

Photo and video reference guide



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Overview

Many online retailers face the following challenges:

- Shoppers who struggle amidst a sea of content to identify the most valuable, accurate, and easily digestible pieces of information on a page
- The demand to make the most relevant and easily digestible information readily available
- Incomplete or confusing product descriptions and manufacturer content
- A need to bring relevant content to the forefront

The Bazaarvoice Photo Reviews and Video Reviews features help to address these and similar challenges by allowing your users to upload their own images and videos, respectively, as part of their product reviews. Specifically, these features provide the following opportunities:

- For your customers:
 - Express their experiences in pictures and video format
 - Complement their written content with images and videos
 - Add a face and a bit of personality to a piece of content
 - Assist other customers by showing them products in real-life scenarios
- For you:
 - Provide your own images to supplement product descriptions and manufacturer images
 - Produce your own staff videos to embed in staff content
 - Leverage your customers' images and videos as marketing collateral that you can proliferate in offline or other online channels

The remainder of this document describes the Photo Reviews and Video Reviews features in greater detail.

Photo Reviews

Each Bazaarvoice product supports its own number of photos and captions that can be submitted per user per product, as follows:

- Ratings & Reviews – Two photos and captions

- Ask & Answer – Six photos and captions
- Stories – Six photos and captions

Bazaarvoice moderates photos and captions for appropriateness unless otherwise noted. Objectionable images are rejected.

Display

Submitted customer photos are presented as scaled-down thumbnail images, as the following image shows.

 5 out of 5 (Overall Rating)

Finally, a cage worth buying!, June 28, 2006

Submitted by Heather from Grand Blanc, MI

"These cages are by far the best I have ever used. They are strong, stable, and with the extenders (which I also love) they have the height that I need. I have purchased cages in the past that had to be thrown away after 1 season..or broke during first season...NOT these...they are awesome!!!"

Was this review helpful to you? YES NO [\(Report this\)](#)

Reviewer Information

Would recommend: Yes
Type of gardening: Large Garden
Gardening skill: Very skilled
State of residence: MI
Types of plants: Vegetables
Gardening experience: 5-10 years

Reviewer Images
(click thumbnail to display full-size image)




When a user clicks a thumbnail, the image opens in a popup window and scales to a size that, while larger than the thumbnail, never features an edge greater than 400 pixels. If every side of the original image is less than 400 pixels, the image opens as its regular size when clicked.

If a submitter has included a moderator-approved caption with an image, the caption appears with the larger image, as shown by following image.

5 out of 5 (Overall Rating)
Finally, a cage worth buying!, June 28, 2006
Submitted by Heather from Grand Blanc, MI

"These cages are by far the best I have ever used. They are strong, stable, and with the extenders (which I also love) they have the height that I need. I have purchased cages in the past that had to be thrown away after 1 season..or broke during first season...NOT these...they are awesome!!!"

Was this review helpful to you? YES NO (Report this)

Reviewer Information
Would recommend: Yes
Type of gardening: Large Garden
Gardening skill: Very skilled
State of residence: MI
Types of plants: Vegetables
Gardening experience: 5-10 years

Reviewer Images
(click thumbnail to display full-size image)

Excellent Us
Submitted by
"I have used t
have always s
properly they
check every f
branches back
crowded you d
for more light
outside of the
3 of 3 people
Was this review
wire tomato

The tomato cage in action...

A user can click anywhere within a larger image to close it.

User Page-Load Impact

Bazaarvoice implements the following strategies to minimize the impact to your page-load times:

- Users cannot upload images larger than 2 MB. If a user attempts to upload an image larger than 2 MB, he or she receives a message that explains the cap on image size. Most images that users submit are considerably smaller than 2 MB.
- After an image is uploaded, Bazaarvoice converts it into JPG format to reduce its size.
- If a user uploads a large image, Bazaarvoice scales it down so that no edge is larger than 400 pixels. The maximum dimensions of a supported image are 400 x 400 pixels.

For a typical page of content, the combined size of thumbnails and full-size images lies between 70 KB and 100 KB.

Submission

The following image shows a **Photo upload** element on an example **Submission** page.

Enter your Review

*** Review Title**

Pros

(120 character maximum)
Example: durable, flexible, entertaining

Cons

(120 character maximum)
Example: flimsy, inefficient, cumbersome

*** Review**

Your review must contain between 50 and 10,000 characters.

Review Hints

To see your review featured on CompUSA.com:

- ◆ Use the product before reviewing it
- ◆ Focus on the product's features and be specific
- ◆ Avoid...
 - ◇ info that changes, such as price and promotional details
 - ◇ inappropriate language and attitude
 - ◇ info about other companies and websites
 - ◇ personal info -- we want to protect your privacy!
- ◆ Have something else to say? Contact [Customer Service](#). (Your comment will be sent privately to our staff.)

Add Images to Your Review

Select Image (2 image max, 2 mb max per image)

↑

Use same input field to add your second image.

(add caption)

Photo Guidelines

- ◆ Image must be in BMP, PNG, GIF or JPEG formats
- ◆ File size must be 2 MB or less
- ◆ if you are not the copyright holder, you may not submit copyrighted images
- ◆ Objectionable images will be rejected

Tell Us About Yourself

This element is an optional one that, as such, cannot be made required. The **Photo upload** element can be used to submit an image up to 2 MB in size in any of the following formats:

- BMP
- PNG
- GIF
- JPG

All BMP, PNG, and GIF images are converted to JPG format and scaled down so that no edge is larger than 400 pixels.

Submission Process

Typically, a user performs the following steps to upload a photo:

1. Identifies the **Photo Upload** section.

The following image shows a **Photo upload** section on an example **Submission** page.



2. Browses for and uploads the appropriate image.

The following image shows example **Browse** and **Upload** buttons that allow the user to locate and upload an image.



3. *Optional:* Performs additional steps, such as adding a caption, submitting a second image, or removing the first image.

The image on the following page shows the UI elements that allow a user to associate a caption with an uploaded image, remove an uploaded image, or upload another image.

Add Images to Your Review

Select Image (2 image max, 2 mb max per image)

Use same input field to add your second image.



(add caption)

The following image shows an example message informing a user that he or she has exceeded the product-specific limit on the number of photos that can be submitted per user per product.

Add Images to Your Review

Select Image (2 image max, 2 mb max per image)

You have added the maximum number of images.
You must remove an image to add another.



(add caption)



(add caption)

Submission Guidelines

By default, your users are presented with the following submission guidelines:

- Images must be in BMP, PNG, GIF or JPEG formats
- File size must be 2 MB or less
- If you are not the copyright holder, you may not submit copyrighted images

- Objectionable images will be rejected
- Uploaded images become the property of **[client name]**

Reporting

If you enable the Photo Reviews feature, the Bazaarvoice Analyst Reports automatically include the following usage statistics:

- By brand report – Appears under the **Number of Products with Images Uploaded** column
- By category report – Appears under the **Number of Product with Images Uploaded** column
- By product report – Appears under the **Number of Images Uploaded** column

Video Reviews

Bazaarvoice offers the ability to let users associate videos with their questions, answers, reviews, and stories by using either of the following options:

- Linking to a video-sharing site like YouTube or Google. If you enable this option, your customers can attach a video link to any of their submitted content. With this option, Bazaarvoice moderates all submitted content, including video caption text, for appropriateness.
- Uploading their video content directly within your site. If you enable this Hosted Video option, your customers can associate a video directly with their submitted content. With this option, Bazaarvoice hosts the video and moderates all submitted content for appropriateness.

Although the video-sharing and video-hosting options display their respective videos in different players and utilize different submission processes, they share the following features:

- Users can associate up to 150 characters of moderated caption text with their videos.
- A customizable **Video Guidelines** button that, when clicked, reveals a hidden `<div>` element that presents users with the following submission guidelines:
 - Make sure your video is related to the product.
 - Try to submit videos of you using the product.
 - Inappropriate videos will be rejected, along with your content.
 - If you are not the copyright holder, you may not submit copyrighted videos.

Like the button itself, the submission guidelines are customizable. A user can hide the guidelines by clicking the button or anywhere within the `<div>` element.

- After a user submits a video, he or she can verify the content on the **Preview** page, as shown by the image on the following page. If a video is embedded, the video plays directly inline on the **Preview** page to show how the content will appear on the site. Because the **Preview** page strives to portray reality, especially if you have requested a resizing of submitted video, the embedded video is resized to the dimensions with which it will be shown on the content display.
- **Embedded videos result in a minimal page-load impact.**
- For customers who do not require the full text of a review, a feature called *Ratings Only Reviews* can be enabled to encourage the submission of well-written, high-value reviews. When this feature is enabled and a user does not submit enough text for the review to provide value, the review is collapsed automatically to a ratings-only review, regardless of whether a video was submitted with it. If you request an override of this default behavior, short reviews can appear as full-sized reviews that display the associated video.
- To enhance the value of submitted videos and to keep customers on the buying path, any video that is longer than a specified length is rejected. The default cutoff length, which can be extended at your request, is five minutes. The rejection of long and distracting videos prevents them from counting against your monthly allotted video-moderation minutes, a practice that helps to keep your costs reasonable.

- As is the case with all user-facing text, such text as the section header and helper text can be customized.

Please check your review for accuracy and click "Submit" to send. If you have made an error or wish to cancel your review, use the Edit or Cancel buttons.


Please note that your review will take up to 72 hours to appear following submission. Thank you for your feedback.

Great cleaner for the money!
January 30, 2007
FreshwaterEnthusiast (Austin, TX)


This aquarium cleaner is by far the best one I've purchased. The only thing I would improve upon is the quality of the tubing. Otherwise, this is a 5 paw product!

Overall: 5 of 5
Quality: 4 of 5

Reviewer Images
(click to display full-size image)



Video Review:



Here's a great video of the cleaner in action
Would recommend: Yes

By submitting a review you agree to our [Terms & Conditions](#)

The following sections describe the differences between the display features and submission processes associated with the video-sharing and video-hosting options.

Display

The display appearance of a user-submitted video depends on whether the video resides on a video-sharing site or your own site.

Linking to a Video-Sharing Site

Customer videos that are submitted through a video-sharing site are embedded in the Bazaarvoice display and presented in an optimal size relative to the width of the surrounding page. The default size of an embedded video is 400 pixels wide by 326 pixels tall, but this size can be configured for each type of display. The following image shows an embedded video that has been resized to fit a customer's page.

Customer Product Reviews
Review This Product Choose a sort order

Overall: ★★★★★

Picture Quality: ██████████

Features/Connectivity: ██████████

Ease of Use: ██████████

Cost-Benefit: ██████████

Reviewed by: ToyDawg

Location: Los Angeles, CA

[\(read all my reviews\)](#)

Used Dell products: Months

Level of expertise: Expert

Title: Easiest to use and great value! Date: 27-Nov-2006

Pros

1. Works with all 6 of my devices with more to come.
2. Easy setup with software and reliable brand you can trust.
3. Rechargeable battery.
4. Color screen.
5. Great value with the price Dell is selling these at.

Cons

1. Small screen size. I could imagine some people with bad vision having problems reading the text on the screen.
2. Cable for base station is a little too short in my opinion. I like to have my remote on my coffee table, but I guess recharging it on a side lamp table wouldn't be that bad.

Additional Thoughts

I have to say that this device has made my home theater a dream. Turn all your devices on with only one touch of a button! I have my Harmony programmed to operate 6 pieces of equipment. My HDTV, Surround Sound System, DVD Player, Digital Cable DVR Box, Playstaion 2, and VCR. Yup, that's right, this thing even works perfectly on my old JVC VCR. Some people have said that it was difficult to set up, but I did not that problem. The software is straightforward and easy to use. Just make sure you have all of your equipments model numbers, and which input your TV is assigned to it and the rest is easy. Just push one button and everything turns on in sequence. I am now able to hide all of my other remote controls.

Video Review



Check out this video review I found regarding this product!

1 of 1 people found this review helpful.

Was this review helpful to you? [Yes](#) [No](#)

Uploading Video Directly to Your Site

If users upload video directly to your site, the following display styles are available:

- A thumbnail image that, when clicked, opens a modal window that plays the video and displays its customer-provided caption

- An inline media player that is embedded directly within the review

The following image shows an example thumbnail image that indicates a customer has included a video review.

Overall ★★★★★

Reviewed by: [Irisheyes](#) (read all my reviews)

Location: Elgin, IL

Recommends for: Adding Shine, Adding Volume, Moisturizing Hair

Video Review:



Click to watch

Gender: Female

Age: 45-54

Hair Color: Natural Color

Hair Length: Shoulder

Hair Type: Straight

Fekkai User for: Under 1 year

Excellent Product! 6/25/09

"I care for my hair as one of my greatest assets therefore I am picky about hair products. This shampoo is the best that I have every used. I have thick and straight hair. AGELESS not only gives me sheen but just the right amount of body to make my hair manageable all day long. I use it several times a week."

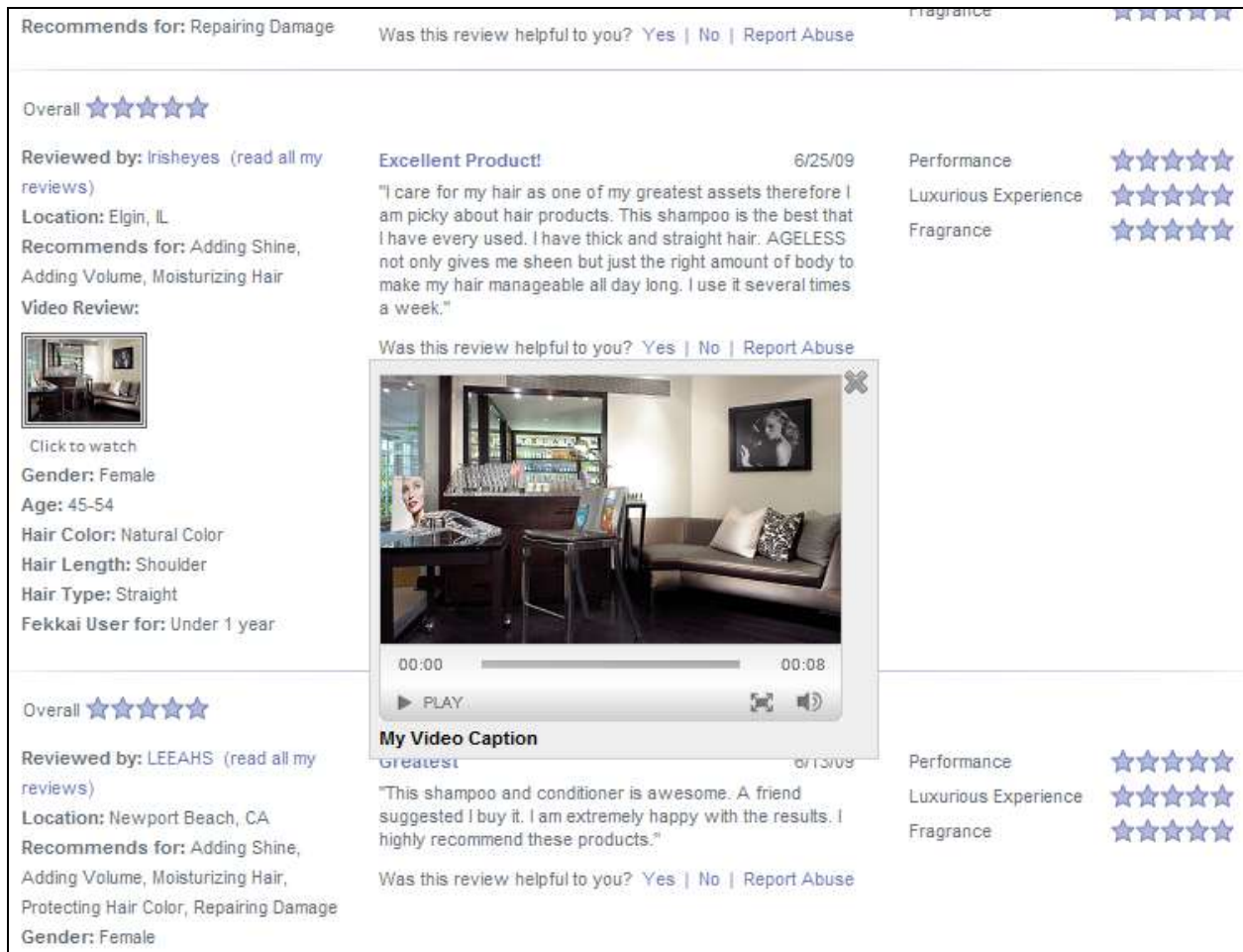
Performance ★★★★★

Luxurious Experience ★★★★★

Fragrance ★★★★★

Was this review helpful to you? [Yes](#) | [No](#) | [Report Abuse](#)

When the image is clicked, a modal window opens and plays the associated video, as shown by the following image.



Regardless of the display style, submitted videos are played within a non-branded video player that is included on your site. This approach provides the following benefits:

- Does not require a link from your site to a third-party provider
- Does not distract your customers from your branding efforts

The following table identifies the platform-specific browsers and versions of Flash that end users need to view the video player.

Component	Windows	Mac
Browser	Chrome 2.0	Chrome 2.0

Component	Windows	Mac
	FireFox 3.0.1 or later	FireFox 3.0.1 or later
	Internet Explorer 6 SP1	Safari 3.2.1 or later
	Internet Explorer 7	Safari 4 or later
	Internet Explorer 8	
	Safari 3.2.2 or later	
	Safari 4 or later	
	Flash Player 9 version 9.0.28 or later	Flash Player 9 version 9.0.28 or later
Flash	Flash Player 10 version 10.0.22.87 or later	Flash Player 10 version 10.0.22.87 or later

Users with unsupported browsers and versions of Flash are prompted with a link to upgrade to a supported version.

The aspect ratio of the player is configurable at implementation time.

For information about submission-related requirements, see “Uploading Video Directly to Your Site” on page 18.

Submission

The manner in which a user submits a video depends on whether the video resides on a video-sharing site or your own site.

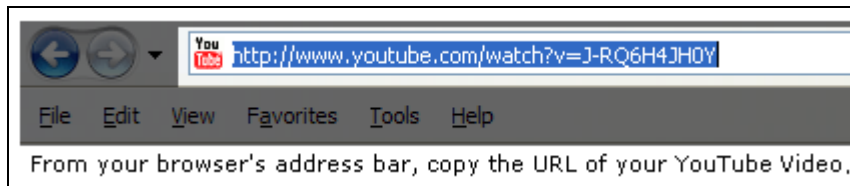
Linking to a Video-Sharing Site

If your users can link to a video-sharing site like YouTube or Google, the video-submission module appears as a new area that typically resides below the photo-submission module on the appropriate submission form. The submission form expects the user to enter a URL in the appropriate text box, as the following image shows.



The image shows a form titled "Share a Video With Your Review." It contains two main input fields: "Video URL" and "Video Caption". The "Video URL" field has a placeholder text "(Paste URL from your videos on YouTube)" and a "Video Guidelines" button below it. The "Video Caption" field has a placeholder text "Example: 'See it in action.' 150 Characters Max."

When a user mouses over a submission link, such as the [YouTube](#) link in the previous image, instructions show how to copy a URL such as <http://www.youtube.com/watch?v=SC6BhjUWts> and paste it into the appropriate location. The following image provides an example of this type of instructional text.



The submitted URL is used to construct the appropriate `<embed>` code. If a user pastes YouTube or Google `<embed>` code instead of a URL into the **Video URL** text box, the submission form recognizes the code and embeds the video.

Uploading Video Directly to Your Site

If you choose to implement the Hosted Video feature, the option to link to a YouTube or Google video is disabled. The following image shows an example **Submission** page that features file-uploading and caption-specifying elements instead of an element that lets customers specify a link to a video-sharing site.

You are logged in as: Luxurious@gmail.com [Update Profile](#) [LOG OUT](#)

WRITE A REVIEW

Product Ratings: * Required

Overall * ☆☆☆☆☆

Performance ☆☆☆☆☆

Luxurious Experience ☆☆☆☆☆

Fragrance ☆☆☆☆☆

Your Nickname *

4-25 Characters. This will be the nickname shown on all your future reviews. Do not use your real name.

Review Title *

Example: Best Purchase Ever

Review *

Reviews must be 50 characters.

Share a video with your review:

Upload a video:
(200 MB max file size)

Video caption:
(150 characters max length. Example: "See it in action.")

You would recommend this product for:

Check all that apply

- Adding Shine
- Adding Volume
- Defining Curls
- Moisturizing Hair
- Protecting Hair Color
- Providing Lasting Style
- Repairing Damage
-

Tell other customers about yourself and connect:

Location

Example: New York, NY

Gender

Age

Hair Color

Hair Length

Hair Type

Have used Fekkai for

[Terms & Conditions](#) [Review Guidelines](#) [Helpful Tips](#)

* By selecting this box and the Submit button, I agree to the conditions stated in the Fekkai Terms of Use, Testimonial Release and Copyright License, and Release and Waiver of Liability.*

Your review pages continue to display previously approved videos that are hosted by YouTube or Google. The following table identifies the submission-related requirements and restrictions associated with the Hosted Video feature.

Property	Requirement	
File formats	<ul style="list-style-type: none"> • 3GP/3G2 • ASF • AVI • DV • FLV • MOV • MP4/F4V • MPEG/MPG • QT • WMV 	
	Maximum size and duration	200 MB and five minutes

For information about display-related requirements for end users, see “Uploading Video Directly to Your Site” on page 13.

Reporting

If you enable the Video Reviews feature, the Bazaarvoice Analyst Reports automatically include the following usage statistics:

- By brand report – Appears under the **Number of Uploaded Videos** column
- By category report – Appears under the **Number of Uploaded Videos** column
- By product report – Appears under the **Number of Uploaded Videos** column
- Ratings & Reviews reports – Appears under the **Video URL** column
- Ask & Answer reports – Appears under the **Video URL** column
- Stories reports – Appears under the **Video URL** column

- Net Promoter reports – Appears under the **Video URL** column

Photo & Video Display on Search Landing Pages and User Profile Pages

Uploaded photos and embedded videos on search landing pages (SLPs) and **User Profile** pages inherit the placement and style of their counterparts on your site.

Questions and Feedback

Send us your questions or feedback regarding our products, product features, or documentation via the Feedback forum on [Spark](#).



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