

# Pnyka - User Feedback Summary and Trends

Below you will find a summary of feedback we got while testing our concept with real users over the course of several weeks. Each round consisted of at least 5 conversations of 6 people each and had the following format:

- Participants were asked their viewpoint on a subject and could 'agree', 'disagree', or be 'unsure'. They were also asked to provide a short description as to why they were interested in the subject along with a question they had for a differing viewpoint.
- Groups were then formed with 2 individuals from each viewpoint (6 total).
- Conversations were started in the early evening and lasted ~30 hours, or until the end of the following evening.
- During the conversations the only moderation or interjection were to post questions sourced from the participants whenever a long lull was observed.
- After the conclusion of the discussion each participant posted a short summary of what they learned
- Finally, participants were asked to provide feedback on the discussion and the format described here. Below is a summary of their responses.

## **Recurring Comments**

Like--

- Users visibly open minded (could be our testing group)
- Learned something
- Civil and respectful dialogue

Disliked--

- Disjointed Conversation → long lull's and short stretches of rapid fire
  - Hard to catch up when you're away for a period of time
  - Participants had similar views/agreed on almost everything
  - Some participants didn't feel like they had much to add or enough knowledge to contribute
  - Hard to get a feel on reactions to each others comments ("like" and "dislike" buttons)
  - Hard to type long responses on a phone
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## **Round 1**

*Liked-*

*Summary--*

- Helped flush out viewpoint/where user stood on issue.

- Learned other's viewpoints.
- Able to gain info from multiple sources
- Understand how others develop opinions
- Approached convo in a CIVIL way.
- Emphasis on asking questions and LEARNING rather than scoring debate points.
- Had an intelligent conversation with people outside of normal social group.

### *Disliked-*

#### Summary--

- Not enough new info/facts
- Narrow prompt
- Everyone had similar views
- Participants didn't ask enough questions
- Hard to type on whatsapp phone keyboard in a clear way
- More fun issues out there to discuss → climate change can be very complex
- Intuitive Issues more fun to discuss
- Too discontinuous
- Harder to follow when people were all chiming in at the same time.
- Hard to jump back in\*\*

#### Suggestions--

- Additional context sent out before the discussion (3-5 thought provoking articles / perspectives / Wikipedia entries)
  - Discussion topic was a little too narrow - should be a little broader.
  - Using the voice notes feature to send short voice recordings
  - Participants could easily share multimedia, news and academic articles, videos, etc. to help others understand their sources
  - Quick bios at the start so everyone knows who people are and are more likely to treat them like humans.
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## **Round 2**

### *Like-*

#### Summary--

- Engaging
- Comfortable Environment for discussing a potentially uncomfortable issue

- Respectful and Civil discussion
- Discussion moved to solution based and how to face the problem
- "It forced me to learn about something that I had no knowledge of earlier." \*\*(More Learning)
- Size of Group
- Became more mindful of the problem and its role in user's life.
- Deep conversation with strangers.
- Structure, Specific Questions, and Open Minded participants
- Allowed to complete entire thoughts. Not cut off.
- People could chime in at any time.

### *Dislike-*

#### Summary--

- Long lulls and short periods of rapid fire → Disjointed\*\*
- Felt too comfortable, everyone in agreement. \*\*
- Felt like participants didn't want to step on each others toes, like they were being cautious
- Limited general knowledge, need more time to prep.
- Hard topic to have clear opinion.
- Didn't get deep into any aspect of the topic
- Felt meandering, no goal to the conversation.
- Not everyone participated
- Hard to follow on small phone screen, typing long messages on a phone sucks
- Too Opinion based.. not enough facts, links, articles,etc. as evidence
- Time either needs to be much shorter or much longer → 1 day length didn't provide enough time or interaction.
- Hard to tell if people read my thoughts/hard to tell if people agreed or disagreed
- Hard to find time to participate with busy schedule
- Couldn't tell who were the "yes's", "no's", and "unsure". No identifiers.
- Group questions went unanswered
- Felt hesitant commenting on the topic because of lack of knowledge. Didn't feel like they had great commentary to add

#### Suggestions--

- More time to prep and more time in conversation may assist with a more lively debate a topic where it is easier to have clearer opinions would be helpful to discourse
- Would have preferred a goal like "try to come up with a consensus policy as a group."
- Much shorter or much longer time frame
- "Like" or even "dislike" messages

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### **Round 3**

### Like-

#### Summary--

- Made me think differently about the topic. View didn't change but learned different side.
- Interesting topic, cool hearing different opinions.
- Civil, open, and thoughtful discussion
- Broad enough topic to have a lot of content but specific enough where it didn't get off track
- The probed questions when there was a lul
- Great format for something that values lifelong learning
- Liked the timing- how they could work the participation around their day rather than the other way around.
- Liked ice-breakers/fast friends (not sure second round worked as well)
- Time limit

### Dislike-

#### Summary--

- Not enough background info of other participants. Wants to know where they are coming from/add context.
- People don't introduce themselves because they get into the topic so quick
- No resolution
- People didn't always address their points
- Not enough participation\*\*
- "Could have done with another day of soak"
- Not much difference in opinion\*\*
- Long messages were hard to follow
- More self aware of answers b/c not anonymous
- User didn't feel like they had a ton to add. Stressful coming up with long, well-spoken response.
- Didn't know anything about topic going in and no time to research w/ busy day
- Felt like it was hard to catch up on the discussion when away/busy
- Difficult to have a "linear" conversation over phone rather than "circular" conversation like there might be in person (format feels awkward/unfamiliar for older people)... Weren't sure if they were following "unspoken rules" of social media.

#### Suggestions--

- I think it would be interesting to learn a little more about the backgrounds of those in the discussion
- A truer debate format

- Function that allows for threads within the discussion that would make it easier to organize replies to existing comments and separate those from new thoughts
  - Might be helpful to have a moderator to prompt or re engage the discussion with additional dimensional input and to re-ignite the discussion. (2 of these)
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## **Round 4**

### *Like-*

#### Summary--

- Topic was engaging/relatable
- Good Length
- Liked hearing the different viewpoints, motivated user to dive deeper into issue
- Liked learning why each person was interested in the topic
- Respectful
- The additional resources
- How people addressed other people's thoughts and questions in addition to stating their own beliefs
- Liked having a moderator to move things along (presumably the questions) \* x2\*
- Liked the flexible timing
- Liked hearing the variety of perspectives
- Liked learning from people within the profession (education)
- Equal representation of all opinions
- The amount of participation

### *Disliked--*

#### Summary--

- Participation \*x2\*
- Hard to keep track of long messages when away for a period of time.
- Hard to compose long messages with whatsapp
- Hard to tell the tone through e-messaging
- 2 Day period was too long... long lull's and less back-and-forth action
- Hard to focus on a conversation over 2 day period
- "When someone posted something I disagreed with it was distracting to my day-to-day until I had a chance to reply."
- Bit too short \*x2\*
- Could be more structured
- Points that were not addressed adequately

- When not face-to-face, it's easier to approach these chat's in an argumentative, competitive way or entrenches your viewpoint. ( E.g. "I had a pretty strong negative reaction to the comments of one member of my group, and my first line of thinking was something like 'fuck this guy, he's ignorant'...which is exactly the wrong reaction"
- Would like to see more alternative perspectives, more people with personal experience within the topic.
- Some topics don't lend themselves to a lot of debate/disagreement
- Not a lot of "opposing viewpoints given \*x4\*
- Didn't come to conclusions on how to move forward with the problem relating to the topic
- Felt like the "moderator" could have been useful in ensuring everyone had the opportunity to speak (VIDEO CHAT)

#### Suggestions--

- Quick access somewhere where you can see a list of links that have been shared... link to; "Recent Articles Shared on This Topic".
- Shorter time period... Maybe 30 mins or two 30 min sessions back to back days.
- More focused prompt so group can stay on track

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## **Round 5**

#### *Like--*

#### Summary-

- Diverse personalities and views
- Anonymity (x2)
- Sharing of articles/quotes
- Level of respect (x2) and engagement
- Line felt a lot like Whatsapp
- Real exposure to a variety of opinions with people that disagreed on the topic (x4)
- Participants were candid, open, and questioning = stimulating (x5)
- Format allowed for time to do research
- Learning v.s. Argument
- Mobile Chat
- Facilitated a conversation I wouldn't normally have
- Anonymity factor helped reduce bias
- Additional info... challenged me to articulate beliefs and find support to back position
- Flexibility of the time
- Helped to have a moderator to move things forward
- Number of participants in the assembly

- Hear why each person was interested in the topic
- Pertinent to current events
- Constructive Conversation with asking why questions
- Human aspect of the conversation. Helped me be open to their viewpoint.

### *Dislike--*

#### Summary-

- Had coworker in assembly → would have been more confident saying true beliefs if they weren't
- Some people not addressing underlying question
- Wanted to hear more from people → constrained by work days, overnights and time zones
- Super slow → seemed like we never engaged in a true discussion
- Hard to focus on the phone. Liked the video sessions.
- Felt Short/disjointed
- People didn't have fully formed opinions/thoughts
- A lot of discussion about the semantics of the prompt
- Not building off of other people's points
- Predominated by a few participants
- Difficult to follow the direction of the discussion b/c it was ongoing
- The asynchronous mobile chat medium (x2)
- Not enough participation (x2)
- Biased question
- Joined conversation a little late and couldn't see previous comments
- Wish it had lasted longer (x3)
- Like minded viewpoints
- Wish the topic of conversation was more specific... would have liked to know where people stood.
- Hard to not be competitive/turn it into a debate... hard not to go at someone aggressively sometimes.

#### Suggestions--

- Schedule/dedicate smaller window of time
- More participants or a more guided approach/more structure
- Warm up to get people started in the chat (like a warm up for a workout)
- Maybe a week long discussion







