



Improving User Feedback - Presenter's Notes

"We envision a world where effortless, secure video conferencing is the standard, enabling individuals and organizations to achieve their goals with ease."

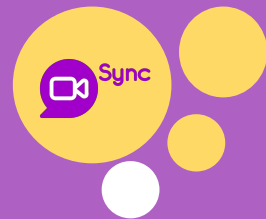


Agenda

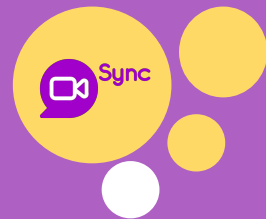
Welcome!

We'll talk a bit about streamlining feedback from users, then why is feedback important, moving on to prototyping, and finishing with continuous validation.

We'll have some time at the end for questions and clarifications.



Streamlining Feedback

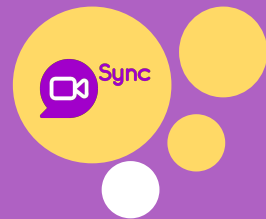


We are facing some issues with user retention at the moment, and we could benefit from getting feedback from our users, learning what exactly makes them want to switch to our competitors.

Our goal is to streamline the feedback process, ensuring that insights from users are received promptly, analyzed effectively, and seamlessly translated into actionable features. This enhancement is pivotal for a more agile and user-centric product development approach.



Feedback Matters!

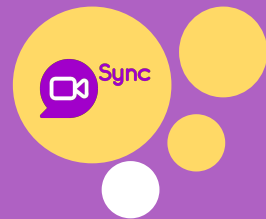


Why does prioritizing customer feedback matter?

It's essential for agile success and customer satisfaction. By incorporating user insights early in our process, we not only reduce the risk of misalignment with user needs but also ensure a more responsive and customer-focused development cycle.



Prototyping Workflow



To approach prototyping more productively, we propose an iterative model.

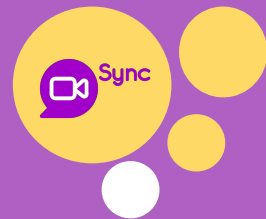
Breaking down the prototyping phase into smaller cycles allows us to gather user feedback at each step, facilitating quicker adjustments.

This method ensures a more efficient, user-friendly end product.

We can have different level of prototyping: low fidelity, mid fidelity, or high fidelity.



Continuous Validation Cycle



Post-development, continuous validation is our key to success.

Through A/B testing, user surveys, and analytics, we can monitor user interactions rigorously.

This ongoing validation loop ensures our product not only meets but consistently exceeds user expectations, facilitating a responsive and adaptive development process. And ensures the success of our product.



Thank you! QA.



Thanks for your time, please let me know if you have any questions.

I'd be happy to answer them now or if you have them at a later point.

