

# Amazon Reviews Interactive Display

Some analytical questions that can be answered with this design are:

1. What did people have to say about the picture quality of the TV?
2. What were the helpful positive (4 or 5) reviews about?
3. Did the people who gave the TV low scores have common complaints?

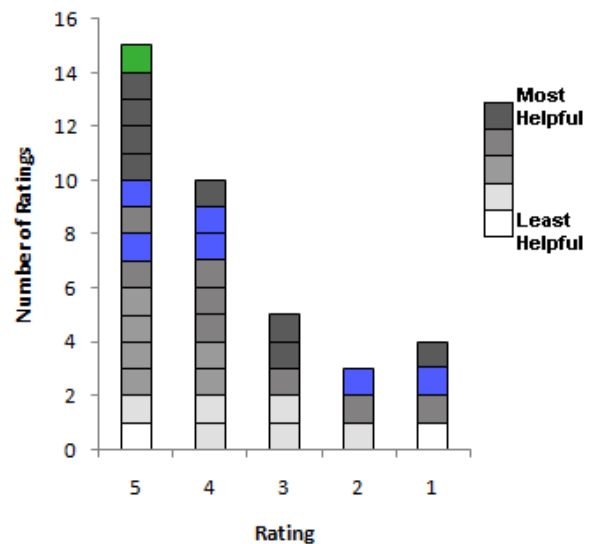
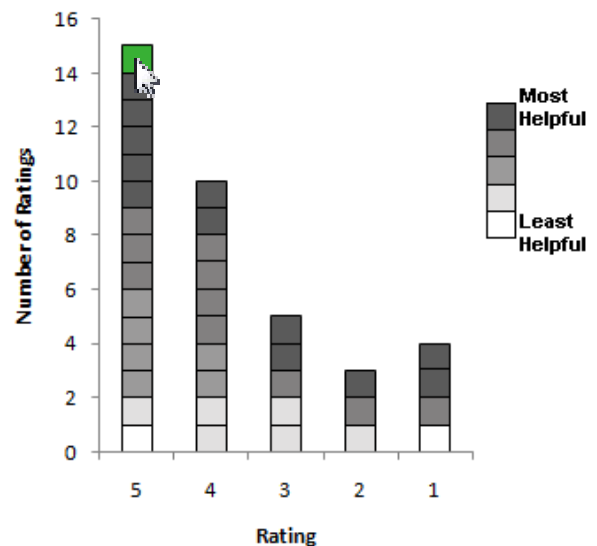
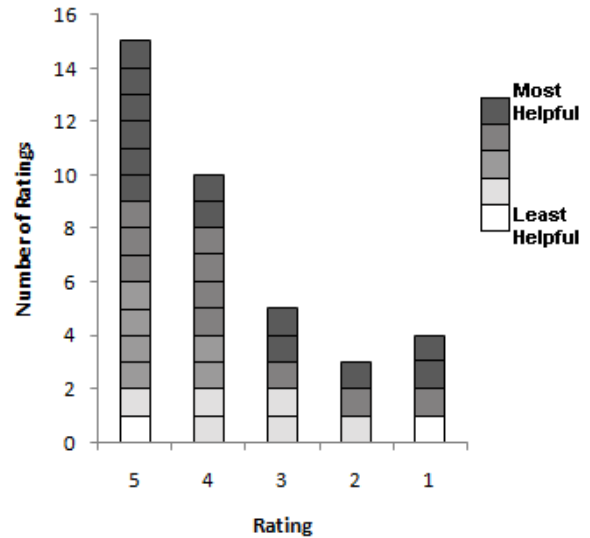
The basic concept of my design is that reviews are shown in a histogram, with each block representing one review. As the legend shows, the reviews are ordered by helpfulness rating. When a user mouses over a block, that block is highlighted in green and the corresponding review pops up to the left of the histogram (shown below).

**Exceeded Our Expectations** - November 7, 2009  
By S. Moore "Sunfan"



A great TV for a really reasonable price. We couldn't be happier with the [picture quality](#), ease of use, and simple set-up. This is a bedroom TV that sits perpendicular to a large, 3-paned glass slide and opposite two very large windows and yet the picture has no [glare](#) in full Florida sun. Our only complaint is that the TV's speakers produce very poor [sound quality](#). We remedied that problem by hooking the TV to a small Onkyo receiver with Bose [speakers](#) and the [sound](#) is now terrific. We waited 7 months to write a review to see what problems might develop and there have been absolutely none. A great set for the money with an outstanding [picture](#).

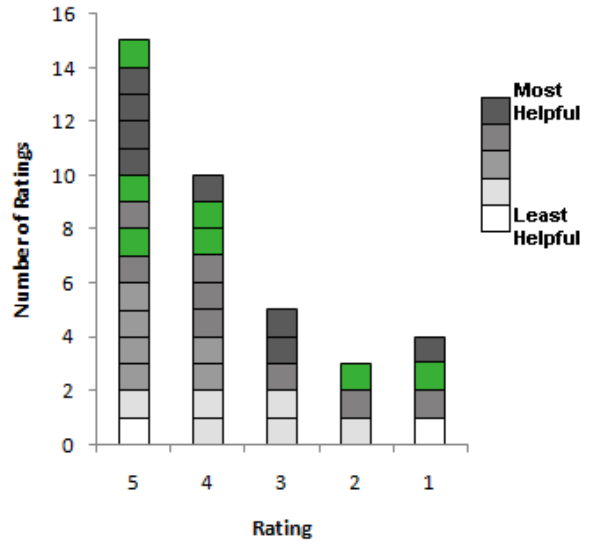
The system also uses keyword indexing. Common keywords in reviews are underlined (shown above). When the user mouses over one of these keywords, the boxes representing reviews that also contain these keywords light up in blue (see graph to the right). If the user then clicks on the keyword, all the reviews containing that keyword will be listed and the boxes will be highlighted in green.



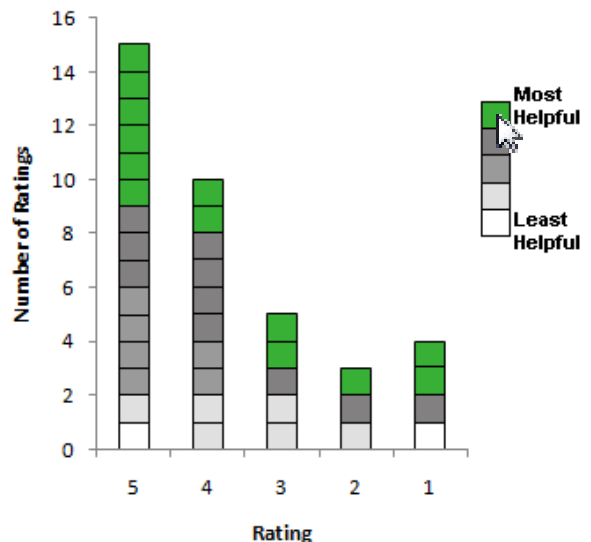
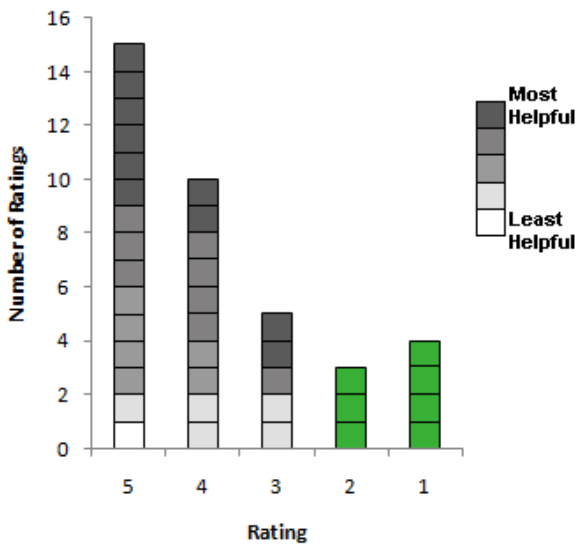
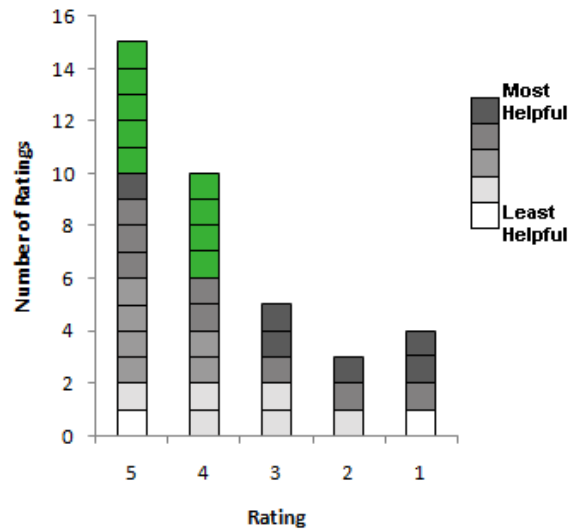
Keyword Search:

Common searches for this product: [complaint](#), [input](#), [glare](#), [picture](#), [size](#), [sound](#), [volume](#), [see more..](#)

The user can also do a keyword search (see above). This will result in a graph like the one to the right. The boxes that contain the keyword are highlighted and the corresponding reviews are listed. This answers QUESTION 1. Common searches are also listed. As with common keywords in reviews, mousing over one of these will highlight the matching boxes in blue, and clicking will list all the reviews and highlight in green.



Multiple boxes can be selected by clicking on them, or by dragging the cursor over a group of boxes (see right). This answers QUESTION 2. S/he can also click on the rating numbers on the x-axis to highlight entire columns (see bottom left). Finally, the legend can be clicked to highlight all reviews that are a certain level of helpfulness. In all these cases, the reviews corresponding to the highlighted boxes will be listed.



Common keywords in this set: [disappointed](#), [poor sound](#), [streaks](#), [Samsung](#)

**Somewhat [disappointed](#)**—May 2, 2009

By V. J. Ribaud"MRGDGT"



I was very [disappointed](#) in this TV. I had searched around for some time looking for a [Samsung](#) that provided an excellent picture and some extras, specifically Pict. In Pict. While this TV is advertised with this feature, it is never mentioned anywhere that it only works with an Analog signal. Now Analog signals are no longer going to be available and in some cases they have already stopped transmitting them. I also contacted [Samsung](#) and their response was that is the way the set is designed. Also the function is buried about 3 layers down in the menu. Not very convenient. In addition the remote for this TV only works if you were directly in front of the set. Excellent [picture](#) but very [poor sound](#).

**[Disappointed](#), [frustrated](#), and [upset](#)**—April 21, 2009

By smith"galaxy"



Developed orange and red [streaks](#) after 3 months covering half the screen. Serviceman says something must have hit it from outside but no outward sign of damage -not a scratch. Still [Samsung](#) will not repair or replace. They say physical damage is not covered under [warranty](#). I swear that we did not do anything to it but they don't care so I'm out a thousand dollars.

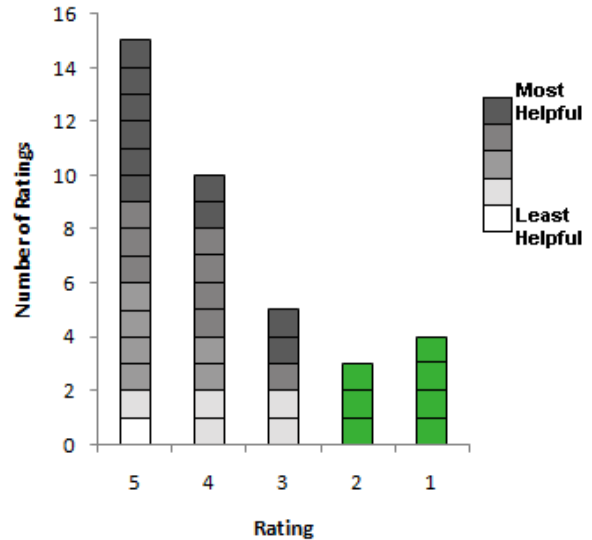
**Turns on and Off by itself**—April 24, 2009

By Tejo



I bought this TV a little more than month ago from Bestbuy. I was very impress with the [picture quality](#), my eyes were glued to the screen, the clarity and [color](#) was amazing after I change around the [picture](#) setting. until a few weeks ago the TV turned off by it self and it turned on again after about 2 seconds. I thought I did something wrong with my set up. I went over the set up all over again according to the manual, but it is still happening. Until one night it happened twice about 30 minutes apart, and I decided to exchange it with the same exact model. However, after about 2 weeks it happened again!!!! Twice in a row two different TVs??? are you kidding me?? I thought [Samsung](#) TV suppose to be one of the best??? I took it back and bought [Samsung](#) LN40B530 instead, a lower model but newer. So far, it works just fine, and [picture quality](#) is just as amazing. Don't buy this TV, save your time and money for other model!!

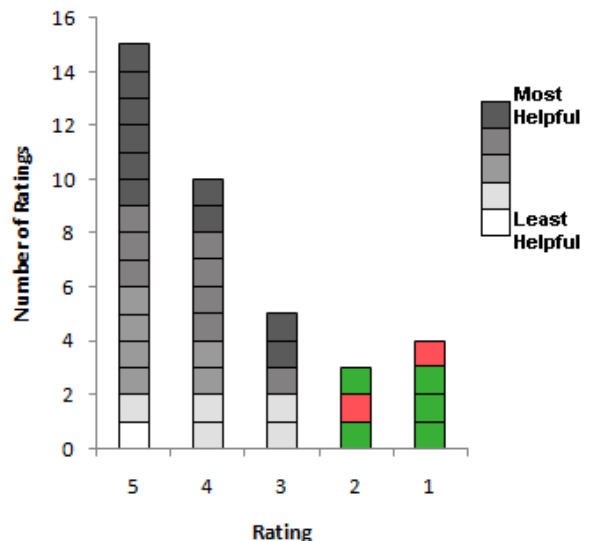
Etc..



When you have more than one box selected, a list of common keywords in that set will appear (shown top left). Mousing over one of these will highlight in red all the boxes (in the set only) that contain that keyword (see below). Clicking on one of these will show the reviews in the original set that contain the keyword, and highlight these boxes in green. This answers QUESTION 3.

These common set keywords will also be red in the actual reviews (see reviews on the left). Common general keywords and searches are still blue.

The pattern is: if a box is highlighted green, you see the review on the side. Blue and red highlights signify potential selections when mousing over keywords. Blue covers all reviews while red is reserved for sets.



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By V. J. Ribaldo"MRGDGT"



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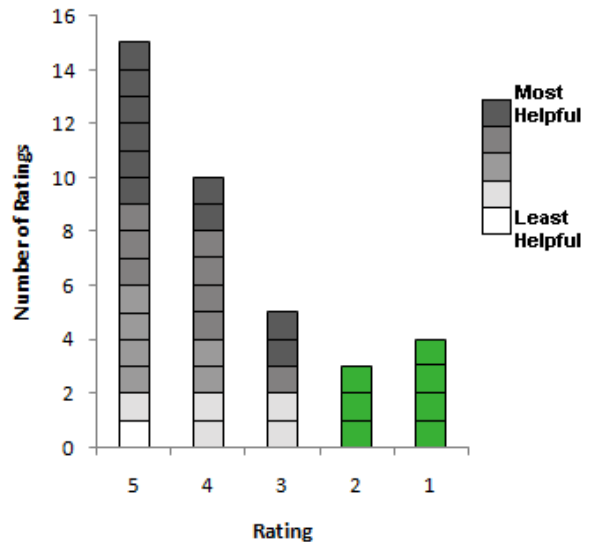


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This is how a full page layout might look (though there would be more space on the web). The histogram could also be placed on top of the reviews so that the reviews extend all the way across the page. Only the reviews scroll, so that the graph, search, and keywords are shown constantly. I would like to give the user the ability to go back to any previous selection (undo). For example, if the user selects the "disappointed" keyword above, I would like him/her to be able to return to the previous selection (all 1's and 2's) easily. I'm not sure at this point what would be the best way to present this, but it probably involves a hierarchy list.

I would also probably like to include percentages on top of bars so that the user has an idea of what portion of reviews were 5's, 4's, etc.

Additionally, I was considering allowing the user to sort the graph by date, but am not sure that date is very relevant to product reviews. However this feature wouldn't hurt.

One thing I am concerned about is scaling. If there are hundreds of reviews, the boxes could get very scrunched up. This could be remedied using filtering and/or zoom.