

組別 Team ID：202204

專題屬性 Category：大數據 (Big Data)

專題名稱 Project：Soping 搜評 (Soping：Search Review)

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三、系統環境 System environment：

軟體	1.作業系統：Windows 10 2.資料庫：Microsoft SQL Server 2019 3.開發語言：Python、PHP、HTML、CSS、JavaScript、 4.開發工具：Visual Studio Code 5.伺服器作業系統：Windows 10 6.瀏覽器：IE、Chrome
硬體	1.CPU：Intel Core i7 3770 3.40Hz 2.記憶卡：DDR3 4GB 3.硬碟：500GB 4.顯示卡：Intel HD Graphics 4000
通訊設備/協定	TCP/IP、HTTP、SMTP

四、簡介：

(一) 系統簡述

本專題主要在設計一個創新的一站式商品評價搜尋網站，利用爬蟲技術每日自動監控最新購物網站及網路論壇的評價，並透過 AI 自然語言處理技術進行不同評價來源的輿情分析，同時藉由文字雲技術擷取重要的評價關鍵字。

此外，本系統提供會員個人化訂閱服務，讓會員可以隨時接收系統所推播之符合個人興趣的商品評價。提供會員分享評價及好評收藏的功能，協助會員之間的交流互動。

最後，透過本系統整合的評價搜尋機制，讓使用者可以便利的瀏覽不同來源的評價資訊及輿情分數，串連消費者購物前、購物時、及購物後所需的多元評價資訊，有助於降低購物的心力，進而提升購物決策制定的效率。

(二) 特色

- 一站式評價整合：統整多元來源的商品評價，提升評價搜尋效率
- 評價監看自動化：爬蟲技術自動監看最新評價、清理、擷取、及分類評價
- 輿情分析：自然語言技術自動分析商品口碑優劣
- 文字雲：呈現一目了然的重要評價關鍵詞
- 個人化：訂閱符合個人興趣的商品評價，系統自動推播
- 友善的搜尋介面：方便且簡易的評價搜尋結果瀏覽介面

五、Introduction：

This project aims to design an innovative one-stop website called Soping for product reviews search. By using web crawler technology, this website can automatically monitor the latest product reviews from shopping websites and online forums daily. It also uses AI natural language processing technology to analyze the sentiment of the crawled reviews. Word cloud technology was adopted to extract keywords in the crawled reviews.

In addition, this project provides personalized subscription services to members, allowing them to receive the latest reviews that meet their personal interests. It also has the functions of review sharing and review collection to support the interaction among members.

Finally, this project provides a one-stop review search mechanism by integrating the review from different sources of websites, enabling users to conveniently browse the review and evaluate their sentiment scores on the same platform without visiting different websites separately. Soping integrates the review needed at pre- during- and post-shopping stages, which can help users reduce their shopping efforts and increase the efficiency of shopping decision-making.

Features

- One-stop review search website：Integrating various sources of product review to enhance shopping efficiency
- Automated product review monitor：Using crawler technology to automatically monitor, clean, capture, and categorizes the latest reviews
- Sentiment analysis：Using natural language processing technology to automatically analyze the sentiment of product reviews
- Word cloud：Using word cloud technology to present the keywords of reviews at a glance
- Personalization：Pushing subscribed product reviews that meet members' personal interests to users automatically
- Friendly search user interface：Designing a convenient and simple user interface for review search and browsing