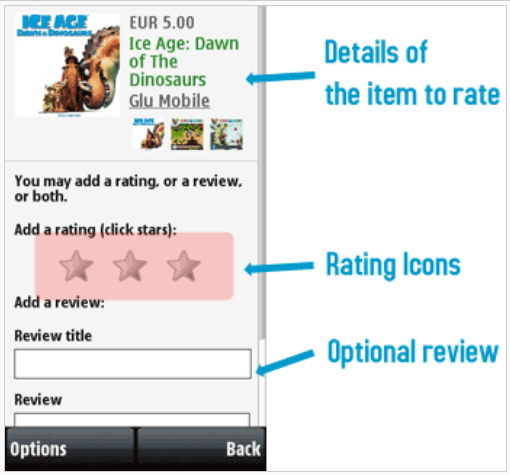
Mobile Design Pattern: Rating

This article describes the **Rating mobile Design Pattern**.

Description

Rating is a **technique commonly used to allow mobile application's users to rate the application's content** from within the application itself.

Examples



OVI Store client

A sample client to **browse and search Italian restaurants**

Advantages

This Mobile Design Pattern:

- allows users to **easily rate the application's content**, so giving users an instrument to promote his preferred content
- allows **users to view the votes** (usually the average vote) that other users gave to specific content, so helping to promote high-quality content, and thus improving the overall user experience of the application

Disadvantages

- rating requires users' votes to be **transmitted over network** to a remote server, that holds the votes of all users. So, **access to network is required** in order to implement a Rating functionality within a mobile application.

Use when

This pattern is useful for all those scenarios where the **users wants to be allowed to vote application's content**. Since this technique allow users to share their opinion with other application's users, it creates a **"social" effect that involves users and promotes application usage**.

Use how

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The Rating functionality is usually implemented **within the detail view of the a single content item** (e.g.: songs, applications, restaurants, and so on), or in a **separate view linked from the item's detail view**. When implementing Rating in a separate view, the main details of the item to rate have to be clearly indicated in this other view.

The rating is usually **represented by few icons** (e.g.: stars) and the user has to be able to **set his rating by focusing them and by pressing the LEFT/RIGHT keys of the navigation pad** (for non-touch interfaces) **or by directly touching the icon** relative to his rating (for touch interfaces).

Design tips

- Use clear icons to indicate the rating value (typically 3 - 5 icons), **avoiding any textual input to enter the vote value**
- **Optionally let users submit a textual review** of the item currently rated, but without forcing the user to enter a review

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