

Ratings and reviews for mobile reference guide



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Mobile display

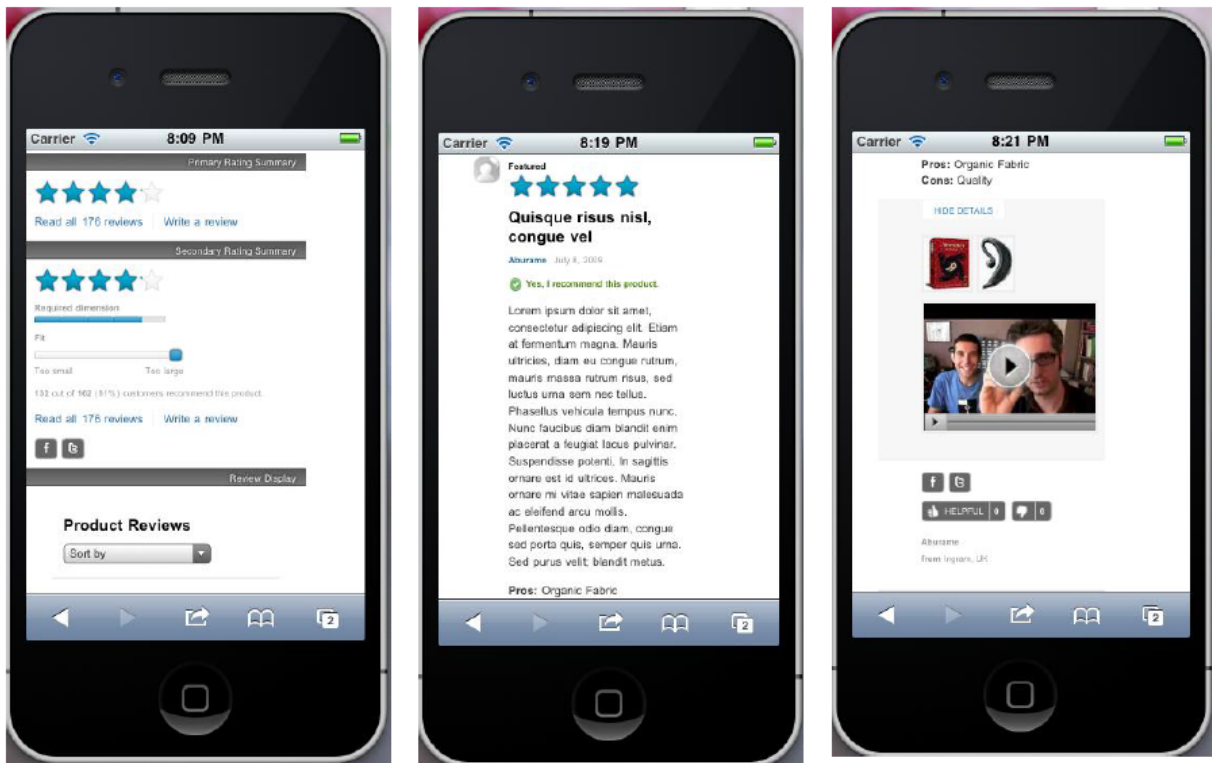
People are increasingly accessing the web from mobile devices and are moving away from traditional desktop or laptop computers (See our link to *The Conversation Index* below for details). How your site performs on a mobile device can make all the difference to a potential consumer or contributor. With mobile display, Bazaarvoice-hosted content is styled and integrated with your existing mobile site. Consumers accessing your site with a smart phone or tablet can easily read and contribute content. Besides boosting traffic, mobile display has the power to impact traditional commerce when customers access user-generated content, because research shows that people will buy in the store after reading reviews on their mobile device.

The following image shows ratings and reviews on a mobile device.

Rating summaries:

Review display, primary content:

Review display, secondary content (behind details tab):



Key capabilities

- Employ most of the features of Bazaarvoice Conversations, including rich media content
- Capture the casual computing audience with content optimized for mobile display

Read [The Conversation Index, volume 3](#) to learn how mobile device users account for a growing amount of engagement with-user generated content.

Benefits

For customers who engage with UGC through their mobile devices, ratings and reviews on your mobile site improves their user experience in the following ways:

- All Bazaarvoice content – either displayed as embedded within your mobile site or as standalone mobile pages, such as review landing pages (RLPs) or reviews microsites – is designed for use on a small, touch-screen device.
- For customers accessing a search-engine's results with a mobile device, Bazaarvoice's user-agent detection system displays the mobile-optimized microsites or RLPs.
- All Bazaarvoice-hosted standalone pages contain links for switching between mobile and non-mobile styling. In this manner, customers can ultimately choose the view for each page, regardless of the device used.
- Allows customers to write their reviews on the go from their mobile devices as they interact with the product. This approach increases review volume and relevance while minimizing the risk that a customer's impulse to share content will fade by the time he or she next happens to be at a computer.
- Customers who open a post-interaction email (PIE) on their mobile device, can access the mobile-optimized submission form directly through the simple submission URL (ssURL).

Prerequisites

You must satisfy the following prerequisites to implement ratings and reviews on your mobile site:

- Bazaarvoice's ratings and reviews must be implemented on your main site
- Functionality that detects mobile devices and automatically renders your mobile-optimized site
- The same user-authentication method for content submission must exist on your main and mobile sites
- Grant Bazaarvoice access to a development website without the need for a VPN client or other type of remote-desktop access, as per the details of your contract
- Bazaarvoice recommends that you provide links between mobile and non-mobile versions of your site.

Supported browsers and mobile devices

The following mobile browsers are supported:

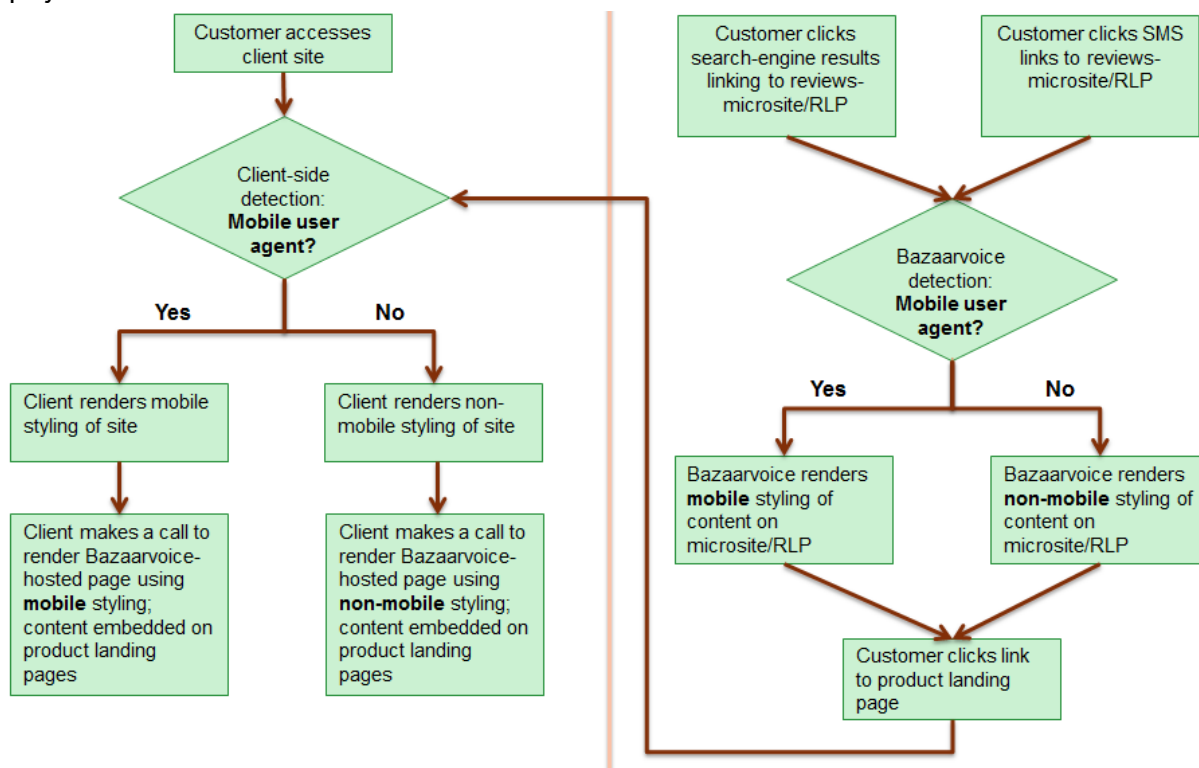
- Android browser
- iOS mobile Safari
- Blackberry 6

These browser versions are tested on the following devices:

- iPhone
- iPod Touch
- Blackberry 9800 Torch
- Droid Incredible
- HTC Aria

Process flow

The following flow-chart describes the logic behind how mobile/non-mobile, embedded/standalone content is displayed.



Features

Unsupported features

Mobile-optimized ratings and reviews have all the features on your core site except for the following display and submission elements.

Display

- Badge definition pop-ins
- Feedback confirmation pop-ins
- Media gallery
- Ratings and reviews summary
- Rating histogram
- Report inappropriate content
- Hosted video

Submission page

- Photo upload
- Product recommendation
- Video linking
- Hosted video
- Review Comments

Features that behave differently

The following ratings and reviews features will behave differently on a mobile site:

Display

- Photos – photo thumbnails are displayed; however they are not clickable
- YouTube video – video thumbnails are displayed; when clicked video opens in new window

Submission

- Ratings are presented as radio buttons
- Slider controls are presented as radio buttons

Profile

- Content types other than reviews and review comments are not displayed
- Pagination appears at the bottom of displayed content instead of the top
- All profile types will be displayed in a new window

Implementation

Implementing ratings and reviews on your mobile site is similar to the implementation steps for ratings and reviews on your non-mobile site. You would need to do the following:

- Implement ratings and reviews on your mobile site using the JavaScript integration method
- Provide styling information of the Bazaarvoice-hosted content
- Copy and paste code snippets

Customer authentication

Customers submitting content from their mobile devices will be subject to the same authentication process required from your main site.

Configuration options

Secondary review content

By default, secondary content such as secondary ratings, photo thumbnails, video thumbnails, and product recommendations, is displayed behind a details tab. Bazaarvoice recommends this type of presentation for this content for mobile devices. However, you can choose to display all secondary content directly on the page with the primary content.

Measuring success

Report

Reviews submitted via a mobile device will be identifiable by their campaign ID in the Bazaarvoice reports, allowing you to measure the volume of UGC from mobile submissions.

| Bazaarvoice | | | |
|----------------------------------|--|---------------------------------------|--|
| All Reviews Report | | | |
| <i>(02/15/2011 - 03/16/2011)</i> | | | |
| Review ID | | Campaign ID | |
| 17419428 | | BV_MOBILE_REVIEW_DISPLAY | |
| 17419401 | | BV_MOBILE_SUBMISSIONLINK | |
| 17419394 | | BV_MOBILE_RATING_SUMMARY | |
| 17419277 | | BV_MOBILE_RATING_SUMMARY_ZERO_REVIEWS | |

Web analytics

Separating mobile-specific activity in reporting, if needed, should be done using your web analytics platform's tools such as filtering by user agent.

Reference

For information on ratings and reviews, read the *Ratings and reviews reference guide* located on [Spark](#).



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