ReviewIt

First World Problems (FWP)

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Pain point:

We found there wasn’t a centralized review site where we could review any object, place or experience and follow reviewers.

We created a site where a user can search for and/or post reviews on anything they like and if they find a reviewer’s posts helpful, they can follow that reviewer to be updated on any new posts by that reviewer.

Target Audience:

Any consumer with access to a computer.

Scale of Users:

Since anything can be reviewed, the more users, the better.

Scope:

International

Key Features:

-          Users can create an account and post a review.

-          Users can search for keywords or other users.

-          Anyone with an account can create a review for anyone to see.

-          Users can subscribe to other users to easily find their reviews.

ReviewIt allows users to subscribe to other members to be notified when they post a review. Other such sites either allow users to post reviews on fixed categories or don’t allow users to follow other reviewers. We found these to both be important features as reviewers often post similarly themed/categorized reviews and ReviewIt brings these features together.