CS-546B Final Project Proposal: ReviewSphere

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**Introduction**

In a digital landscape overflowing with options, the pursuit of trustworthy, personalized recommendations has become paramount. Our web application: ReviewSphere is a game-changer in the world of service exploration, offering you the ability to query and evaluate businesses based on your unique demography and preferences. We're reshaping the way you assess services by putting your network at the center of your choices.

Our platform operates on a groundbreaking principle – personalization. Unlike traditional review platforms that rely on global assessments, we customize our ratings and rankings to suit your specific group and preferences. It's a journey through the world of services that's uniquely yours, guided by the experiences and preferences of those closest to you.

Picture this: you're searching for the ideal place to dine in Hoboken. Global reviews may be informative, but do they truly reflect your individual tastes? Imagine a platform that curates recommendations based on what your friends find delightful. It's a dynamic ranking system rooted in the preferences of people who share your background, interests, and location.

Our approach eliminates the issue of fake reviews. We prioritize the opinions within your network, not those of a business owner's friends. This creates a compelling incentive to use our platform because, ultimately, trust is built on the insights of those you know best.

**Core Feature**

1. User Creation and Authentication:

* Users can create accounts with demographic information such as sex, age, and name during the signup process.
* Authentication mechanisms will be implemented to ensure the security of user accounts and data.

1. User Profile Management:

* Users can create and manage their profiles, including editing, updating, and deleting their information.
* Profiles can include follower and followee relationships, allowing users to connect with others on the platform.

1. User Reviews:

* Users can post reviews for various categories of businesses, providing detailed descriptions and the option to add pictures to their reviews.
* Reviews will include a rating system to gauge the quality of the service.

1. Users Feed:

* Users can view a feed of recent reviews from those they follow, keeping them up to date with their connections' activities.

1. Review Search and Comment

* Users can search for reviews using filters, including business category, business name, location, and demography (age, sex etc.).
* User can select the scope of the search, do they want a global review or a personalized review based on reviewers in their network
* Search results will be sorted by ratings, allowing users to find the most highly rated reviews.

1. Review Comment Section:

* Users can comment on reviews posted by others, fostering engagement and discussions within the community.
* The ability to react to reviews with thumbs-up and thumbs-down will be available.

**Extra Feature**

1. Google Maps Integration:

* Business locations provided by users can be integrated with Google Maps, making it easy for users to locate and explore reviewed businesses.

1. User Points and Rewards:

* A points and rewards system will be implemented to incentivize users to post more reviews. Users will earn points or badges based on their activity on the platform, such as posting reviews and receiving positive reactions.

1. Review Weighting Algorithm:

* An algorithm will be designed to assign appropriate weights to reviews based on user reactions (thumbs-up/thumbs-down).
* Reviews with higher positive reactions will be prioritized, ensuring that the most helpful and accurate reviews are prominently displayed.

1. Report Inappropriate Review:

* Users can report reviews that are inappropriate or violate community guidelines. A moderation system will review reported content and take appropriate actions.

Link: [GitHub](https://github.com/nilayanurag/CS546-Final-Project)