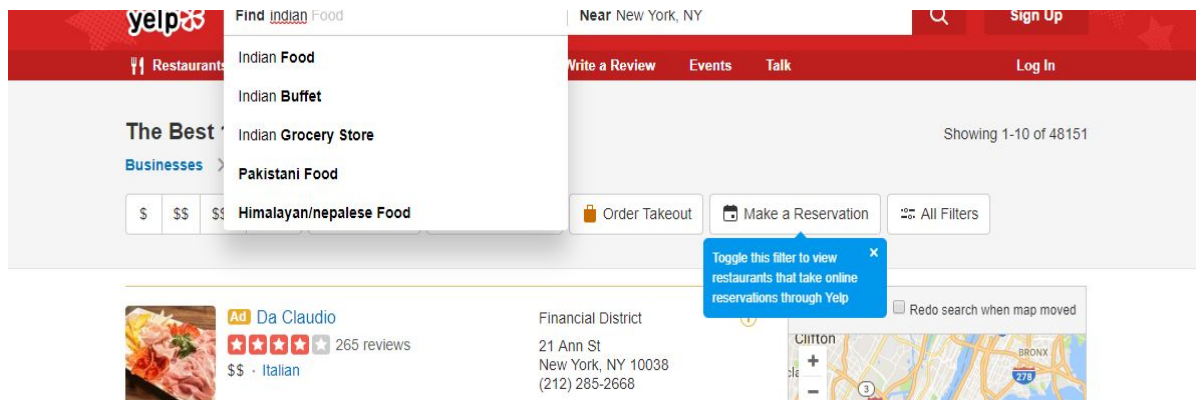
- Ebay
- Yelp

Feature 1 Intuitive search

Suggesting the users a list of all the possible searching words while he starts typing.



Ebay - Providing suggestions to the word that customer searched



Yelp - Providing suggestions to the word that customer searched

Feature 2 Recommendation

Recommendations helps the customer to select a product/service/person they are not looking for but might be helpful.

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Browse related
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Ebay - Giving related products link

This restaurant is gorgeous. I have to make special mention though of the hostess who is named Nadira. What a friendly woman. I was passing by and was taken by the look of the place... [read more](#)

Page 1 of 100 1 2 3 4 5 6 7 8 9 Next >

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Related Talk Topics
 **Indian food**
 Can anyone recommend an Indian rest..in NYC with an upscale vibe..what I've been finding is mom and popish places.. Nothing grown and sexy..great...
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 So, the husband and I are planning our second trip to your great state. The food stand thread is helpful, we are falafel lovers. But Indian food is...
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Yelp - Giving links to the pages and list that relates to the customer's search topic

Claims for Suggestions

Pros:

- Increase user experience, because the user gets to see all related contents easily.
- User can easily enter the words he is searching for, without much typing.
- Avoid typos.

Cons:

- Too many suggestions can confuse the user
- Suggestion might lead to wrong pages that user is not interested in.