

Recommendations

Green Notes - Recommendation
Red Notes - Could not group
Pink Notes - More recommendations if needed

- Share information with other shoppers
- Warn others about a bad experience
- Share their experience
- Complain

- Their issue from the review does not get resolved
- Feeling unheard
- Review process is difficult/unclear (Bad UX)
- Personal information has to be revealed to website or to the public in order to leave a review

OR

- Their issue not getting resolved
- Feeling unheard
- Unclear/difficult review process (bad UX)
- Having to reveal personal information to a website or to the public in order to leave a review

- Upset
- Passionate
- Nit-picky
- Insightful

- Boredom
- Being heard/recognized
- Helping others

Share information with other shoppers



Get a product/service owner to take action to improve (BBB complaints)	they want to support a brand they like / they want to harm a brand they hate	They feel expected to write a review
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troll

Personal information has to be revealed to website or to public to leave a review



Not knowing if other reviews are legitimate customer reviews

Not a great way to update my review if my perspective/opinion has changed

Being heard/ recognized	Upset	Boredom	Passionate	nit-picky	Insightful	Helping others
vocal about opinions	upset	Bored (trolls)	Passionate	a little nit-picky	Insightful	Helpful and empathetic
Want their voice heard	Royally pi\$sed off	Bored	They care a lot	A complainer	Thoughtful	committed
Wants to share their opinion	Vengeful?	Either doesn't have as big an ego as, say, our troll who is entitled to be as angry enough to rate the place as worse one.	Feels strongly that they are in the right		engaged	
Seeks social validation		Has time/motivation to post review				
Active users of social media and other means of amplifying their opinions						

Might be stuck in an echo chamber	Prefer to communicate with words	Outgoing, loves to share
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May have a lawyer	critical (can be positive and negative)	Has an idea of what they want and what should be expected
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