Adaptive Feedback System for Websites based on User Classification

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Authors:
Garric Mathias, Naina Bharadwaj, Falguni Bharadwaj

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Abstract

In this paper, a feedback system for websites has been proposed which adapts according to user’s familiarity of the website thus helping in understanding areas of improvement from those users who use these features most, using the example of an e-commerce website. The feedback of users is analyzed by classifying them into discrete levels from 1 to 5 based on their interaction with the website and the Pareto Principle is used to reason this classification. Every questionnaire is based on the complexity of the level in which the user has been classified. An algorithm has been proposed for user classification based on factors such as how many services the user has availed and how active he is on the website. This system is adaptive in nature as the feedback form adapts itself to the user levels thus extracting relevant information.

References

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Index Terms

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Keywords

User Feedback, Adaptive feedback, Website Improvement, Pareto Principle