

Transcription

User Feedback

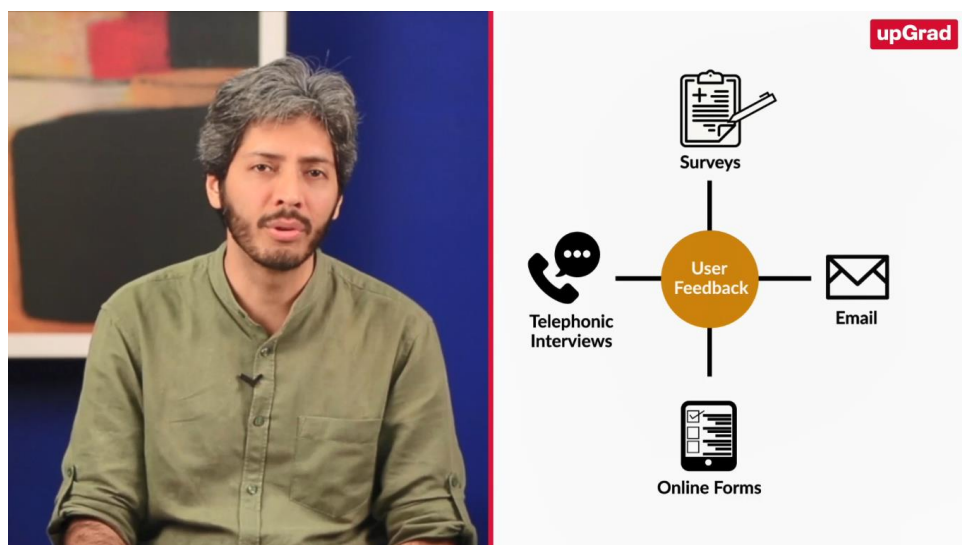


Hello and welcome to this session. You've been learning about the different kinds of user research that you can conduct as a product manager. In the previous session, you became familiar with the concept of contextual inquiry and how it is conducted. Now let's move on to another research method, user feedback. I'm sure that as a consumer, you've provided feedback on several products yourself. As a user, I provided feedback to Zomato for the product.

Nowadays, such kinds of feedback and reviews are everywhere. So, why is this feedback so important, and how can you as a product manager make use of it in product development and improvement? Let's hear more about this from subject matter expert.

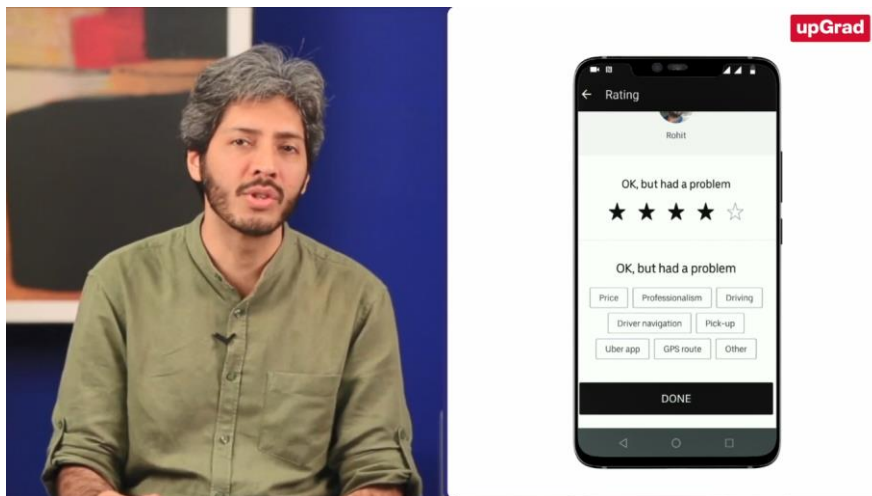


In this video, you will be understanding user feedback and learn how it helps to improve features in the product. Now let's look at what is user feedback and how is it used to improve a feature. User feedback is what you get once users use a product and provide feedback basis with the product.

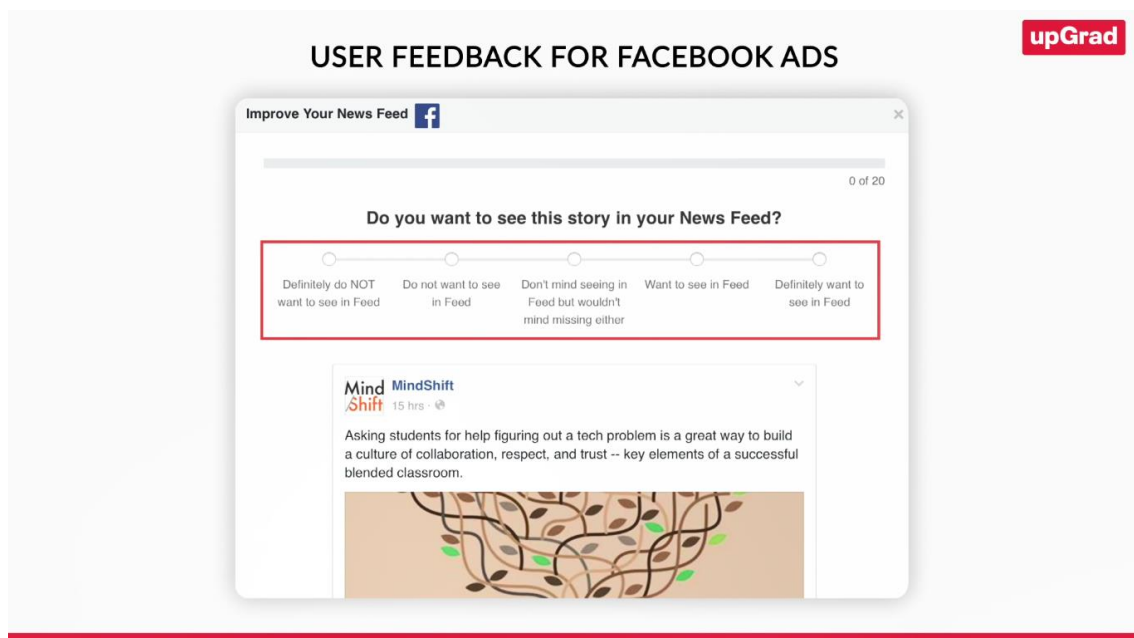


It can be collected based on a product or a particular feature of that product and can be captured by conducting surveys at the end of a transaction, an action through email, online forms or telephonic interviews, etc., and can be quantitative or qualitative in nature. You can ask users to rate their experience on one or more parameters and state the reason for the same using pre-decided options, or it could be open-ended.

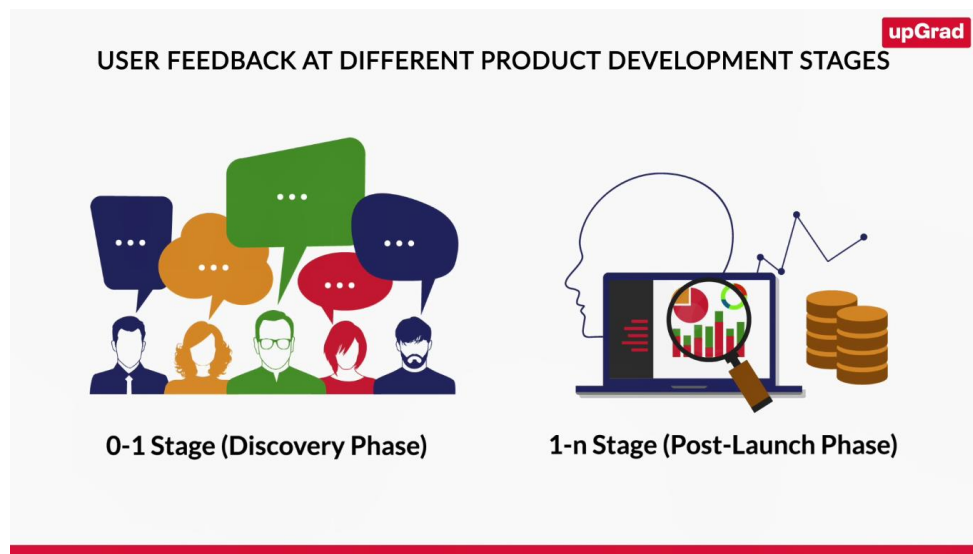
Commence or complaints received through user feedback are of great value to a product manager to understand how well the product is meeting the expectations of the user.



An example of user feedback would be Uber. Uber asks each user to rate the right experience at the end of a ride or when one cancels or right. When a user gives a poor rating, Uber further captures the primary reason for this poor rating. This gives them quantitative data overpopulation on reasons for poor ratings that can then help them address the cause of poor ratings. User feedback can also be used to capture user preferences and personalize the user experience of the user.



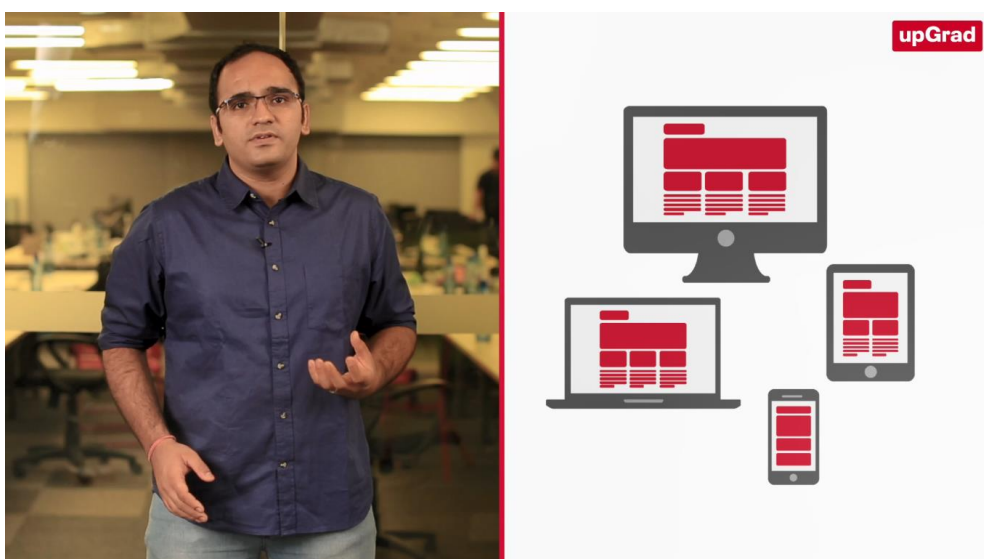
For Facebook, showing relevant ads is critical, and hence, it takes user feedback on what is of the most interest to the user.



So, when should one ask for user feedback? Depending on the stage at which your product is, you can decide on the type of approach to gauge feedback. If your product is in the discovery phase, that is, it is still getting from a zero to one stage, then you would be receiving feedback mainly from a small set of users which you can use to iterate your product. If you're developing a new product or want to add a new feature to an existing product and have not released it yet, then user feedback approach would be more qualitative than quantitative.

When you are looking for user feedback post-launch, which is a one to end-stage, you would need to analyze and need to look at data for the feature which is working well for the users. This would be gauged by analyzing user data on how they use the product.

Methods to actively get user feedback on what they feel about the feature is important to understand the future acceptance of the feature. Ratings and net promoter score are popular ways to do that. This would be when you want to add or remove any feature or make changes to the product based on feedback received. For stable products, the approach would be more quantitative based.



Now that was some interesting knowledge on how user feedback process varies in the discovery and the post-launch status. I wonder if user feedback also depends on the platform through which it is collected. Let's take it out.



On the web, you can get ratings and many sorts of a customisable different format, but the place store and the app store, they actually genuinely sort of, you know, put the ratings out for your app before users download them. Hence, it's extremely important to treat your user ratings to be given to you at certain points.

For example, if a person books a successful, you know, a ticket on Bookmyshow, I think it's the right time to capture that rating because that's when they're the most delightful, they might give you a better rating or you actually want to catch it when there's an editor so you can go and fix it later.


Survey forms are on websites or email aren't effective as well because you can't actually spend more time filling them out and you can't actually take the liberty to answer the questions more in detail. When you can, when it's on the mobile phone, I don't think you have the time and liberty to actually sit there and write proper feedback as in a survey form format.



I think the way these, the interfaces are structured lends itself to a certain style of a survey that you can actually design on the mobile app versus what are you going to send on the website. So, for example, on the website, you can be much more detailed. You can actually have two or three pages when you're getting, say, one single page can have multiple questions and you can actually get a lot more information in general. On the mobile app usually, because their attention span is much more limited, and the real estate is also is like really limited. I think it's probably, typically to have not all in one single question on a page and not limited to only a couple of pages so that you can get only the very crucial information that you want.



You saw how user feedback can help in improving your product. You also got an idea of how to approach users for user feedback depending on the stage of the product, but how do you collect feedback effectively? After all, you don't want to miss an opportunity to know what your user thinks of your product or service. So, what kind of questions should you ask, and what are the do's and don'ts that you need to keep in mind? Let's take a look.



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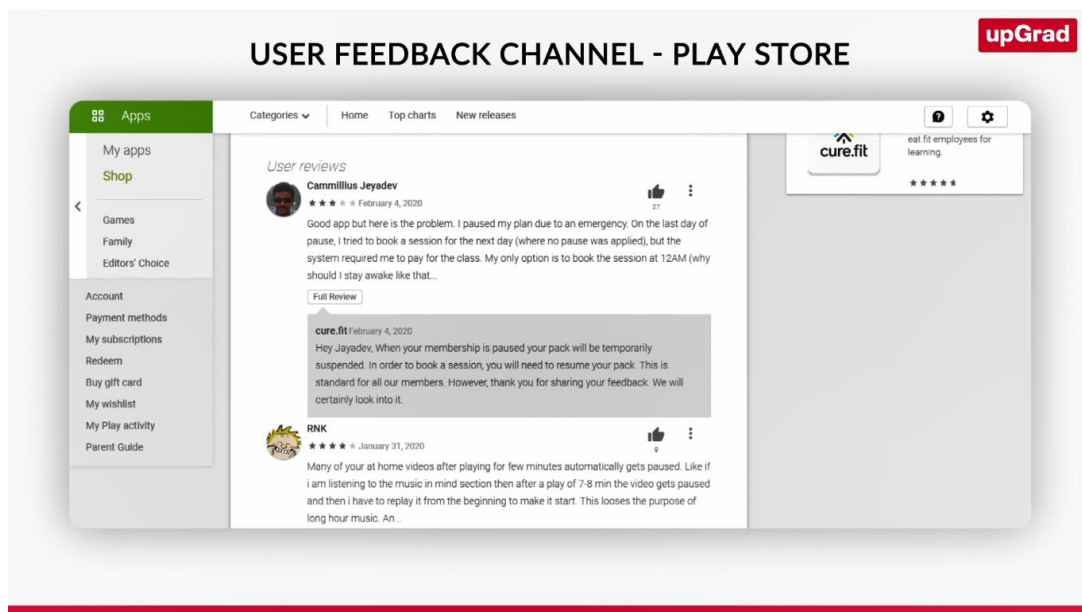
STEPS TO COLLECT USER FEEDBACK

01 Define objective

- a. Do you want more conversions?
- b. Do you want a more intuitive product?
- c. Do you want to change the pricing?

So, what are the steps of user feedback? Now that you've learned about what is user feedback and when it is done, the next step is to figure out how you should be getting user feedback. You should first define your objectives for taking user feedback. If you want feedback that can help you make decisions, you need to define the decisions you want to make, you would want to make.

Like for example, do you want to improve conversions from your website? Do you want to create a more intuitive product, a more effective pricing structure? You need to answer these questions before determining the parameters of user feedback. You should figure out the channel from which the users will give you feedback.



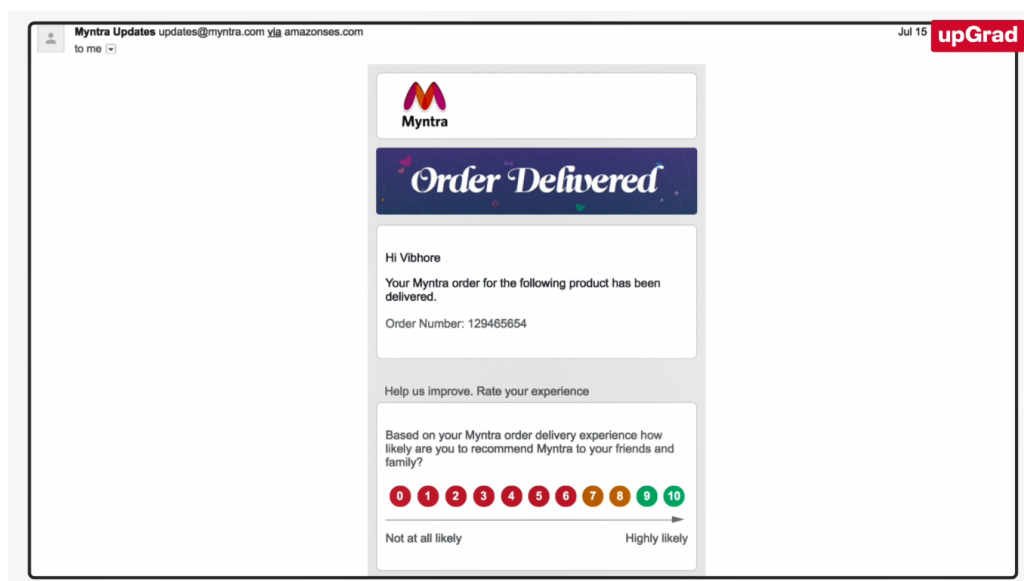
A user will rate your app on the Google play store and give us comments there. Users sometimes also send you their feedback through emails or call your customer support. Nowadays in the age of social media, users also actively give feedback to Facebook pages, Twitter handles and other mediums. Your aim should be to actively collect and process this feedback by converting it into actionable items and sharing it with your entire team. At Practo, we take user feedback by conducting direct interviews, customer satisfaction surveys, email surveys, and net promoter score.



We heard what Anshumani had to say about how one should take user feedback and how they do it at Practo. Now let's see how E-commerce companies in India usually do it.



Obviously, one of the ways of doing it, specific to commerce companies, e-commerce companies would be once the delivery is done. So, say typically after delivery you would send an email to the users and ask them to rate you on a scale of say, 0 to 10, and rank you on different parameters as well.



So again, there are multiple ways of doing this and one of the more popular ways, that is typically followed across most companies is the NPS survey, the net promoter score. So, you send out an email with a 0 to 10 rating system, and basis what the users select, you would know how your company is doing and how your product is performing and whether it's actually improving or is it worsening by the day. And this data can then be used to actually make core decisions about the road map that would be influencing the product going forward.



What questions should one ask in user feedback? Now let's look at the set of questions which you can ask in user feedback. One can ask users for feedback on various things like the product or a feature. Some of the questions could be, would you recommend the product or feature to others? This will give you a sense of the net promoter score or NPS for your product. How would you rate the product or feature on a scale of 1 to 10? What do you find most frustrating about the product or the feature? What did you like the most about the product or the feature? How easy was it to use the product? If you had to change one thing about the product or feature, what would it be? How can we improve the product or website? Send us your suggestions. These are just a few of the questions you can ask in user feedback.

A video frame showing Anshumani Ruddra on the left. On the right, a graphic titled 'FEEDBACK GATHERING GUIDELINES' lists four points: 01 Record specific responses, 02 Reach out to customers for feedback, 03 Take action on the feedback, and 04 Don't ask feedback on multiple features at once. The upGrad logo is in the top right corner of the graphic.

FEEDBACK GATHERING GUIDELINES

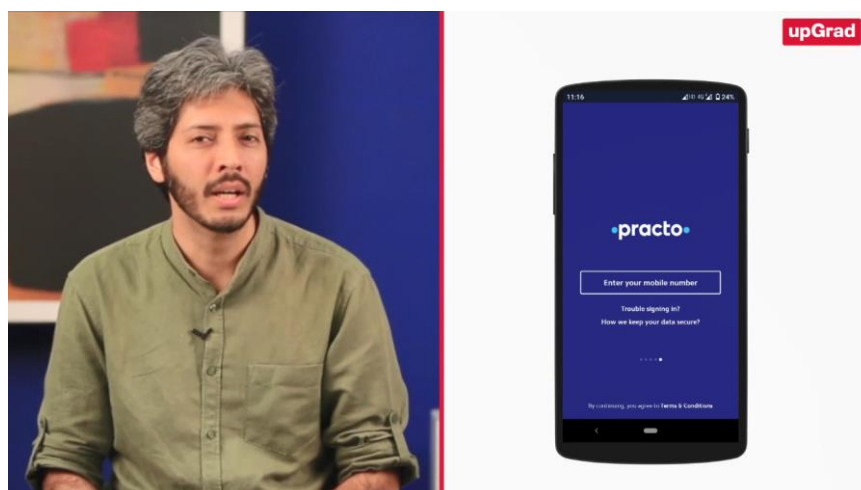
- 01 Record specific responses
- 02 Reach out to customers for feedback
- 03 Take action on the feedback
- 04 Don't ask feedback on multiple features at once

Now let's talk about the things to keep in mind while taking user feedback. While taking user feedback, you need to keep in mind a few of these things in particular. You shouldn't leave room for open-ended responses. Try to be as specific as possible. Second, you shouldn't expect your customers to come to you. You may encounter your users at various places like the Facebook wall, your website, Twitter, or their mobile devices. Ask for feedback where they are, instead of asking them to come to you through a survey link or a phone call.

Always remember to close the feedback loop by taking into consideration the feedback provided by the users. And finally, you shouldn't ask them about multiple features at once just to fulfil your goals. Ask them specific questions about a specific feature.

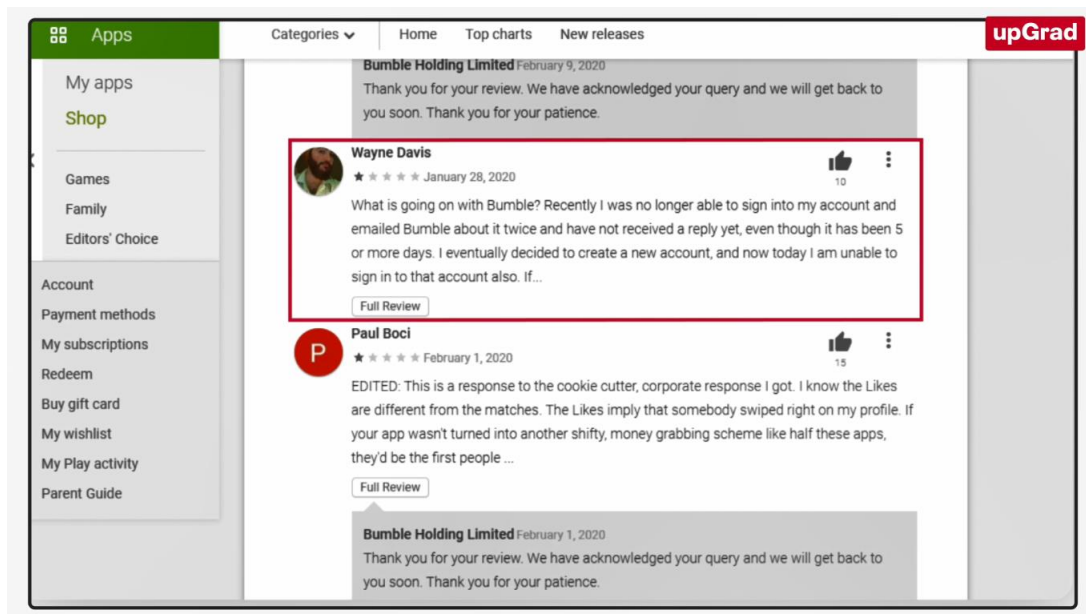


By now, you have a clear idea of the importance of user feedback in the process of collecting it. The data you collect from user feedback can help you improve your product. But first, you need to analyze that data. Let's see how you should go about it.

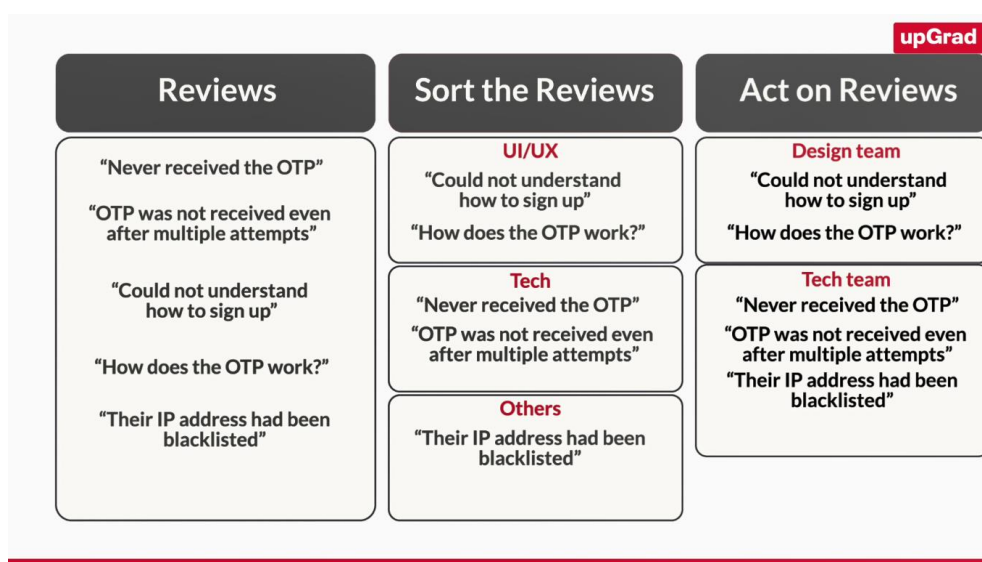


Now let's look at something of a typical example across a lot of user-facing apps. Most apps have a login screen where a user has to enter his phone number. This is followed by a one-time password that is sent to the user. In some apps,

the password has to be manually entered. In certain apps, the password is automatically filled into the form that appears on the next screen. Post this step, the user is finally able to log in.



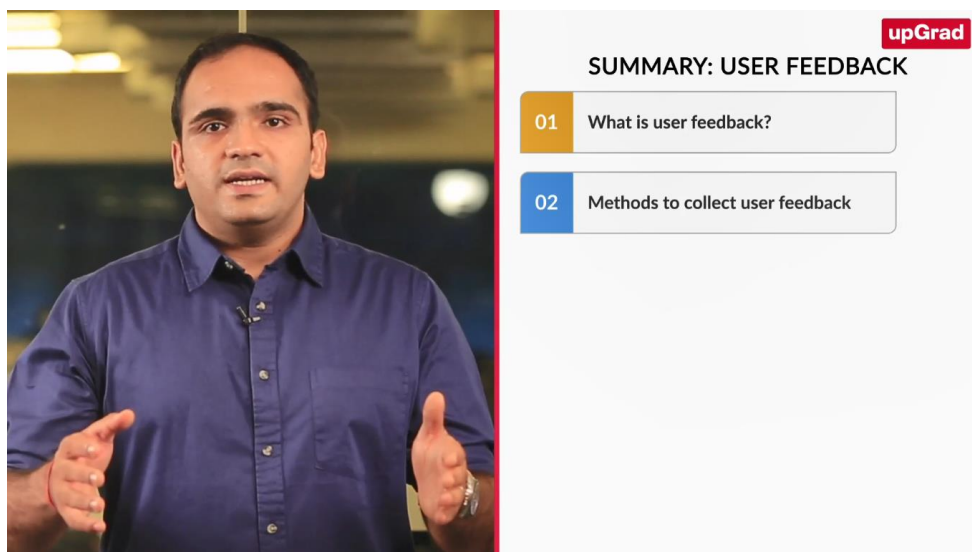
Now, the typical feedback that you could potentially receive across multiple channels, which is your Google play store ratings and reviews, on Twitter, on Facebook could be that the login screen is not working for a lot of users.



So, suppose in the last five days, you receive 10 such feedback, comments and reviews across different places. And all these feedback comments are pointing to the fact that users have difficulty logging in. The first step that you would do is now that you know of all your negative reviews, these 10 are specifically about the login screen. The next step would be to break these down into the actual problems.

- The first problem could potentially be that the OTP password, that is, the one-time password was not received within the allotted 60 seconds. This could be a problem with your one-time password provider, and it's a kind of a problem that you'll put into one bracket.
- The second could be a user experience problem. The users did not understand what an OTP is. They did not understand whether the password would be sent to them in their SMS or that they would have to type it out themselves. They do not know what is the form of the password. Is it made up of alphanumeric characters or is it a four-digit number or a six-digit number?
- The third prop potential problem could be that they received a message saying that their IP address had been blacklisted. This also tends to happen.

So, taking these 10 negative reviews, you'd realize that six of your users perhaps have said that their passwords were not delivered. Three of your users have said that they did not understand what this, what they were supposed to do on this screen. And one user could have potentially said that his IP was blacklisted. By doing the sort of categorization of the problem under a particular feature, you can decide how to go about solving this problem. Sending this data to the correct teams within your company and making them solve this problem.



The image shows a man in a blue shirt speaking, with a sidebar titled "SUMMARY: USER FEEDBACK" containing two items: "01 What is user feedback?" and "02 Methods to collect user feedback". The sidebar is on the right side of the image, and the man is on the left. The sidebar has a red "upGrad" logo at the top right. The items are numbered 01 and 02, with 01 in a yellow box and 02 in a blue box.

That was an amazing session on user feedback, wasn't it? As a product manager, this method of user feedback is very useful when it comes to improving your product so that you can serve your users better. Let's recap what you learned.

We started this session by learning what user feedback is and how it's used to improve a product or a feature of a product. User Feedback can be collected via surveys, emails, online forums, telephone interviews and other methods. It can be quantitative or qualitative in nature. You can use the data collected through user feedback to understand how well a product is doing with your users.



SUMMARY: USER FEEDBACK

01

Different types of feedback

- a. Quantitative
- b. Qualitative

Different product stages will give different kinds of feedback. Quantitative feedback helps analyze feedback across a larger sample and observe patterns in the feedback. Qualitative feedback goes into the detail as to why the user gave that feedback and what he or she was expecting.

In the zero to one stage of a product, the number of users might be less, and hence, you need to rely on qualitative feedback than quantitative feedback. In the one to the end stage, there are usually a lot of users and quantitative feedback is a more reliable form of feedback.



SUMMARY: USER FEEDBACK

01

Different types of feedback


02

Methods to collect user feedback

- a. Define objectives
- b. Determine feedback collection channels
- c. Collect feedback and iterate on product

Next, you learn the steps involved in collecting user feedback. Define the objective of your research, define the decisions you're looking to make, deciding the channel through which you want to receive feedback. Collect data from these channels and convert them into actionable items and share them with your team so that they can start iterating your product based on the user feedback.

You got an idea about the kind of questions you should ask for user feedback. For example, ask users for product rating, what they like the most, what frustrated them the most, how easy was it for them to use the product? Would they recommend it to a friend? And more such questions.



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SUMMARY: USER FEEDBACK

- 01 Approach user for feedback
- 02 Be specific
- 03 Close feedback loop
- 04 Analyze feedback
 - a. Collect data
 - b. Sort feedback
 - c. Categorize into buckets
 - d. Send to specific teams

You also learned what to keep in mind while collecting user feedback. Approaches the user yourself. Don't expect them to come to you. Be specific with your questions. Ask only about one feature in one session and close the loop by taking the collected data into consideration during product iterations.

We ended the session with a detailed look into the process of analyzing the data collected through the user feedback, and we used Log In scale example for this purpose. Start by collecting data from different feedback channels, then sort out the negative reviews from the positive ones, and then categorize the negative reviews into buckets.

In this way, you can send correct data to specific teams and how they can get cracking on solving the user problems. This brings us to the end of the session. When we meet next, we'll look at how you can use research to create product artefacts like user personas, user stories, which can be the user's worldview. Until then, bye, bye.

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