



# Starred Reviews

## Best Practice: How to Implement Starred Reviews

People need a rating system to help them make an informed decision when searching for products or services and to feel safe and confident when following through with a purchase. **The starred reviews design pattern provides this rating system in a visual way**, by showing how many of the available stars other customers have awarded to the product or service on average. These steps will help you implement the starred reviews design pattern in your design:

- 1** First, **determine the system**. Most designs tend to use five-star ratings, as opposed to ten. A five-star system is usually sufficient to convey the overall buyer experience and conserves precious space on the page.
- 2** As star ratings represent the most instant means of conveying the average buyer experience, you should **place them in the most prominent position** within the region reserved for reviews. Typically, this will be just above the review (if you also allow users to leave more detailed reviews).
- 3** Clearly **distinguish the stars from the rest of the display** so the user's eye is instantly drawn to this informative yet concise review system.
- 4** **Include a number average** next to the stars to help the user immediately determine the overall score awarded from all reviewers. Also, show how many reviews are available as an indication of the trustworthiness of the overall score. If a product is rated with a one-star average, it is more likely to be a bad purchase when 88 users left a review than when one user did.

