

User Profile

Q3 2018

Competitive profile audit

Facebook

10:04 ⓘ

Maggie Yue



Edit

Maggie Yue (余文懿)

Add Bio

Add Story Edit Profile Activity Log More

Senior Designer at [OpenTable](#)

Lives in [Oakland, California](#)

From [San Jose, California](#)

Add to Featured

maggieyue.com

10:04 ⓘ

+ Add to Featured

maggieyue.com

About Photos Friends

What's on your mind?

Status Photo Life Event

Photos Add Photo



See All Photos

10:06 ↗



Edit Profile

Aa Bio



Details

Senior Designer at OpenTable

Lives in Oakland, California

From San Jose, California

Education

Relationship Status



Featured Photos

Choose up to 5 photos you'd like to feature.



Maggie Yue
View Your Profile

Feeding Frenzy

da FAMBLY
• 2 updates

13 Corgi Con - Fall Edition 2018

Messenger Kids

Friends
• 7 requests

Groups

Marketplace

Watch

Events
• 2 invites

Memories
• 6 memories

Saved



Watch

Events
• 2 invites

Memories
• 6 memories

Saved

Pages

See More

Help & Support

Settings & Privacy

Settings

Privacy Shortcuts

Notification Settings

All Shortcuts

Log Out



Account Settings

Manage information about you, your payments and your contacts, and your account in general.



Personal Information

Update your name, phone numbers and email addresses.



Language

Let us know your language and translation preferences.



Payments

Manage your payment settings and see your payment history.

Security

Change your password and take other actions to add more security to your account.



Security and Login

Change your password and take other actions to add more security to your account.



Apps and Websites

Manage the information you share with apps and websites you've logged into with Facebook.



Instant Games

View and remove Instant Games you've played on Facebook and Messenger.



Instagram

10:09 ⓘ

rory.corgi ⓘ

Cancel Edit Profile Done

 267 posts 467 followers 66 following

Rory
Play Hard, Nap Harder
Oakland, CA
@maggielovesyue @dtwoodall
hellorory.corgi@gmail.com
blog.nomnomnow.com/2017/01/18/customer-spotlight-rory/

Story Highlights
Keep your favorite stories on your profile





10:09 ⓘ

Cancel Edit Profile Done



Change Profile Photo

Name	Rory
Username	rory.corgi
Website	http://blog.nomnomnow.com/...
Bio	Play Hard, Nap Harder Oakland, CA @maggielovesyue @dtwoodall hellorory.corgi@gmail.com

[Try Instagram Business Tools](#)

Private Information

Email	hellorory.corgi@gmail.com
Phone	+13476630004
Gender	Female

LinkedIn

10:10 ↗

Search

Write a post

101 Who viewed your profile

407 Post views

54 Search appearances

Career advice hub

Participate in the career advice platform: Off

Get career advice by conversing with other LinkedIn users who are leaders in their fields

Career interests

1



Last name Yue

Add former name

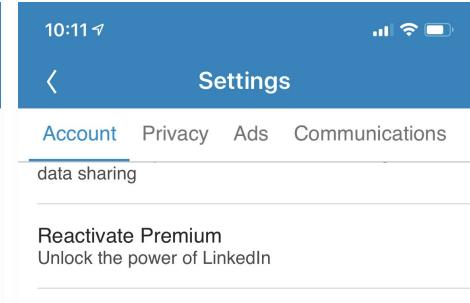
Headline Senior Experience Designer

Current position Senior Experience Designer at OpenTable

Education University of California, Davis

Show above education in my intro

Country United States



Where you're signed in
See your active sessions, and sign out if you'd like

Close account
Learn about your options, and close your account if you wish

Help Center

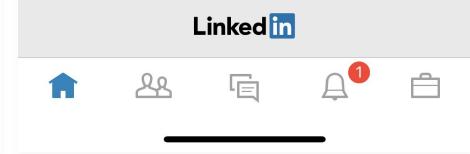
Privacy Policy

User Agreement

End User License Agreement

Sign Out

VERSION: 9.12.2632



Reddit

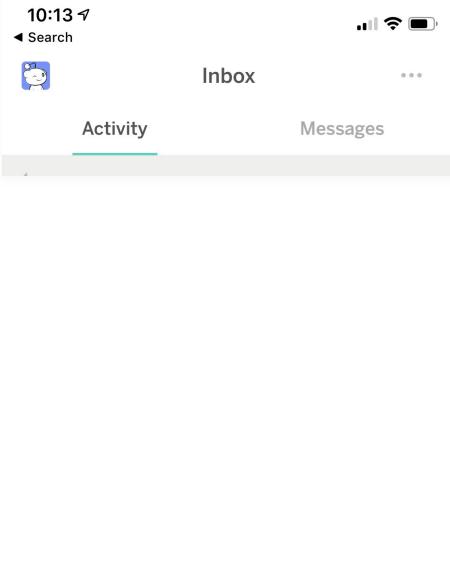
10:13 ↗
◀ Search

Inbox

Activity

Messages

Settings



10:13 ↗
◀ Search

u/rorypor

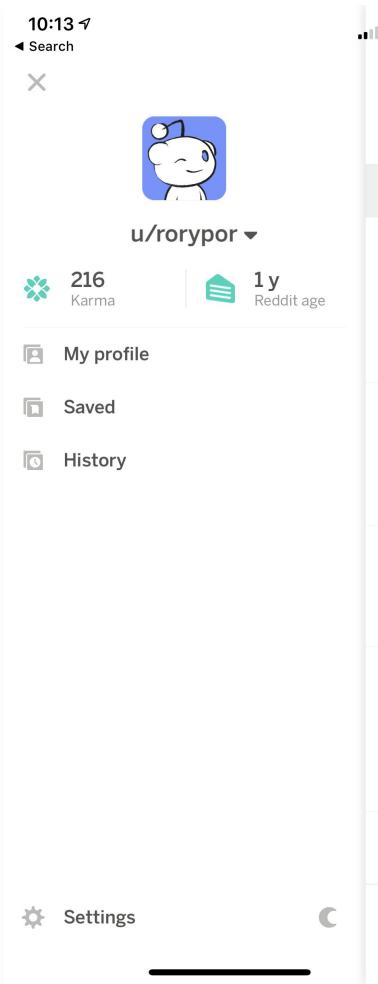
216 Karma | 1y Reddit age

My profile

Saved

History

Settings



10:13 ↗
◀ Search

u/rorypor

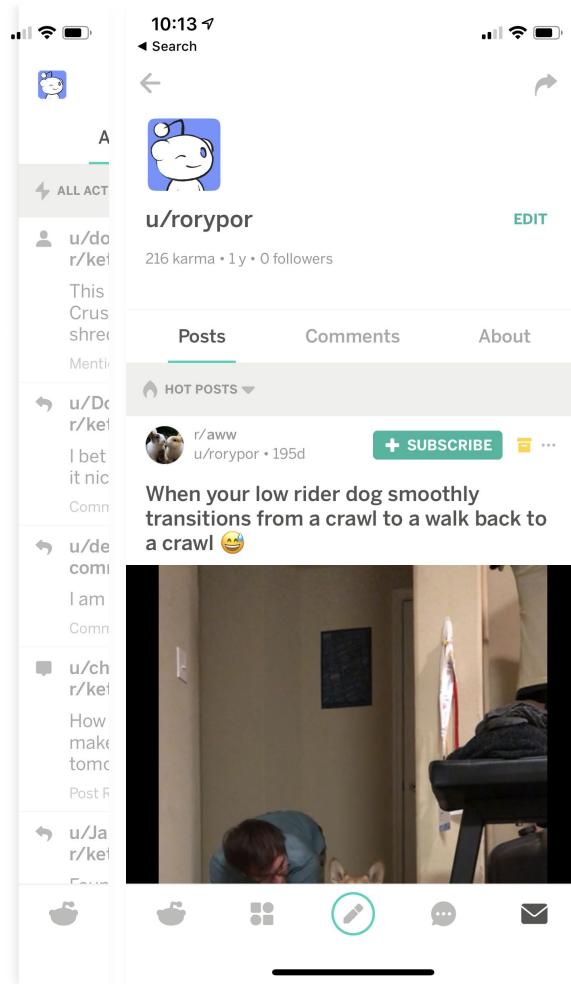
216 karma • 1y • 0 followers

Posts Comments About

HOT POSTS

r/aww u/rorypor • 195d + SUBSCRIBE

When your low rider dog smoothly transitions from a crawl to a walk back to a crawl 😊



10:14 ↗
◀ Search

Edit Profile

SAVE

Display name (optional)

Shown on your profile page

This will be displayed to viewers of your profile page and does not change your username.

About (optional)

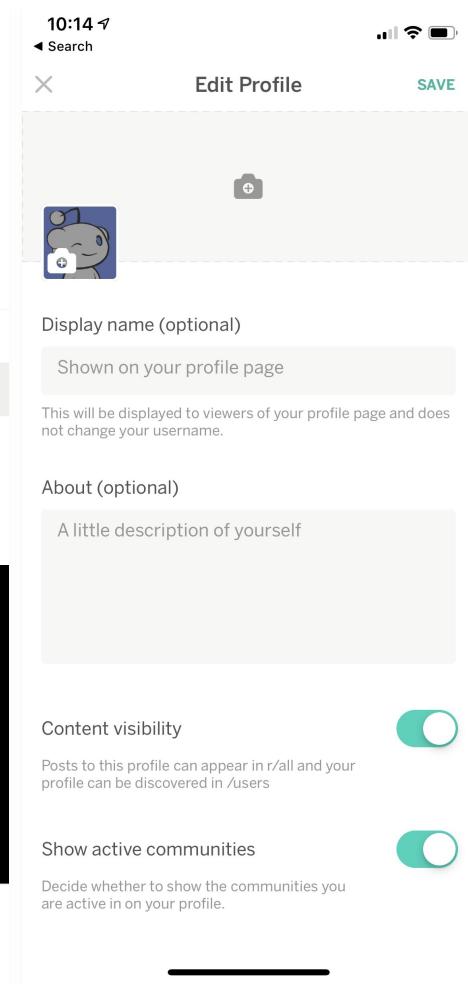
A little description of yourself

Content visibility

Posts to this profile can appear in r/all and your profile can be discovered in /users

Show active communities

Decide whether to show the communities you are active in on your profile.



Airbnb

10:16 ↗
◀ Search

Maggie



View and edit profile

Notifications 

Invite friends 

Refer a host 

Earn \$140 for each new host you refer

Credits & coupons 

Payments 

Settings 

Get help 

[EXPLORE](#) [SAVED](#) [TRIPS](#) [INBOX](#) [PROFILE](#)

10:16 ↗
◀ Search

Maggie Yue



San Francisco, CA

About Maggie

Foodie, (Not so pro) home baker, crazy cat & corgi lady.

4 Reviews

Daniel and Maggie were very nice guests, and the experience was great. I'd definitely recommend them to...[read more](#)

[Read all 4 reviews](#)

Member since
March 2014

Verified info

Email address, Phone number, Government ID, Personal info, Selfie

Work
Things

First name
Maggie

Last name
Yue

About me

Edit

Private details

Gender
Female

Twitter

10:18 1

Joseph Gordon-Levitt @hitR... · 11h
Voice over, anyone?? Anybody?? bit.ly/2In4wl IR

Home

maggie @yuemaggie

412 Following 211 Followers

Profile Lists Bookmarks Moments

Settings and privacy Help Center

10:18 1

maggie @yuemaggie

Designer @OpenTableDesign. Part time (not so professional) baker. Full time corgi & kitty mum. Oh, I also made a thing catsumipsum.com 🤗

California maggieyue.com

Joined July 2008

412 Following 211 Followers

Tweets Tweets & replies Media Likes

maggie @yuemaggie · 23h congrats @malouie on the Animoodles Collection 2 launch on @kickstarter! kck.st/2EiaGr0

I can't wait to get my hands on 🐈 & 🐈 !!

10:18 1

Edit profile Cancel Save

Name **maggie**

Bio Designer @OpenTableDesign. Part time (not so professional) baker. Full time corgi & kitty mum. Oh, I also made a thing <http://catsumipsum.com> 🤗

Location California

Website <http://maggieyue.com>

Birth date Add your date of birth

Yelp

10:20 ▶ Search

yelp



Maggie Y.
"Hold up. I'm eating."
Oakland, CA
402 112 708
Elite '18 Elite '17 Elite '16

Write a Review Add Photo Check In

Notifications 1 >

Your Next Review Awaits

-  Laundré ...
 5 stars
-  Pyeong Chang Tofu House ...
 5 stars
-  Phnom Penh Restaurant ...
 5 stars

Show More Suggestions

Search Delivery Me Collections More

10:20 ▶ Search

yelp

My Impact

REVIEWS PHOTOS

Votes 298 all time	Views 16,979 last 90 days
--------------------------	---------------------------------

Leslie C. found your review of Stonemill Matcha useful
30 days ago

Candice C. found your review of Soba Ichi useful
1 month ago

Cam F. found your review of Rang Dong Restaurant useful, funny, and cool
1 month ago

Recently Viewed

-  Smart Foodservice Warehouse Stores ...
400 Oak St, Oakland, CA 94607
-  Cookiebar Creamery ...
517 8th St, Oakland, CA 94501
-  Media Noche ...
3465 19th St, San Francisco, CA 94110

Search Delivery Me Collections More

10:20 ▶ Search

yelp

Explore

- Review Drafts 1 >
- Reviews 112 >
- Photos and Videos 708 >
- Check-ins 1596 >
- Bookmarks 145 >
- Tips 17 >
- Reservations 0 >
- Friends 402 >
- Followers 2 >
- My Activity >
- More About Me >

Search Delivery Me Collections More

10:21 Search

yelp

- Bookmarks 145
- Tips 17
- Reservations 0
- Friends 402
- Followers 2
- My Activity
- More About Me

My Achievements

- Years Elite 3
- Badges 20
- Dukedoms 1
- Regular At 6

Search Delivery Me Collections More

10:21 Search

Back More About You

Add Photo More Photos

The Last Great Book I Read Wicked

Most Recent Discovery Virgin Airline is amazing.

Find Me In the home, cuddling the cats + le puppy.

Current Crush My two loving cats Wesley + Lexi AND My Corgibutt Rory. (IG: @rory.corgi)

My Hometown San Jose, CA

Why You Should Read My Reviews Because..food.

My Last Meal On Earth Sushi from Sanraku or Hot Cheeto Funyuns..

Things I Love Sushi, Pho, Cats, Kitties, CatsofInstagram, Typography, Pantone Swatches, Oh yeah. Cats.

Search Delivery Me Collections More

10:23 "Hold up, I'm eating." Oakland, CA

Write a Review Add Photo Check In

Notifications

Your Next Review Awaits

Laundré ...

Pyeong Chang Tofu House ...

Phnom Penh Restaurant ...

My Impact

REVIEWS PHOTOS

Votes 200 Views 16,070

Search Delivery Me Collections More

10:23 Notifications

Write a review for Garden Creamery 2d ago - Business owners and your fellow Yelpers await your insight and feedback!

Kimmy L. left a compliment for your 6d ago photo at Gather "This is such a great photo!"

Approved

Kimmy L. liked your photo for Gather 6d ago

Natasha K. liked your photo for Dyafa 6d ago

Search Delivery Me Collections More

Google

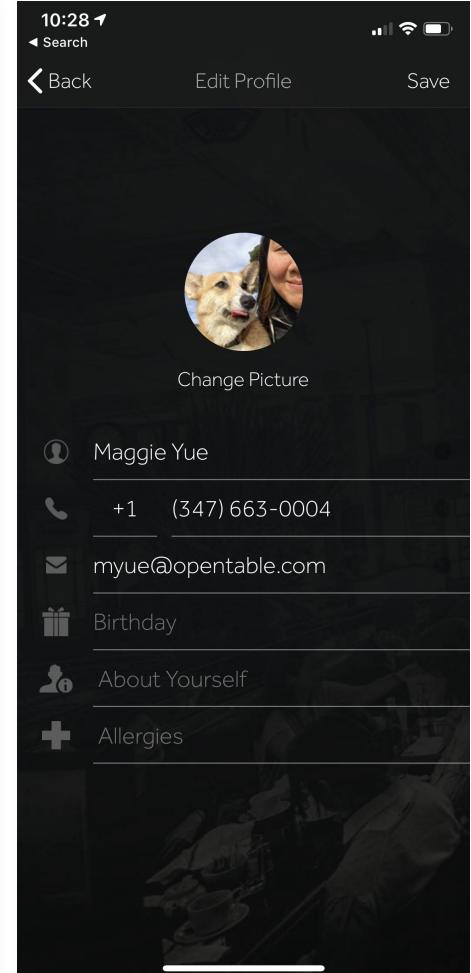
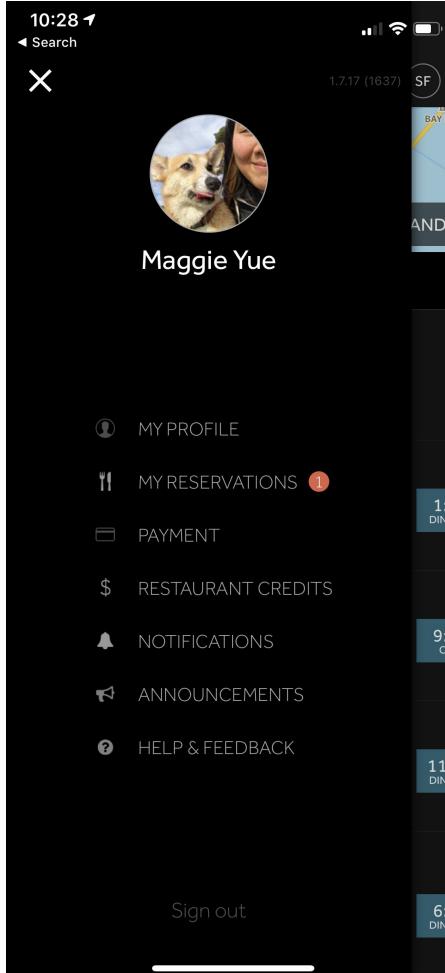
The image consists of three vertical screenshots of the Google app interface on an iPhone.

Screenshot 1 (Left): Home Screen
Time: 10:25 ⓘ
Signal: 4 bars
Battery: 100%
Profile picture: Placeholder icon
Search bar: Tap the mic... "dinner recipes"
Card: Keep up with your favorite topics. Tap to turn on your feed.

Screenshot 2 (Middle): Account Settings
Time: 10:26 ⓘ
Signal: 4 bars
Battery: 100%
Profile picture: Placeholder icon
Settings icon: Placeholder icon
Search bar: Tap the mic... "dinner recipes"
Card: Keep up with your favorite topics. Tap to turn on your feed.

Screenshot 3 (Right): Account Details
Time: 10:26 ⓘ
Signal: 4 bars
Battery: 100%
Profile picture: Maggie Yue
Name: Maggie Yue
Email: yuemaggie@gmail.com
Update Photo: Link
Section: Sign-in & security
Description: Control your password and account-access settings
Section: Personal info & privacy
Description: Manage visibility settings and the data used for personalization
Section: Account preferences
Description: Set your language, delete your Google Account, or delete specific services
Links: Use this app without an account, Remove account from this device

Resy



Wire explorations

Considerations

- How does the profile tab scale up to include new features?
- The current “profile” tab is very points focused. How might we take what we have in profile and make those elements **feel** more like a profile?
- Do we want to think about the IA of “settings” in relation to Profile?
- What elements actually belong in a “profile” vs settings or other? How do we categorize these elements?
- Will there be a public vs private profile? How do we make that clear to users?
- How easy should it be for users to “sign out”?

Features

USER PROFILE

HOW MIGHT DISTINGUISH ACCOUNT vs. PROFILE?

PROFILE VS. "PRIVATE DETAILS" [EDIT ACTIVATES...]

- MEMBER SINCE
- LOCATION
- FAVORITES
- ABOUT "DESER"
- POINTS
- PHOTO
- REVIEWS
- PHOTOS
- FAV LOCATION
- DIETARY PREF
- PROFILE PHOTO
- TABLE PREF
- DEFAULT DTP
- FAV CUISINES
- ...

BIRTHDAY NAME ANNIVERSARY EMAIL NUMBER PASSWORD CUSTOMIZED DINE EXP

STAN

STAN TURTLE SAN FRANCISCO, CA MEMBER SINCE 2008

4 FANS 1800 POINTS 0 REVIEWS

ABOUT STAN

MEMBERS SINCE JULY 2008

DIETARY PREFERENCES

+ ADDITIONAL PREFERENCES

SAVED LOCATIONS

ADD HOME >
ADD WORK >

PRIVATE DETAILS

BIRTH DATE
EMAIL
STAN TURTLE @ GMAIL.COM
NUMBER
+ 1 408 521 - 3387
PASSWORD
CONFIRM PW

SAME:
NOTHING HAPPENS HERE

SAVE

LAST NAME
TURTLE

CHANGE PHOTO
+ CONNECT TO FB
+ CONNECT TO GOOGLE

ABOUT ME EDIT

SLIDE UP ↑

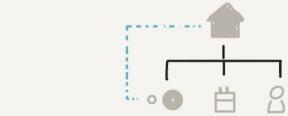
+ WILL NEED ZERO STATES ↑

0 STATE: ON TAP, MOVE UP IN INPUT + KEYBOARD

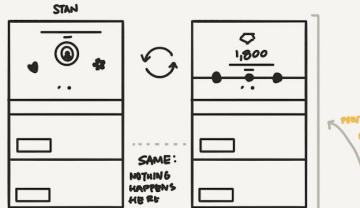
Points

USER PROFILE

HOW MIGHT DISTINGUISH ACCOUNT VS. PROFILE?



CURRENT "PROFILE TAB"



EDIT STATE

X SAN



FIRST NAME
STAN

LAST NAME
TURTLE

CHANGE PHOTO EDIT

+ CONNECT TO FB
+ CONNECT TO GOOGLE

ABOUT ME

PRIVATE DETAILS

BIRTH DATE

EMAIL
STAN.TURTLE@GMAIL.COM

NUMBER
+ 1 408 521 - 3387

PASSWORD
• • • •

CONFIRM PW

NEW

ABOUT STAN

MEMBERS SINCE
JULY 2008

DIETARY PREFERENCES

[] [] [] []

+ ADDITIONAL PREFERENCES

+ WILL NEED ZERO STATES ↑

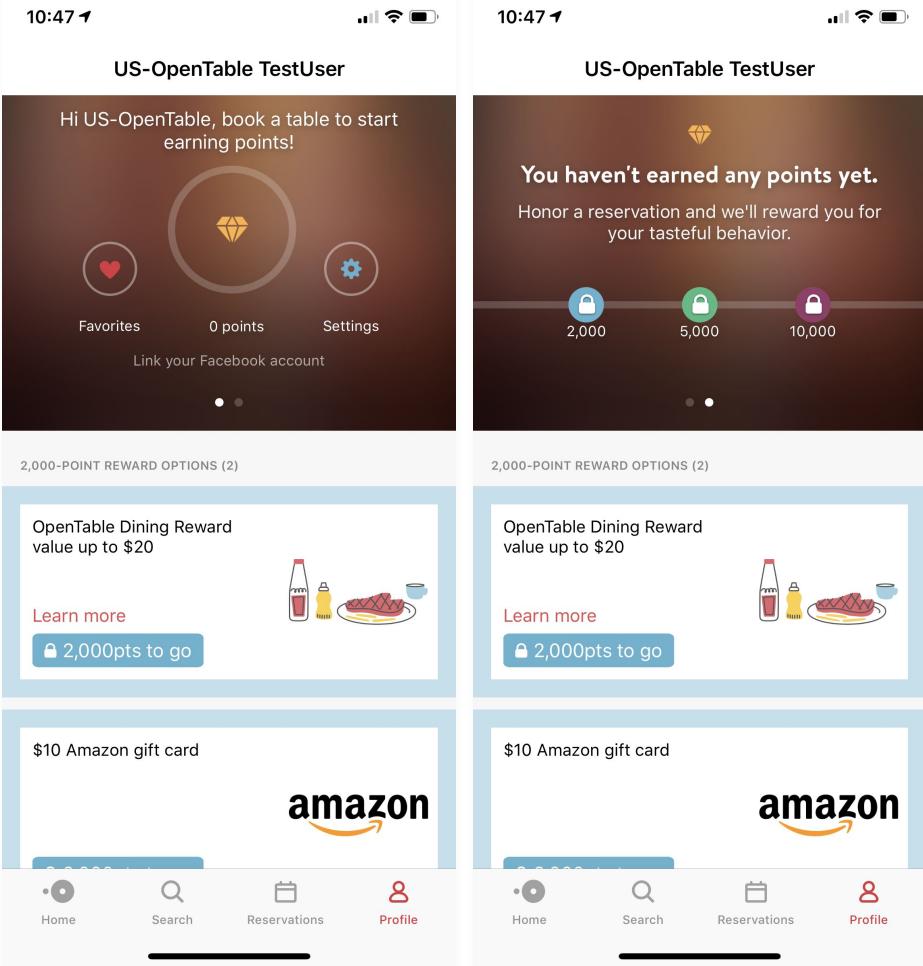
V1 visual explorations

Considerations

- Zero states
- Inline “profile edit” vs edit state?
 - Should tapping on a zero state CTA bring the user into “edit” mode? How do we make that clear
- UI for zero states, location picker, dietary preference,
- Copy for “dining preferences” aka special requests
- Organization of **Settings** vs **Profile**
- Brand moment in Profile?
- User avatar or OT Kit zero state for profile photo upload flow?
- *Future:* Adding new/additional “important dates” How do users label name it and set dates, how does it show up in GC?
 - Can this include dates for other people

Reference: Current “Profile” tab

- Let's think about removing the top pagination from 1 to 2.
- In “v1”, move all this down one level into a “points” section?
- Rethink this page when we're able to do point redemption flow



Concept 1: IA restructure

- Currently no settings icon- do we need it?
- A lot of apps actually show more options in profile that will lead to more granular settings
- Can the “header” on the top be more of a brand moment?
- This is an opportunity for us to take a more detailed approach for how we categorize the features we have and really minimize the essentials shown in “profile”

The image displays two side-by-side screenshots of the OpenTable mobile application's profile screen. Both screens show a header with the user's name, Stan Turtle, and a small green turtle icon. The left screenshot shows a vertical navigation menu with the following items: Account, Communications, Payments, Help & Support, Rate OpenTable, Send ideas, and About OpenTable. Each item has a small red circular icon with a white symbol next to it. The right screenshot shows a similar layout but includes additional sections: 'Dietary preferences' (with a '+ Add' button), 'Dining preferences' (with a 'Add a special request' button), and 'Locations' (with a 'Add home' button). The right screenshot also includes a 'Edit Profile' button and a 'Connect to Facebook' link.

Stan Turtle

[View and edit profile](#)

Account

Communications

Payments

Help & Support

Rate OpenTable

Send ideas

About OpenTable

Stan Turtle

Member since July, 2008

[Edit Profile](#)

[Connect to Facebook](#)

Dietary preferences
Inform restaurants about your dietary preferences.

+ Add

Dining preferences
Inform restaurants about any additional dining preferences

Add a special request

Locations
Get personalized restaurant recommendations near you.

Add home

Header explorations

- Buttons: less scalable
- Tab: more scalable
 - Maybe more intricate interaction?
 - Do the tabs get sticky when you scroll?
 - Does profile?

The image displays two side-by-side screenshots of a mobile application's profile screen. Both screens show a header with signal strength, battery level (100%), and time (9:41 AM). The left screenshot features a standard profile header with a large circular profile picture, followed by the name "Stan Turtle" with a small green icon, and the text "Member since July, 2008". Below this are three buttons: "Edit Profile" and "Settings" (represented by a gear icon), and a "Connect to Facebook" link. The right screenshot shows a similar header but includes a tab bar below it with four items: "Profile" (which is active and underlined), "Points", "Favorites", and "Reviews".

Left Screenshot (Standard Header):

- Profile:** Stan Turtle (with green icon), Member since July, 2008.
- Actions:** Edit Profile, Settings, Connect to Facebook.
- Metrics:** 2 Favorites, 1,800 Points, 0 Reviews.
- Section:** Dietary preferences (Inform restaurants about your dietary preferences, + Add button).
- Section:** Dining preferences (Inform restaurants about any additional dining preferences, Add a special request button).
- Section:** Locations (Get personalized restaurant recommendations near you).

Right Screenshot (Tab Bar Header):

- Profile:** Stan Turtle (with green icon), Member since July, 2008.
- Actions:** Edit Profile, Settings, Connect to Facebook.
- Metrics:** 2 Favorites, 1,800 Points, 0 Reviews.
- Section:** Dietary preferences (Inform restaurants about your dietary preferences, + Add button).
- Section:** Dining preferences (Inform restaurants about any additional dining preferences, Add a special request button).
- Section:** Locations (Get personalized restaurant recommendations near you).

Edit Profile - section

- Edit mode?
- Does tapping on the zero state in profile activate this?

The screenshot shows the 'Edit Profile' screen from the Uber Eats app. At the top, there are status icons for signal strength, battery level (100%), and time (9:41 AM). Below the header are three buttons: 'Cancel', 'Edit Profile' (which is bolded), and 'Done'.
About
Share more about your for an improved dining experience
Adventurous foodie. Prefer craft beer over wine.
Known to be a regular. I always order dessert.
Dietary preferences
Inform restaurants about your dietary preferences.
Dairy Free (selected) | Pescatarian | + Edit
Locations
Get personalized restaurant recommendations near you.
Add home | Add work
Important Dates
Let us help celebrate the special occasions in your life.
Birthday | Anniversary

Edit Profile - section

- Edit mode, let's consider a “private details section” for the future?
- Move away from “accounts” setting

INFORMATION	
First name	Field content text label
Last name	Placeholder text label
Email	Field-specific error !
Password	Password
Confirm password	Password
Phone number	Drilldown text label >

9:41 AM 100%

Cancel Edit Profile Done


[Change photo](#)

Private details

First name

Last Name
Turtle

Email

Password

Confirm Password

Dietary preferences

Inform restaurants about your dietary preferences.

+ Add

Dining preferences

Inform restaurants about any additional dining preferences

Add a special request

Locations

Get personalized restaurant recommendations near you.

Add home >

Add work >

Important dates