



Explore Blockchain Travel Review System

A review platform where people get paid for reviews

Bringing Honesty to Travel Reviews

Many people who plan and book their flights, hotels, and excursions online rely heavily on the reviews other users post. What many customers don't know, is that businesses often pay for PR companies to write positive reviews of them online, thus raising the odds of potential customers booking reservations with them, even if those reviews are not representative of reality. Additionally, some companies are negatively affected by reviews posted by their competitors in an attempt to reduce their credibility. These "Review Improvement Companies" allow for businesses to appear better than they actually are and present a dishonest view of their business.

Problem

There is no guarantee that travel reviews online are honest, or won't be deleted by parent companies to give a false appearance of high user ratings. Furthermore, individuals currently have very little incentive to post reviews after traveling, booking accommodation, etc.

Our Solution

Through the security and immutability of the blockchain, we are creating an honest review system that ensures only individuals who have used the company's service (hotel, flight, etc.) are able to submit reviews. Furthermore, these reviews will be impossible to delete which will ensure companies are unable to falsely alter or delete reviews. To incentivize people to contribute to this global review system, they will be awarded with our native cryptocurrency, hat is Explore Coin, which they w

How the Reviews Enter the System (Our Unique Algorithm)

Rule #1:

Reviews can only be submitted by users who have confirmed their use of the service. This will be guaranteed through the use of a Conversion Tracking Tool. The users booking on our website or our partners will be confirmed with the conversion tracking tool before the review gets validated to enter the blockchain database.

Rule #2:

Prior to the reviews being posted publicly to the blockchain, the reviews will then be filtered by keywords to remove abusive words. Using a preset list of banned words, the system will alert users which words in their review are not allowed and must be changed or deleted in order to complete the submittal of their review.



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-----BEFORE ENTERING BLOCKCHAIN-----

Rule #3:

No manual filtration will take place. This means no individual, company, or group can delete, interfere, or alter reviews. After the review process in rule 2, nothing can be done to stop the review from posting.

Note: Keywords which will show an error while posting the content. The file is in the blockchain file.

-----REVIEWS PUBLISHED TO BLOCKCHAIN-----

Rule #4:

Reviews will then be listed based on the following criteria (top listed being most important)

1. Recentness: The more recent a review, the higher its worth, as businesses may improve their service over time, and thus old reviews are not as relevant.
2. Reviewer: The more active the account, (more reviews posted) the higher the value of the review.
3. Quantity: The more upvotes the review receives, the higher it will be listed in order of importance.

-----BLOCKCHAIN STORAGE-----

(Reviews can't be altered, compromised, or deleted)

Rule #5:

Reviews can now be voted on by other users who have not yet used the business. These reviews will be split into 2 sections:

1st section: VERIFIED VOTES -- These will be customers who have also used the service. They can upvote or downvote the review (helpful or not helpful).

2nd Section: NON-VERIFIED VOTES -- These will be customers who have NOT used the service yet. They can also upvote or downvote the review.

Important Note: The verified votes will carry more weight than non-verified votes (this is useful for users who don't want to write their own entire review).

Rule #6:

The individuals who wrote the reviews will receive payment in the form of Explore Coins. With additional bonus coins based on number of certified up-votes their review receives.



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Rule #7:

Individuals who submit verified votes will receive a small bonus of explore coins per vote. Each Review will have a cap for the number of Explore Coins available for votes.

Rule #8:

Utilizing Watson (through IBM) the reviews will be analyzed for tone (joy, sadness, anger, fear, analytical, confident, tentative, etc.)

Rule #9:

Reviews will be stored online through Storj in blockchain making the reviews encrypted and immutable.

Rule #10

Reviews will be available for download so they can be accessed while offline during travel and to be used in conjunction with our other offline services that will be coming soon.

Rule#11

In order to ensure users do not abuse the system, reviews and accounts can be manually flagged if they are tagged as abusive or non-relevant. Should the user receive multiple complaints, their account will be blocked from posting or voting.

*Reviews tagged as abuse will be marked as irrelevant and moved to a lowest priority position in the review platform. (This will prevent them affecting users reading legitimate reviews)

Features

- Payment, in the form of Explore Coins for users who submit certified reviews
- Payment, in the form of Explore Coins for up/down votes from certified users
- Option for individuals to ask certified reviewers questions about locations they have visited and offer “tips” in the form of explore coin as incentive for the user to respond.
- The more certified reviews a user posts, the more explore coins per review they will receive.
- Certified reviews by users who have actually used the service or destination they are reviewing
- Immutable reviews secured within the blockchain



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Review Reward Mechanism

For users who post multiple certified reviews they receive additional explore coins for posts.

- 1-9 certified reviews = *wanderer* = base pay of 1 explore coin per review + upvotes
- 10-49 certified reviews = *traveler* = base pay of 2 explore coins per review + upvotes
- 50-99 certified reviews = *explorer* = base pay of 3 explore coins per review + upvotes
- 100+ certified reviews = *world connoisseur* = base pay of 4 explore coins per review + upvotes

Certified Upvotes will give the reviewer an additional 0.1 EPL per upvote with a cap of 3 EPL on the condition certified upvotes outnumber certified down-votes. If down votes outnumber upvotes, no additional EPL shall be awarded.

Certified review voters will receive 0.1 EPL regardless if it is an up or down vote. This will encourage certified votes to be honest and not just vote the way that pays them. They will have 7 days after their use of the service to receive bonus for voting on a review. Users can only upvote one review per service.

Yelp averaged 8 million reviews per year for their first 3 years. If we got the same number of reviews and using the 1-9-90 rule for reviews this should provide us with enough coins for at least the first 3 years of operations. Once our reserve of Explore Coins falls below 10%, we will require the businesses and websites that utilize our review system to begin covering the bonus for reviews. (approximately 40 million coins).

Tip System:

Users can post specific questions below certified reviews with any value of tip they want (in Explore Coins) and if the certified reviewer answers it, that amount is transferred to their account. When a tip is offered by the user for a question to be answered, the tip is held in an escrow wallet until the question is answered (refer to IOTA TIP).

Problems We Are Solving

- Fake reviews
- Upvotes by users who haven't used the business has minimal capacity to affect reviews.
- Low incentive for people to review their stays, bookings, etc.

Ways Users Can Filter Reviews (For Viewing):

- By number of Certified Up-Votes
- By recentness
- By rating (exceptional review to worse and vice-versa)



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Frequently Asked Questions:

1. How does the review platform confirm that an individual wishing to submit a review has actually used the business in question?

Using a conversion tracking tool, the booking will be verified in order to validate the review before entering blockchain.
2. How are Explore Coins deposited to users' accounts?

The user accounts will have a withdraw option where they can input an explore coin address of any of their exchanges to withdraw the coins.
3. How will we prevent users from creating multiple accounts?

Users will verify their accounts through a 2-step verification. Step1: Email Verification. Step 2: Phone verification. Both email and phone can only be linked to a single account.
4. Will incorrect grammar prevent me receiving my reward?

No. Only reviews that have been determined to be abusive by manual review will receive no payment. However, reviews that have excessive poor grammar may not receive as many upvotes by fellow users, and thus reduce their upvote bonus.
5. Can I post my review only after checking out of a hotel?

Yes. This prevents false reviews by users who would reserve a hotel and then not staying there.
6. Can I post multiple reviews for the same service?

No. This prevents abuse by users from over-posting reviews. However, a single review can cover as many topics as the user wishes to write in the comments. Additionally, if the same user uses the same service with a minimum time gap of 1 month, they will be allowed to post a new review.
7. Can original posters edit their reviews?

No. However, prior to finalizing their post, users will receive a warning telling them their post will be absolutely final and to check for proper spelling and grammar.
8. When will users be paid?

New users (wanderers) must wait 72 hours after posting a review to receive their base pay for reviews. Traveler - Veteran Explorer users will receive payment immediately after the review has posted. Users will receive deposits in increments of 1 EPL. Therefore, payments for upvotes (0.1 EPL) will accrue to 1 EPL then be deposited in user's account.