



ISE - 2

HUMAN COMPUTER INTERACTION



• 22510064
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E-Commerce Customer Feedback Analysis using Audino AI

- Domain: E-commerce
- Tool: Audino AI (Content AI)
- Subject: HCI



Problem Statement


- **E-commerce platforms like Amazon and Flipkart receive massive volumes of customer feedback through reviews, videos, and posts.**
- **Manually analyzing these reviews is time-consuming and prone to human bias.**
- **The aim of this project is to automatically extract and analyze customer sentiments from a YouTube product-review video using Audino AI's Content AI feature, and present the insights as an interactive user-feedback prototype.**

Objective :

- **Collect real-world customer review data (YouTube video).**
- **Use Audino AI Content AI to generate automatic feedback summaries.**
- **Evaluate overall customer satisfaction for decision-making.**



Video

- Selected Video:
-  Samsung Galaxy Review Video
- <https://youtu.be/3i1OB6wKYms?si=bhl12Imqgo7BBkMF>





Steps

1. Open audino.ai
2. Select Content AI → YouTube Video
3. Paste video link & analyze
4. View summary, sentiment, and keywords
5. Build PPT prototype with results



Author:

Publish Date: Invalid Date

Uploaded 13 minutes ago by 22510064 HERWADE PARSHWA PRAVINKUMAR

Tasks Overview

● Requesting Chapters and Summary for the Requested Video completed

Audino Generated Summary:

● English



New powerful processor enables seamless AI integration for personalized tasks and effortless interactions. Enhanced gaming, improved camera, high-quality videos, customizable sound studio for a new universe of possibilities.

Audino Generated Chapters:



Title: "The Fusion of Intelligence and Power: Revolutionizing the Digital Universe" 0:00:00

Title: Unleashing the Power of Seamless Integration and Enhanced User Experience 0:01:15

Title: Unleashing the Power of the Next-Gen Pro Visual Engine 0:04:21



Activity



22510064 HERWADE
PARSHWA PRAVINKUMAR

a minute ago

commented

How gHow is the gaming experience
describedood



Audino commented

a minute ago

The gaming experience is described as
having all the new power in your hands,
allowing you to go further on every
quest. It offers smoother gameplay,
longer battery life, and a revolutionary
cooling system that lets you level up
without heating up. Additionally, the
next-gen Pro Visual Engine provides
extraordinary detail from every angle,
rich color expression, and incredible



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PRAVINKUMAR

a few seconds ago

commented

Is the battery performance good



Audino commented

a few seconds ago

Yes, the battery performance is
mentioned to be longer in the context
provided, allowing for smoother
gameplay and longer usage without
heating up.

Activity



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PRAVINKUMAR

a few seconds ago

commented

Overall, is this review positive or negative
Ans is it worth buying



Audino commented

a few seconds ago

Based on the context provided, the
review is overwhelmingly positive about
the features and capabilities of the
product being described. The review
highlights the powerful processor, AI
capabilities, seamless integration of apps,
enhanced camera features, improved
gaming experience, and overall user-
friendly design. It emphasizes the idea of



PROTOTYPE



E-Commerce Customer Feedback Analysis using Audino AI

Paste YouTube Review Link here

Analyze



E-Commerce Customer Feedback Analysis using Audino AI






**Analyzing video content...
“Extracting feedback using Audino AI
(Content AI Feature)”**



AI-Generated User Feedback Summary"

New powerful processor enables seamless AI integration for personalized tasks and effortless interactions..."

| Sentiment | Percentage |
|--|------------|
|  Positive | 78% |
|  Neutral | 15% |
|  Negative | 7% |

4.5 / 5  



Review Chapters (from Audino AI)

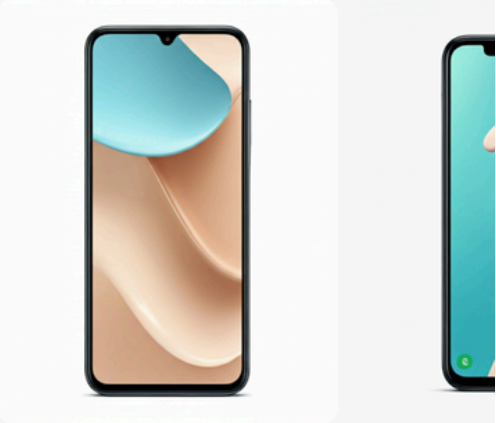
The Fusion of Intelligence & Power – 0:00
Seamless Integration & User Experience – 1:15
Next-Gen Pro Visual Engine – 4:21

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←

S25 Ultra



Samsung S25 Ultra

Experience the future with the Samsung S25 Ultra, featuring a revolutionary camera system, enhanced processing power, and a stunning display.

Specifications

| | |
|---------------------|-------------------|
| Display | Camera |
| 6.9" Dynamic AMOLED | 200MP Quad Camera |
| Processor | Storage |
| Snapdragon 9 Gen 4 | 256/512GB/1TB |
| Battery | Color |
| 5500mAh | Phantom Black |

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Feedback Summary

Audino AI Insights

Here's what people are saying about the S25 Ultra.

Fusion of Intelligence & Power

Seamless integration of AI with powerful hardware enhances user experience.

Seamless Integration

Highly valued for creating a cohesive ecosystem with other devices.

Next-Gen Pro Visual Engine

Positive feedback for stunning image and video processing capabilities.

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Feedback

How was your shopping experience?

4.5

★★★★★

120 reviews

5

40%

4

30%

3

15%

2

10%

1

5%

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←

Thank you for your feedback!

Your insights are invaluable to us as we continue to improve the product.

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THANK YOU