Problem Statement

Collecting quality feedback is hard to do on a regal 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)

Plot

In-product video feedback for websites and apps

Product MVP

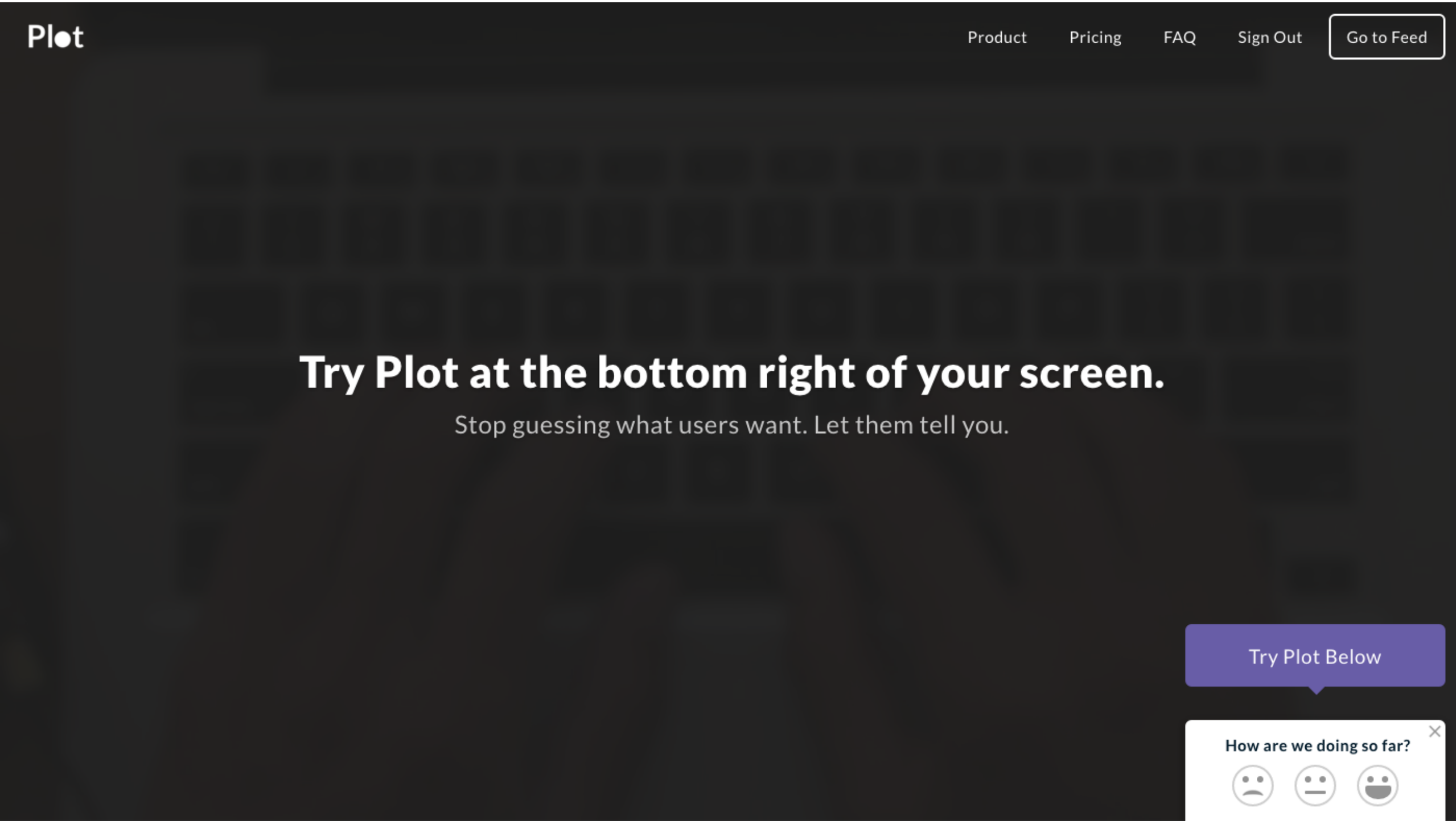
- Client side recording tool
- Server side viewing tool
- Team management
- View/environment specific targeting
- Automated feedback triaging

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

Recording tool

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

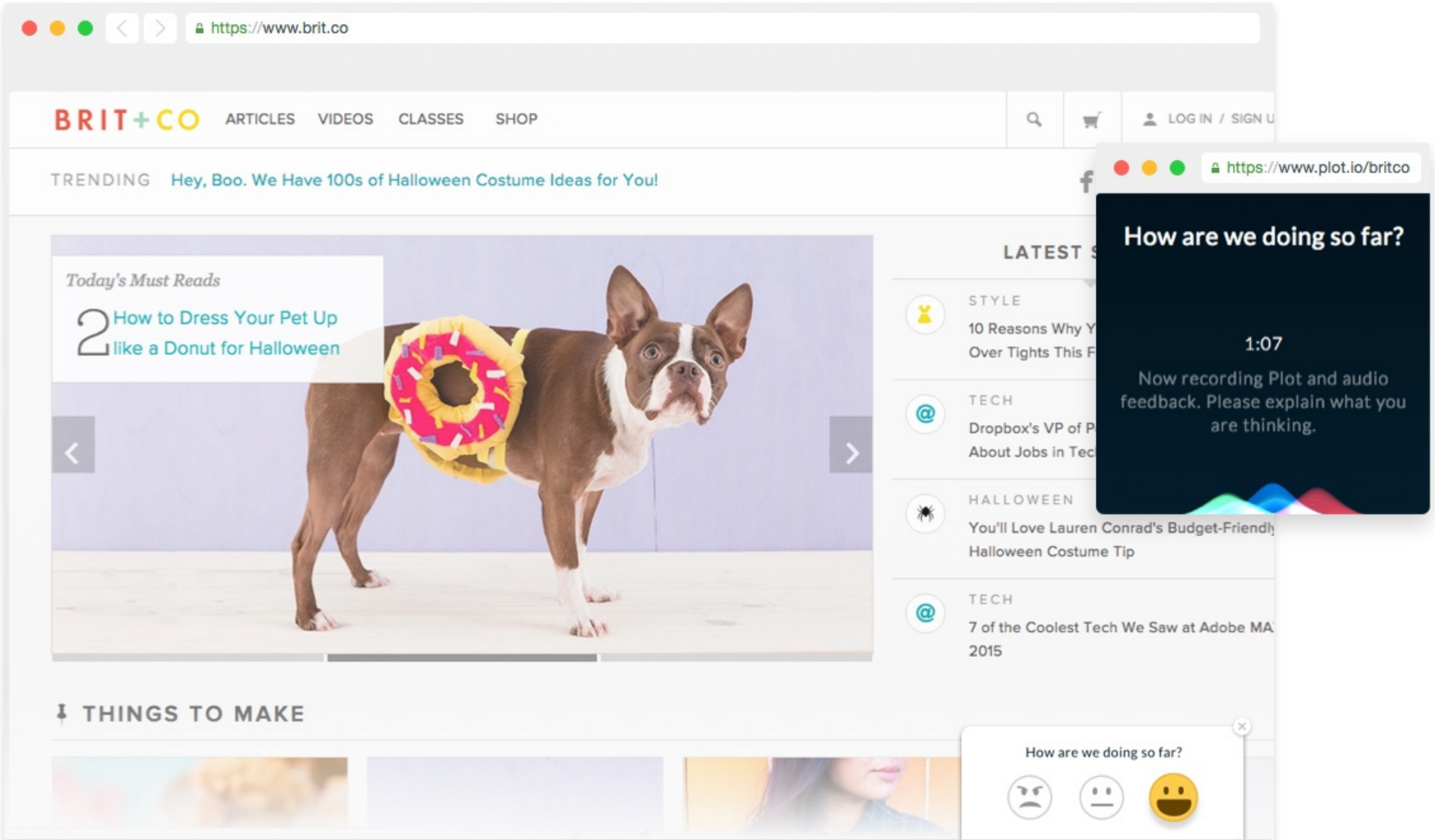
Emoji + Text feedback UI

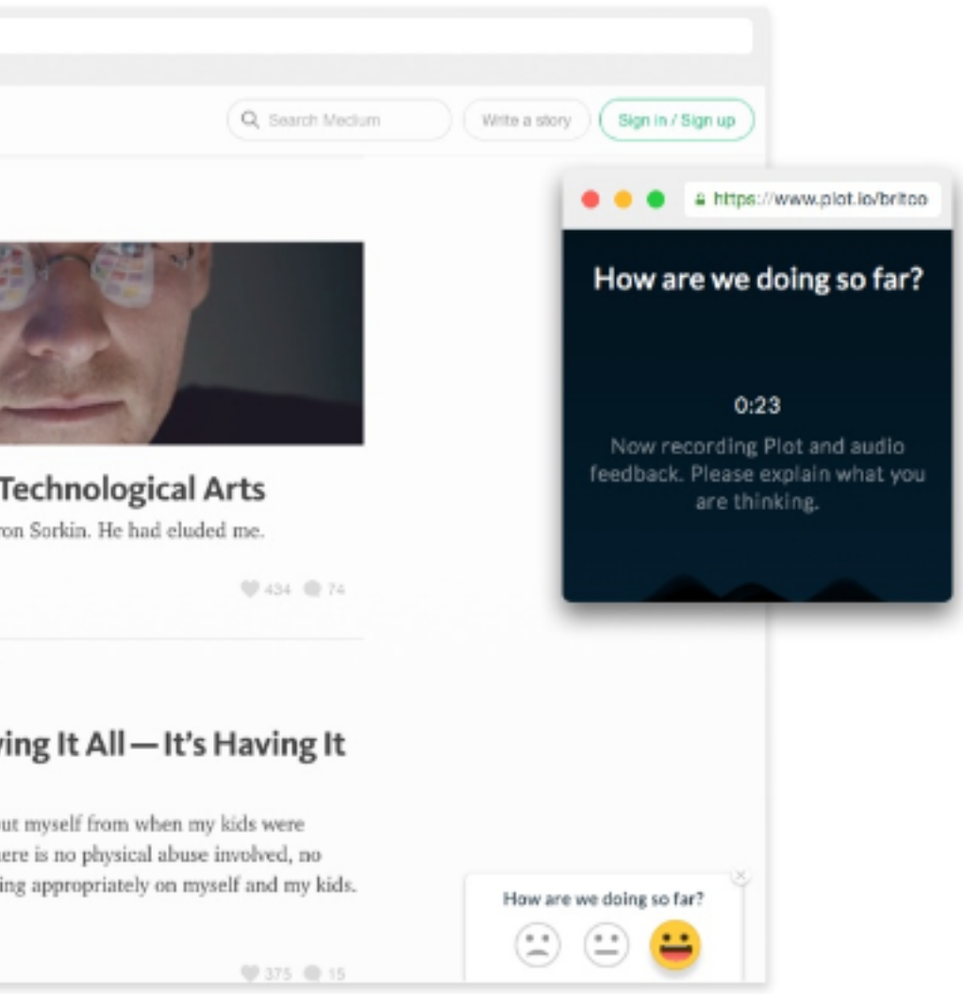


How recording works

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





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.

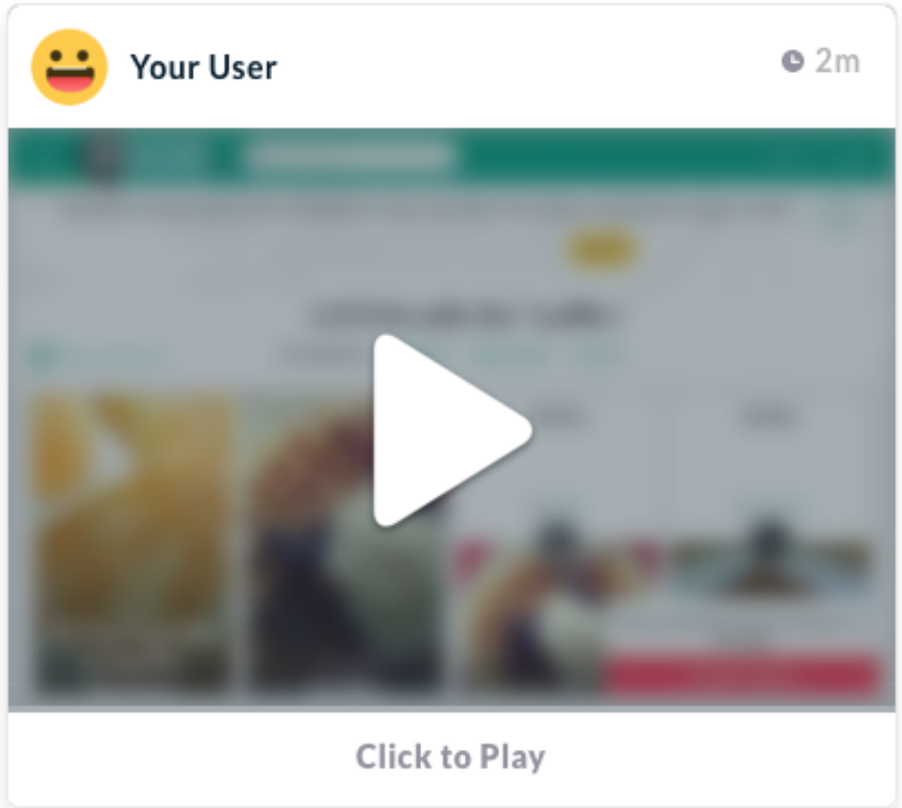
Target particular users

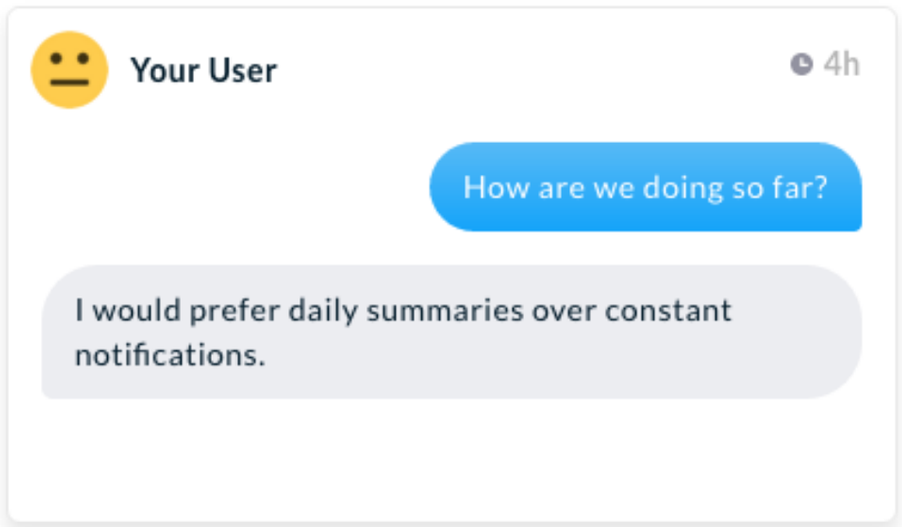
It's not always about what you're asking, but who. Ask specific questions based on where users currently are in your product.

Building the Feed

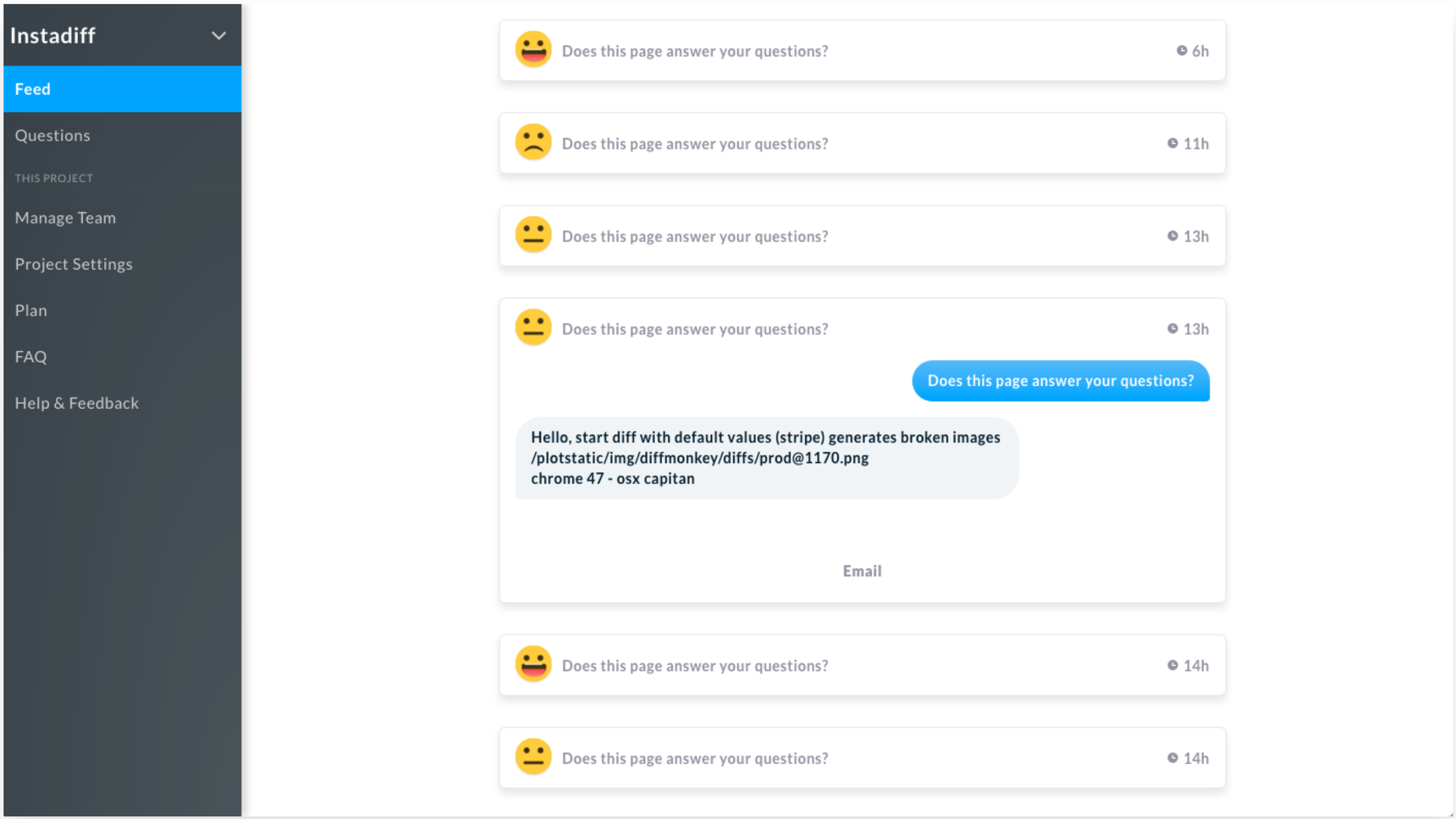
All feedback items are grouped in card based UI

- 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



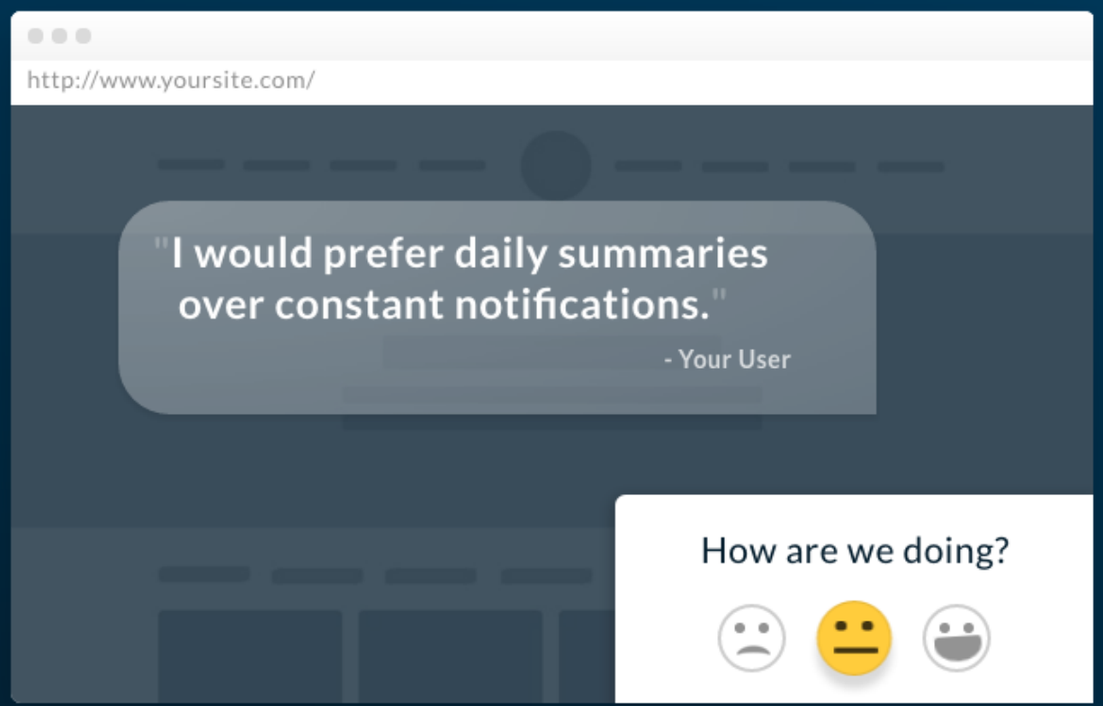


User Management & Product UI



Plot

Product Pricing FAQ Sign Out Go to Feed



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

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

Enter Email Address

SIGN UP