



Bazaarvoice Design Packages

Feature Guide

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OVERVIEW

Bazaarvoice offers two design packages of varying flexibility, complexity, and cost in order to provide the best Social Commerce Design experience to our customers for their needs and budget.

Smart Display: Smart Display is Bazaarvoice's base design package for "out of the box" functionality. Smart Display supports multiple layout choices of all Bazaarvoice elements, with client-specific customizations supported by select CSS properties. The result is a great design that integrates seamlessly with your website.

Custom Display: Taps into Bazaarvoice's Design Agency to unlock significant application customizability through custom HTML, JavaScript, CSS, and functional configuration changes. The result is a truly customized user experience to match your specific requirements.

APPLICATION STRUCTURE AND DESIGN

The Bazaarvoice application suite maintains a "Master Client" where the master HTML, CSS, and JavaScript for all UI elements and features are stored. When a new Bazaarvoice client is provisioned, the client's application will inherit all HTML, CSS, and JavaScript files from this Master Client.

Smart Display implementations inherit all HTML, and JavaScript files "as-is" from the Master Client. Client specific customizations are achieved by modifying the CSS properties outlined below.

Custom implementations unlock the creation of "overrides" or custom versions of the HTML files from the Master Client.

SMART DISPLAY

Smart Display was designed and built from Bazaarvoice's experience with thousands of (User Generated Content) implementations on some of the world's highest volume websites, and significant usability testing on how people interact with the information on product pages.

Tailored to match the look and feel of the client website using the most common CSS properties, Smart Display lives up to Bazaarvoice's "white label" promise. With Smart Display, you will have the option to change predefined CSS elements, graphics, features, and select a layout from Bazaarvoice's options.

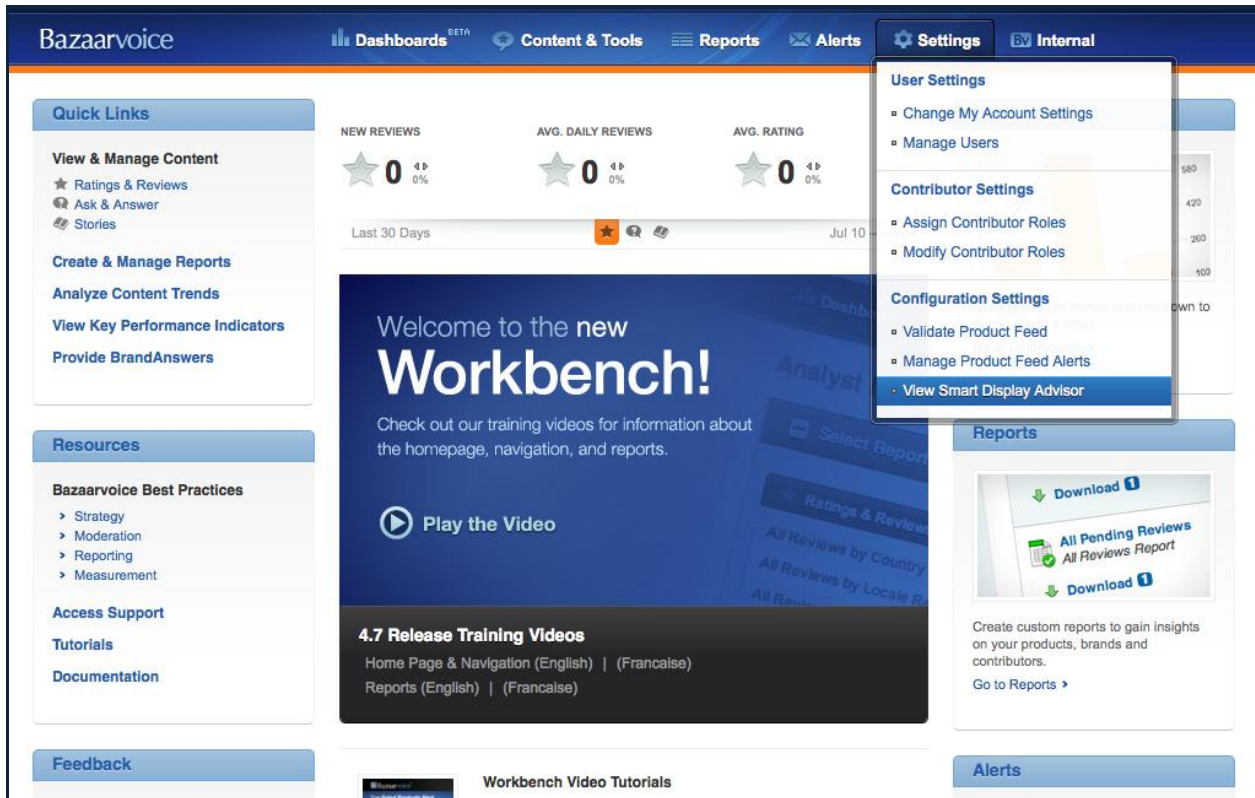
Specific changes within scope are:

- CSS Elements
 - Font properties
 - Font size
 - Font color
 - Font weight (bold or regular)
 - Font style (italic, normal, underline)
 - Text transform (uppercase, lowercase)
 - Background color
 - Link style
- Graphic Changes
 - Star and bar graphic color
 - Client-provided replacement graphics
 - Button background color and font

Themes

For a full visual demonstration of all themes and layouts, log on to the Workbench. Then, navigate to Settings → View Smart Display Advisor.

A summary of the themes is listed in this document.



The screenshot displays the Bazaarvoice Workbench dashboard. The top navigation bar includes 'Dashboards BETA', 'Content & Tools', 'Reports', 'Alerts', 'Settings', and 'Internal'. A 'Settings' dropdown menu is open, showing options for 'User Settings' (Change My Account Settings, Manage Users), 'Contributor Settings' (Assign Contributor Roles, Modify Contributor Roles), and 'Configuration Settings' (Validate Product Feed, Manage Product Feed Alerts, View Smart Display Advisor). The main dashboard area features a 'Welcome to the new Workbench!' message with a 'Play the Video' button and a '4.7 Release Training Videos' section. On the left, there are 'Quick Links' for content management and reports, and a 'Resources' section with 'Bazaarvoice Best Practices' and 'Access Support'. On the right, there are 'Reports' and 'Alerts' sections.

. Original Theme

The Original theme displays UI elements in a social friendly manner, highlighting key pieces of information with larger buttons, fonts, and images and eye-catching color..

Write a review Sort by

★★★★★ 5 / 5 ★ Featured

A perfect washer / dryer for the eco-conscious


July 25, 2011

**StuartP**
from Austin, TX Gender: Male Age: 35 to 44 Length of ownership: 3 months Frequency of use: Weekly
Expertise: Intermediate

My wife and I were looking for a front-loading washer / dryer combo for our first hime. 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 20% compared to our previous water and energy usage. We recommend it.

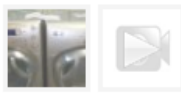
Yes, I recommend this product.




Products related to my review


 [Cafe 30" Free Standing Gas Range](#)

Value 5 / 5

Quality 4 / 5



   helpful 1  1 

 Write a comment

Luxury Theme


The Luxury theme displays UI elements in a more balanced manner, following many principles commonly found in Luxury branding. UI elements are smaller in general, with no one specific section of the layout attracting the user's attention..

★★★★★ **A perfect washer / dryer for the eco-conscious** July 25, 2011 **FEATURED**

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 20% compared to our previous water and energy usage. We recommend it.



Yes, I recommend this product.



Products related to my review




 Cafe 30" Free Standing Gas Range

StuartP
from Austin, TX
Gender: Male
Age: 35 to 44
Length Of Ownership: 3 months
Frequency Of Use: Weekly
Expertise: Intermediate

Value
████████████████████
Quality
██████████████████

  [Write a comment](#)

 helpful 1  unhelpful 1 

Layouts

Within a theme, you can choose a layout to display all Bazaarvoice hosted elements. Access Smart Display Advisor on the Workbench for a full visual demonstration of these themes.

Best Practice: Bazaarvoice's recommends this layout. Here, elements and whitespace are optimally arranged to highlight key pieces of information. Users can quickly skim through and find the information they are looking for.

Metrics-Focused: This layout is designed to focus attention to the ratings and summary sections more than the review text or profile information. Select this layout for websites with significant real estate to work with.

Traditional: Displays profile and ratings information on the left, and the review text area on the right.

Width Constrained: Maximizes the use of whitespace to fit within a narrow environment. Use this for websites with a limited amount of horizontal real estate.

CUSTOM DISPLAY

Custom Display packages allow a world of flexibility. You can change the layout, style, and contents of UI elements and features.. A significant amount of the page is hosted by Bazaarvoice; providing an opportunity to make significant amounts of customization.



Bazaarvoice Design Packages

Our Custom Display packages include design consulting and partnership with client design agencies/resources to draw from Bazaarvoice's best practices, feature sets, and flexibility. This creates a truly custom, unique UGC experience for your website.

Submit a Support Case through SPARK (<http://spark.bazaarvoice.com>) to request details and to get started!"