

**College of Computer and Information Sciences  
Department of Information Systems  
IS 482 - Electronic Business  
Semester II, Academic Year 2013-2014  
Case Study**

**Customer Review Behavior in E-business Sites  
Review Methods Selection Criteria  
Customer Recommendation**

Customer review is any information posted by the website's visitors about people, sites, products, or services. Sometimes, it has a major influence on the customer decisions during their online surfing. Your task is to conduct a practical comparative study between two or more sites by choosing any review method. The group is required to do the following:

- 1- Identify the customer review methods that commonly used in the e-business solutions and you have a plan to use it in yours. Examples: feedback, rating, like, watch list, wish list, etc..
- 2- Identify some popular websites that use this review methods.
- 3- Compare between the customers review results in those sites regarding some specific products or services they provide. Give some findings.
- 4- Identify your selection criteria for a review method. Apply them for your business to justify your selection.
- 5- Compare the website recommendations/suggestions by using the same customer behaviors on two sites
- 6- Design your own model how to give a good recommendation based on the customer history or review. This model must be applicable to your e-business solution. In addition, it may be used in designing your solution.