Today's Agenda

- Predicting priority of UX customer feedback

Predicting priority of UX customer feedback

Libby G
UX Designer

+

Jill Goodwyn
Data Scientist

The situation:

Our UX designers are a direct line to the needs of our users. Our UXers request and receive a lot of user communication, and they act as a guiding light to our product teams.

The problem:

Our UX team often receives so much feedback from our customers that it's tough to tell what needs to be followed up on right away and what can wait.

Sorting through hundreds of comments takes away precious time from our UX team that could have been spent elsewhere. This is…

Predicting priority of UX customer feedback

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The idea:

Libby and Jill have been meeting every week for the past several months and exploring applications of data analysis and UX.

Most recently, we collaborated to develop a **predictive model that can parse through customer feedback in seconds** and flag the high priority ones.

Looking through 300 comments previously took at least 4 hours

We reduced it to 5 seconds

Predicting priority of UX customer feedback

Libby Gleason
UX Designer

+

Jill Goodwyn
Data Scientist

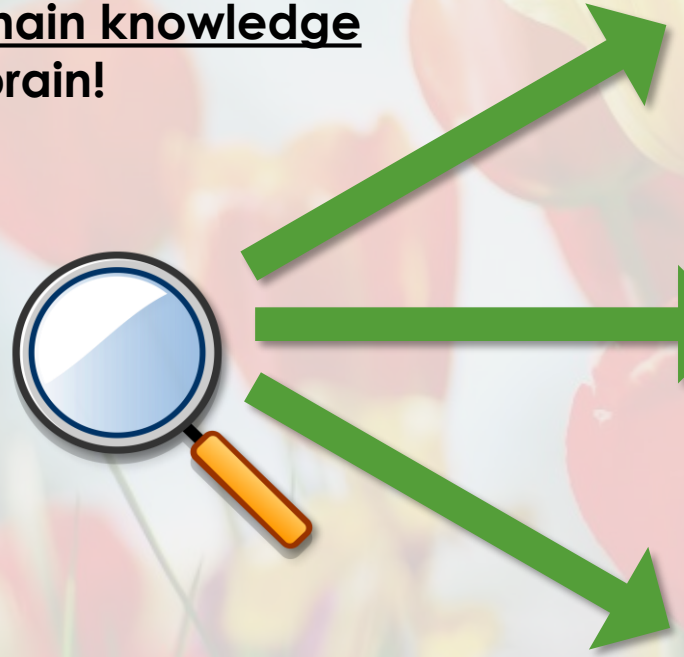
To reiterate:

Freeing up time for our teams translates into faster time to value for our customers

Predicting priority of UX customer feedback

How We Made the Model

We captured the <u>domain knowledge</u> that is inside Libby's brain!



Did the user ask a specific question?

Does the comment contain "trigger" language?

How long is the comment?

+ Many more previously unspoken considerations!

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We rolled up all that good knowledge and trained a Random Forest Classifier model in Python

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We rolled up all that good knowledge, added some features, used text analysis, and trained a Random Forest Classifier model in Python

Now we can apply this model to new sets of customer feedback to determine which users need to be contacted first

"Can someone please tell me how to use the new system? I prefer the old one."	**Yes**
"Idk"	**No**
"This is cool but I don't need to use this right now."	**No**

Predicting priority of UX customer feedback

If Libby and I hadn't already been cultivating an exploration of data science + UX,

we would have never known a predictive model was possible for this situation

Predicting priority of UX customer feedback

Cultivating for the future…

- Capture additional UX designer knowledge and add it to the model (the more brains the better!)
- Develop an app with interactive UI to hand out to other teams to experiment with
- Additional tools that could potentially be added to product


What can we grow next?