

Understanding How Brazilian Software Organizations Collect and Utilize User Feedback: A Survey

Authors:

Elionai de Souza Magalhães

Ontology and Conceptual Modeling Research Group (NEMO),
Computer Science Department,
Federal University of Espírito Santo, Vitória, ES, Brazil
elionai.magalhaes@edu.ufes.br

Vítor E. Silva Souza

Ontology and Conceptual Modeling Research Group (NEMO),
Computer Science Department,
Federal University of Espírito Santo, Vitória, ES, Brazil
vitor.souza@edu.ufes.br

Monalessa P. Barcellos

Ontology and Conceptual Modeling Research Group (NEMO),
Computer Science Department,
Federal University of Espírito Santo, Vitória, ES, Brazil
monalessa@inf.ufes.br

Supplementary Material

Context: User feedback (UF) has become a critical component of software development, enabling organizations to validate requirements, improve functionalities, and drive strategic decisions based on real user experiences. In Brazil, however, there is still limited empirical evidence on how companies systematically handle UF. This study aims to fill this gap by surveying 31 Brazilian organizations across various sectors and sizes.

Objective: To investigate how Brazilian software organizations capture, analyze, and utilize user feedback, identifying common practices, tools used, purposes of use, and challenges faced.

Method: We conducted a structured survey guided by literature (particularly Johanssen et al., 2019) and adapted to reflect both global best practices and local specificities. The instrument was piloted and refined through expert input.

Results: The study reveals that while explicit feedback is widely collected, implicit feedback practices are still maturing. Most organizations use a mix of internal tools and informal channels, and practices vary according to organizational size and maturity. The findings

highlight both promising practices and ongoing challenges in integrating UF into the software lifecycle.

This package contains the supplementary material of the study:

- The questionnaire used to collect data (Google Forms format) – in Portuguese
- The questionnaire used to collect data (Google Forms format) – in English
- A PDF version of the questionnaire
- A spreadsheet with raw data and tabulated summaries
- A spreadsheet with data analyzed in relation to the size of the organization and generated graphs
- Figures used in the publication

Please cite: Elionai de Souza Magalhães, Vítor E. Silva Souza, and Monalessa P. Barcellos. 2025. Understanding How Brazilian Software Organizations Collect and Utilize User Feedback: A Survey. In Proceedings of the 38th Brazilian Symposium on Software Engineering (SBES '25) September 22-26, 2025, Recife, Brazil.