yang dibutuhkan sebelum membeli sebuah produk dan meningkatkan *decision-making* calon konsumen untuk membeli suatu barang.

Dari penelitian yang telah dilakukan, didapatkan kebiasaan calon konsumen dalam mencari informasi yang dibutuhkan dari ulasan produk. Penelitian lebih mendalam mengenai navigasi yang dilakukan oleh calon konsumen dapat dipertimbangkan untuk pengujian selanjutnya. Lalu, adanya bentuk fitur filter yang beragam dan penilaian konsumen yang melibatkan sentimen konsumen juga dapat mempengaruhi *decision-making* calon pengguna dan tentunya akan mempengaruhi kebiasaan pengguna dalam mencari informasi. Maka untuk penelitian selanjutnya, penempatan fitur filter yang beragam seperti *multi-filter* dan penilaian sesuai dengan sentimen konsumen yang lebih baik bisa dijadikan pertimbangan. Banyaknya partisipan pada *usability testing* juga bisa mempengaruhi hasil yang didapat, sehingga jumlah partisipan yang lebih dapat dijadikan juga sebagai pertimbangan untuk penelitian selanjutnya.

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