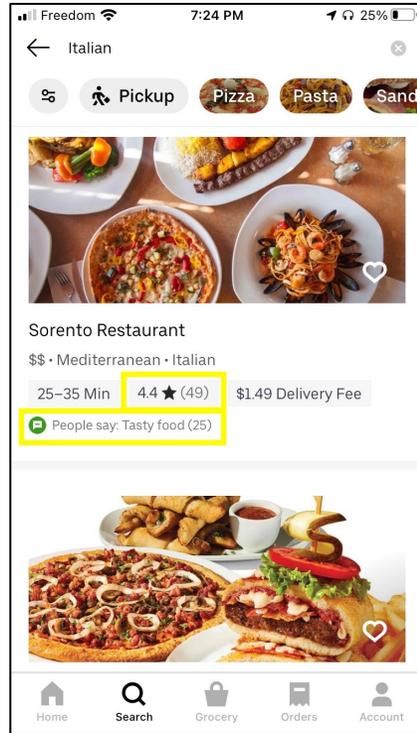


# Ritual direct competitors

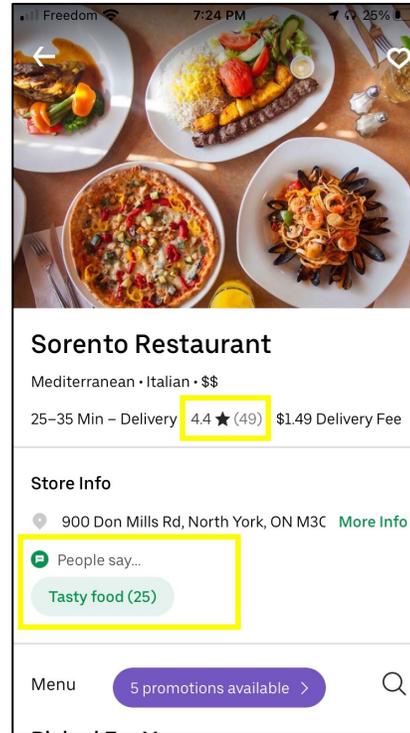
Food delivery services offering a pick-up option

## VIEWING RESTAURANT REVIEWS



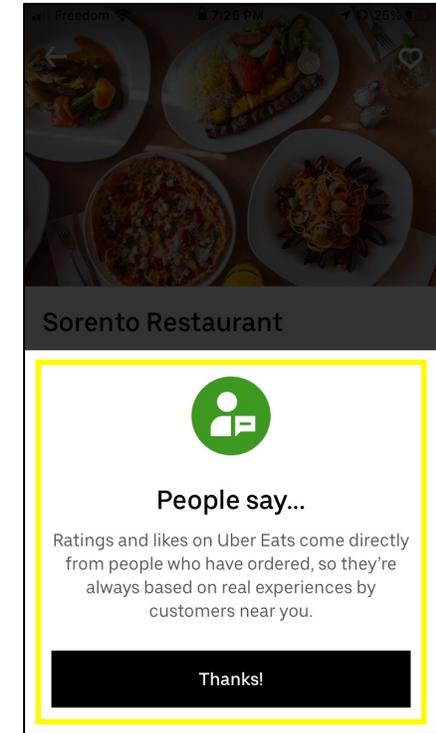
**Restaurant list view**

- The restaurant thumbnails (under Home & Search tabs) show a star rating & the number of reviews provided
- If the restaurant has been given a lot of positive feedback on a particular aspect of their service, it is called out with a green icon
- When either of the above are tapped, user is taken to the restaurant profile page



**Restaurant page**

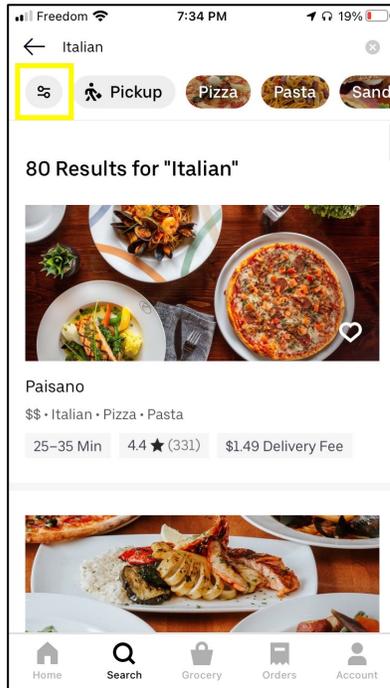
- Star rating & the number of reviews given are listed at the top
  - This does not have any tap functionality & doesn't expand on the specifics of the rating
- If the restaurant has been given a lot of positive feedback on a particular aspect of their service, it is called out with a green icon under the "Store Info" section
  - When tapped, "People say..." modal appears



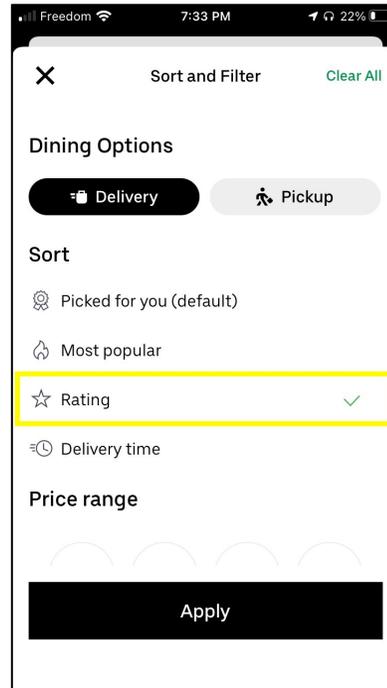
**"People say..." modal**

- The modal explains how the reviews were collected, though it does not provide a breakdown of what the rating entails

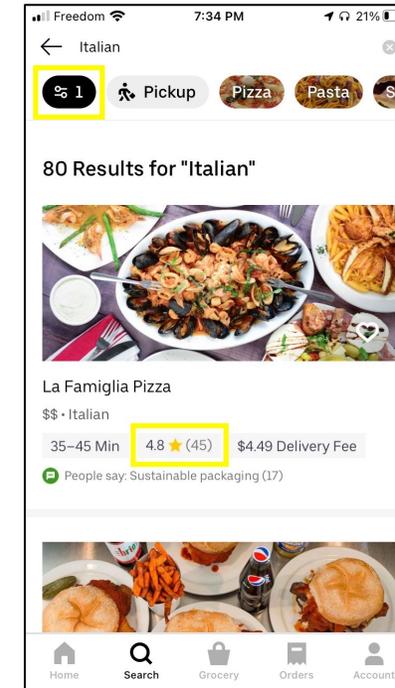
## FILTERING/SORTING RESTAURANTS BY RATINGS



1. Filter button at the top left of the screen



2. Select "Rating"

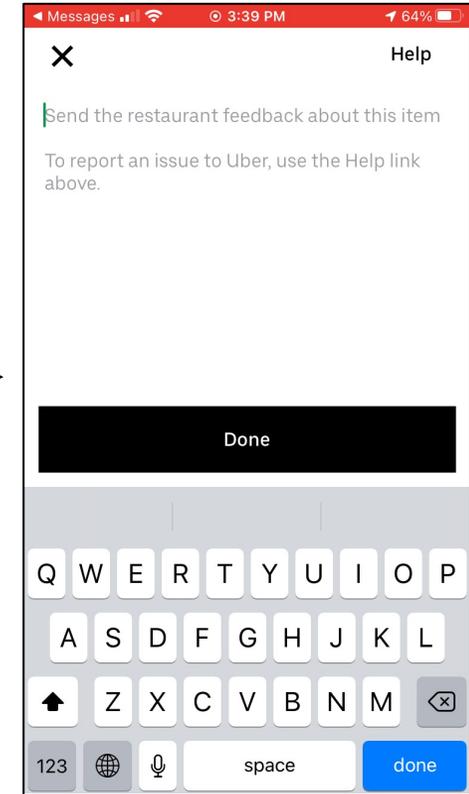
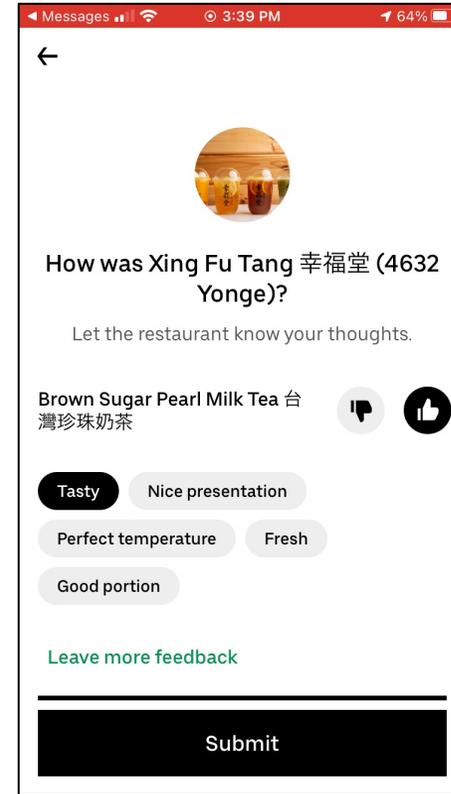
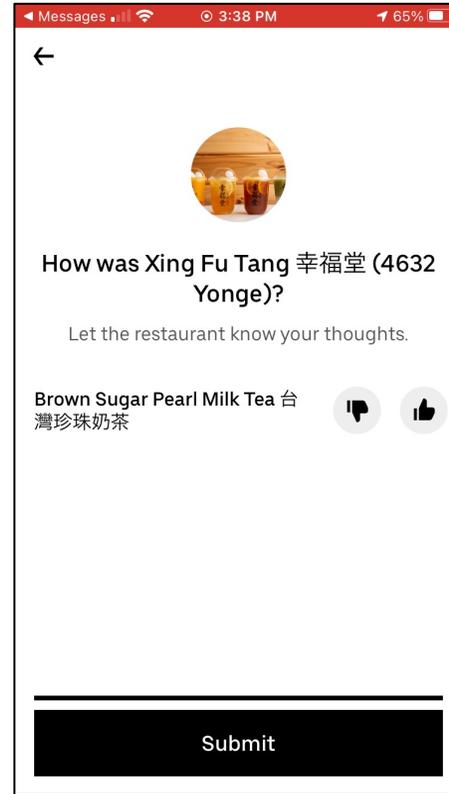
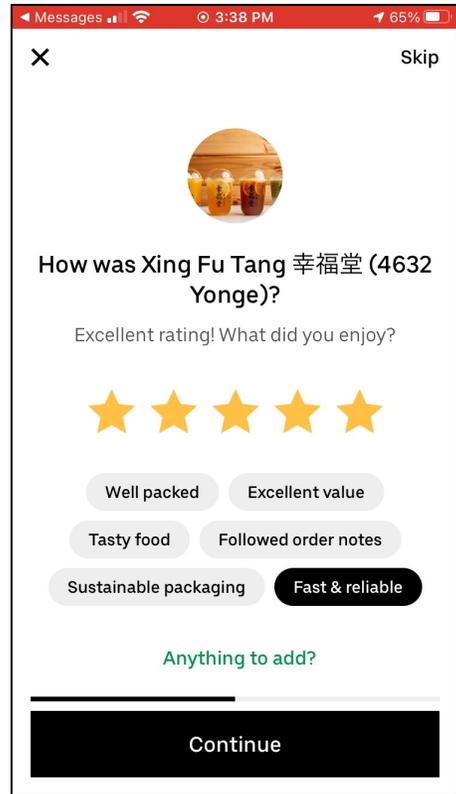
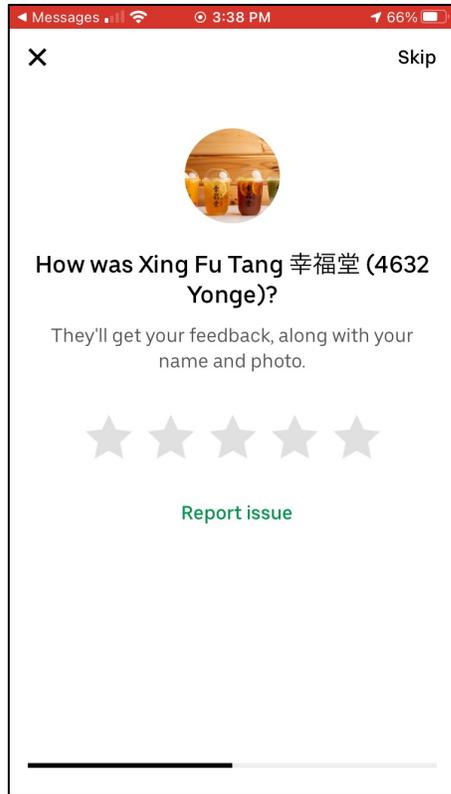


3. The filter button is now dark & shows one criteria has been selected.

The list below is now sorted by the highest-rated restaurants at the top.

Ratings above 4.5 shows a yellow star icon (instead of grey)

## PROVIDING RESTAURANT REVIEWS



### 1. Rating a restaurant

- About 10min after the food has been delivered, user gets a notification prompting them to provide a review
- User is asked to rate the establishment from a scale of 1 to 5 stars
- Once the star rating is provided, users are then specify what they enjoyed/did not enjoy about their experience

### 2. Rating a food item

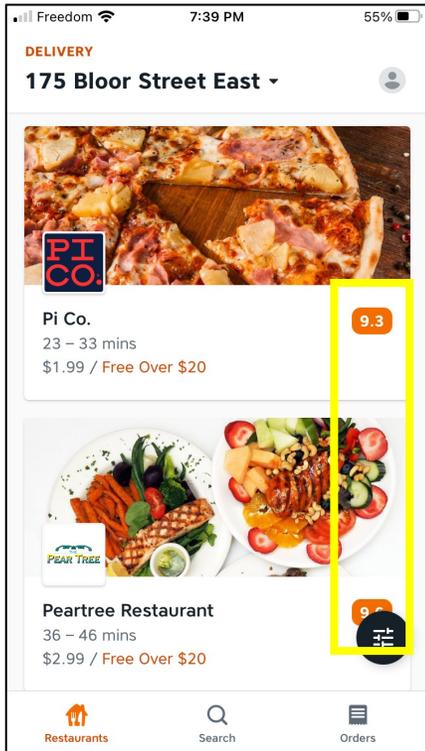
- User is then asked to provide a thumb up or down on the ordered item
- User is then asked to specify what they enjoyed/did not enjoy about their food

### 3. Additional feedback

- If user chooses to provide additional feedback, a new screen appears where they are able to provide a detailed note to the establishment

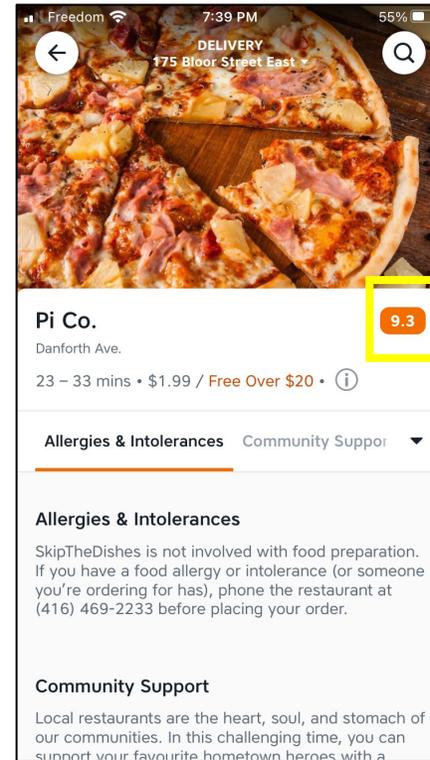
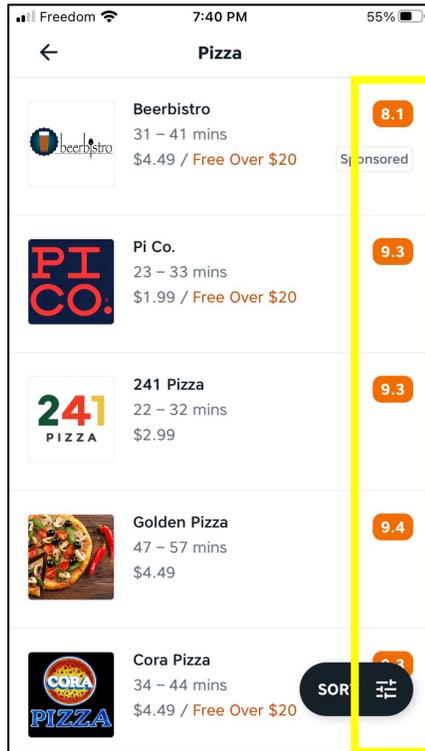
- **Rating system**
  - The rating system uses stars with 5 stars being the highest score
- **Viewing reviews**
  - UberEats doesn't provide a detailed breakdown of the ratings at any point (Ex. whether the rating was based on the taste of food, service, presentation, etc.)
- **Providing reviews**
  - UberEats does not provide incentives for users to provide feedback
  - Users are prompted to provide a review via mobile notification about 10min after the food was delivered
    - If user misses the opportunity to provide feedback at this time, they do not have the option to provide feedback at a later time
    - Once feedback is provided, it cannot be modified

## VIEWING RESTAURANT REVIEWS



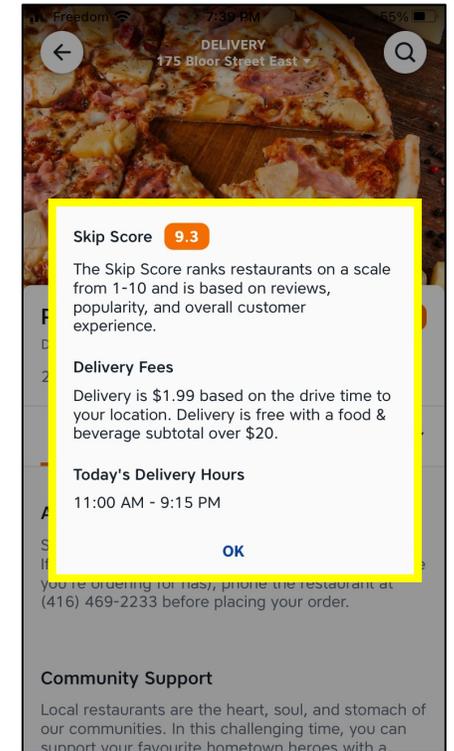
### Restaurant list view

- The thumbnails show the restaurant's rating in a scale from 1 to 10. This is consistent under the restaurant tab and "search" tab.



### Restaurant page

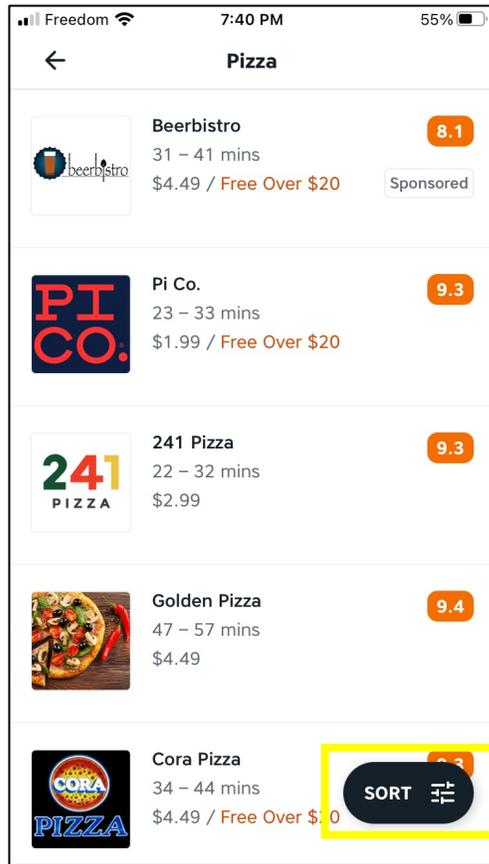
- The restaurant page shows the restaurant's rating in a scale from 1 to 10.
- When user taps on the rating, a "Skip Score" modal appears.



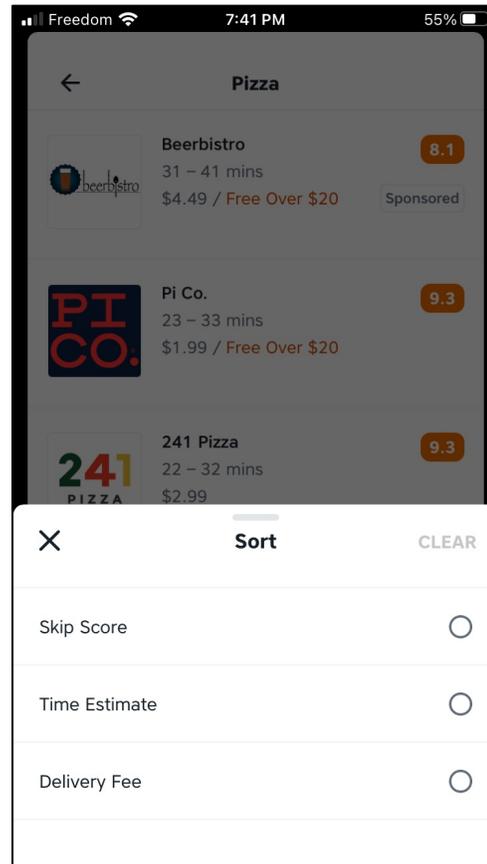
### Skip Score modal

- The modal explains the rating is determined based on reviews, popularity, and overall customer experience but it does not provide a specific breakdown.

## FILTERING/SORTING RESTAURANTS BY RATINGS

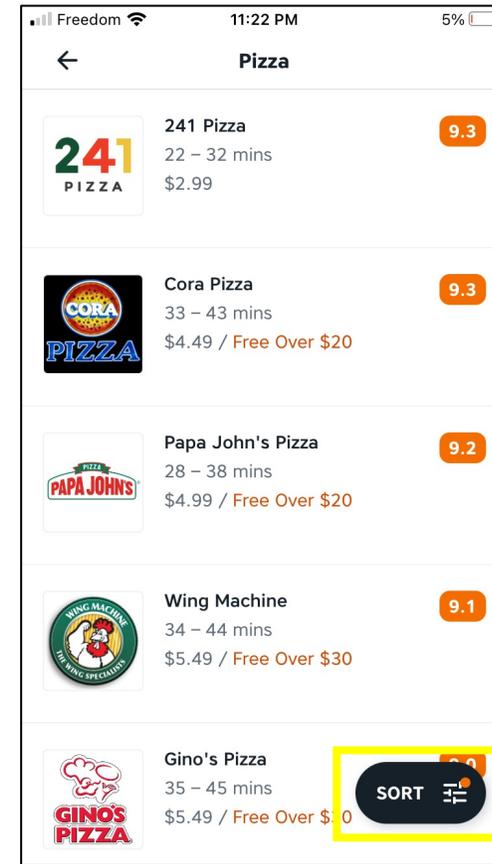


1. Tap on the "Sort" button at the bottom right



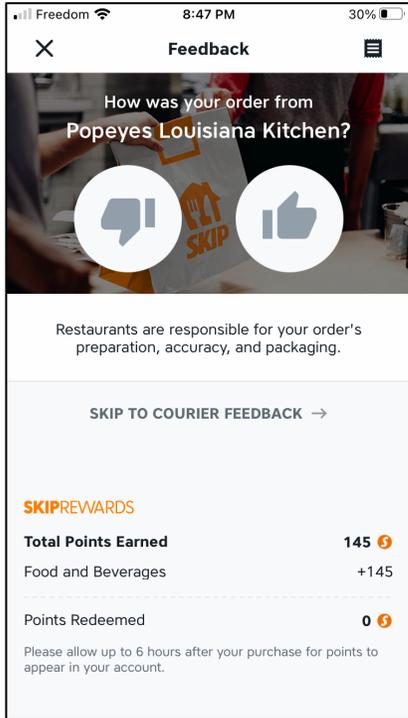
2. Select "Skip Score"

Skip Score is a misleading name for those who are not familiar with the app as it is not apparent that this refers to the restaurant's ratings



3. The filter button now shows an orange dot on it to indicate that a criteria has been selected. The list now shows the restaurants with the highest rating at the top.

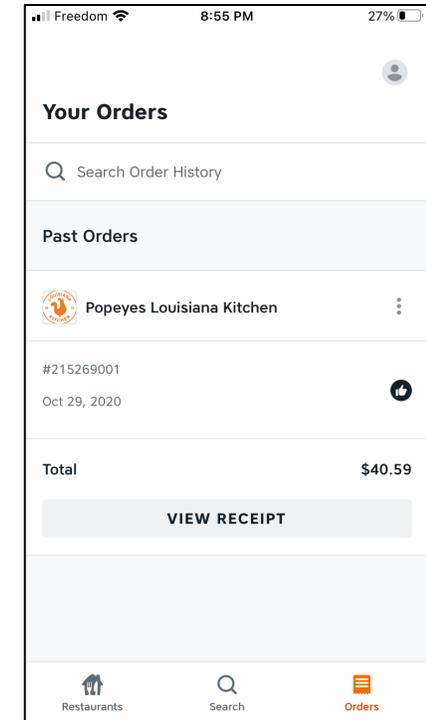
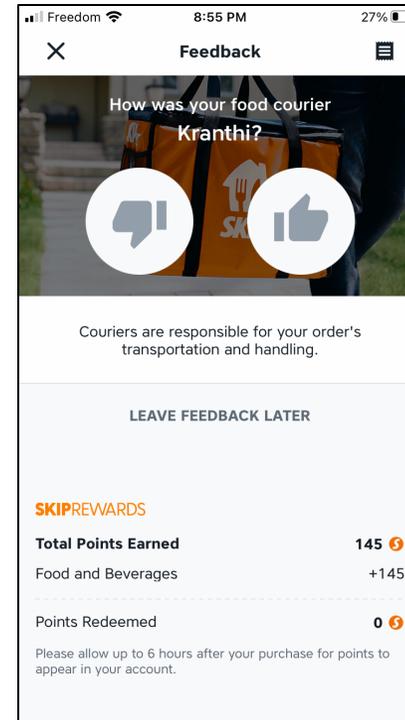
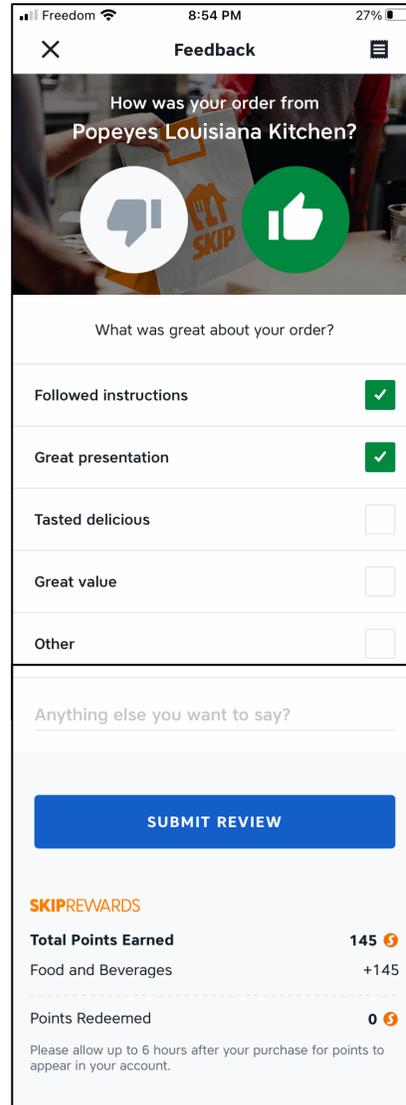
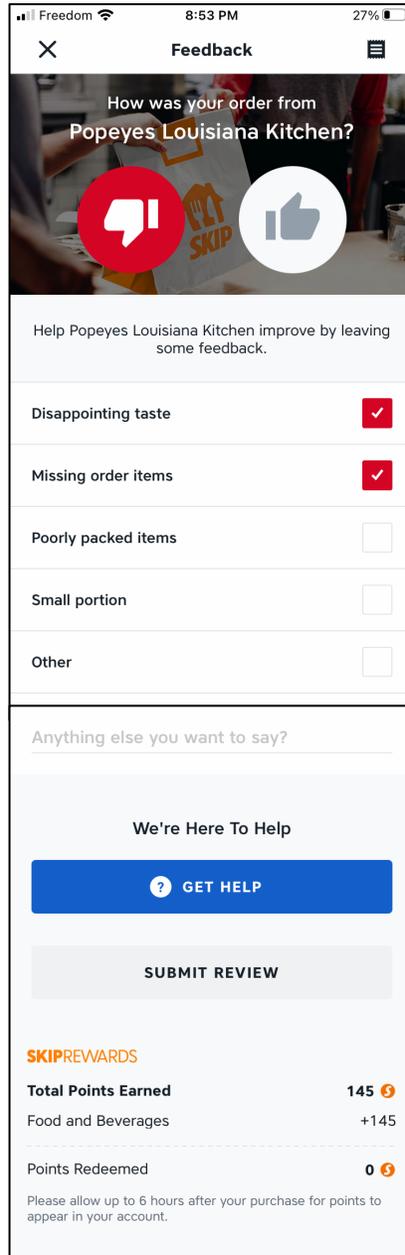
## PROVIDING RESTAURANT REVIEWS



User is asked to provide reviews immediately after the food has been delivered.

User is prompted to thumbs up or down on their experience with the restaurant & select one of the feedback or enter their own.

The rating reflects on the order history with a “thumbs up” icon but there is no option to view details once it’s been submitted.

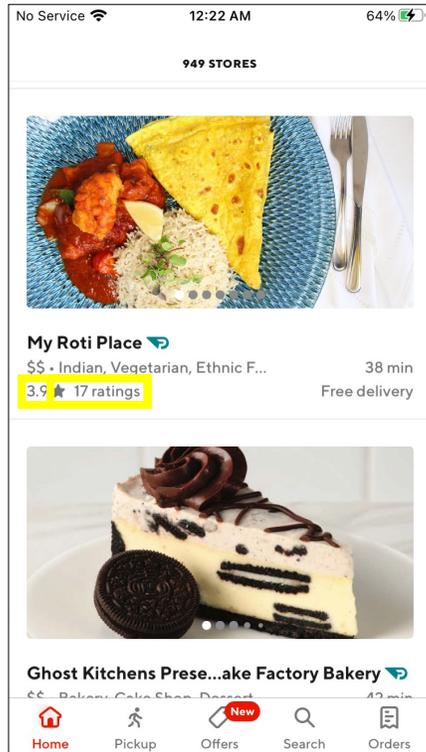




## SUMMARY

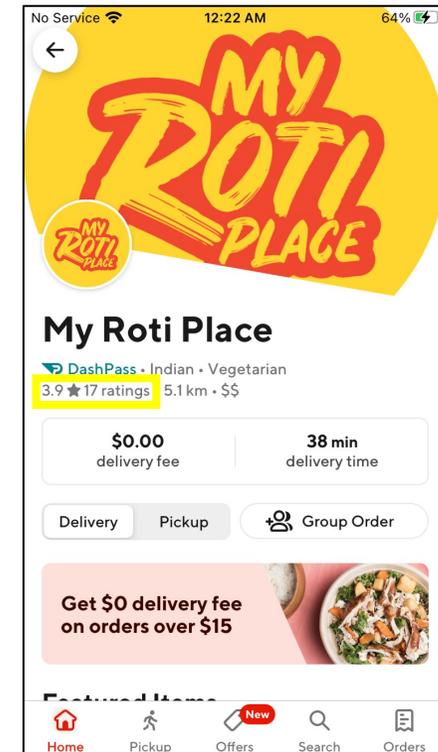
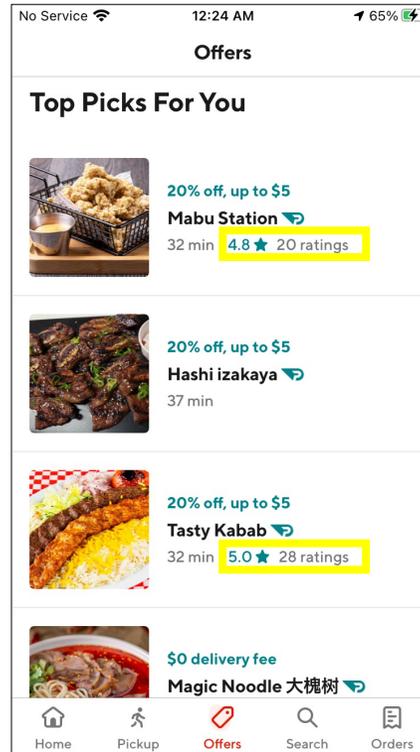
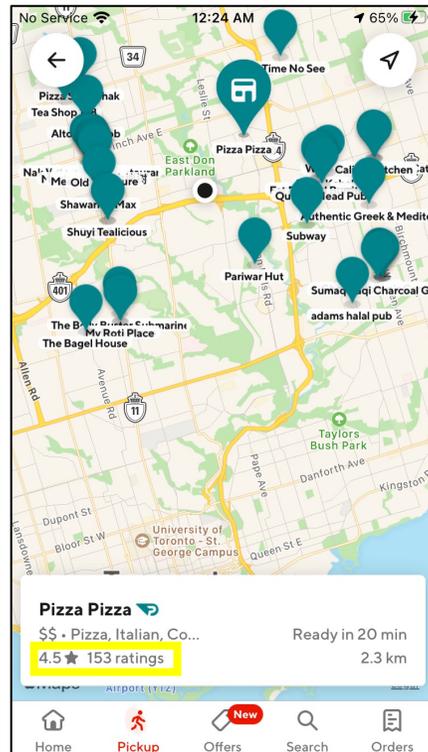
- **Rating system**
  - The rating system uses number with 10 being the highest score
- **Viewing reviews**
  - The platform explains that a restaurant's rating is determined based on reviews, popularity, and overall customer experience but it does not provide a specific breakdown.
- **Providing reviews**
  - User is asked to provide reviews immediately after the food has been delivered.
    - This is not effective as people would not have tried their food yet
  - Users provide feedback as a thumb up or down

## VIEWING RESTAURANT REVIEWS



### Restaurant list view

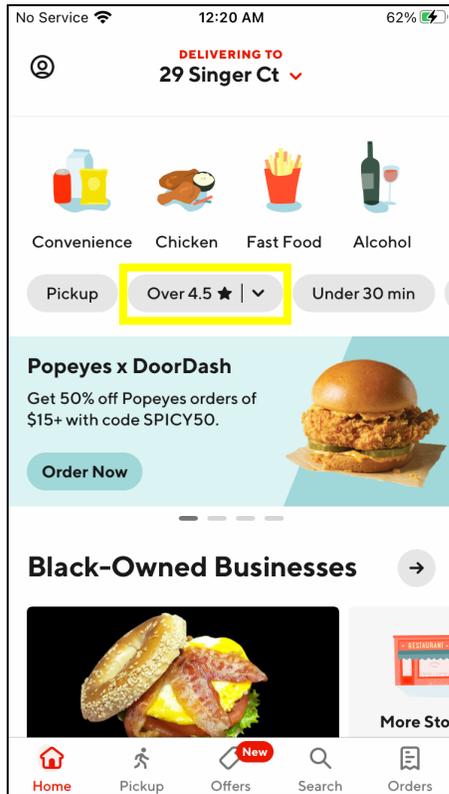
- The restaurant rating is present in the thumbnail, whether it is listed under Home, Pickup or Offers tab.
- Uses a star rating system with 5 stars being the highest score
- The number of rating provided is also shown
- Ratings higher than 4.5 stars appear in teal color



### Restaurant profile

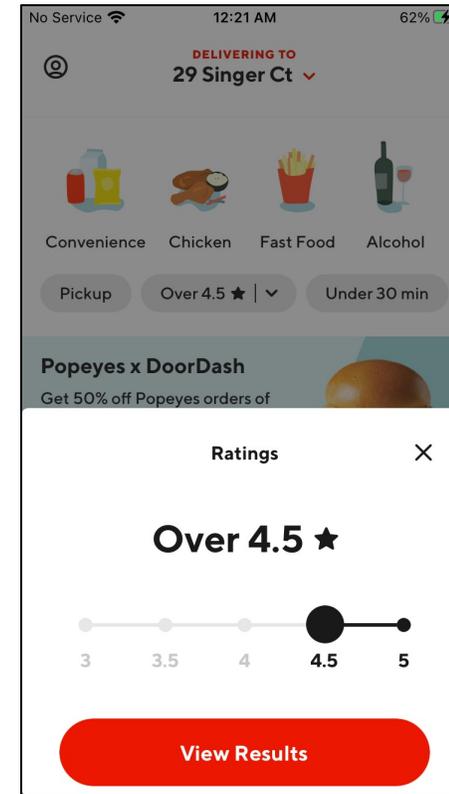
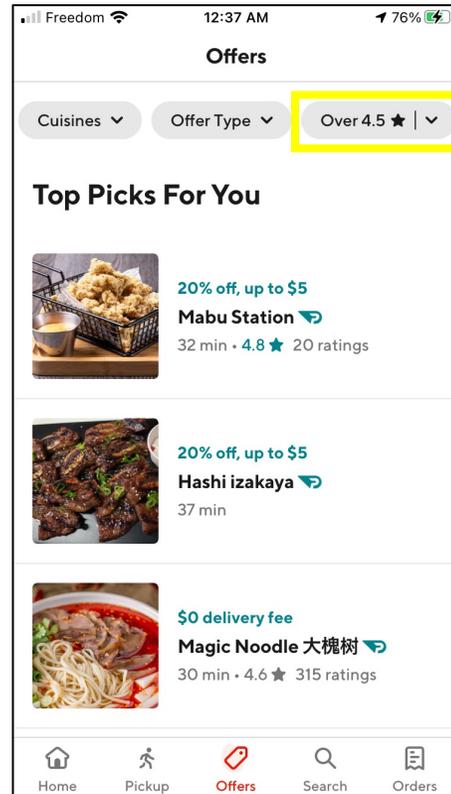
- The star rating & the number of reviews provided are listed at the top of the page
- This does not have a tap functionality to reveal more info

## FILTERING/SORTING RESTAURANTS BY RATINGS



### Filter option step 1

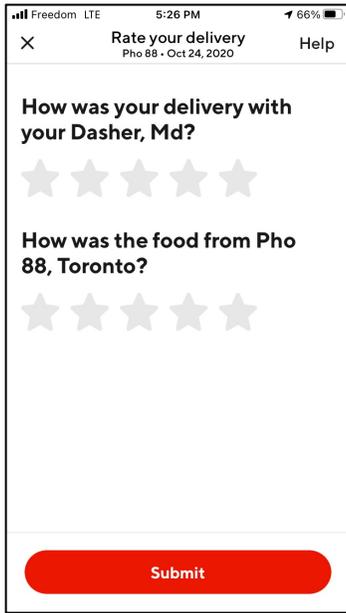
- There is the ability to filter establishments based on their rating on the Home & Offers tabs.
- When the filter button is clicked, a modal appears



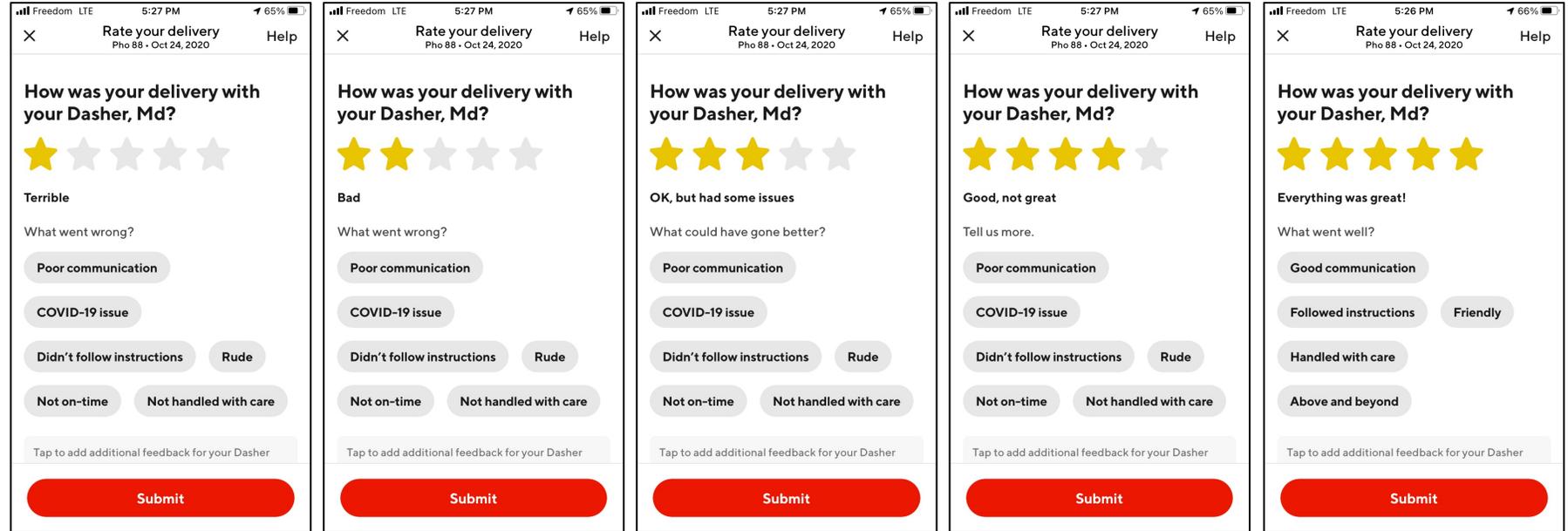
### Filter option step 2

- User selects the ratings by sliding the circles on a scale
- When the filter is applied, the list is then only shows establishments that meet the requirements. However, it does not show the highest-rated restaurants at the top.

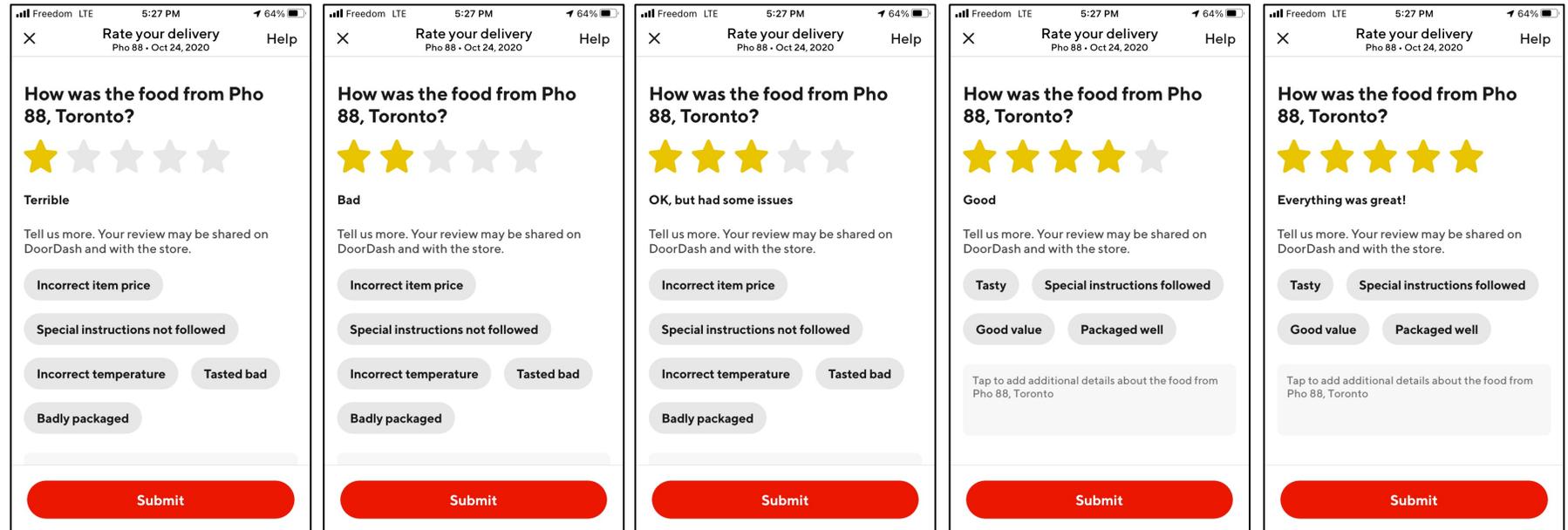
## PROVIDING RESTAURANT REVIEWS



### Delivery review



### Restaurant review



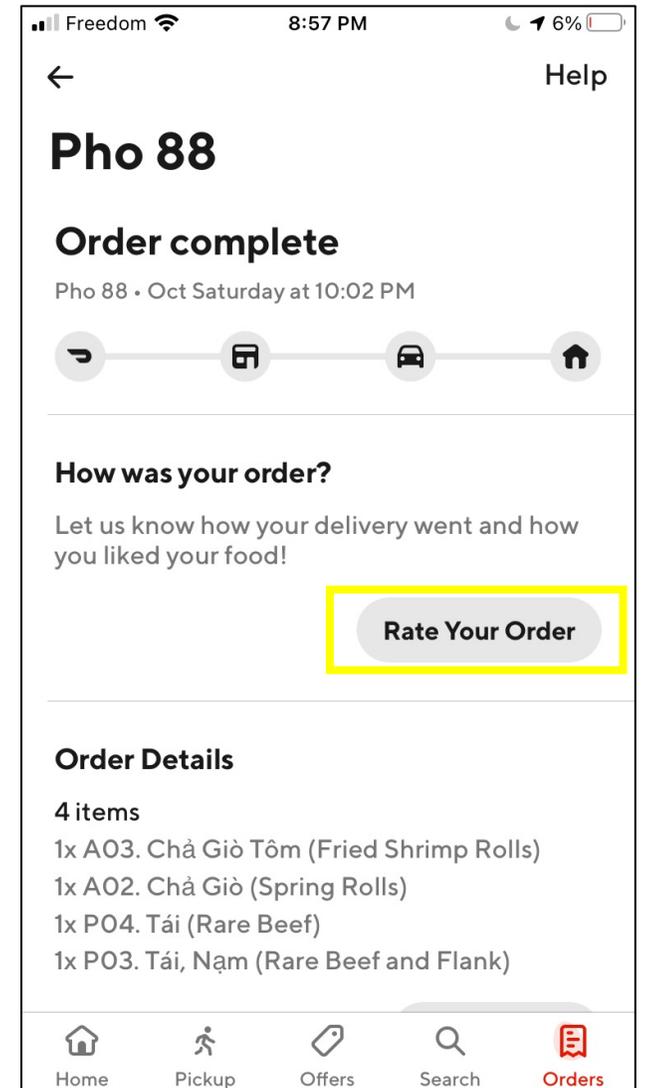
User is prompted to provide reviews the next time they open the app after the food has been reviewed.

User is asked to rate the delivery service & restaurant on a 5-star scale. They are encouraged to specify their thoughts by selecting a provided response or typing a unique answer.

Once user hits “submit” there is no acknowledgement that the response has been submitted.

## SUMMARY

- **Rating system**
  - The rating system uses stars with 5 stars being the highest score
- **Viewing reviews**
  - DoorDash simply shows the restaurant's star rating & the number of reviews provided, but does not provide further explanation
- **Providing reviews**
  - User is prompted to provide reviews the next time they open the app after the food has been reviewed.
  - There is an option to provide reviews later under order history →

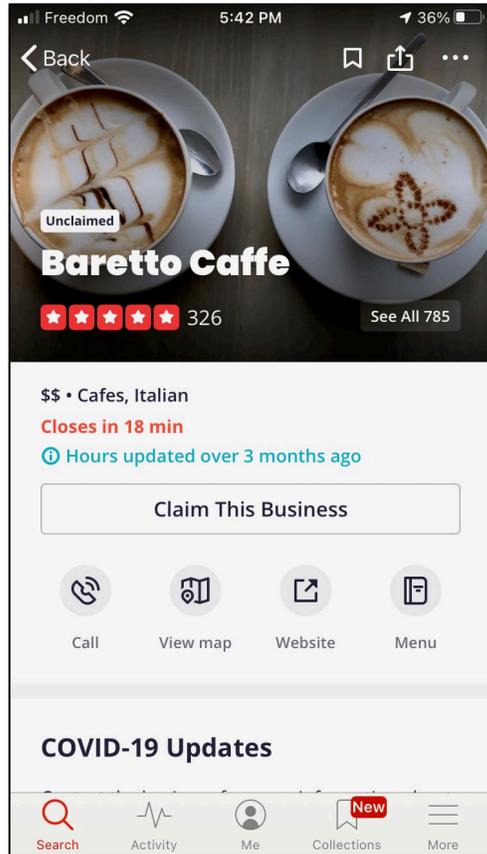


# Ritual indirect competitors

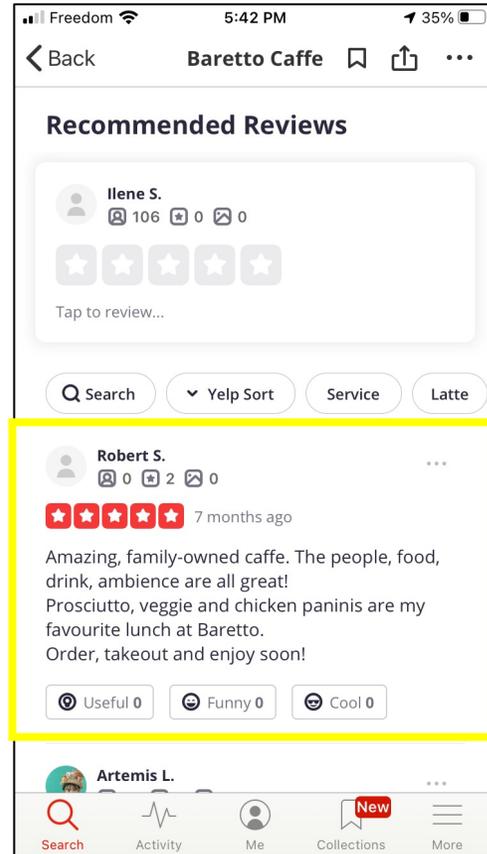
Crowd-sourced restaurant review platforms



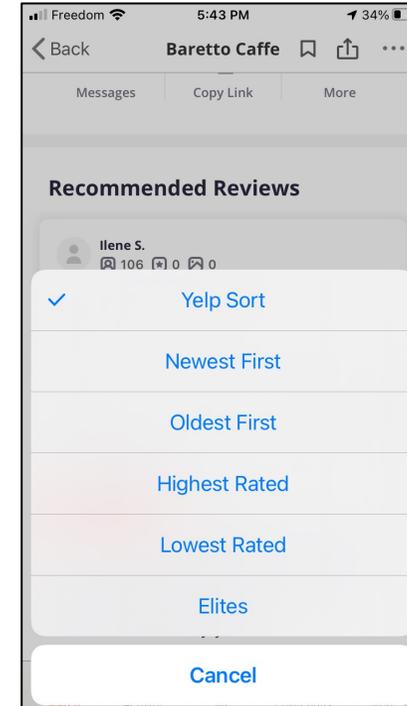
## VIEWING RESTAURANT REVIEWS



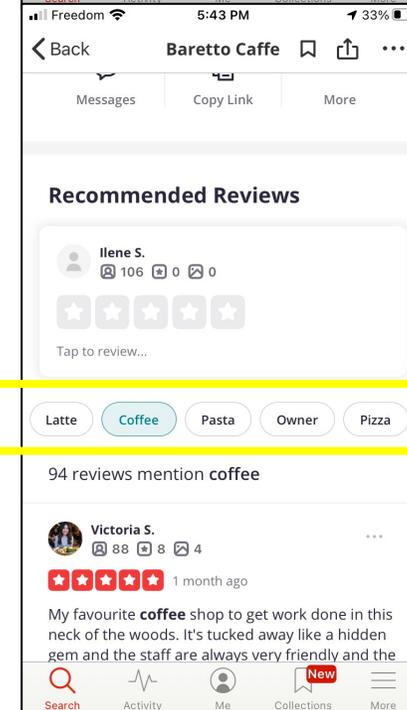
- The top of the restaurant page shows the overall rating & the number of reviews provided



- Individual review shows:
  - Star rating
  - Date
  - Comments
  - Other users' reactions to the post



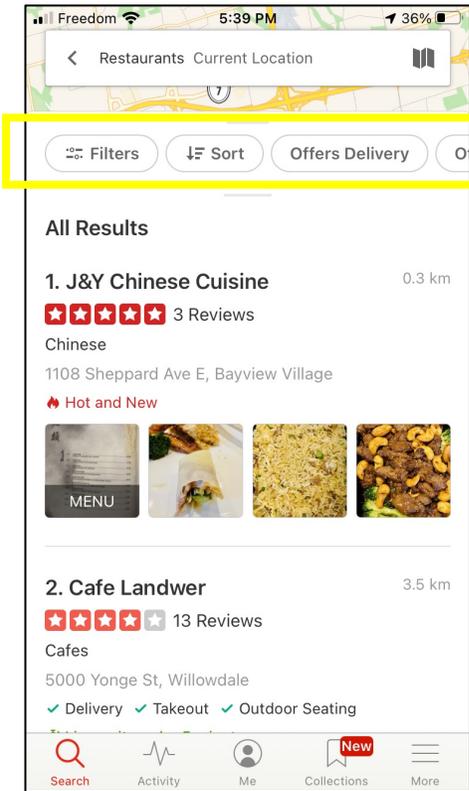
- Reviews can be sorted in various ways
- It's unclear as to what "Yelp Sort" is – perhaps a recommended review?



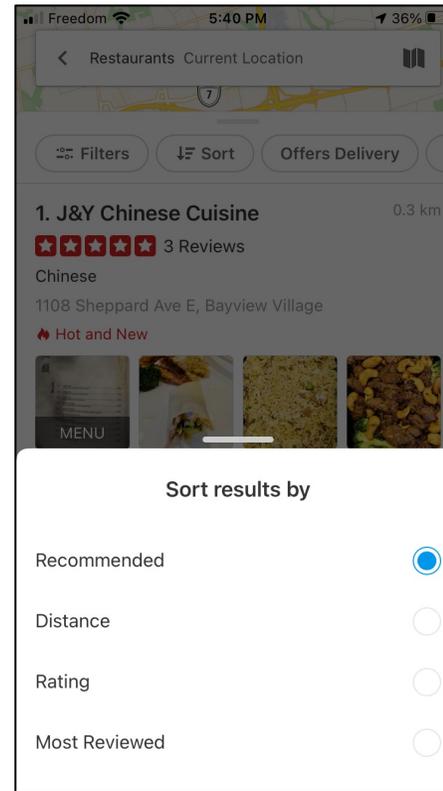
- The platform also shows key words that are commonly used in the reviews & allows users to filter reviews that mention that word



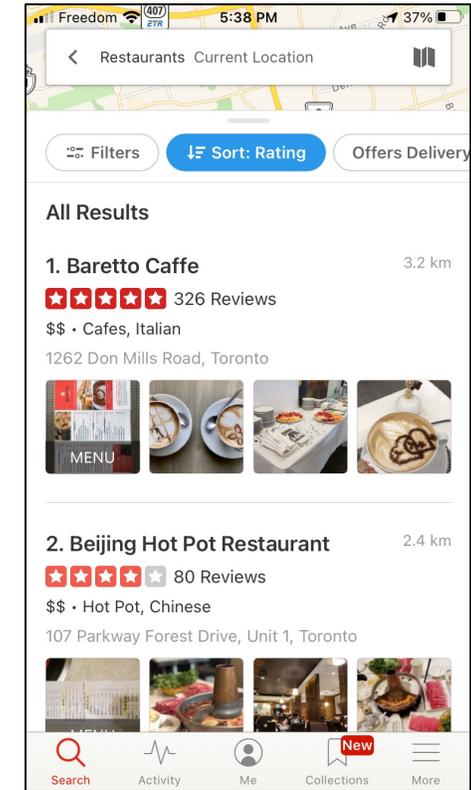
## FILTERING/SORTING RESTAURANTS BY RATINGS



1. Tap on "Sort" button under the Search tab



2. Select "Rating"

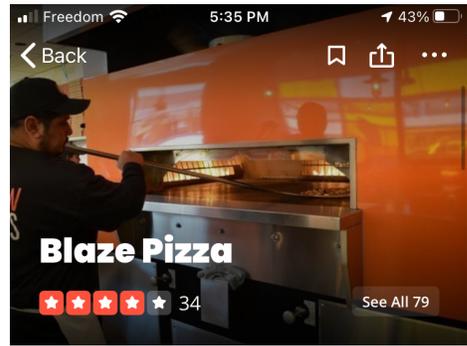


3. The "Sort" button is now in blue to indicate that a criteria has been selected

The list now shows the highest rated restaurant at the top



# PROVIDING REVIEWS



Pizza, Fast Food, Salad  
Open until 10:00 PM  
Hours updated over 3 months ago

- Call
- View map
- Website
- Menu

## COVID-19 Updates

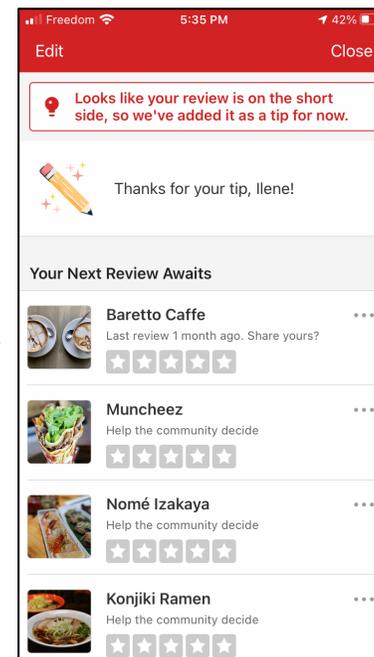
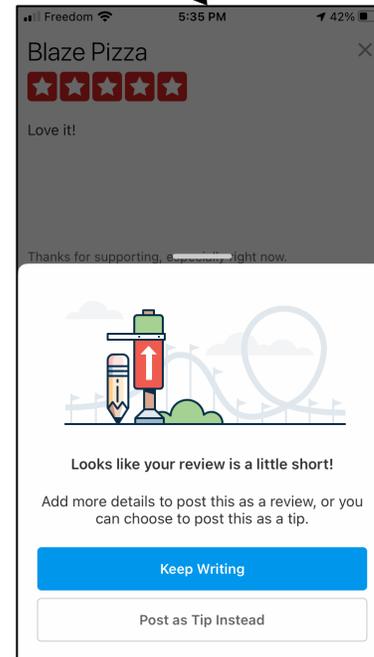
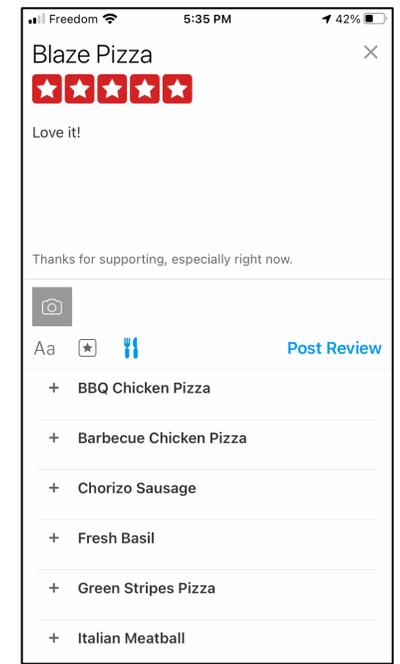
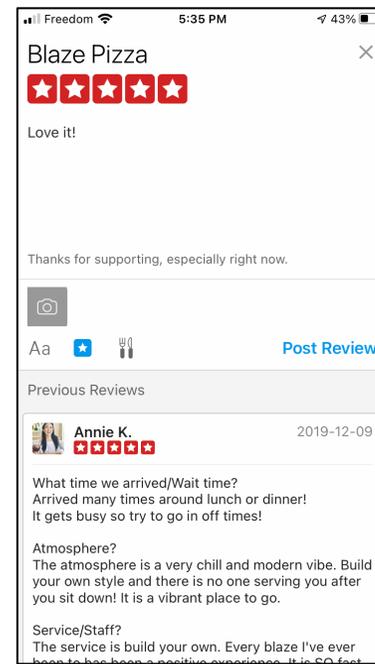
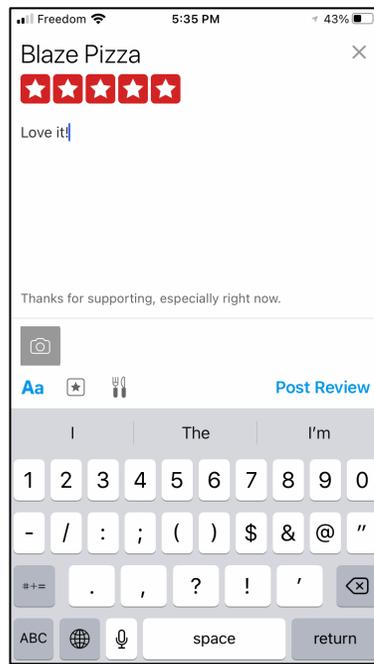
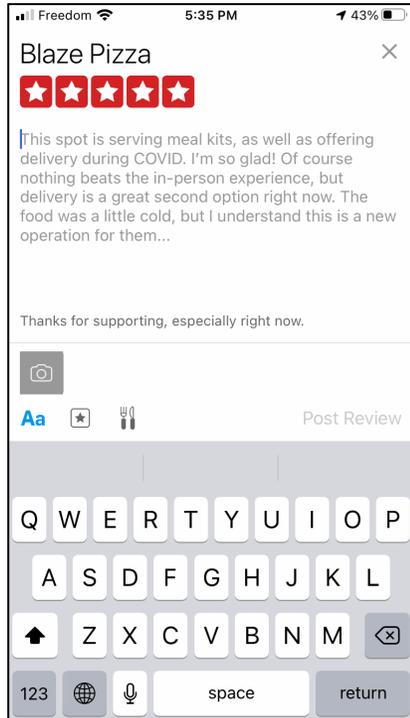
- Updated Services
- ✓ Delivery
  - ✓ Takeout

Start a review:



- Add Photo
- Check In
- Save

- Search
- Activity
- Me
- Collections
- More



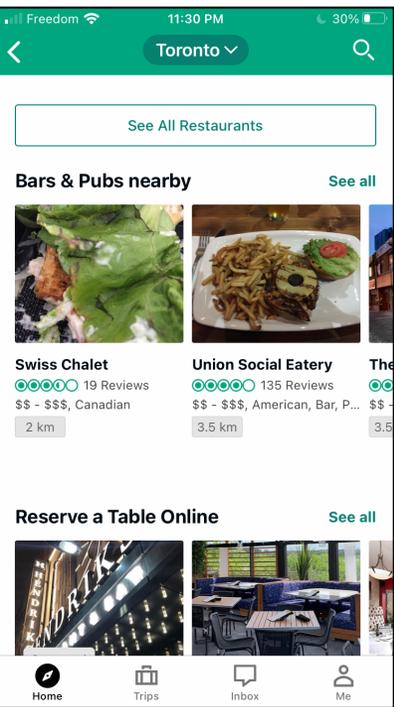
- Reviews can be provided under the restaurant page or under “Me” tab
- Uses 5 star rating system
- User can reference to others’ reviews as they write their own
- User can search for a menu item so the name can be mentioned in their review
- Long feedback gets posted as a review. Short feedback gets grouped together into a “Tip” section on the restaurant profile



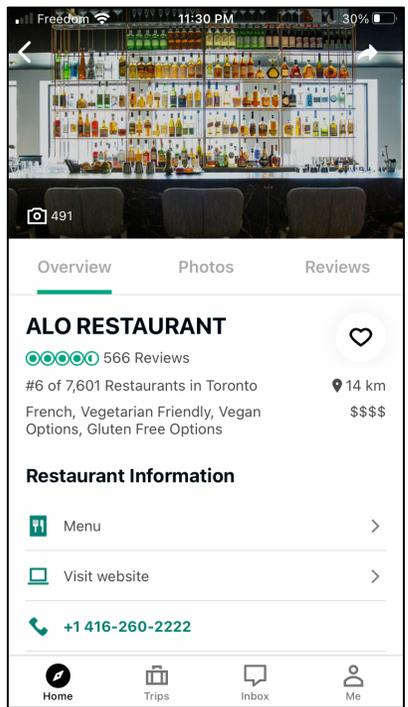
## SUMMARY

- **Rating system**
  - The rating system uses stars with 5 stars being the highest score
- **Viewing reviews**
  - Reviews are comprised of a star rating & comments. The platform does not ask specific questions regarding different aspects of the restaurant on a scale rating.
- **Providing reviews**
  - The comments need to be a certain length to be posted under the business profile
  - Users have the option to attach images

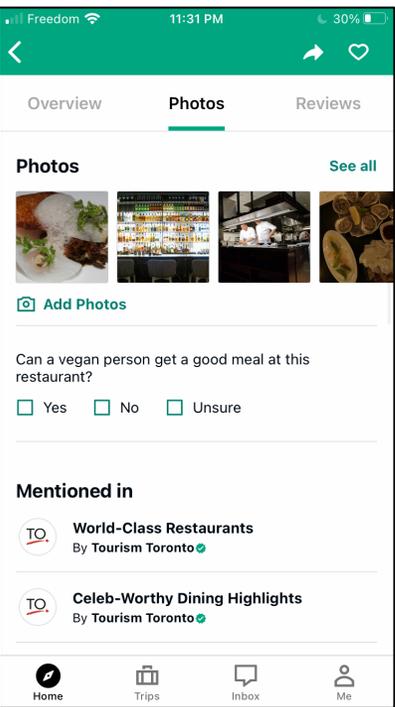
# VIEWING RESTAURANT REVIEWS



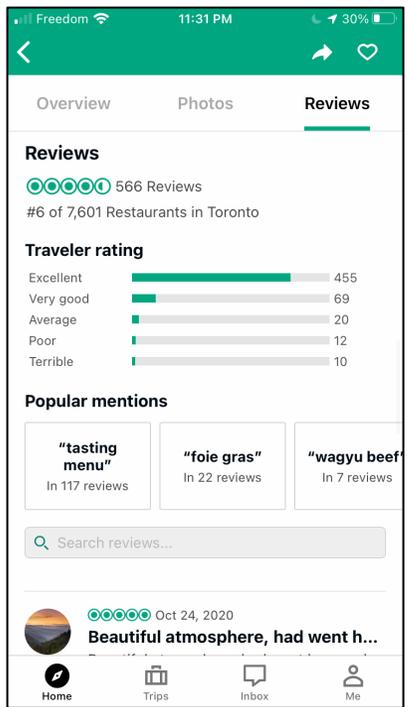
- Star rating & the number of reviews provided are shown under the thumbnail



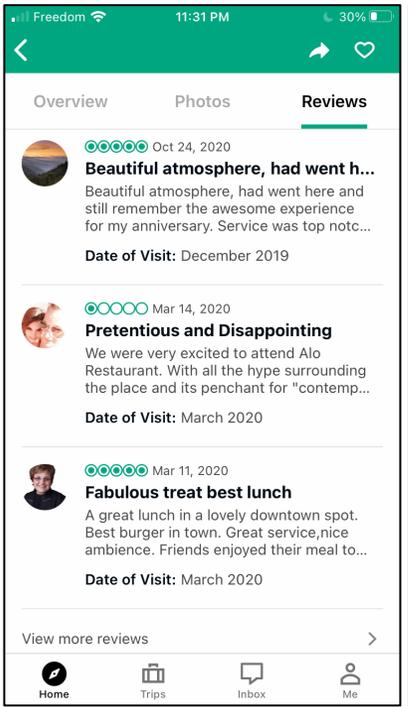
- Star rating & the number of reviews provided are shown at the top



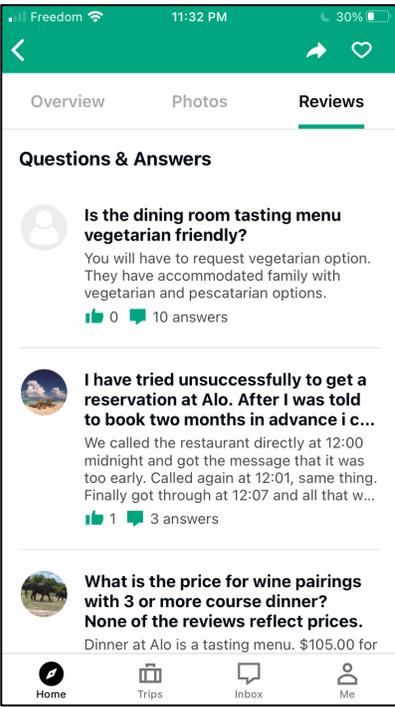
- A breakdown shows how many people voted for each star



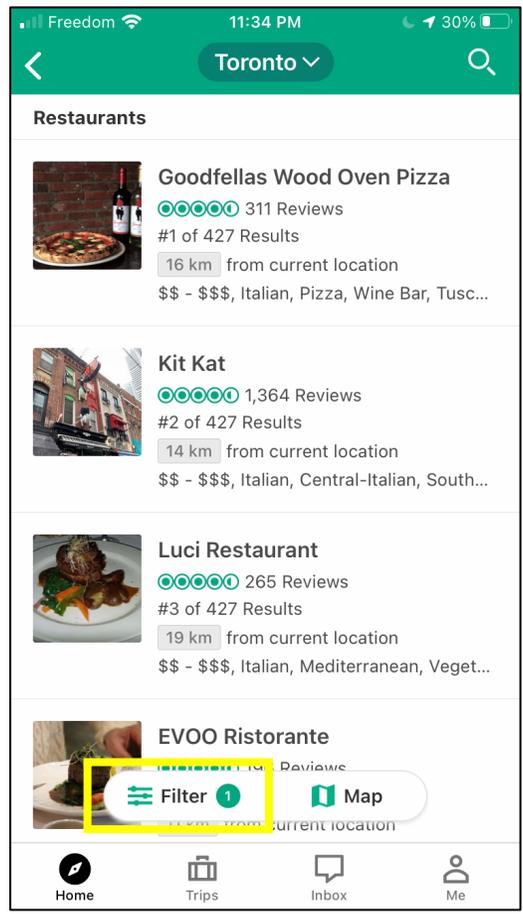
- The user's name isn't shown with their review
- Star rating, headline, comments & date of visit are listed



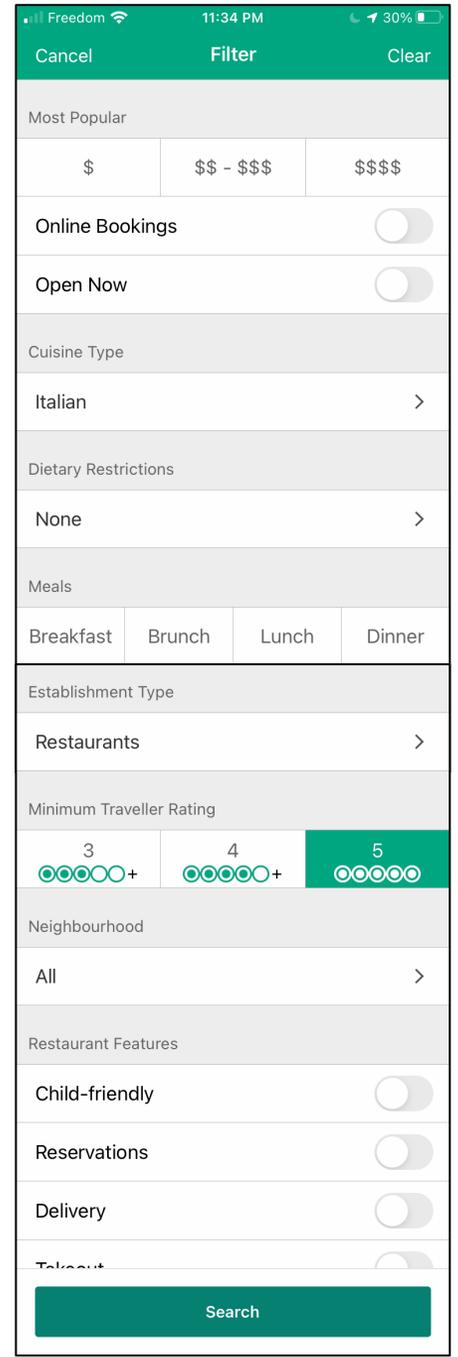
- There is a Q&A section at the bottom of the "Reviews" tag where users answer each other's questions



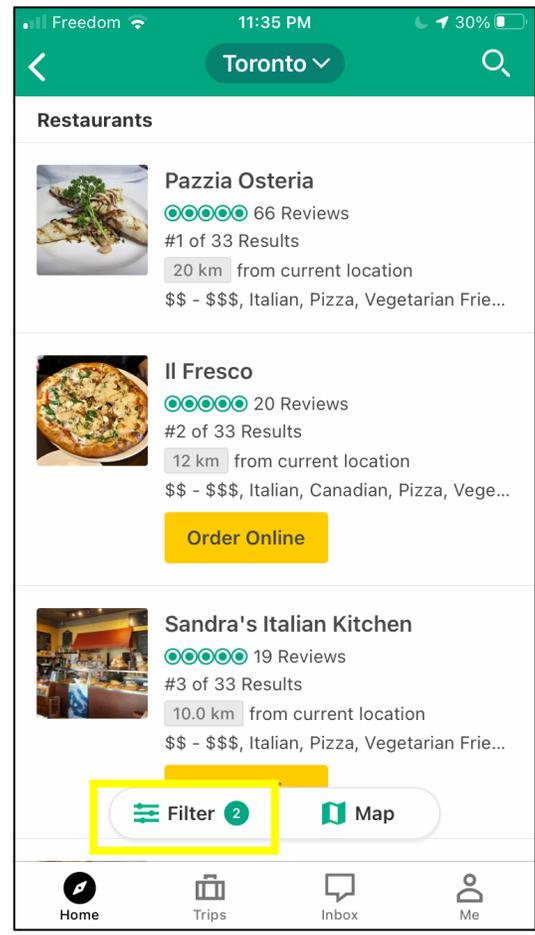
# FILTERING/SORTING RESTAURANTS BY RATINGS



1. Tap on the filter button on the restaurant list view

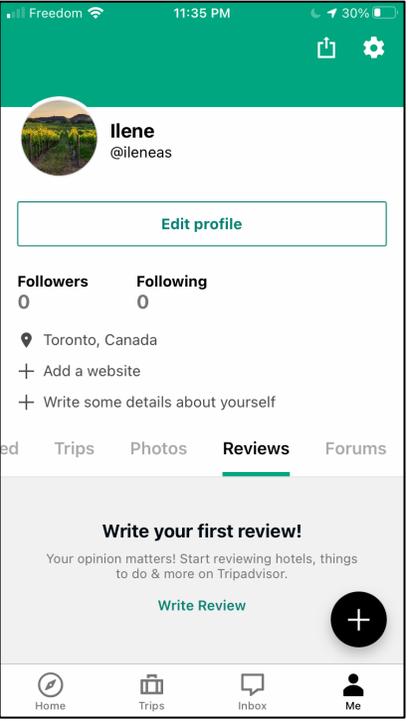
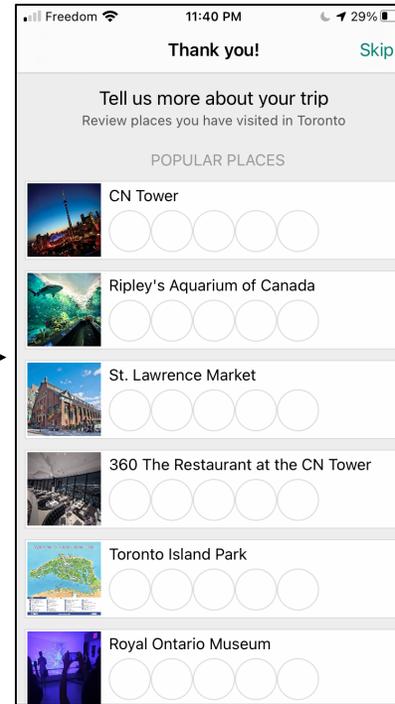
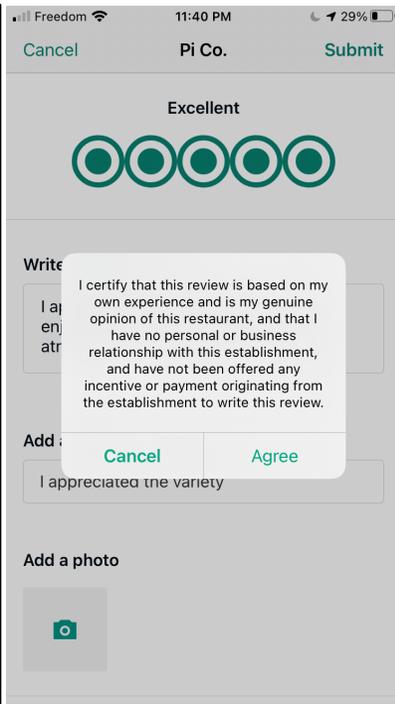
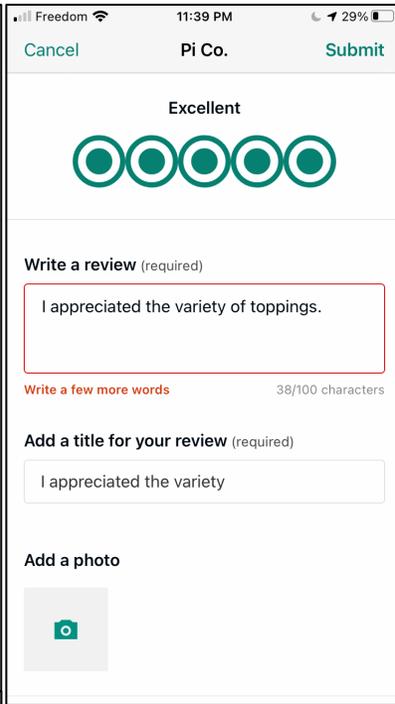
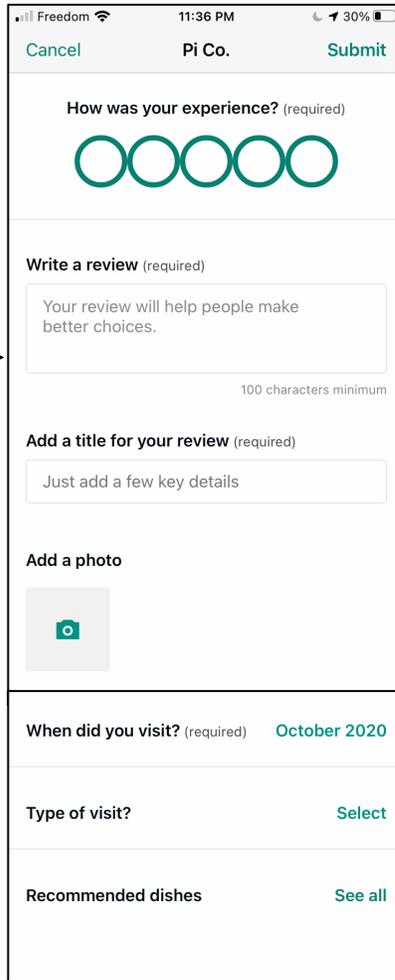
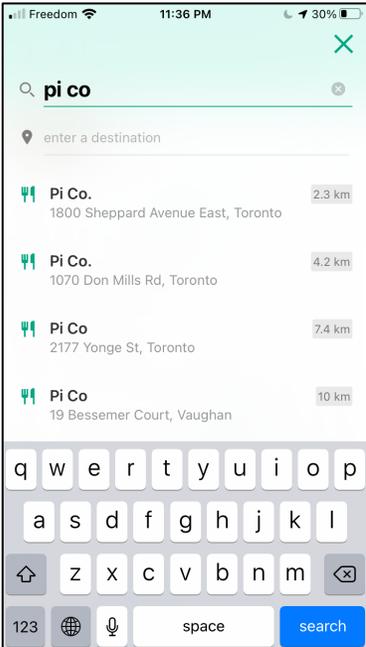
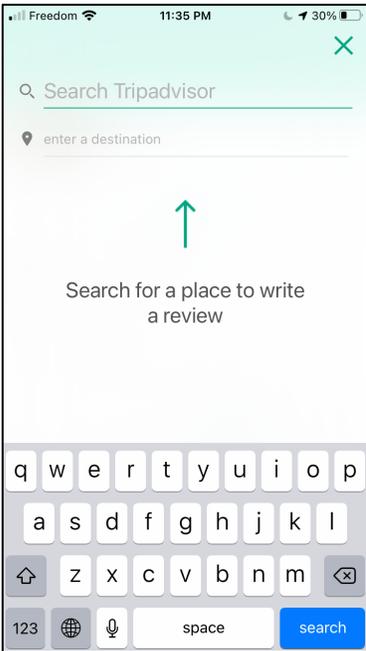


2. Select "Minimum Traveller Rating"



3. The filter button reflects how many criteria has been applied

The list now shows restaurants with 5 stars only



- Reviews can be provided under the user's account page

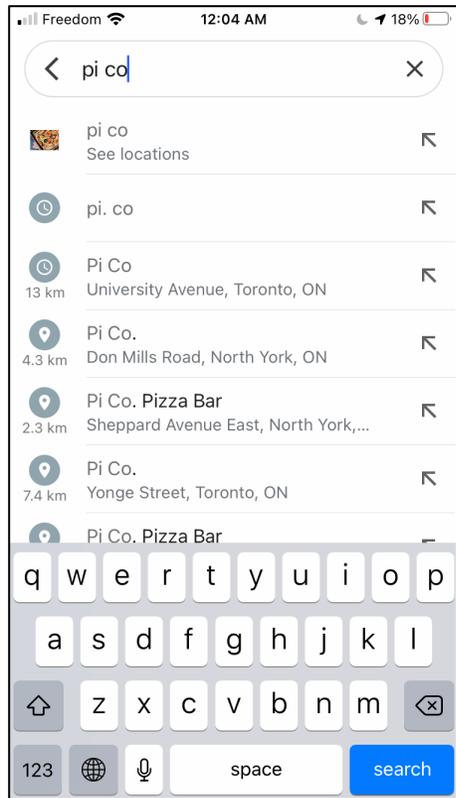
- Users provide a rating on a five star scale
- The comments must be at least 100 characters to be able to submit
- Users have the option to attach a photo

- Users provide a rating on a five star scale
- The comments must be at least 100 characters to be able to submit
- Users have the option to attach a photo

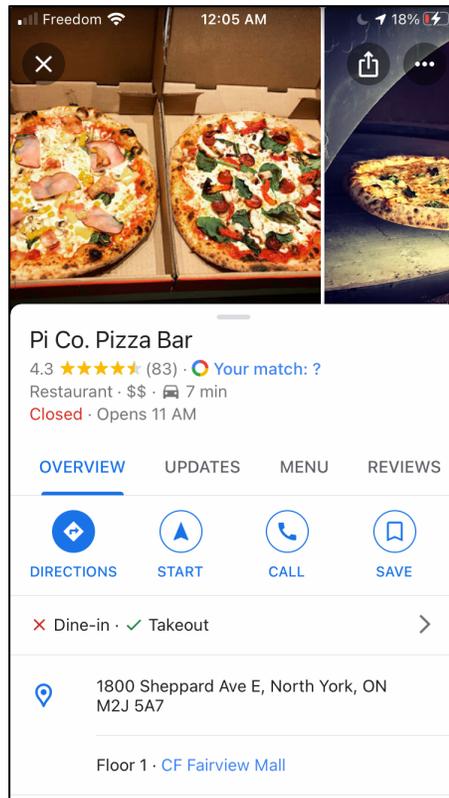
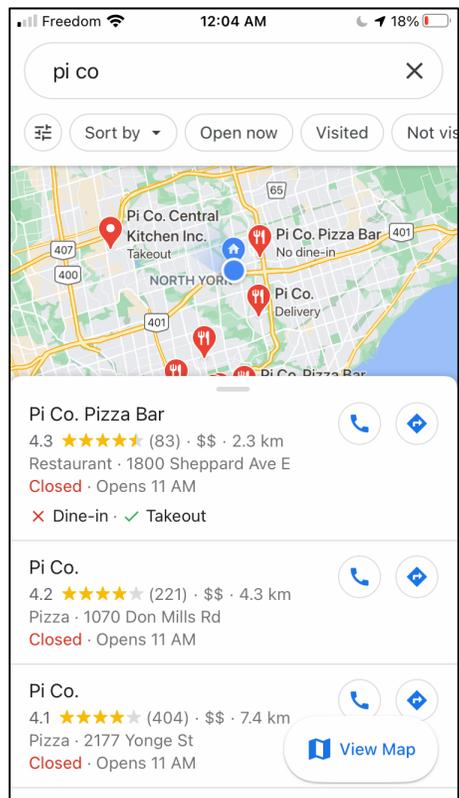
- Confirmation page appears once the review has been submitted

- **Rating system**
  - The rating system uses stars with 5 stars being the highest score
- **Viewing reviews**
  - Star rating is broken up to show exactly how many people voted for each star
  - The user is identified by their photo only, name is not listed with the review
- **Providing reviews**
  - The comments need to be a certain length (100 characters)
  - Users have the option to attach images

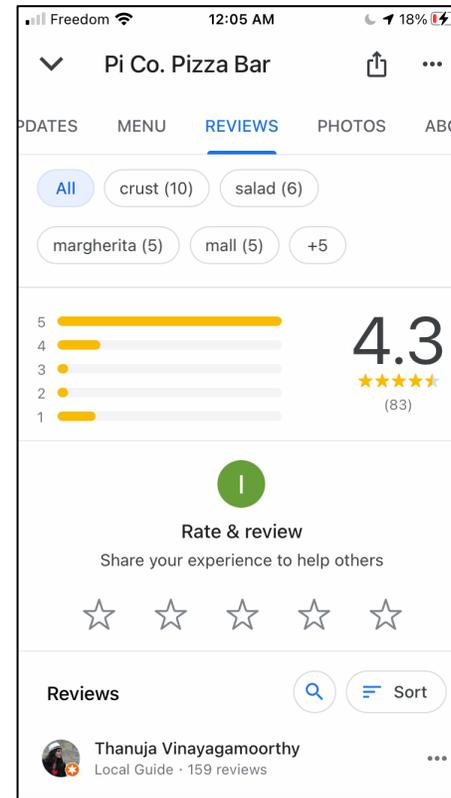
## VIEWING RESTAURANT REVIEWS



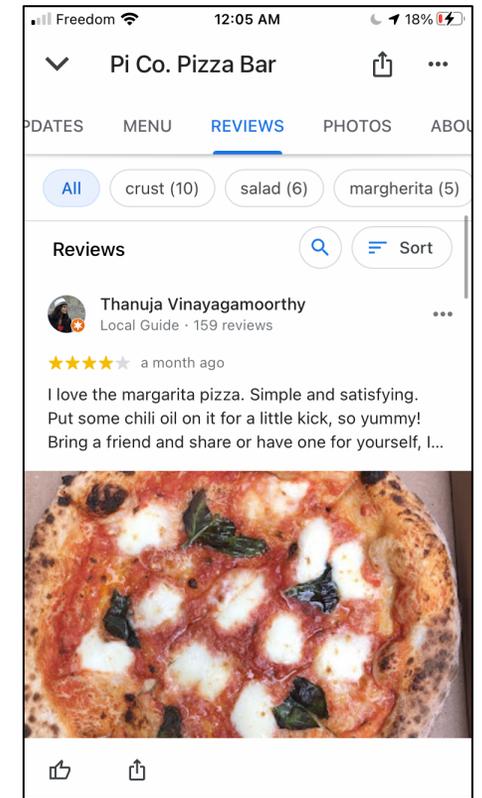
The search function shows results on a map



- The restaurant profile shows a star rating & the number of reviews provided

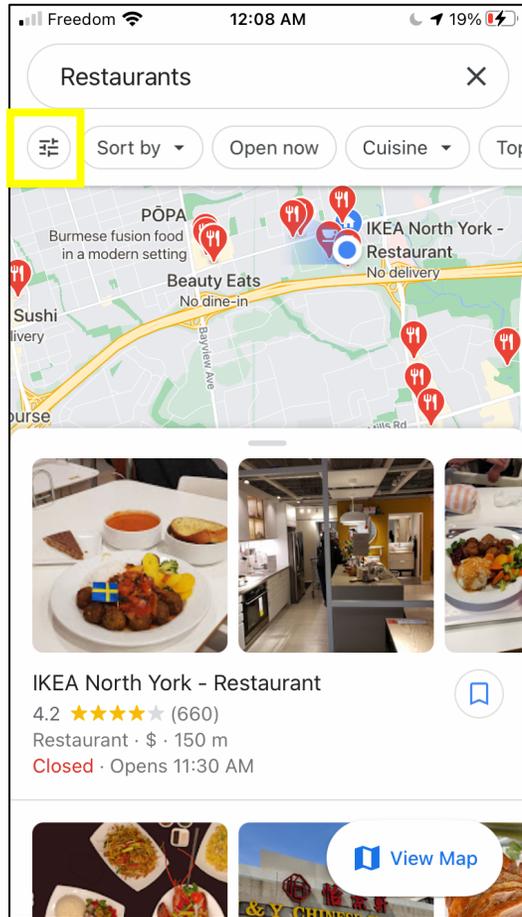


- The star rating is broken to show exactly how many people voted for each

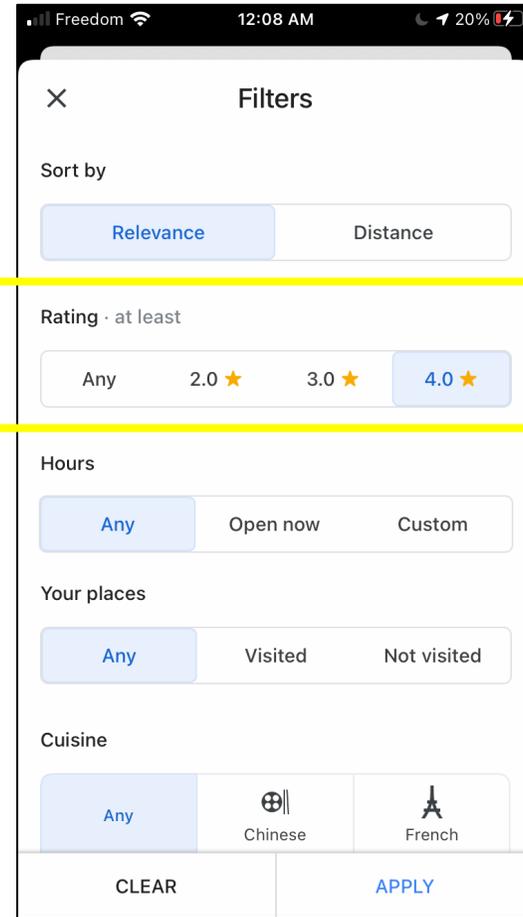


- The reviewer's name is shown with the number of reviews they've provided
- Star rating & approximate date of the review are shown

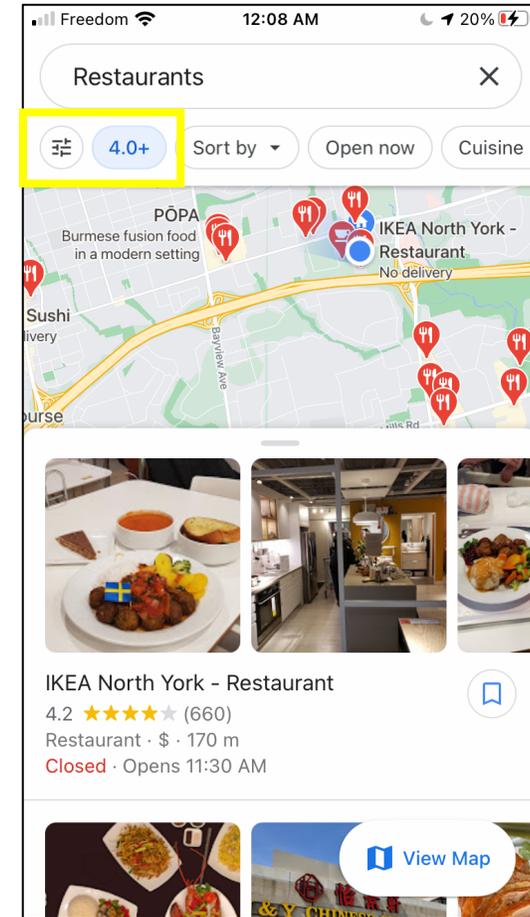
## FILTERING/SORTING RESTAURANTS BY RATINGS



1. Tap on the filter button



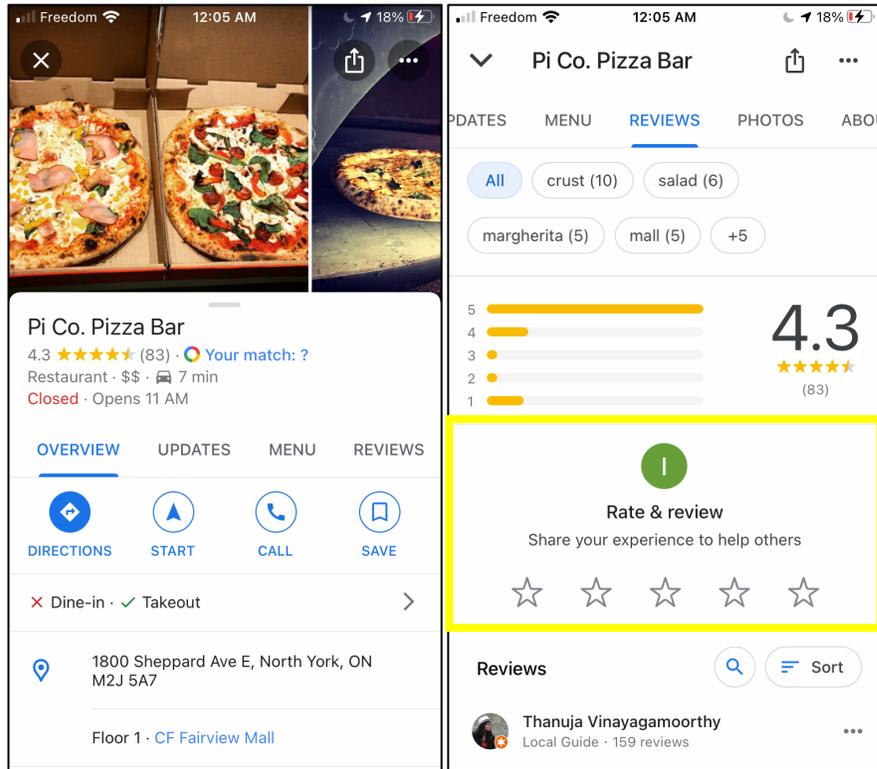
2. Select a star rating



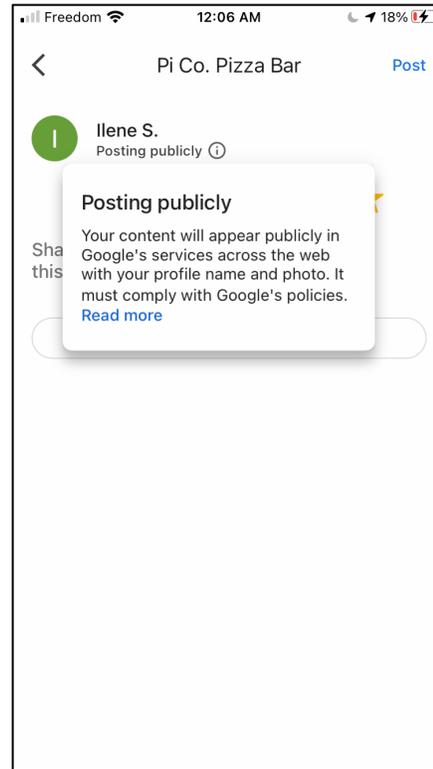
3. There's now an additional bubble beside the filter button to show what criteria has been applied

The list below shows filtered results

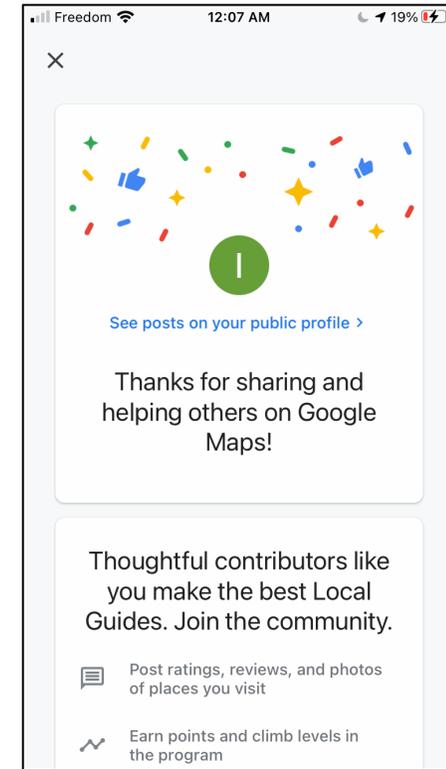
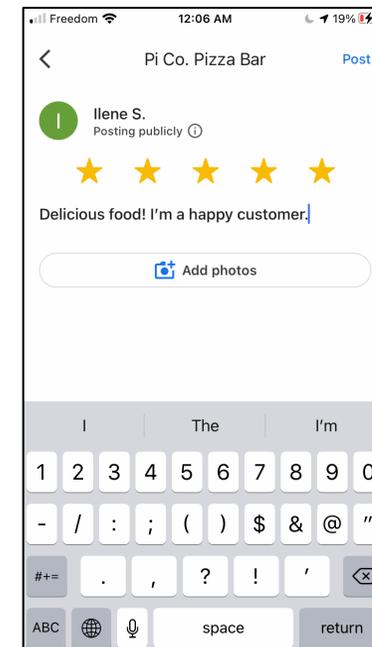
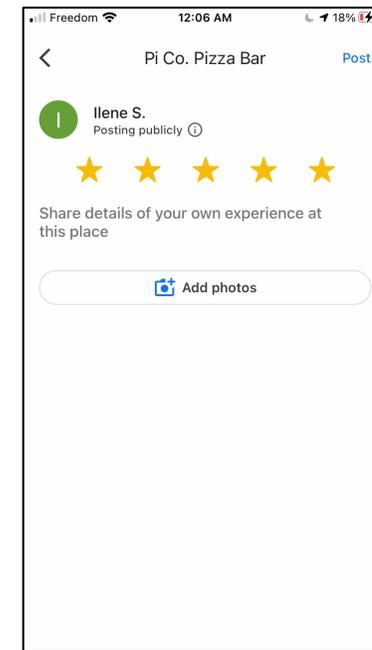
## PROVIDING REVIEWS



Reviews can be provided on the restaurant's profile page



- A pop-up notifies users of Google's policies
- Users rate with a star rating and comments (no minimum characters)
- Photos can be added



- Final page confirms the review has been posted publically

## SUMMARY

- **Rating system**
  - The rating system uses stars with 5 stars being the highest score
- **Viewing reviews**
  - Star rating is broken up to show exactly how many people voted for each star
  - Reviewer's real name is used most of the time
- **Providing reviews**
  - No minimum character count

# FINAL SUMMARY

- **Rating system**
  - 5-star rating system is used most commonly
- **Filtering/sort by ratings**
  - Filter is used more commonly than sort
  - Once the criteria has been selected, there should be a visual indication to show it has been applied
- **Viewing reviews**
  - Delivery apps show the rating only, no comments. The ratings are not specified further
  - Number of feedback provided are always shown with the rating
  - None of the competitors seek or provide users' feedback on certain aspects of the business – Ex. Quality of food, atmosphere, customer service, etc. – they are only mentioned if users choose to include it in their comments → Ritual should ask a set of pre-determined questions
- **Providing reviews**
  - None of the direct competitors provide any incentive to provide reviews → Ritual should provide incentive for users to provide reviews
  - There should be a prompt to encourage users to provide reviews after they have had the chance to eat the food → 30min later or the next time they open the app
  - Most competitors don't provide the option for people to provide feedback later in their own time → I should add an option for users to provide reviews from their order history section
  - Food ordering apps seek customer feedback in multiple steps, whereas review platforms allow all feedback to be provided in one simple step