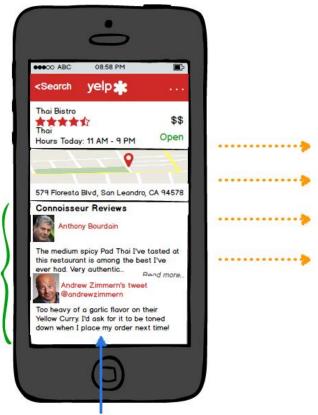
Connoisseur (or Subject Matter Expert) Reviews for Businesses



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

yelp :

The medium spicy Pad Thai I've tasted at

this restaurant is among the best I've ever had. Very authentic flavors! I had met the chef's family when I was in Bangkok in February and was curious to

Fried Tofu: The fried tofu was great, the

breaks this dish is the sauce. A tamarind

sauce could be better. What makes or

based dipping sauce would have been

Sticky Rice: A small ball of sticky rice

container. The rice was hard, with a

came in an individual traditional bamboo

completely dry center. When you steam

sticky rice, the rice needs to be moved

around while cooking to evenly get the

steam. I suspect that this spot did not

steamed. When I informed the waitress,

she gave me a new one.

get moved, so it didn't get properly

visit this restaurant ever since.

<Search

Thai Bistro

"superb flavors".

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.

increase the credibility of the business (a restaurant in this example) as well as increase in user engagement on the Yelp app

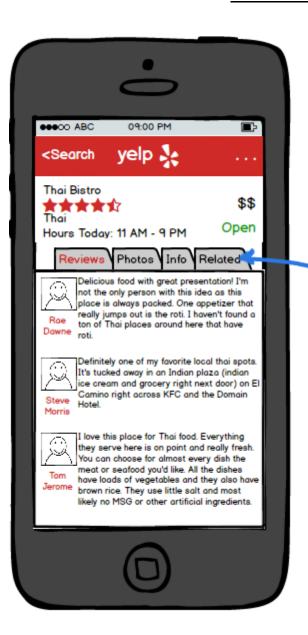
Introducing a section for

connoisseur reviews will

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

Implementation Option 2: Pull data from other social media platforms

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 of bored by scrolling for a while

