

Profiles reference guide



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Overview

Bazaarvoice's profiles functionality extends the customer relationship by giving your consumers a platform to create and maintain an identity on your site. With profiles, you can expose contributor information in a relevant manner through the purchase process to build trust, increase engagement, and accelerate sales.

A user's profile can contain the following information:

- User name
- A profile headline
- Demographics (gender, age, location)
- Profile photos and videos
- Content contributions
- Customizable fields (text, drop-downs, sliders)
- Product recommendations
- Badges received, such as "Top Contributor"
- Activity statistics
- Link to share a profile

Here is an example of a user's profile page:



Share StuartP's profile [f](#) [t](#) [g+](#)

[Edit My Profile](#)

StuartP

★ Top 25 Contributor ☆ Expert



Profile Question: Response A
Profile Question: Value 1
Example of wordy profile question: Sentence one represents a long value

Weekend warrior
When I'm not mountain biking or running, I like to be handy around the house.

Reviews (0)
Helpfulness Votes: 1
Featured Reviews: 1
Average Rating: 5

Reviews Comments
Review Comment Count: 0
Helpfulness Votes: 0
First Review Comment: None
Last Review Comment: None
Featured Review Comments: 0

Questions

Answers (0)
Answer Count: 1

Stories

Reviews	Review Comments	Questions
Answers	Stories	Story Comments



GE Profile 7.5 Cu. Ft. Colossal Capacity Electric Dryer

This extra-large capacity dryer lets you choose between 8 dry cycles, so you can use the proper settings for your clothes. The auto dry function uses thermostats to tell when your laundry is dry, reducing wear and tear.

[Read all reviews for this product](#)

★★★★★

A perfect washer / dryer set for the eco-conscious

September 9, 2010



StuartP

★ Top 25 Contributor ☆ Expert

from Austin, TX Profile Question: Response A Profile Question: Value 3
Example of wordy profile question: Sentence one represents a long value

My wife and I were looking for a front loading washer dryer combo for our first home. Since we have 4 kids, there's a lot of laundry that has to be done every week. Given the high water and energy usage on our previous washer / dryer, we decided to opt for something a little more eco-friendly. This set was the right value for the price and performance. We calculate that we should save something on the order of 30% compared to our previous water and energy usage. We recommend it!

✔ I would recommend this to a friend!



GE Cafe 30" Free Standing Gas Range

★★★★☆

Dimension 1

Dimension 2

Example of a wordy dimension label

Required dimension

Fit

Too Small Too Large





[f](#) [t](#) [g+](#)

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Profile elements

User name

The user enters a name at the time of profile creation and can change this name at any time. All UGC contributions from a user will contain the most recent user name.

Profile headline

Consumers will have the option to add a headline at the top of their profile page. The profile headline is a short text description that provides additional context beyond the simple user name. A descriptive headline displayed prominently at the top of the profile can be an effective way for a contributor to quickly communicate their perspective and interests to the community.

The screenshot shows a user profile for 'StuartP'. At the top, the name 'StuartP' is displayed in bold. Below the name are two badges: a gold star icon followed by 'Top 25 Contributor' and a silver star icon followed by 'Expert'. A large square profile picture of a man with short hair is centered. To the right of the profile picture is a vertical stack of content: a small image, a blue star rating of five stars, and a snippet of a post titled 'A perfect' dated 'September 9, 20'. Below the profile picture is a section titled 'Profile Question: Response A' with a sub-section 'Profile Question: Value 1' and an example of a long text response. Below that is a red-bordered box containing the headline 'Weekend warrior' and a short paragraph: 'When I'm not mountain biking or running, I like to be handy around the house.' At the bottom left is a 'Reviews' section with a thumbs-up icon, showing 'Helpfulness Votes: 1' and 'Featured Reviews: 1'. On the right side of the profile, there is another snippet of a post with a small profile picture and the text 'My wife and I wen have 4 kids, there energy usage on eco-friendly. This should save some usage. We recon'.

Demographics

During the content-submission process, you can solicit “profile” information such as a contributor’s:

- Gender
- Age range
- Location

Bazaarvoice can take this demographic information and showcase it on a user’s profile page. These fields can also be entered or edited by a user directly on the profile page. When users change their demographic information, only current content submissions are updated. Prior content submissions will continue to reflect the demographic information at the time of submission.

Profile photos and video

Visual imagery and video make a profile more engaging for visitors to the community. We provide an easy-to-use system for users to add these elements to their profile page:

- Primary image – users can select a single image to use as their primary visual representation within the profile page. This image will be displayed prominently on the page and can be changed at any time by the user.
- Uploaded images - Users may upload and store up to 10 images associated with their profile. These images are all displayed in a section of the profile, and users can designate any image to be the primary image for the page. This function encourages users to keep their page fresh and vibrant.
- Avatars - Users have the option of selecting their primary image from a list of available avatars rather than an image they upload themselves. A default avatar can serve as the primary image for users who have not yet added an image to their profile.
- Video - Users have the option to add one link to an uploaded video on YouTube to their profiles. Descriptive captions can be included with each video.

Content

A user's profile page contains a complete list of their published content. By consolidating a user's contributions, you elevate the influence of each profile on site visitors as well as drive traffic back to your product pages.

Reviews	Review Comments	Questions
Answers	Stories	Story Comments



GE Profile 7.5 Cu. Ft. Colossal Capacity Electric Dryer

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[Read all reviews for this product](#)

★★★★★ Featured

A perfect washer / dryer set for the eco-conscious

September 9, 2010

**StuartP**
☆ Expert
from Austin, TX Profile Question: Response A Profile Question: Value 3
Example of wordy profile question: Sentence one represents a long value

My wife and I were looking for a front loading washer dryer combo for our first home. Since we have 4 kids, there's a lot of laundry that has to be done every week. Given the high water and energy usage on our previous washer / dryer, we decided to opt for something a little more eco-friendly. This set was the right value for the price and performance. We calculate that we should save something on the order of 30% compared to our previous water and energy usage. We recommend it!

Pros:
quiet, energy efficient, fast

Cons:
limited color selection

✔ I would recommend this to a friend!

My product recommendations

**GE Cafe 30" Free Standing Gas Range**
★★★★☆



[f](#) [t](#) [m](#)

Customizable fields

Text fields

Allow your users to submit more information about themselves in a free-form text format. The questions you ask can either be very open ended or very specific one word answers. Guide the contributions of your users by soliciting specific information as part of the profile. Including helpful cues within the profile fields (for example, "My favorite product is....") encourages users to provide rich and relevant information that other customers will find valuable.

For example, if your business revolved around golf, you could add the following text fields:

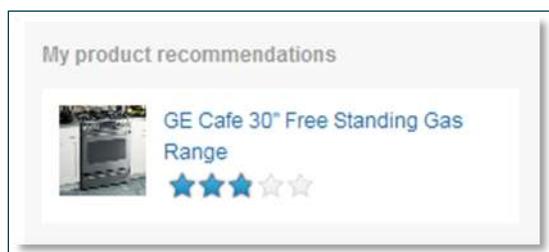
- About me: Tell us more about yourself
- Your golfing philosophy:
- Favorite golfing memory:
- Favorite golf course:
- Favorite golfer:

Drop downs / Slider values

Users can rate themselves on specific criteria that can be customized to your needs. This is valuable when you want to limit to a specific set of pre-determined answers. For example, a clothing retailer may want to include a slider that asks a profile user to rate their own fashion expertise on a range from novice to expert.

Product recommendations

Empower consumers to recommend specific products to the community by including ratings, images and links directly on their profile page. Through product recommendations, top contributors become community influencers, helping to drive additional traffic to your product pages.



Badges

Badges are awarded based on a user's UGC contributions. They are automatically displayed as part of the user's profile and cannot be added or removed by the user.

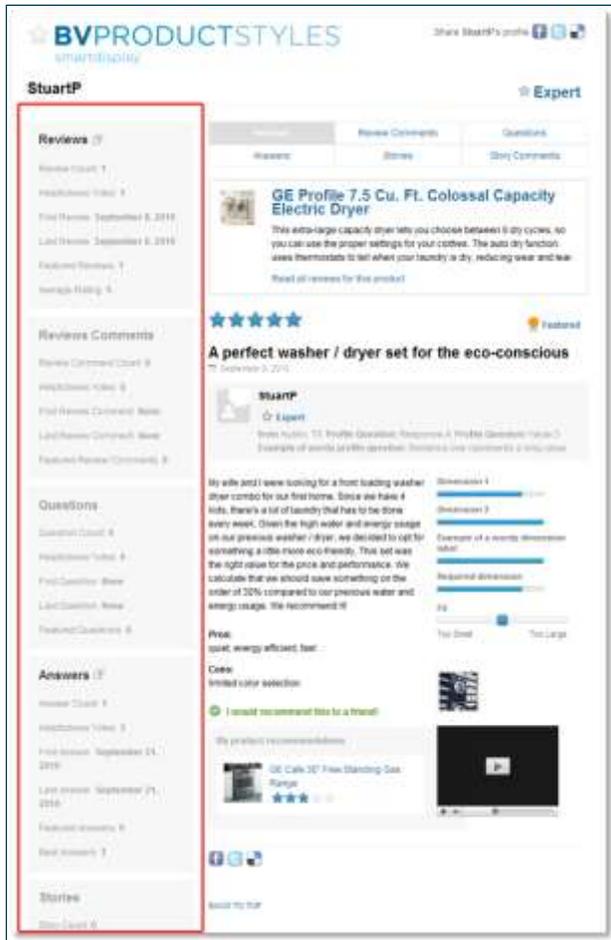


Activity statistics

The profile page includes aggregate activity statistics for the user such as:

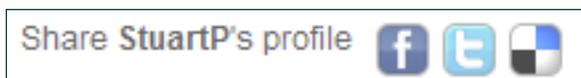
- Number of pieces of content contributed
- Date of most recent contribution
- Average rating

These details can help customers understand the level of expertise associated with a profile and helps you identify your most passionate advocates.



Links to share a profile

Viewers of a profile have the ability to share that profile with their social networks, including Facebook and Twitter. This enables the voice of your customer to be amplified beyond the limits of your web site, spreading your brand identity and increasing traffic to your site.





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