



YelpMark

User Manual

Team SAMM

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Contents

Chapter 1: Getting Started	3
What you need.....	3
Navigating with YelpMark.....	3
Chapter 2: Search.....	4
Simple Search	4
Using geolocation information	4
Not using geolocation information	4
Voice Search.....	7
Using geolocation information	7
Not using geolocation information	9
Chapter 3: Getting Additional Information.....	12
Additional search results	12
Additional information for a result.....	12
Chapter 4: Bookmarks	13
Selecting amongst users	13
Additional information for a bookmark.....	14
Adding Bookmarks	14
Editing Bookmarks	16
Deleting Bookmarks	17
Chapter 5: Interacting with the Map	18
Displaying pushpins.....	19
Getting additional information from a pushpin	19
Getting driving directions	20
Chapter 6: Filtering.....	22
Filtering search results	22
Filtering by category	22
Filtering by Rating	22
Filtering bookmarks	23
Filtering by category	23
Filtering by Rating	24

Chapter 1: Getting Started

What you need

To use YelpMark, you need:

- A computer running the most recent version of Google Chrome
- An Internet connection for your computer (broadband is recommended)
- A microphone for voice search capabilities

Important: YelpMark is supported in other browsers as well such as Firefox, Internet Explorer and Opera, however specific features such as bookmark storage and voice search will work only on Google Chrome.

Navigating with YelpMark

YelpMark can either run locally in your machine or can be accessed via Internet through www.yelpmark.com.

Important: To use YelpMark's geolocation tracking feature running the code locally from your computer, Google Chrome needs to be initialized with specific parameters.

Mac: Open **Terminal** and type:

```
open -a Google\ Chrome.app --args --allow-file-access-from-files
```

Windows: Open **Command prompt** and navigate to the Google chrome folder. Once there type:

```
Chrome.exe --allow-file-access-from-files
```

Chapter 2: Search

To perform a search in YelpMark, navigate first to YelpMark and choose whether you want or not to use your geolocation information so as to get relative results based on your geocoordinates (Figure 1).



Figure 1

Simple Search

Using geolocation information

If you chose to use geolocation information, type your search term in the textbox that says: **Find** and click the magnifier button to search (Figure 2). The results of the search are always displayed on the right column (Figure 3).



Figure 2



Figure 3

Not using geolocation information

If you chose not to use geolocation information, type your search term in the textbox that says: **Find**, type the area you are interested in the textbox that says: **Location** and click the magnifier button to search (Figure 4). The results of the search are always displayed on the right column (Figure 5).

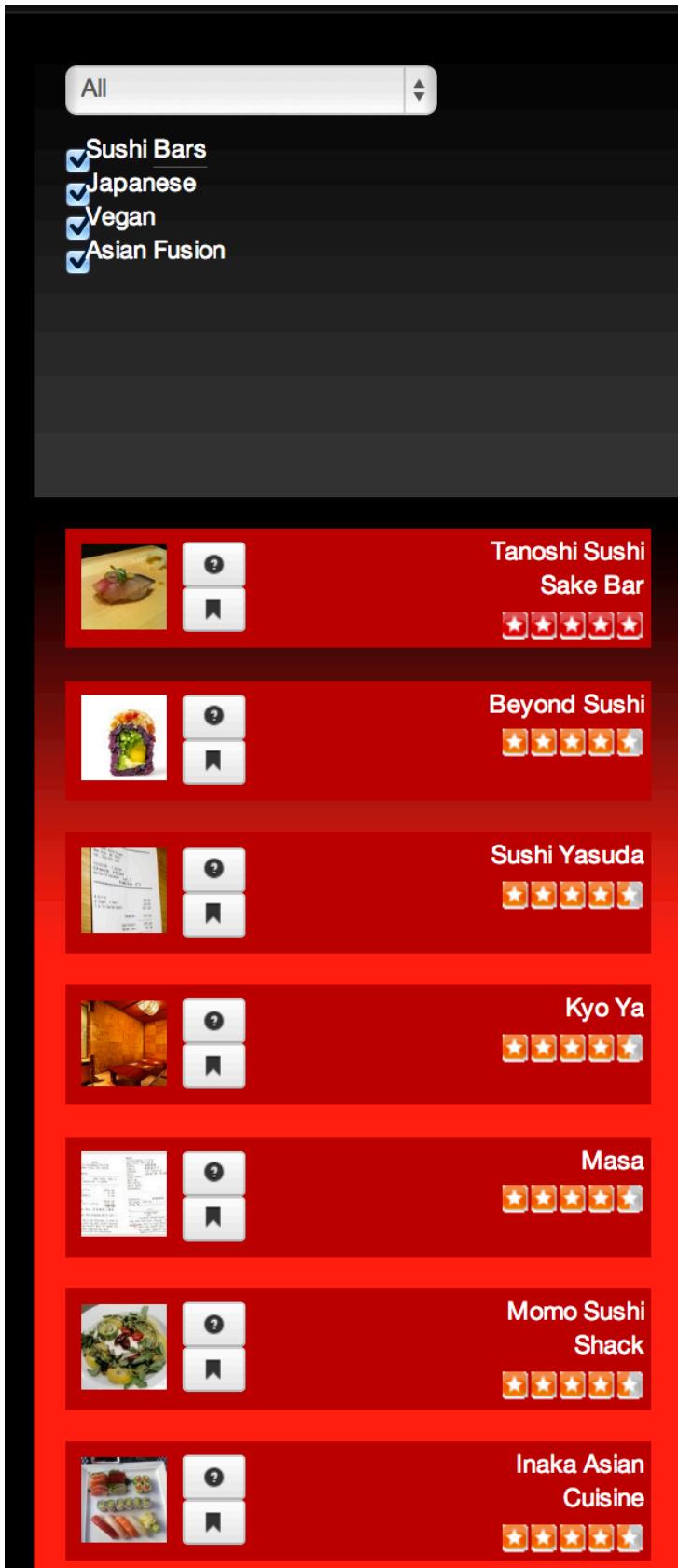


Figure 4

User: Jim

All

- Japanese
- Ethnic Food
- Convenience Stores
- Sandwiches
- Sushi Bars
- Asian Fusion
- Caterers
- Vietnamese
- Thai
- Chinese
- Kosher

Jin Ramen



?

Bookmark

★★★★★

M2M



?

Bookmark

★★★★★

Jado Sushi



?

Bookmark

★★★★★

Miyako Sushi



?

Bookmark

★★★★★

Imi Sushi



?

Bookmark

★★★★★

Asia Kan



?

Bookmark

★★★★★

Sun-Chan
Japanese
Restaurant



?

Bookmark

Figure 5

Voice Search

Using geolocation information

If you chose to use geolocation information, click on the microphone icon on the textbox that says: **Find** and wait for the message: **Speak Now** to appear. Once it appears speak your search terms and wait for the voice to be recognized. Finally, click the magnifier button to search (Figure 6). The results of the search are always displayed on the right column (Figure 7).

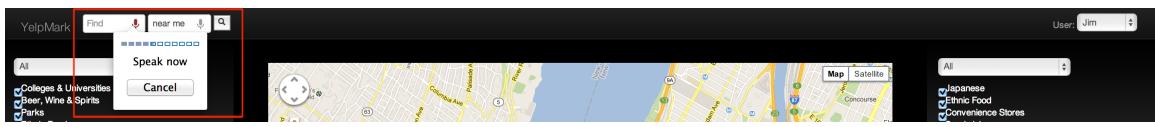


Figure 6

User: Jim

All

- Pizza
- Italian
- Diners
- Coffee & Tea
- Cafes
- Mexican

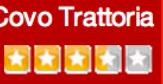
			Bettolona	
			Sal & Carmine's Pizza	
			Brothers Restaurant & Pizzeria	
			Paul's Pizza	
			Covo Trattoria	
			Buca Brick Oven Pizza	
			Jumbo Pizza Coffee Shop	

Figure 7

Not using geolocation information

If you chose to use geolocation information, click on the microphone icon on the textbox that says: **Find** and wait for the message: **Speak Now** to appear. Once it appears speak your search terms and wait for the voice to be recognized. Then perform the same steps for the textbox that says: **Location** to define the location that you are interested in. Finally, click the magnifier button to search (Image 8). The results of the search are always displayed on the right column (Image 9).

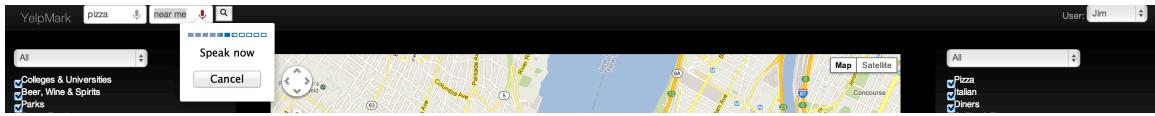


Figure 8

User: Jim ▾

All ▾

- Delis
- Pizza
- Food Stands
- Vegan
- Bars
- Italian
- Dive Bars
- Bakeries



Rosario's Deli





Espresso
Pizzeria





PizzaMoto





Paulie Gee's





Lucali





Luigi's Pizza





Barboncino



Figure 9

Chapter 3: Getting Additional Information

Once a search has been performed, a set of results will be returned satisfying the criteria given. The **Search Results** column (right column) will be filled with up to 20 most relative results. Each results contains a title, a rating in a scale of 5 and a relative picture of the result (a default picture is displayed if the specific business has not defined one) (Image 10).



Figure 10

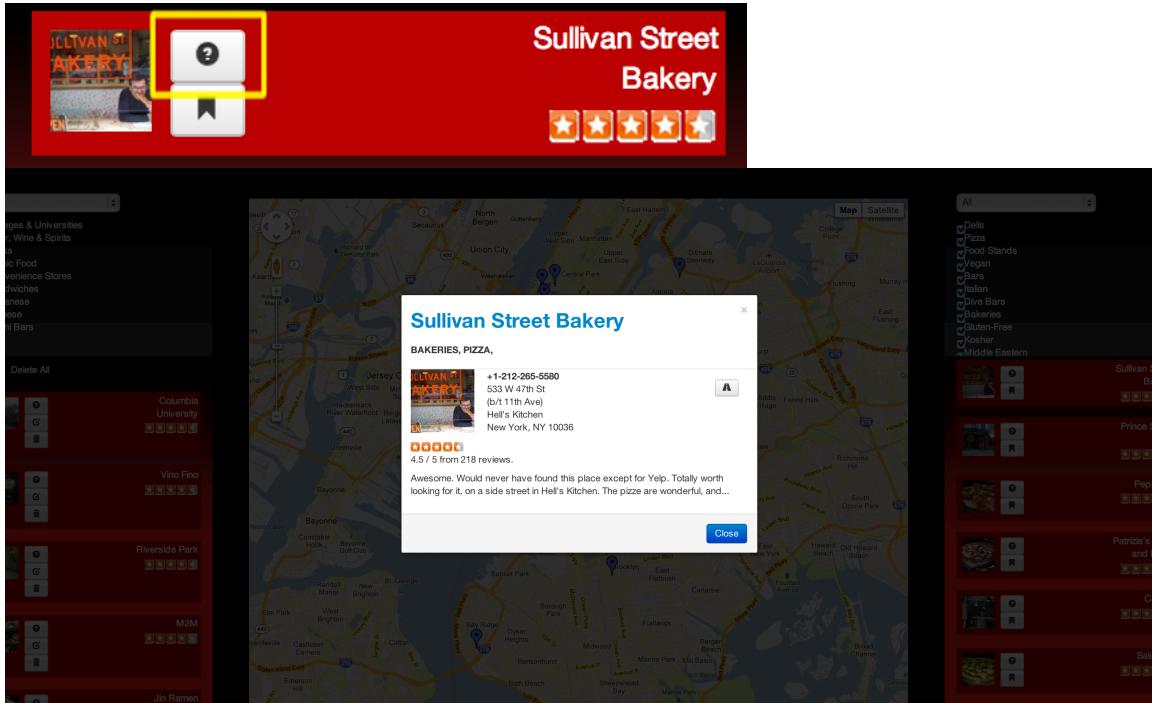
Additional search results

To retrieve more results, scroll to the bottom of the list of the results. As long as there are more results to display they will be automatically added to the bottom of the list.

Additional information for a result

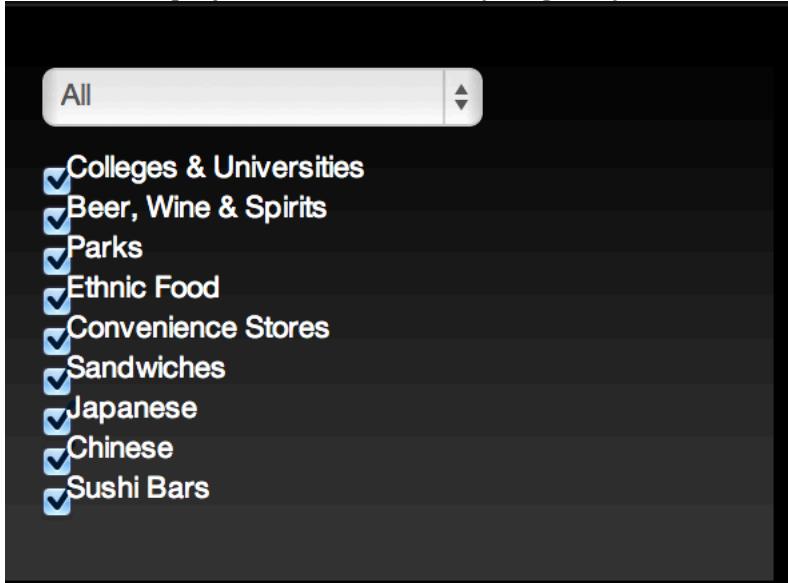
To receive further information regarding a result, click on the info button (Image 11) of the result you are interested in. A popup will appear, displaying the result title along with other information such as the category/ies it belongs to, telephone, address, rating with number of reviews and the most recent review of that business.

Note: if geolocation tracking is allowed, each result has a driving directions button that displays driving directions from the given geolocation to the selected business.



Chapter 4: Bookmarks

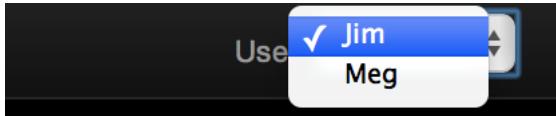
Bookmarks are displayed in the **Bookmarks** column (left column). Every bookmark stored is displayed in that column (Image 12).



Selecting amongst users

To select amongst users simply click the dropdown box from the top right corner and select the user that you are interested in. Once a user is selected, the bookmarks

column is automatically refreshed to reflect the bookmarks of the current user (Image 13).



Additional information for a bookmark

To receive further information regarding a stored bookmark, click on the info button (Image 14) of the bookmark you are interested in. A popup will appear, displaying the bookmark title along with other information such as the category/ies it belongs to, telephone, address, rating with number of reviews and the most recent review of that business. Bookmarks also contain any given tags or additional comments assigned by the user.

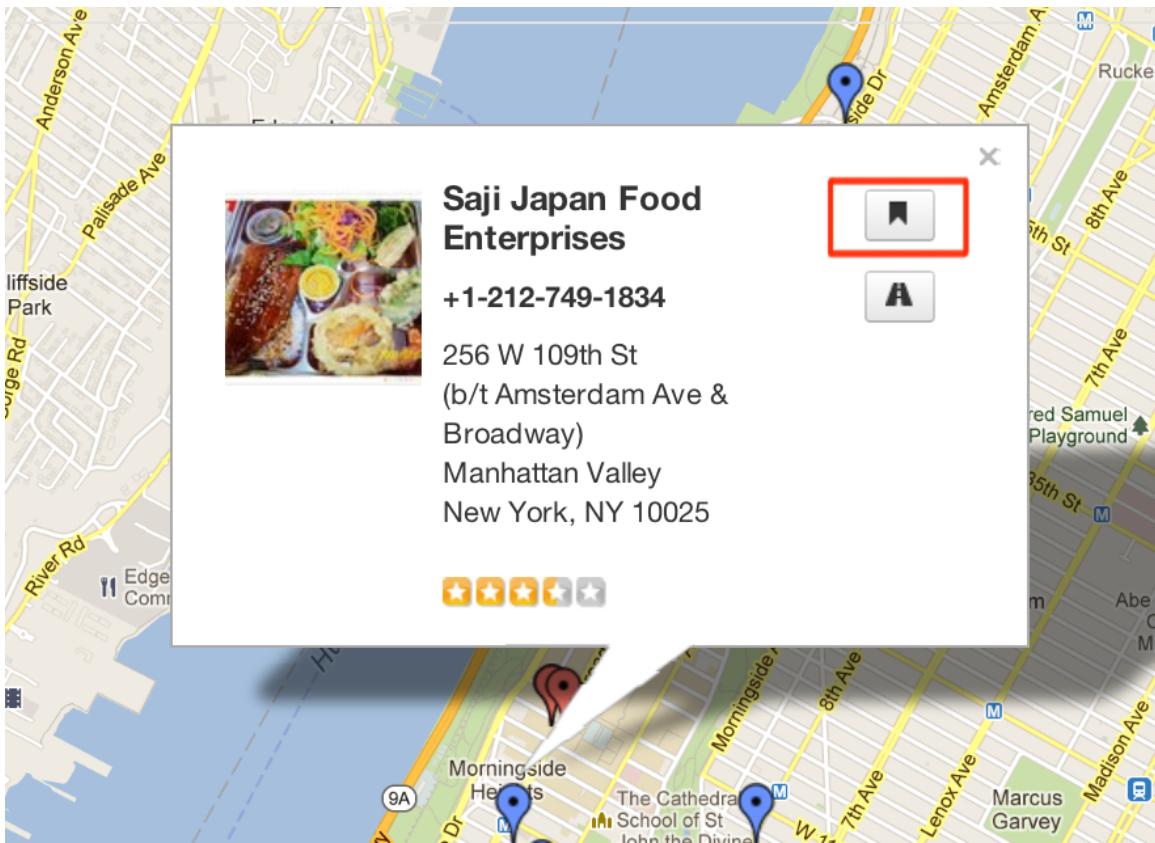
Note: If geolocation tracking is allowed, each bookmark has a driving directions button that displays driving directions from the given geolocation to the selected business.



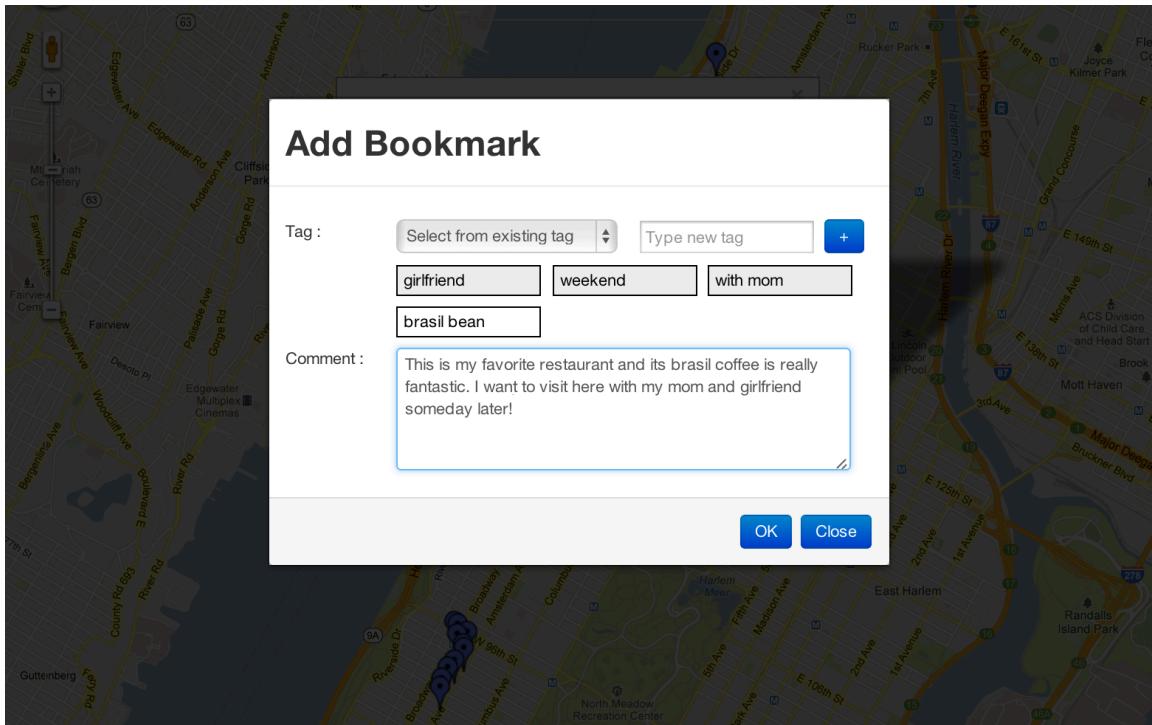
Adding Bookmarks

To add a bookmark, click on the bookmark button of the search result you want to bookmark, either on the search results column (Image 15) or the info windows of the bookmark from the map (Image 16).





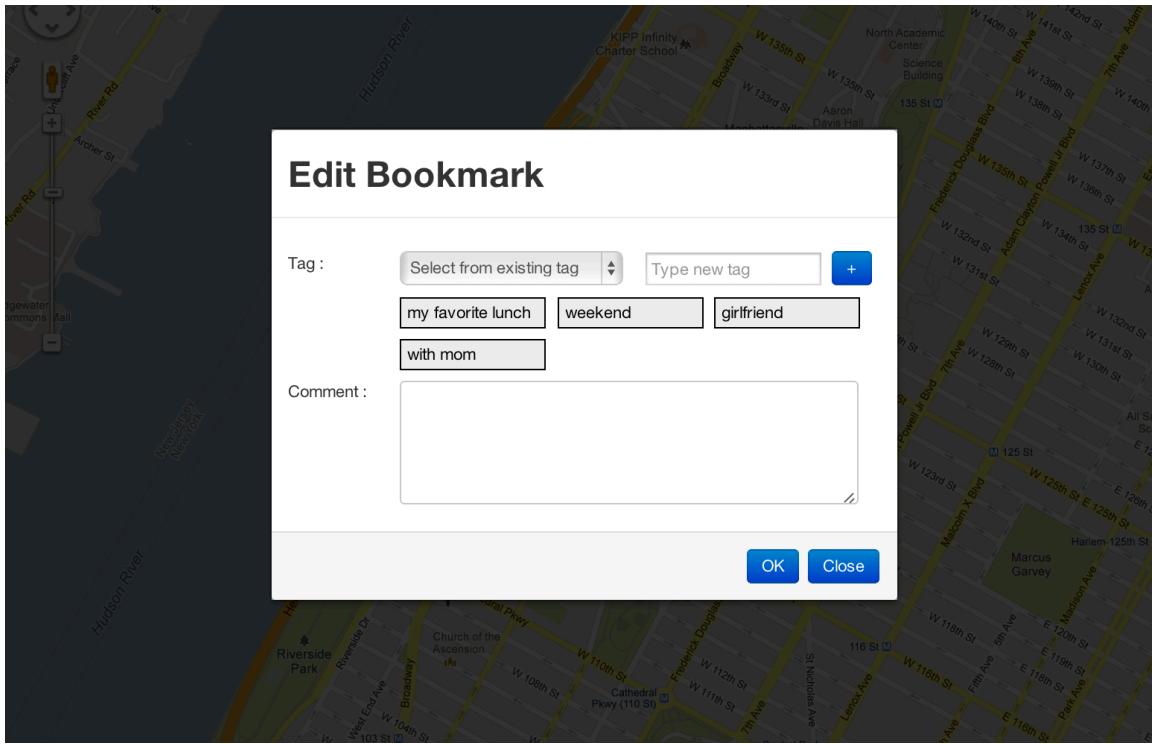
Note: When adding bookmarks, tags and comments can be assigned with the specific bookmark (Image 17).



Editing Bookmarks

To edit a bookmark, click on the edit button of that bookmark from the **Bookmarks** column. Make any necessary edits and then click ok (Image 18).



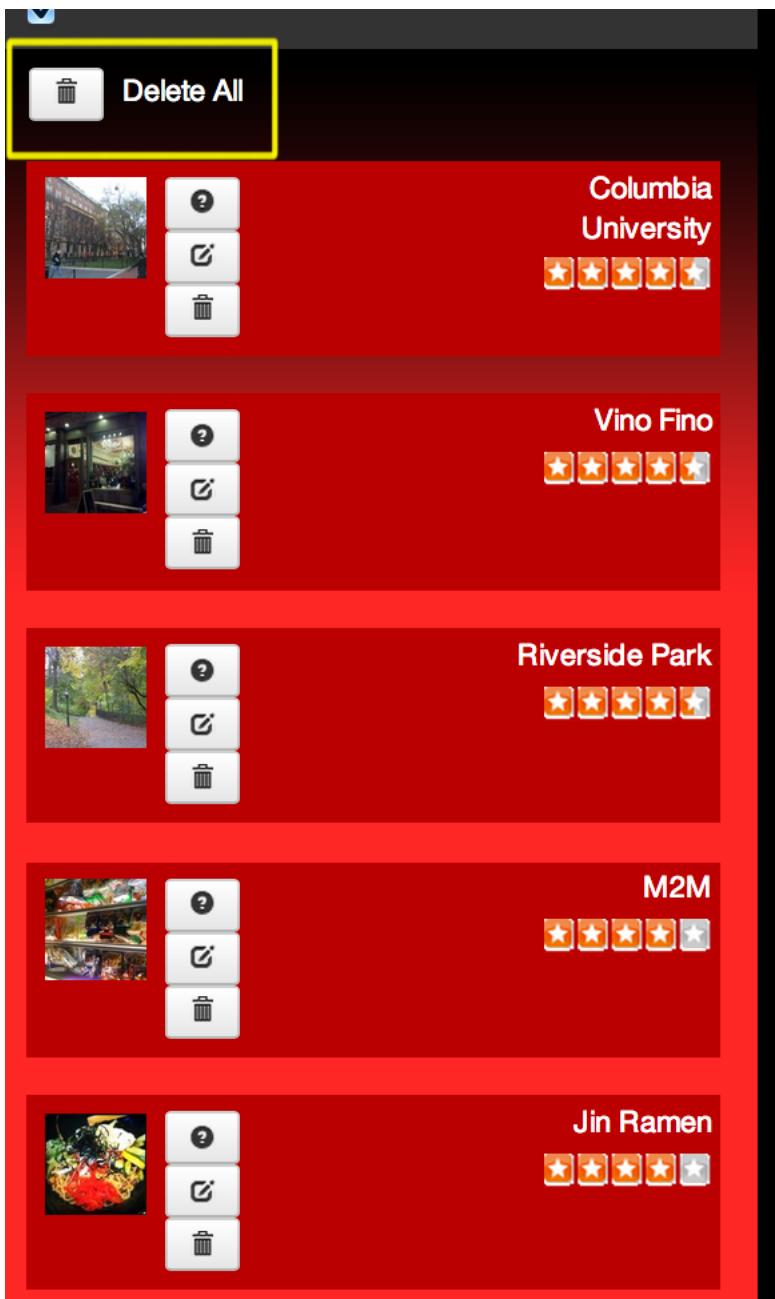


Deleting Bookmarks

To delete a bookmark, simply click on the trashcan button of the bookmark you want to delete either on the bookmark results column (Image 19)

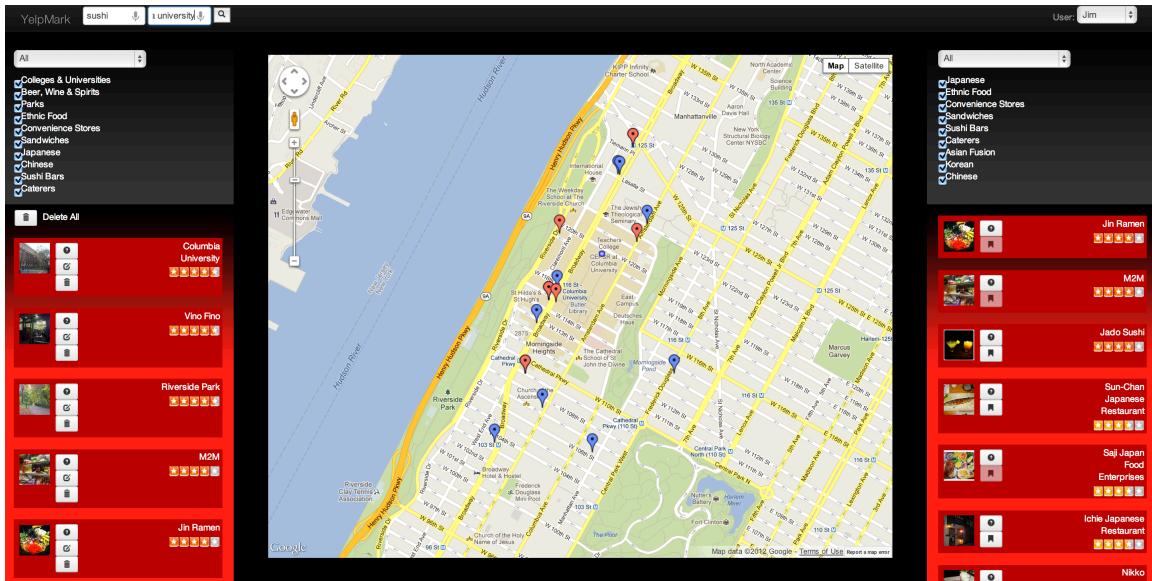


Note: To delete all bookmarks of a user simply click on the **Delete All** trashcan button (Image 21).



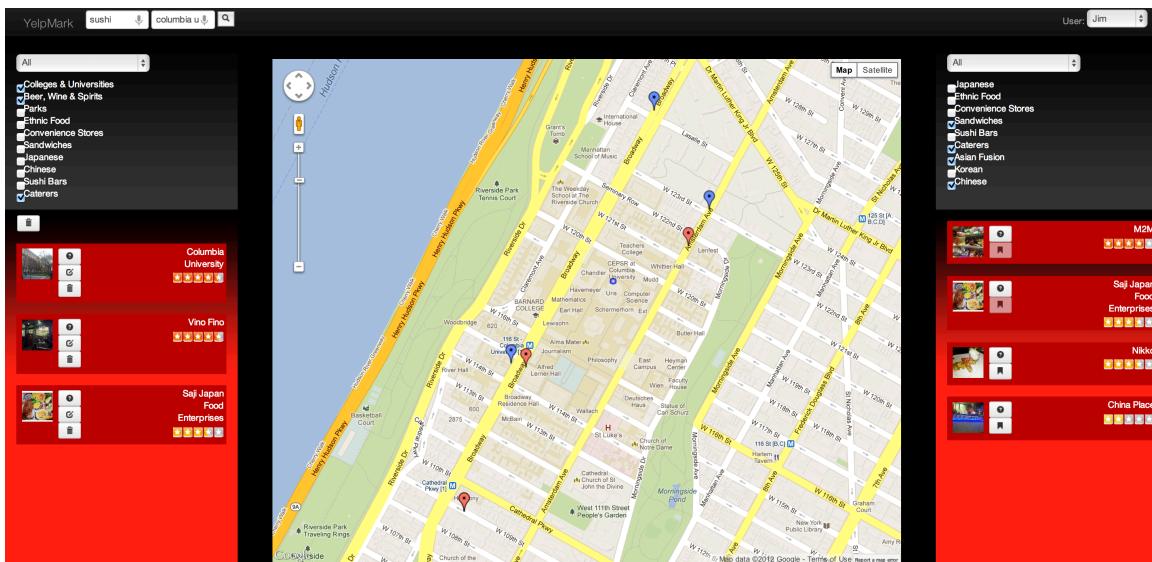
Chapter 5: Interacting with the Map

YelpMark has Google Maps built-in providing a location-based approach to interact with the search results and the bookmarks (Image 22).



Displaying pushpins

Whenever a business exists in either the **Search Results** column or the **Bookmarks** column, its geolocation coordinates will also be displayed on the map with a pushpin (Image 23).

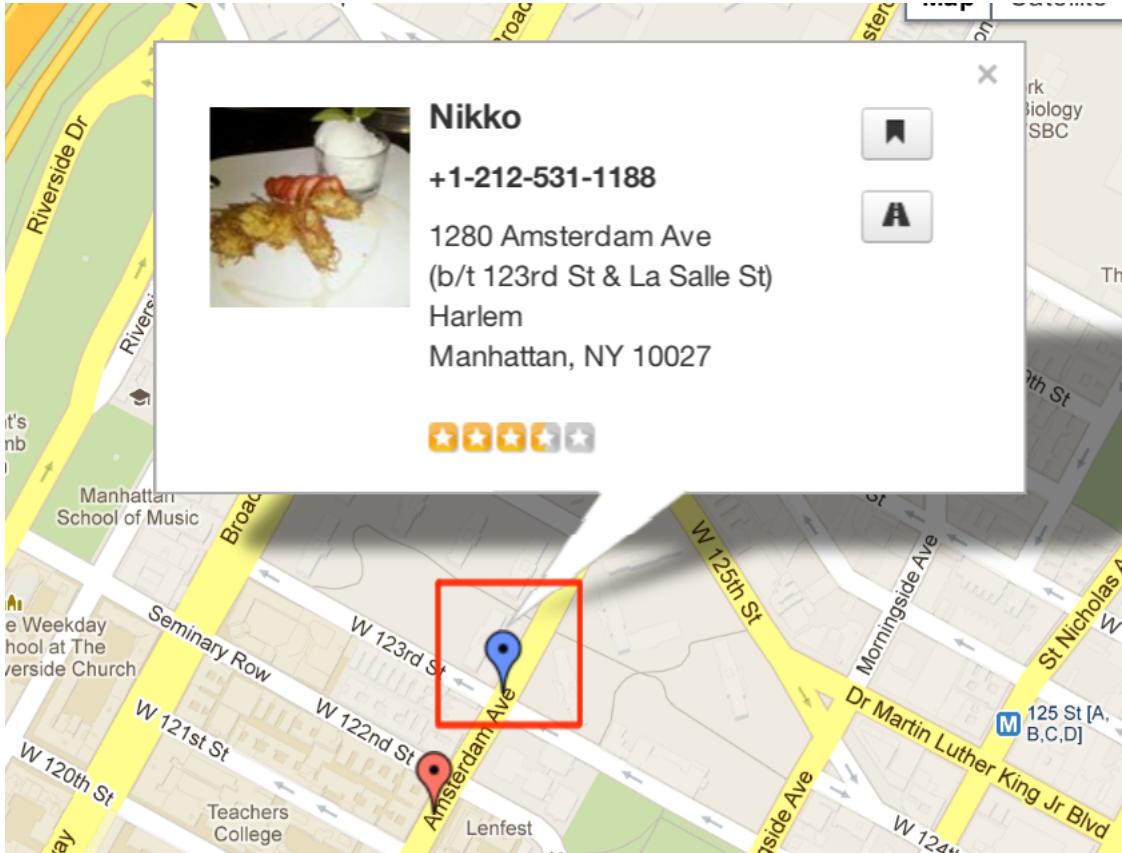


Getting additional information from a pushpin

To receive further information regarding a search result (blue pushpin) or a stored bookmark (red pushpin), simply click on the pushpin you are interested (Image 24). An info window will appear, displaying the bookmark title along with other information such as the category/ies it belongs to, telephone, address, rating with number of reviews and the most recent review of that business. Bookmarks also contain any given tags or additional comments assigned by the user.

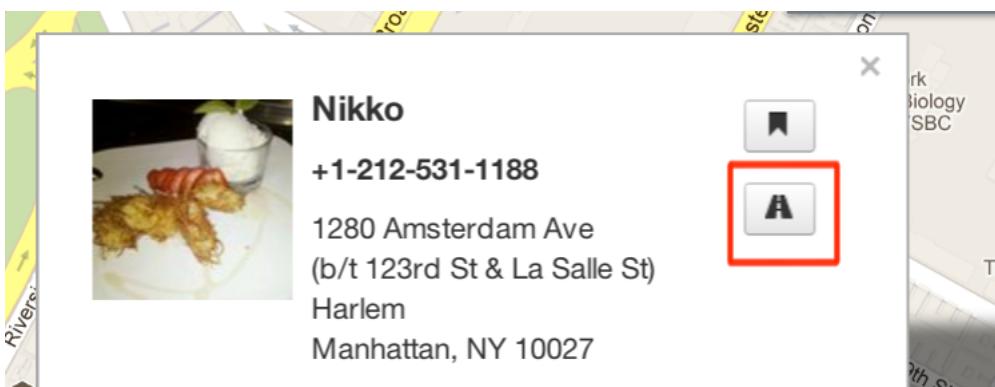
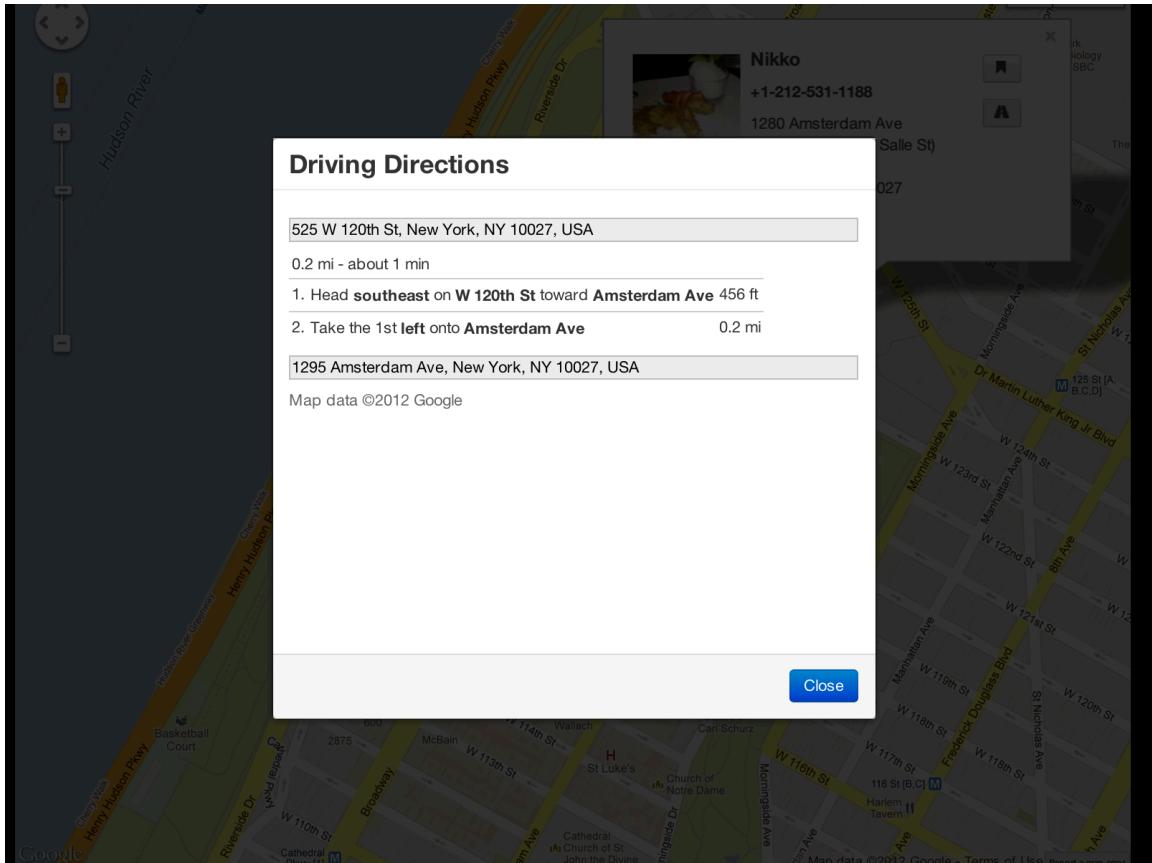
Note: If geolocation tracking is allowed, each info window has a driving directions

button that displays driving directions from the given geolocation to the selected pushpin.



Getting driving directions

If geolocation tracking is allowed, you can get driving directions from your current location to the business you are interested in (either a bookmark or a search result) (Image 25). To get driving directions, simply click on the road icon on the info window and a popup window with detailed driving directions will appear (Image 26).



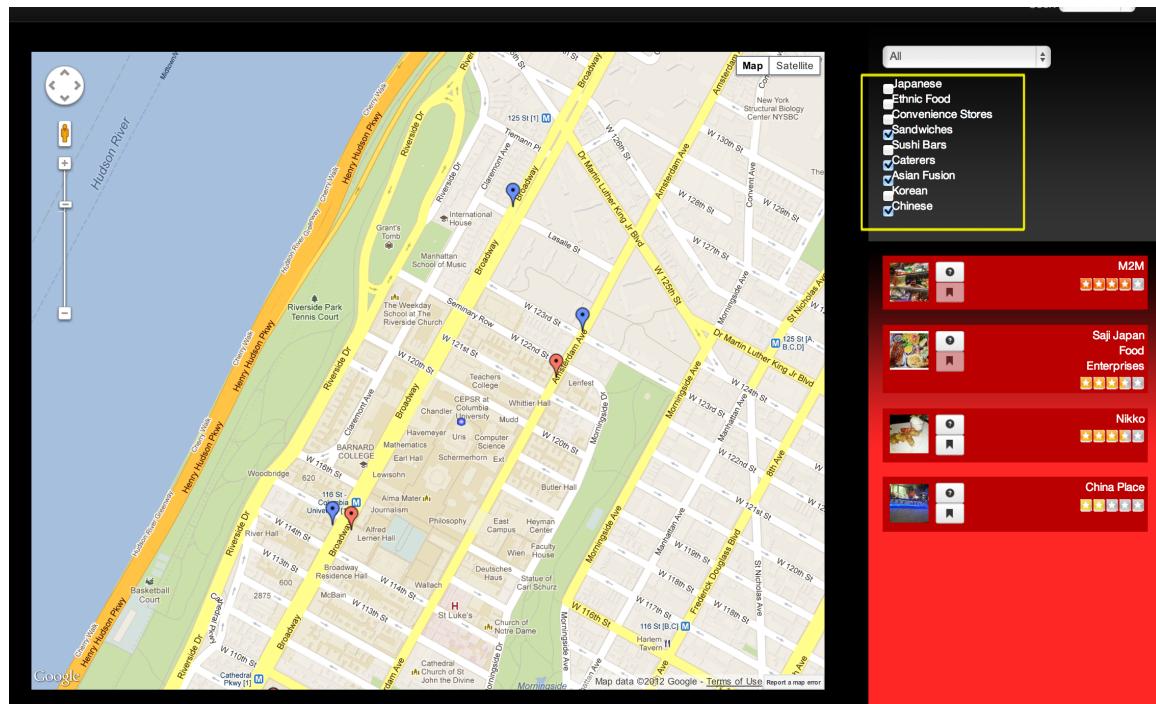
Chapter 6: Filtering

Filtering can be applied in both search results and bookmarks.

Filtering search results

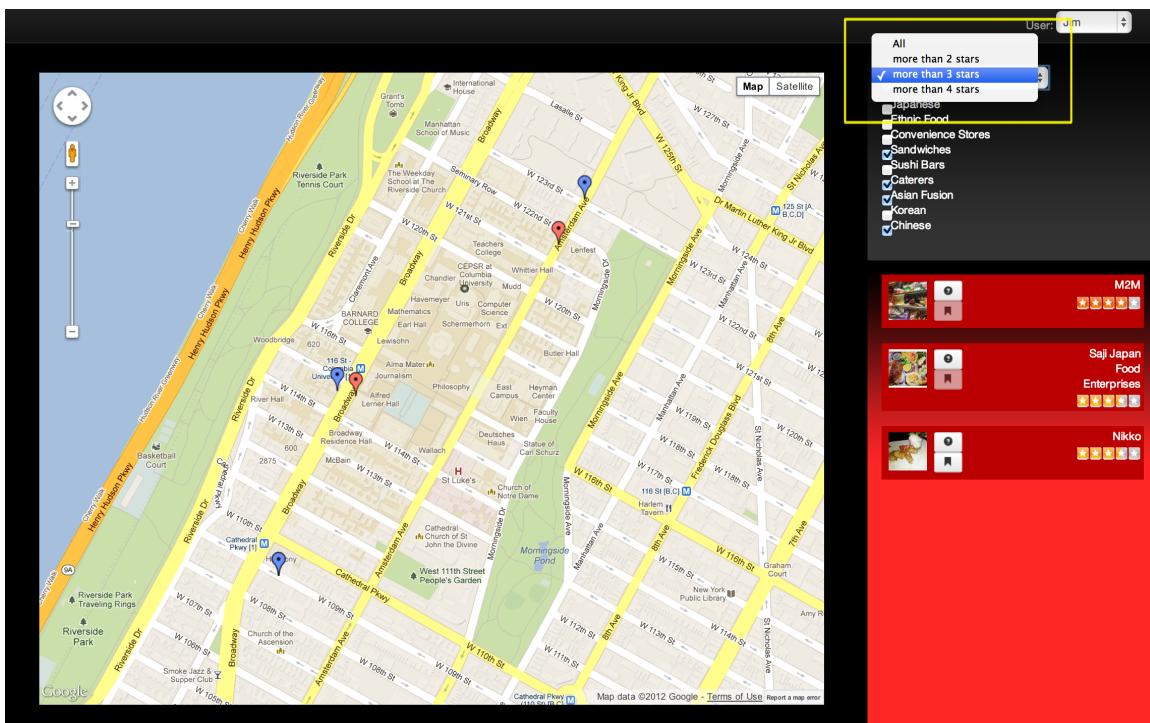
Filtering by category

To filter search results by category, simply select the categories you are interested (Image X) and the filters will automatically be applied updating the search results column and the search result pushpins (blue) on the map (Image 27).



Filtering by Rating

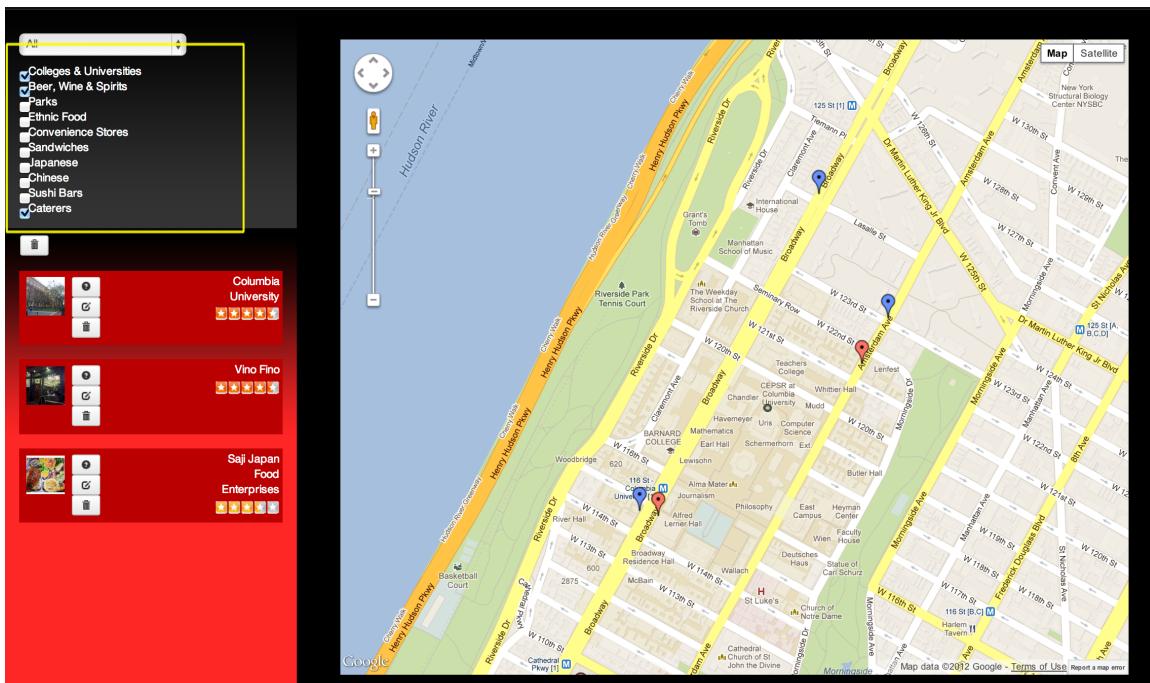
To filter search results by rating, simply select the rating filter that you want (ex. 3 stars +) and the filters will be automatically applied updating the search results column and the search result pushpins (blue) on the map (Image 28).



Filtering bookmarks

Filtering by category

To filter bookmarks by category, simply select the categories you are interested (Image X) and the filters will be automatically applied updating the bookmarks column and the bookmark pushpins (red) on the map (Image 29).



Filtering by Rating

To filter bookmarks by rating, simply select the rating filter that you want (ex. 3 stars +) and the filters will be automatically applied updating the bookmarks column and the bookmark pushpins (red) on the map (Image 30).

