

Problem Statement

Collecting quality feedback is hard to
do on a regular release cycle

Status Quo

- Prior to release: Feedback when it's available for large projects with in person cohorts
- Post release: Customer support tickets triaged as feedback for the next release

Qualitative Event-Driven Feedback

- Costly to instrument
- Requires frequent maintenance
- Interpretation ambiguity
- Time

Automated MT Testing

- Expensive (due to standing reviewers)
- Less flexible for changes
- Blanket testing
- Target user ambiguity

Per-test feedback

- Most likely wrong user persona
- Costly to automate
- Difficult feedback mining / aggregation
- Targeting non-existent

Qualitative in-person testing

- Costly to set up
- Employee time (scheduling, set up, call time, triaging, implementation, follow up)
- Difficult to get regular feedback
- Megaphone problem

Status Quo

- Quantitative even-driven feedback (Mixpanel)
- Automated MT offerings (Rainforest QA)
- Per-per-test user feedback (User Testing)
- Qualitative in-person testing (Skype/Cohort Testing)

Time spent on feedback collection/triage

Qualitative in-person testing
(Skype/Cohort Testing)

Automated MT offerings
(Rainforest QA)



Per-per-test user feedback
(User Testing)

Quantitative even-driven feedback
(Mixpanel)



**In-product video feedback
for websites and apps**

Product MVP

- Client side recording tool
- Server side viewing tool
- Team management
- View/environment specific targeting
- Automated feedback triaging

**Analytics tell you *what*,
Plot shows you *why***

Ask your users: How was your
setup experience?

-20%



Recording tool

- Varied levels of feedback
 - Emoji feedback
 - Text Feedback
 - Video Feedback
- More setup = less feedback
- Responsive recording

Emoji + Text feedback UI

Plot

[Product](#)

[Pricing](#)

[FAQ](#)

[Sign Out](#)

[Go to Feed](#)

Try Plot at the bottom right of your screen.

Stop guessing what users want. Let them tell you.

Try Plot Below

How are we doing so far? ×



How recording works

1. Record the users mouse position via JS
2. Record changes to the DOM for the duration of the recording
3. Record the audio stream via HTML5
4. Keep stream open until closed or max recording limit is reached
5. Rebuild the dom changes on our server
6. Construct the video and add into the feed with timestamp, user email, and emoji response

Client side recording with WebRTC

The image shows a web browser window displaying the BRIT+CO website. The browser's address bar shows the URL <https://www.brit.co>. The website's navigation bar includes links for ARTICLES, VIDEOS, CLASSES, and SHOP, along with a search icon, a shopping cart icon, and a LOG IN / SIGN UP link. A trending article titled "Hey, Boo. We Have 100s of Halloween Costume Ideas for You!" is featured. The main content area displays "Today's Must Reads" with a large article titled "2 How to Dress Your Pet Up like a Donut for Halloween" featuring a photo of a dog wearing a donut costume. To the right, a "LATEST S" section lists various articles under categories like STYLE, TECH, and HALLOWEEN. A dark overlay window is positioned on the right side of the browser, titled "How are we doing so far?". It displays a timer at 1:07 and the text "Now recording Plot and audio feedback. Please explain what you are thinking." with a colorful audio waveform at the bottom. At the bottom right of the browser window, there is a smaller feedback widget with the title "How are we doing so far?" and three emoji buttons: a sad face, a neutral face, and a happy face.

BRIT+CO ARTICLES VIDEOS CLASSES SHOP

LOG IN / SIGN UP

TRENDING Hey, Boo. We Have 100s of Halloween Costume Ideas for You!

Today's Must Reads

2 How to Dress Your Pet Up like a Donut for Halloween

LATEST S

STYLE 10 Reasons Why Y Over Tights This F

TECH Dropbox's VP of P About Jobs in Tec

HALLOWEEN You'll Love Lauren Conrad's Budget-Friendly Halloween Costume Tip

TECH 7 of the Coolest Tech We Saw at Adobe MA 2015

THINGS TO MAKE

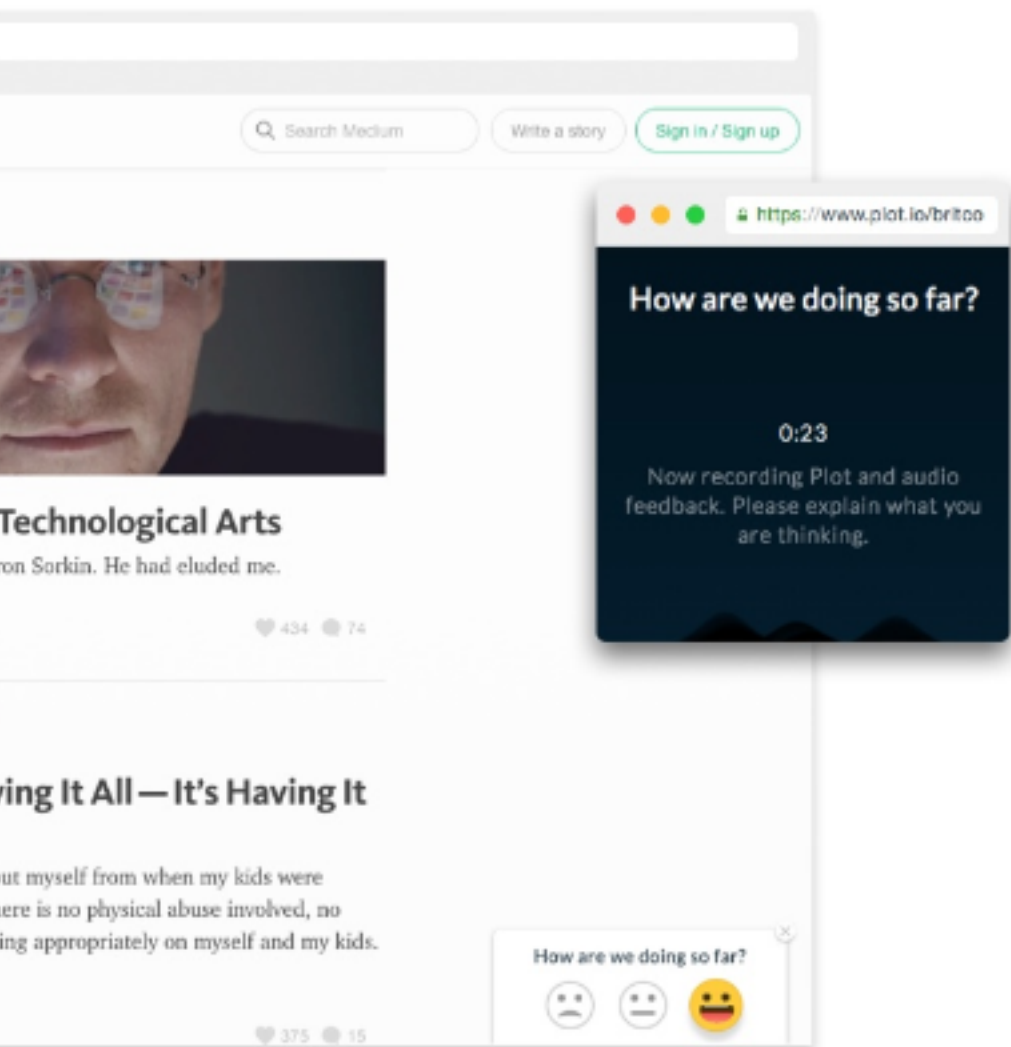
How are we doing so far?

1:07

Now recording Plot and audio feedback. Please explain what you are thinking.

How are we doing so far?

😞 😐 😊



Capture video feedback

Plot allows you to observe people using your product. Playback recordings of bugs, hear product suggestions, and collaborate on feedback with your team.

Ask personalized in-product questions

Never miss a good idea - collect customer feedback right in your product. Write your own, or choose from personalized questions to help your visitors voice their product experience and wishes.

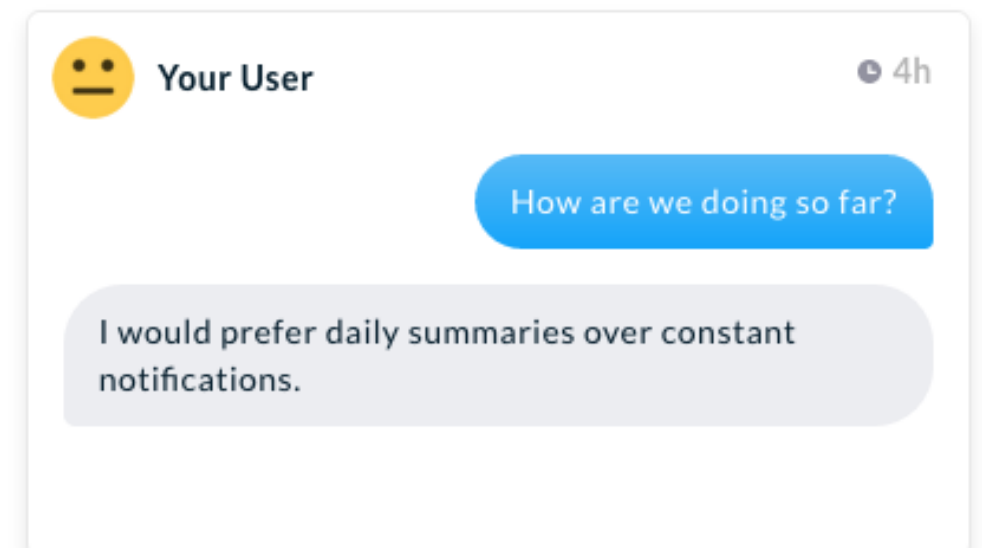
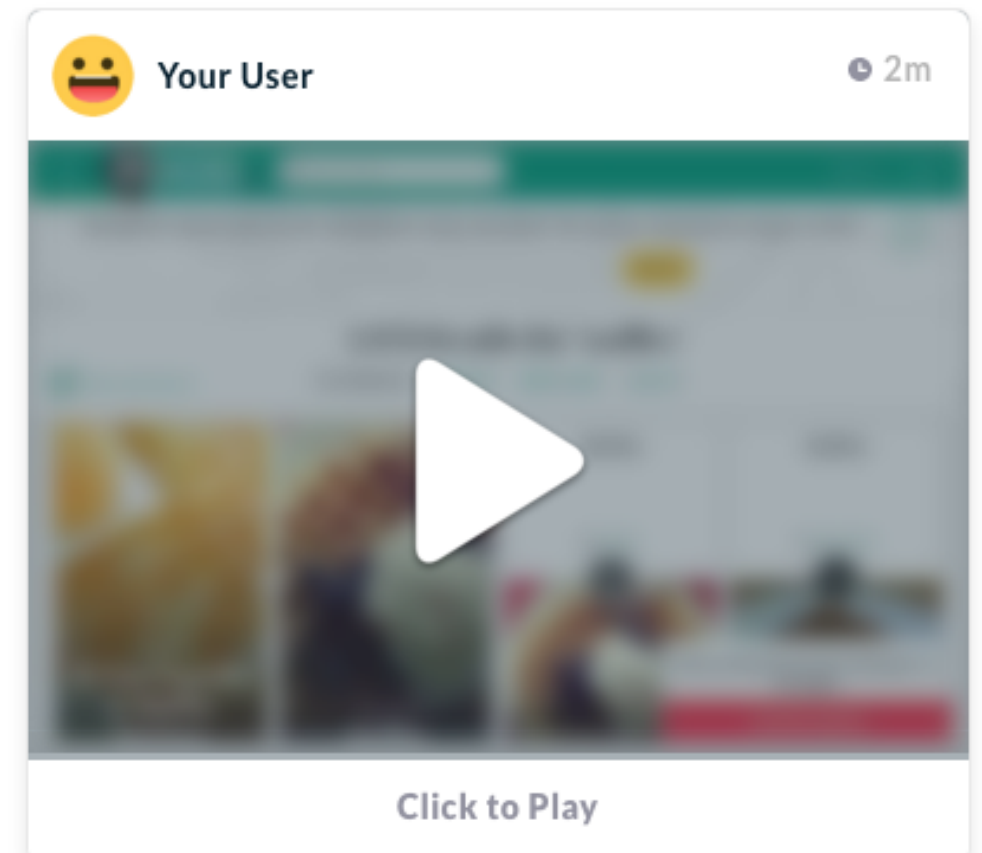
Target particular users

It's not always about what you're asking, but who. Ask specific questions based on where users currently are in your product.

Building the Feed

All feedback items are grouped in card based UI

- Emoji feedback
 - See device type, size, software version, location, page version, and feedback in card details
- Text feedback
 - Directly reply to the user via email and store conversations in the card
 - Create support tickets directly from app to zen desk
- Video feedback
 - Play video feedback inline the feed or share the individual play card to a github issue



User Management & Product UI

Instadiff

Feed

Questions

THIS PROJECT


Manage Team


Project Settings


Plan


FAQ

Help & Feedback

 Does this page answer your questions? 6h

 Does this page answer your questions? 11h


 Does this page answer your questions? 13h


 Does this page answer your questions? 13h

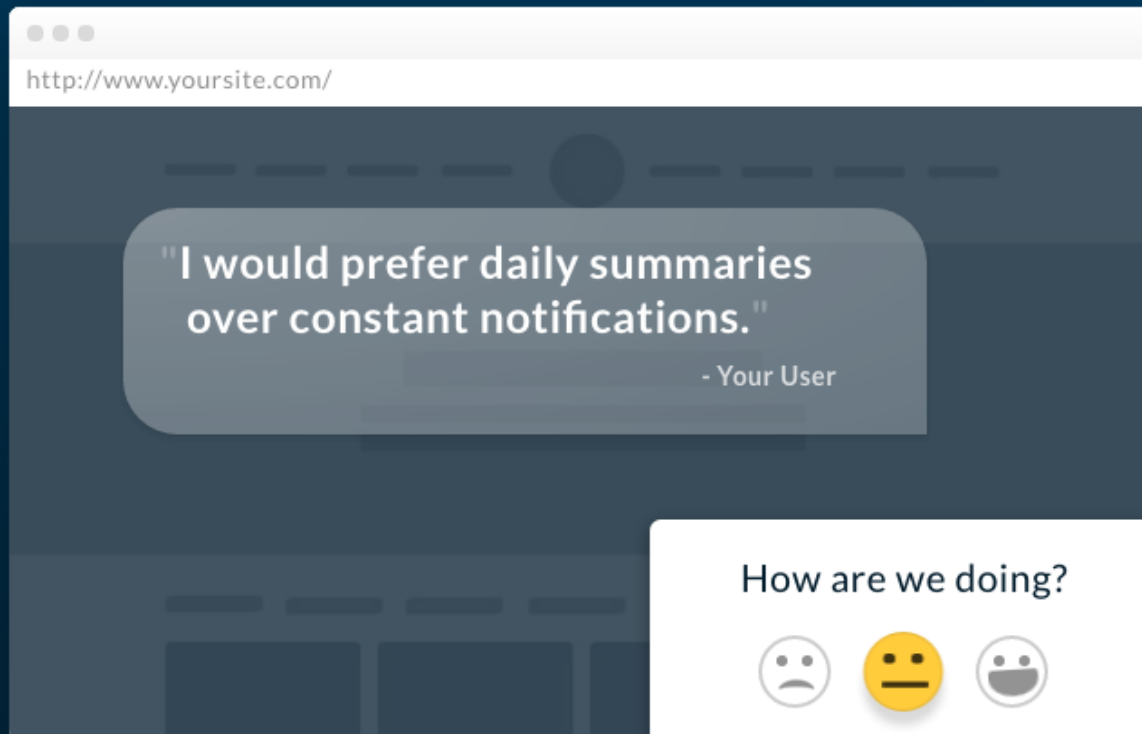
Does this page answer your questions?

Hello, start diff with default values (stripe) generates broken images
/plotstatic/img/diffmonkey/diffs/prod@1170.png
chrome 47 - osx capitan

Email

 Does this page answer your questions? 14h

 Does this page answer your questions? 14h



Get video, text, and emoji
feedback from users inside your
product.

Plot's shown **free** to your first 1,000
visitors each month.

[SIGN UP](#)