# 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.

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## UI Design Patterns for Successful Software

◼◻◻ **Beginner course**

User interface (UI) design patterns can be a designer's best friend, allowing you to build excellent user experiences with structure and speed. When used in the wrong way, however, they can quickly lead to experiences that confuse your users... and no-one wants that! Our course **UI Design Patterns for Successful Software** will equip you with the knowledge required to master UI design patterns and secure them as one of the best attributes in your designer's toolkit. You'll be guided through best practices relating to content organization, navigation, data entry, and social integration—all with detailed templates that you can use in your daily work. You'll also analyze and critique popular websites to see how the best of the best utilize UI design patterns to achieve great UX design. If you found this template useful, then this course is a treasure trove of resources and guidance that will continue to enhance your knowledge of UI design.
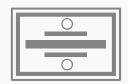
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