

Business Verification Design Critique

Introduction

Design critiques

- **Intention:** increase understanding and confidence to participate and facilitate design critique including product and engineering.
- **Desired outcome:** at least one critique for each “project”, more iterations and better design output, more and faster learning for all of us.
- **Consider**
 - Lean in. Practice over analysis (we do feedback afterwards).
 - Speak with intention, listen with attention.
 - Think about the design goals.

A critique session

Set the stage (10-15 mins)

- Start with the Design Intent
- Present any other important information, constraints.
- Present solution, answer questions

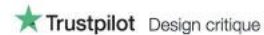
Collect critique (5 mins writing)

- People critiquing write down their feedback and share them.

Present feedback (20 min)

- One point of critique, then the next person goes.

Questions, discussion (5 min)



Giving feedback

1. Don't assume, but ask questions to understand the design intent, restrictions, stage, scope of critique.
2. Identify which aspects of the design are related to the goal of the design.
3. Frame your feedback by explaining why or why not the design aspects supports the goal.

Feedback PR rules

- Reflection - reflect on the problem we wish to solve (no personal likes/dislikes).
- Respect - we can have different opinions but let's do it with respect.
- Responsibility - we're all co-owners of our design solution.
- Right intention - our intention is to make things better for our end users.
- No Piling On - once a point has been made, trust it's been heard and move on.
- No Pedantry - ignore small mistakes (like typos), focus on the big picture.

Project name:

Principle:

Principle:

Principle:

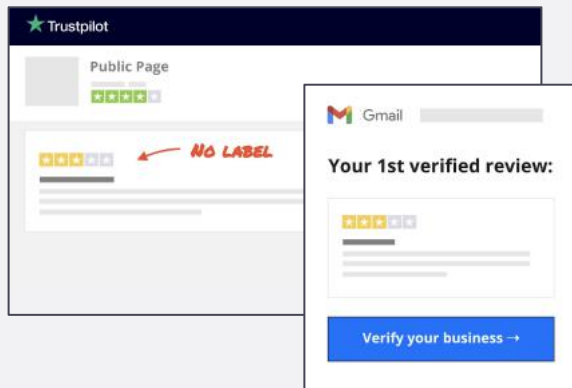
Setting the stage

Why are we adding business verification?

1. We've historically verified a user's access to a domain when they claim it on Trustpilot, but **consumers expect us to be doing more.**
2. We **can't verify every Free account** due to scale & cost.
3. Our bet: **The verified review label** is a meaningful point of contact for the initiative: "Verified" signals a stamp of approval, and **we want to double-check before we hand it out.**
4. The solution can't inadvertently create **unfair advantages** for paying customers.
5. We explored several other options. This one offered the best compromise between the needs of **Trustpilot, our business users and consumers.**

How it works: New Accounts

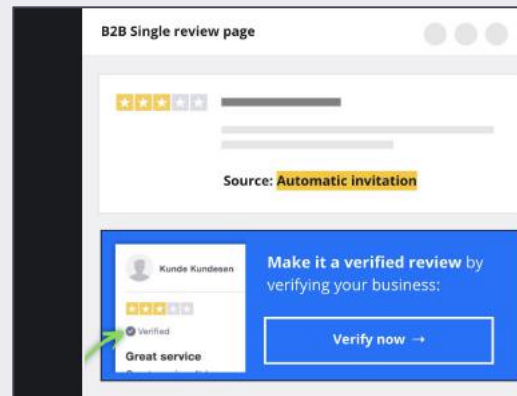
☀️ 1st auto-collected review → 🔄 Repeated prompts → ✅ After verification



We **prompt** a new business when they get their 1st verified review

The review is unlabeled on the Consumer site until the business completes verification.

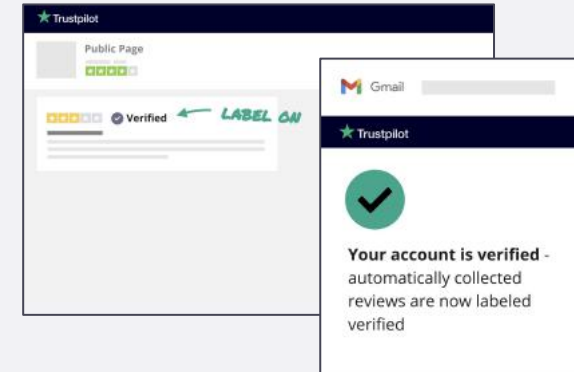
Any new auto-collected reviews will also be unlabeled.



We **repeatedly nudge** in different touch-points of the user journey

The business is prompted to verify on the B2B App Home page, via in-app notifications, on single review pages and in email notifications for auto-collected reviews.

We still store the invitation source for all reviews in our system. The only difference is whether we show the "verified" label on the Public Page for these reviews or not.



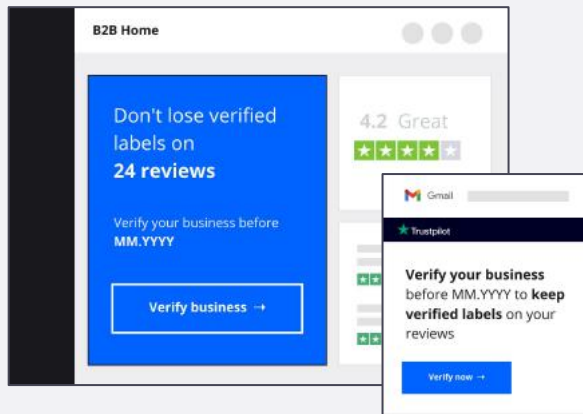
We **enable** "verified" labels after the business completes verification

There's no technical deadline for completing verification – an eligible business can verify any time in the future to enable verified labels.

A business can never "lose" a verified review from an automatic invitation. After verification all their auto-collected reviews are labeled correctly.

How it works: Current Accounts (w/ verified reviews)

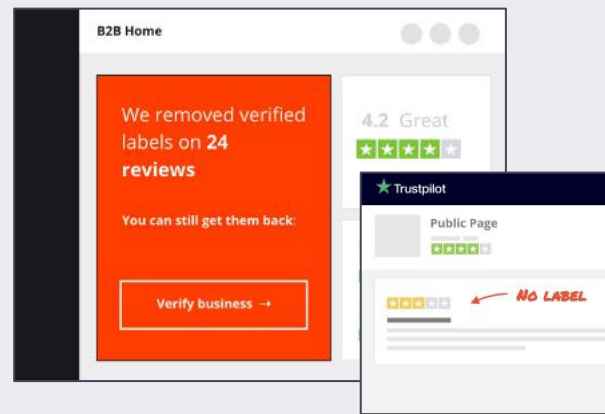
🌟 **Launch** → 🌅 **Past sunset** → ✅ **After verification**



We **prompt** every business with 1 or more verified reviews to verify at launch before TBD sunset date

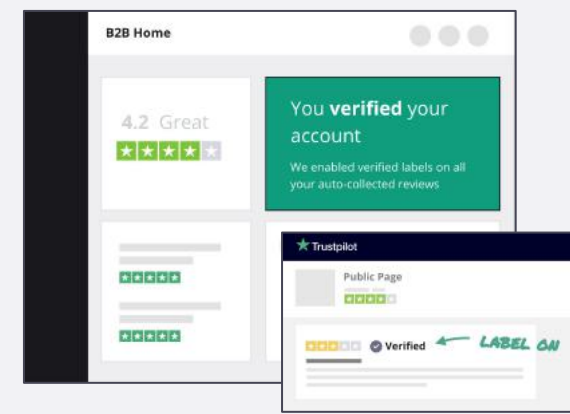
All currently verified reviews keep their label (for a time). We target businesses via email and the B2B app.

Reviews collected automatically **after launch** are unlabeled until the business completes verification - same as for a new business.



We **disable** verified labels on still-unverified business pages after sunset

At this time there'll no longer be any "verified reviews" on unverified business pages.



We **enable** verified labels again on all past and future auto-collected reviews after the business verifies

There's no technical deadline for completing verification – an eligible business can verify any time in the future to enable verified labels.

A business can never "lose" a verified review that was collected via an automatic method.

Key scenarios

	New accounts	Current accounts (w/ verified reviews)
Verification trigger	1st verified review	Feature launch
Review labels - Unverified accounts		
Verified review labels on new auto-invited reviews?	✗ No	✗ No
Verified review labels on past auto-invited reviews?	n/a	☑ Yes – until sunset date
Review labels - Verified accounts (after verification)		
Verified review labels on all auto-invited reviews?	☑ Yes	☑ Yes

Design concepts



Tue, Feb 2, 2:00 PM ☆ ↶ ⋮

We need to verify your details

Hi John,

XYZ Widget Company just got its **first automatically invited review**. Congratulations!

When a customer leaves a review after receiving an automated invitation, the review will be labelled as "Verified" on Trustpilot.

As an extra layer of security **we need to verify some of your details first** before we enable this label for reviews on your Trustpilot page.

Verify now

[Learn more](#)

Trustpilot A/S
Pilestræde 58, 5th Floor, 1112 Copenhagen K
Company no.: 30276582



Good morning, John



See what's happening with bundingo.com

Today7 days28 days

Overall performance

Great

Based on 1,980 reviews

TRUSTSCORE
4.2 out of 5

Engage

Your 3 latest reviews

“worked perfectly fine, will come back NOT”
★★★★★ By user, 2 hours ago

“Testing this - Evaluate widget”
★★★★★ By Isaac, 9 hours ago

“Prakash Test1”
★★★★★ By prakash akanambattu, 17 hours ago

Invitations status

DELIVERED
6
▼ -71.4%

NOT DELIVERED
1

IN QUEUE
0

REMINDERS
Enabled

Your reviews

TOTAL REVIEWS
6
▼ -62.5%

WITH AN INVITATION
3
▼ -57.1%

YOUR REPLY RATE
16.7%

WITHOUT AN INVITATION
3
▼ -66.7%

STAR DISTRIBUTION

50.0%	5 stars	3 Reviews
50.0%	4 stars	3 Reviews
0.0%	3 stars	0 Reviews
0.0%	2 stars	0 Reviews
0.0%	1 star	0 Reviews

Enable the verified checkmark on your reviews

Jeffrey Power
2.5 reviews 0.00

★★★★★

Verified

Hassle free

Hassle free, great products good co

We need to verify some of your details before we put the checkmark on automatically invited reviews.

Verify nowLearn more

Good morning, John



See what's happening with bundingo.com

Today7 days28 days

Overall performance

Great



Based on 1,980 reviews

TRUSTSCORE
4.2 out of 5

Engage

Service Reviews

Your 3 latest reviews

“worked perfectly fine, will come back NOT”
★★★★★ By user, 2 hours ago

“Testing this - Evaluate widget”
★★★★★ By Isaac, 9 hours ago

“Prakash Test1”
★★★★★ By prakash akanambattu, 17 hours ago

★★★★★

5 days ago

Verified

Hassle free

hassle free, great products, good company to deal with.

Don't lose verified checkmark on your reviews

You need to verify some of your details before July 1st to keep checkmarks on automatically invited reviews.

Verify now

Learn more

Your reviews

Analytics

TOTAL REVIEWS

6
▼ -62.5%

WITH AN INVITATION

3
▼ -57.1%

YOUR REPLY RATE

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STAR DISTRIBUTION



Invitations status

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1

IN QUEUE

0

REMINDERS

Enabled

Service reviews

[Inbox](#) [Flagging activity](#)

< All reviews

Showing 1 of 1

We need to verify your details

Your customer wrote this review after receiving an automated invitation. We normally label these as "Verified" on Trustpilot, but we need you to provide us with some details first.

[Verify now](#) [Learn why](#)



Great service

Feb 1, 2021

Kunde
Kundesen

Great service. I'd recommend this to anyone.

Source: Automatic Invitation

[Reply](#) [Share](#) [Find Reviewer](#)

Test Jmaaloe

[Post reply](#)

Verification



Your legal name

John Smith



Choose document

It must be an official photo ID



Passport

Face photo page



Driver's license

Front and back



Identity card

Front and back



Residence permit

Front and back



onfido | Real Identity

What do we know already?

TL;DR: Business Verification with a personal ID check to enable verified review labels will result in very low conversion and increased Support tickets

We interviewed **7 users with free business accounts**, who either **signed up in the past 30 days and didn't have verified reviews** or **signed up in 2020 and had 1+ verified reviews**, to evaluate user acceptance of the Business Verification solution.

Our key insights for these users are:

1. They don't know about verified labels on reviews, and there's little perceived value in verified review *labels* themselves.
2. They are willing to verify their *business*, but they expect it to work like it does on Shopify or Amazon.
3. They believe they "verified their business" already when they signed up.
4. They perceive the verified review label as belonging to the reviewer or review, not their business.
5. Their reactions to the Onfido solution range from negative (confusion) to strongly negative (am I being scammed?)

Major risks

- Very low conversion
- Increased Support tickets
- Damage to Trustpilot Business' brand

As a result, we should focus on

- Solidifying the bet that this solution indeed satisfies regulatory requirements
- Introducing and explaining the idea and value of verified review labels in the BizVerify solution.
- Writing explicitly *why* we're asking for the user's personal information.

Feedback intention / focus

We mainly need feedback on:

1. How to introduce the concept **and** value of having verified review labels?
2. Bridging the gap between users' expectation of "verifying their business", and how we ask them to do it (personal ID)
3. How to communicate verified/unverified status in the B2B app

Your turn!

Critique

- Create a crit document - [Folder here](#)
- Add your critique for each focus area - [Design here](#)
- If you think of something else, add it to 'Other'
- 10 minutes
- Feedback rotation