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HUMAN COMPUTER INTERACTION (ISE-2)
Final Year B.Tech – Computer Science and Engineering
Title: Interactive User Feedback Prototype using Audino AI
Domain: E-Commerce – Shopping Experience Feedback
Tool Used: Audino AI (Content AI Feature)
Prototype Built Using: Canva

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1. Problem Understanding

In today's e-commerce world, customer experience and product reviews play a crucial role in influencing purchasing decisions. However, users often face challenges in analyzing long review videos or feedback content to quickly understand public opinion about a product.

This project aims to design and develop an interactive user feedback prototype using Audino AI, which automatically processes video reviews and provides summarized insights and user-friendly feedback through an interactive interface.

For this implementation, we focus on the E-commerce domain, specifically analyzing a Samsung smartphone review video to extract user sentiments, summarize the main feedback points, and allow interactive question–answer exploration of the insights.

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2. Design and Implementation

Feature Used:
Audino Content AI – It processes public multimedia content (YouTube videos, etc.) and automatically generates summaries, chapters, and topic insights using AI-based speech and text processing.

Implementation Steps:

1. Input Video Selection
   A YouTube review video was selected:
   Samsung Galaxy S25 Ultra Launch
   Link: https://youtu.be/3i1OB6wKYms

2. Processing with Audino Content AI
   The video was uploaded to the Audino AI platform, where the Content AI feature analyzed the audio and visual content to generate the following output:

Summary:
"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."

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

3. Prototype Design (Canva)
   The interactive feedback prototype was built using Canva, simulating a user interface of an intelligent feedback assistant.

Prototype Screens:

- Screen 1: Home / Input Page – Allows user to paste a YouTube review link and click "Analyze Feedback."

- Screen 2: Analysis Progress – Displays "Analyzing video using Audino AI..." animation.

- Screen 3: Results Dashboard – Shows summary, sentiment analysis chart, and key insights.

Example sentiment breakdown:
Positive: 78%
Neutral: 15%
Negative: 7%

- Screen 4: Chapters & Highlights – Displays automatically generated chapter titles and timestamps.

- Screen 5: Interactive Q&A Page – Allows users to ask questions such as:
  "What did the reviewer say about the camera?"
  "Is this phone worth buying?"
  "How is the gaming performance?"
  and receive AI-based responses derived from the analyzed content.

The UI was designed with a clean layout, clear typography, and interactive navigation using linked buttons in Canva.

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3. Usability Evaluation

The usability of the prototype was evaluated based on HCI principles as follows:

Learnability: Easy to use with clear navigation labels such as "Analyze Feedback" and "View Insights."
Efficiency: Results are displayed quickly with minimal steps (3 clicks to insights).
Memorability: Consistent color theme and button layout help users remember the flow.
Satisfaction: Interactive chat-like Q&A makes users feel engaged and in control.
Error Prevention: Simple UI avoids confusion — only one input field and limited navigation options.

Overall, the prototype offers an intuitive and engaging user experience, allowing non-technical users to easily understand AI-generated insights from product reviews.

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4. Report Quality

This report documents the end-to-end process — from problem identification, tool usage, and prototype development to usability evaluation — clearly and systematically.

All visuals and UI components in Canva were aligned with HCI design principles of simplicity, feedback, visibility, and consistency. The project successfully demonstrates how AI-driven tools like Audino can be integrated into interactive e-commerce feedback systems.

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5. Conclusion

The developed prototype effectively showcases how Audino AI can automate and simplify the extraction of feedback insights from online content. By combining Audino's Content AI with a user-friendly Canva interface, we created an engaging, interactive system for analyzing customer sentiment in e-commerce.
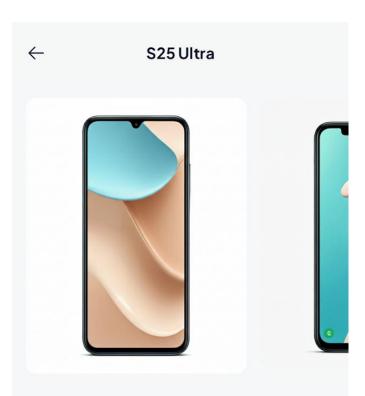
This system can be extended for:

- Automated brand sentiment tracking

- Product comparison feedback

- Real-time customer support intelligence

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6. Screenshots to Include in Report

7. Screenshot of Audino AI Output (summary & chapters)

8. Canva prototype screen (Home, Dashboard, Q&A)

9. Sentiment pie chart screenshot

10. Interactive chat example

7. References

Audino AI Official Site – https://audino.ai
YouTube Review Source – Samsung Galaxy S25 Ultra Launch
Canva Prototype Tool – https://www.canva.com

PROTOTYPE :

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

Add to Cart

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

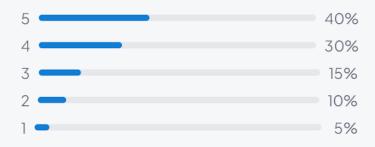Positive feedback for stunning image and video processing capabilities.

Home   Shop   Cart   Account

How was your shopping experience?

4.5

★★★★★

120 reviews

5 ████████ 40%
4 ██████ 30%
3 ███ 15%
2 ██ 10%
1 █ 5%

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Submit Feedback

Thank you for your feedback!

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

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