



March 2021 Quality Feedback

Hey Creators,

The month of February was our biggest February to date and March is shaping up to be the same. We fully anticipate the number of jobs flowing through to Creators to increase throughout Spring and Summer, so it's more important than ever that we take a hard look at our capture standards and the quality of our content. The Content Production team and I met at the end of February to review recent content and all of the flags in our system (those locations flagged for quality issues). Here are the areas of improvement we've identified:

- **Visual Obstructions** - It's imperative that you have a straight line of sight between photos. This way the user will not be going through corners, walls, pillars, or over tables and counters when navigating through a tour. When we see this issue, we flag it with the code "VO". You may be asked to go back to recapture spaces if this occurs.
- **Centering on Doors** - Doorway transitions are essential to these tours. Many of them will be marked with the signature "Step Inside" glowing door. Make sure you center on all doorways. If you're capturing in front of double doors, you would still center on the full doorway, using the point at which the 2 doors meet as your centerline. Pay attention to where you're standing or where your tripod is positioned, using that as your centering visual, and not the live preview in-app (which can be misleading). You may be asked to go back to recapture spaces if door shots aren't centered.
- **Spacing on Doors** - For Outdoor Entrance shots (that shot outside of an indoor space, right before you go inside) and Indoor Entrance shots, it's ideal to position yourself 10' (3 meters) from the doorway. You may be asked to go back to recapture spaces if the spacing is too close or too far.
- **Grandviews** - Most locations are better with a Grandview, that is, that first virtual tour leading up to and into the location. We've been seeing a number of locations come through where the Grandview is not attached to the indoor tour. This is not acceptable. Grandview tours should seamlessly take the user inside the location. Here's [an excellent example](#).

- **Labeling ADA Compliant Space** - Please label all virtual tours that highlight the accessibility of a space with “ADA Compliant Entryway”, etc, and not “Handicap accessible...”.

We will be sending a monthly email like this moving forward with the quality feedback we’ve observed and tips & tricks for capturing more effectively. We will also be posting example locations on Slack regularly, so keep your eyes peeled :)

Please don’t hesitate to reach out to us with any questions or clarity on the above information. We’re here to support you!

Other business:

- Your 1099 tax form documents are available in your [Gusto](#) profile. If you have any issues accessing these documents please email kaitlyn.swanberg@threshold360.com
- Check out the [Creator Resources section](#) of our Help Center. Let me know if there are any topics that you'd like to see added to this resource.