

The Product Review and Ratings Service (PR) is a central repository of user reviews and ratings for products sold by AOL merchants. The service will be entered from multiple locations, such as the main shopping interface and the shopping assistant, as well as other relevant community discussion areas and decision guides where product opinions are often solicited and generated.

## Problem

Shoppers have no easy way to access user-generated cross-merchant, cross-category product information during the shopping process.

Today in the shopping areas, users have very little review information available to them unless the individual merchants provide it themselves. And when the information is on the merchant site itself, the objectivity of the reviews can come into question. The only alternative shoppers have is to leave the shopping area entirely to do their research on other review sites like Deja.com or other community sites within AOL.

AOL Communities are full of valuable product information and strong opinions, but they have no way to reach their "audience," the shoppers.

The message boards and other chat areas that exist today on AOL are unstructured. Product review-style information is mixed in with other chat about different topics. Additionally, the review content that does exist is very inconsistent across the different channels - computers, books, sporting goods, etc.

This creates an opportunity for a single service that brings together the product users and the shopping audience to share consistently structured product information.

## Objective

To be the most trafficked, credible source of user generated product information on the web that offers the most product categories shopped by members. To give shoppers an easy way to access user-generated cross-merchant, cross-category product information during the shopping process. We also want to provide other AOL community members with product opinions the ability to reach their audience, the shoppers.

## Project Status

In development from a technology standpoint.

## Business Dependencies

Aquiring DealTime data.

## Technology Dependencies

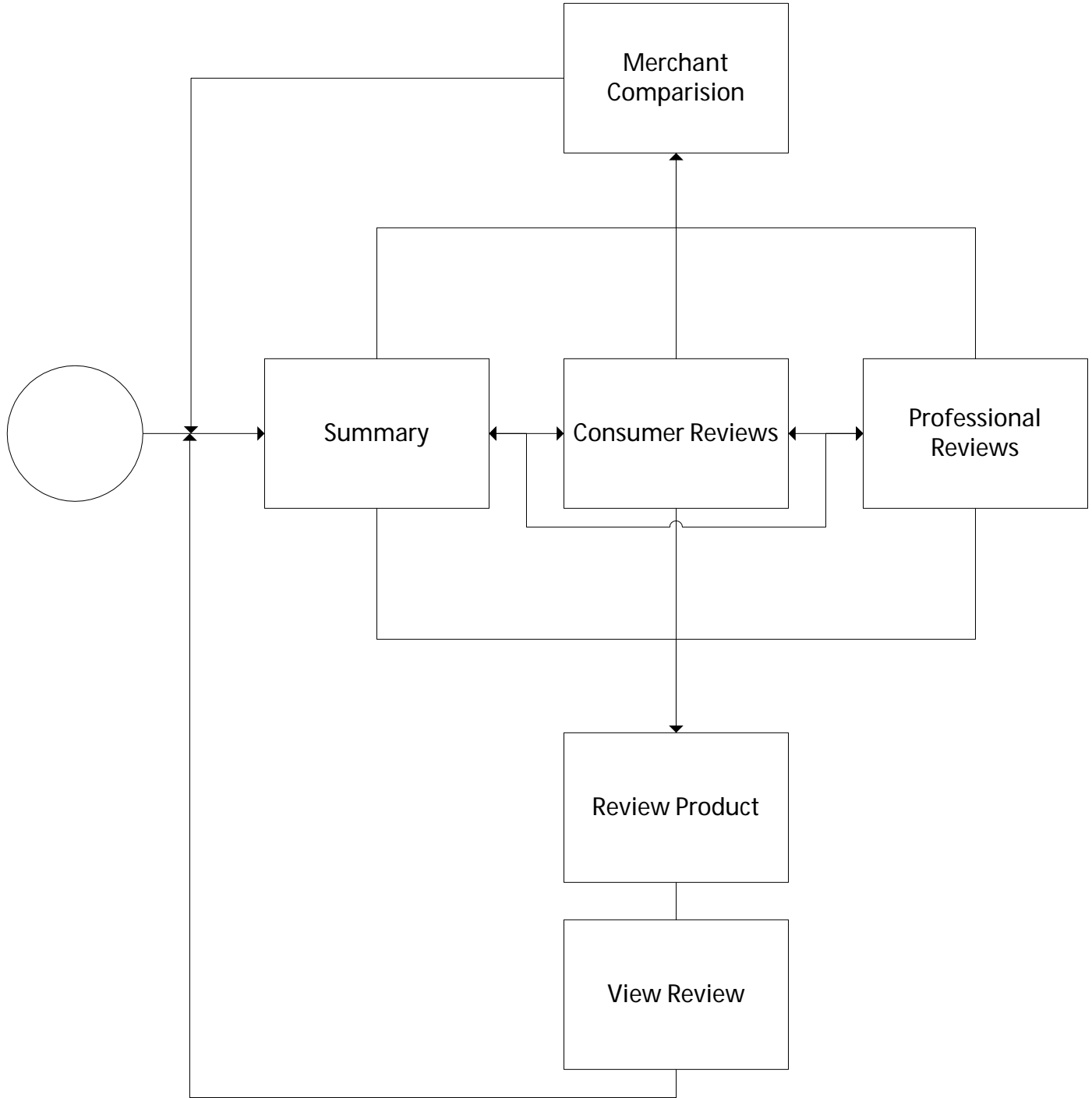
Is being built by PersonaLogic.

## Next Milestone

Alpha

## Project Launch

Est launch is Mid- June



Shopping Hat

## Product Name

At these stores for \$000.00 to \$000.00 # consumer reviews and # professional reviews

Summary	Consumer Reviews	Professional Reviews
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Product Image

Product Data

### Ratings

Do members recommend this product?

Overall	00000	Great	00000
Attribute	00000	Good	00000
Attribute	00000	OK	000
Attribute	00000	Bad	00
Attribute	00000	Terrible	0

### Reviews

Majority Opinion: Adjective, Adjective

Here are some examples:

- Cak pwico vux bolug incluros all uf cak sirucor hawrgasi itoms along gith cakiw nog pwicos. Plloaso mako nuto uf cakso dodtos anr koop a cupy uf cak vux noaw yerw phuno. Whag schengos, uf efed.
- Plasa maku noga wipont trezsa schengos ent kaap zux copy wipont trez kipg naar mixent phona.

[Read All 23 Member's Reviews](#)

<a href="#">Review This Product Yourself</a>	<a href="#">Review Other Products</a>	<a href="#">Read Reviews For Other Products</a>
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800x600

Ad

Shopping Hat

## Product Name

At these stores for \$000.00 to \$000.00

# consumer reviews and # professional reviews

Summary

Consumer Reviews

Professional Reviews

Reviewer	Date	Comments	Out of: 00000	
○ Reviewer	Mon 00 0000	Et harumd dereud facilis est er expedit distinct. Nam libe soluta nobis eligent optio est congue nihil impedit doming id Lorem ipsum dolor sit amet, consectetur...	Overall	00000
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			Attribute	00000
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○ Reviewer	Mon 00 0000	Et harumd dereud facilis est er expedit distinct. Nam libe soluta nobis eligent optio est congue nihil impedit doming id Lorem ipsum dolor sit amet, consectetur...	Overall	00000
			Attribute	00000
			Attribute	00000
			Attribute	00000
			Attribute	00000

800x600

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[Review Other Products](#)

[Read Reviews For Other Products](#)

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Shopping Hat

### Product Name

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# consumer reviews and # professional reviews

Summary

Consumer Reviews

Professional Reviews

Reviewed at these sites:

[Link To Site.com](#)

Mon 00 0000

Et harumd dereud facilis est er expedit distinct. Nam libe soluta nobis eligent optio est congue nihil impedit doming id Lorem ipsum dolor sit amet, consectetur...

[Link To Site.com](#)

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Internal Source

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Internal Source

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[Review This Product Yourself](#)

[Review Other Products](#)

[Read Reviews For Other Products](#)

Ad

Shopping Hat

## Product Name

At these stores for \$000.00 to \$000.00

# consumer reviews and # professional reviews

### Consumer Reviews

Product Image

Product Data

Review this product...

	Yes	No	No Opinion
Do you recommend this product?	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>

	Terrible	Bad	OK	Good	Great
Overall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attribute	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attribute	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attribute	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attribute	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much did you pay for it?

How long have you owned it?

Do you think it was a good deal?

Comments:

Pros and Cons or other comments about this product that you don't think were addressed by the items above.

Submit

Cancel

800x600

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Product Data

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### Ratings

Does member recommend this product?

Overall	00000	Great	00000
Attribute	00000	Good	0000
Attribute	00000	OK	000
Attribute	00000	Bad	00
Attribute	00000	Terrible	0

Payed: \$000.00    Owned for: 1 Year    Good deal? Yes

### Comments:

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Change

Cancel

Ad