

Step 17: User Feedback.

Purpose of this step:

To get feedback on any aspect of the testing process that may have been missed.

Overview:

Timing is important:

- Ease of Learning – early response, want to catch them during first time use
- Ease of Use – you want to get feedback after they become ‘expert’ users.

Find the right technique:

- Usability testing
- Interviews
- Focus groups
- Questionnaires
- Usage studies

Practical application of these principles to your site:

Interviews

Positive: Solicit subjective reactions from users, based on experiences

Negative: Small sample size and expensive

Five steps for effective interviews

- Design interview format (Open ended or highly structured)
- Design data collection forms (ensure some structure in order to get data)
- Conduct interviews (one-on-one with product loaded)
- Analyze data
- Draw and document conclusions

Focus Groups

Positive: Solicit subjective reactions from users on a larger scale

Negative: More expensive, like one-on-one interviews it’s not possible to get mass feedback

Focus group functions like an interview, however, they involve moderated discussions among users.

Usage Study and Usability Test

Two ways to collect actually usage data

Random Observation - Arrive at an unscheduled time and take notes

Software monitors – Turn software on at an unscheduled time for a specified amount of time

Steps for a successful Usage Study

- Design data collection technique
- Recruit study users
- Run study and collect data
- Analyze the data (focus on features and functions used with low frequency)
- Draw conclusions
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Questionnaires

- Expect 10% return rate
- Representative sampling – Send questionnaires to equal number of user category. Make sure equal number of each category respond
- Eliminate biases much as possible

Examples: See examples of this step in the “Examples” folder.