

Value Proposition: ReviewU allows users to view the positives and negatives of a product using Natural Language Processing, all within seconds.

User Experience

Scrape
Reviews/Search
For Items

Clean
Review
Data

Configure
NLP
System

Feature
Enhancement

Scrape Amazon
for reviews on
product

Filter out stop
words and
case
normalization

Separate positive /
negative reviews
using sentiment
analysis

An emoji is displayed
to represent general
sentiment of the
product, chosen out of
3 emojis (happy, sad,
neutral)

Skeletal

Create search
bar that displays
all reviews for
product

Stem +
Lemmitize raw
text

Display pain
points / pros of
product using
text
summarization

An emoji is displayed
to represent general
sentiment of the
product, chosen out of
6 emojis (happy, sad,
neutral, frustrated,
bored, love)

MVP

As user types,
provide autofill
suggestions

Reviews made
by bots are
filtered out

Similar
products are
suggested to
user using ML
algorithm

Reach

The user can
view reviews
from sources
other than
Amazon

Importance