

ETechFlow Advanced Product Reviews — User Guide

ETechFlow Advanced Product Reviews for Magento 2

User Guide & Feature Overview

Module: `ETechFlow_AdvancedProductReviews` **Compatibility:** Magento Open Source & Adobe Commerce / Cloud 2.4.4 – 2.4.8 · PHP 8.1 – 8.4 **Themes:** Luma · Hyvä (companion module) · Headless (GraphQL + REST)

Star ratings on every product

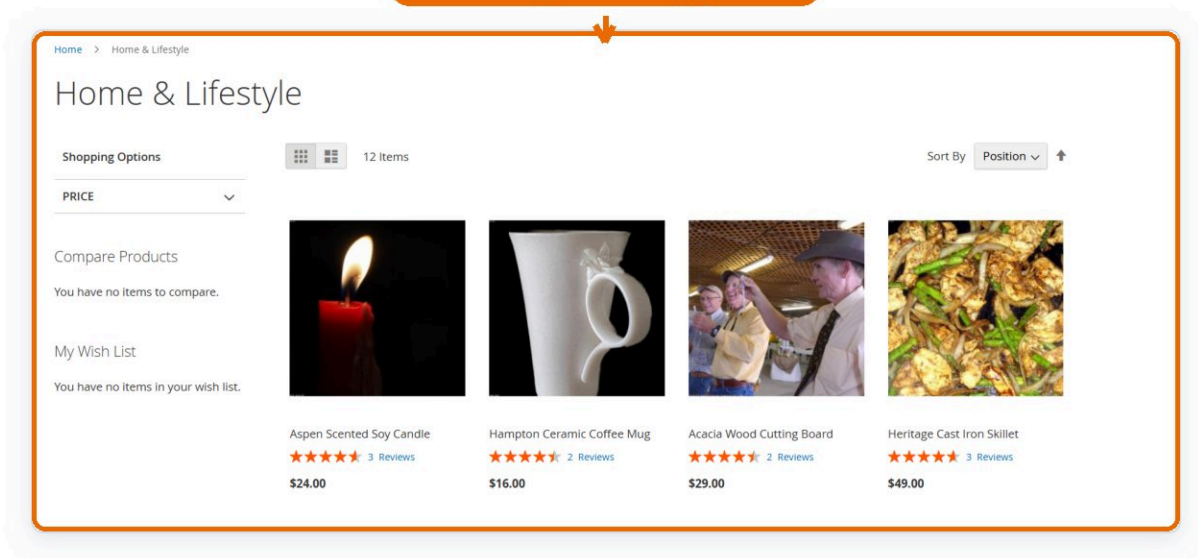


Figure 1 — Cover / hero shot

1. Introduction

ETechFlow Advanced Product Reviews replaces Magento's bare, text-only review box with a modern, conversion-focused reviews experience. Shoppers can attach photos and videos, list pros and cons, say whether they'd recommend the product, and vote on whether other reviews were helpful. Store owners get verified-buyer badges,

comments and store replies, post-purchase reminder emails with optional coupons, AI-powered review translation, and a full analytics dashboard — all manageable from the Magento admin.

This guide walks through every feature from a store owner’s point of view: what it does, how it looks to your customers, and how to configure it.

Highlights at a glance

- **Photos & video** on reviews, with real file-type verification to block spoofed uploads
- **Pros / cons** and a **“would recommend”** flag
- **Verified Buyer** badges, detected automatically from order history
- **“Was this helpful?”** voting with duplicate-vote protection
- **Review summary bar**: average rating, star breakdown, recommend %, verified count
- **Filtering & sorting** of reviews
- **Comments & store replies** on reviews
- **AI auto-translation** of reviews into the shopper’s language (OpenAI, Google Gemini, or Claude)
- **Post-purchase reminder emails** with optional auto-generated coupons
- **Analytics dashboard** in the admin
- **“Require purchase to review”** and **guest review** controls
- **Place reviews anywhere** with a CMS widget
- **Headless ready**: GraphQL + REST APIs and a Hyvä theme integration

2. Installation

Composer (recommended)

```
composer require etechflow/module-advanced-product-reviews
bin/magento module:enable ETechFlow_AdvancedProductReviews
bin/magento setup:upgrade
bin/magento setup:di:compile      # production mode only
bin/magento cache:flush
```

Manual

Copy the module to `app/code/ETechFlow/AdvancedProductReviews`, then run the same `module:enable` / `setup:upgrade` / `cache:flush` commands.

Hyvä-themed stores should also install the companion module `etechflow/module-advanced-product-reviews-hyva`.

3. Configuration

All settings live under **Stores** ▶ **Configuration** ▶ **ETechFlow** ▶ **Advanced Product Reviews**.

One settings hub for all review features

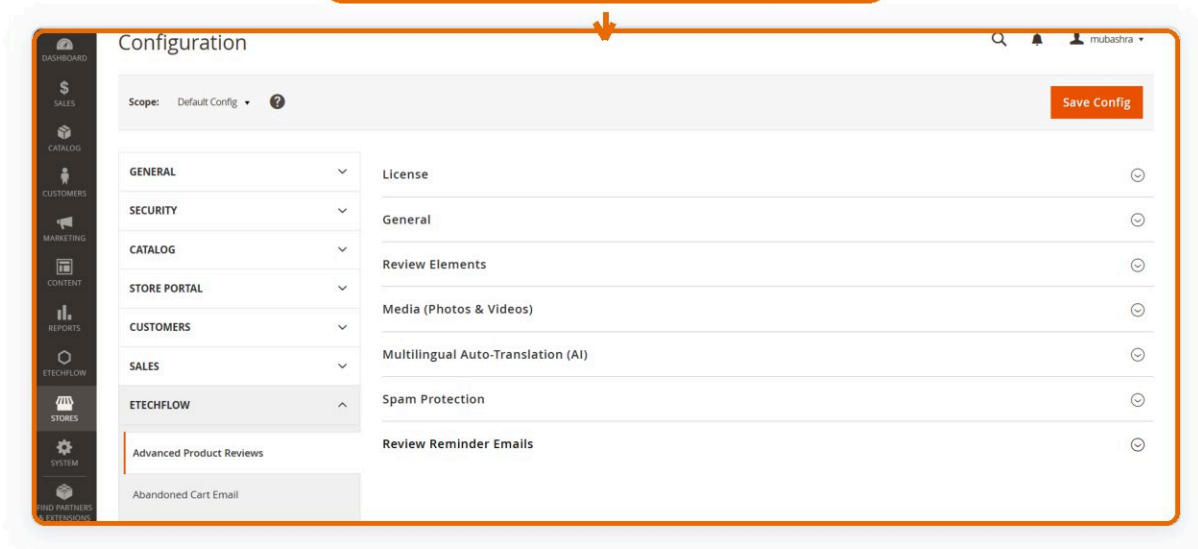


Figure 3 — Configuration landing page

3.1 General

Turn the module on, decide who can leave reviews, and choose whether reviews appear instantly or wait for approval.

Setting	What it does
Enable Extension	Master on/off switch for the whole module
Allow Guest Reviews	If <i>No</i> , only logged-in customers can submit reviews
Require Purchase to Review	If <i>Yes</i> , only verified purchasers can review (guests verified by checkout email)
Auto-Approve New Reviews	If <i>No</i> , reviews wait for admin approval before showing

Control who can review & approval rules

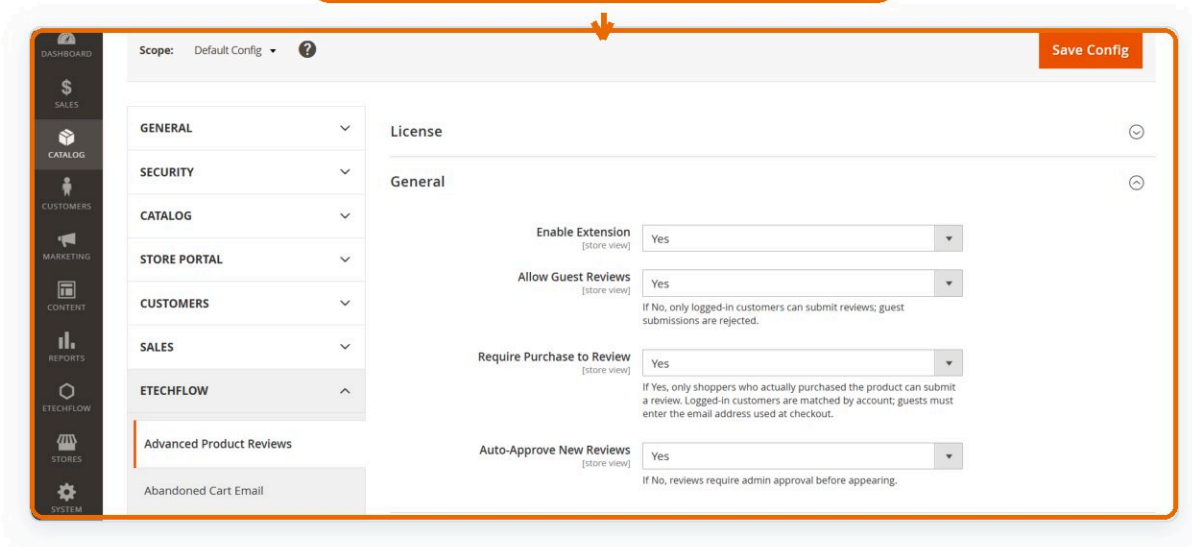


Figure 4 — General settings group

3.2 Review Elements

Switch individual review features on or off.

Setting	What it does
Enable Pros & Cons	Adds pros/cons fields to the review form
Enable “Recommend this product”	Adds a would-recommend choice
Enable “Was this helpful?” Voting	Lets shoppers vote reviews helpful
Enable Comments on Reviews	Allows threaded comments / store replies
Allow Guest Comments	Lets non-logged-in visitors comment

Toggle pros/cons, voting & comments

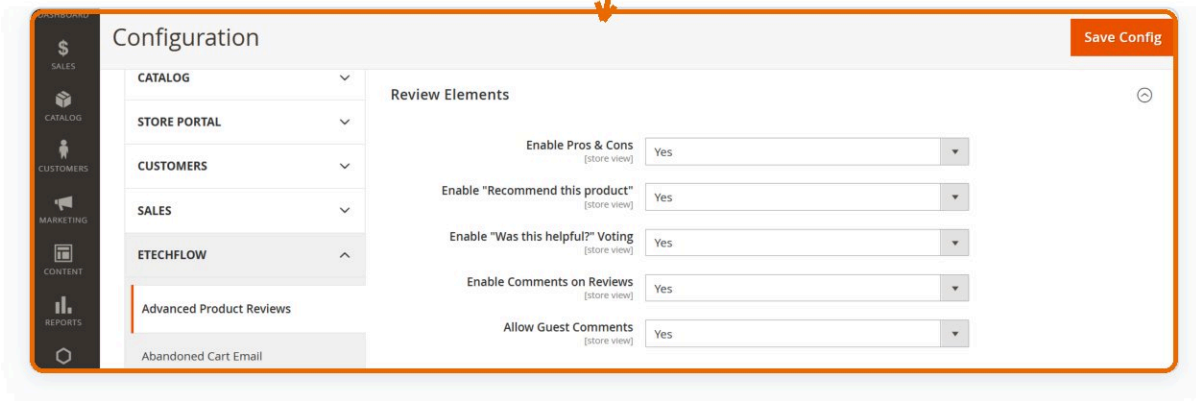


Figure 5 — Review Elements group

3.3 Media (Photos & Videos)

Control image and video uploads and their limits.

Setting	What it does
Allow Image Uploads	Enable photo attachments
Allow Video Uploads	Enable short video reviews
Max Images per Review	Upload count limit
Max Image Size (MB)	Per-image size cap
Max Video Size (MB)	Per-video size cap
Allowed Video Extensions	e.g. mp4, webm, mov

Allow photo & video uploads

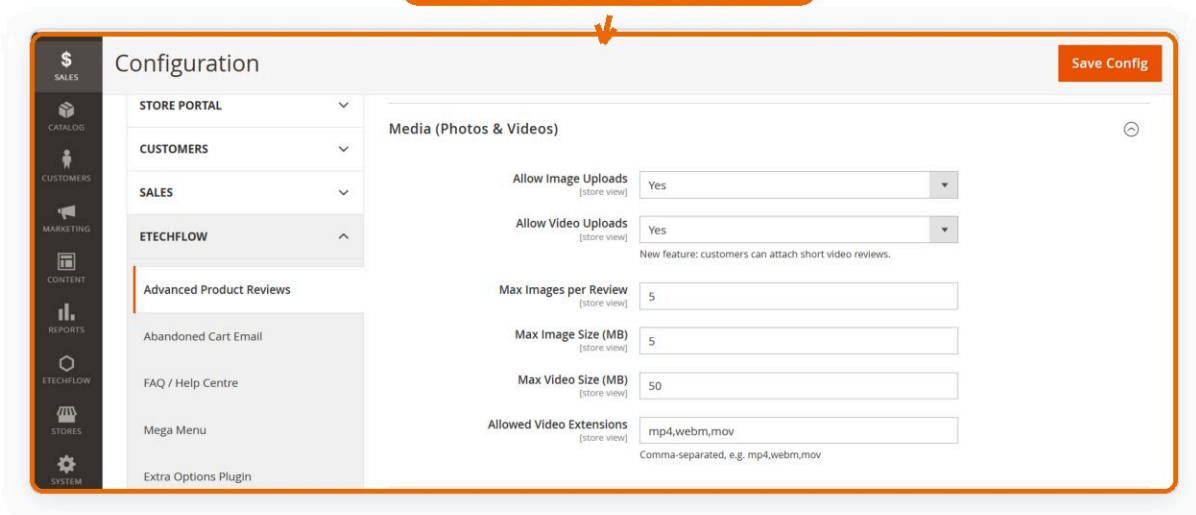


Figure 6 — Media settings group

3.4 Multilingual Auto-Translation (AI)

Automatically translate reviews into the storefront language using the AI provider you choose. **Ships OFF by default** — enable it and paste your provider’s API key when ready. Keys are stored encrypted.

Setting	What it does
Enable Auto-Translation	Master switch for translation
AI Provider	OpenAI, Google Gemini, or Anthropic (Claude)
API Key (per provider)	Your key, stored encrypted
Model (per provider)	e.g. <code>gpt-4o-mini</code> , <code>gemini-2.5-flash</code> , <code>claude-haiku-4-5</code>
Translate Automatically	If <i>No</i> , translations happen on demand when a shopper clicks “Translate”

AI auto-translation (OpenAI / Gemini / Claude)

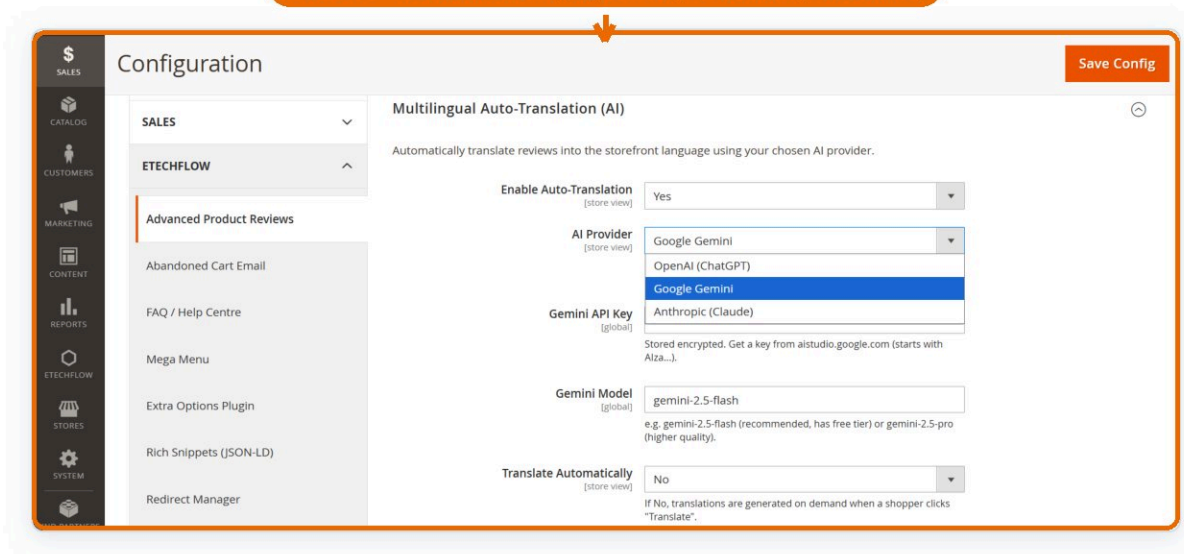


Figure 7 — Translation settings group

3.5 Review Reminder Emails

Send a reminder email a set number of days after an order completes, optionally with a thank-you coupon. **Ships OFF by default.**

Setting	What it does
Enable Review Reminders	Master switch
Send After (days)	Delay after order completion
Email Template	Which template to send
Attach Discount Coupon	Auto-generate a coupon as an incentive
Cart Price Rule ID	The SalesRule used to generate coupons

Auto reminder emails with thank-you coupons

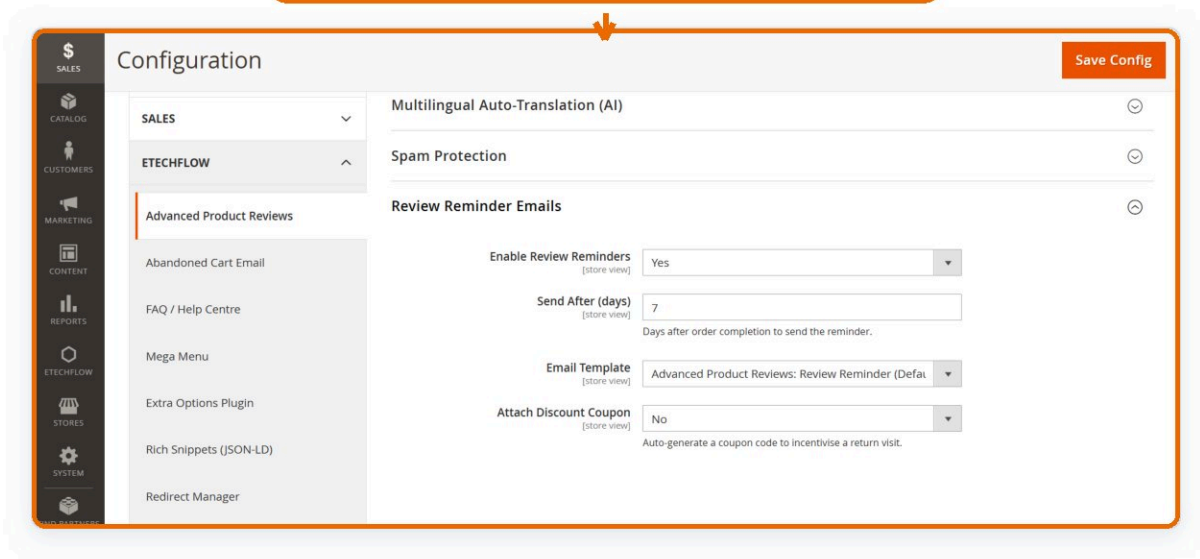


Figure 9 — Review Reminder Emails group

4. The Storefront Experience

This is what your customers see on a product page.

4.1 The review summary bar

At the top of the reviews section: average star rating, total review count, the star distribution bars, the percentage who recommend the product, and how many reviews are from verified buyers.

Rich summary: rating, recommend % & verified

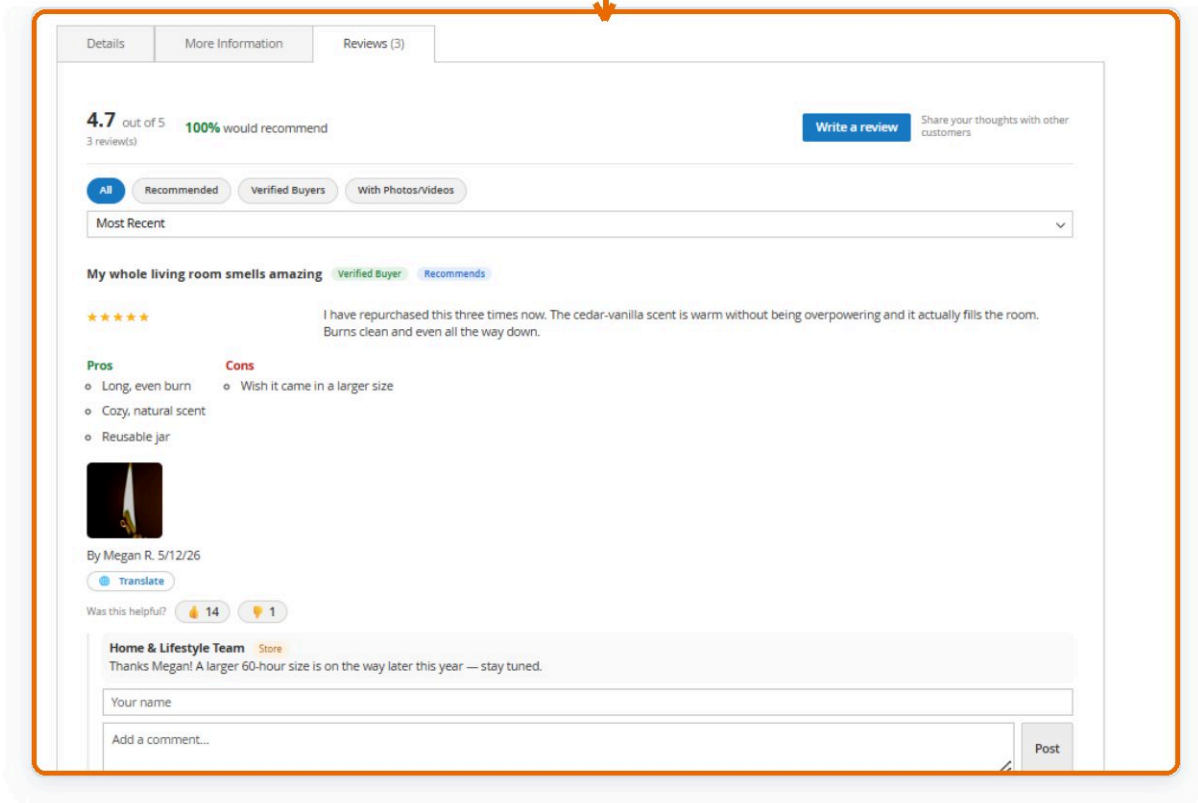


Figure 10 — Review summary bar

4.2 Writing a review

The enhanced review form: star rating, title, the review text, **pros & cons**, the “**would you recommend**” choice, and **photo / video upload**.

Enhanced form: ratings, pros/cons & media

The form is titled "Enhanced form: ratings, pros/cons & media" and is enclosed in a rounded rectangle with an orange border. It contains the following elements:

- Nickname ***: A text input field.
- Email used at checkout ***: A text input field containing "you@example.com". Below it is a note: "We use this only to confirm your purchase of this product."
- Summary ***: A text input field.
- Review ***: A large text area for the main review.
- Pros**: A text input field with the placeholder "One per line".
- Cons**: A text input field with the placeholder "One per line".
- Your Rating ***: Three categories with star ratings:
 - Quality**: Five stars.
 - Value**: Five stars.
 - Price**: Five stars.
- I recommend this product.
- Add photos or videos**: A "Choose files" button and the text "No file chosen".
- Submit Review**: A button at the bottom.

Figure 11 — Enhanced review form

4.3 The review list

Individual reviews showing the star rating, verified-buyer badge, pros/cons, attached photos/videos, the "Was this helpful?" buttons, and any comments.

Verified badge, media & store replies

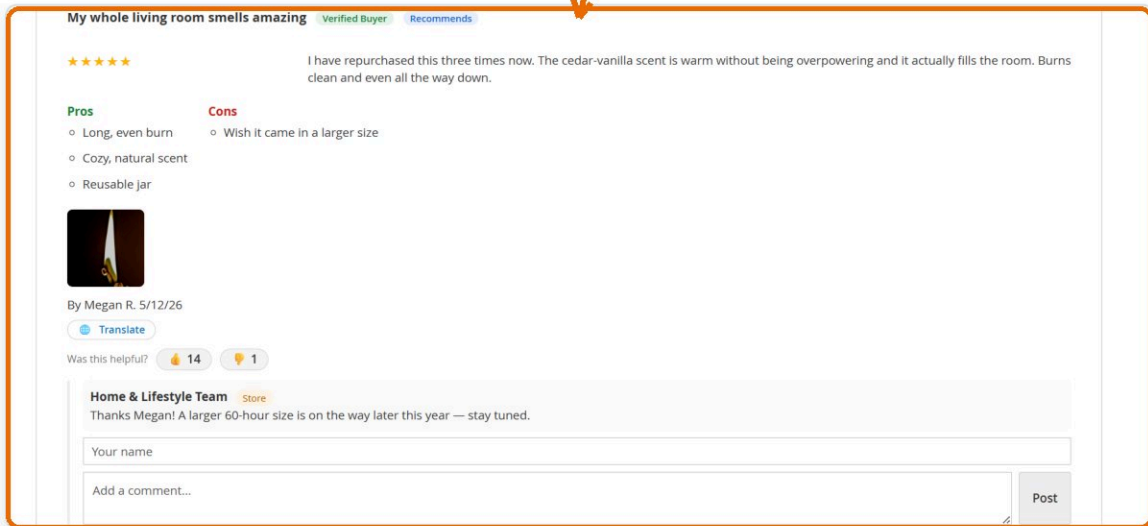


Figure 12 — Review list with a rich review

4.4 Filtering & sorting

Shoppers can filter by rating, verified-only, or with-media, and sort by newest, oldest, most helpful, highest, or

Filter & sort reviews

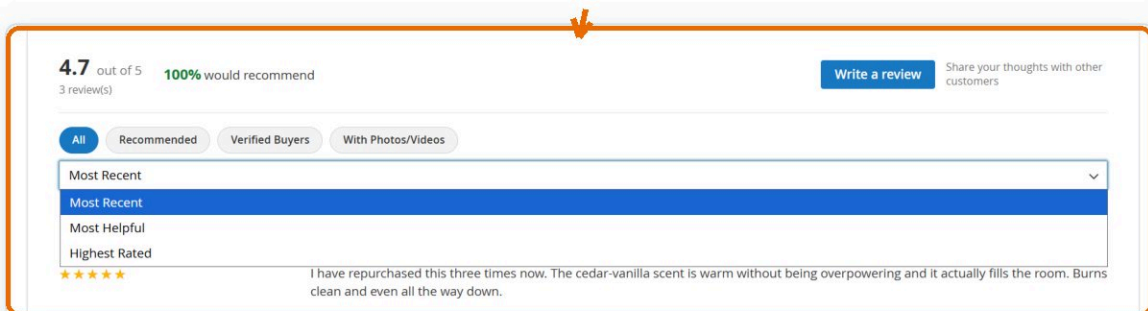


Figure 13 — Filter & sort controls

4.5 Photo & video reviews

Photos display as thumbnails that open in a lightbox; videos show a play tile that opens an inline player.

Photos open in a lightbox

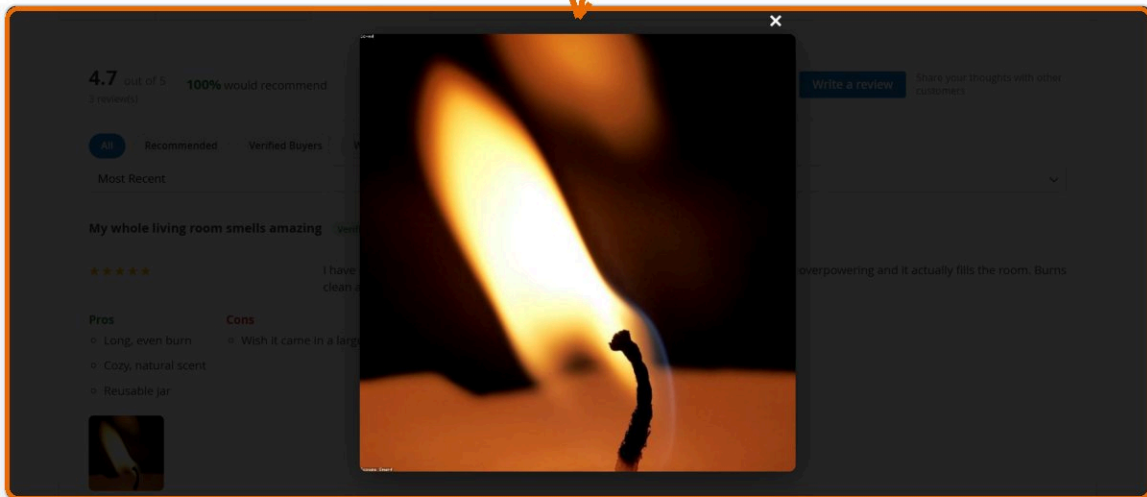


Figure 14 — Photo/video lightbox

4.6 “Was this helpful?” voting

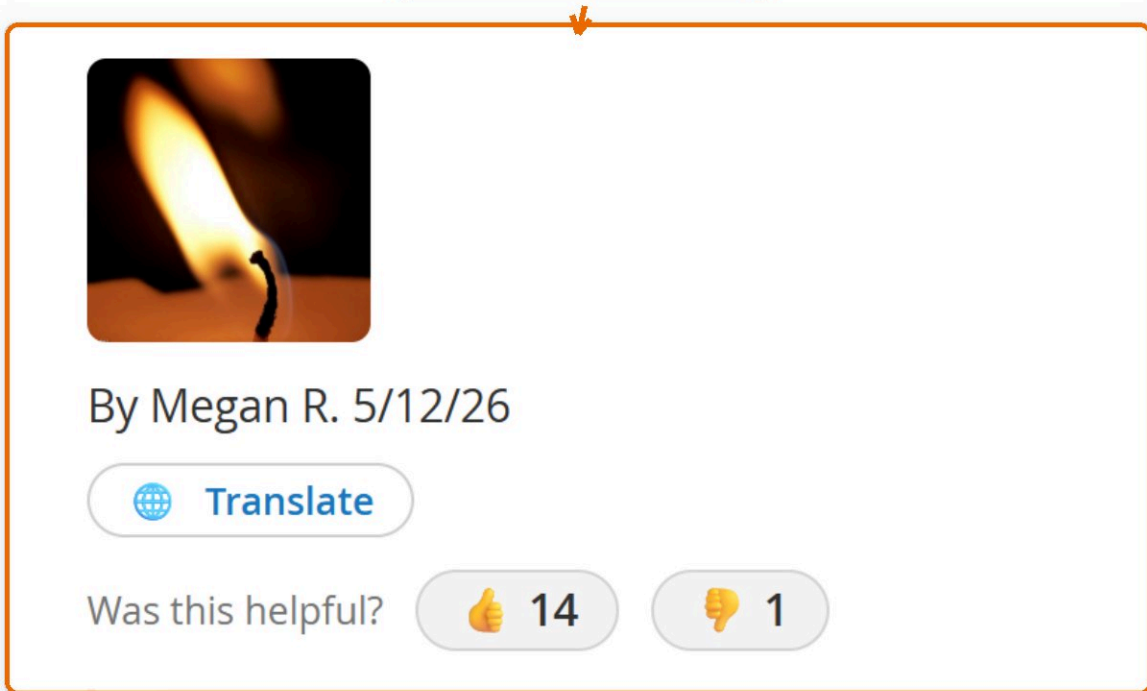


Figure 15 — Helpful voting

5. AI Review Translation (Storefront)

When translation is enabled, reviews written in another language show a **“Translate”** link. Clicking it translates the review into the storefront language; a **“Show original”** link reverts it. Translations are cached so each review is only translated once per language.

One-click Translate

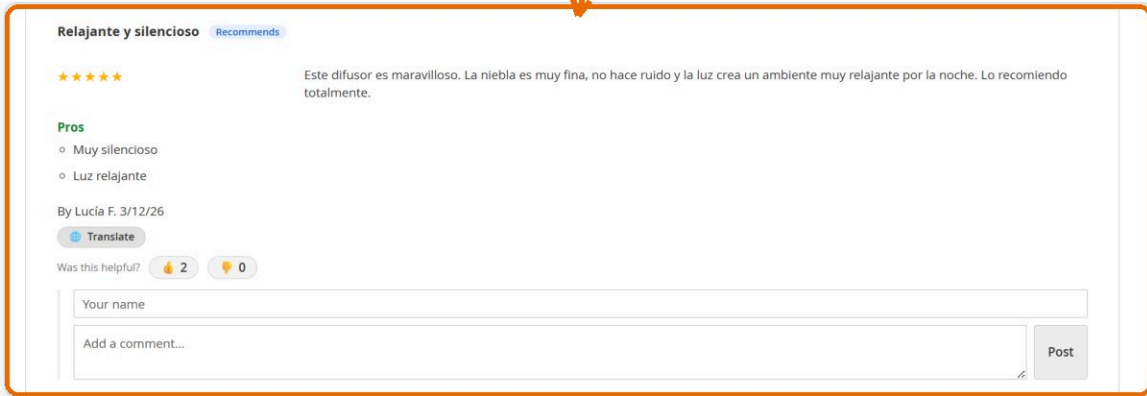


Figure 16 — Translated review (before)

Translated instantly

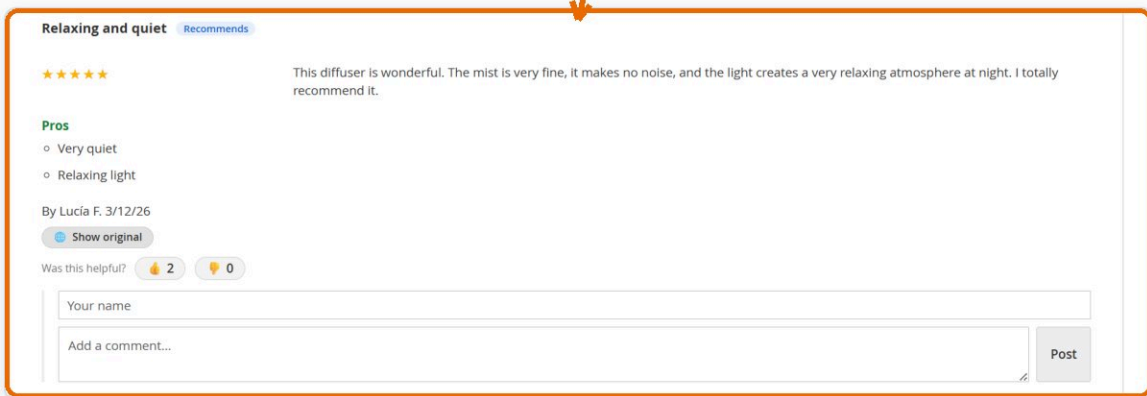


Figure 17 — Translated review (after)

6. Admin Management

6.1 Comments grid

Manage all review comments from admin **Moderate comments from admin** / reject / delete.

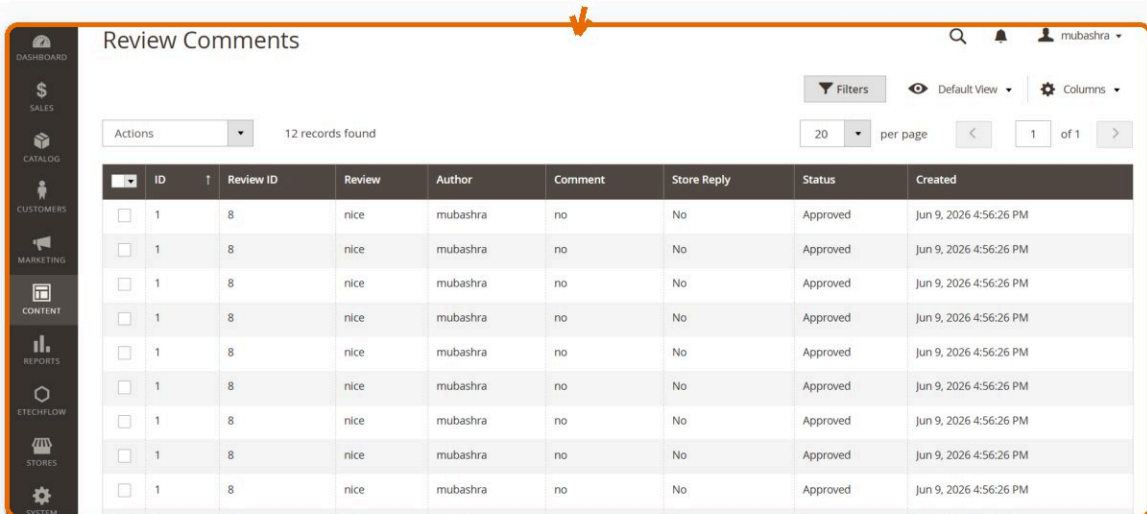


Figure 18 — Comments grid

6.2 Reminders grid

See scheduled / sent reviews

Track scheduled & sent reminders

ID	Order ID	Email	Status	Step	Coupon	Scheduled	Sent
1	20	j.smith@oldmail.com		1		Jun 16, 2026 6:35:48 PM	
1	20	j.smith@oldmail.com		1		Jun 16, 2026 6:35:48 PM	
1	20	j.smith@oldmail.com		1		Jun 16, 2026 6:35:48 PM	
1	20	j.smith@oldmail.com		1		Jun 16, 2026 6:35:48 PM	
1	20	j.smith@oldmail.com		1		Jun 16, 2026 6:35:48 PM	

Figure 19 — Reminders grid

6.3 Analytics dashboard

Found under **Reports** ▶ **Reviews Analytics**. Shows KPI cards (total reviews, average rating, etc.), the rating distribution, a 12-month review trend, and top reviewed products — all rendered with light, clean, and free charts.

KPI cards at a glance

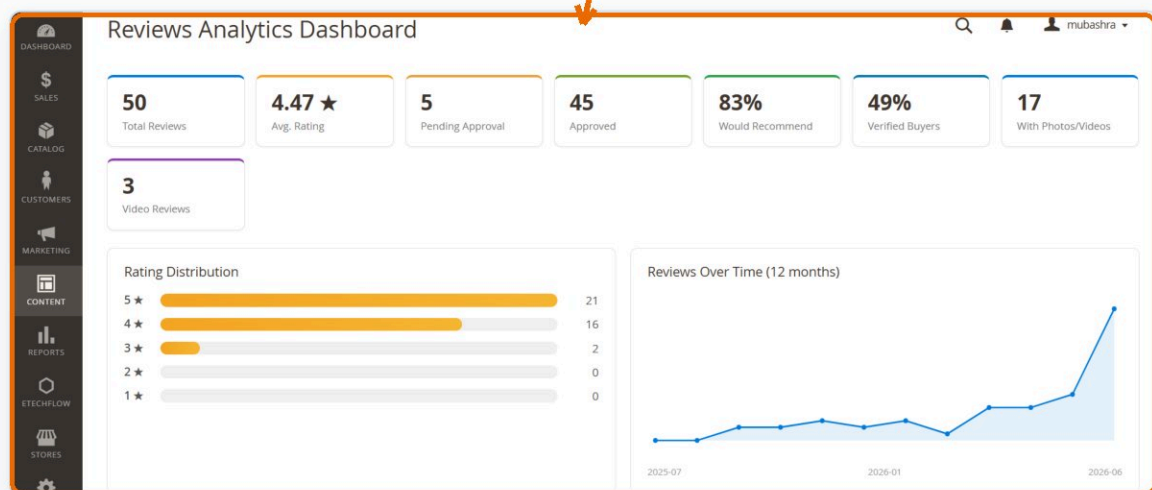


Figure 20 — Analytics dashboard (top / KPIs)

Trends & top-reviewed products

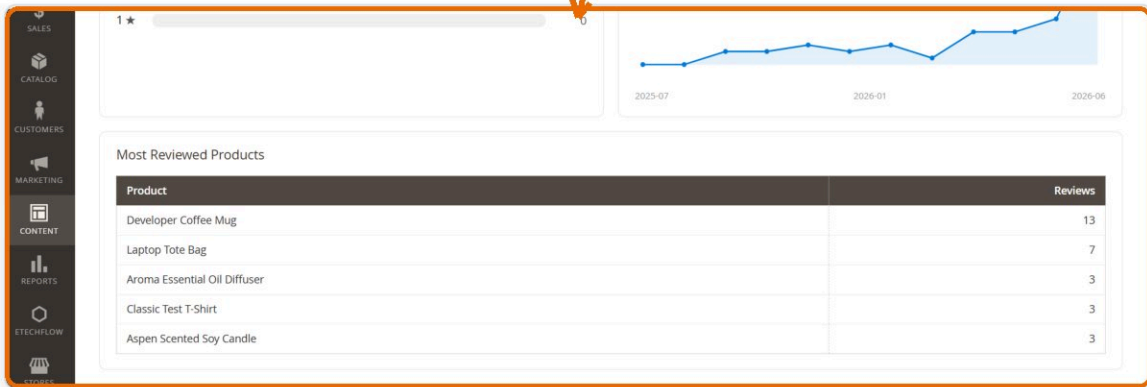


Figure 21 — Analytics dashboard (trend & top products)

7. Post-Purchase Reminder Emails

A reminder email goes out automatically a configurable number of days after an order completes — but only to customers who haven't already reviewed the products. You can optionally **Branded post-purchase email** as a thank-you.

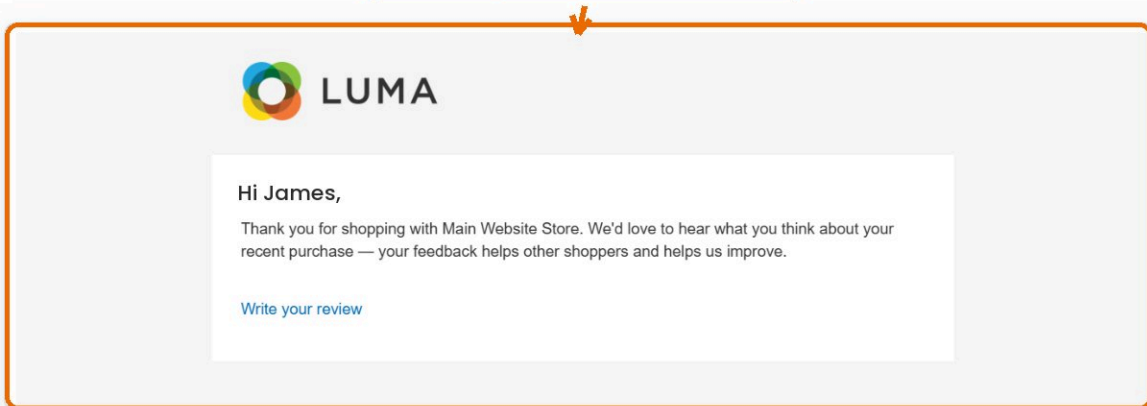
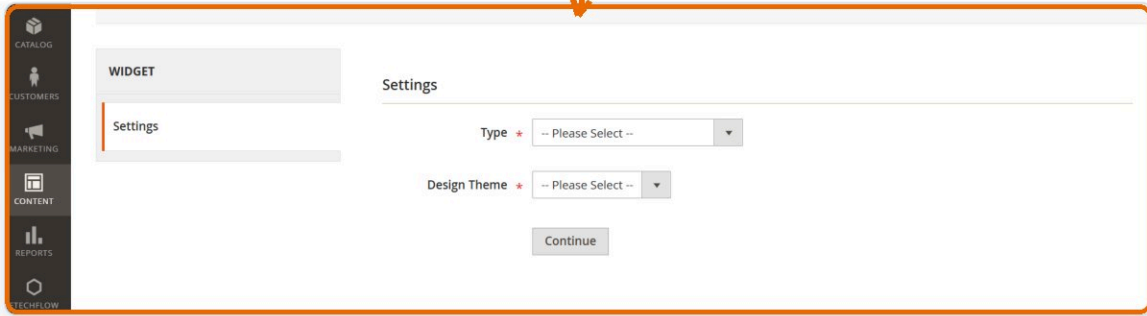


Figure 22 — Reminder email

8. Place Reviews Anywhere (Widget)

A CMS widget lets you drop reviews onto any page — homepage, landing pages, CMS blocks. Insert it via **Content** ▶ **Widgets** or the "Insert Widget" button in the page editor. Options include display mode (latest reviews or a specific product), limit, minimum rating, and whether to show the product name.

Drop reviews on any page



Manage review widgets

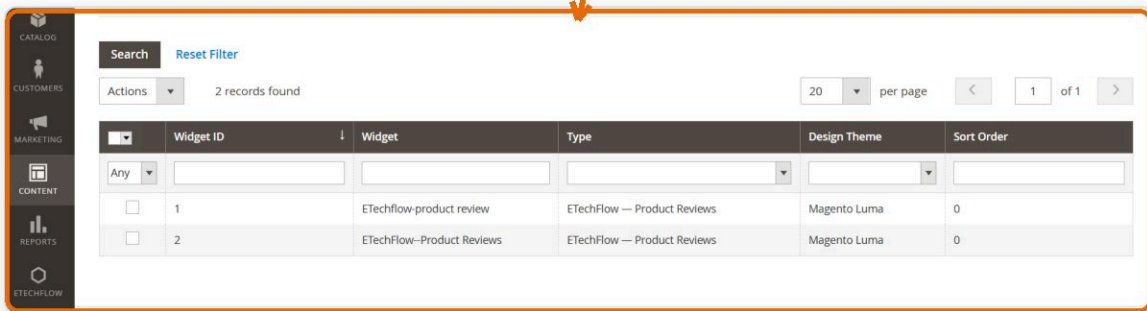


Figure 24 — Widget on a page

9. Headless & Hyvä (Advanced / Optional)

For headless storefronts (PWA Studio, custom front-ends) and Hyvä themes, the module exposes the full reviews experience through **GraphQL** and **REST** APIs, and ships a companion **Hyvä** module that renders the UI entirely from those APIs.

This section is mainly for developers and usually doesn't need screenshots. If you run Hyvä, a screenshot of the reviews block on a Hyvä product page would be a nice addition:

10. Support

- **Vendor:** ETechFlow
- **Email:** support@etechflow.com