Guidance for collecting feedback

[Guidance for collecting feedback]
- [Patterns for collecting feedback]
- [Step 1: Define what you want to measure]
- [Step 2: Adapt the Feedback Component]
- [Step 3: Deploy on your product]

The feedback component was developed to help product teams collect, store, and analyse feedback on their product. It's a starting point; hopefully a useful one.

Our goals are two-fold and in priority:
1. Help users complete the task they are doing
2. Collect performance and outcome data from users.

We've all experienced an assertive feedback experience, one that interrupts what we went there to do. Our priority is to help people accomplish their goal(s) and to learn about how we might improve our product or get better outcomes.

Patterns for collecting feedback

The team came up with a process, design patterns, and user flows that could be used to help your product. But, ultimately, it will be through testing with your users to determine the best questions to ask *if* we're meeting their needs.

The patterns have recommended questions and placeholders for each team to create their own. Here's how we suggest starting.

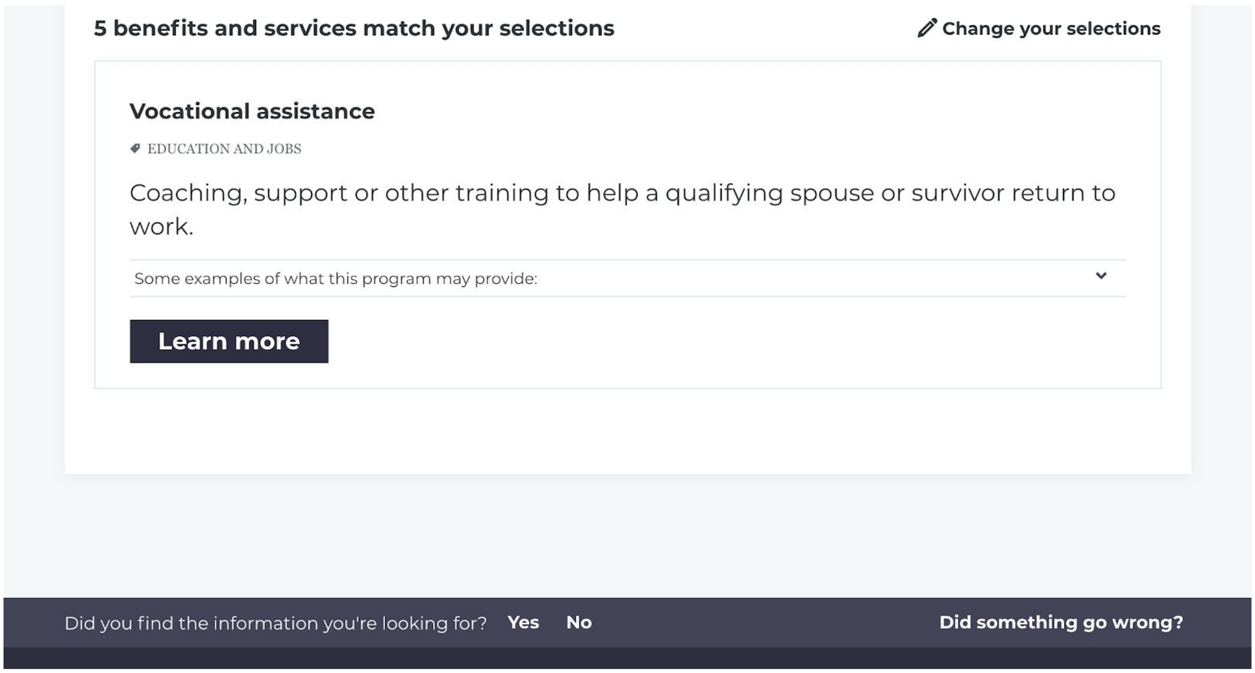
Step 1: Define what you want to measure

Most relevant for: design researchers, designers, and product managers

To ensure we're meeting users' needs, we want to ask questions that help us understand if we're doing that. That means different questions on different products.

For example, during the Discovery phase for *Find Benefits and Services* the team found Veterans experienced **information overload** when accessing Veterans Affairs Canada's site. Veterans wanted more **guidance** and clearer **expectation** setting when finding benefits that were relevant to them.

To collect feedback specific to this product, the team developed a question based on their ability to find information they expected: “Did you find the information you were looking for?”



In conjunction with moderated testing and analytics, this feedback question helps us answer if we’re meeting user needs. Each product has its own needs to consider. Your can start with:

1. Review your Discovery findings and needs statements;
2. Meet with your design researcher to define what you want to measure;
3. Develop a measure; and,
4. Determine if collecting this feedback on your tool is a valid method - it might be better in testing or through analytics.

Step 2: Adapt the Feedback Component

Most relevant for: designers

Once your team knows what they want to measure, you can build the specific questions into the feedback component. There are some suggested questions in both the mid-service and post-service pages.

Working files: You can find the Sketch working file for our wireframes, flowcharts and style sheet here.

Note: Styles were based on the styles of the node starter app. The correct font isn’t in the Sketch file, but it is correct (Noto Sans) in the code.

InVision Flows: The wireframes were published to InVision using the “Craft” plugin in Sketch. You can find them here:

- Mid-service (desktop + mobile)
- Post-service (desktop + mobile)

Note: Due to account limitations in InVision, the desktop and mobile sizes are combined into one document for each flow.

Have questions about our design decisions? Check out our hypotheses and rationale here.

Have feedback on the work? Let us know what you think about them here.

Step 3: Deploy on your product

Most relevant for: developers

Once the wireframes are complete, there are a few options for bringing the feedback component to your product.

Setting up the frontend components

If your app is based on the node-starter-app this should be an easy process. Otherwise you will need to look at our feedback-plugin and determine if you can reuse it. See feedback-plugin-example for an example of how to install it on a fresh copy of the starter app.

To install our plugin, if your app is based on the node-starter-app:

1. Run `$npm install git+https://git@github.com/cds-snc/feedback-plugin.git#v1.0.2`
2. Add the following to your app.js file:

```
const { registerPlugins } =
require('./node_modules/feedback-plugin/register')

app.plugins = registerPlugins(app)
```

3. Copy and paste our translations into your locales/en.json and locales/fr.json files
4. To set up the mid-service feedback component, you will need to import the styling and modify the base template. All the necessary changes are in this commit.
5. To set up the post-service feedback component, create new routes in your app for a feedback page and feedback-confirmation page. The full set of changes you need is here.

6. To customize the questions and other content displayed in these components, you can extend the templates and define your own nunjucks blocks.

Where to send the responses

There are 2 options for this:
1. Use the feedback-collector we have built, or
2. Set up your own endpoint within your app, or

How you set up your own endpoint within your app will depend on the tech stack you are using. Here are some reasons you might want to use the feedback-collector:
- Very little code to write
- Gives you the option of emailing out user responses as they are submitted
- Saves the responses in a database for later analysis
- Lets you download a CSV file with your feedback responses.

To hook up your form to the feedback-collector, follow these steps:
1. Log in with your CDS Google account here: http://cds-feedback-collector.herokuapp.com/
2. Add a new form.
3. a) If you are setting up a post-service feedback form, or any form where the respondent will be submitting from a dedicated questions page, select that you want the respondent to be redirected, and enter the confirmation URL (such as: https://cds-feedback-prototype.herokuapp.com/en/feedback-confirmation).
   b) If you are setting up the mid-service feedback bar, select “No” redirect.
4. Add your form and confirm your email address.
5. a) If you are going to redirect the respondent, add the following action to your form html: `<form action=”https://cds-feedback-collector.herokuapp.com/en/send?id=YOUR_FORM_ID">`
   b) If you are not redirecting the user, …
6. You’re done! The feedback-collector is now collecting your responses. You can download them at any time by clicking “Download responses” from the my-forms page.