

Good4U

Product review and rating system plug-in

For e-commerce website which sells commercial products

Developer: Ellen Aiping Mao

Business logics

- ▶ Works as an e-commerce website plug-in
- ▶ Encouraging users to rate products and share their ratings with their friends on social networks
- ▶ Review tools are practical for everyone to get satisfied products
- ▶ Users' option to filter review ranking
- ▶ Drive traffic and increase conversions for e-commerce website
- ▶ Works with other plug-in such as SEO

Facts behind online reviews

- ▶ 70% of customers consult reviews or ratings before making a final purchase. ([PeopleClaim](#))
- ▶ 63% of consumers are more likely to purchase from a site if it has product ratings and reviews.
- ▶ 67% of consumers read 6 reviews or less before they feel they can trust a business enough to make a purchase. ([MarketingProfs](#))
- ▶ 80% of consumers have changed their mind about purchases based on NEGATIVE information they have found online. ([ReputationAdvocate](#))
- ▶ On average, 75 percent of reviews posted on review websites are positive, and 71 percent of consumers agreed that reviews make them more comfortable that they are purchasing the right product or service.

Source: <http://www.shopify.co.uk/blog/15359677-why-online-store-owners-should-embrace-online-reviews>

Why plug-in

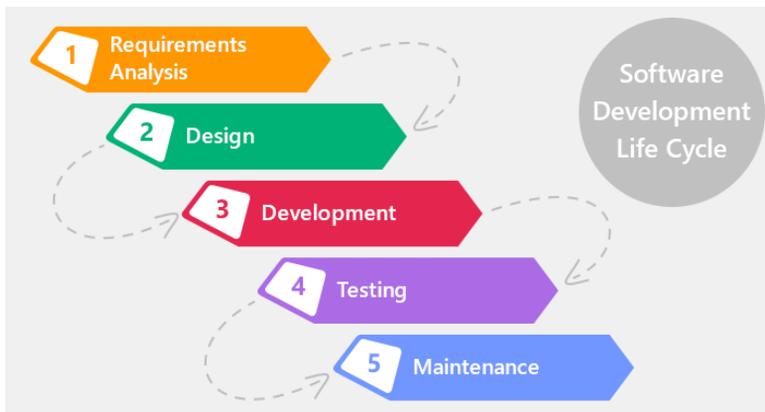
- ▶ Personalized add-on function without change the original e-commerce system
- ▶ Cross platform on any e-commerce website
- ▶ Works with numerous other plug-in such as SEO
- ▶ Data controlled



Technical tools



System development life cycle



Demo 0 -Admin control panel

Admin Page

Username:

Password:

Type:

Admin panel

[Add](#) [Delete](#) [Update](#)

First Name	Last Name	Register date
ellen	mao	2015-06-15
david	caims	2015-06-15
harvey	nicolas	2015-06-16
michael	kors	2015-06-16
ketty	moss	2015-06-17

Demo 1 -Filter ranking

logo

Good4U-We here to review your products

[Home](#) [Overall score search](#) [Recommended score search](#) [Feedback page](#)

Search for:

Overall score search

Overall score: ▼

[Sign up](#) [Login](#) [About us](#) [Contact us](#) [Feedbacks for us](#)

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Demo 2

-direct to purchase site

Good4U-We here to review your products

Home Overall score search Recommended score search Feedback page

Search for: Search Products

Product details with purchase link Found page



Title:total effects 7-in-1 anti-ageing moisturiser SPF15
Brand:olay
Purchase site:[amazon](#)

Demo 3

-Leave feedback

CUSTOMER REVIEWS
★★★★★ 110 Reviews

[Write A Review](#)

Select...

David C., Verified Buyer 08/30/14
★★★★★
THIS WATCH BLEW MY MIND HOLE!
Hey this black/ian model is everything i'd hoped for. I'd more. Now very hard to break up with my girlfriend on account on females throwing themselves at me constantly, but I also got a promotion at my job! In all seriousness though, i'm quite picky so having not tried this on before I bought it who knew the face? This watch is both c...[Read More](#)

Was This Review Helpful? 7 2

Tom W., Verified Buyer 09/10/14
★★★★★
FANTASTIC BUY, INCREDIBLE QUALITY FOR
Fantastic buy, incredible quality for the price!

Was This Review Helpful? 0 0

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Thank you!

▶ Any questions?