



## **Heuristic Evaluation**

# Meet Our Team

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**Ana Macedo**



**Rebecca Lee**



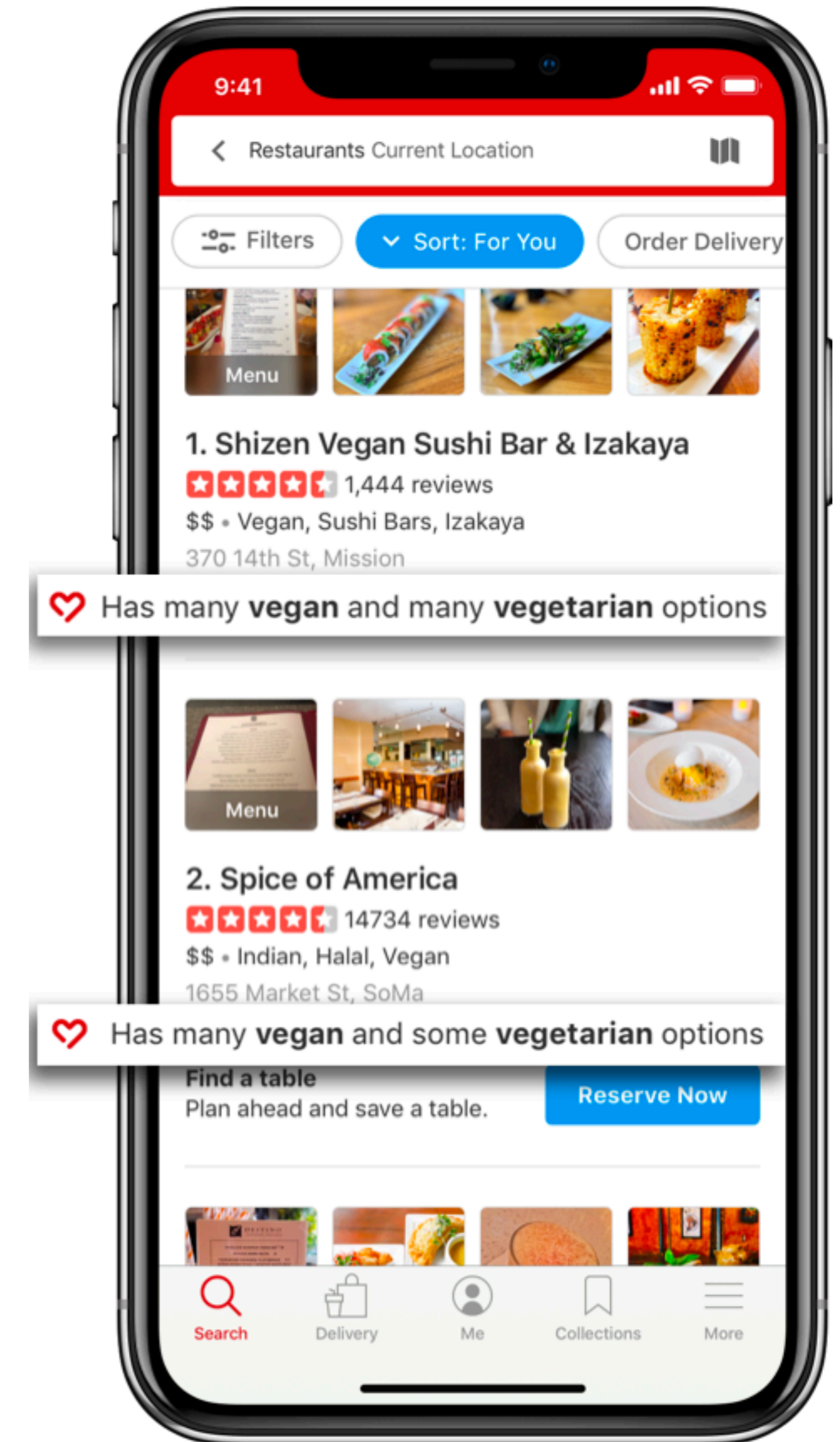
**Ben Habib**

# What's Yelp?

Yelp provides free crowdsourced reviews, aimed to connect people with local businesses

## Main Features:

- Search nearby businesses, services & professionals
- Find restaurants (reservations, delivery, pickup)
- Book appointments
- Write and read reviews



# Task Flow

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*Order takeout from a Thai restaurant with positive reviews*

- 1 User searches for Thai food
- 2 Selects 'takeout' option
- 3 Selects a restaurant
- 4 Looks at menu and reviews
- 5 Calls restaurant to place order
- 6 Looks up directions to restaurant for pickup

# Heuristics Evaluation

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- Identify usability issues using a set of evaluators
- Provide insights on ways to improve usability

# Rating System

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0

Not an Issue

1

Cosmetic Issue

2

Minor Usability Issues

3

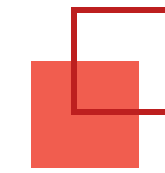
Major Usability Issues

4

Usability Catastrophe

# Match Between Real World & System

- System should speak users language
- Match expectations from real world
- Don't use jargon



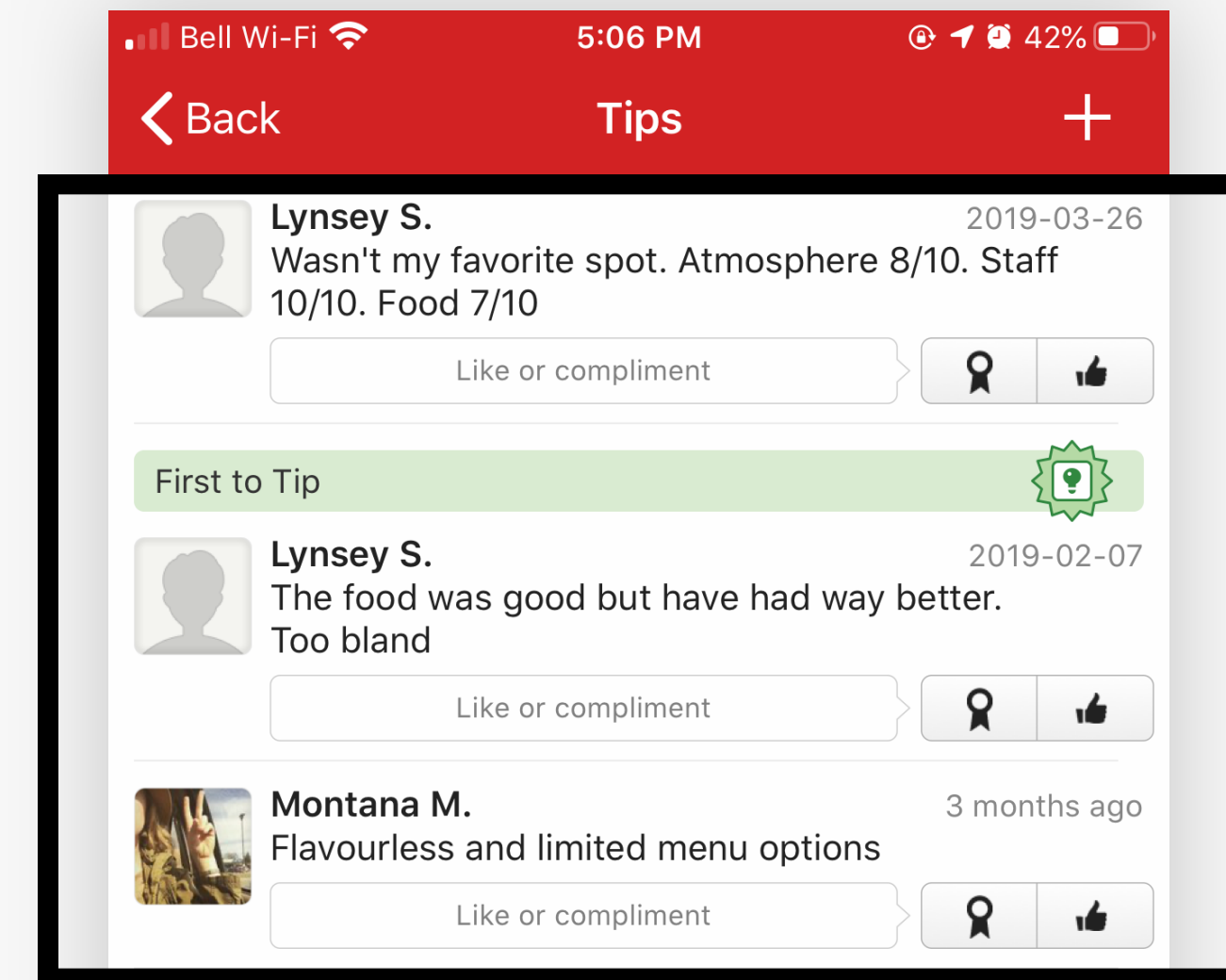
# Violation

## Community Tips

The "More from the Community - Tips" feature clearly caused a lot of confusion and users used this space to do reviews rather than tips

2

### Minor Usability Issues



### Recommendation

Display to the user what the intended use of the Tips is



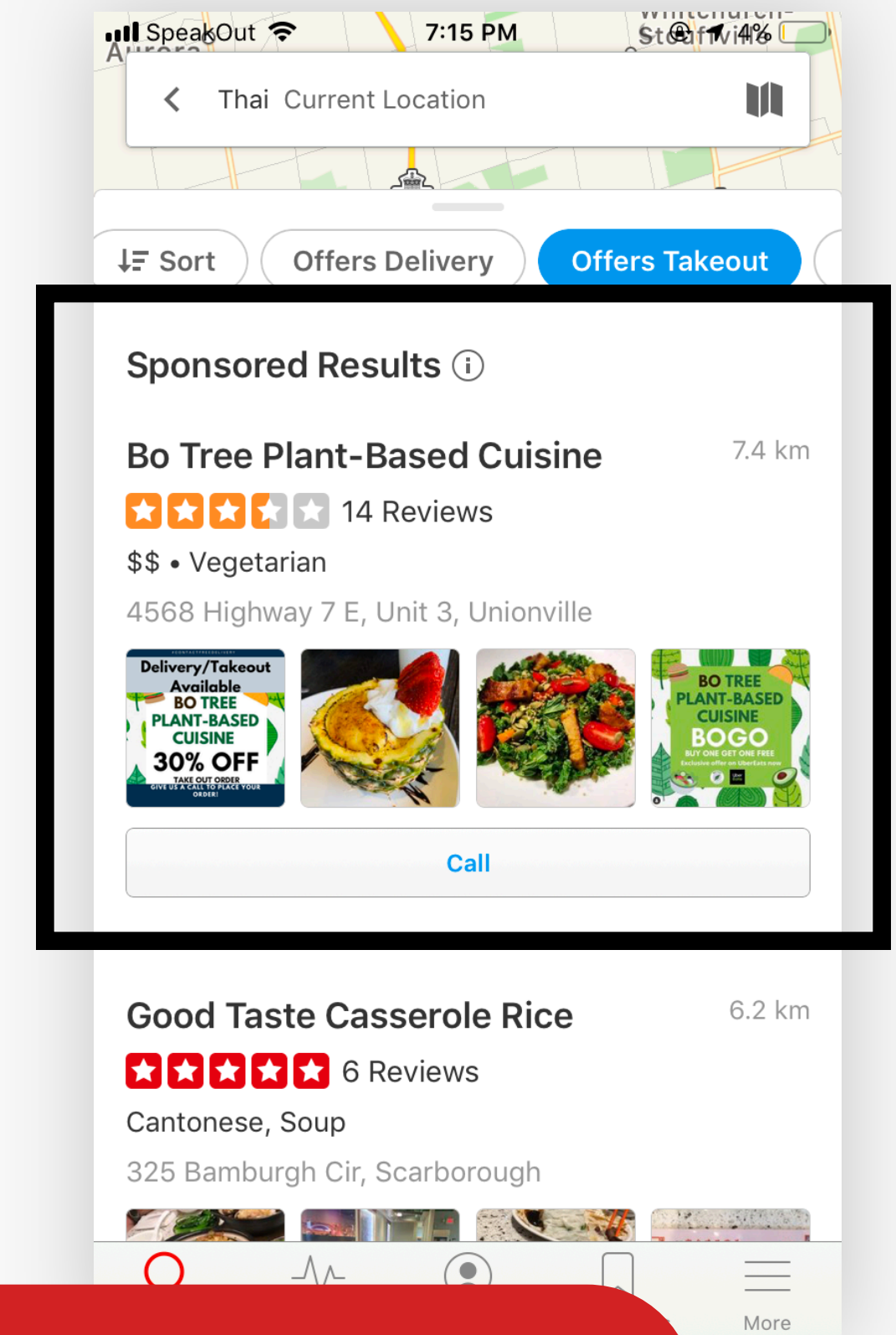
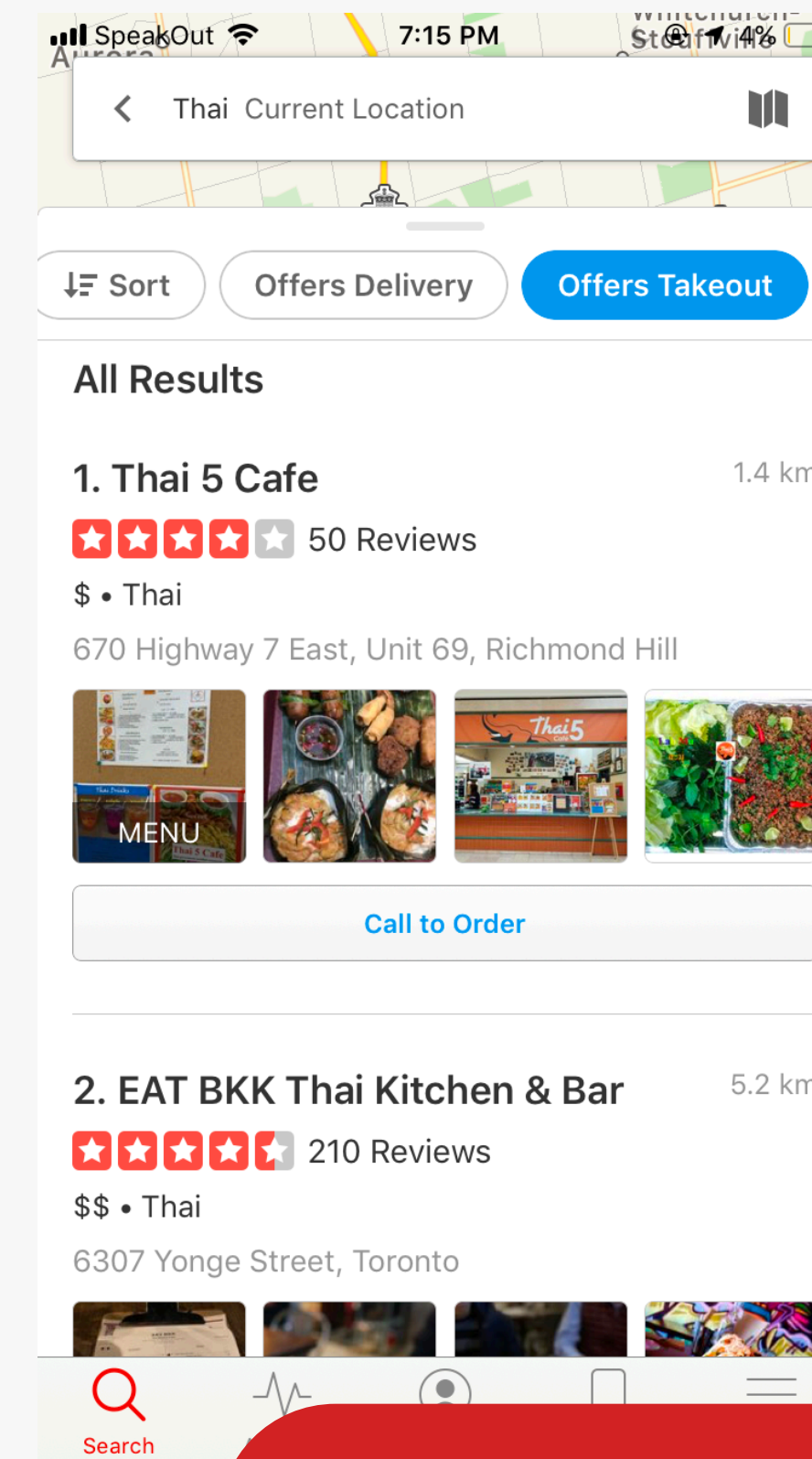
# Violation

## Sponsored Results

Sponsored results that are displayed are unrelated to the users search criteria

3

### Major Usability Issues



### Recommendation

Improve the sponsored results algorithm to better reflect user search criteria

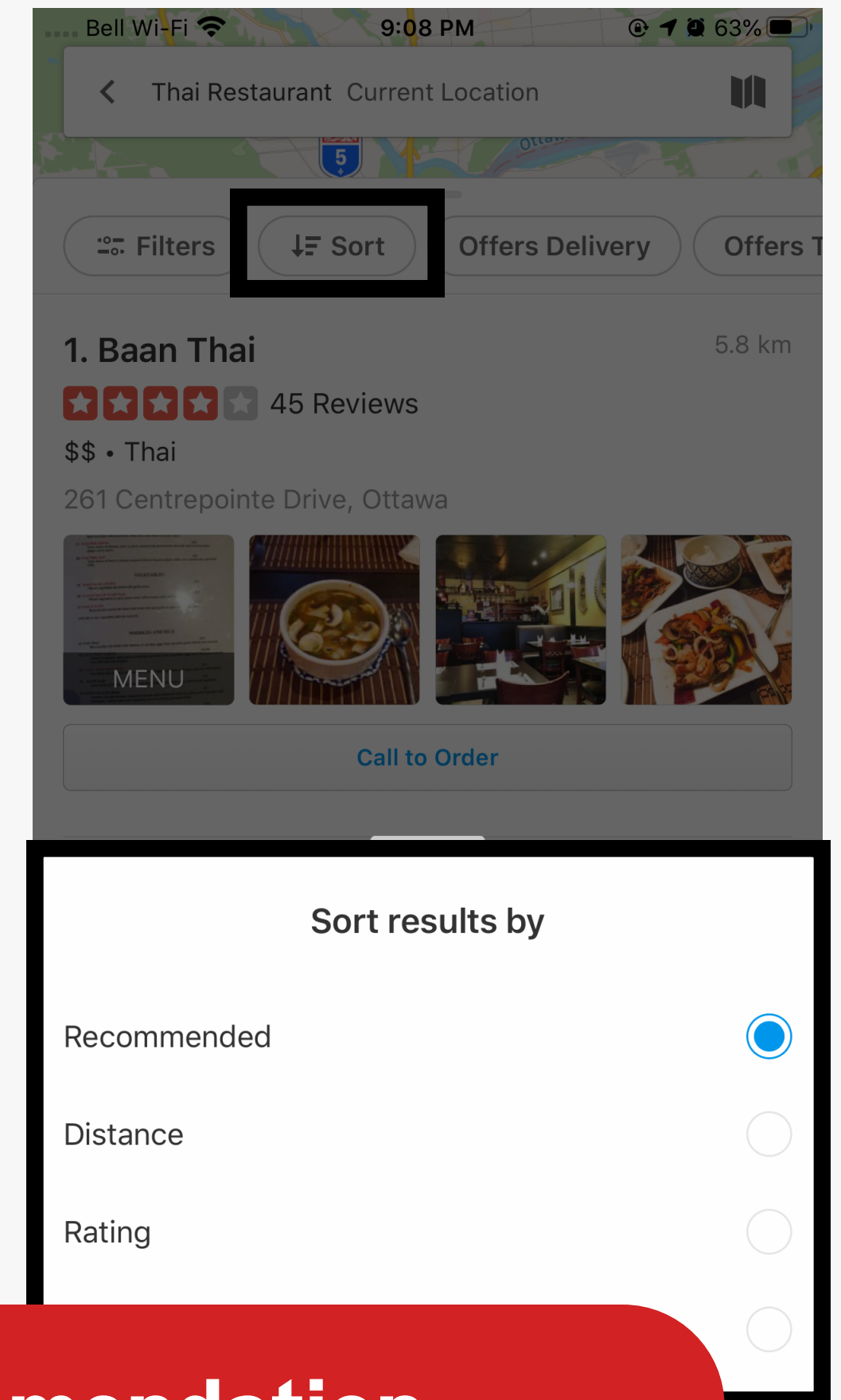
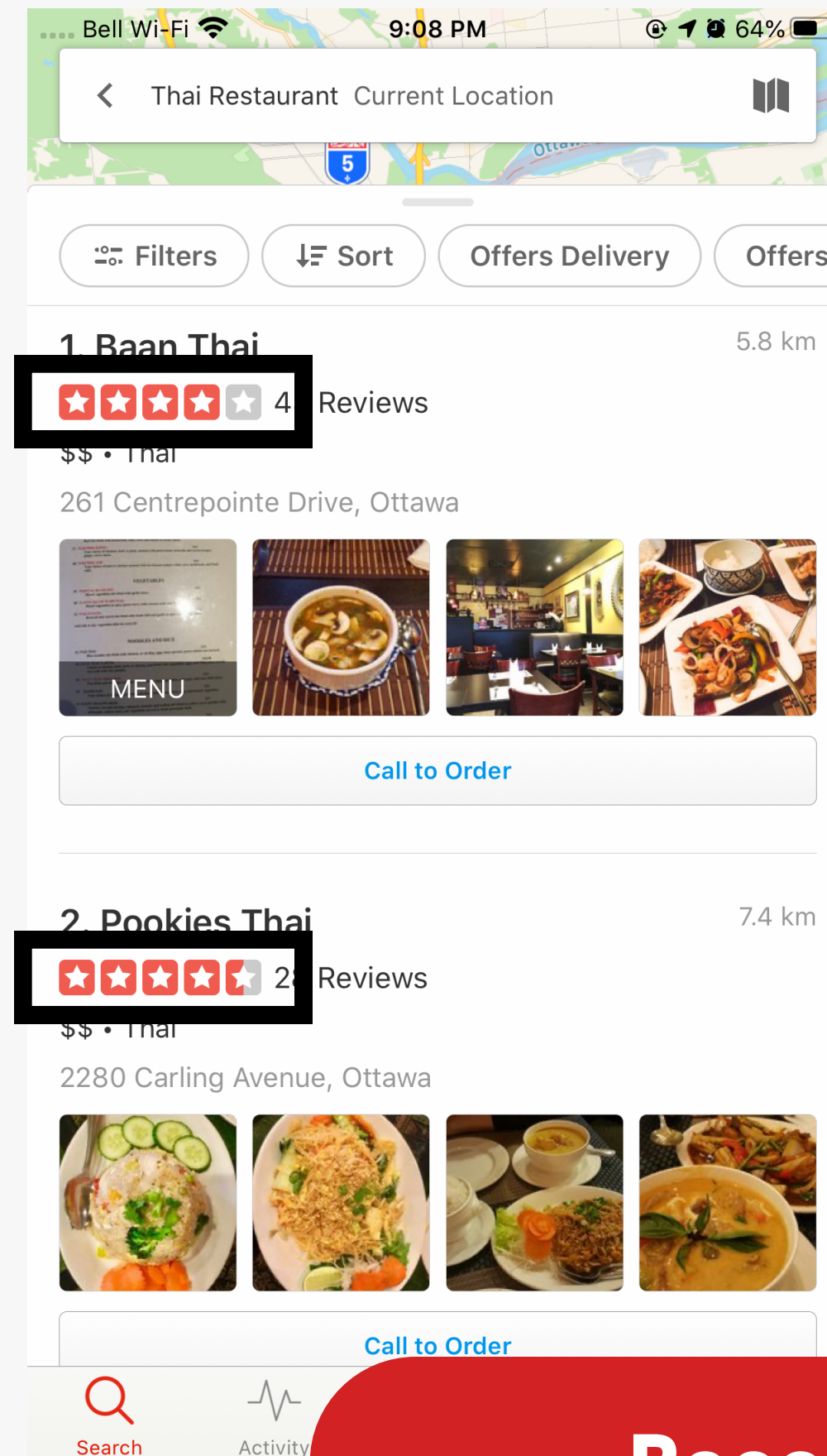
# Violation

## Unsorted Results

List of restaurants are automatically sorted by "Recommended" which doesn't have an intuitive meaning

2

Minor Usability Issues

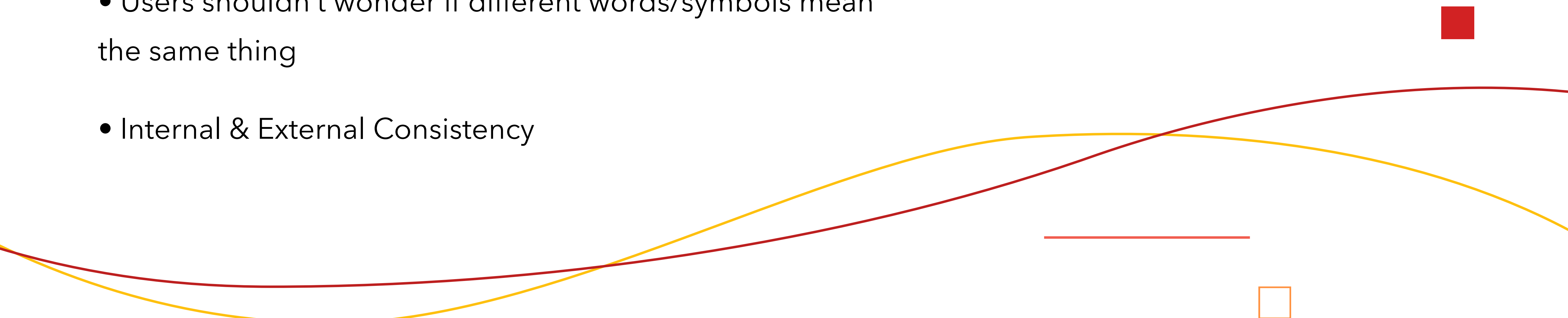


### Recommendation

Make it clear to the user what "Recommended" results means

# Consistency & Standards

- Words, symbols, & actions should mean the same thing across the board
- Users shouldn't wonder if different words/symbols mean the same thing
- Internal & External Consistency



Match Between Real  
World & System

Consistency &  
Standards

Error  
Prevention

Recognition Rather  
than Recall

Flexibility &  
Efficiency Use

Aesthetic &  
Minimalist Design

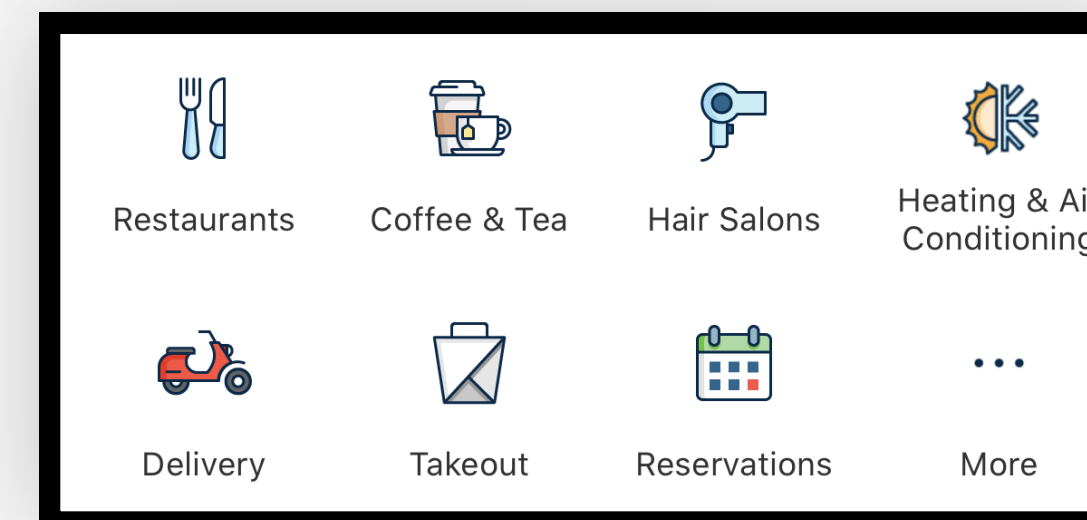
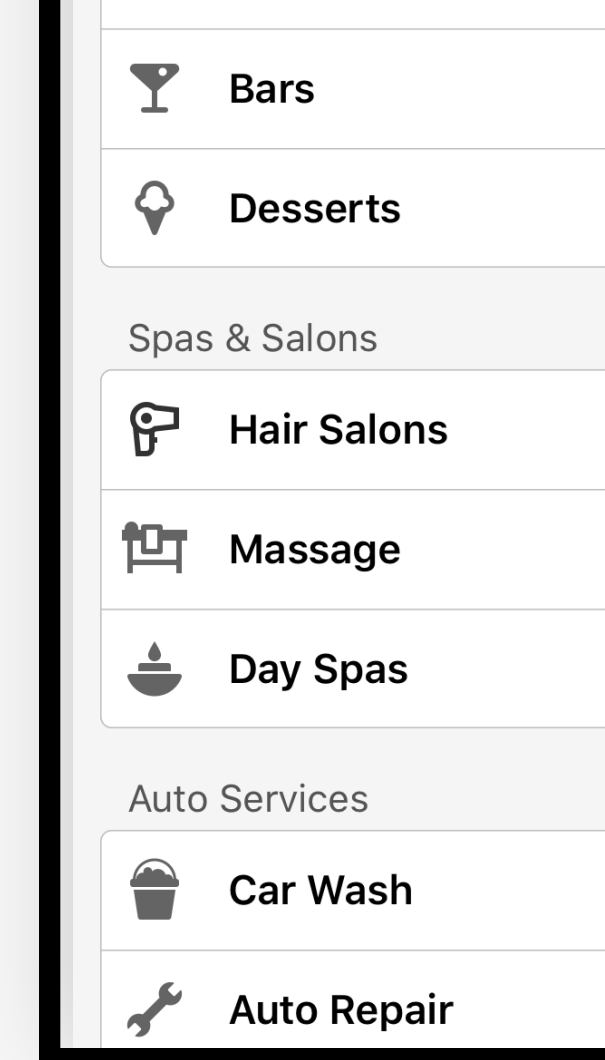
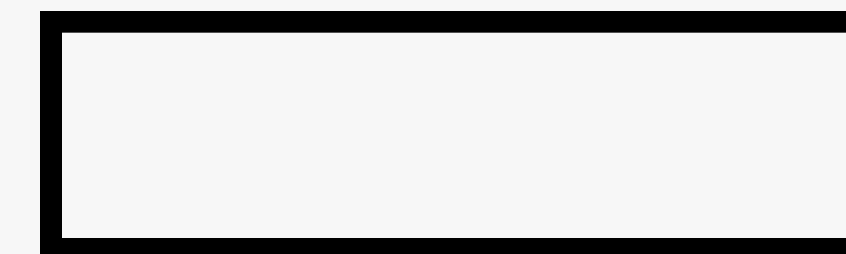
# Violation

## Fonts & Iconography

Fonts and icons are inconsistent between pages



Cosmetic Issue

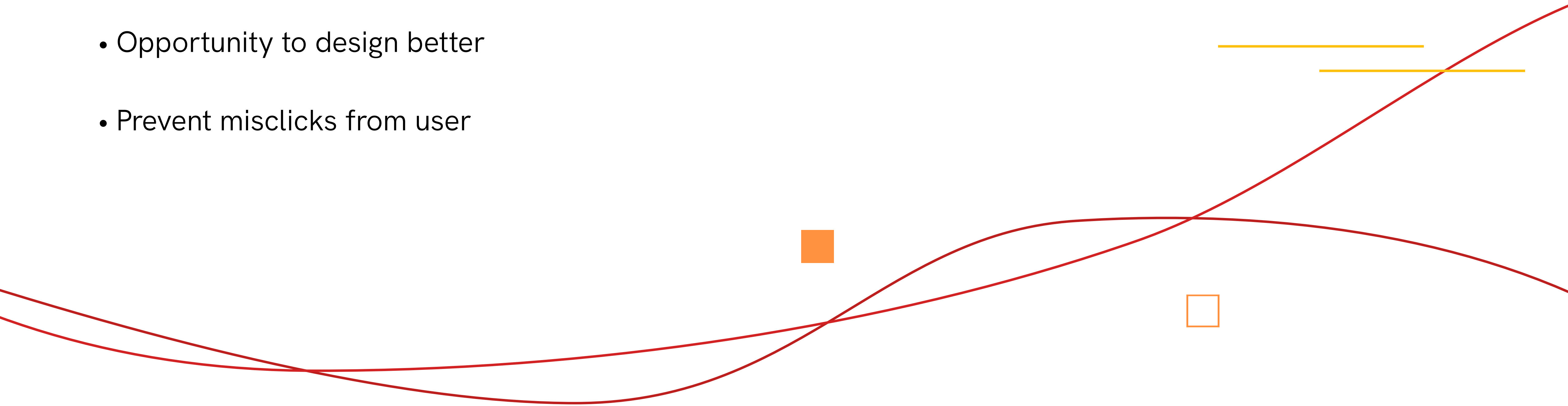


## Recommendation

Use a consistent design system throughout the entire application

# Error Prevention

- Usually not the users fault
- Opportunity to design better
- Prevent misclicks from user



Match Between Real  
World & System

Consistency &  
Standards

Error  
Prevention

Recognition Rather  
than Recall

Flexibility &  
Efficiency Use

Aesthetic &  
Minimalist Design

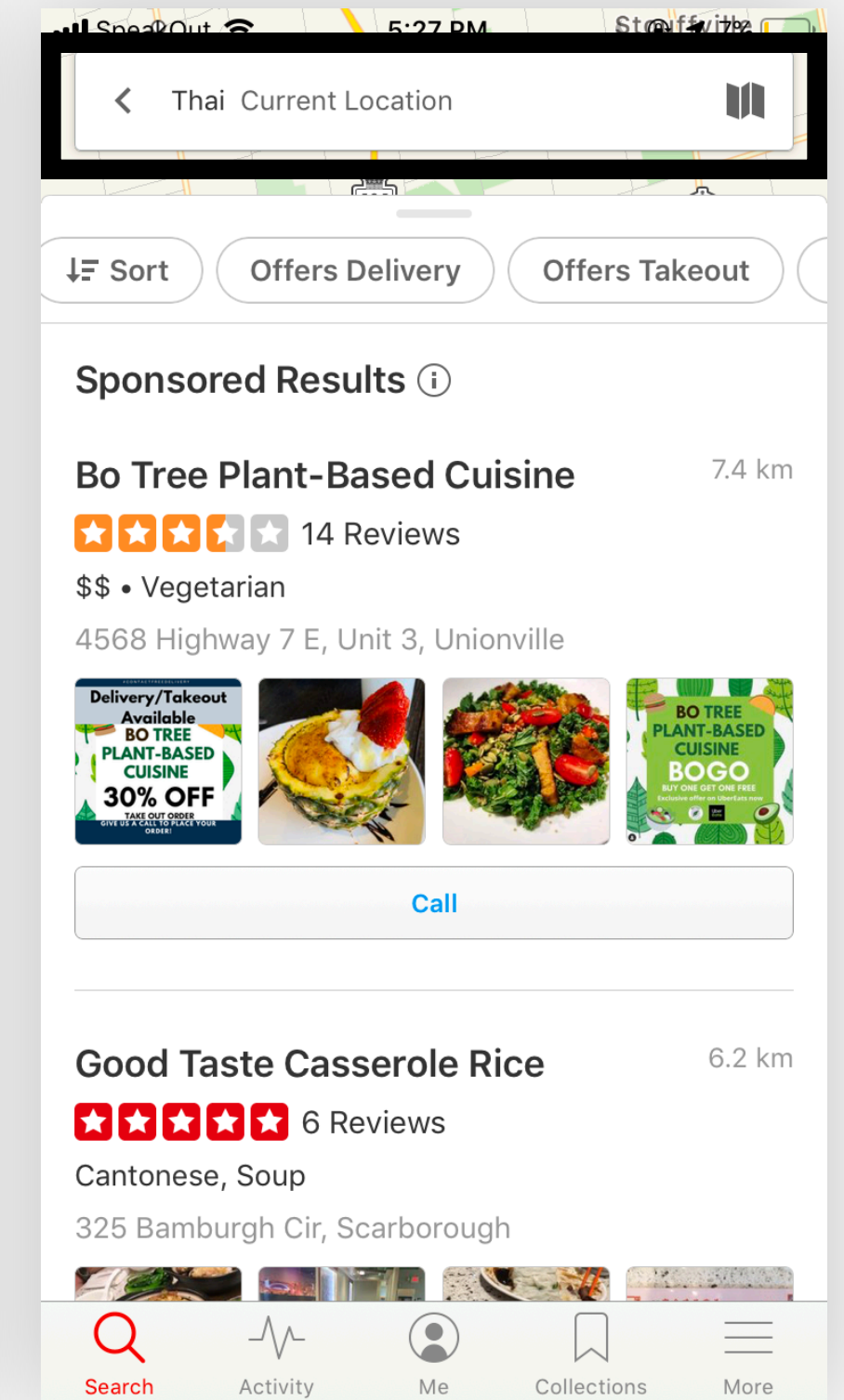
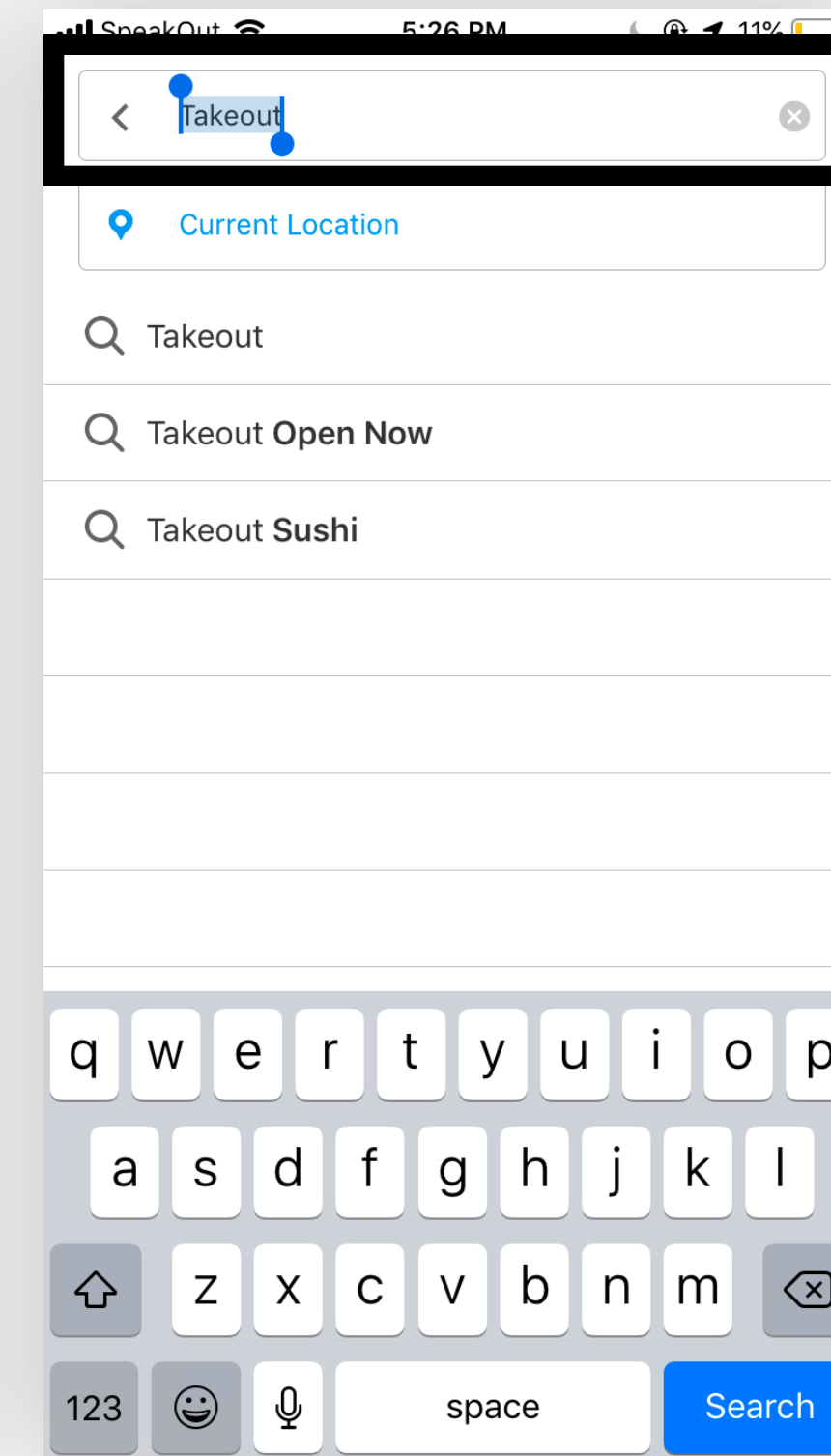
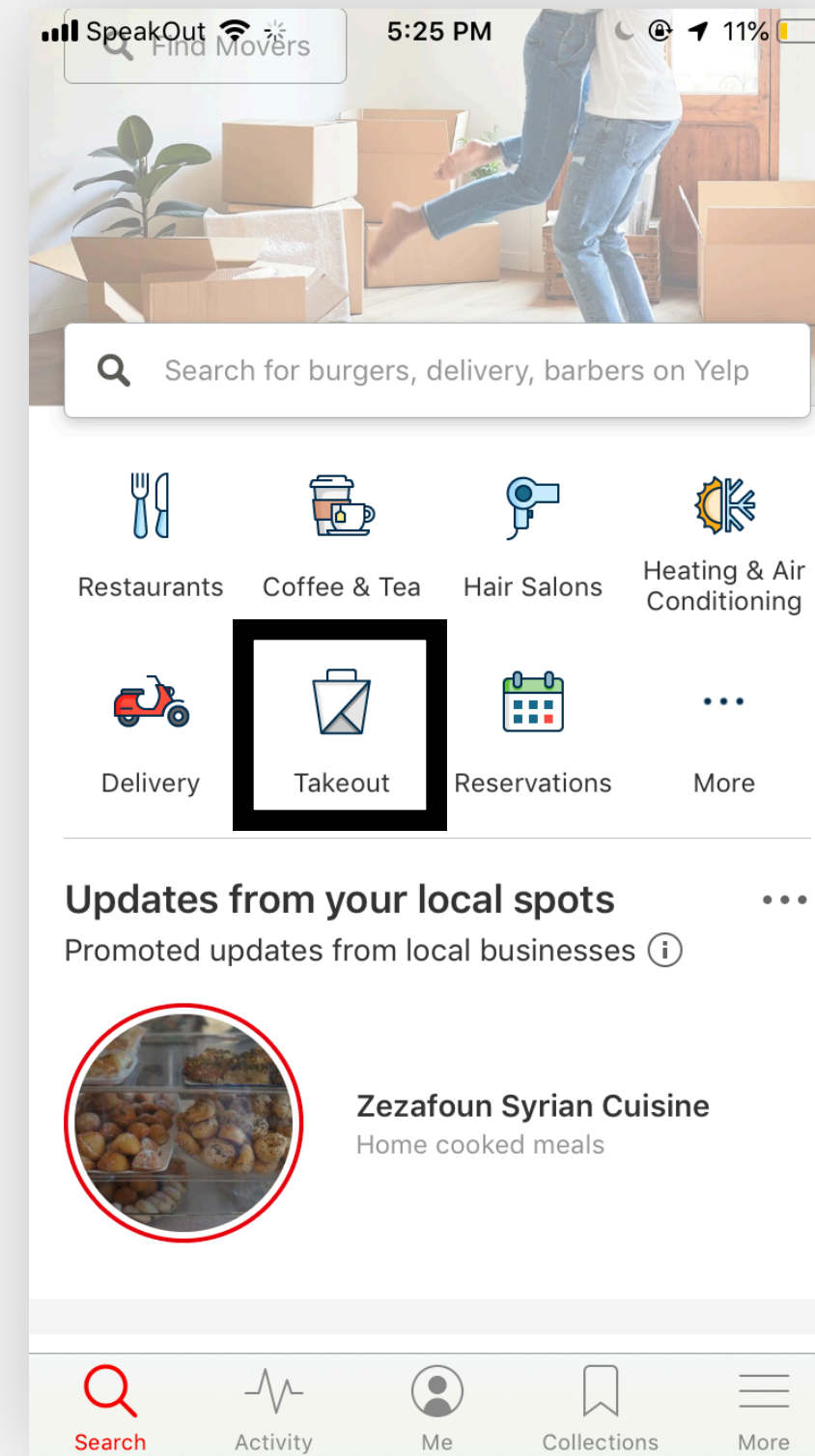
# Violation

## Deleting Options

User is prone to deleting takeout options by accident

4

Usability Catastrophe



**Recommendation**  
Don't automatically highlight "Takeout"

Match Between Real World & System

Consistency & Standards

Error Prevention

Recognition Rather than Recall

Flexibility & Efficiency Use

Aesthetic & Minimalist Design

# Recognition Rather than Recall

- Make objects, actions, and options visible so memory load on user is reduced
- Provide visual or auditory cues that reflect what's happening

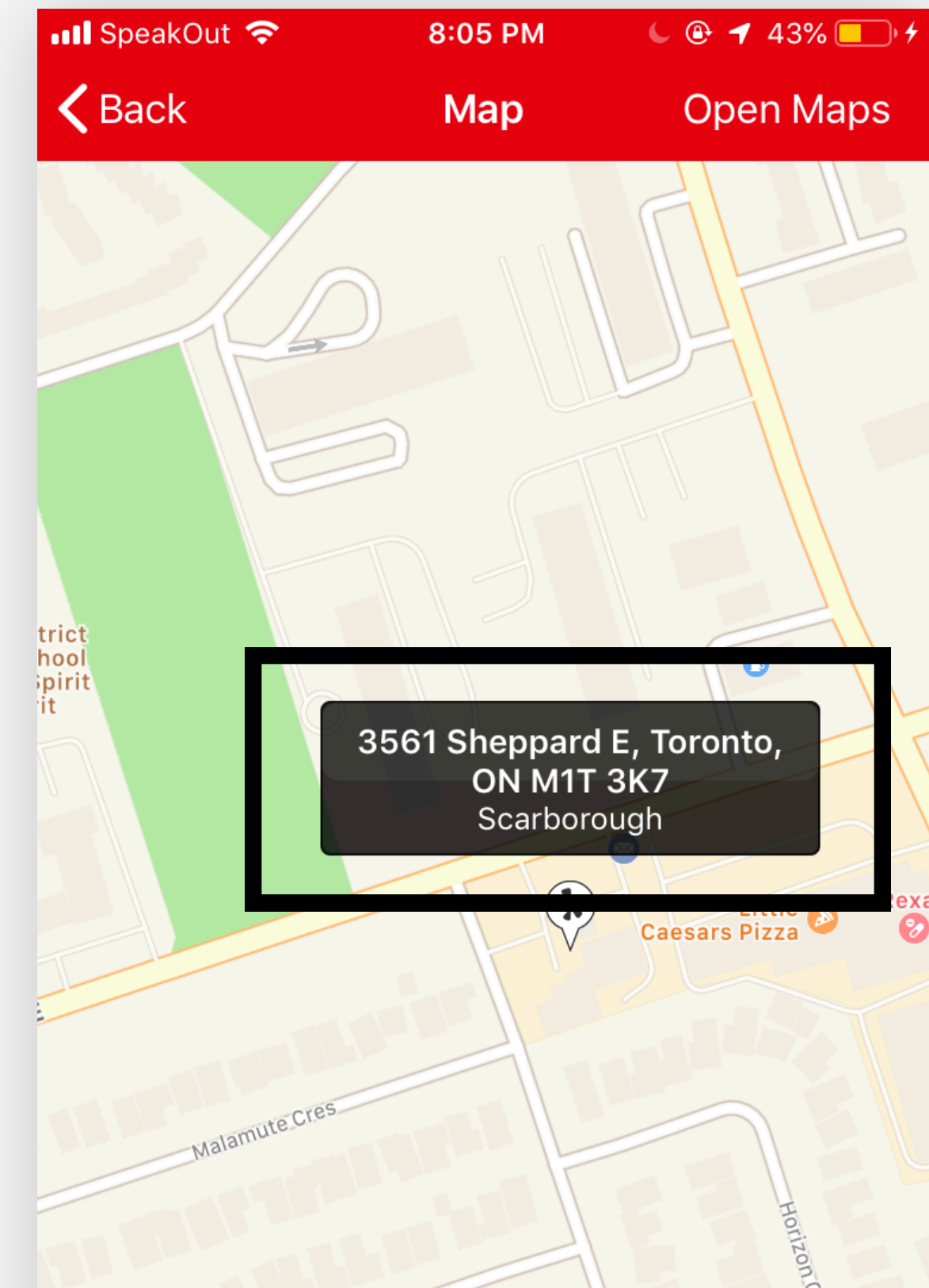


# Violation

## Restaurant Name Hidden on Map View

The name of the restaurant is not displayed when viewing its location on the map

### 2 Minor Usability Issues



### Recommendation

Display the name of the restaurant that is being shown



# Flexibility & Efficiency of Use

- Having easy to find functions for novice users
- Creating shortcuts for expert users
- Improve workflow as a user gets more accustomed to app

Match Between Real  
World & System

Consistency &  
Standards

Error  
Prevention

Recognition Rather  
than Recall

Flexibility &  
Efficiency Use

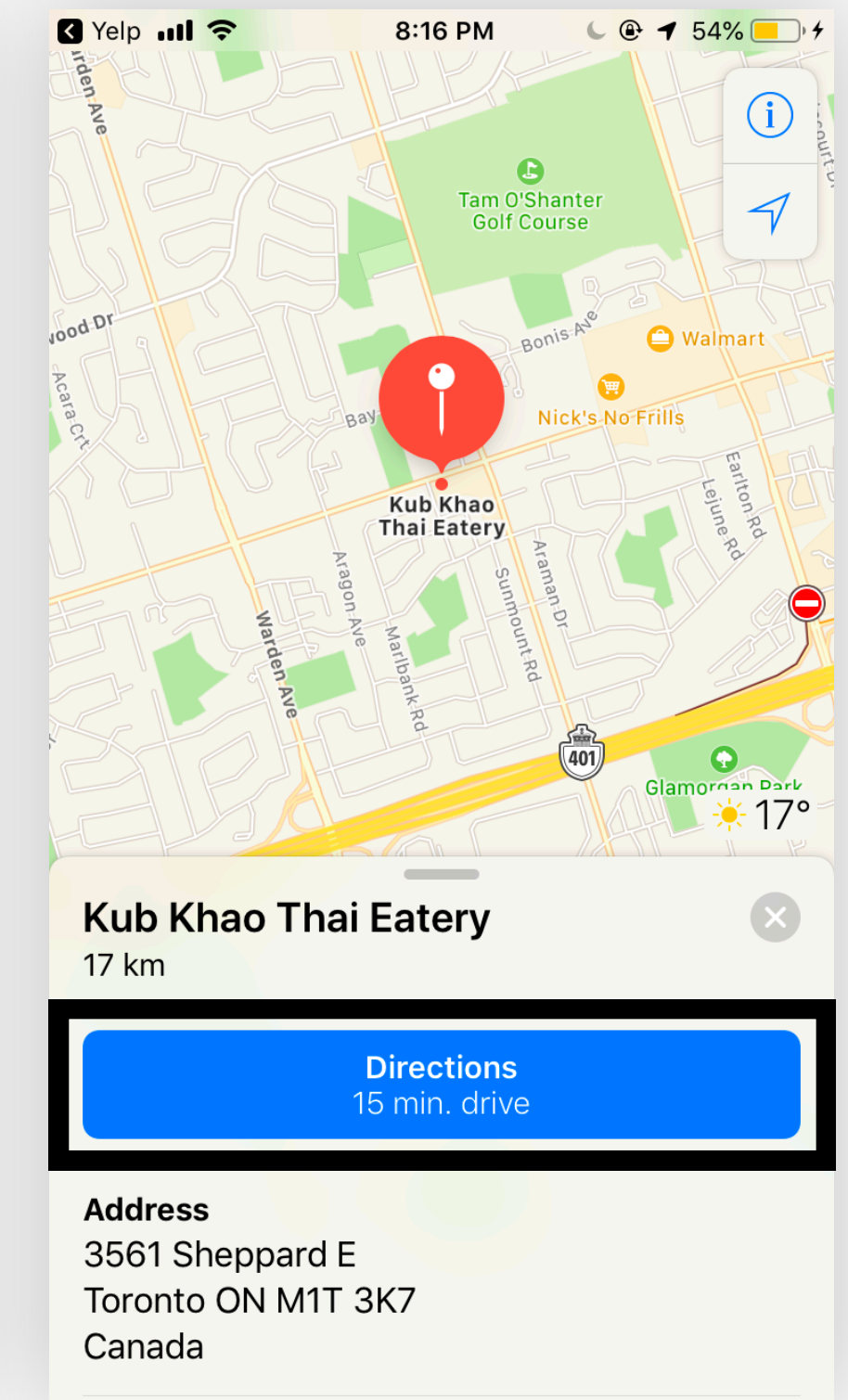
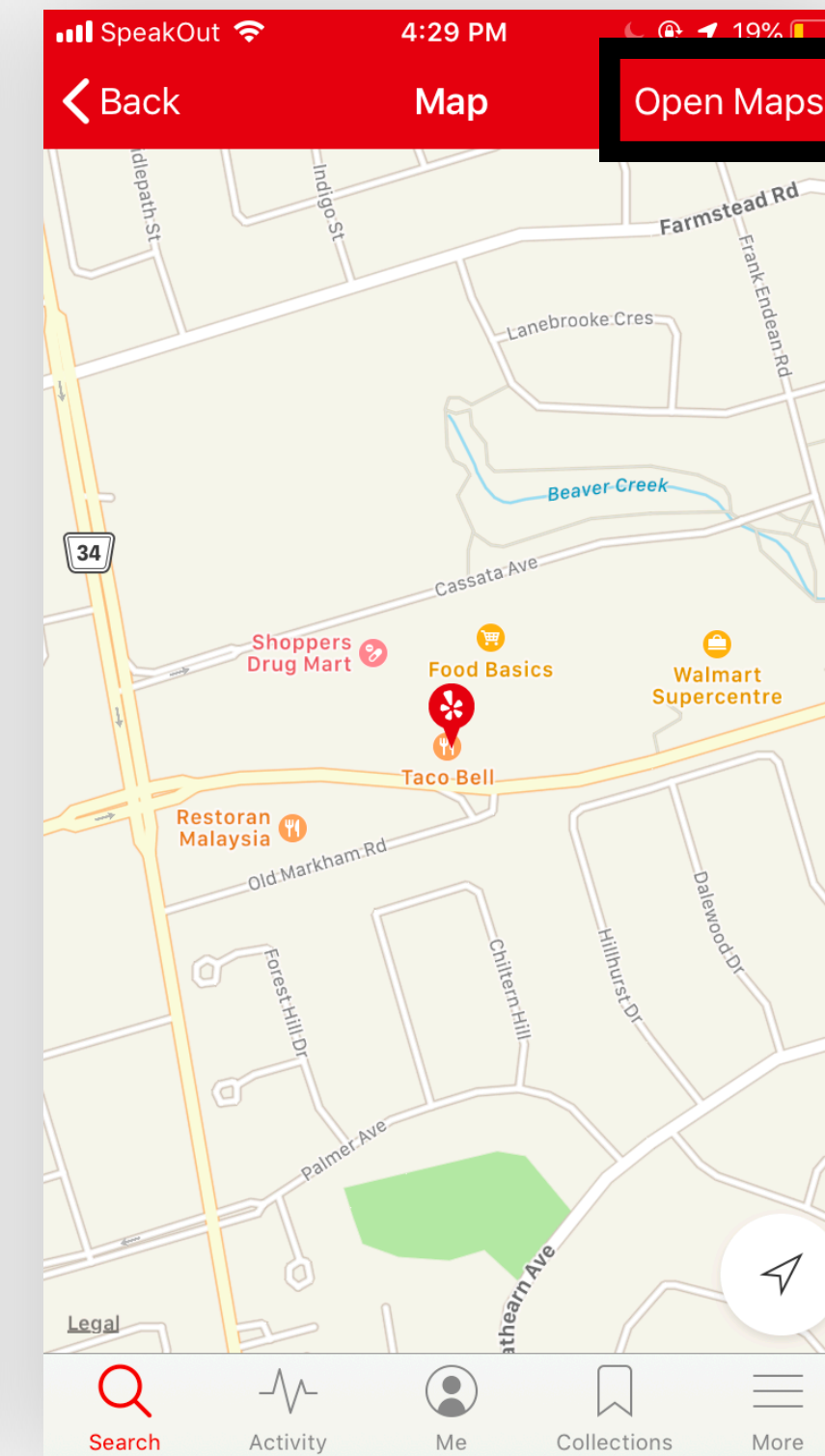
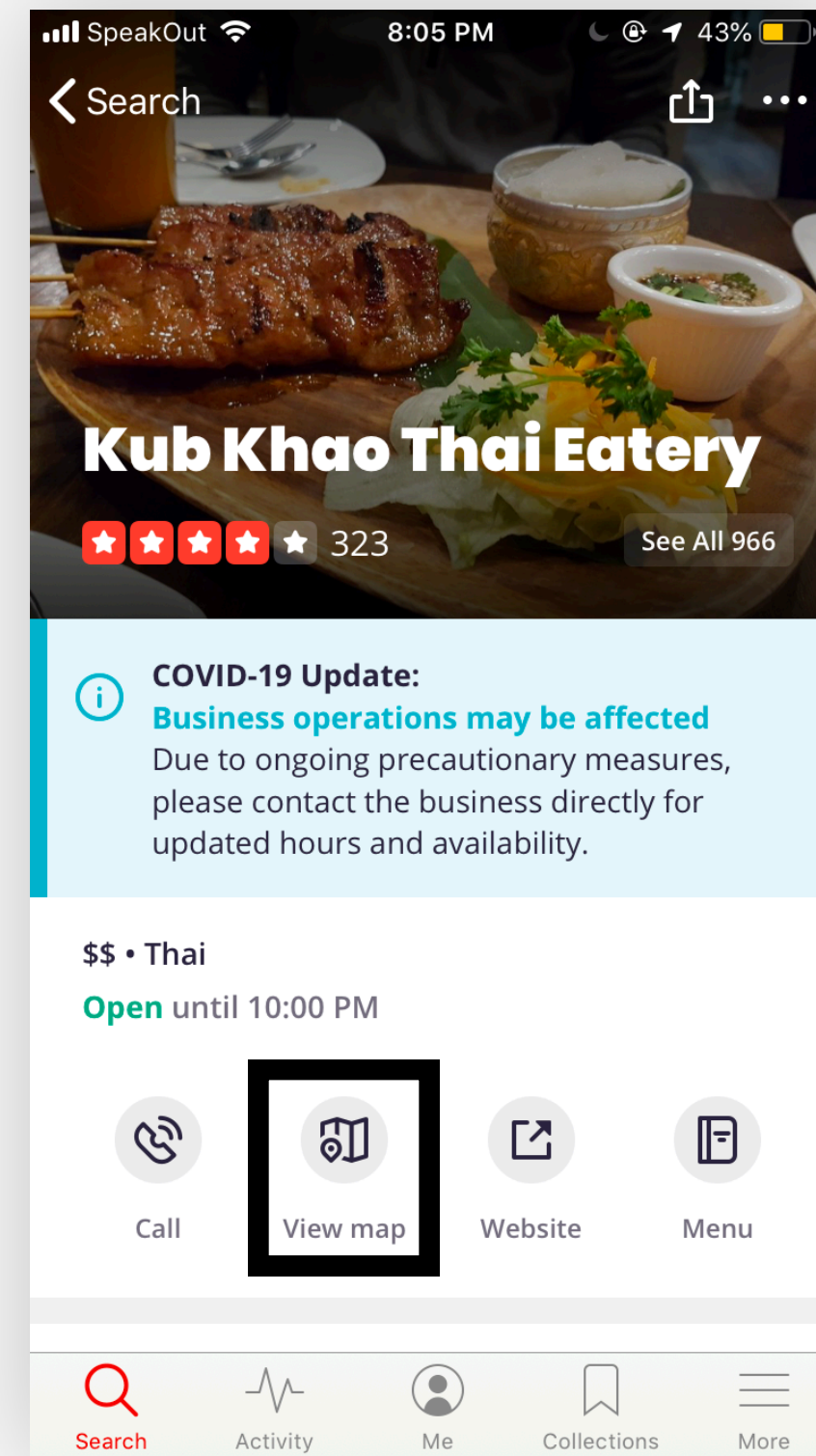
Aesthetic &  
Minimalist Design

# Violation Mapception

Tap through 2 separate map screens to get directions

3

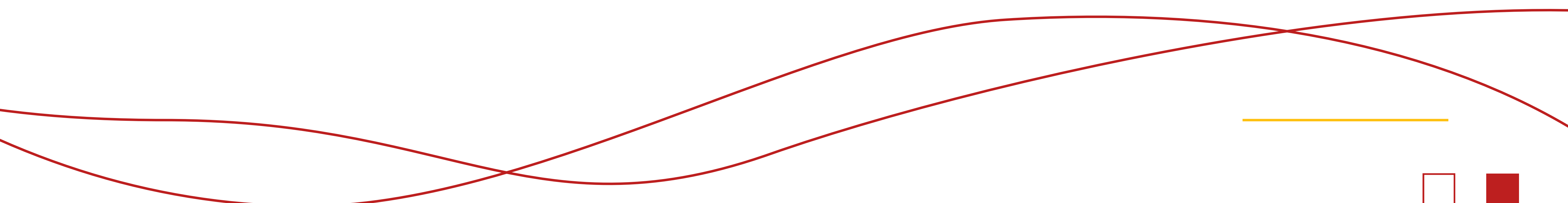
Major Usability Issues



**Recommendation**  
Prompt the user to go directly to Apple Maps for directions

# Aesthetic & Minimalist Design

- Present information that is only necessary and useful to the user
- Visual design should not take away from necessary functions

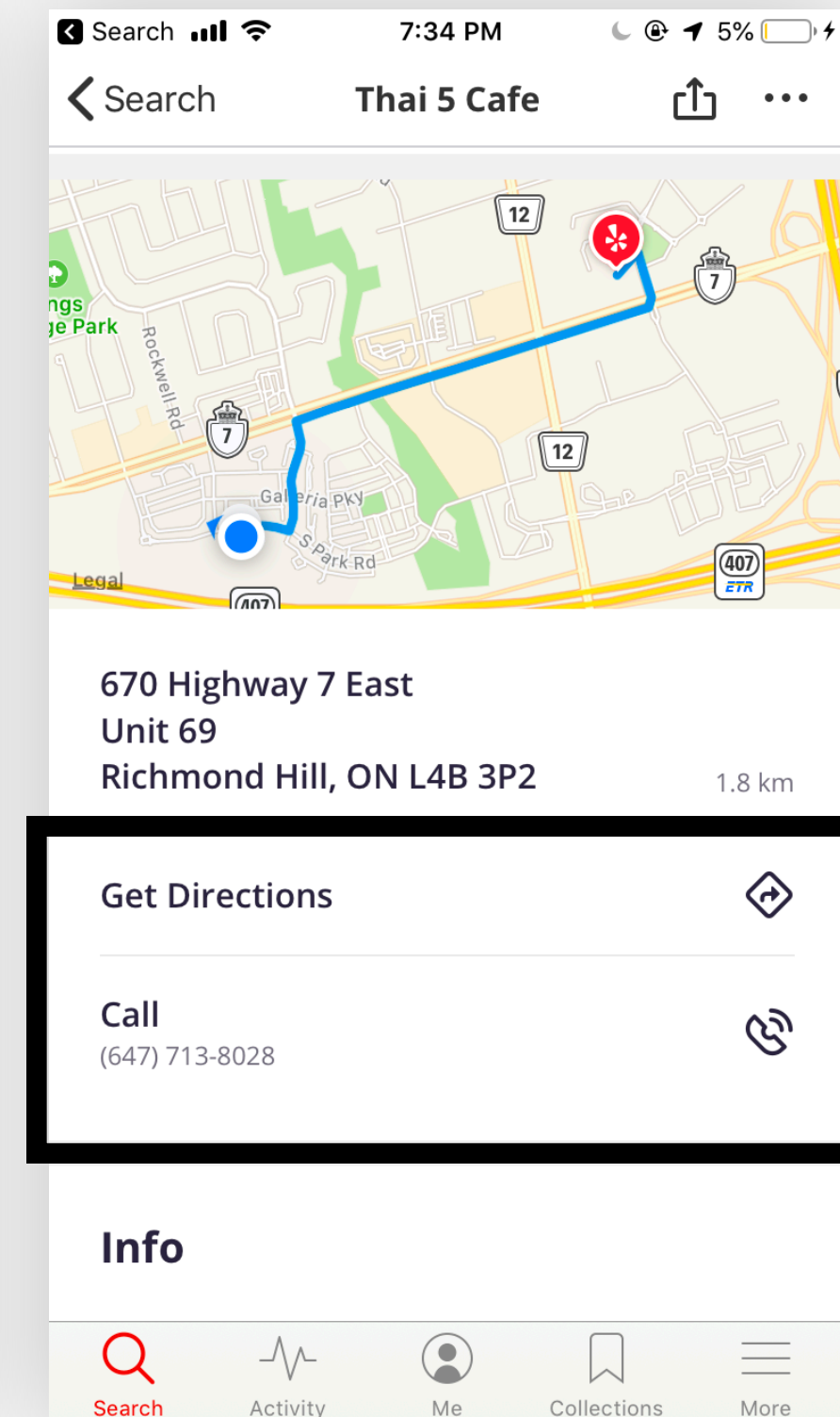
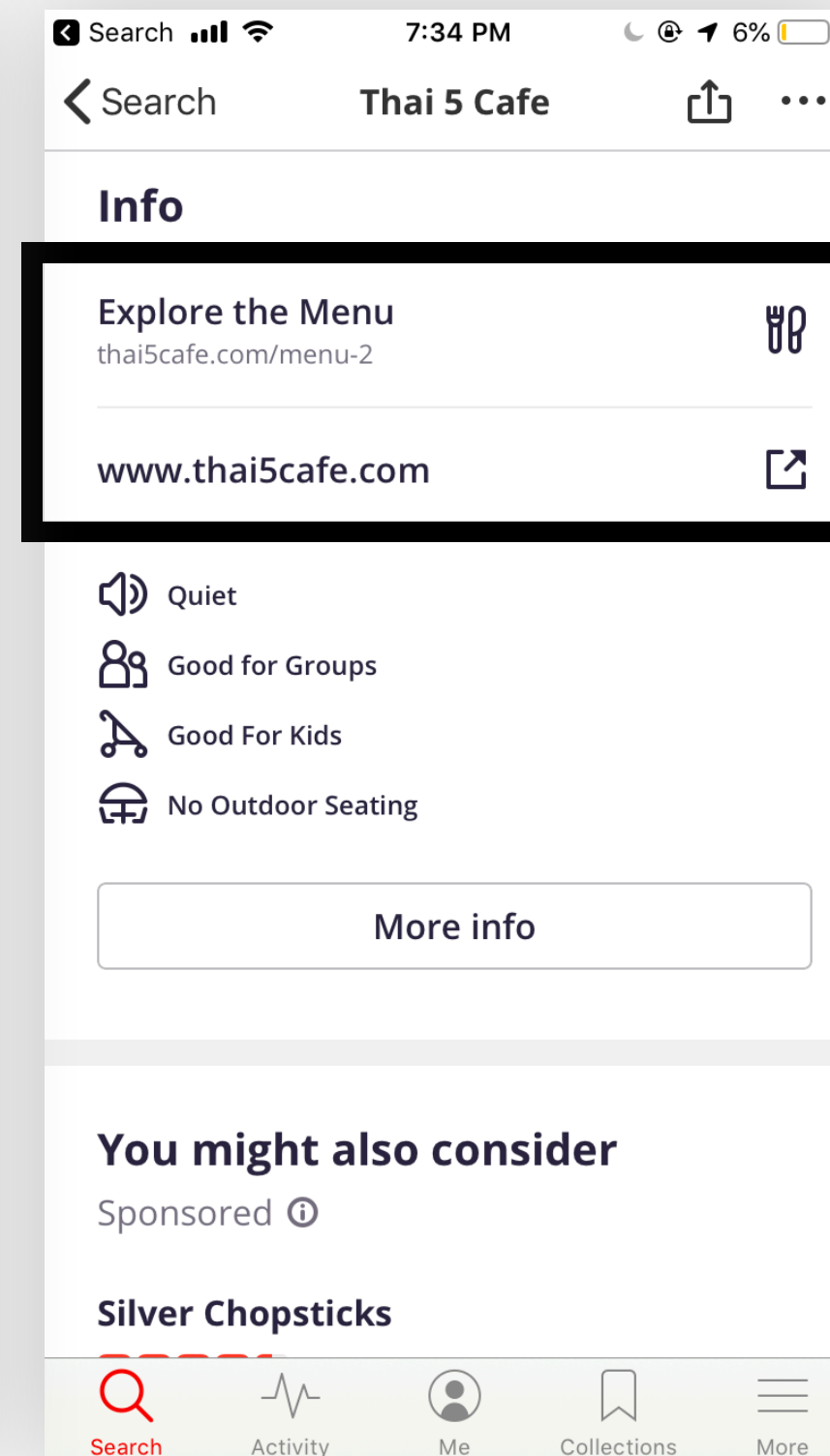
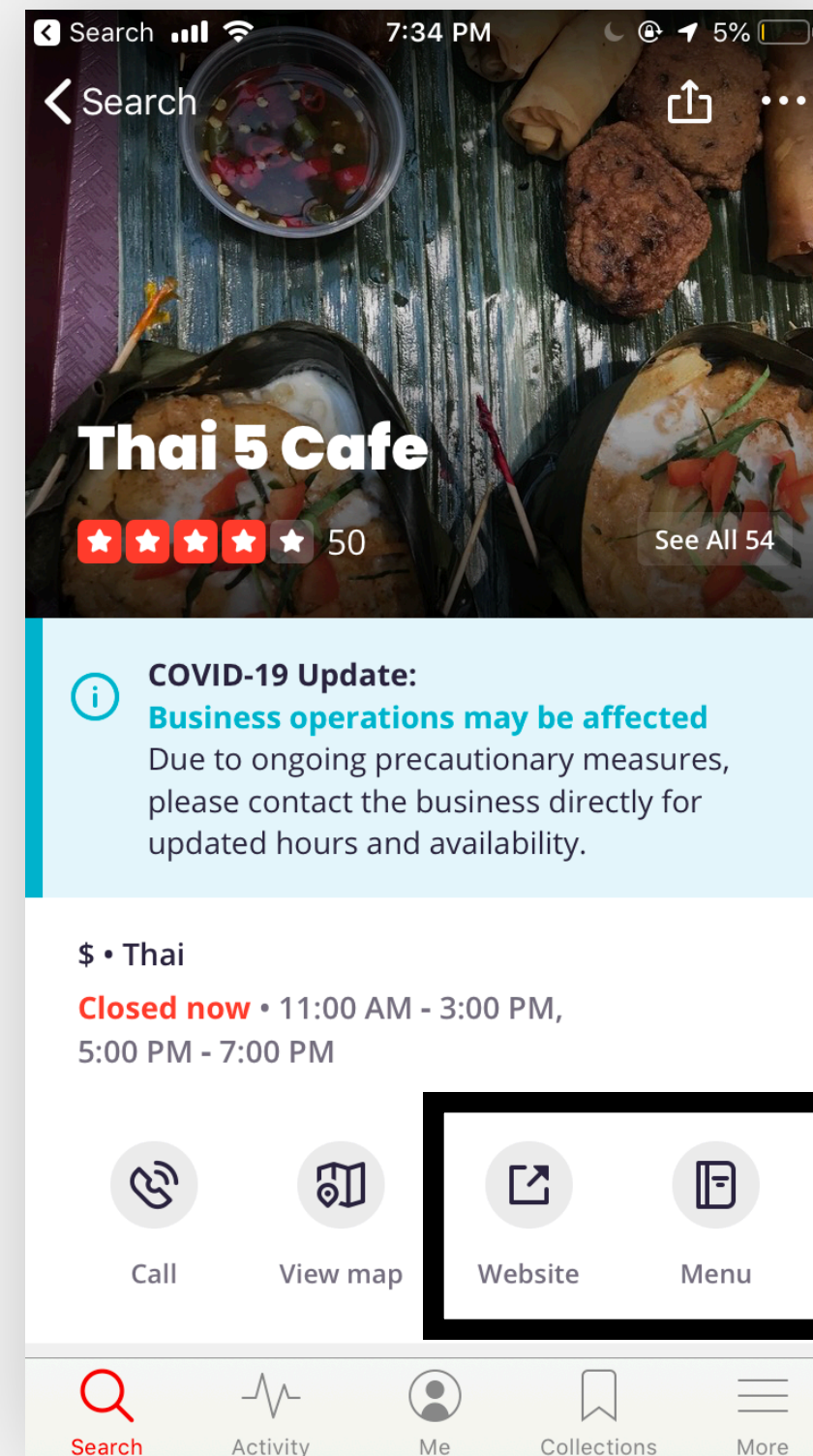


# Violation

## Redundant Info

Elements are repeated  
over a single page

**3** Minor Usability Issues



**Recommendation**  
Remove repeated elements

# Overall Usabilist Score & Justification

Heuristic	Feature	Ben	Ana	Rebecca	Average
#2	Community Tips	4	2	2	2.66
	Sponsored Results	2	3	3	2.66
	Unsorted Results	2.5	2	2	2.16
#4	Fonts and Iconography	1	1	1	1
#5	Error Prevention	4	4	4	4
#6	Restaurant Name Hidden	2	2	2	2
#7	Mapception	2	2	3	2.33
#8	Redundant Info	3	3	3	3
		2.56	2.37	2.5	<b>2.47</b>

# **Next Steps**

Make appropriate fixes to usability issues

**Thank you for listening**

**Q&A**

# Heuristic Evaluation Summary



Overall Usability | 2.5

## H2

### Match Between the System & Real World

System should speak the user's language

- ★ Tips **2.00**
- ⓘ Causes confusion for users
- ✔ Make the instructions more clear

### ★ Sponsored Results **2.00**

- ⓘ Unrelated to users search
- ✔ Improve sponsored results algorithm to match users search

### ★ Unsorted Results **2.16**

- ⓘ Default "Recommended" sort is unclear
- ✔ Make it clear to user on what the list is being sorted by

## H4

### Consistency & Standards

Elements should mean the same throughout the platform

- ★ Inconsistent Fonts/Icons **1**
- ⓘ Unnatural for users
- ✔ Consistent design system throughout

## Legend

- Feature: ★
- Issue: ⓘ
- Recommendation: ✔

## Scoring

- 0 Not an Issue
- 1 Cosmetic Issue
- 2 Minor Usability Issues
- 3 Major Usability Issues
- 4 Usability Catastrophe

## H5

### Error Prevention

Prevent misclicks of the user. An opportunity to improve design

- ★ Deleting Options **4**
- ⓘ Changed filter parameter preventing user to accomplish the task
- ✔ Remove the automatic highlighting of the filter

## H6

### Recognition Over Recall

Keep elements visible so users don't need to remember what that are looking at

- ★ Deleting Options **2**
- ⓘ Map does not show the name of restaurant being displayed
- ✔ Show name of restaurant on map

## H7

### Flexibility & Efficiency of Use

Having options for both novice and expert users to improve workflow

- ★ Deleting Options **3**
- ⓘ User required to select through 2 separate map screens to get directions
- ✔ Have the initial button link directly to Apple Maps for directions

## H8

### Aesthetic & Minimalist Design

Only show what users are looking for to complete their task

- ★ Redundant Information **3**
- ⓘ Repeated elements throughout a restaurant page
- ✔ Remove repeated elements

## Process & Methodology

Our team conducted a heuristic evaluation on the Yelp Mobile Application. The purpose of a heuristic evaluation is to identify usability issues and provide insights as to how the application can be improved to create a better overall experience. We assessed the application by applying Nielsen's Ten Heuristic Evaluation Standards against the following task flow.

## Task Flow

New user ordering takeout from a Thai restaurant with positive reviews. Calls to place order and finds directions to the restaurant for pickup

## Next Steps

The next steps would be to look at redesign to make the various fixes to correct the usability issues found, starting with the most egregious ones, to provide a better experience and gain more trust from users





## **Heuristic Evaluation**

# Meet Our Team

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**Ana Macedo**



**Rebecca Lee**



**Ben Habib**

# Heuristic Evaluation

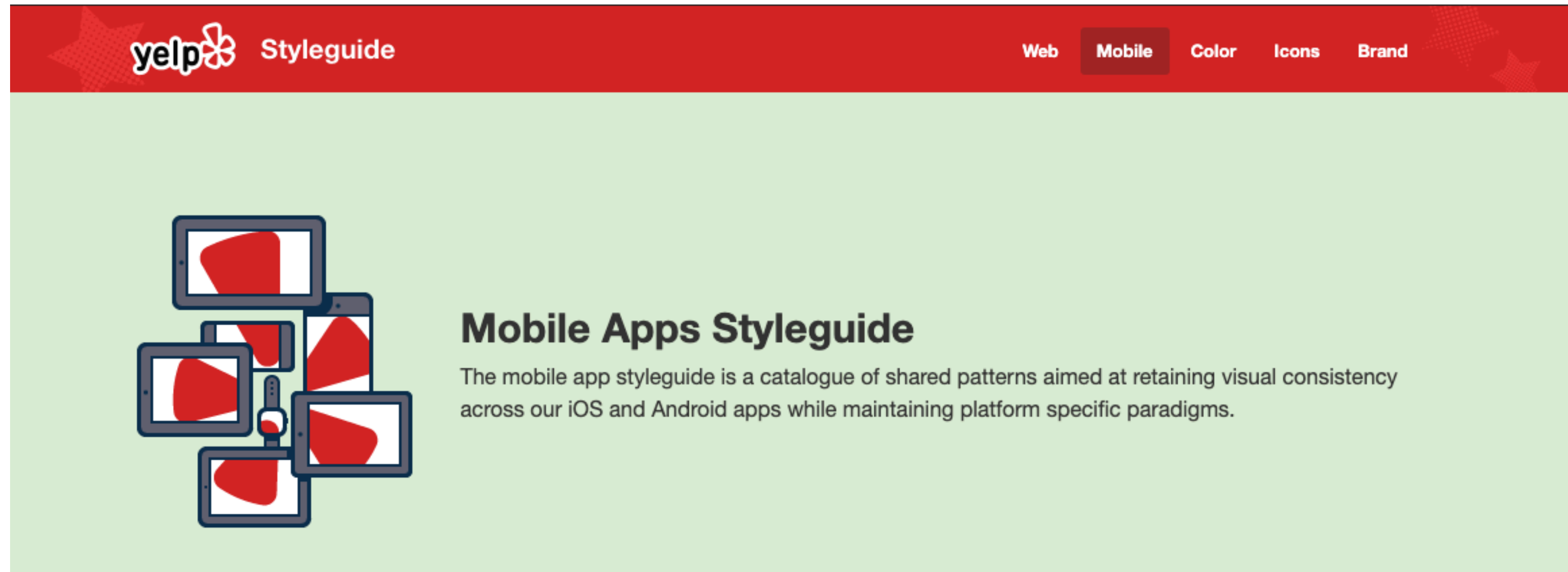
## Recap

- Identify usability issues
- Nielsen's Ten Heuristic Evaluation Standards
- Provide insights on ways to improve usability
- **Task Flow:** Order takeout from a Thai restaurant with positive reviews

**Overall Usability | 2.5**

# Style Guide

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- Outdated
- Relics from older version still there
- Some elements used
- Elements designed based on majority of other pages

# Heuristic Evaluation

## Violations

### H2

#### Match Between the System & Real World

System should speak the user's language

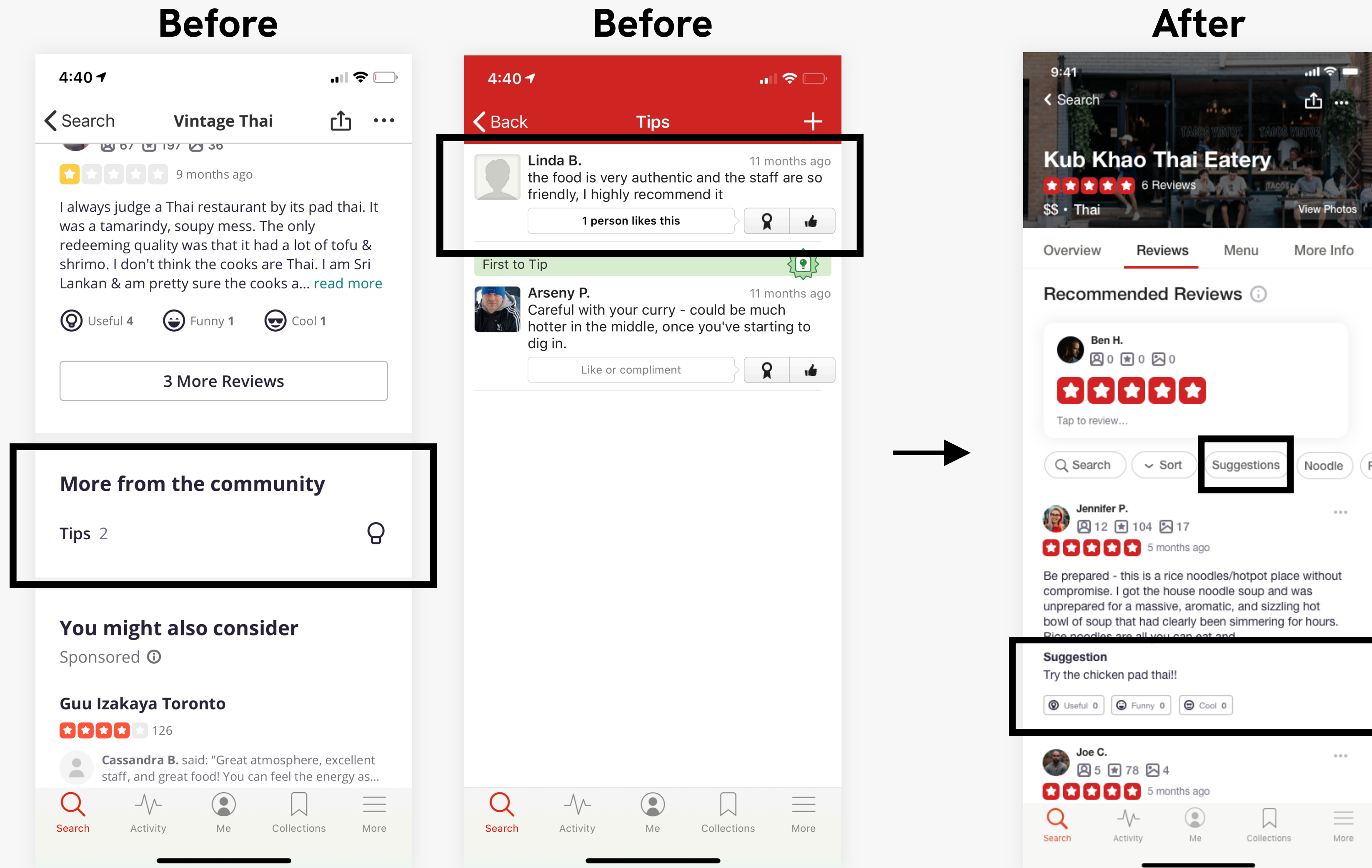
Community Tips **2.66**

Sponsored Results **2.66**

Unsorted Results **2.16**

# Match Between Real World & System

## Community Tips

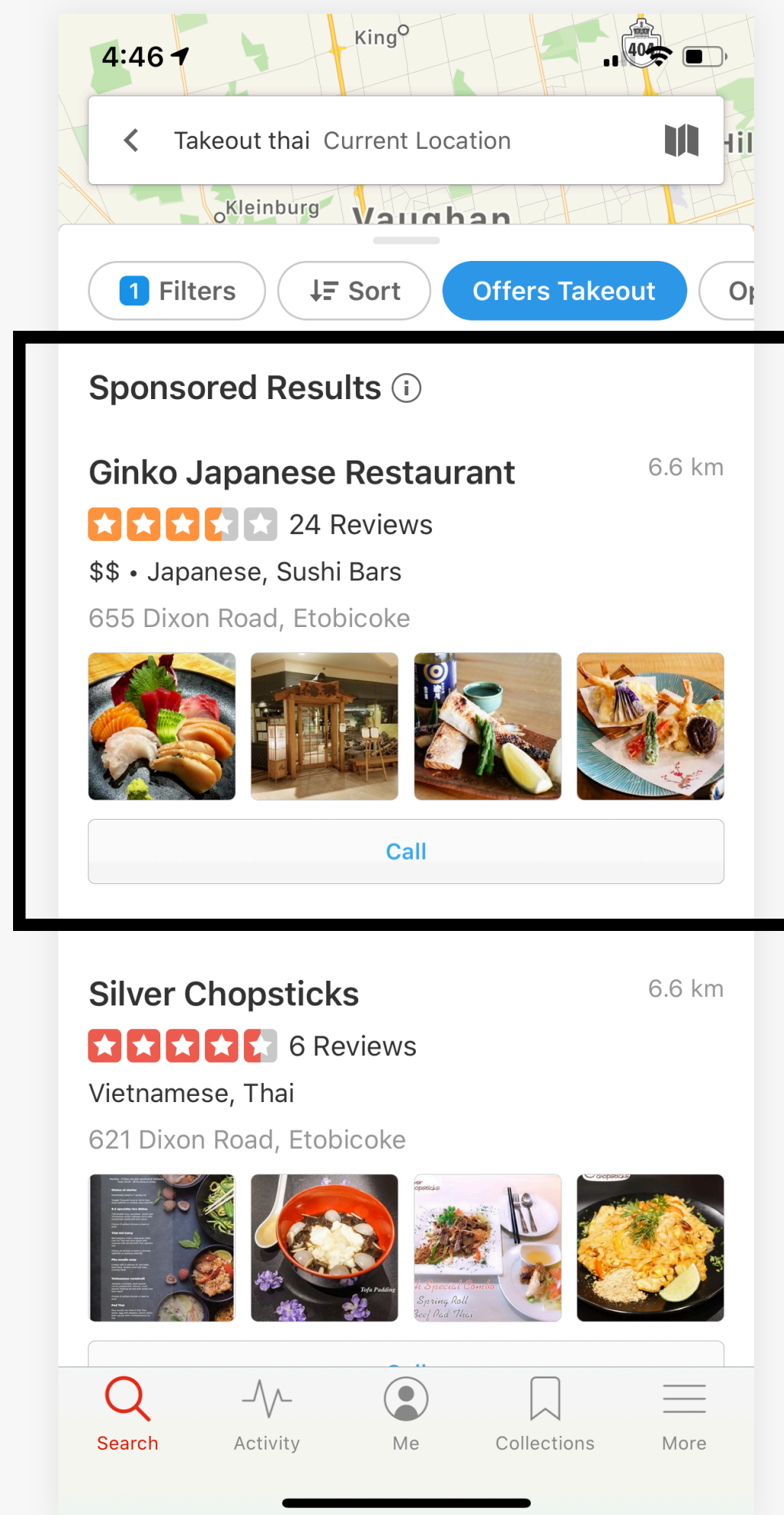


- Community Tips renamed "Suggestions"
- Now dissolved into reviews section
- Can add a suggestion along with their review
- Can filter by Suggestions

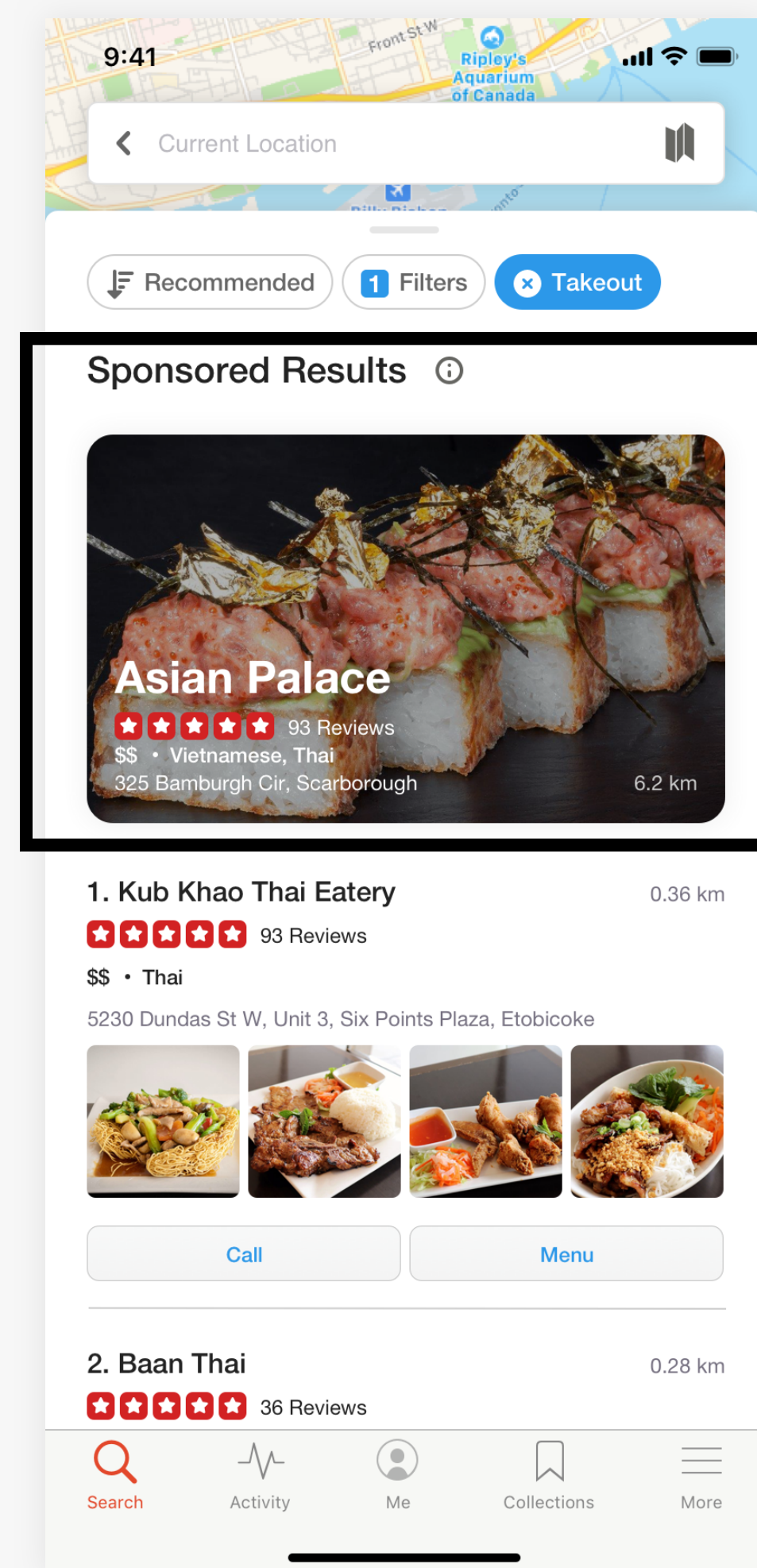
# Match Between Real World & System

## Sponsored Results

Before



After

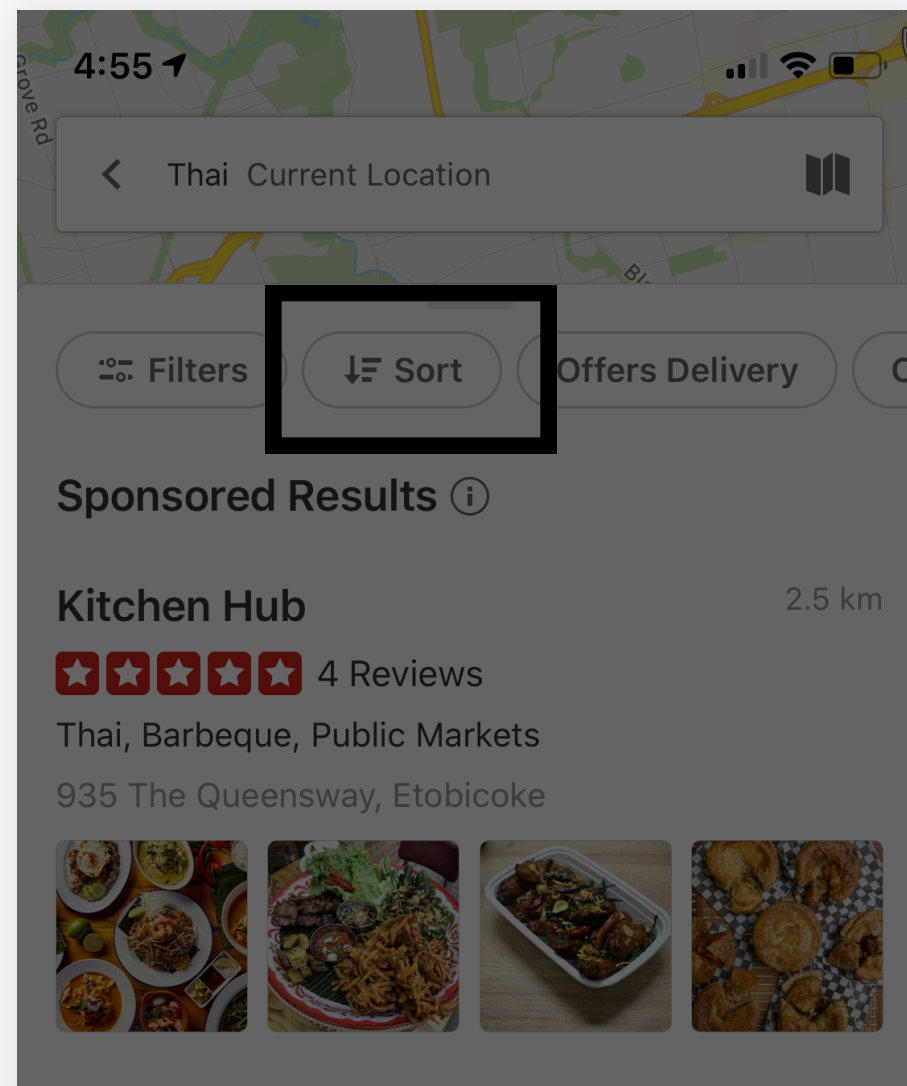


- Sponsored Results were not related to search
- Changed look to distinguish it from unsponsored search results

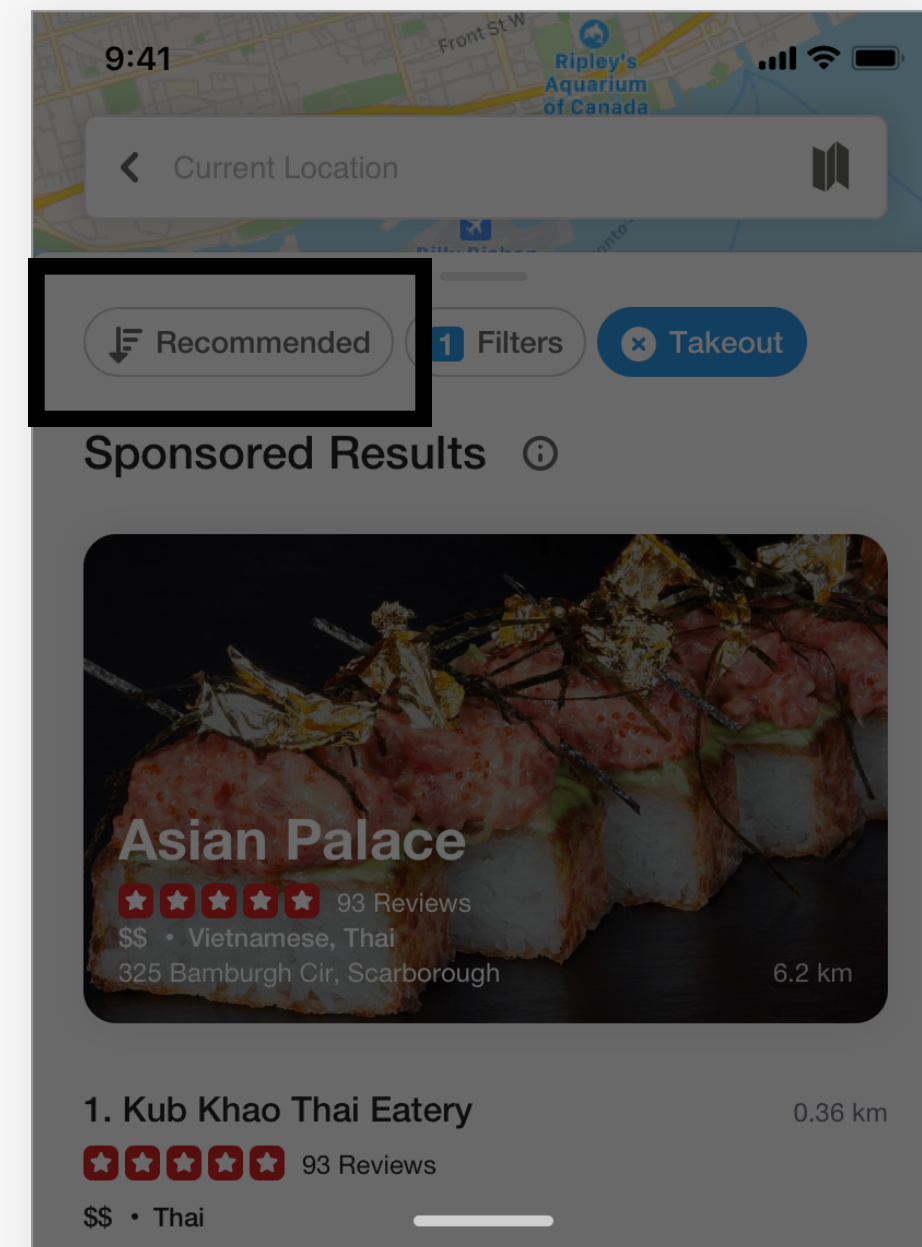
# Match Between Real World & System

## Recommended Results

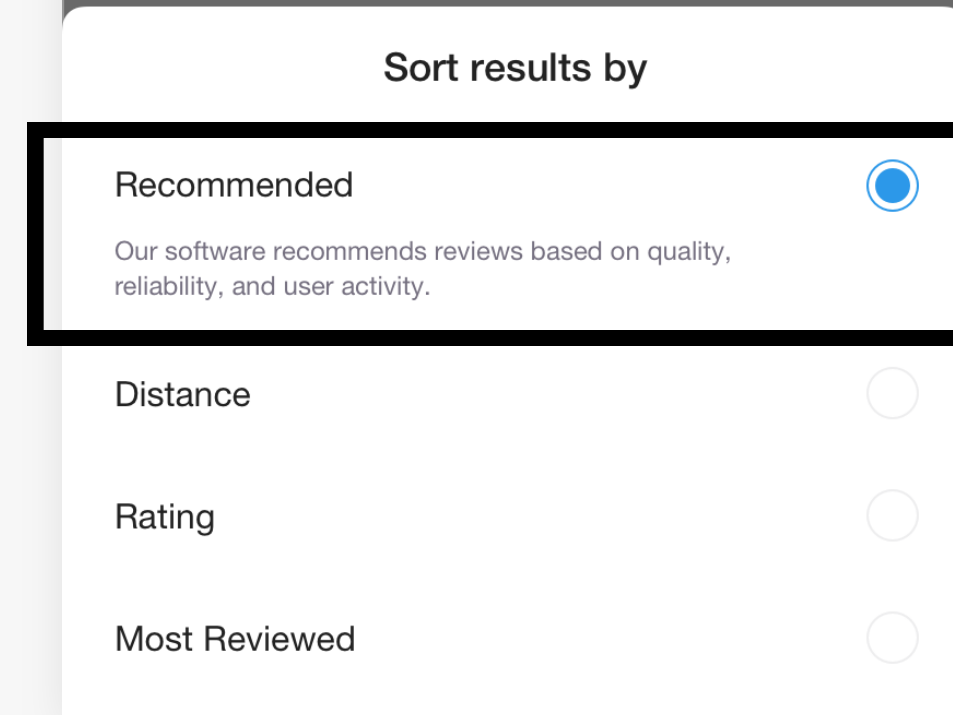
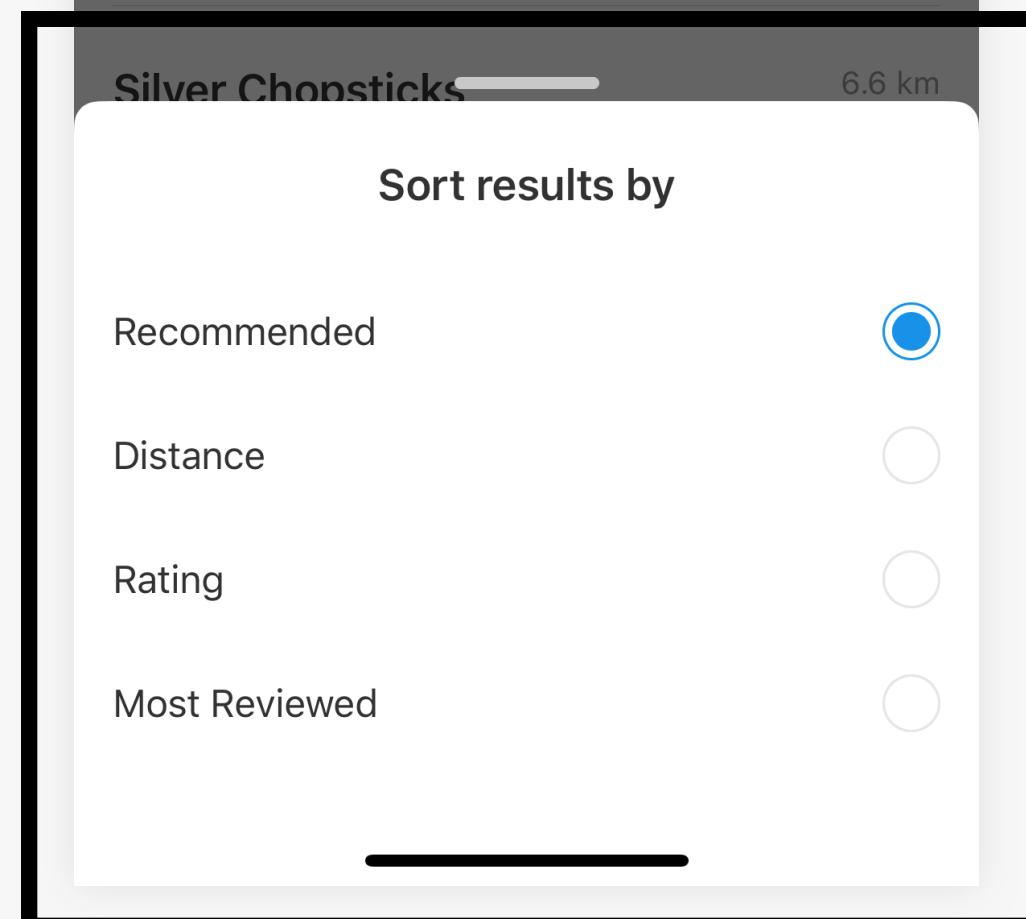
Before



After



- Results sorted by “Recommended” as default
- Not immediately apparent what “Recommended means”
- Definition added





# Heuristic Evaluation Violations



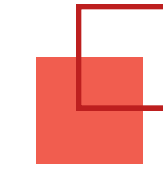
## H4

### Consistency & Standards

Elements should mean the same throughout the platform

Inconsistent Fonts & Icons

2.66



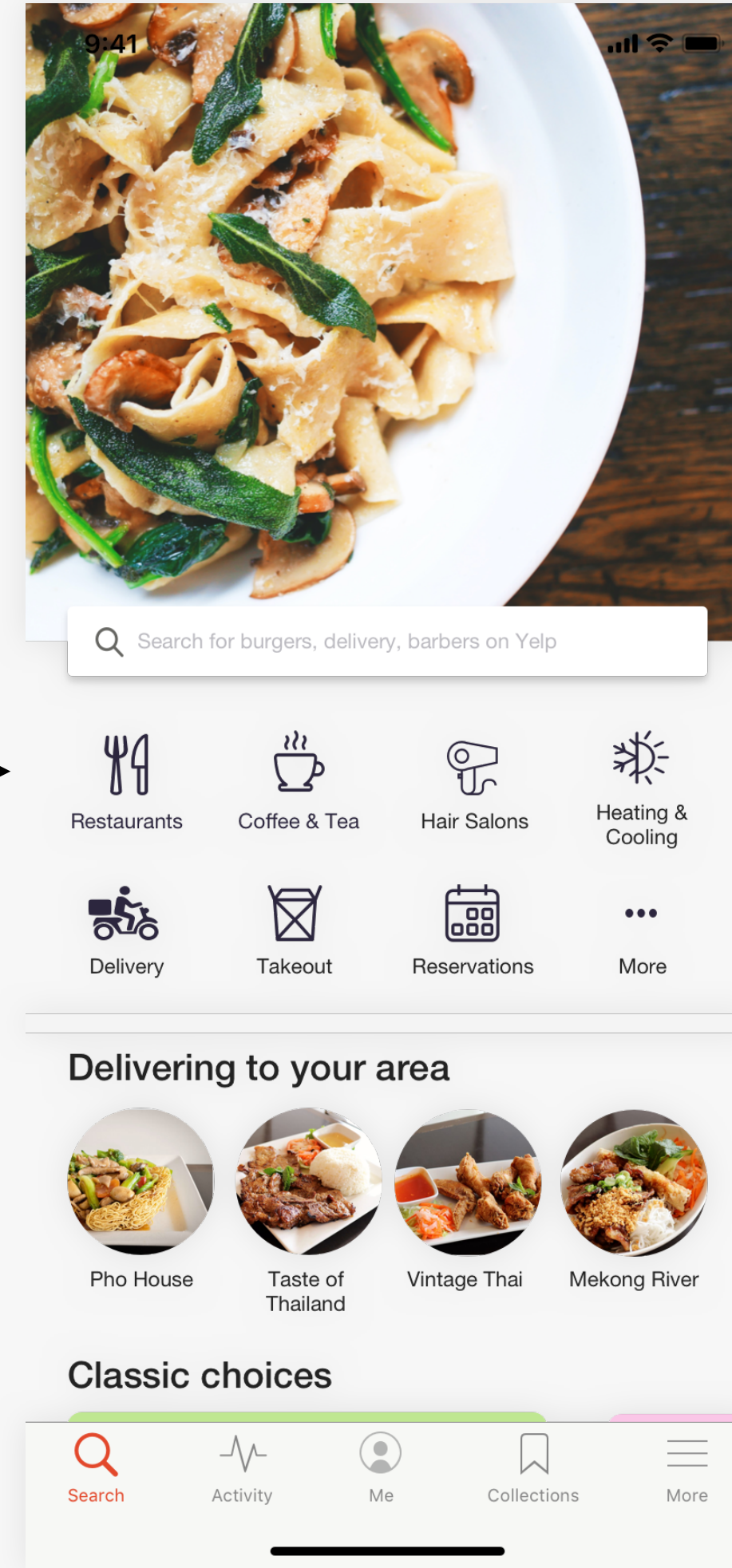
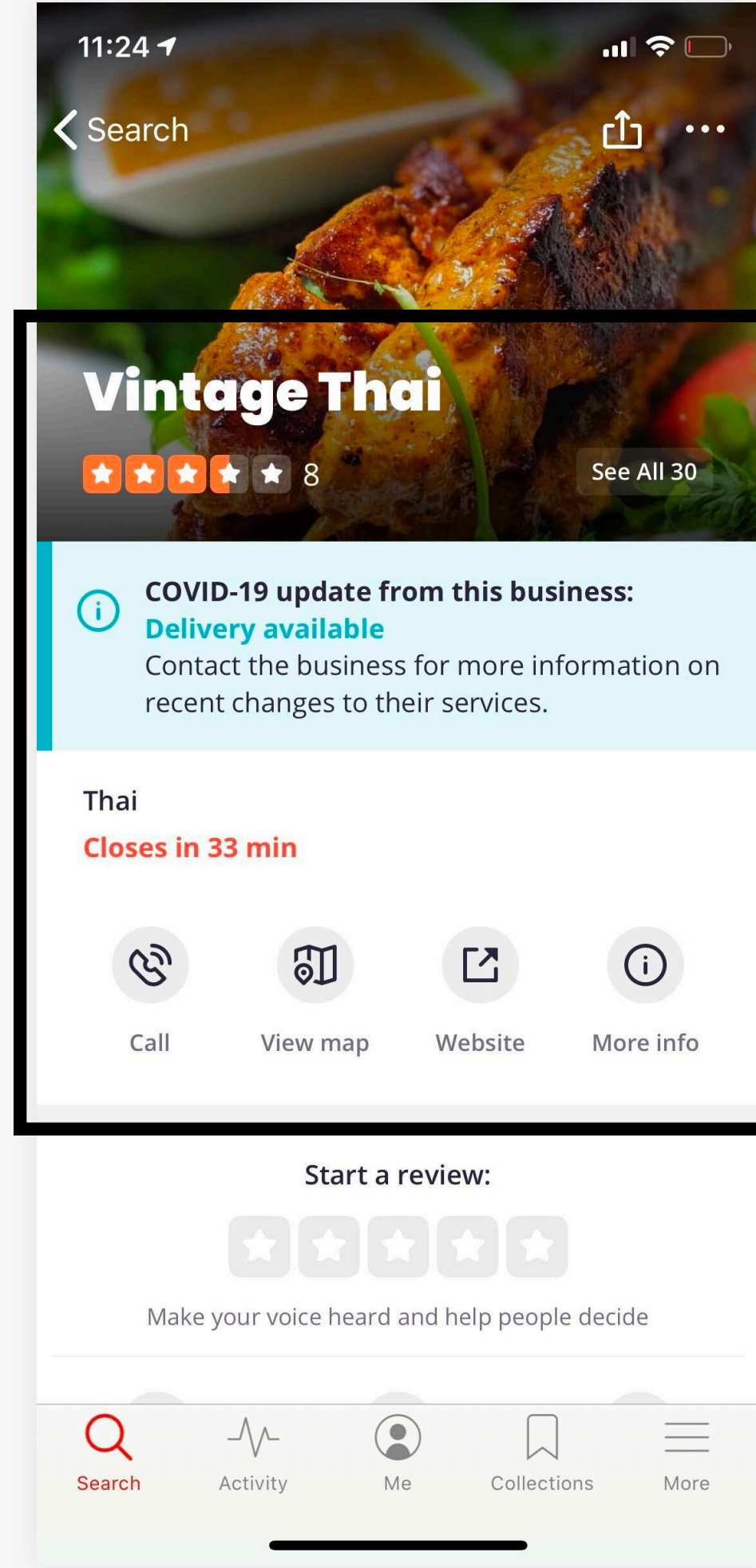
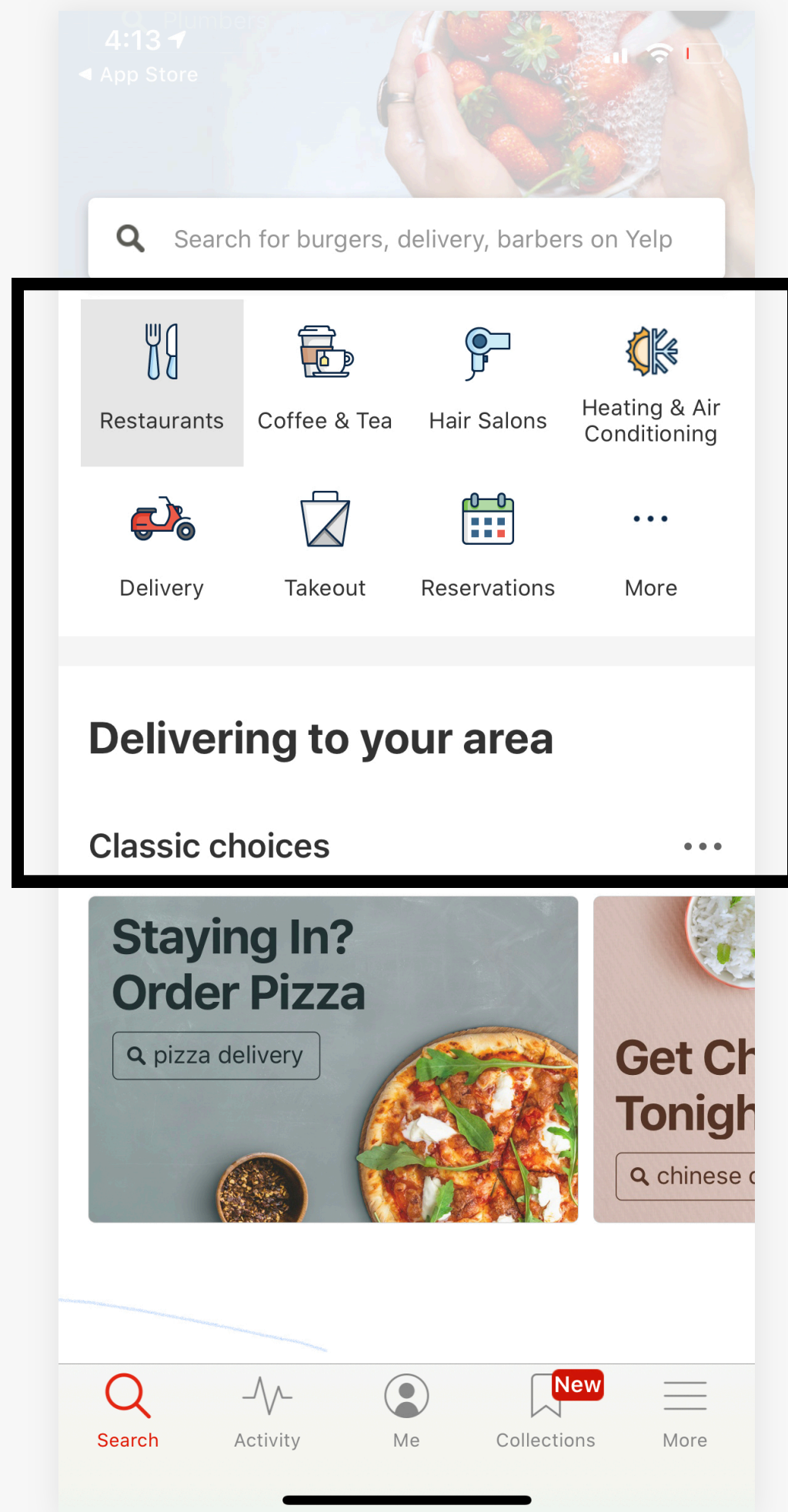
# Consistency & Standards

## Inconsistent Fonts & Icons

Before

Before

After



- Homepage updated
- Consistent iconography to other pages

# Heuristic Evaluation Violations

## H5

### Error Prevention

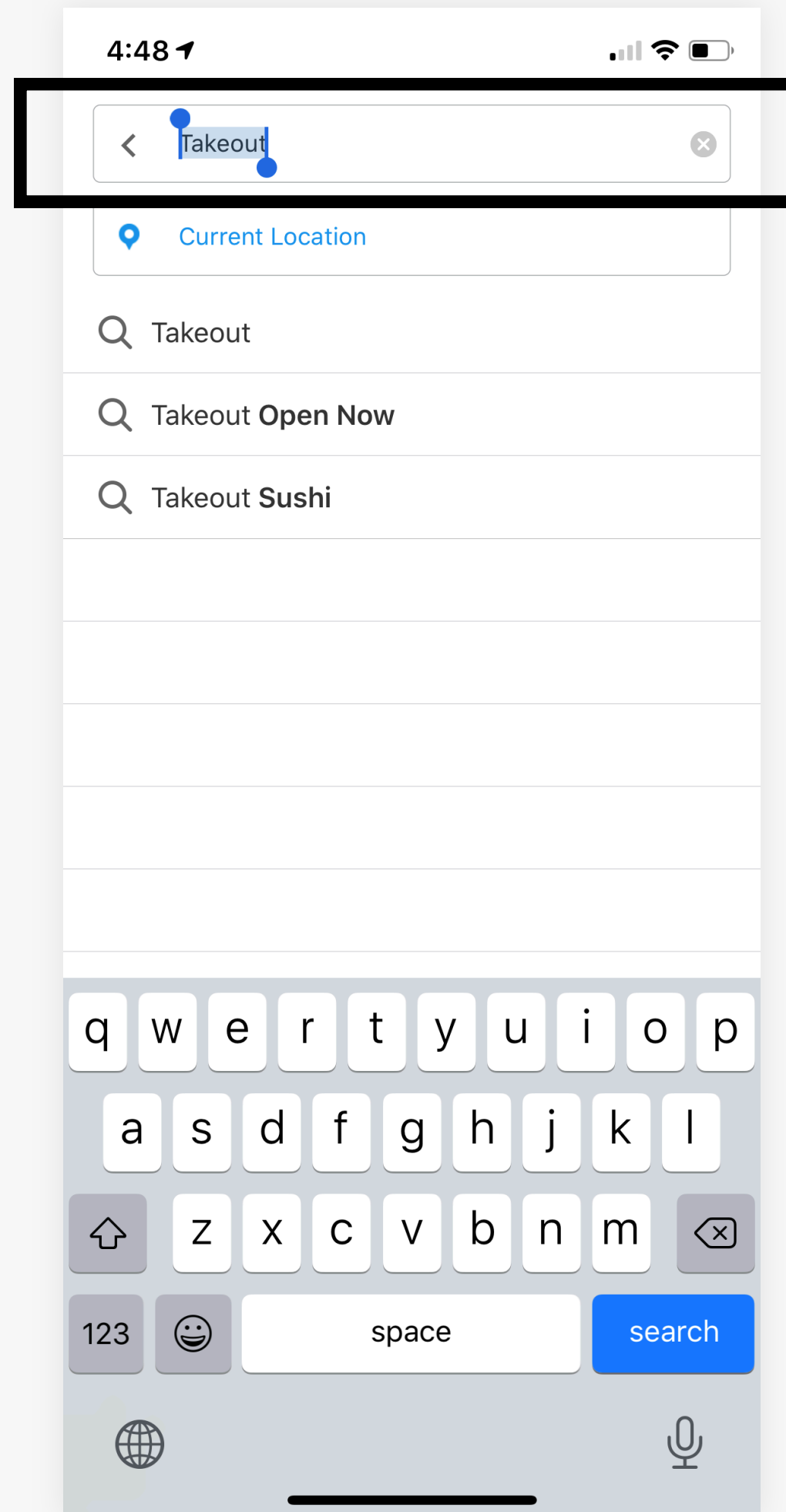
Prevent misclicks of the user. An Opportunity to improve design

Accidental Filter Deletion **4.0**

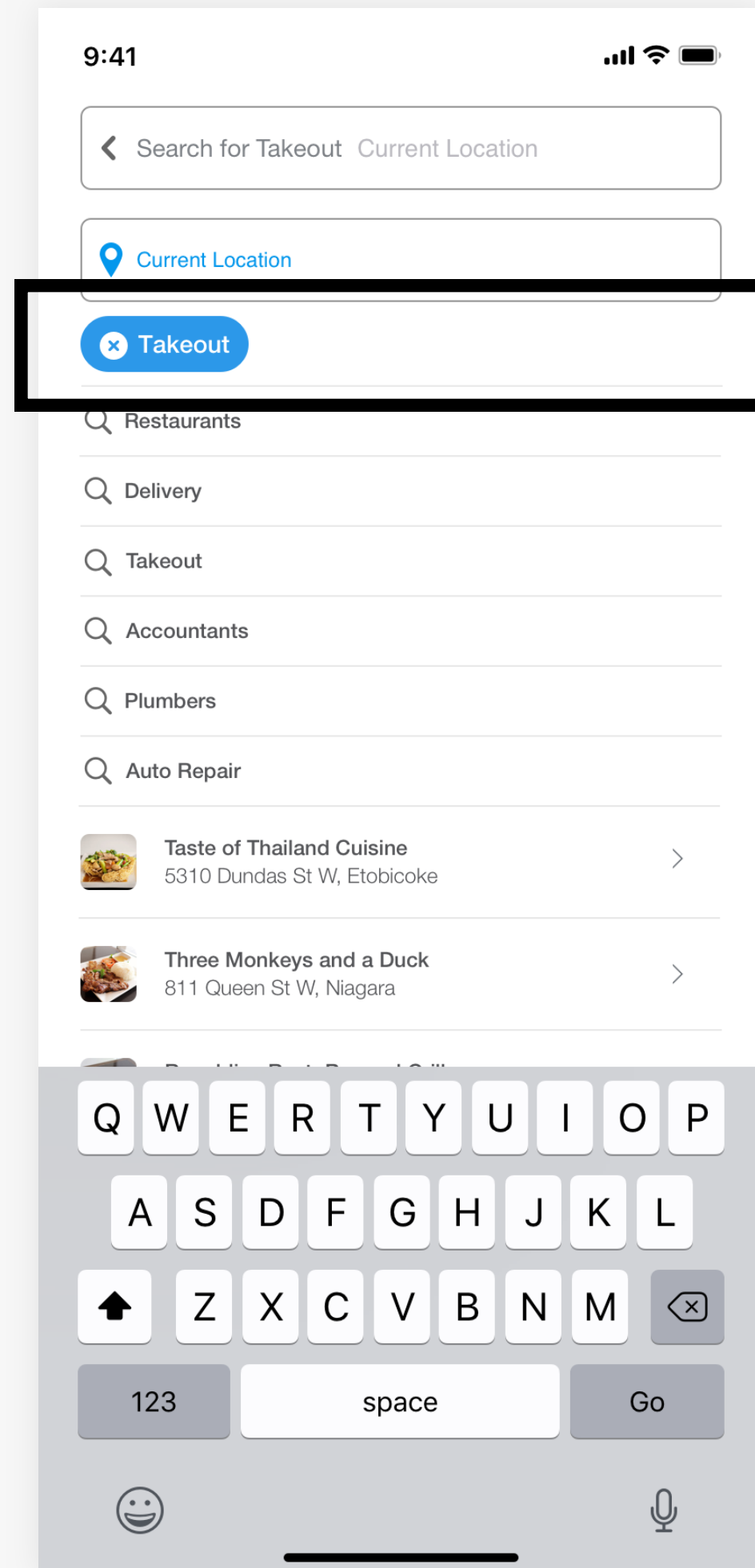
# Error Prevention

## Deleting Filter

Before



After



- 'Takeout' no longer autoselected
- Can remove by clicking x if needed
- No more auto-deletion of "Takeout" option when you start typing in search term

# Heuristic Evaluation Violations



## H6

### Recognition Over Recall

Keep elements visible so users don't need to remember what they are looking at

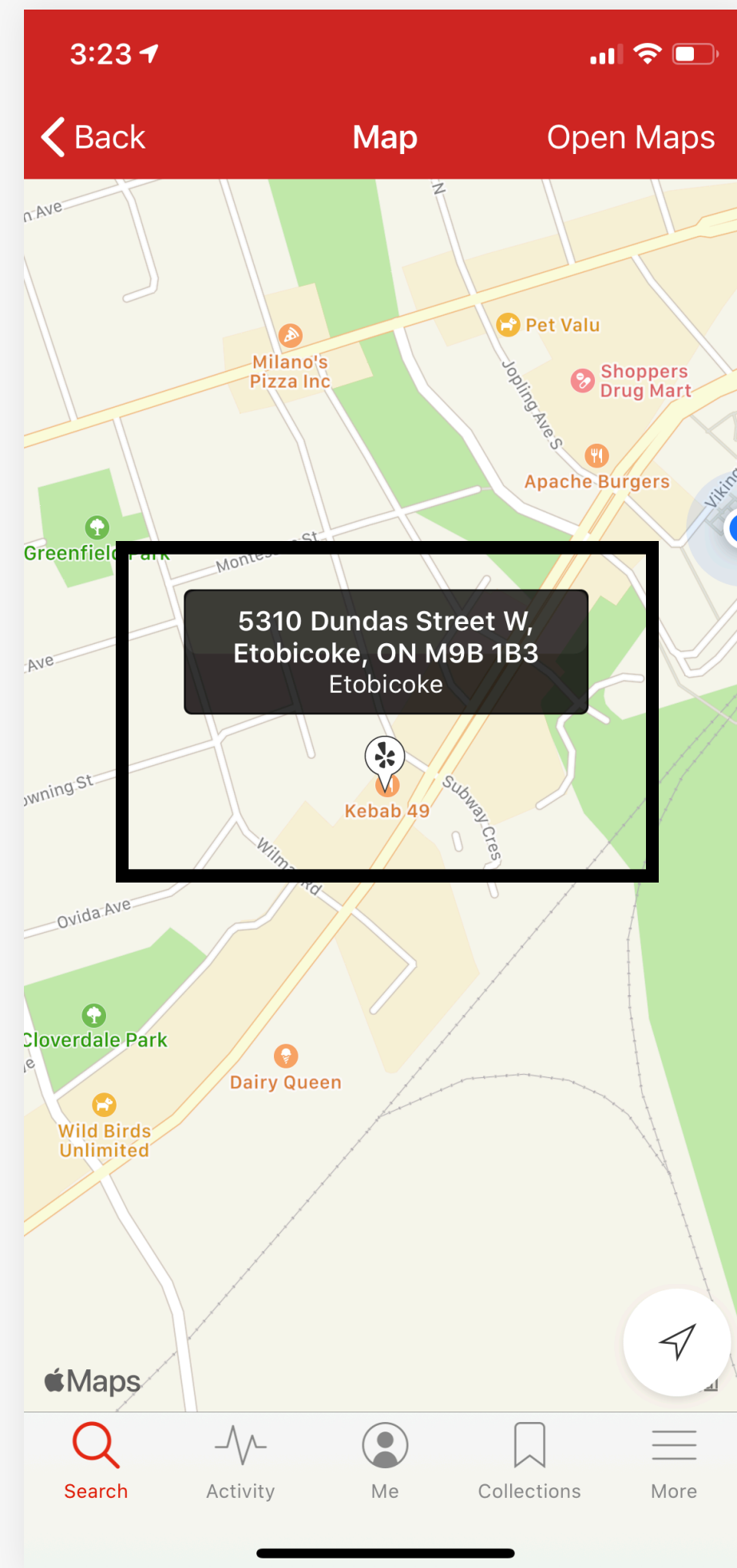
Restaurant Name Hidden in Map **2.0**



# Recognition Over Recall

## Restaurant Name Hidden

### Before



- Removed
- We would have added the name of the restaurant but this page won't exist anymore due to it being redundant
- As per H7 violation

# Heuristic Evaluation

## Violations

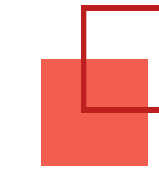
### H7

#### Flexibility & Efficiency of Use

Having options for both novice and expert users to improve workflow

Mapception

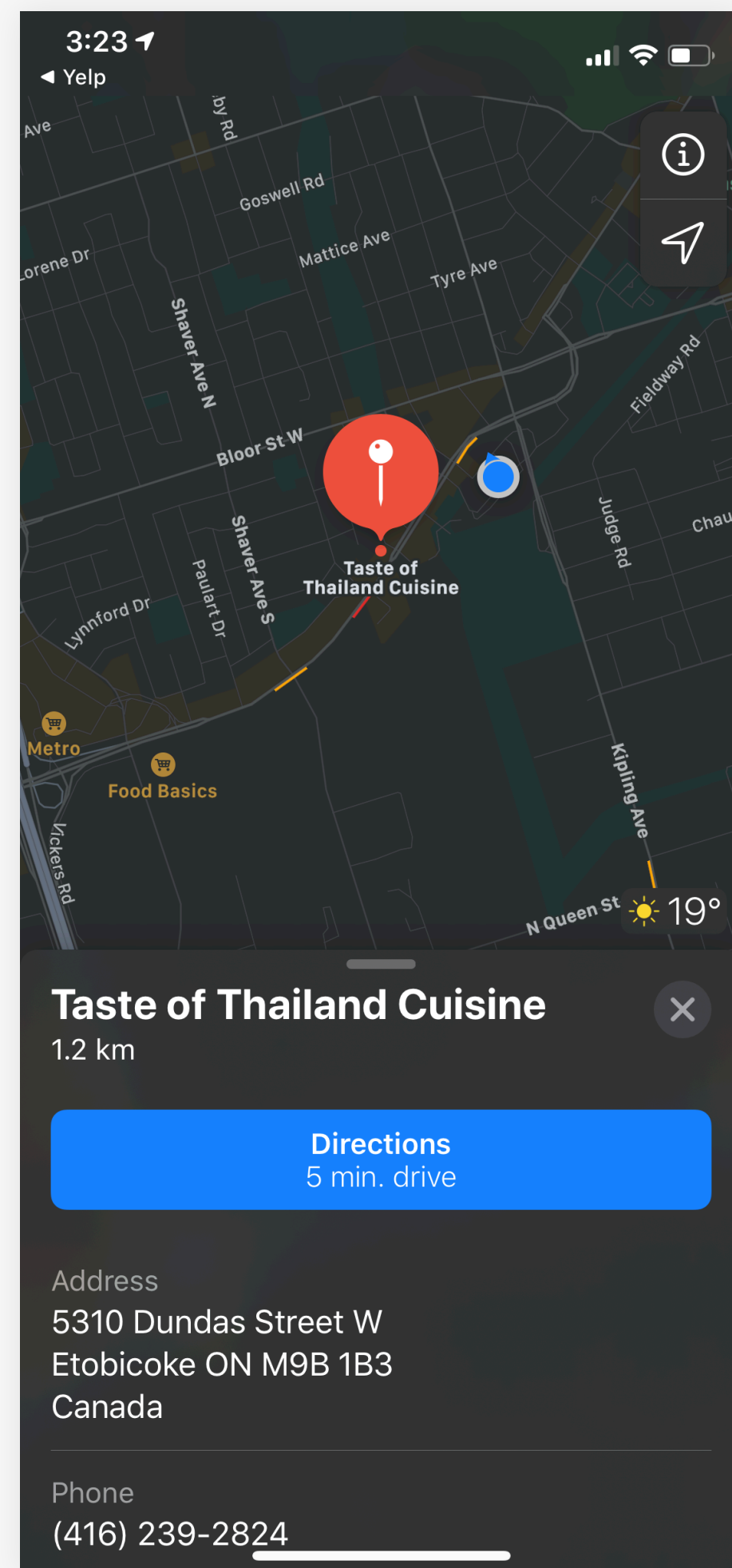
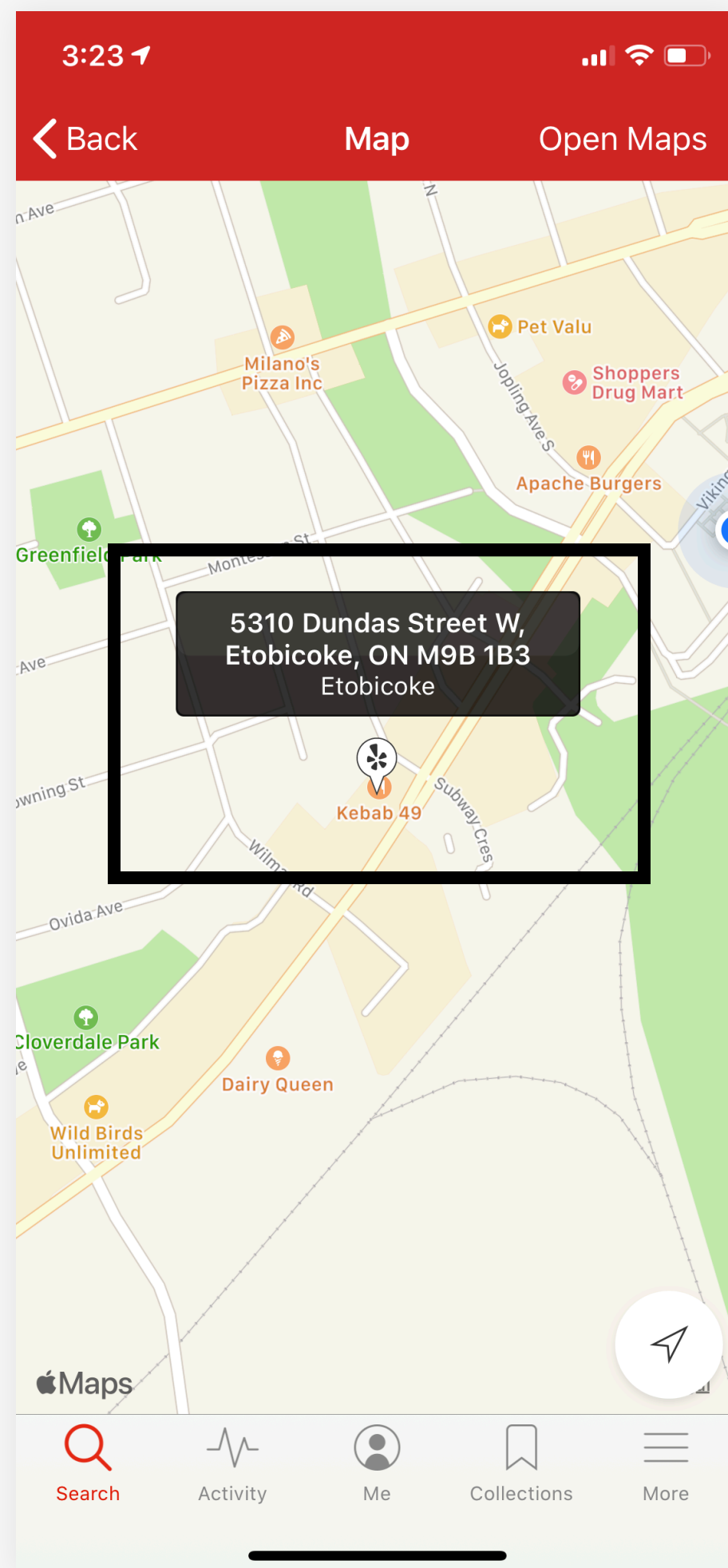
2.33



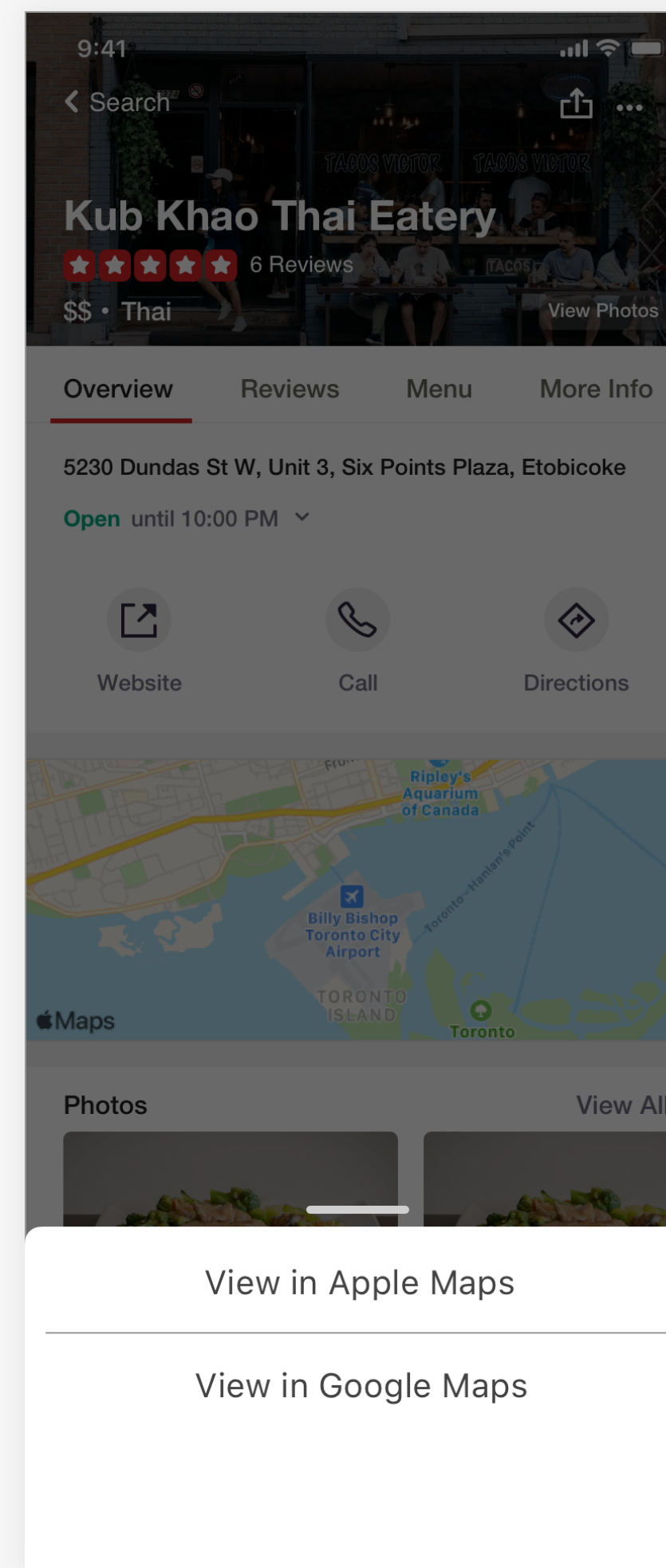
# Flexibility & Efficiency of Use

## Mapception

Before



After



- No more mapception (clicking through 2 map screens to get directions)
- Just click on directions
- Brings up options to go to Apple or Google Maps directly



# Heuristic Evaluation



## H8

### Aesthetic & Minimalist Design

Only show what users are looking for to complete their task

Redundant Information

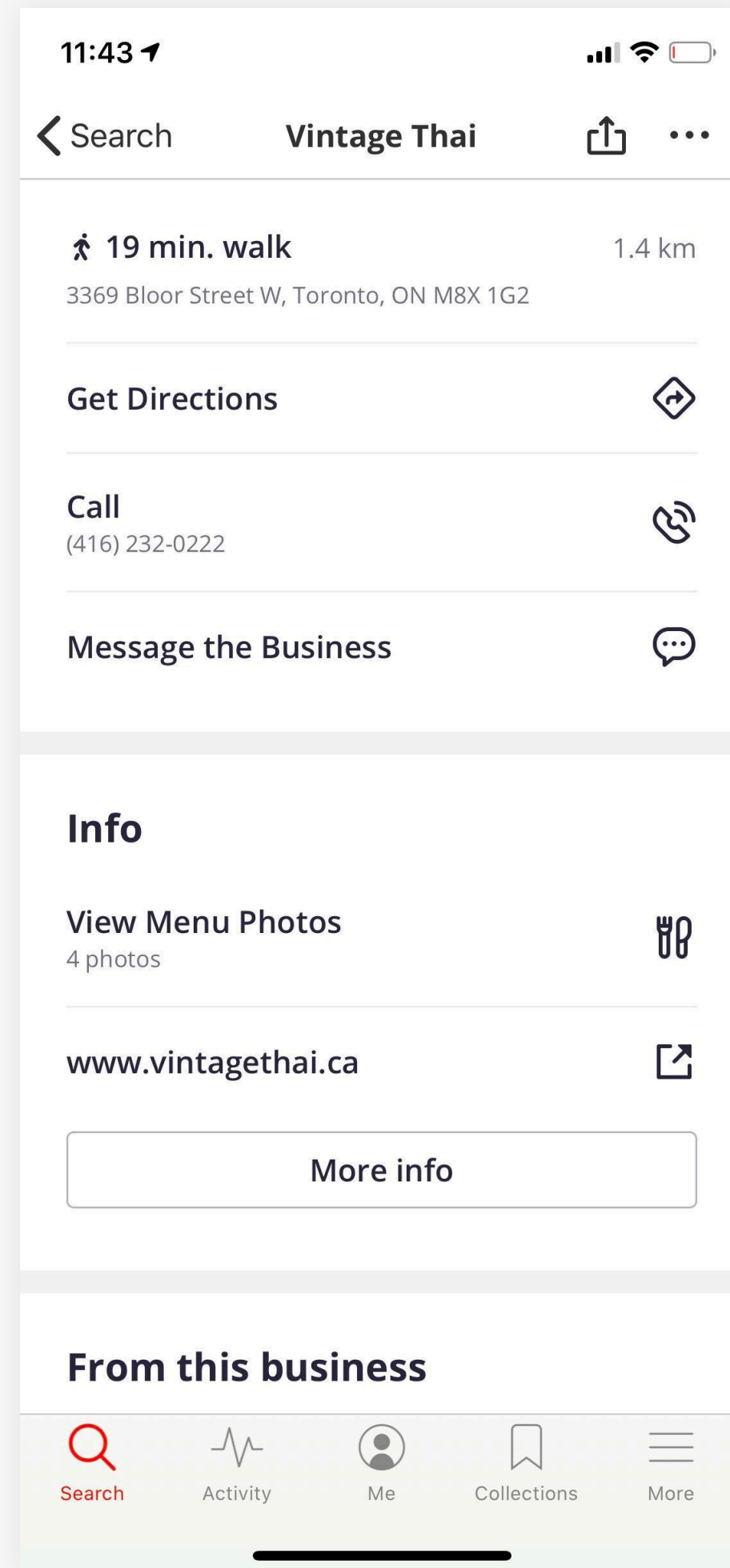
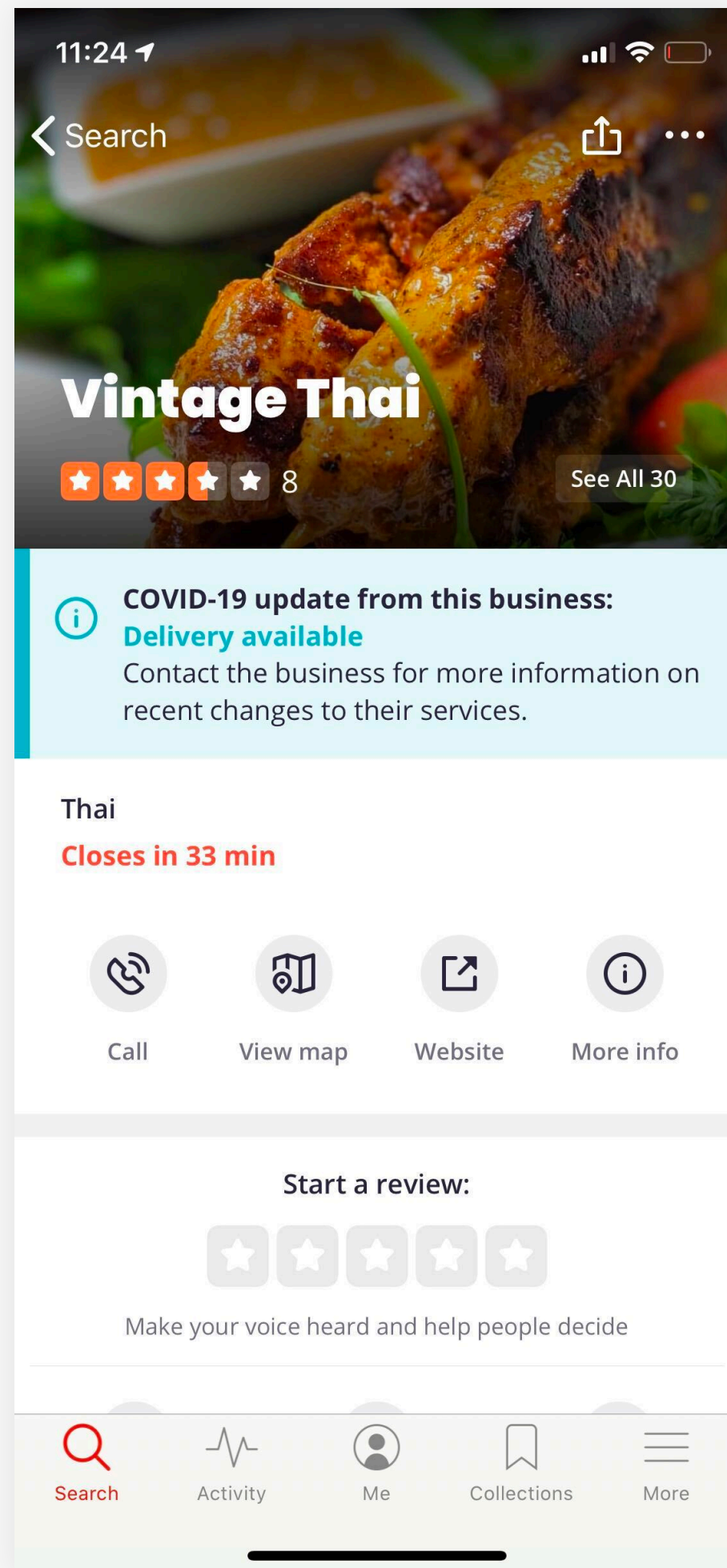
3.0



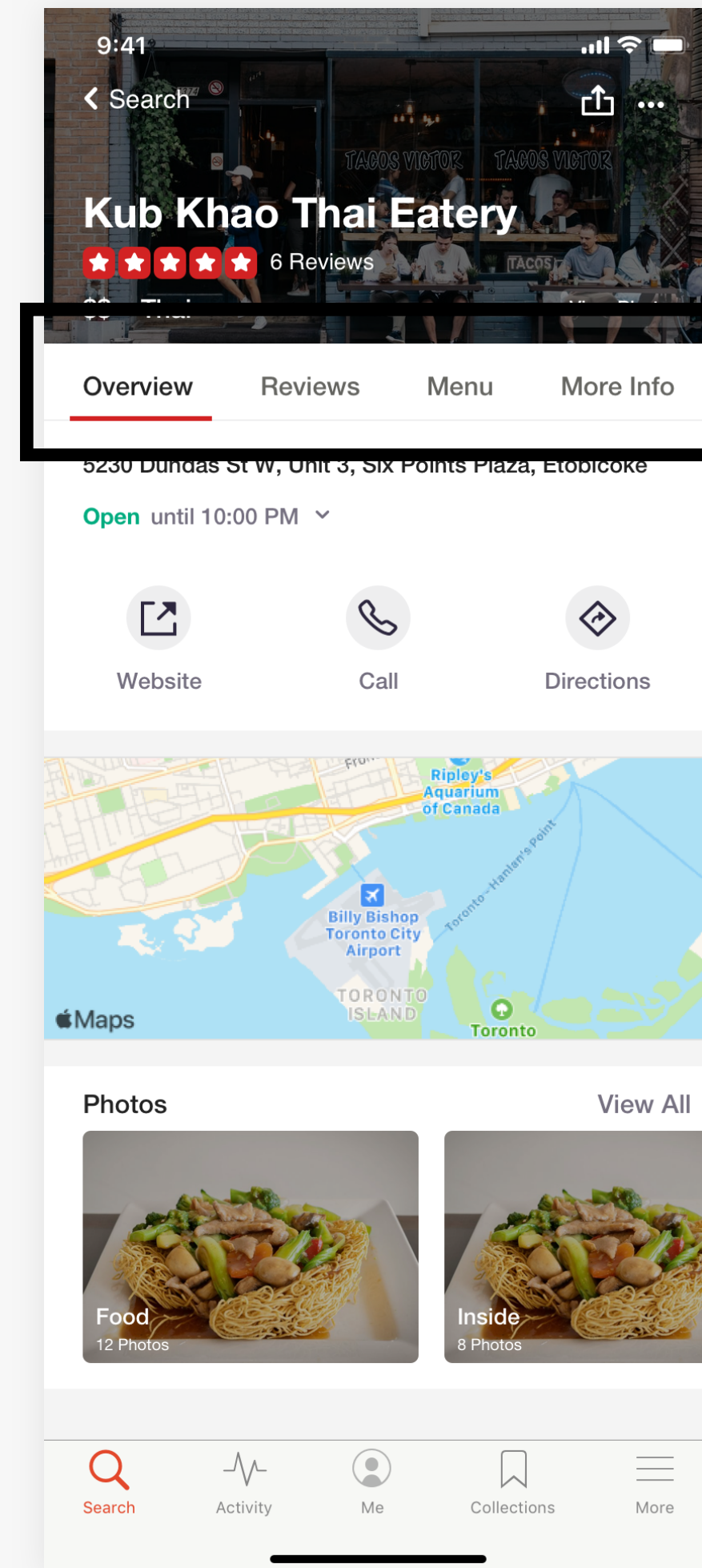
# Aesthetic & Minimalist Design

## Redundant Information

### Before



### After



- Streamlined page
- Removed repeated elements

# **Next Steps**

Create new design system

**Thank you for listening**

**Q&A**



Heuristic Redesign

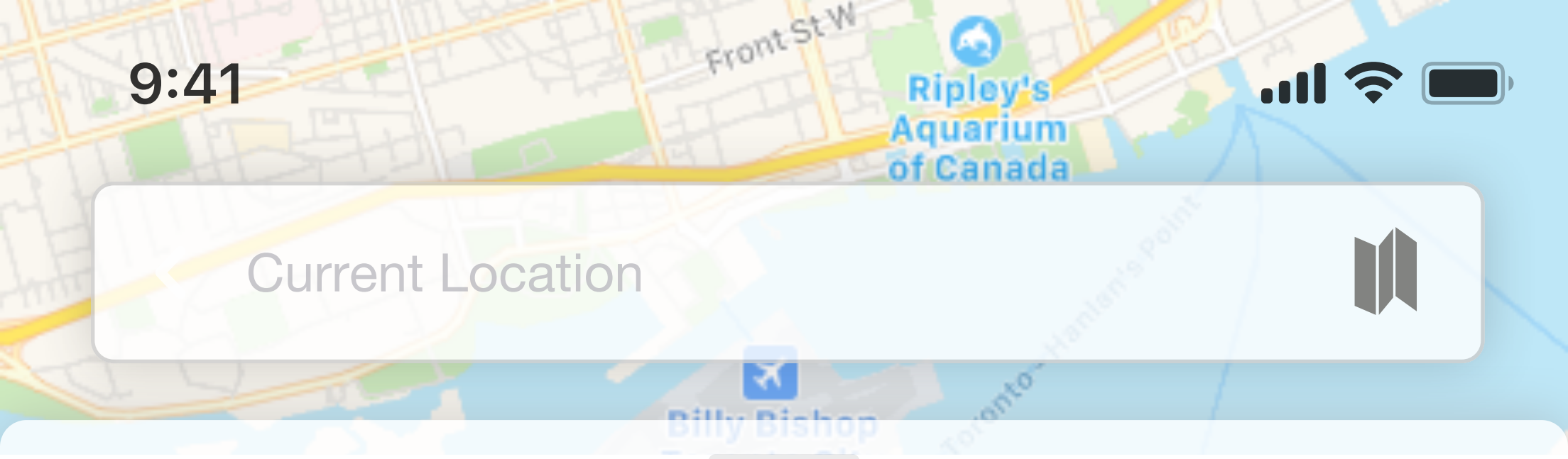
By Rebecca Lee

# Heuristic Evaluation

## Recap

- Identify usability issues
- Provide insights on ways to improve usability
- Task Flow: Order takeout from a Thai restaurant with positive reviews
- Screens were redesigned based on Heuristic Evaluation

Overall Usability | **2.5**



Current Location



Recommended

1

Filters



Takeout

## Sponsored Results



**Asian Palace**

 93 Reviews

\$\$ • Vietnamese, Thai

325 Bamburgh Cir, Scarborough 6.2 km

### 1. Kub Khao Thai Eatery

0.36 km

 93 Reviews

\$\$ • Thai

5230 Dundas St W, Unit 3, Six Points Plaza, Etobicoke



Call

Menu

### 2. Baan Thai


0.28 km

 36 Reviews


# Colours

## Brand Colours


**Primary**



#333333  
Text




#D22223  
Icons  
Elements  
Ratings (4)




#FFFFFF  
Contrast  
Icons


**Secondary**



#F15D4F  
Ratings (3)




#FF9241  
Ratings (2)




#FEC00F  
Ratings (1)


## Functional Colours




#2C98E9  
Links  
Buttons




#00AC7F  
Accents




#2C263E  
Action Icons



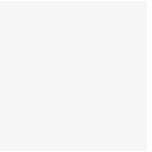
#666666  
Mid Text  
Icons (other)



#999999  
Subtle Text



#CCCCCC  
Borders  
Dividers



#F4F4F4  
Background

# Icons

## Home Page (48x48 Containers)



## Inactive



## Active



## Other



# Fonts

H1 - 26 Bold

H2 - 21 Medium

H3 - 18 Medium

H4 - 16 Medium

H5 - 14 Medium

H6 - 12 Bold

B1 - 14 Regular

B2 - 14 Light

B3 - 12 Regular

B4 - 10 Regular

Page Header / Sponsored Results Header

Subheader

Page List Header / CTA 1

Navigation / Page Titles / Header Card Details / CTA 2

Body Information / Filter Pills / Search Results / CTA 3

Reviews Header

Page Body Text / Search Box Field

Review Body Text

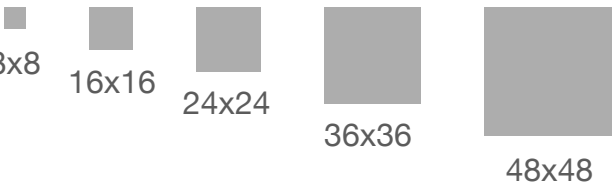
Sub Body Text / CTA 4

Tab Bar Text

# Grids

Elements were arranged on a hard 8pt grid, with some elements being centred inside buttons, and being fitted as best as they could within the grid.

Intervals of 8 were used wherever they could.





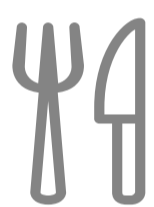
# User Interface Library



- Includes all necessary components in the mobile app
- Used as reference for other designers
- Helps keep things consistent



Search for burgers, delivery, barbers on Yelp



Restaurants



Coffee & Tea



Hair Salons



Heating & Cooling



Delivery



Takeout



Reservation



More

## Delivering to your area



Pho House



Taste of Thailand



Vintage Thai



Mekong River

## Classic choices



Search



Activity



Me



Collections



More

Current Location

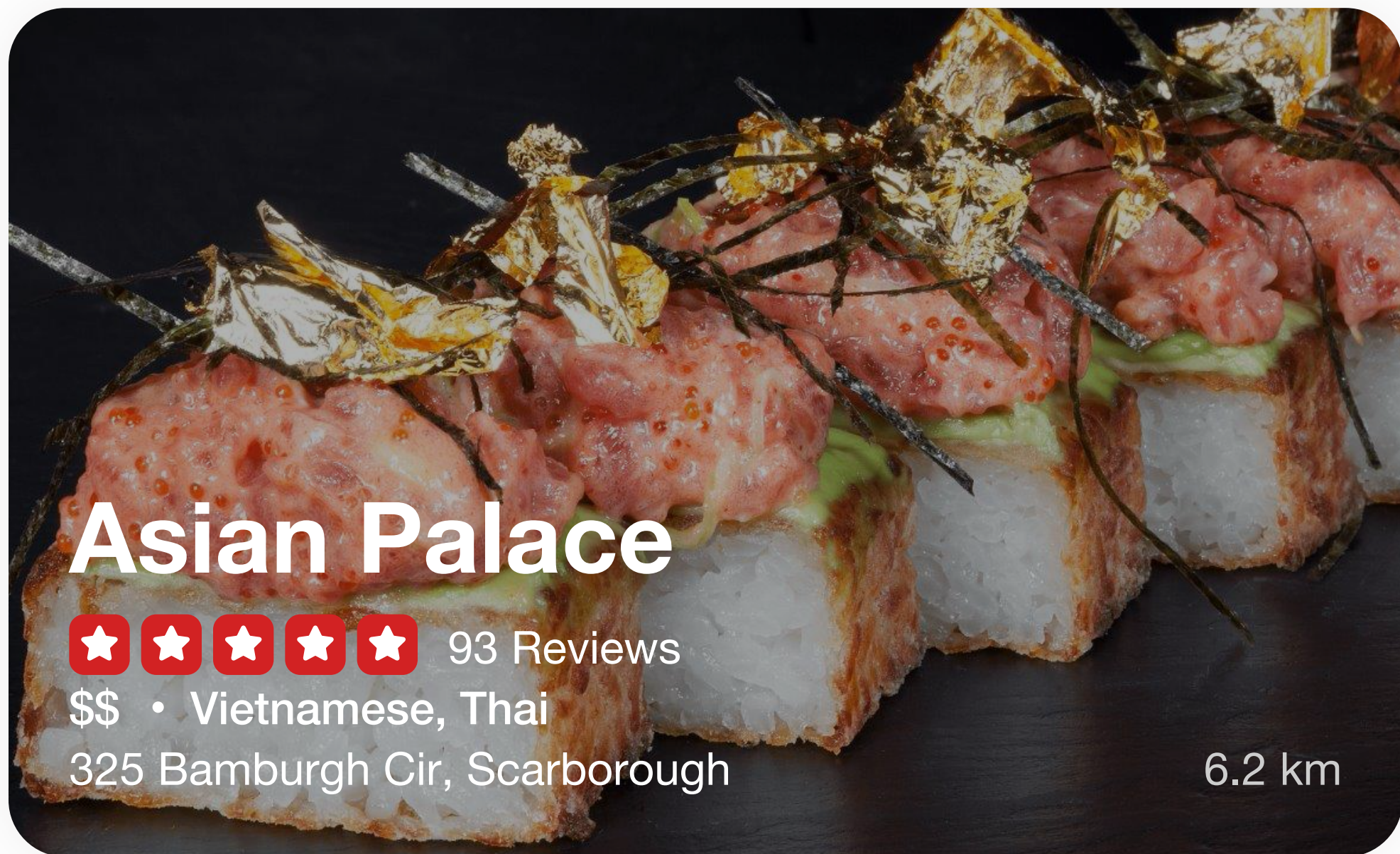


Recommended

1 Filters

Takeout

## Sponsored Results ⓘ



**Asian Palace**  
 ★★★★★ 93 Reviews  
 \$\$ • Vietnamese, Thai  
 325 Bamburgh Cir, Scarborough  
 6.2 km

### 1. Kub Khao Thai Eatery

0.36 km

★★★★★ 93 Reviews

\$\$ • Thai

5230 Dundas St W, Unit 3, Six Points Plaza, Etobicoke



Call

Menu

### 2. Baan Thai

0.28 km

★★★★★ 36 Reviews

# Kub Khao Thai Eatery

★★★★★ 6 Reviews

\$\$ • Thai

View Photos

Overview

Reviews

Menu

More Info

5230 Dundas St W, Unit 3, Six Points Plaza, Etobicoke

Open until 10:00 PM



Website



Call



Directions



## Photos

View All



Food  
12 Photos



Inside  
8 Photos

# Kub Khao Thai Eatery

★★★★★ 6 Reviews

\$\$ • Thai

View Photos

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## Recommended Reviews ⓘ



Ben H.

0 reviews, 0 stars, 0 photos



Tap to review...

Search

Sort

Suggestions

Noodle



Jennifer P.

12 reviews, 104 stars, 17 photos

★★★★★ 5 months ago

Be prepared - this is a rice noodles/hotpot place without compromise. I got the house noodle soup and was unprepared for a massive, aromatic, and sizzling hot bowl of soup that had clearly been simmering for hours. Rice noodles are all you can eat and...

### Suggestion

Try the chicken pad thai!!

Useful 0

Funny 0

Cool 0



Joe C.

5 reviews, 78 stars, 4 photos

★★★★★ 5 months ago

# Kub Khao Thai Eatery

★★★★★ 6 Reviews

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Search



Activity



Me



Collections



More

# Kub Khao Thai Eatery

6 Reviews

Search

View Photos

\$\$ Thai

H1 - 26 Bold

H2 - 21 Medium

H3 - 18 Medium

H4 - 16 Medium

H5 - 14 Medium

H6 - 12 Bold

Page Header / Sponsored Result Header

Sub Header

Page List Header / CTA 1

Tab Bar Navigation / Page Titles / Header Card Details / CTA 2

Important Body Information / Pill Filters / Search Results / CTA 3

Review Header

B1 - 14 Regular

B2 - 14 Light

B3 - 12 Regular

Page Body Text / Search Box Field

Review Body Text

CTA 4 / Sub Body Text

[Click here to read more](#)



Icons



Action Icons



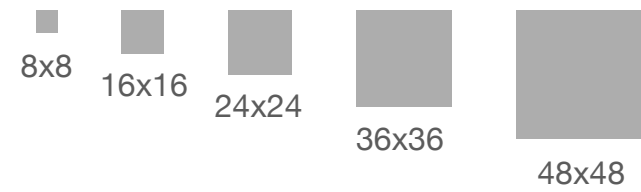
CTA 2: #f5f5f5 (Page Background Colour)

Shadows: X: 0, Y:0, Size:15, Colour: #333333, Alpha: 30

# Grids

Elements were arranged on a hard 8pt grid, with some elements being centred inside buttons, and being fitted as best as they could within the grid.

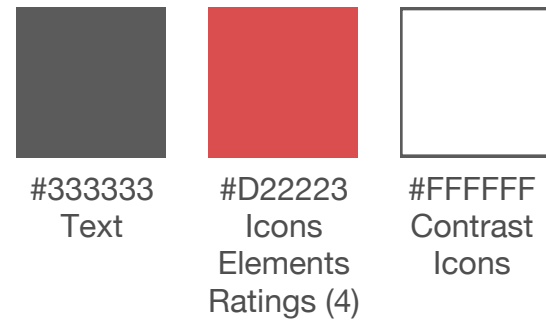
Intervals of 8 were used wherever they could.



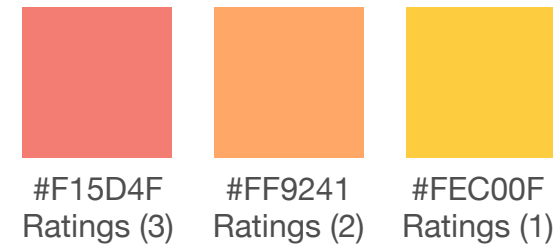
# Colours

## Brand Colours

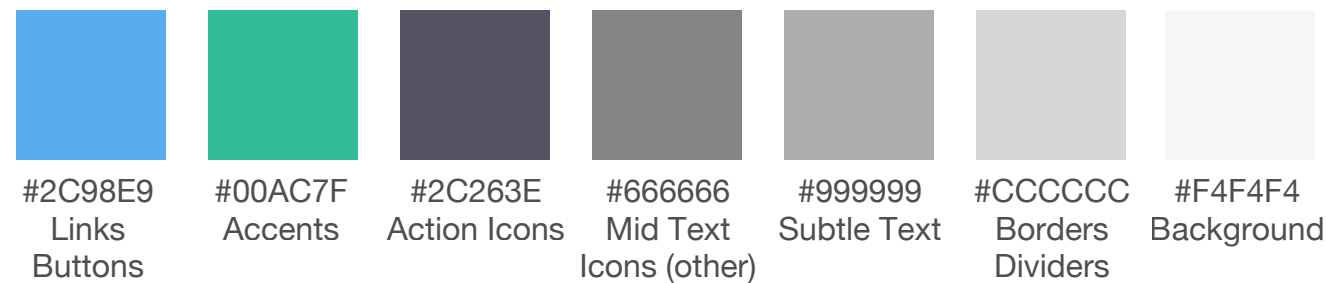
### Primary



### Secondary



## Functional Colours



# Fonts

H1 - 26 Bold

H2 - 21 Medium

H3 - 18 Medium

H4 - 16 Medium

H5 - 14 Medium

H6 - 12 Bold

B1 - 14 Regular

B2 - 14 Light

B3 - 12 Regular

B4 - 10 Regular

Page Header / Sponsored Header

Subheader

Page List Header / CTA 1

Navigation / Page Titles / Header Card Details / CTA 2

Body Information / Filter Pills / Search Results / CTA 3

Reviews Header

Page Body Text / Search Box Field

Review Body Text

Sub Body Text / CTA 4

Tab Bar Text

# Icons

## Home Page (48x48 Containers)



## Inactive (24x24 Containers)



## Active (24x24 Containers)



## 24x24 Containers



## 20x20 Containers



## 16x16 Containers



## 12x12 Containers

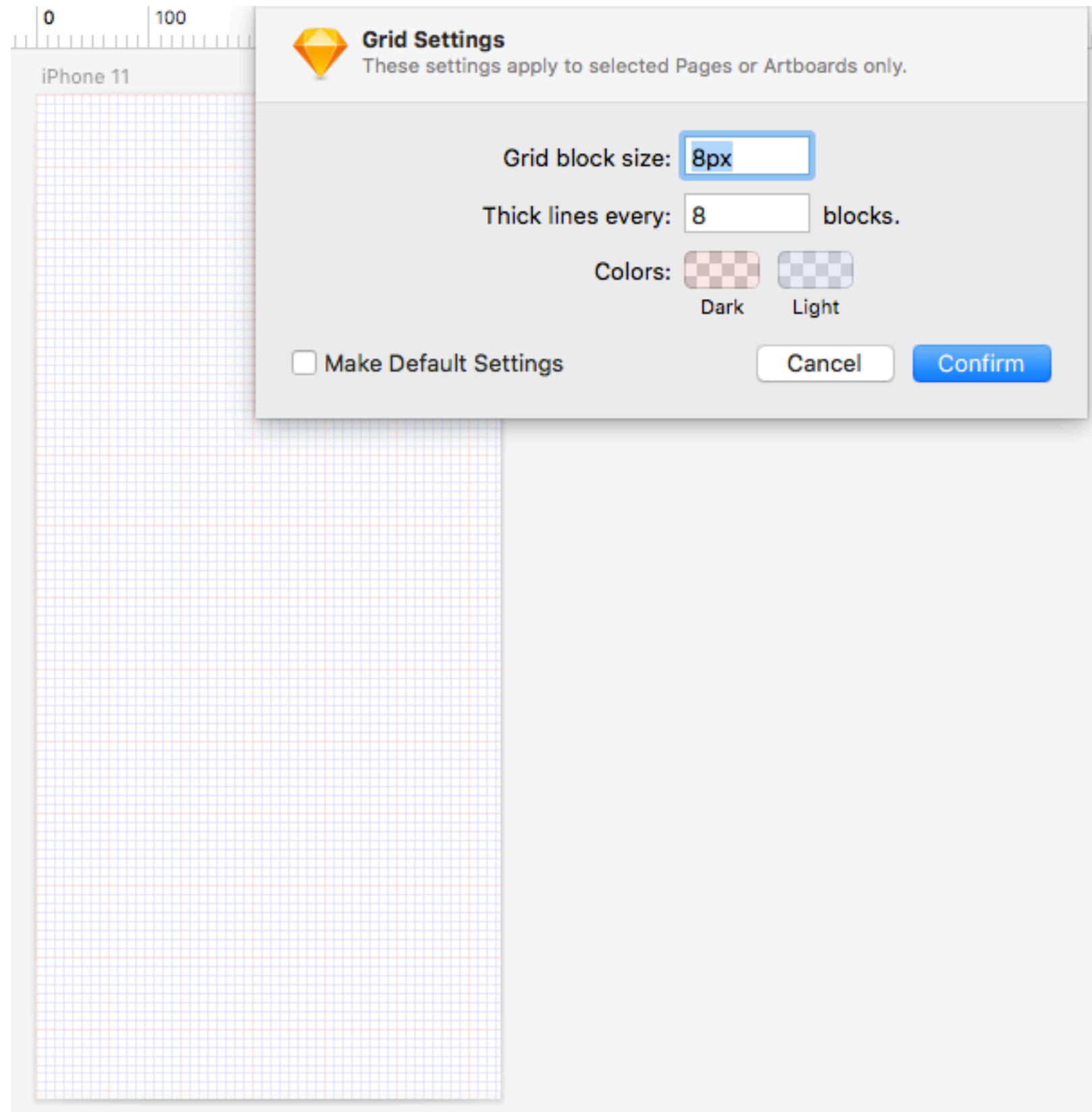
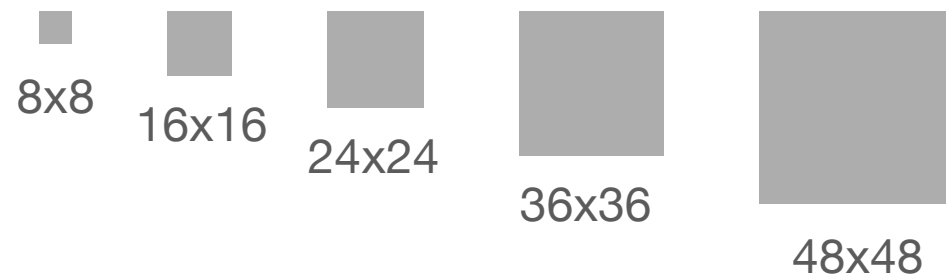




# Grids

Elements were arranged on a hard 8pt grid, with some elements being centred inside buttons, and being fitted as best as they could within the grid.

Intervals of 8 were used wherever they could.



Search for Takeout Current Location

Current Location

Takeout

Restaurants

Delivery

Takeout

Accountants

Plumbers

Auto Repair



Taste of Thailand Cuisine  
5310 Dundas St W, Etobicoke



Three Monkeys and a Duck  
811 Queen St W, Niagara



Republica RestoBar and Grill  
288 A Wilson Avenue, Toronto

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M [Backspace]

123

space

Go



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Directions

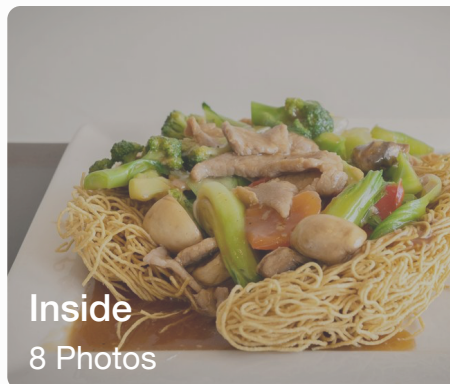


Photos

View All



Food  
12 Photos



Inside  
8 Photos



[View in Apple Maps](#)

---

[View in Google Maps](#)

## Sort results by

**Recommended**



Our software recommends reviews based on quality, reliability, and user activity.

Distance



Rating



Most Reviewed



## Recommended

Our software recommends reviews based on quality, reliability, and user activity.

[Click here to read more](#)

Got it

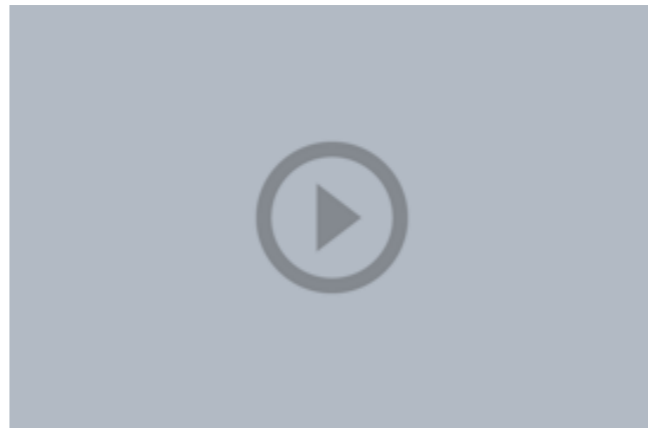
Standard



Graph



Video



Avatar



Logo



Text, selected icons in tab bar, graphical elements, ratings

H1 - 26 Bold

Page Header / Sponsored Results Header

H2 - 21 Medium

Subheader

H3 - 18 Medium

Page List Header / CTA 1

H4 - 16 Medium

Navigation / Page Titles / Header Card Details / CTA 2

H5 - 14 Medium

Body Information / Filter Pills / Search Results / CTA 3

H6 - 12 Bold

Reviews Header

B1 - 14 Regular

Page Body Text / Search Box Field

B2 - 14 Light

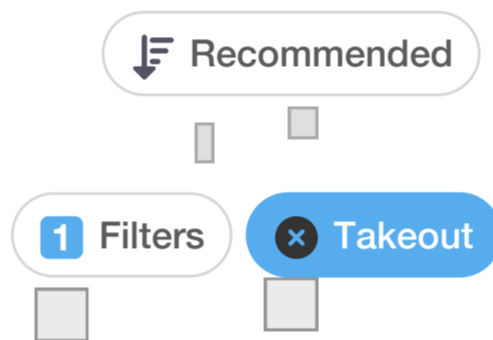
Review Body Text

B3 - 12 Regular

Sub Body Text / CTA 4

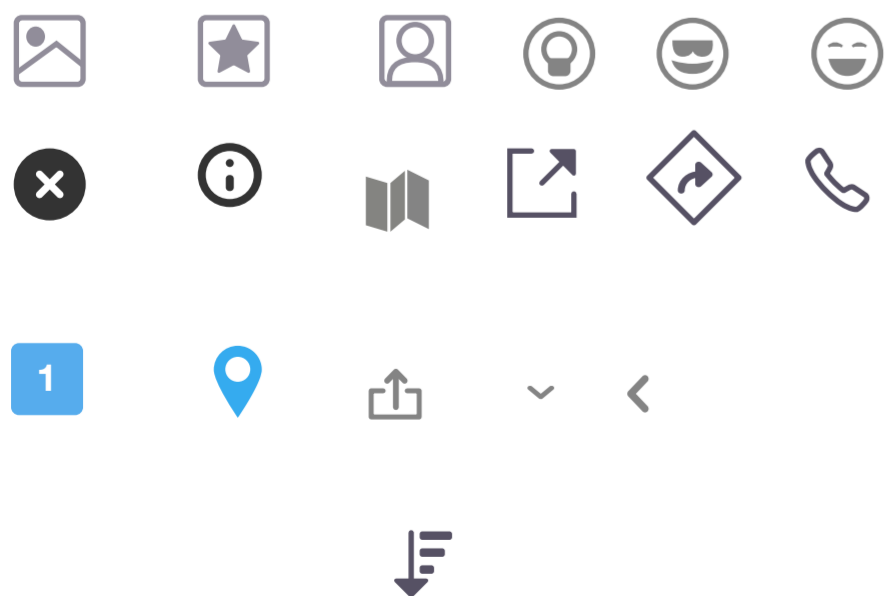
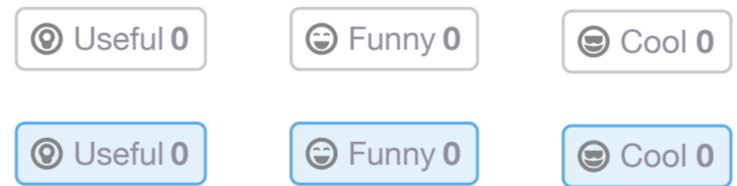
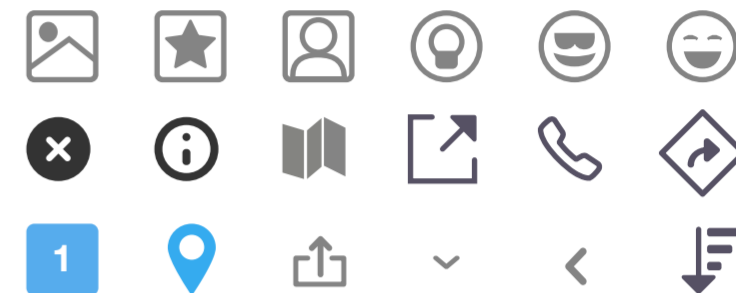
B4 - 10 Regular

Tab Bar Text



Other

Other



# Colours

## Brand Colours

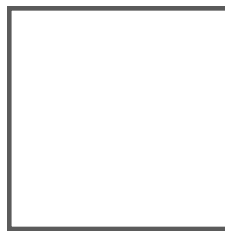
### Primary



#333333  
Text



#D22223  
Icons  
Elements  
Ratings (4)



#FFFFFF  
Contrast  
Icons

### Secondary



#F15D4F  
Ratings (3)



#FF9241  
Ratings (2)

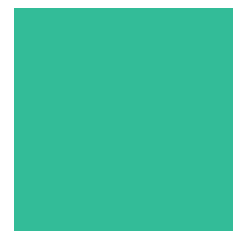


#FEC00F  
Ratings (1)

## Functional Colours



#2C98E9  
Links  
Buttons



#00AC7F  
Accents



#2C263E  
Action Icons



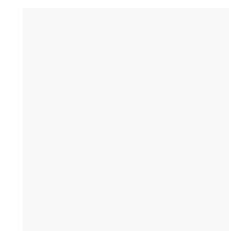
#666666  
Mid Text  
Icons (other)



#999999  
Subtle Text



#CCCCCC  
Borders  
Dividers



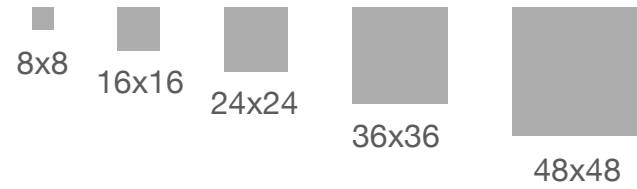
#F4F4F4  
Background



# Grids

Elements were arranged on a hard 8pt grid, with some elements being centred inside buttons, and being fitted as best as they could within the grid.

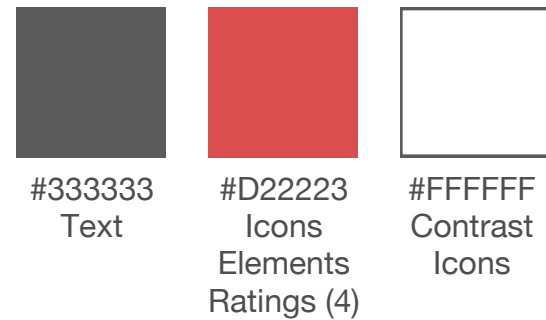
Intervals of 8 were used wherever they could.



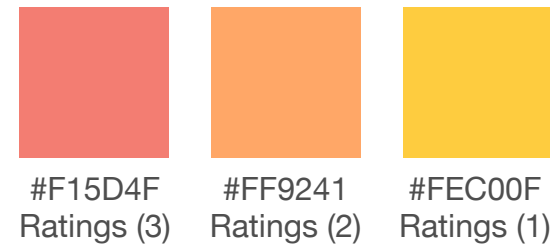
# Colours

## Brand Colours

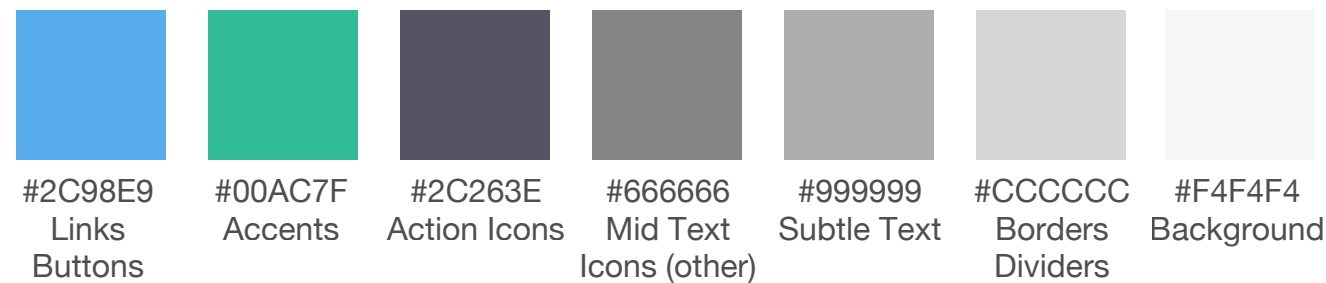
### Primary



### Secondary



## Functional Colours



# Fonts

H1 - 26 Bold

H2 - 21 Medium

H3 - 18 Medium

H4 - 16 Medium

H5 - 14 Medium

H6 - 12 Bold

B1 - 14 Regular

B2 - 14 Light

B3 - 12 Regular

B4 - 10 Regular

Page Header / Sponsored Header

Subheader

Page List Header / CTA 1

Navigation / Page Titles / Header Card Details / CTA 2

Body Information / Filter Pills / Search Results / CTA 3

Reviews Header

Page Body Text / Search Box Field

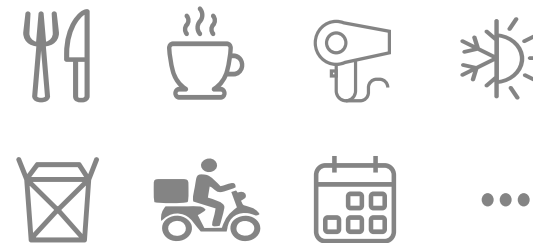
Review Body Text

Sub Body Text / CTA 4

Tab Bar Text

# Icons

## Home Page (48x48 Containers)



## Inactive (24x24 Containers)



## Active (24x24 Containers)



## 24x24 Containers



## 20x20 Containers



## 16x16 Containers



## 12x12 Containers



Thai Current Location

Current Location

Takeout

Restaurants

Delivery

Takeout

Accountants

Plumbers

Auto Repair



Taste of Thailand Cuisine  
5310 Dundas St W, Etobicoke



Three Monkeys and a Duck  
811 Queen St W, Niagara



Republica RestoBar and Grill  
288 A Wilson Avenue, Toronto

Q W E R T Y U I O P  
A S D F G H J K L  
↑ Z X C V B N M [Backspace]  
123 space Go



# Fonts - Header (Helvetica Neue)

**H1 - 26 Bold**      **THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG**  
**the quick brown fox jumps over the lazy dog**  
**Page Header / Sponsored Header**

**H2 - 21 Medium**      THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
Subheader

**H3 - 18 Medium**      THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
Page List Header / CTA 1

**H4 - 16 Medium**      THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
Navigation / Page Titles / Header Card Details / CTA 2

**H5 - 14 Medium**      THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
Body Information / Filter Pills / Search Results / CTA 3

**H6 - 12 Bold**      THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
Reviews Header

Thai Current Location



Recommended

1

Filters



Takeout

## Sponsored Results ⓘ



**Asian Palace**  
 ★★★★★ 93 Reviews  
 \$\$ • Vietnamese, Thai  
 325 Bamburgh Cir, Scarborough  
 6.2 km

### 1. Kub Khao Thai Eatery 0.36 km

★★★★★ 93 Reviews

\$\$ • Thai

5230 Dundas St W, Unit 3, Six Points Plaza, Etobicoke



Call

Menu

### 2. Baan Thai 0.28 km

★★★★★ 36 Reviews



Search



Activity



Me



Collections



More



# Fonts - Body (Helvetica Neue)

B1 - 14 Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
Page Body Text / Search Box Field

B2 - 14 Light

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
Review Body Text

B3 - 12 Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
Sub Body Text / CTA 4

B4 - 10 Regular

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
the quick brown fox jumps over the lazy dog  
Tab Bar Text

## Search Boxes

## Buttons



Recommended

Sort

1 Filters

Takeout

Useful 0

Funny 0

Cool 0

Useful 0

Funny 0

Cool 0

Call

Got it

Search

Sort

Suggestions

Noodle

Rice

Search for burgers, delivery, barbers on Yelp

Current Location



Search for Takeout Current Location

Current Location

# Icons

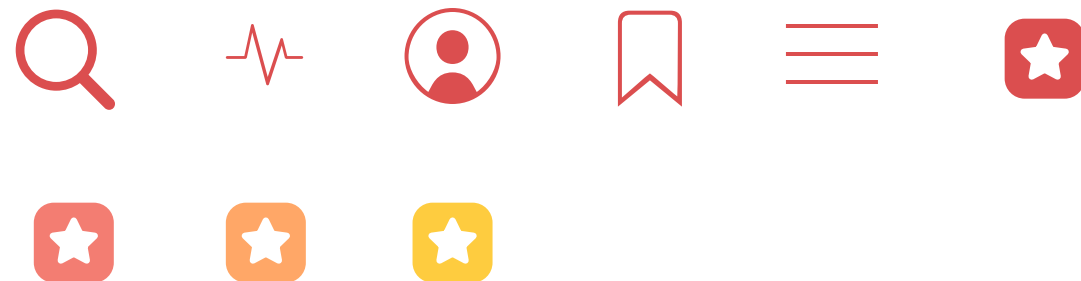
## Home Page (48x48 Containers)



## Inactive (24x24 Containers)



## Active (24x24 Containers)



## 24x24 Containers



## 20x20 Containers



## 16x16 Containers



## 12x12 Containers





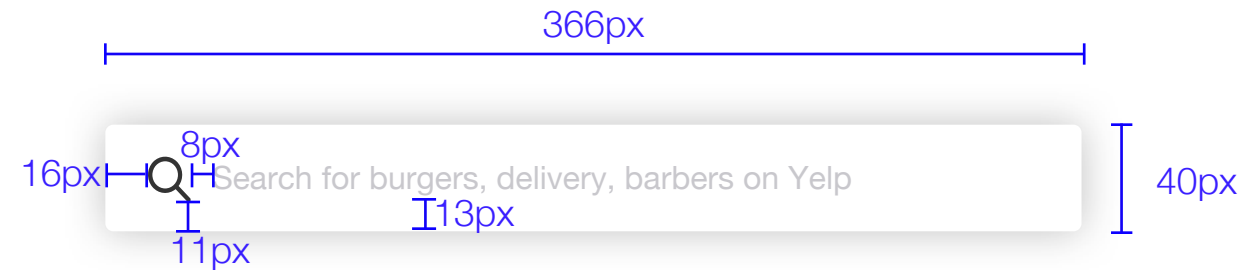
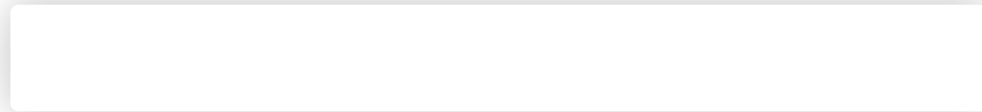
# Search Boxes

Fills are 100% opacity and no shadows unless otherwise stated

## Home Search Bar

Colour: #FFFFFF  
Dimensions: 366x40  
Radius: 3

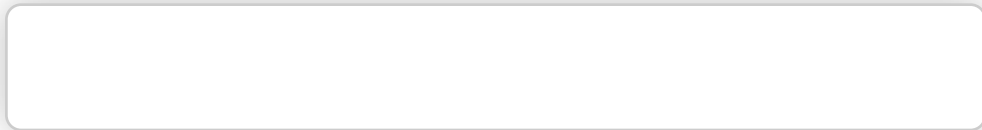
Shadow:  
Colour: #333333  
Opacity: 30%  
Blur: 15, x=0, y=0



## Results Search Bar

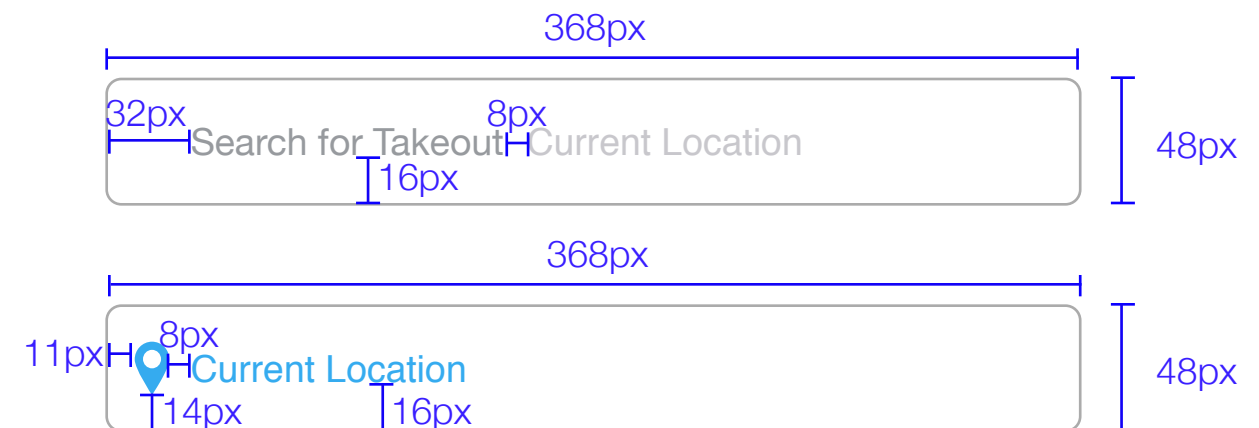
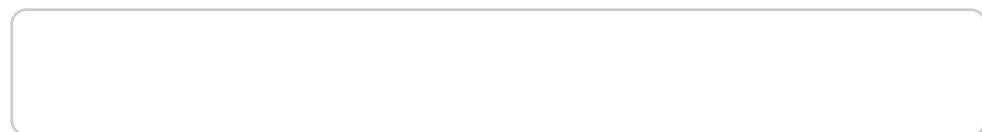
Colour: #FFFFFF  
Dimensions: 368x48  
Radius: 6  
Border: 1px, #CCCCCC

Shadow:  
Colour: #333333  
Opacity: 30%  
Blur: 15, x=0, y=0



## Search Page Search Bar

Colour: #FFFFFF  
Dimensions: 368x48  
Radius: 6  
Border: 1px, #CCCCCC



# Buttons

Fills are 100% opacity and no shadows unless otherwise stated

## Inactive and Active Radio Buttons (24x24)



Inactive

Fill: #FFFFFF  
Border: #CCCCCC



Active

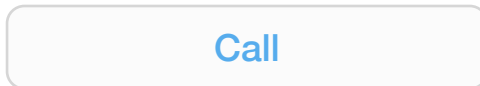
Colour: #2C98E9  
Inner Circle: 16x16

## Action Buttons in Restaurant Page (40x40)



Icons centred inside circle  
Circle Colour: #CCCCCC

## Action Buttons on Search Results Page (180x32)



Text Centred Inside rectangle  
Border: #CCCCCC  
Fill: #CCCCCC, 10% Opacity  
Radius: 7  
x-Padding: Centred, button fixed size  
y-Padding: 8px

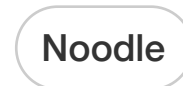
## Action Buttons on pop up (368x48)



Text Centred Inside rectangle  
Fill: #0397EC  
Radius: 8  
x-Padding: Centred, Button fixed size  
y-Padding: 12px

## Pills

Pills expand to fit text with general format:



Inactive  
Fill: #FFFFFF  
Border: #CCCCCC  
Text: H5  
Padding: 8px



Active  
Fill: #2C98E9  
Border: None  
Text: H5 as #FFFFFF  
Padding: 8px

## Action Buttons on Reviews (72x24)



Inactive  
Fill: #FFFFFF  
Border: #CCCCCC  
Text: B3, H6  
Text Padding: 4px  
Icon Padding: 6px  
Number Padding: 6px



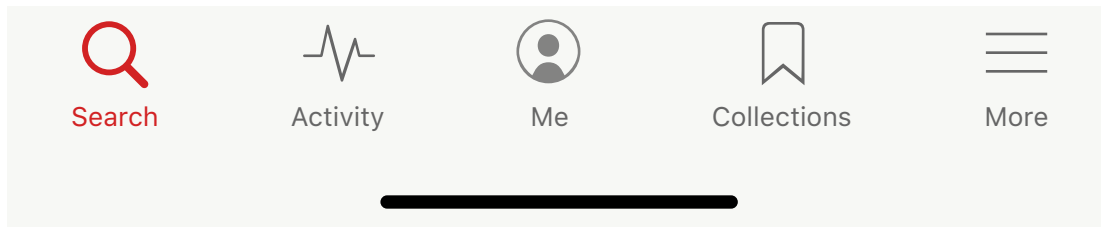
Active  
Fill: #2C98E9, 17% opacity  
Border: #2C98E9  
Text: B3, H6  
Text Padding: 4px  
Icon Padding: 6px  
Number Padding: 6px

Pills with icons have the following padding, where they are centred vertically, with text following normal pill format for active & inactive states



# Tab Bar

Icons dispersed as per Human Interface Guidelines for iOS on readily available template.

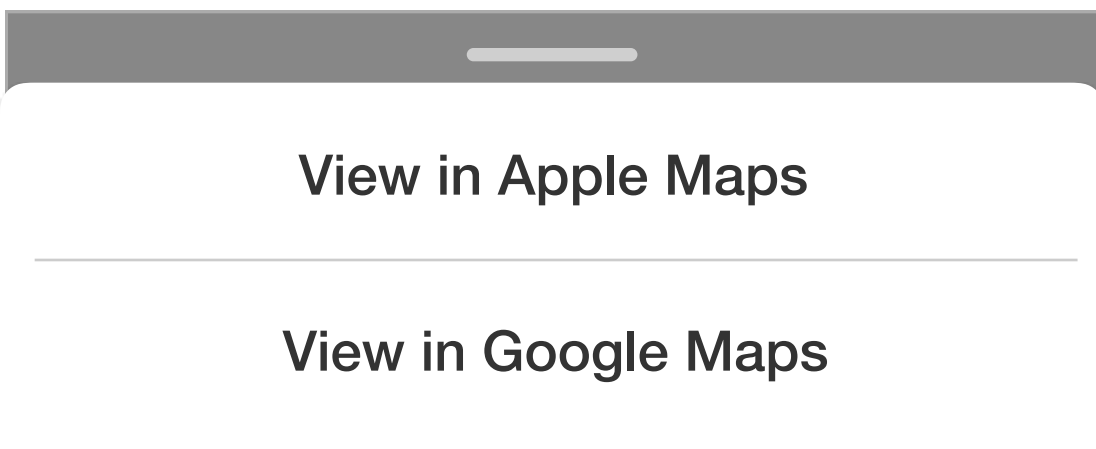


Text: H4, B1  
Dimensions: 414x218  
Padding: Recommended 18px from top  
Next line is 8px below  
Next line is 23px below  
Button is 23px below  
Button is 24px above bottom  
Left Justified: 24px

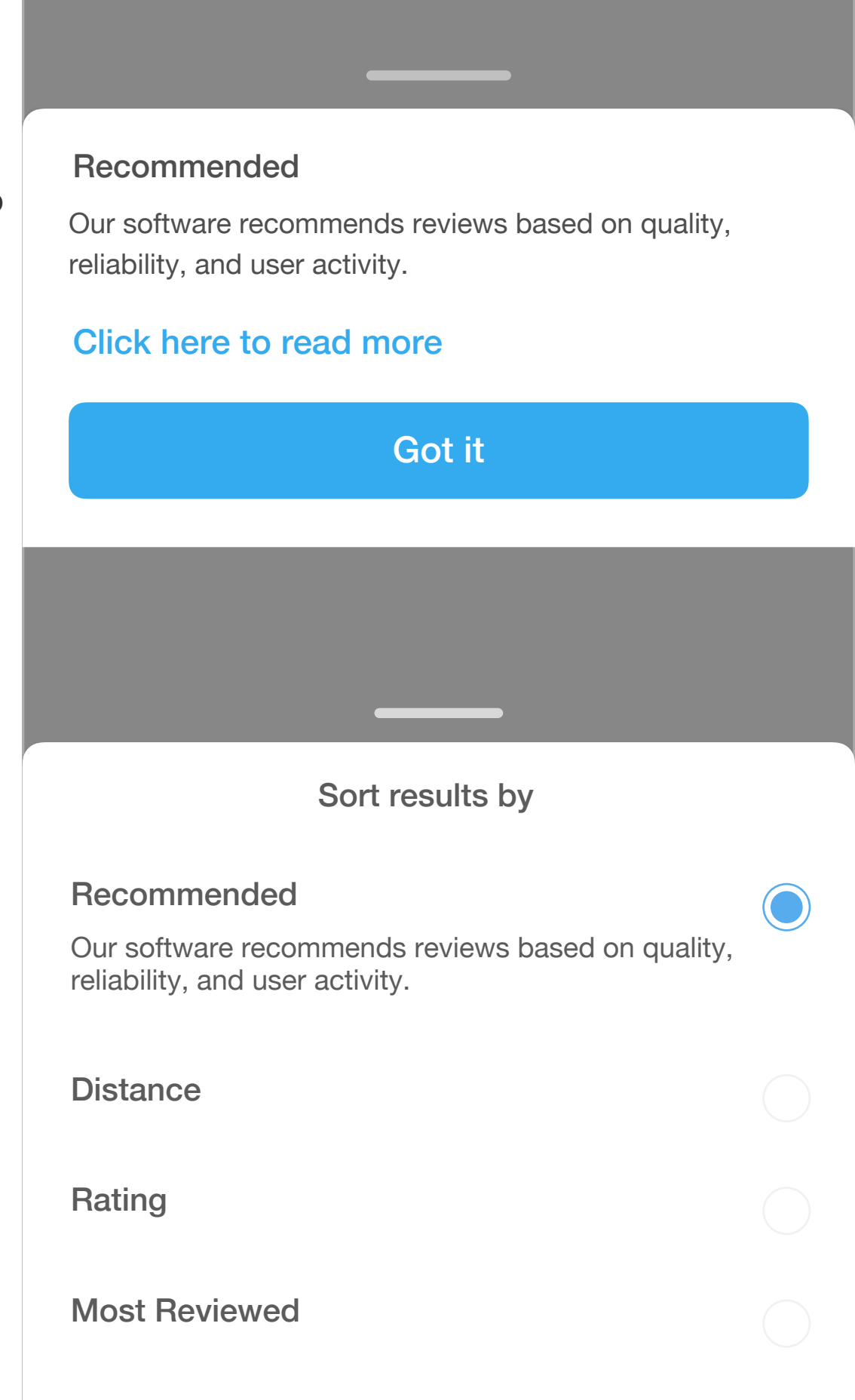
# Pop-Up Menus

As per Human Interface Guidelines for iOS.

Text: H2  
Dimensions: 414x141  
Divider: 66px from top  
75px from bottom  
Padding: Text is centred in each space  
22px from the top



Text: H4, B1  
Dimensions: 414x218  
Padding: Title 16px from top (centred)  
Recommended is 30px below  
Next line is 10px below  
Distance is 36px below  
Rating is 36px below  
Most Reviewed 36px below  
Last line 36px from bottom  
Rest is Left Justified: 24



# Menu Bar

Overview

Reviews

Menu

More Info

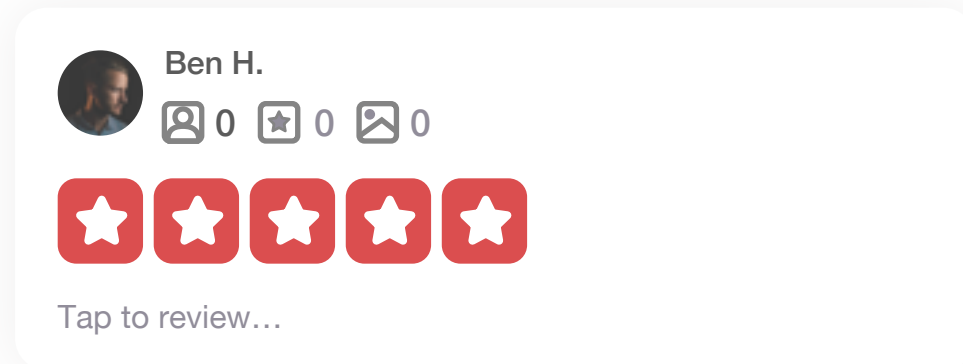
Dimensions: 414x48

Text: H5, & H5 as #666666

Affordance Colour: #D22223

Border Colour: #CCCCCC

# Review Card 1



Dimensions: 360x136

Text: H6, H5, B3

Shadow: #E1DFDF, 61% Opacity, 20 blur, 0 for others

Padding: 16px for elements from top and left side

8px from profile pic to text & icons

4px from icons to number

8px from number to icon on its right

16px from stars to profile pic above

13px from stars to icons above & text below

13px from "tap to review" text to bottom of card

# Review Card 2



Be prepared - this is a rice noodles/hotpot place without compromise. I got the house noodle soup and was unprepared for a massive, aromatic, and sizzling hot bowl of soup that had clearly been simmering for hours. Rice noodles are all you can eat and...

## Suggestion

Try the chicken pad thai!!



Dimensions: 360x136

Text: H6, H5, B3

Padding: Same as for Review Card 1 except below...

6px from review body text to Suggestion title

3px from Suggestion title to its body text below

16px from suggestion body text to buttons below

8px horizontally between Useful/Funny/Cool buttons

16px from Useful/Funny/Cool buttons to bottom of card

# Search Page

Margins: 24px from the sides

Text: H5, B3

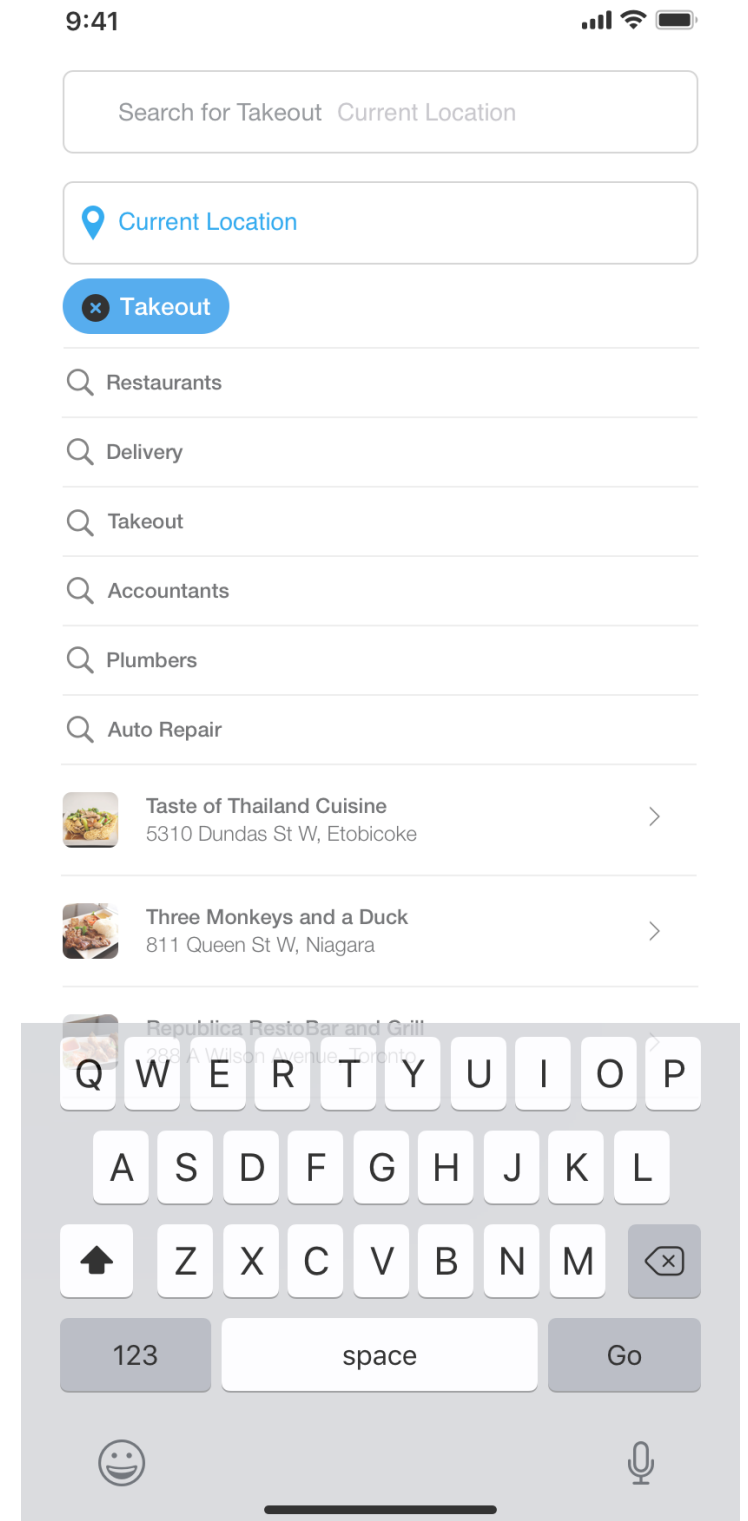
Padding: Search bars 16px from the edges and each other

Pill 8px from above and below elements

Dividers 40px from each other

Text 12px from top and bottom of dividers

Magnifying Glass 10px from above/below and 5px from text to the right



Search for Takeout Current Location

Current Location

Takeout

Restaurants

Delivery

Takeout

Accountants

Plumbers

Auto Repair



Taste of Thailand Cuisine  
5310 Dundas St W, Etobicoke



Three Monkeys and a Duck  
811 Queen St W, Niagara



Republica RestoBar and Grill  
288 A Wilson Avenue, Toronto

Q W E R T Y U I O P  
A S D F G H J K L  
↑ Z X C V B N M [Backspace]  
123 space Go



# Home Page

Margins: 24px from the sides  
Text: H3, B3

Header Image Dimensions: 414x366

Padding:

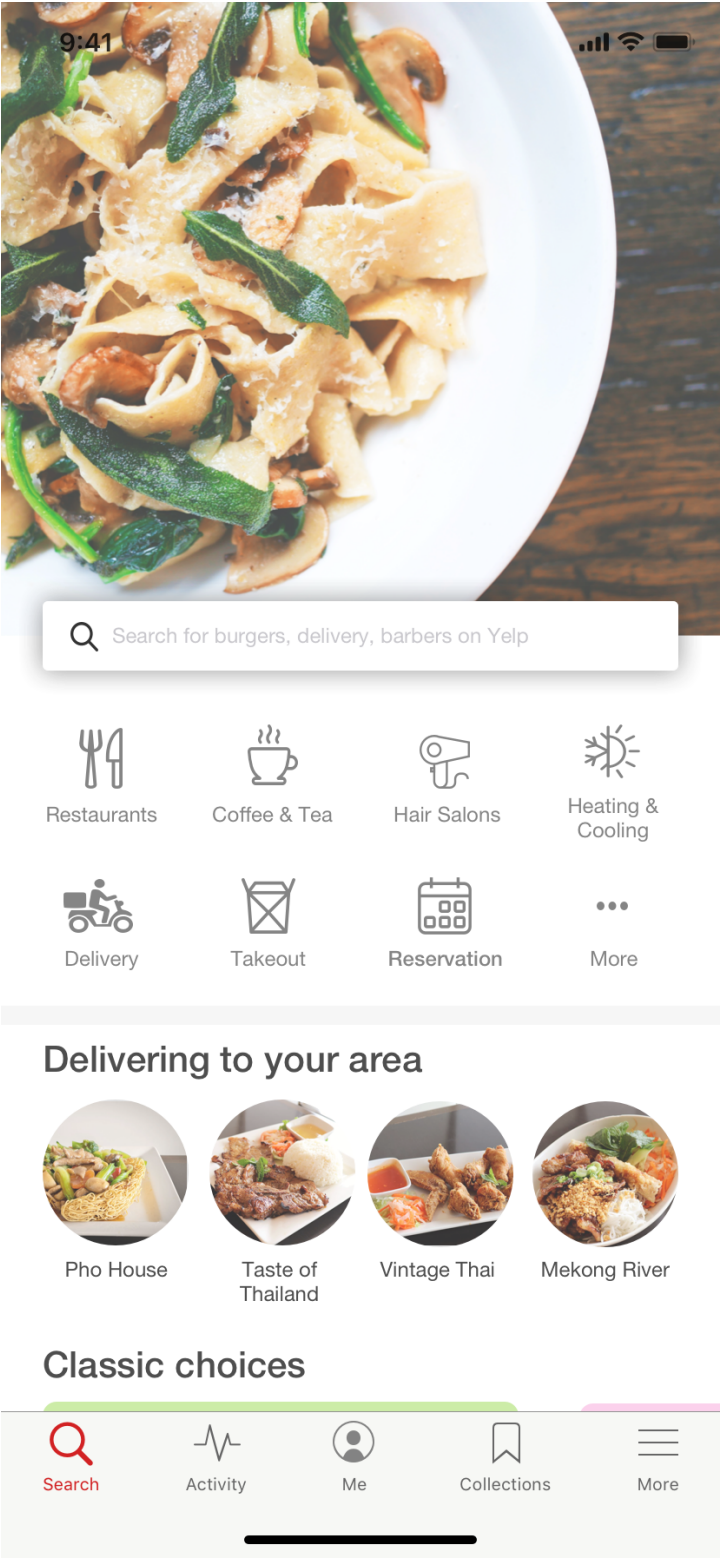
Search Bar: 24px from the left  
345px from the top

Icons: 28px from search bar  
16px from each other and bottom of card

Cards: 8px from each other vertically

Title Text on Card: 8px from top and next line (body)

Body Text: 36px to next title text





Search for burgers, delivery, barbers on Yelp



Restaurants



Coffee & Tea



Hair Salons



Heating & Cooling



Delivery



Takeout



Reservation



More

## Delivering to your area



Pho House



Taste of Thailand



Vintage Thai



Mekong River

## Classic choices



Search



Activity



Me



Collections



More



# Results Page

Margins: 24px from the sides  
Text: H2r, B3

Header Image Dimensions: 414x180

Padding:

Search Bar: 24px from the left  
130px from the top

Pills: 16px from search bar and to Sponsored Results

Sponsored Picture dimensions: 368x224

Sponsored Picture: 24px to Next title

8px to review stars

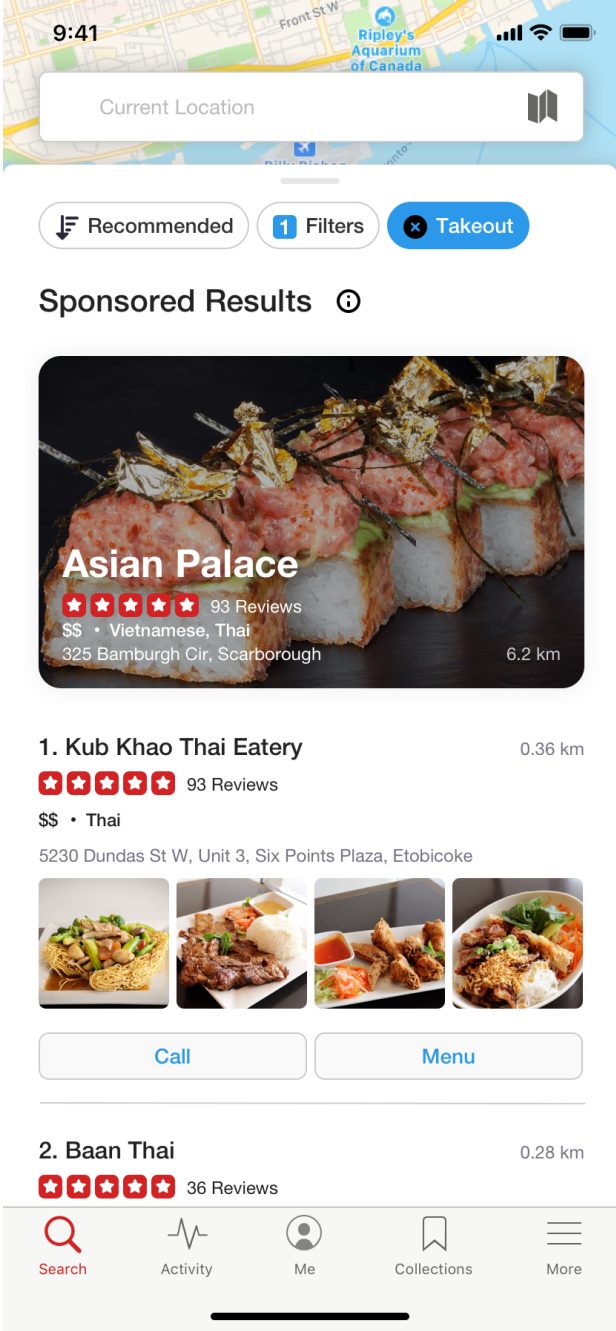
8px to next text

16px to next text

8px to pictures below

8px to buttons below

See above, centre things horizontally



# Kub Khao Thai Eatery

★★★★★ 6 Reviews

\$\$ • Thai

View Photos

Overview

Reviews

Menu

More Info

5230 Dundas St W, Unit 3, Six Points Plaza, Etobicoke

Open until 10:00 PM



Website



Call



Directions

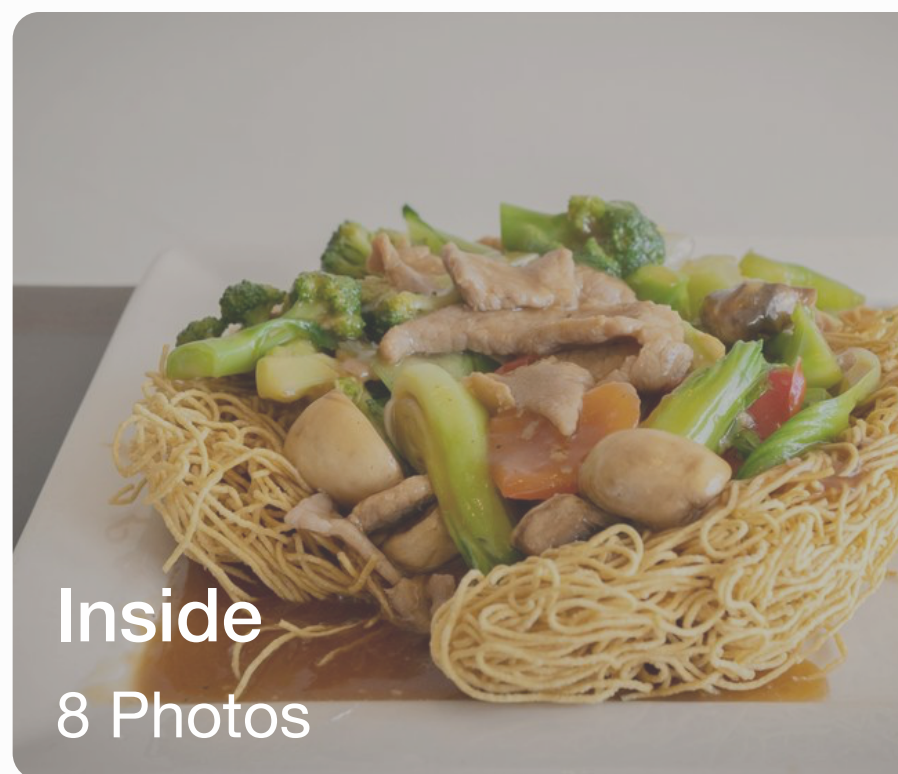


## Photos

View All



Food  
12 Photos



Inside  
8 Photos

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## Recommended Reviews ⓘ



Ben H.

0 reviews, 0 stars, 0 photos



Tap to review...

Search

Sort

Suggestions

Noodle



Jennifer P.

12 reviews, 104 stars, 17 photos

★★★★★ 5 months ago

Be prepared - this is a rice noodles/hotpot place without compromise. I got the house noodle soup and was unprepared for a massive, aromatic, and sizzling hot bowl of soup that had clearly been simmering for hours. Rice noodles are all you can eat and...

### Suggestion

Try the chicken pad thai!!

Useful 0

Funny 0

Cool 0



Joe C.

5 reviews, 78 stars, 4 photos

★★★★★ 5 months ago

Current Location



Recommended

1 Filters

Takeout

## Sponsored Results ⓘ



**Asian Palace**  
 ★★★★★ 93 Reviews  
 \$\$ • Vietnamese, Thai  
 325 Bamburgh Cir, Scarborough  
 6.2 km

### 1. Kub Khao Thai Eatery

0.36 km

★★★★★ 93 Reviews

\$\$ • Thai

5230 Dundas St W, Unit 3, Six Points Plaza, Etobicoke



Call

Menu

### 2. Baan Thai

0.28 km

★★★★★ 36 Reviews

# Restaurant Page

Margins: 24px from the sides  
Text: H2, B3

Header Image Dimensions: 414x180

Padding:

Items are spaced as 16px apart or a multiple.

