Feedback

As part of your preparation for your group presentation next week, we ask that you get at least 50 responses (may be more or less depending on your team size) to a Google survey on your product, where you ask respondents to watch your video and provide feedback.

Some general tips on gathering feedback

- Share a link to your survey (with your video embedded in your survey) with your personal, student and professional networks

- Make all of the questions optional – most people will still respond to all questions, but if the form is unable to submit, may give up.

- Stick with a single-page (e.g. 10 questions or less). People will be more generous when they see the submit button on the first page.

- Use 3 – 5 questions to understand your potential customers. If you think gender is important, or mobile phone usage, try to understand what traits will be important for your product.

- Create structured responses for your product questions. Force people to make decisions and not be wishy-washy.

- Leave 1 or 2 questions for any responses where length may matter. Some of your respondents will <u>want</u> to provide longer feedback, but do not make it mandatory.

Some resources:

- A Google Survey we created for our mortgage: https://docs.google.com/forms/d/e/1FAIpQLSdh7vpwYDg6zrtNIV_M8cOln dXfFMN0Mywb_X1Wwi7YAYS7bQ/viewform