

1. Brainstorm Solutions (Diverge)

1.1. P0 Problem

Users are struggling to confidently evaluate product quality during discovery because the current review experience feels noisy, repetitive, and hard to trust. This leads to longer decision times, mental fatigue, and drop-offs before purchase; especially in high-anxiety categories like fashion, kids products, home/kitchen, etc.

1.2. Root Causes Identified

- Fake or low-credibility reviews polluting trust
- Review noise: No quick way to reach a confident decision
- Repetitive content that appears AI-generated
- Lack of visual assurance
- Emotional fear of regret (What if what I get is worse than what I see?)

1.3. Brainstormed Ideas

A. Quick Summary

AI-generated Quick Summary Box (filtered signal summary):

Top of review section:

"Most buyers liked X. 12% reported Y issue."

B. Pattern-based review flagging

Automatically identifies reviews with repetitive phrases, shallow content, or AI-like wording. These reviews are flagged as "potential fake review" for low credibility, making genuine reviews more visible.

C. "Why this listing is different" highlight

Shows a short, auto-generated summary explaining how a product differs from other lookalikes. Helps users cut through identical listings and understand what truly makes each item unique.

D. Customizable Quick Compare

Amazon auto-generates a Quick Compare view with the top 3 most similar products, AND the user can replace, remove, or add items they personally want to compare with.

E. YouTube & Instagram/Tik Tok Sentiment Summary

Aggregates sentiment from trusted YouTube reviewers and Instagram/Tik Tok creators + video/post comments and summarizes it on the product page. Helps users validate information beyond Amazon's ecosystem.

F. Confidence Meter (Trust Score)

A single, blended trust indicator displayed below the product price. Combines review credibility, return rate, seller history, and long-term use reviews to give users an instant "buy with confidence" signal.

G. Long-term Use Review Badge

15-30 day post-purchase reviews highlighted separately.

H. Theme (Keyword) cluster summaries

Groups reviews by themes like durability, comfort, fit, and build quality. Allows users to quickly understand consistent patterns rather than reading dozens of scattered opinions.

I. Review Circles (Social Proofing)

Shows reviews from people similar to the shopper: same city, similar purchase history, or similar preferences. Builds trust through relatable voices and micro-communities.

J. Expand AR Try-Out (Augmented Reality Preview)

Amazon offers AR in limited categories today. This idea expands it as a more universal, AI-generated AR model to support more categories where size/fit uncertainty is high, like fashion & clothing, curtains, rugs, home organizers, storage containers, etc.

K. Audio reviews for authenticity

Users can upload short voice-based reviews. Voice tone and spontaneity add authenticity and help shoppers understand real experiences beyond typed text.

1.4. Categorized Summary

Category	Solutions
High Confidence	• AI Reviews Quick Summary + Pattern Detection & Downranking • Photo-only filter • Confidence meter • Long-term use badge • Customizable Quick Compare
Low Confidence	• “Why different?” listing • Critical-first sorting • Keyword clusters
Moonshot	• Social proof layer • Other platform sentiment summary • AR Try-outs expansion • Audio reviews

2. Prioritization (Converge)

Method User: RICE

Solution	R	I	C	E	RICE Score
Review Integrity Check + Pattern Detection & Downranking	3	3	3	3	9
Confidence Meter	3	3	2	2	9
Customizable Quick Compare	3	3	3	3	9
Long-term use badge	2	2	2	1	8
Theme Clusters	3	2	2	2	6
Why different listing	2	2	2	2	4
Category Trust Signals	2	2	1	2	4

Top 3 Final Picks

- A. Review Integrity Management System: AI Pattern detection & Flagged reviews + AI Honest Summary
- B. Confidence Meter (Trust Score)
- C. Customizable Quick Compare

3. Wireframes

3.1. Review Integrity Management System

AI Honest Summary Box

User searched for Product -> clicks on Product -> reach the Product Description page -> scroll down to the reviews section



Product Image

Based on credibility scoring, verified purchase density, return rates, long-term reviews, and seller track record

Material: 85% Polyester, 15% Spandex

Available sizes: XS, S, M, L, XL, XXL

Color: Black, Navy, Gray, Purple

Add to Cart

Buy Now

Customer reviews

🌟 Quick Quality Snapshot

✓ 82% found size accurate

✓ 76% satisfied with durability

✓ 79% found quality premium

🌟 4.3 based on 2,341 verified purchases

⚠️ 14% reported stitching issues after 3 months

⚠️ 12% noted color differs from photos

⚠️ 8% experienced transparency issues

⚠️ 23 potential fake reviews detected out of 2,341 total reviews

[View breakdown](#)

Top reviews

Top reviews

S

Sarah M.

Verified Purchase

★★★★★

Perfect for yoga and daily wear!

Fake Reviews Pattern Detection & Flagging

✓ 76% satisfied with durability

✓ 79% found quality premium

👤 4.3 ⭐ based on 2,341 verified purchases

⚠️ 12% noted color differs from photos

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View breakdown ▾

Top reviews

Top reviews ▾

S

Sarah M.
Verified Purchase

★★★★★ Perfect for yoga and daily wear!

Reviewed in the United States on February 15, 2026

These leggings are incredibly comfortable and the material is high quality. I've worn them for both workouts and casual outings. No transparency issues and they wash well.

👍 Helpful (127)

ⓘ

Potential fake review detected

Our AI system identified patterns in this review that may indicate it's not authentic. [Learn more](#)

J

Jessica T.

★★★★☆ Good quality but stitching came loose

Reviewed in the United States on February 10, 2026

Loved these for the first few months, but after about 3 months of regular use, the stitching near the waistband started to come loose. Quality is good otherwise.

👍 Helpful (89)

A

Amanda R.
Verified Purchase

★★★★☆ Great fit, minor color difference

Reviewed in the United States on February 8, 2026

The fit is perfect and they're very comfortable. Only issue is the black color looks slightly different than the photos - more of a dark charcoal. Still happy with the purchase.

👍 Helpful (56)

3.2. Confidence Meter (Trust Score)

User searched for Product -> clicks on Product -> reach the Product Description page -> scroll down to the reviews section

amazon

Search Amazon

Q

Deliver to

Cart

Home > Women's Fashion > Activewear > Women's Athletic Leggings

Product Image

Premium Athletic Leggings for Women - High Waist Yoga Pants

★★★★☆ 4.2 out of 5 stars 2,847 ratings

\$34.99

Overall Trust Confidence

82%

Based on credibility scoring, verified purchase density, return rates, long-term reviews, and seller track record

Material: 85% Polyester, 15% Spandex

Available sizes: XS, S, M, L, XL, XXL

Color: Black, Navy, Gray, Purple

Add to Cart

Buy Now

Customer reviews

Quick Quality Snapshot

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✓ 76% satisfied with durability

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3.3 Customizable Quick Compare

User searched for Product -> clicks on Product -> reach the Product Description page -> scroll down below the product details section -> land on the quick compare section

A. Quick Compare Table (With an option to remove)

Quick Compare		
Product Image		
Product Name	Sony WH-1000XM5 Wireless Premium Noise Canceling Headphones - Black	Sony WH-1000XM5 Wireless Premium Noise Canceling Headphones - Black
Seller Name	TechElectronics Store	GlobalGadgets Plus
Price	\$374.99 \$399.99	\$369.99
Rating	★ 4.6 (856)	★ 4.5 (412)
Confidence Meter	45% Trust Score New Seller	75% Trust Score Trusted Seller
Shipping Details	FREE delivery Wed, Feb 26	Delivery Thu, Feb 27 - Sat, Mar 1
Key Differences	Third-party seller, slightly longer shipping Warning: Higher number of potential fake reviews detected on this product	Lowest price but new seller with limited reviews
Actions	Add to Cart Buy Now	Add to Cart Buy Now

B. Add to Quick Compare Table

From the Product page:

Electronics > Headphones > Over-Ear Headphones



Sony WH-1000XM5 Wireless Premium Noise Canceling Headphones - Black

★★★★☆ 12,845 ratings

\$379.99

~~\$399.99~~

FREE delivery Tomorrow, Feb 24

Sold by: Amazon.com

Availability: In Stock

Add to Cart

Buy Now

Quick Compare

Prime Benefits

- FREE delivery tomorrow if you order within 3 hrs 25 mins
- FREE Returns within 30 days
- Secure transaction with encryption

From related product listing views:

Related products



Bose QuietComfort 45 Wireless Bluetooth Noise Cancelling Headphones

★★★★☆ (8,432)

\$279.00

~~\$329.00~~

FREE delivery Tomorrow



Apple MacBook Pro 14-inch M3 Pro Chip, 18GB RAM, 512GB SSD

★★★★☆ (3,254)

\$1999.00

~~\$2199.00~~

FREE delivery Tomorrow



iPhone 15 Pro Max 256GB - Natural Titanium

★★★★☆ (5,621)

\$1099.00

~~\$1199.00~~

FREE delivery Tomorrow



Logitech MX Master 3S Wireless Performance Mouse

★★★★☆ (6,842)

\$89.99

~~\$99.99~~

FREE delivery Tomorrow

Customers who viewed this item also viewed



JBL Flip 6 Portable Bluetooth Speaker - Powerful Sound

★★★★☆ (9,234)



Apple Watch Series 9 GPS 45mm - Midnight Aluminum Case

★★★★☆ (7,123)



Samsung Galaxy Buds2 Pro Bluetooth Truly Wireless Earbuds

★★★★☆ (4,521)



Anker PowerCore 20000mAh Portable Charger

★★★★☆ (15,234)

4. Success Metrics

Goal: Improve discovery -> purchase conversion for convenience shoppers in high-anxiety categories.

P0 Solution (Core Solution): Amazon Review Integrity System (ARIS) – Introduce a system for transparently managing the integrity of reviews so that review noise and decision fatigue can be reduced.

Metric Type	Metric	Definition	Why it matters
Key Metric	Product Page Conversion Rate	% of users who buy after viewing product page	Direct measure of reduced decision fatigue
Secondary	Time to Purchase	Average time between first view -> purchase	Should decrease with summary + trust signals
Secondary	Review scroll depth	How deep users scroll into reviews	Should reduce significantly
Secondary	Compare tab open count	Number of similar product tabs opened	Less confusion = fewer tabs needed
Guardrail	Return rate	Percentage of returns post purchase	Ensures trust improvements aren't misleading
Guardrail	Customer complaints	Category-specific issue tickets	Monitors user sentiment after changes

5. Risks & Mitigations

Assumption	Failure Mode	Impact	Likelihood	Mitigation	Detection	Rollback
AI correctly identifies low credibility reviews	High-credibility reviews incorrectly flagged OR fake reviews missed	High	Medium	Start with conservative scoring; evals for manual review of flagged edge cases; supervised finetuning; <i>give users an option to</i>	Spike in "summary mismatch" feedback; unusual fluctuations in Trust score	Temporarily relax pattern detection rules; reprocess flagged reviews

				<i>challenge and provide evidence (high friction journey) if their review gets flagged</i>		
AI Quick Quality snapshot is perceived as neutral and helpful	Summary feels biased, over-simplified, or incorrect -> users will lose trust	Medium	Low-medium	Add transparency disclaimer; allow "Was this summary helpful?" feedback	Downvotes on summary; increase in review scroll depth	Pause AI summary and fallback to review highlights
AI selects truly comparable products for Quick Compare	Quick Compare shows mismatched or irrelevant items -> frustration	High	Medium	Use multi-signal similarity (image + attributes + model/title matching); introduce internal validation set	Increase in "Remove column" actions within seconds; low engagement	Lower AI similarity threshold; provide fallback to Amazon's existing matching logic