

Good4U Product Review and Rating System

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Abstract

Online shopping has brought much more convenience to consumers. However, due to the facility of online resource, the majority of consumers are relying on product reviews before decision-making. Good4U is a product review and rating system which builds upon Web Content Management System architecture (WCMS). The system showcases a handful of features which allows users to easily find the right product. The concept is transferring traditional online shopping site to a community-based viewing site to gain more customer retention.

Two interface designs and functional implementations for user and admin have been accomplished. In order to create static and dynamic web pages with a linked database, the kit of web development tools should focus on HTML, PHP, JavaScript, CSS and MYSQL. The data and attributes are designed as sample data for demonstration purposes.

Agile method is conducted for an incremental and iterative approach. It can be especially beneficial in situations where the end-goals of projects are not clearly defined. Good4U, indeed, is a prototype project at this stage and learning curve of this project is also accelerated during incremental process.

Overall, Good4U has fulfilled the features of project scope within the three-month period. However, it might be a better idea to add the set of features to integrate with web content using access methods provided by the WordPress API in the future.

Attestation

I understand the nature of plagiarism, and I am aware of the University's policy on this.

I certify that this dissertation reports original work by me during my University project except for the following:

- The features of Get Satisfaction software in Section 2.1 were largely taken from [23]
- The disadvantage of WordPress plugins were taken from [2]

Signature

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