

Final Project Proposal

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Problem Statement

How can we help people who need to buy milk **to** have a one-stop understanding of the industry information, brand introduction and relevant evaluation **so that they can** buy the milk they like?

Pain Points

Don't know what kind of milk to buy.

Hard to find the ideal product.

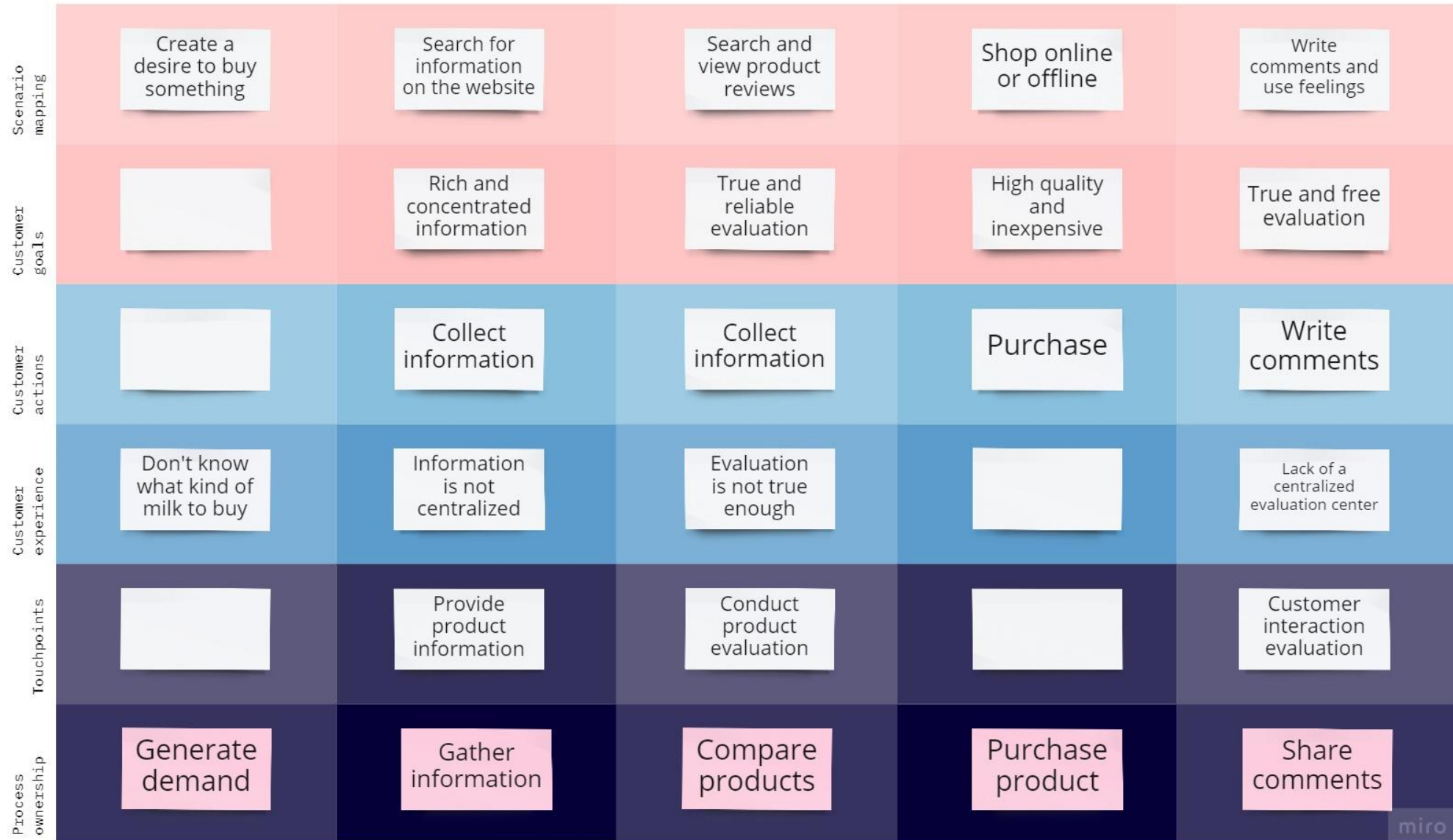
Information is not centralized.

Take time to compare different products.

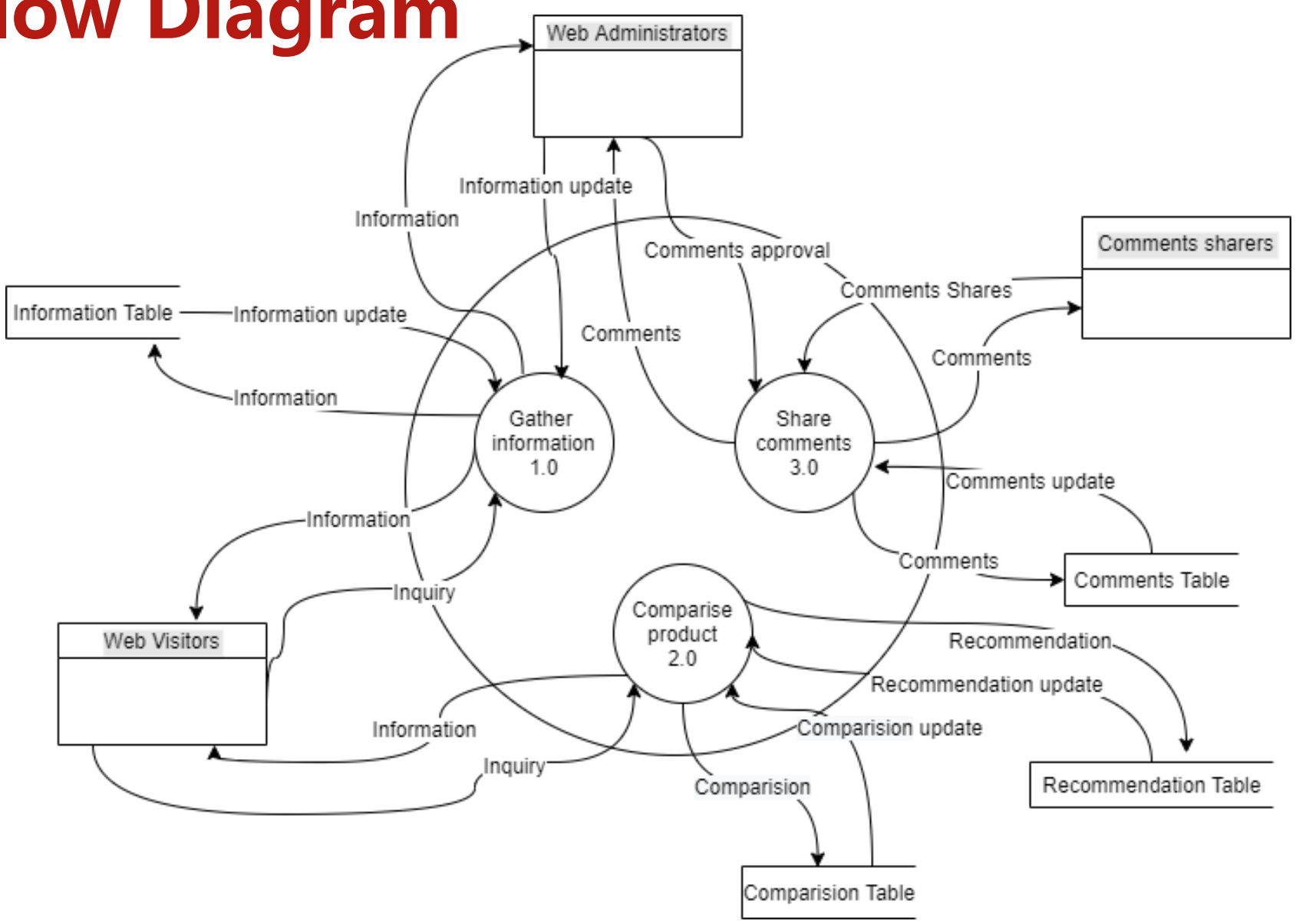
Product evaluation is not true enough.

Lack of a centralized evaluation center.

Customer Journey Map



Data Flow Diagram



Key Data Views

行业资讯

Industry Information

品牌介绍

Brand Introduction

测评结果

Evaluation Results

产品推荐

Products Recommended

用户评论

User Comments

Entity-Relationship Diagram

Information Table 1	
PK	行业资讯
FK	国内资讯 国外资讯

Information Table 2	
PK	品牌一览
FK	国内品牌 国外品牌

Comparision Table	
PK	良心测评
FK	品牌 名称 国家 产地 保质期 规格 购入价格 试喝评分 用户评论 ++

Recommendation Table	
PK	优品推荐
FK	牛奶种类 (纯牛奶、水牛奶) 地域宝贝 (新疆、青海) 年龄区分 (儿童、学生、老人) 减肥必备 (低脂奶、脱脂奶)

Comments Table	
PK	用户评论
FK	用户ID 推荐星级 具体评论

