

Incentivizing Customer Reviews in the Grocery Industry: the Re-Taled Project's Approach

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OMNIA
GROUP
BEYOND INNOVATION

The Idea

What is Re-Taled?

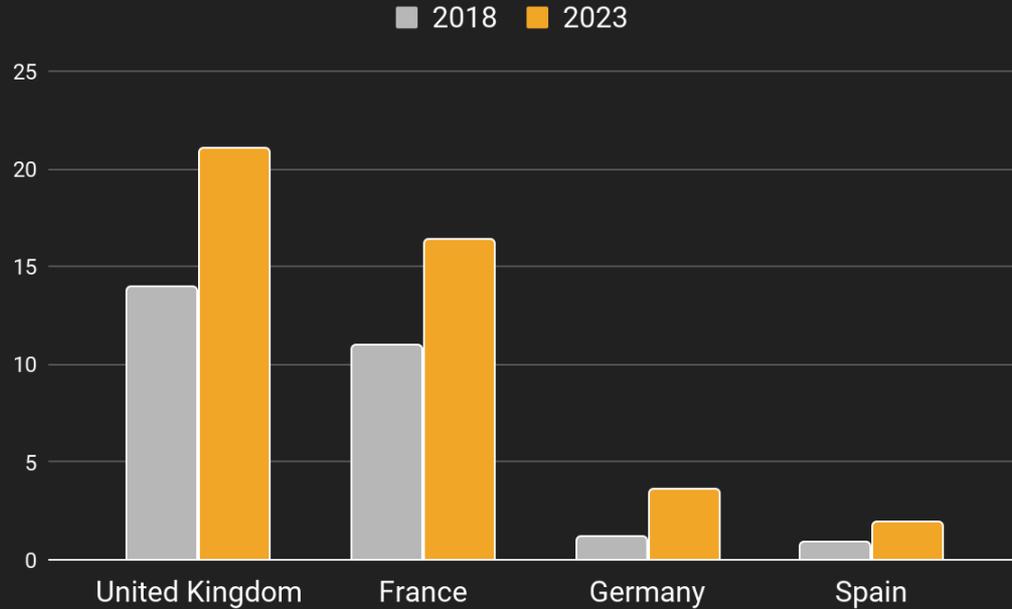
Re-Taled is a Research and Development project that aims at developing a validation framework to verify the authenticity of User Generated Content and at promoting the creation of spontaneous content thanks to the implementation of a fair rewarding system.

Input:

- Market size
- Lack of UGC
- Omnibus Directive
- Loyalty program development
- Trublo Consortium Funding



The market



European Online Grocery Market size 2018- 2023: + 150%

User Generated Content

They are pivotal because:

- ★ 80% of consumers read reviews before purchasing a product or a service online;
- ★ E-commerce platforms which provide reviews: +120% conversion rate.

Still, there is a lack of UGC in the grocery online market

The Omnibus Directive

The Omnibus Directive states that:

traders giving access to reviews should clearly state how the reviews are obtained and checked, and how they ensure that these come from consumers who have used or purchased the product.

The Goal of the proposal

- Validate and certify users' reviews to avoid fake content
- Incentivize User Generated Content through a rewarding system
- Increase of UGC
- Customers' retention

Blockchain based features of the application

- ★ Trustworthiness
- ★ Reward Token
- ★ Hash Of Content

Some of these features are already implemented in our demo.

Trustworthiness

The trustworthiness measures how much a user content can be trusted.
It is calculated with the level and the reputation .

$$\text{Trustworthiness} = \xi * \text{Level} + \beta * \text{Reputation}$$

Trustworthiness: 

Level

For every interaction with the application, the user gains experience. (e.g. writing a review of a product)

An higher level means more trust.

Language:



ITA



ENG



deRetaled Smart Contract



Level 10

Reputation

The reputation is the trust calculated by using blockchain technology.

It is measured with the Proofs.

Proofs are methods based on information contained in the blockchain.

- Proof of Personhood
- Proof of Transaction
- Proof of Seniority
- Proof of Trust
- Proof of Stake
- Proof of Participation
- Proof Of Location

Proof of Personhood

Using blockchain services to understand if an EVM account is handled by a real person.

Services: PolygonID, Proof Of Humanity.



Polygon Id

It is a service of the Polygon Foundation.

A person can upload her/his ID on the Polygon Foundation servers.

Polygon Foundation releases a claim on the blockchain, connected with the public address of the person.



Proof of Trust

Create a chain of trust.

An user can recommend other users.

This is handled by a smart contract.



Why the blockchain?

Data in the blockchain can be trusted.

No unjustified data manipulation.



Reward Token

We need to encourage the creation of UGC.

For every contribution, the user gets an amount of token as reward.

These tokens can be transferred to the blockchain.

Higher trustworthiness, higher reward.

The screenshot displays a 'Balances' section with two panels. The left panel, titled 'deBalances', contains two input fields: 'MATIC: 0.5436' and 'deRetaled: 686.00'. The right panel, titled 'ceBalances', contains one input field: 'ceRetaled: 100' and a blue 'Redeem' button with a small icon to its left.

Category	Item	Value
deBalances	MATIC	0.5436
	deRetaled	686.00
ceBalances	ceRetaled	100

Hash Of Content

UGC can be stored in centralized servers or IPFS.

User can load the hash of the content that he creates on a blockchain.

Blockchain that can be used for this purpose:

- EOSIO
- Arweave



Conclusion

- Blockchain technology is not mainstream
- User-friendly
- Clear Algorithm
- Blockchain allows new possible features

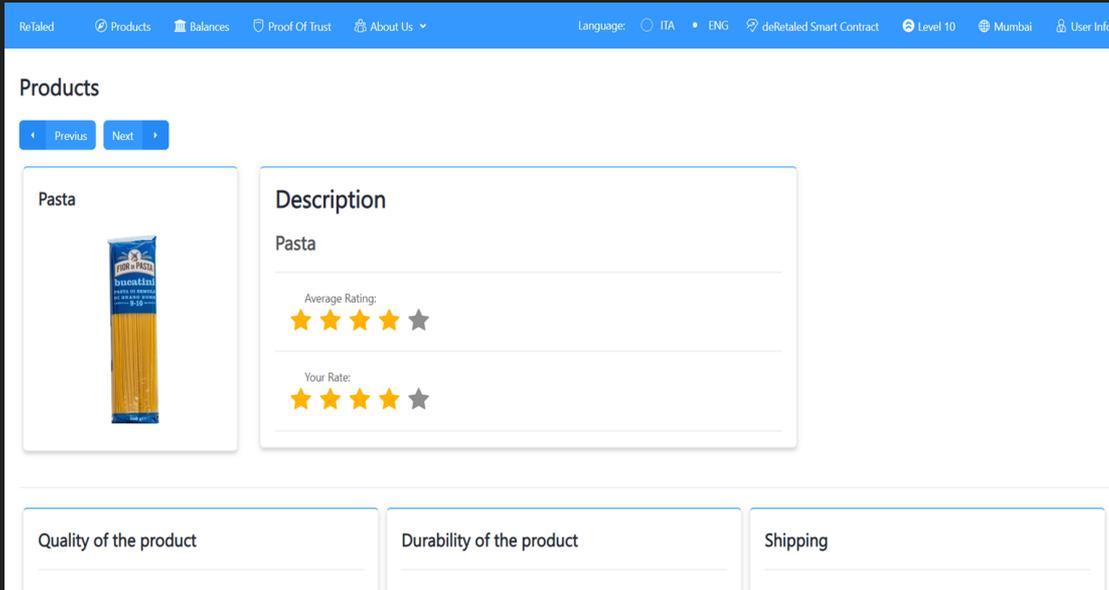
We are happy to communicate that we have moved to the second phase. We have been chosen from a pool of over 100 companies.

Let's have a quick look at the demo!

https://youtu.be/H_96QDpbZv0



Thank You



Demo: <https://retaled-poc.azurewebsites.net/>

Reminder: Metamask is mandatory!

Video: https://youtu.be/H_96QDpbZv0

Contact us: innovation@omniagroup.it