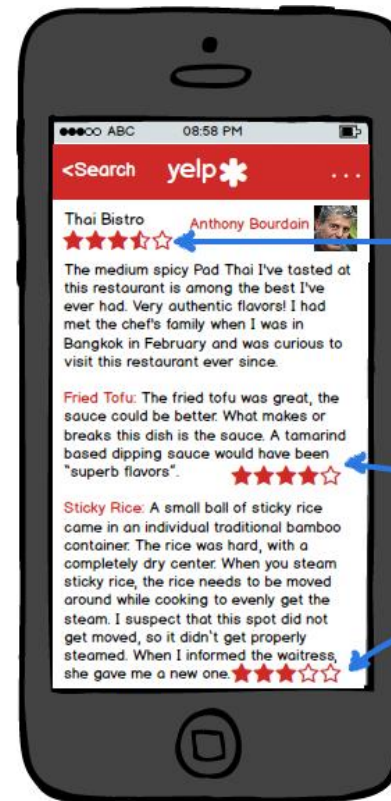
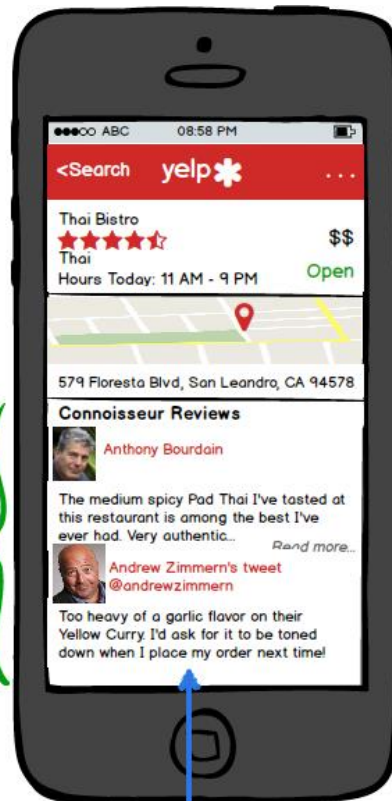


Connoisseur (or Subject Matter Expert) Reviews for Businesses

Implementation Option 1:
A detailed profile page and review for a connoisseur on Yelp

Introducing a section for connoisseur reviews will increase the credibility of the business (a restaurant in this example) as well as increase in user engagement on the Yelp app



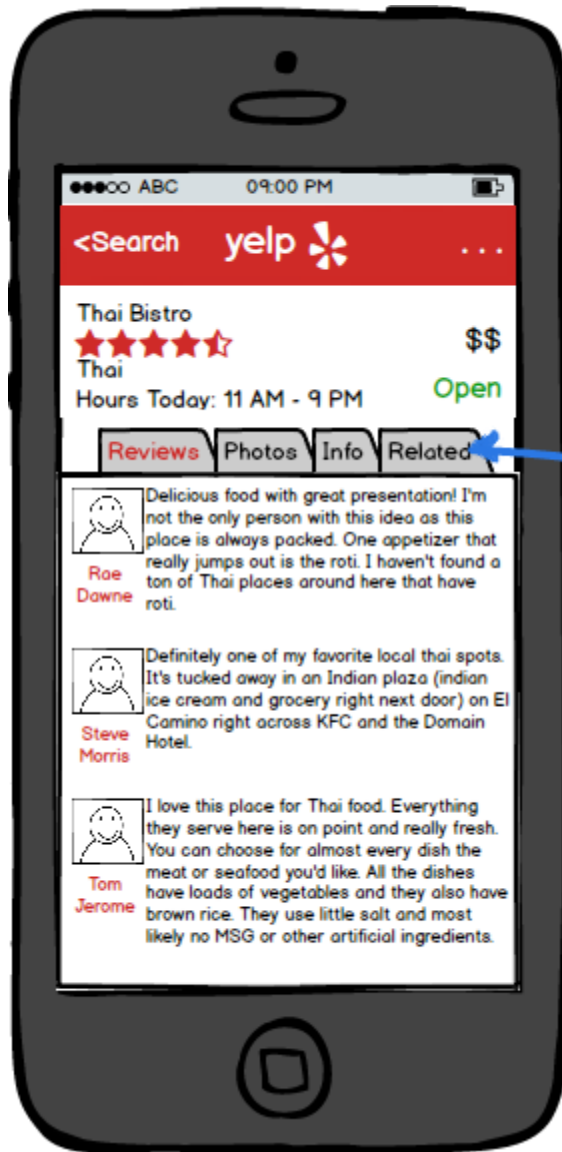
This is Anthony Bourdain's star rating for Thai Bistro

Restaurant connoisseurs typically have strong opinions and focus on details. So we could allow them to rate and review individual menu items at a restaurant instead of a blanket overall review for the restaurant.

Implementation Option 2:
Pull data from other social media platforms

If we do not have data for detailed reviews from connoisseurs, we could extract their reviews from other social media platforms. In this example, we have pulled Andrew Zimmern's tweet about Thai Bistro

A user interface that makes content more easily accessible



A tab-ed interface where the user can pick or jump to what he/ she wants to see rather than making the user scroll indefinitely.

There could be other possible implementations to achieve the same goal (e.g., left or right sidebar menu, an icon carousel at the bottom of the screen etc.)

The goal, eventually, is to ensure that users benefit from all content and do not ignore or skip content because they are put-off or bored by scrolling for a while

