APT Next - Write A Review Page

Target release	Sprint 106
Epic	
Document status	
Product Owner	Edward Fu
Designers	
Developers	
QA	

1.0 Overview

1.1 Goals

- Transitioning the site to React
- Improve Completion Rates (UX).

1.2 Background and strategic fit

Since Write a review page has less than 1% in session, and contains most of components that are already built, we will start transitioning this page to React.

2.0 Infrastructure

All elements, tags, SEO items, scripts, schema, etc. should be carry over from the current Write A Review Page infrastructure.

2.1 URL Structure

URL structure should be the same as the current structure

/www.apartmentratings.com/writereview/{Complex ID}

2.2 Global Header Tags

Carry over all global header tags

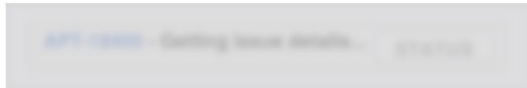## 2.3 Write A Review Page Header Tags

2.3.1 Title Tags

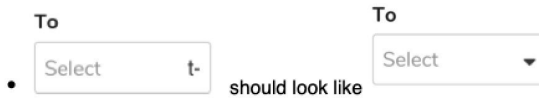1. Use same Title template as current page, based on filter parameters.

2.3.2 Meta Description

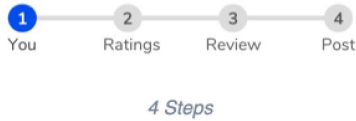1. Use same Meta Description template as current page.

3.0 Write A Review UI

1. Background color will switch to #F7F7F7 for all devices
2. All functionality, content, analytics, links and behavior will remain the same as the current page, unless otherwise stated
3. Screen size will max out at 1600, any size larger than 1600 will remain looking like 1600 while adding white space on each side to make the content centered. Similar to the 404 page
4. At any stage if a user is trying to use the browser to go back to the previous page from write a review page, a browser alert will appear.
   a. "You are about to exit this page, data you have entered will not be saved."
   b. Option: Leave Page, Stay on Page
5. Desktop: the height of bg-card will never be smaller than the Writing Tips
6. Padding:
   a. 320 - 600 (will have 16px padding all around the card)
   b. 601 or above (will have 24 px padding all around the card)
7. Marvel Bug: this is a dropdown arrow not sure why Marvel is showing it as t-

   - **To** Select t- | **To** Select ▾ should look like

Update 12/17/2020

- Disable the search bar in the header navigation.

3.1 Multi-Step Form Page

1 — 2 — 3 — 4
You Ratings Review Post

4 Steps

1. **Progress Bar:** Displays what step of the process a user is on.
   a. 4 Steps for ALL communities, both feed and non-feed (You, Ratings, Review, Post)
   b. All non-complete steps will have gray text and bubble
   c. Once complete it will have a checkmark in the bubble
2. **Page Steps:** Listed within.
   a. User can only move on to the next step when all fields are completed.
   b. User can go to any previous steps, and should be able to see and edit any previous inputs.
3. **Header:** Write a Review for (Apartment name).
4. **Address:** Display address of Community.
5. No footer appears on the page.
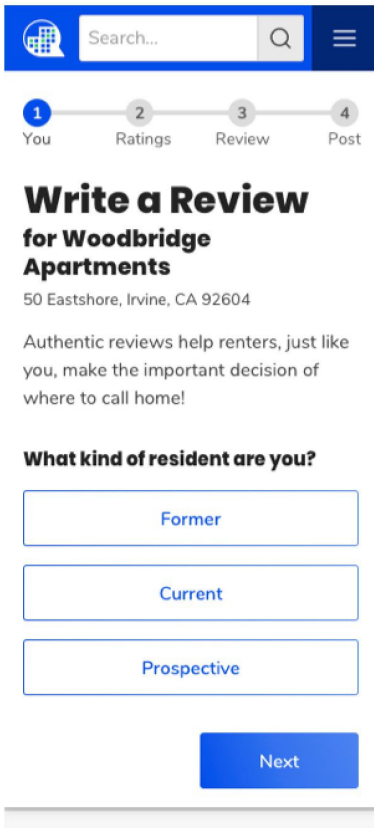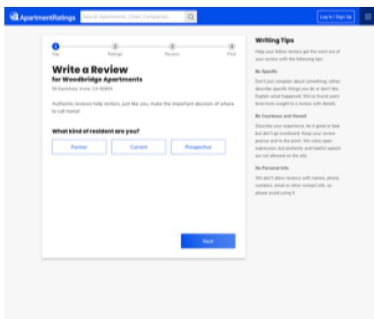
Update12/1/2020:

- All checkmarks will be white and all unfinished text and numbers will be black-4 (585858) to increase contrast.
- Progress bar does NOT have to be full width due to css coding style. It can be center which will look different from the mocks.
- Primary color for the whole progress bar, no gradient.

Mockups

Mobile 320
Tablet 601
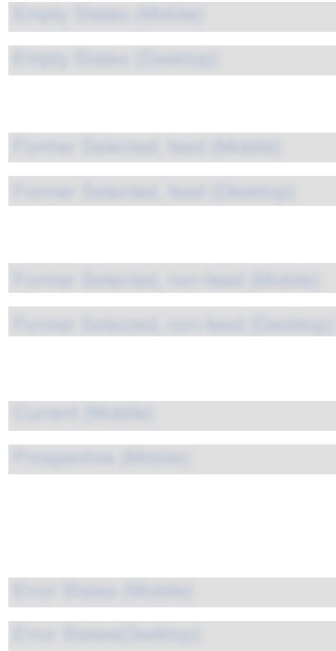Desktop 900
Desktop 1200
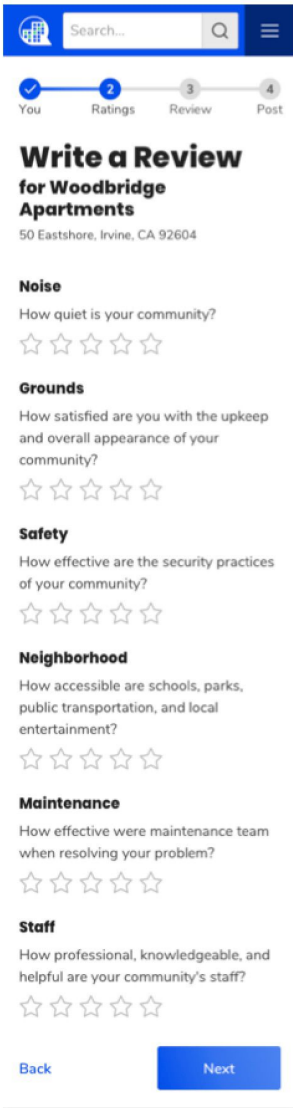
3.2 Step #1: Resident Type

Resident Type, Mobile

Resident Type, Desktop

1. **Tagline:** "Authentic reviews help renters, just like you, make the important decision of where to call home!"
2. **Heading:** What kind of resident are you?
3. **FORMER:**
   a. **Living Information:** Display when this option is selected.
   b. **When Lived:** User can select the starting year and ending year from a dropdown.
   c. **If Non-Feed Community**
      i. **Beds:** User can select # beds from dropdown.
      ii. **Bath:** User can select # bath from dropdown.
      iii. **Monthly Rent:** User can input only numerical values and decimal point.
4. **CURRENT:**
   a. **Living Information:** Display when this option is selected.
   b. **When Lived:** User can select the starting year and ending year from a dropdown.
   c. **If Non-Feed Community**
      i. **Beds:** User can select # beds from dropdown.
      ii. **Bath:** User can select # bath from dropdown.
      iii. **Monthly Rent:** User can input only numerical values and decimal point.
5. **PROSPECTIVE**
   a. **Living Information:** Display when this option is selected.
   b. **When Visited:** User can select the year they visited from the dropdown.
6. **Next Button:**
   a. Clicking validates the form
      i. If required fields are missing information. Jump to the first missing field (if its a long page) and shown error message for that field.
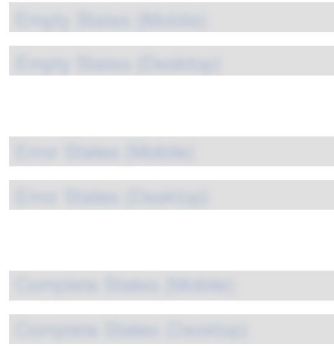   ii. If required fields are completed brings the user to the next step of the process.

Mockups

3.3 Step #2: Ratings

Write a Review

for Woodbridge Apartments

50 Eastshore, Irvine, CA 92604

Noise

How quiet is your community?

☆ ☆ ☆ ☆ ☆

Grounds

How satisfied are you with the upkeep and overall appearance of your community?

☆ ☆ ☆ ☆ ☆

Safety

How effective are the security practices of your community?

☆ ☆ ☆ ☆ ☆

Neighborhood

How accessible are schools, parks, public transportation, and local entertainment?

☆ ☆ ☆ ☆ ☆

Maintenance

How effective were maintenance team when resolving your problem?

☆ ☆ ☆ ☆ ☆

Staff

How professional, knowledgeable, and helpful are your community's staff?

☆ ☆ ☆ ☆ ☆

Back   Next

Ratings, Mobile

1. Users can rate Noise, Grounds, Safety, Neighborhood, Maintenance, and Staff
2. Include the corresponding subtitles for each section.
3. **Stars Rating**
   a. Fill on hover, and display rating subtitle (ie. 1= Not At All, 2 = Slightly Satisfied, etc. Use same text as the current page for all ratings.)
   b. Once clicked, stars remain filled, and rating subtitle continues to be displayed.
4. **Next Button:** Same behavior as above section.
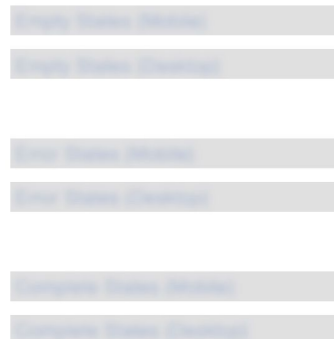5. **Back Button:** Brings user to previous step. All inputs should be saved.

Mockups

Empty States (Mobile)

Empty States (Desktop)

Error States (Mobile)

Error States (Desktop)

Complete States (Mobile)
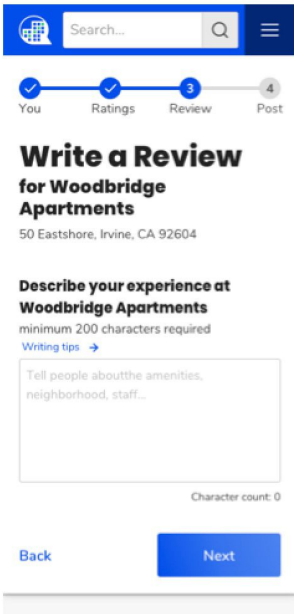
Complete States (Desktop)

3.4 Step #3: Review

1. Displays placeholder text if text box is empty.
2. Keep same Character requirements.
3. **Error Check:** live check after the user clicks on the field
   a. if the user did not have enough characters and clicks out of the field, the "Character Count: x" and boarder will turn red.
   b. if the user excess the characters count and clicks out of the field nothing will happen
4. It will stop user from typing more than 2 consecutive spaces

Mockups

Empty States (Mobile)

Empty States (Desktop)

Error States (Mobile)

Error States (Desktop)

Complete States (Mobile)

Complete States (Desktop)

You   Ratings   Review   Post

Write a Review

**for Woodbridge
Apartments**

50 Eastshore, Irvine, CA 92604

**Describe your experience at
Woodbridge Apartments**

minimum 200 characters required

Writing tips →

> Tell people aboutthe amenities,
> neighborhood, staff...

Character count: 0

Back   Next

Review, Mobile

3.4.1 Writing Tips

Mockups

1. Mobile: Displays as modal when user clicks "Writing Tips".
2. Desktop: Display on right rail of page.

3.5 Step #4: Post

Update 12/8/2020

1. User will be able to upload 1 image at a time for now.
2. User will only be able to select the format thats supported by us (jpg and png). Therefor, error message "**Only .jpg and .png are supported.**" can be remove.
3. After the user reaches the max img amount it will disable the upload button and have an error below the button that says, "You have reached the maximum (10) photo amount "

3.5.1 Upload Images

Mockups

1. Optional field
2. **Upload Photo Button**: allow users to add multiple photos (10 max) from their photo library, or use their camera to take a picture
3. Caption
   a. Caption is not required
   b. Limit 100 characters max for caption (stops user from typing pass 100 characters)

Write a Review

You — Ratings — Review — Post (4)

Write a Review
for Woodbridge Apartments

50 Eastshore, Irvine, CA 92604

Upload Photo

[🖼 Upload Photo (Optional)]

A picture tells a thousand words, or so they say.

Survey Questions

Would you recommend Woodbridge Apartments to a friend?

○ Yes   ○ No

☑ I certify that I am not an employee or contractor for this community or any other community. I also agree to the Terms of Use and Privacy Policy.

☐ Post this review anonymously (Optional)

Back   [Post Review]

Post(feed), Mobile

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c. As user starts typing in the caption, the 100 characters left begins to count down.
4. Loading screen when uploading a photo
5. **Remove (X) button:** removes the image and the caption .
6. **Error:**
   a. Check if user exceed max photos, then check for photo qualification.
   b. When user uploads multiple photos, upload those that are qualify and display error messages for those that don't in the current error message wording.
   c. **Error message:**
      i. Size too small, not the correct format, duplication... (display error message below the button but above all the "A picture tells..." text)
      ii. "You have exceeded the maximum (10) photo amount" (display after upload photo button)
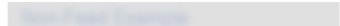7. **Horizontal Scroll:** As images are added, the user can scroll horizontally to view all their photos.

3.5.2 Survey Questions

1. **Recommend (Required):** User can select "Yes" or "No".
2. **Pets Allowed (Optional):**
   a. Only displays for non-feed communities
   b. Clicking "Yes" displays additional checkbox questions. Use same as current.
3. **Laundry Facilities(Optional):**
   a. Only displays for non-feed communities
   b. Clicking "Yes displays additional checkbox questions. Use same as current.
4. **N/A:** Won't pass any value, a neutral button incase user accidentally clicks on either Yes or No

Mockups

Empty State (Mobile)
Empty State (Desktop)

Error State (Mobile)
Error State (Desktop)

Complete State (Mobile)
Complete State (Desktop)

Live Example

Non-Feed Example

Post(non-feed), Mobile

3.5.3 Checkboxes

1. **Required:** "I certify that I am not an employee or contractor for this community or any other community. I also agree to the **Terms of Use** and **Privacy Policy**"
   a. Terms of Use: directs user to https://www.apartmentratings.com/terms/
   b. Privacy Policies: directs user to https://www.internetbrands.com/privacy/privacy-highlights?site=www.apartmentratings.com
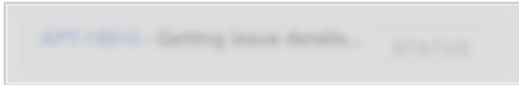2. **Optional:** "Post this review anonymously"

Mockups

3.6 Review Editing

1. When a user is editing their review, implement same requirements from Threaded Reviews:

4.0 Analytics

1. **Uses all Google Analytics events as the current page:**
   a. See
   b. Implement same Event Categories, Actions, and Labels.
2. **Add following Event Actions** (See):
   a. Write A Review Step
   b. Back Button Click
   c. Next Button Click
   d. Submit Button Click
3. **Add following Event Labels** (See)
   a. step-1
   b. step-2
   c. step-3
   d. step-4
   e. Review Confirmation Page

5.0 Write A Review Confirmation Page

1. User will only be directed to this page only if their review has been submitted successfully
2. Stays the same URL as the write a review page
3. Grides
   a. 320 - 600 will take 4 grids
   b. 601 and above will take 6 grids
4. Screen size will max out at 1600, any size larger than 1600 will remain looking like 1600 while adding white space on each side to make the content centered. Similar to the 404 page

5.1 Confirmation Page UI

Mockups

1. Title: "**Thank you for your feedback!**"
2. Paragraph: "Your review for **(apartment name in bold)** has been posted." "Please note: you have 7 days after submitting to make edits to your review. Any images submitted will be displayed after approval."
3. Return to Community Button: Brings user back to the community.
4. See My Reviews Button:
   a. Directs user to their profile with their reviews tab selected

5.2 Analytics

Confirmation, Mobile

Confirmation, Desktop

1. Trigger a Google Analytics event whenever the user lands on this page:
   a. **Event Category:** Write a Review Page
   b. **Event Action:** Write A Review Step
   c. **Event Label:** Confirmation Page

(See ▆▆▆▆▆▆▆▆▆▆▆▆)