# Feedback Plan

This documentation is designed to detail and document the process for gaining feedback from both a technical and non-technical external audience. This will encompass a range of observational techniques from users who have not seen the requirements or prototype before.

Additionally, I will detail the resources that I have used to gain feedback on the prototype and perform an analysis on the feedback I obtain.

# Plan for Gathering Feedback

## Non-Technical Users

For the non-technical users, I will provide a structured observation which will include screenshots and snippets of the prototype. The recipients of the form will then be asked questions regarding the user experience, layout, and simplicity of the website. This will be implemented in Microsoft forms.

This feedback will be white box, meaning that the users are unlikely to know the inner workings of the system or systems designed using similar technologies. Whilst this may mean that the user’s technical knowledge is limited, this will be an accurate representation of most of the system’s users, hence it is important we get feedback from users with similar technical abilities.

To simplify the collection and analysis of this data, most questions will ask the user to provide a rating between 1 and 5. This will allow us to perform statistical calculations such as the mean, medium, and mode ratings for a feature.

However, to ensure that users still can give personalised feedback or opinions, there will be a comment box at the end of every section which allows users to provide written feedback about any feature or improvements. This will allow us to get a mixture of both qualitative and quantitative feedback.

The full observation we have used to gain feedback from this audience may be found later in this document, under the observation listing section.

## Technical Users

For the technical users, I will provide a video observation which will showcase both the functionality and the code / logic behind a feature. I will then ask the user to rate some factors of the feature, such as security, ease of implementation, and code cleanliness. OBS studio will be used to record the functionality of the solution, a third-party video hosting site such as YouTube will be used to host the recordings, and Microsoft forms will be used to record any feedback / responses.

In a similar fashion to the structured observation, most questions will require an answer which will be rated between a scale of 1 to 5. This will allow for easier analysis of feedback.

Additionally, after each feature, the audience will be able to leave technical feedback such as alternative approaches or security flaws which will help us to further improve or develop our code. This will allow us to gain a mixture of qualitative and quantitative feedback.

# Observation Listing

## Non-Technical Audience

Due to security measures, I cannot send a link to the observation itself as it is likely that it will be inaccessible. However, I can take screenshots and include snippets of the form which will show the questions which a recipient of the survey will receive.

## Technical Audience

Additionally, this observation cannot be accessed directly for similar security reasons. All video observations will be linked and the questions which are asked will also be attached. Whilst this does not have the same functionality of a form, it will provide an overview of everything the audience is asked.

# Feedback Analysis

Now that feedback has been given regarding the solution, I will display the results and common themes I have been given by the audience.

## Non-Technical Users

As stated before, the structured observation has been split into different sections dependent on whether the feature is intended for a standard user, management, or both / neither. For Health Advice Group’s convenience, I have mapped the mean rating of each question and grouped it accordingly dependent on what section it is. This visualisation can be viewed below:

However, some data we collected cannot simply be analysed by getting mean values. As they were optional in the observation, text responses somewhat scarcer than ratings, some users also opted to leave additional comments and suggestions for features and sections. The most common suggestions were as follows:

## Technical Users

The video observation is split into different sections, dependent on the feature being broadcast. For Health Advice Group’s convenience, I have mapped the mean ratings for the security, functionality, ease of implementation, and code cleanliness for every feature. Attached below is the visualisation:

As some inputs allow users to write comments and more detailed feedback, it would be impractical to attempt to visualise this. Instead, some of the most common / important comments will be summarised here: