**#44 What to consider when working with user feedback? Part 1/2**

Development  Pre-SignUp  Post-SignUp

UX Core Guide by Wolf Alexanyan
https://uxcg.io

## #1 Availability heuristics

Knowing what information has recently been circulated around our users, we can know in advance their answers to many of our questions. Understanding this bias allows us to craft better questions, avoiding ineffective and obvious ones.

## #73 Hard-easy effect

We need to simplify the feedback mechanism as much as possible so that users can share their opinion with just one click. Any additional load in this mechanism (be it "nudging" texts or pictures) can complicate the action in the user's eyes and deprive us of his opinion.

## #42 Illusory correlation

Due to our desire to back up our decisions with system data, we may accidentally spot non-existing correlations between the feedback and some of our team decisions (**#29 Observer-expectancy effect**).

## #91 Reactance

We absolutely shouldn't force users to give feedback. An example of pressure: mandatory answers to third-party questions when filling out a form. An exception may be the case when the user leaves the product. For instance, before deactivating an account or uninstalling an app, we may make it mandatory to select the decision's reason.

## #70 Social desirability bias

We should avoid asking questions that might cause emotional discomfort to the user. If the user has to choose between options, some of which are socially unacceptable, we risk receiving data that does not contain his real opinion.

## #5 Context effect

In our feedback mechanisms, we need to provide context from the beginning. So, if we launch a survey, from the very beginning we must make sure that the user understands not only the questions but also how his answers will be used. If we ask questions without an established context, then the answers are likely to be more abstract, and the results are less useful.

## #7 Mood-congruent memory bias

We should avoid abstract questions because the answers to such questions are likely to be dictated by the user's current mood. Besides, we should ask questions at the most "neutral" time, not overshadowed by some sad events. If we ask a user to rate our support service quality on a day of mourning in their country, this will likely skew their answers.

## #18 Anchoring effect

Inappropriate use of numbers in our surveys and forms can accidentally nudge users to unconscious responses, thus distorting the received data.

## #61 The Magical Number 7+-2

One of the most common mistakes product teams make is offering too many options at the same time. Example: a feedback form asking "What product innovation would you like the most?" with dozens of answers. According to Miller's law, the user will not be able to keep in mind all these options simultaneously and, therefore, will not assess their weight and significance in relation to each other. As a result, the data we receive will not reflect the real situation.

## #59 Survival bias

Let's say we received feedback from one category of users and did not receive (or received much less) from another. If we extrapolate these results to all users, we run the risk of making many bad decisions.

## #

To nudge the user to give feedback, we can use a wide variety of tools, each of which will be convenient in a specific situation. Instruments: **#15 Von Restorff effect**, **#16 Self-reference effect**, **#21 Distinction bias**, **#28 Selective perception**.