

Coding Guidelines for User Feedback Categorization

Introduction

This document provides comprehensive guidelines for categorizing user feedback from the Amazon Play Store (APS). The feedback is categorized into four primary categories: **Feature**, **Issue**, **User Experience**, and **Other Information**. These guidelines are intended to ensure consistent, accurate, and meaningful categorization to facilitate analysis and improve software development.

Categories and Detailed Coding Instructions

1. Feature

Definition:

Feedback that discusses the specific functionalities or utilities of the software, including comments on existing features, suggestions for new features, and evaluations of feature effectiveness.

Inclusion Criteria:

- **Mentions Specific Functionalities:** The review should explicitly mention a feature or functionality of the app.
- **Suggestions for Improvement:** The review proposes new features or suggests improvements to existing ones.
- **Evaluations of Usefulness:** The review evaluates how effective or useful a feature is in the user's experience.

Detailed Instructions:

- **Identify Keywords:** Look for terms like "feature," "functionality," "useful," "option," "tool," "app," or "utility."
- **Context Matters:** Ensure that the feature mentioned is the primary focus of the review.
- **Feature Evaluation:** If the user provides an assessment of how a feature impacts their experience, it should be categorized here.

Examples from Dataset:

- **NanaB:** "Love this for my kindle print needs." (Category: Feature)
- **marcelle romero:** "I needed to find a way to see my online workouts on a big screen." (Category: Feature)

- **jimbocolumbus:** "Best app Ever! I use this app all the time to watch sports." (Category: Feature)

2. Issue

Definition:

Feedback that identifies problems, errors, or bugs encountered while using the software, including reports of crashes, malfunctions, performance issues, and misleading practices.

Inclusion Criteria:

- **Bug Reports:** The review describes a bug, crash, or error in the software.
- **Performance Problems:** The review mentions issues like slow performance, freezing, or unexpected behavior.
- **Misleading Practices:** The review highlights instances where the app does not function as advertised, including hidden charges or misleading features.

Detailed Instructions:

- **Identify Problematic Phrases:** Look for terms such as "crash," "freeze," "error," "problem," "malfunction," "slow," "pay," "misleading," or "hidden."
- **Severity Consideration:** If the review indicates that the issue significantly impacts the user experience, it should be categorized as an Issue.
- **Misleading Practices:** Pay attention to reviews that suggest the app isn't delivering what was promised.

Examples from Dataset:

- **John D:** "Downloaded this on a Kindle Fire 8 HD. No indication anywhere that you have to pay to print until after you download." (Category: Issue)
- **samantha donnelly:** "Sorry for those who love this app but for me, it freezes constantly." (Category: Issue)
- **LilyMom:** "I wanted to watch a UGA football game. It was so slow and kept buffering." (Category: Issue)

3. User Experience

Definition:

Feedback related to the overall user experience with the software, focusing on usability, design, navigation, and satisfaction. This category reflects subjective opinions about how the app feels to use.

Inclusion Criteria:

- **Ease of Use:** The review comments on how easy or difficult the app is to use.

- **Design and Aesthetics:** The review mentions aspects of the app's design, layout, or visual appeal.
- **General Satisfaction:** The review expresses general satisfaction or dissatisfaction with the app as a whole, not tied to specific features.

Detailed Instructions:

- **Identify Experience-Based Phrases:** Look for terms like "easy," "difficult," "user-friendly," "intuitive," "frustrating," "enjoyable," or "satisfaction."
- **Subjective Evaluation:** Focus on reviews that discuss the overall experience rather than specific technical issues or features.
- **Design Focus:** If the review mentions the app's design or layout in a way that affects the user experience, it should be included here.

Examples from Dataset:

- **Kindle Customer:** "Easy to use and understand. Seems to be successful in casting videos." (Category: User Experience)
- **Kindle Customer:** "I find this app to be extremely fast towards content loading." (Category: User Experience)

4. Other Information

Definition:

Feedback that provides insights beyond core functionality and user experience, such as customer service interactions, pricing models, subscription plans, and comparisons with other apps.

Inclusion Criteria:

- **Customer Service Comments:** The review mentions the user's experience with customer service.
- **Pricing and Subscription:** The review discusses the cost, value for money, or subscription details.
- **Market Comparisons:** The review compares the app with similar apps in terms of value, pricing, or feature offerings.

Detailed Instructions:

- **Identify Non-Core Aspects:** Look for terms like "customer service," "support," "price," "subscription," "expensive," or "compare."
- **Contextual Clarity:** Ensure the review focuses on aspects beyond the app's technical or functional performance.
- **Comparison Insights:** If the user compares the app's pricing or service with other products, it belongs in this category.

Examples from Dataset:

- **Random:** "ESPN is not included in the basic package, but it's advertised as part of it." (Category: Other Information)
- **Melanie R. Bell-Carter:** "Too difficult to cancel subscription." (Category: Other Information)

General Guidelines

1. **Thorough Review:** Always read the full review carefully to understand the user's main points before categorizing.
2. **Consistency:** Apply the same criteria consistently across all reviews to ensure uniformity in categorization.
3. **Primary Focus:** Categorize based on the primary focus of the review. If a review covers multiple topics, choose the category that best represents the main concern or feedback.