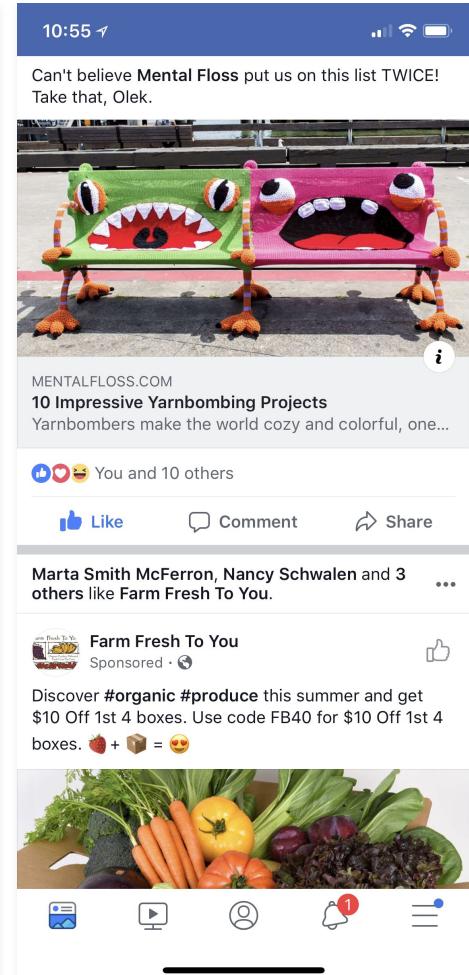
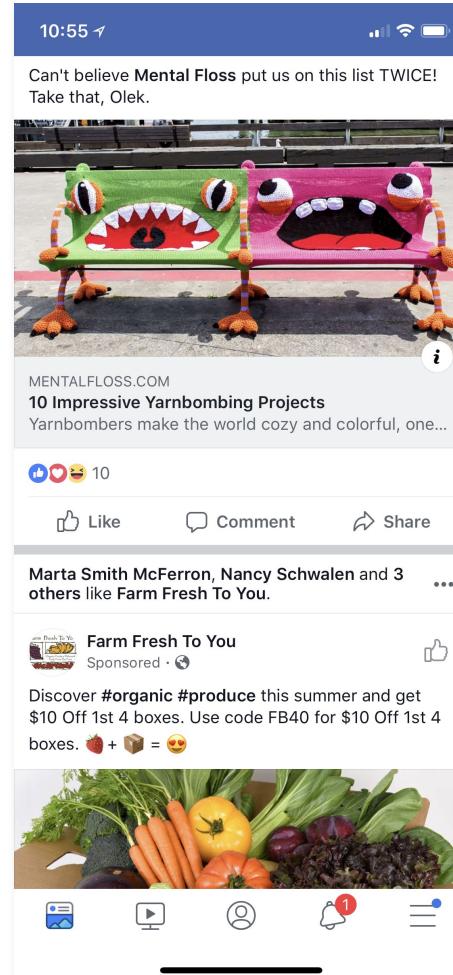


Photos - upvoting

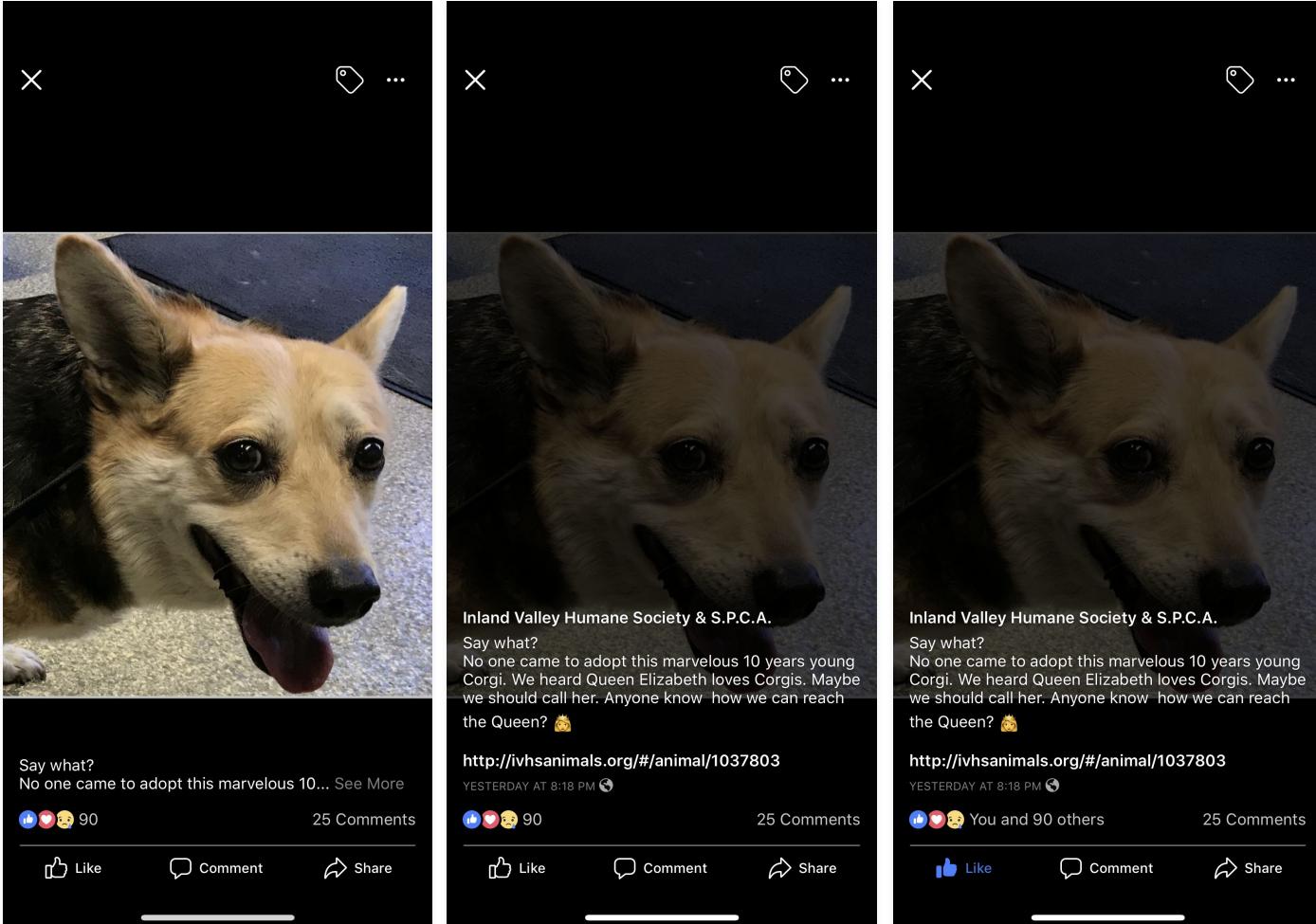
Q3 2018

Competitive audit

Facebook



Facebook



Instagram

10:54 ↗

Instagram

15 likes
mintlodica the view from my hammock.
2 HOURS AGO

christianpalino
Oakland, California

5 likes
christianpalino Taking a few shots at home often leaves me with a messy table – which... [more](#)
1 HOUR AGO

10:55 ↗

Instagram

15 likes
mintlodica the view from my hammock.
2 HOURS AGO

christianpalino
Oakland, California

6 likes
christianpalino Taking a few shots at home often leaves me with a messy table – which... [more](#)
1 HOUR AGO

Add a comment...

LinkedIn

10:56 ⓘ Share an article, photo, video or idea

Sarah Fathallah commented on this

Jessica Mason Founder & CEO at The Social Impact Studio 4d • Edited

I keenly remember feeling a sense of awe and bewilderment when I started to think about shifting my career path towards social impact desi ...see more

From the Field
Up this month, **BRYAN C. LEE, JR**

Join our CEO, Jessica Mason, as she sits down with Bryan for an online chat about his work, his career, and his take on what it means to be a designer in today's complex world.

1pm EDT, August 29th

THE SOCIAL IMPACT STUDIO

The Social Impact Studio on LinkedIn: "Very excited to launch From the Field, an online..."

linkedin.com

19 Likes • 7 Comments

Like Comment Share

Sarah Fathallah • 1st Independent Designer and Researcher

Much needed series!

2 • Like Comment

10:56 ⓘ Share an article, photo, video or idea

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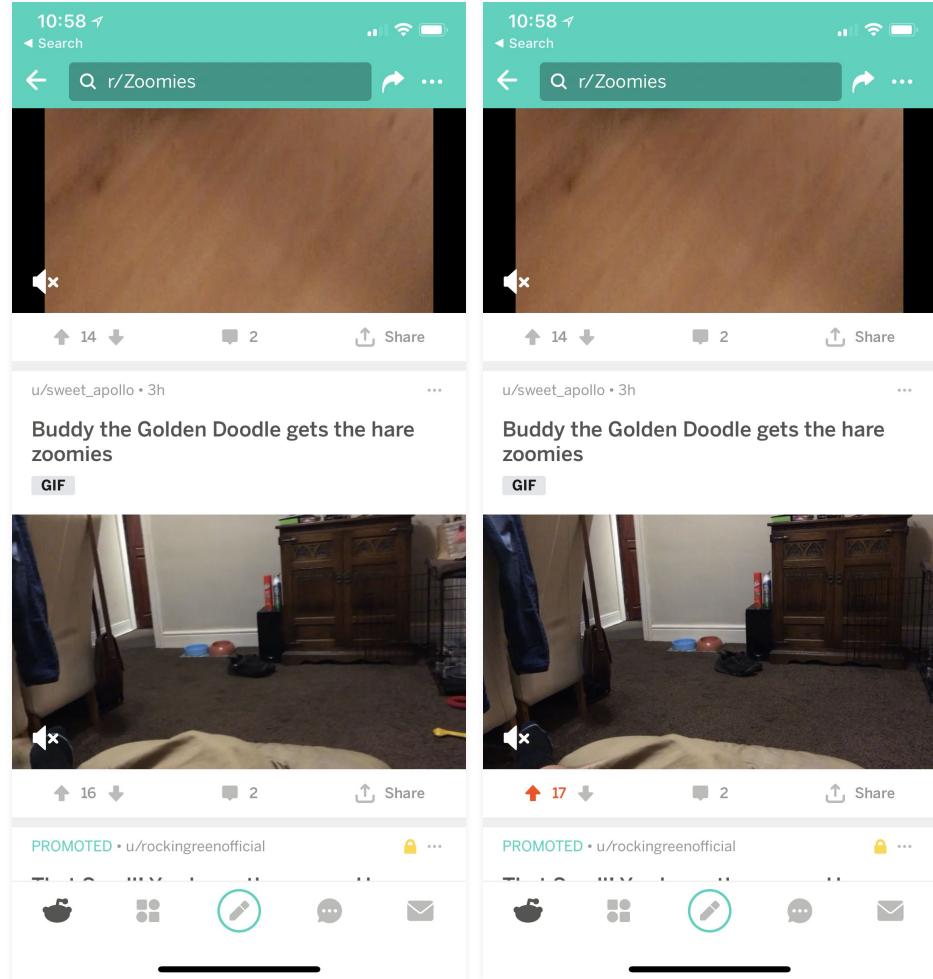
Like Comment Share

Sarah Fathallah • 1st Independent Designer and Researcher

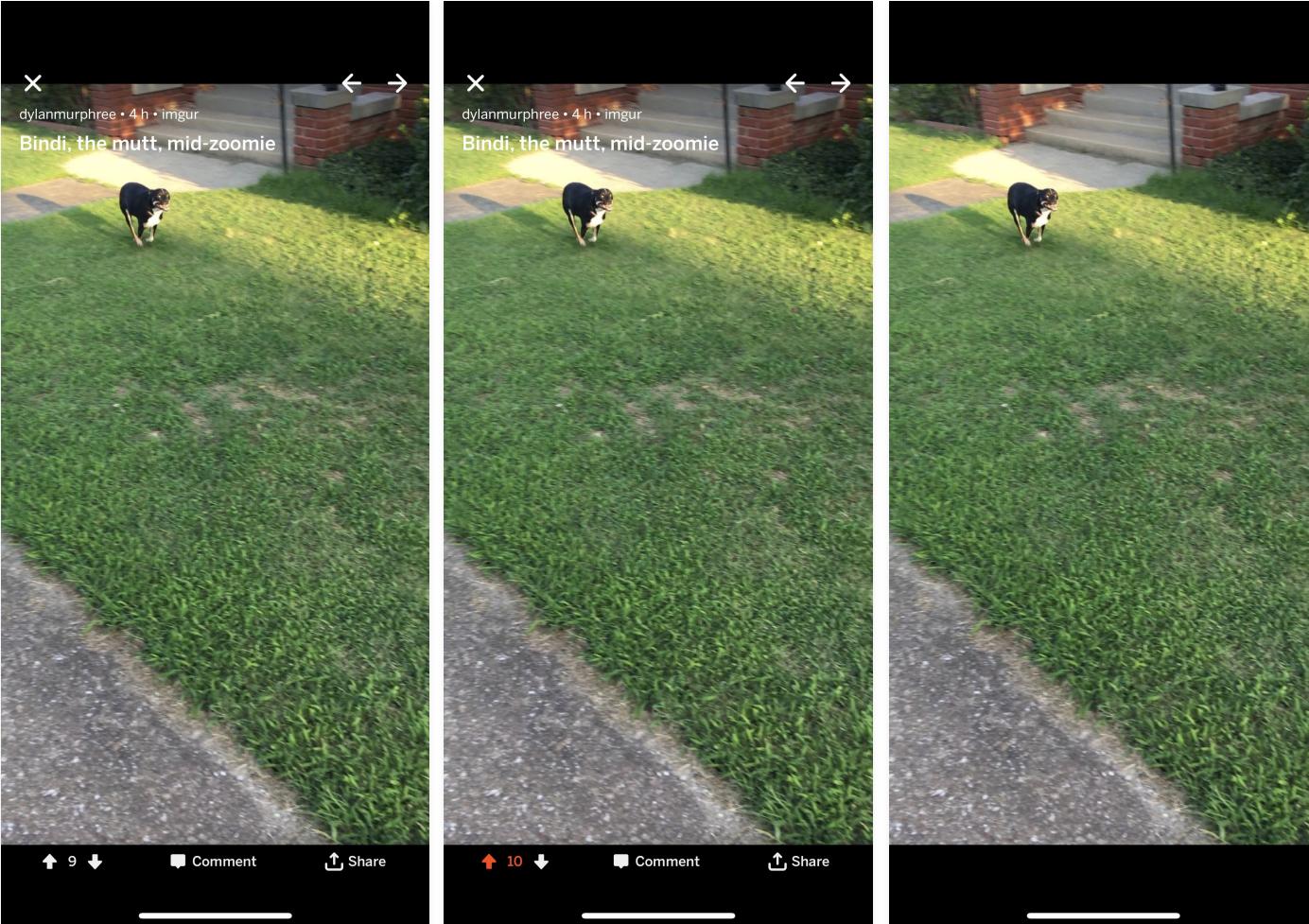
Much needed series!

2 • Like Comment

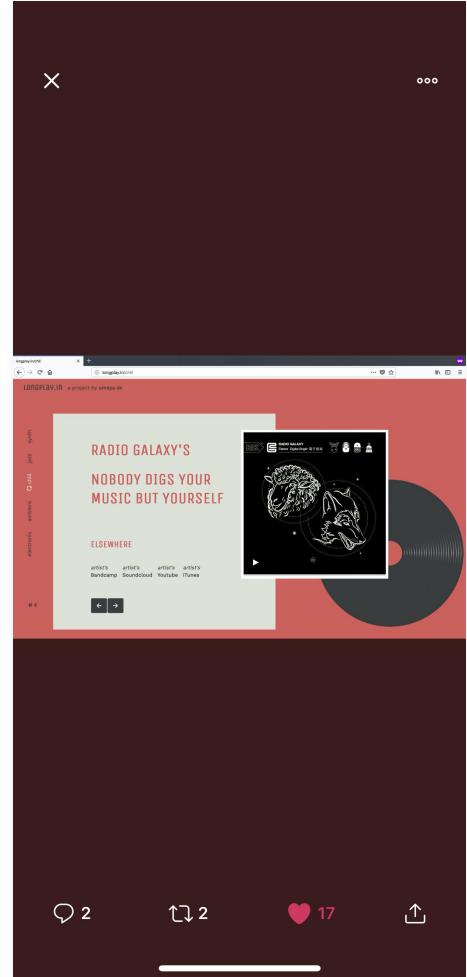
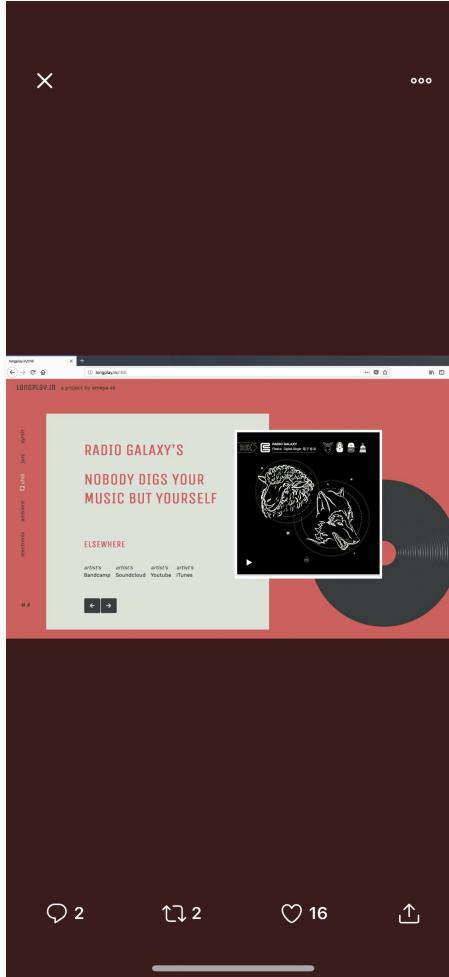
Reddit



Reddit



Twitter



Yelp



Youtube

The image consists of three side-by-side screenshots of the YouTube mobile application interface.

Top Bar: Each screenshot shows a top bar with the time (10:56), signal strength, battery level, and a small profile icon.

Video Player: Each screenshot displays a video player window. The first two screenshots show a video titled "The 'Crazy Rich Asians' Cast Finds Out Which Character From The Movie They Are" by BuzzFeed Celeb. The third screenshot shows a video titled "Added to Liked videos". Each video player includes a like/dislike button, view count (e.g., 347K views), and a "Video will play after ad" message.

Video Details: Below the video player, each screenshot shows the same video details: "The 'Crazy Rich Asians' Cast Finds Out Which Character From The Movie They Are" by BuzzFeed Celeb (1.6M subscribers), a "SUBSCRIBE" button, and an "Autoplay" toggle switch.

Up Next: Each screenshot shows a "Up next" section with three recommended video thumbnails. The first two screenshots show videos from BuzzFeed Celeb: "#IAm Constance Wu Story" (359K views) and "We Styled Ryan & Shane • Ladylike" (1.6M views). The third screenshot shows a video from GQ: "Hugh Grant Reviews His Most Iconic Movie Roles | GQ" (842K views).

Considerations

- Outlined **vs.** filled **vs.** colored
- Tap state
- Tap to hide UI
- Icon + number count **vs.** Icon + text / number count
- Logged in **vs.** logged out:
 - Do we allow users to vote then log in?
 - No voting at all (current logic in reviews)
 - Vote regardless

--

- Currently on consumer web restaurant profile:
 - upvote icon + text

Initial sketches

Reviews flow (Consideration)

- The upvoting mechanism here should be the same as how we handle it in photos. It's the same mechanism.
- Why are users not allowed to vote when they're not logged in? (left screen)
- Need to updated icons to OT Kit
- Do we need downvoting in this instance?

The image displays two screenshots of a mobile application interface for reviewing restaurants. The top screenshot shows a single review card with a user profile picture, name (TS123), review count (6 Reviews), date (Jul 24, 2018), and a 5-star rating. The bottom screenshot shows a list of reviews with user profiles, names, review counts, dates, and 5-star ratings. Each review includes a snippet of the comment and a 'Was this review useful to you?' section with thumbs up and thumbs down icons.

11:56 ↗

Great Service

REVIIEWS (45)

TS TS123 6 Reviews Jul 24, 2018

★★★★★

A really cute restaurant with a different type of "view". The movie was clearly played for the ambience and not as the main feature (for a more movie-centric meal, try nextdoor at Alamo). The main feature was definitely the food, which was wonderful. [Great service](#) too.

1 person found this review useful

karens 4 Reviews Jul 20, 2018

★★★★★

It was fabulous! A wonderful evening. [Great service](#), food and setting.

F datenightFrench 2 Reviews Jun 15, 2018

★★★★★

Amazing food, great ambiance, [excellent service](#) ! Highly recommend :-)

11:57 ↗

Reviews

RATINGS

Overall 4.7

★★★★★

Food 4.6 Service 4.4 Ambiance 4.7 Noise Moderate

MOST RECENT REVIEWS (5862) ▾

VR VictorR (San Francisco) 2 days ago

★★★★★

My overall experience was good. For starters, we were seated right away on schedule which is always a plus. Being a bday dinner, that was important as we had plans after. We had the oysters to start with which were very fresh and deliciously paired with a nice bottle of red wine. Our main course dishes were right on with the overall ambience and the quality we expected. Overall it was a great experience other than the fact we got overcharged for one extra dish. Unfortunately we did not notice it when we got the check. Not a big deal, no one is prefect and it certainly won't keep me from coming back.

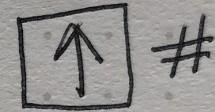
Was this review useful to you?

S sftraveler (San Francisco) 2 days ago

★★★★★

Format

FORMAT



LIKES



ICON

Language

LANGUAGE

- LIKED
- LOVED
- HELPFUL
- UPVOTED # TIMES

Language

VISUALS



^
01
v

^
01
v

@ 01

@

V1 - OT Kit



Visual direction

Current pattern - OpenTable.com: Restuarant profile

Unselected



Helen24
Minneapolis
3 reviews

★★★☆☆ · Dined 3 days ago
Overall 3 · Food 4 · Service 3 · Ambience 4

The food was good, but portions were small, esp for the price. I did not think we got good value for our money.

Report Helpful

Selected



Helen24
Minneapolis
3 reviews

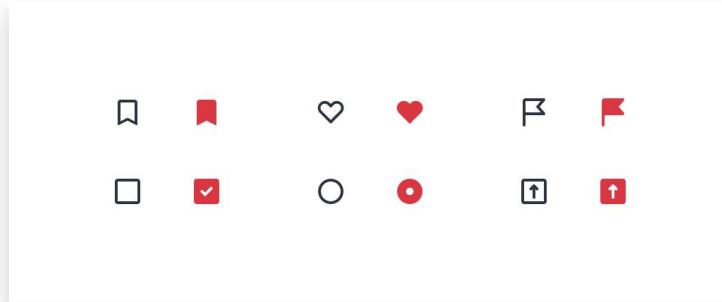
★★★☆☆ · Dined 3 days ago
Overall 3 · Food 4 · Service 3 · Ambience 4

The food was good, but portions were small, esp for the price. I did not think we got good value for our money.

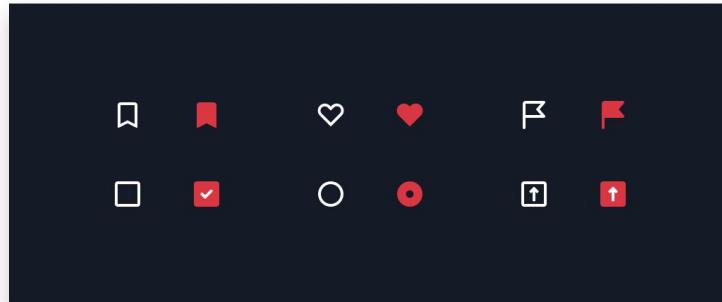
Report Helpful (1)

Toggle patterns - 1

Light UI



Dark UI



Concerns

Color contrast ratio on Dark UI

DA3743 (OpenTable red) passes on a Light UI background.

DA3743 (OpenTable red) only passes on 000000 (Black) backgrounds. OTKit also uses other shades of black (ash-darkest, ash-dark) as backgrounds across our product experience.

This is a low point of concern since WCAG 2 guidelines focus on text, not objects.

Toggle patterns - 1: Unselected, Selected

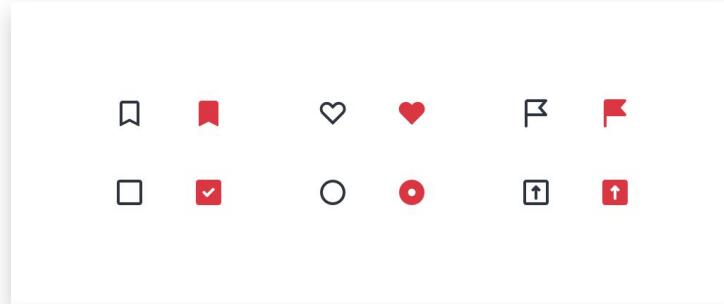


Toggle patterns - 1: Unselected, Selected

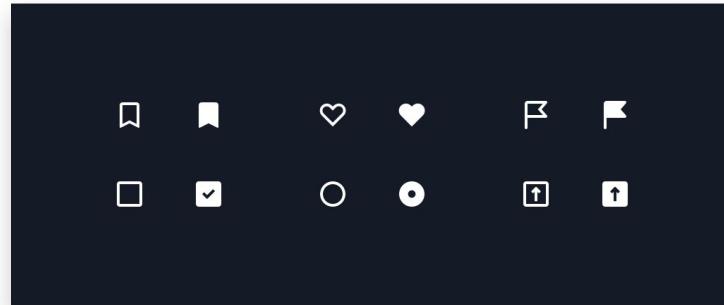


Toggle patterns - 2

Light UI



Dark UI



Concerns

Variation of pattern for selected state

Creating a delta for the selected state on Light and Dark UI backgrounds may not be necessary.

On the positive side, the selected state on Dark UI meets color contrast compliance across all OTKit dark background colors.

Toggle patterns - 2: Unselected, Selected



Toggle patterns - 2: Unselected, Selected



Toggle patterns - 2: Unselected, Selected

Previous iOS issue:

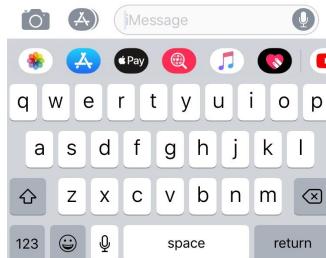
<https://www.cultofmac.com/274680/shift-key-fix-ios-7/>



Today: Unselected “Shift”



Today: Selected “Shift”



Concern that users will struggle to identify Selected vs Unselected state.

The iOS issue example to the left is, fundamentally, a different type of interaction.

When a user interacts within our experience there is a content change. Our design is paired with a verb, it does not live on its own like the “shift” button.



iOS today, uses a similar method where the content changes to inform the user of the change.

Content direction

Current pattern - OpenTable.com: Restuarant profile

Unselected



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Minneapolis
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Selected



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Report Helpful (1)

Questions

Did a UX content writer approve to change “Helpful” to “Upvote”?

Why are we changing it?

Is “Upvote” something we want to adopt as a new paradigm at OpenTable?

If it is, are we discussing that with the other PMs to get that updated across consumer platforms?

Is this getting shared with Robert Shaw for translation?

Proposed direction

Proposed direction: Use a pattern that we have



Alternative direction: Use a common pattern 👍

Metrics

Click events, last 2 weeks of august	Count
Sort by highest rating	961
Sort by lowest rating	2,014
Clicks on review histogram	24,391
Helpfulness up desktop	1,975
Helpfulness up mobile	8,226
Helpfulness down mobile	2,520
Report reviews	40

Alternative direction: Use a common pattern 👍



No content direction: Do we need to have text next to the icon?

