Prototype Document: Rebooted Axis

# in-depth features

* **User Verification and Reputation System:** Implement a strong verification system for both businesses and customers to ensure the credibility of reviews. Establish a reputation system that rewards active and responsible users with higher credibility, adding a layer of trust to the platform.
* **Machine Learning for Fraud Detection:** Utilize machine learning algorithms to detect fake or malicious reviews.
* **Solution it provides** This could help maintain the integrity of the platform by identifying and flagging suspicious activities and the risk of fake reviews.
* **Visual Content Sharing:** Allow users to upload photos and videos related to their experiences, adding a visual dimension to the reviews.
* **Solution it provides** This can help businesses better understand customer feedback.
* **Collaborative Problem Resolution:** Create a platform for businesses and customers to collaboratively resolve issues.
* **Solution it provides** This could include a private messaging feature where businesses and customers can communicate directly to address concerns.
* **Analytics Dashboard for Businesses:** Provide businesses with a comprehensive analytics dashboard that highlights trends in customer behavior, allowing them to optimize their offerings and operations.(ex: having an event and requiring hotels)
* **Localized Recommendations:** Incorporate location-based recommendations for customers, suggesting nearby services with high ratings based on their preferences and past interactions.
* **Integration with social media:** Enable users to share their positive reviews on social media platforms directly from the app, increasing the app's reach and user engagement.
* **Feedback Loop:** Create a feedback loop for businesses to improve their services based on customer reviews. Businesses could respond to feedback and showcase the improvements they've made.
* **Transparent Moderation System:** Implement a transparent moderation system that outlines how reviews are curated and managed, ensuring fairness and openness in the review process.
* **Collaboration with Industry Associations:** Partner with industry associations to gain credibility and support for your platform. This could help in spreading the word among businesses in the service sector.
* **Localized Cultural Sensitivity:** Consider incorporating cultural and regional sensitivities into the app's design and guidelines to ensure that reviews and interactions are respectful and culturally appropriate.
* **Data Privacy and Security Measures:** Emphasize strong data privacy and security measures to ensure that both businesses' and customers' information is well-protected.

*Find attached the Figma link for our prototype:* <https://www.figma.com/file/y6JLoa4xjjdTctpPaSXOah/Amazon-x-WIE-Project-Prototype?type=design&node-id=0-1&mode=design&t=MWmMfSk9rlRohVY2-0>

*Find attached the Demo video of our Prototype:*

<https://drive.google.com/file/d/1V82stnR05PYP1t5JA8grKyfFskRzhm6g/view?usp=sharing>

The following features will be visualized on a prototype created vis Figma. We also presented this prototype to Mickael during one of our meetings. Bear in mind the process is iterative, and the prototype might be subjected to change in the following weeks. Foe more details, check the course of action in the progress document.

## Main Goal: Framing the problem

The problem we are trying to solve is a gap we have identified in the market. More often times, there is a gap in information between customers and businesses. Customers know substantially a lot about the “persona” of a business, the services they offer, how customer friendly the staff is, and many more. A business’s reputation spreads quickly. The main reason behind this is the customer orientation the market has taken in recent years. Businesses frequently rely on customer reviews to improve the customer experience and tailor their services to the market’s need.

The opposite isn’t necessarily true. While it is true that businesses study the demographics and main characteristics of their target market, they still cannot predict their customers’ behavior fully. Many industries such as the restaurant industry, car rentals as well as hotels and apartment rentals are prone to customer induced damages which are unpredictable often times. The information firms have is not enough to predict their customer’s behaviors. Businesses are not aware of patterns of behavior that have happened in other similar institutions because that information is highly valuable and can help establish competitive advantage.

However, if destructive patterns and behaviors pf customers were detected and shared, businesses could save substantial damage charges. Charges could involve labor force, capital and even repair and maintenance. Car rentals for example face many damage and maintenance costs. Restaurants might lose customers due to negative reviews given by biased customers. In a sense the review might not actually reflect the business’ work ethic and might be subject to bias. Our aim is to eliminate that bias created by customer reviews.

In the case of a ‘bad’ customer in the hotel industry there are potential repercussions. A customer might damage furniture. If accidents were to occur, such a customer would be less likely to report it to avoid sanctions. Such a customer might not respect rules ( i.e.: Smoke in non-smoking rooms). In turn this could ruin the customer experience of a customer checking in after. This could increase the probability of false damage accusations and increase maintenance costs in hotels.

What if hotels could know the patterns of behavior their customers exhibit in other firms. Wouldn’t that help them make informed decisions and take more precautions? They could also predict their estimated costs more accurately. This can also exhibit whether customer reviews are accurate or not, saving businesses from false reviews that do not reflect the quality of their services.

## Revolutionizing customer reviews: Our solution

**What if businesses could review their customers?**

That is the question we asked ourselves when were coming up with our solution. If businesses could rate their customers, we could potentially get a whole new perspective of the service in question. Instead of getting an overview of the customer experience, we are gaining access to the ‘Business experience’. In other words, we are giving businesses the chance to express how the service experience was. Did the customer make it difficult? Was the customer biased? Did they have a hard time serving the customer? How were the employees involved treated?

Our solution was a booking app. The booking app is separated into three sections: Car rentals, Hotels and apartments, and restaurants. Each section has a review page. The twist here is that a business is allowed to rate the customer’s reviews and reply to reviews. This would work in such a way that a customer would get ratings as well. For example, if a customer is rated 4 stars by other businesses, a manager would know that this customer is pleasant and won’t make it more difficult or cause any complications. Let’s say another customer was rates 2 stars, businesses would get an idea what type of person is booking in their premises. Likewise, let’s say for example that this individual gave a bad review, his/her rating would reflect the reliability of the review.

This provides full transparency and allows a chance for businesses to avoid complications related to “bad: or unreliable customers.

## Who are our competitors?

**This idea has already been implemented in Airbnb.**

Hosts can review their guests by implementing star ratings and writing a conditional review. They answer questions like the following: “Did it go smoothly?”, “Would you host them again?”.

It is true that this idea has been implemented, however, not to all service industries. It is limited to Airbnb guests only. Implementing reverse reviewing on a larger scale could give businesses an idea of how new customers have behaved in similar institutions in the past by using this booking app and checking the reviews others have given them. This quite simply revolutionizes the service industry.

Our **added value** here is that we offer firms a chance to get information outside the scope of their organization. That is information that is not currently easily accessible. The behavior of customers in previous firms allows businesses to make informed decisions.

Large competitors include **Toters**. They also provide booking services, but they do not have the double reviews feature and they mainly focus on food and delivery services. We mainly focus on the service industry and on bookings rather than delivery. We have to consider people’s incentive to go out rather than order in. We could also expand and provide delivery services at some point.

One key issue is that people can also just call and book rather than using a mobile app. In order to overcome this difficulty, we decided to incentivize customers who book frequently from our app.

## Business strategy in brief

Moreover , for short term progress we are looking into using social media to invite businesses to join our app. Providing customers through local 0 cost advertising is the first step of customer acquisition. We will start by sharing the app with students in university groups (4k members approximately) . This approach would attract businesses to start using ‘ReviewME’. Once business acquisition has been completed, we can promote the app to customers or a more general audience.

The next step would be collecting business insight. Afte collecting insights we might incur changes. This would constitute a constant improvement iterative process. After using the remarks of businesses, we would use their reviews of the app overall, in order to promote the concept to giants of the service industry.

Eventually, if the market picks up on the idea and adopts the mobile app, eventually ads would become paid, and using the app would require a subscription for premium features. The essence of the app, which is the rating of customers, will always be visible to everyone no matter what. However, in the long run, detailed reports of customers and business insights would require a gold membership. We are focusing on the limited version of the app for the moment.

## costs and constraints

The cost is still unclear for now. Cost breakdown would include the development of the app itself, and in the early stages of operation ad revenue would be low because as presented in the business strategy, we will offer free advertising to recruit businesses first.

We would have to factor in the starting cost, which includes development, and promotion costs at the beginning of market exposure.

One main constraint is that the review feature is still very limited. That is the case because his is the preliminary version of the app. If it were to progress and get integrated into the market, we can think of methods to get more data while maintaining the app’s simplicity. We could even integrate data analysis and create a database which would make market research much easier. That however and plans on the long run. Some limitations are data privacy issues and unwillingness of businesses to share data with competitors. However, this revolutionary concept makes data accessibility a strength rather than a weakness.