



You Asked For It: Making Sense of User Feedback

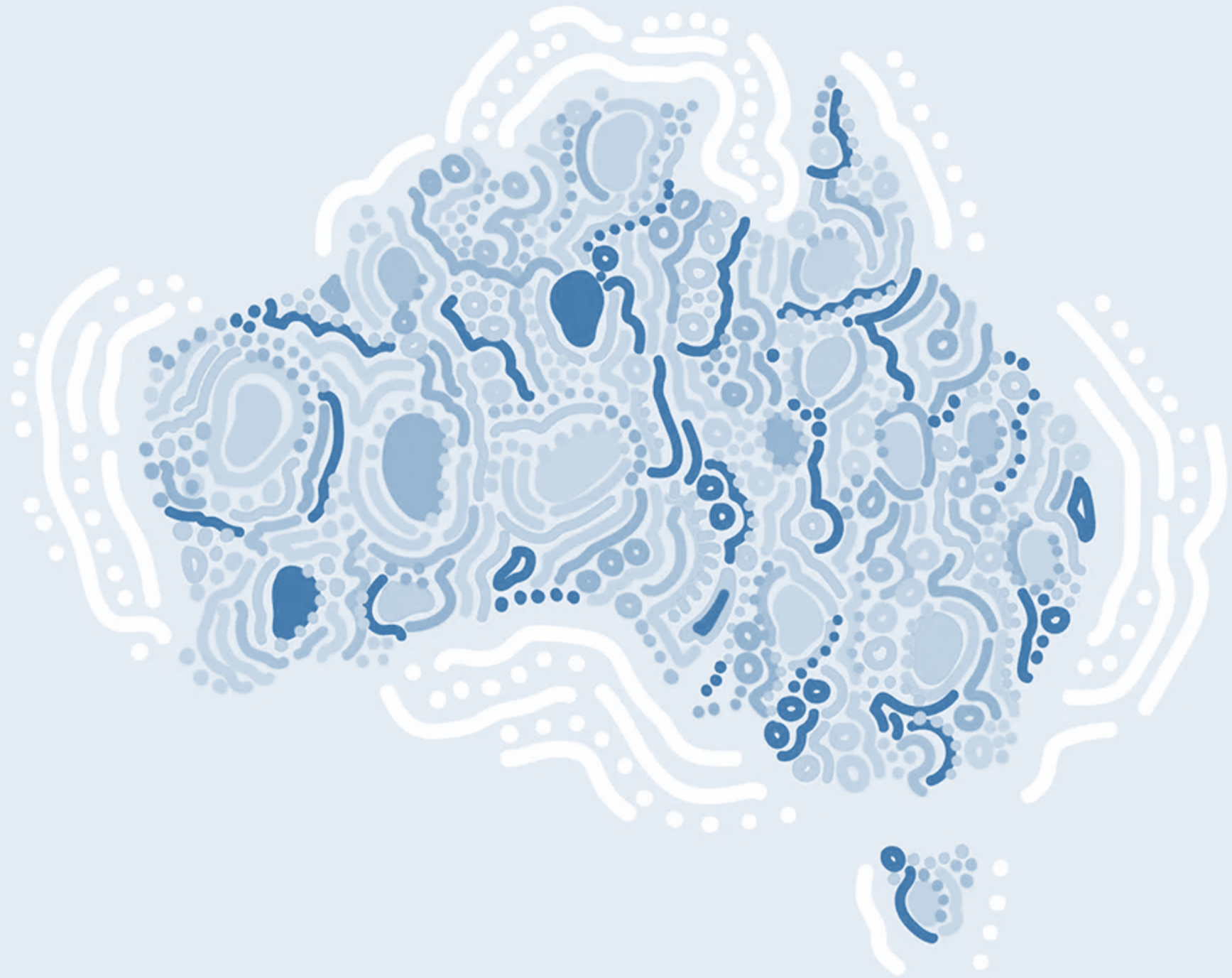
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It Will Never Work in Theory

April 2023 Lightning Talks



'User Stories' - an Agile Myth

A made-up story about what we *think* the users want

Based on assumptions

Led by convenience

No real users

No real stories

As a user
I want to provide my own feedback
So that customers don't have to
pretend to know what I need



Real User Stories are Priceless

Important source of identifying



Bugs



Usability Issues



New feature ideas

Customers pay for the development of the product, but users decide the fate of the product.



Real User Stories are Priceless

Important source of understanding

 User needs → generalizability

 User wants → personalisation

Real User Stories are Priceless

Important source of generating business value

Actioning user feedback → trust, loyalty, reputation → sales

How do we get the *real* user stories?

Proactive Stories

- User Ratings
- User Reviews on App Stores
- User Feedback through Websites
- User Complaints through Call Centers



Automatic Stories

- User Activity Logs
- User likes, dislikes, engagement
- User Demographics



Prompted Stories

- In-app User Ratings
- In-app User Reviews

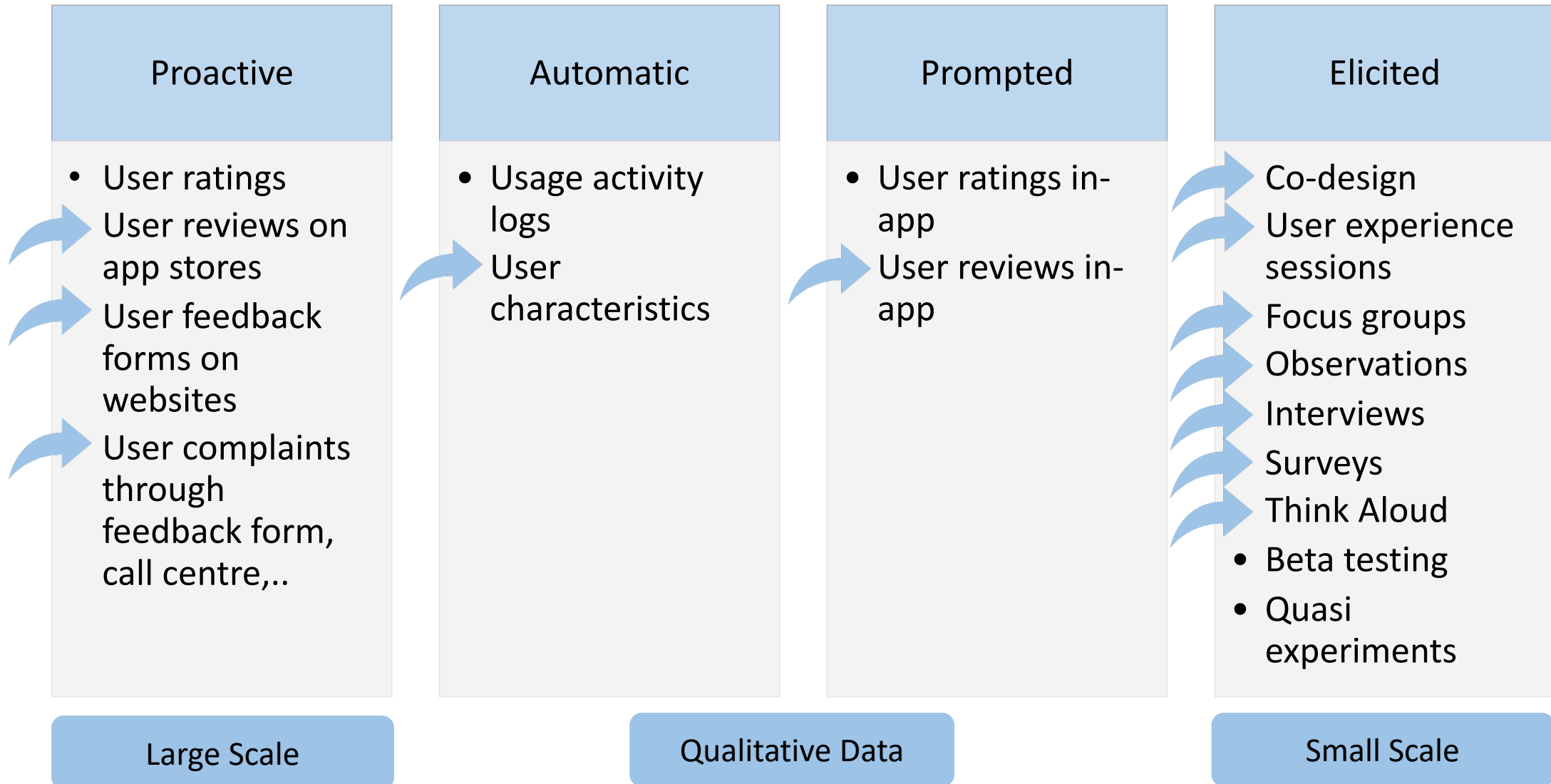


Elicited Stories

- Co-design
- User experience sessions
- Focus groups
- Observations
- Interviews
- Surveys
- Think Aloud
- Beta testing
- Quasi experiments



What are we really dealing with?



We don't want to deal with real user feedback – Why?

There's lots of it!
It's unstructured, messy
It's hard work



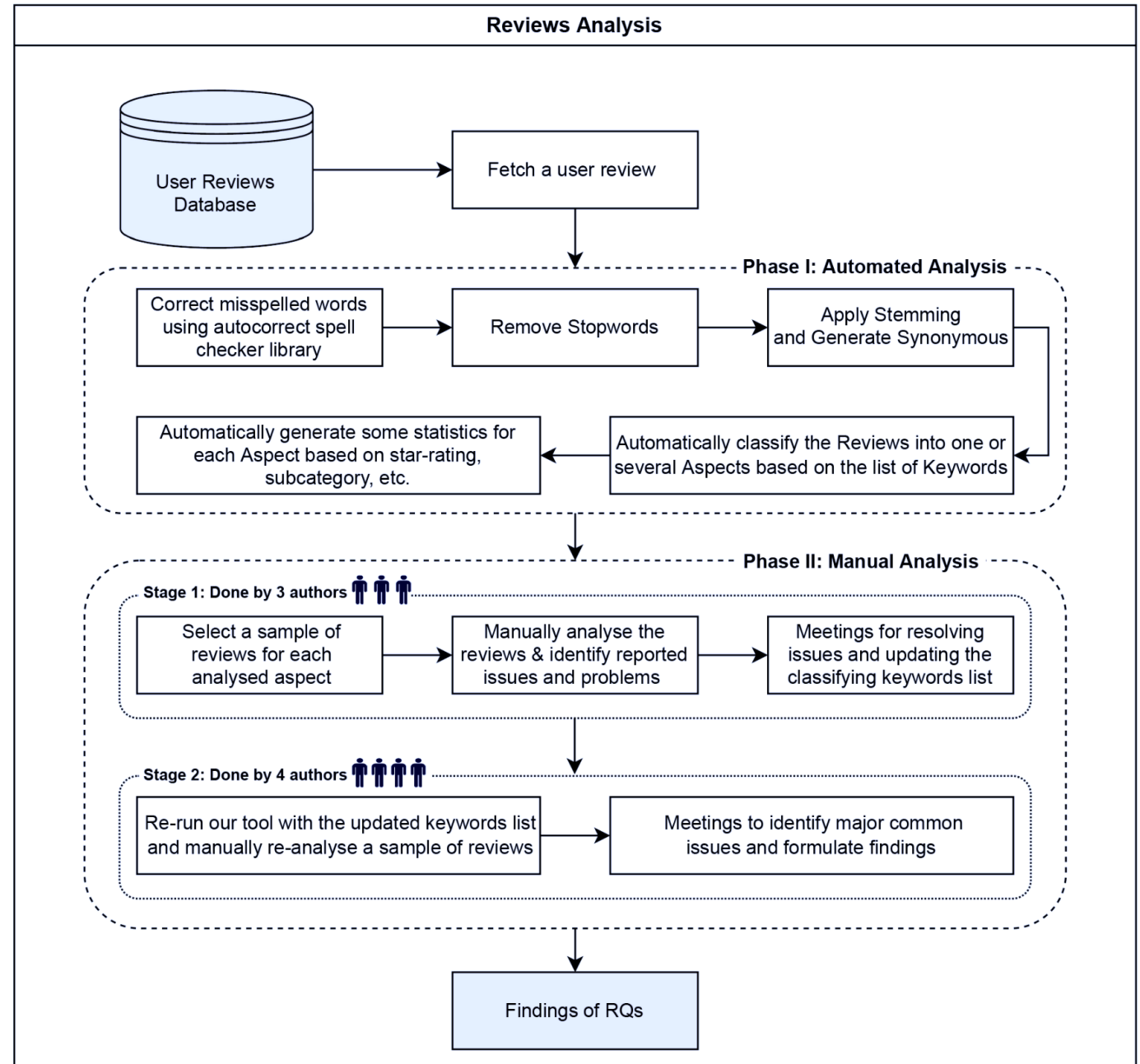
Current Approach

1 Automated Analysis

- Filter noise
- Apply synonyms
- Classification based on keywords

2 Manual Analysis

Qualitative data analysis of sample reviews



Current Limitations

- Helps answer what's and how's but not the why's
- If we only focus on the *bugs*, we will miss the *butterflies*
- Competitors can find the *butterflies* even if we don't



Socio-Technical Grounded Theory (STGT) – as a Powerful Qualitative Data Analysis Method

Open Coding in STGT – think Hashtags!

#unintentionalUpgrade

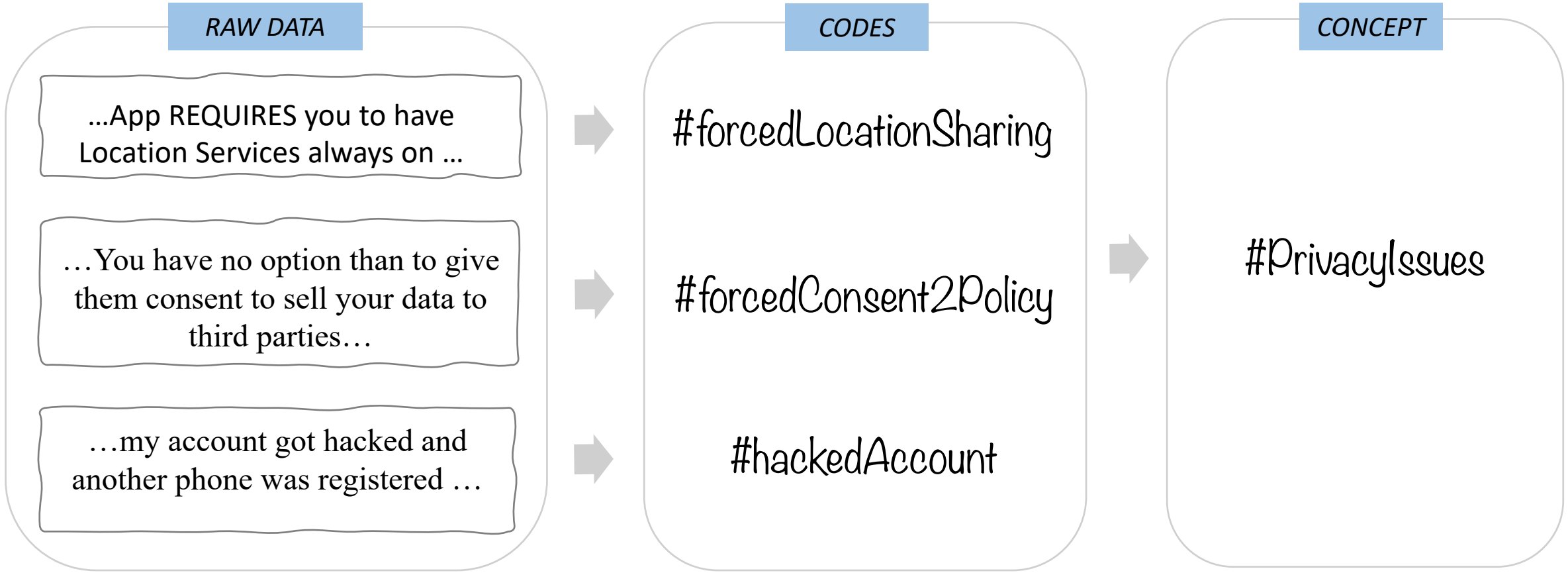
#scam

#multipleContactChannels
#noCustomerService

“Very frustrated, pro version is scam I’ve had this app for about a month or so. I unintentionally upgraded to the pro version (\$99.00) because I had my fingerprint set with the App Store. I called the company phone number listed on my visa statement, only to hear a recorded voice. You’re then told to go to iTunes.com/bill regarding charges, then the call dies. After going to the site, you run into another dead end. AllTrails has zero customer service. I’ve yet to talk to a person from company.”

#poorReview ← ★ ☆ ☆ ☆ ☆

STGT - Constant Comparison & Abstraction



STGT for Qualitative Data Analysis

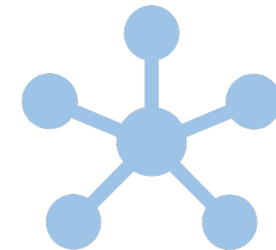
Enables systematic analysis of qualitative data

- Individual classifications
- Dataset-wide patterns
- Rich insights, guidelines, recommendations (e.g. on improving Privacy)

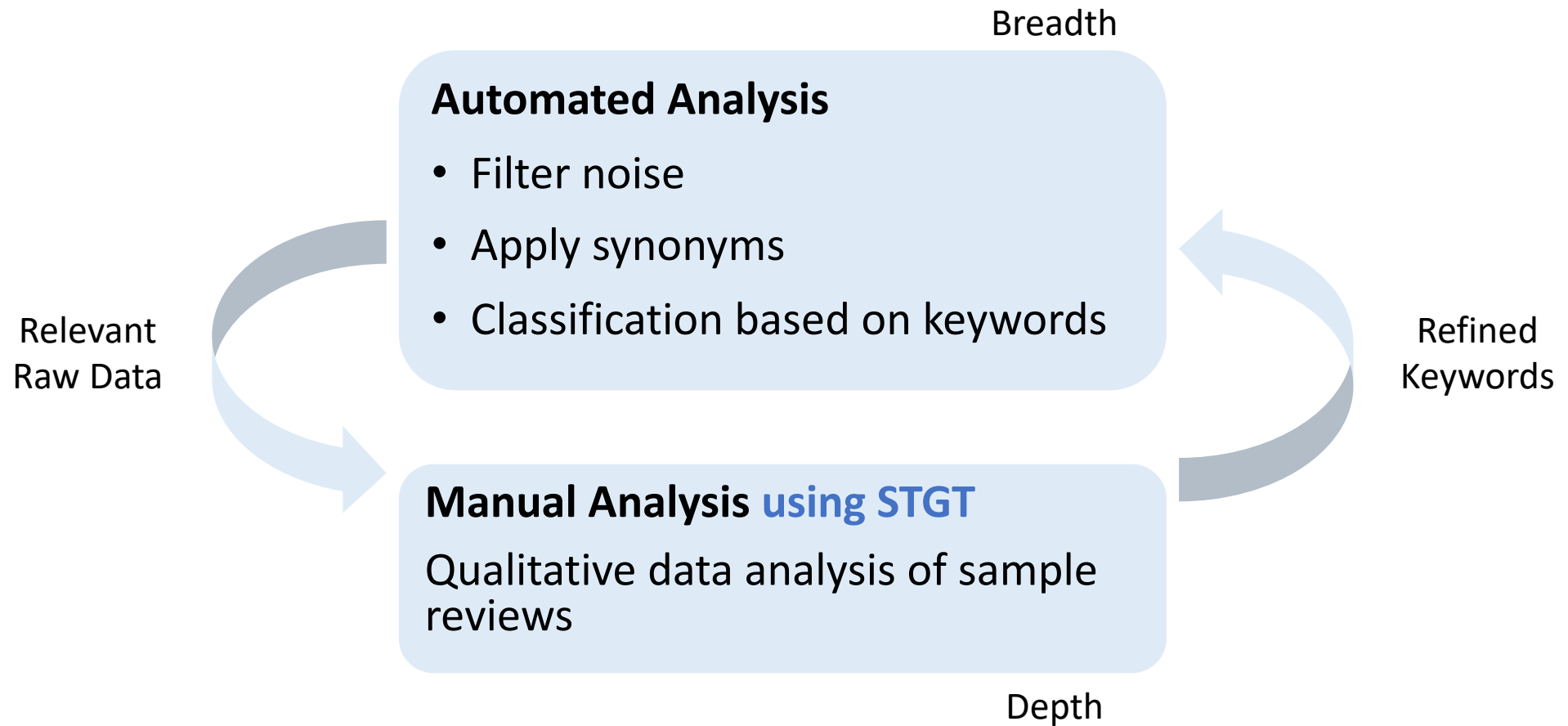


More rigorous application can lead to...

- Taxonomies
- Theoretical models, theories, ...

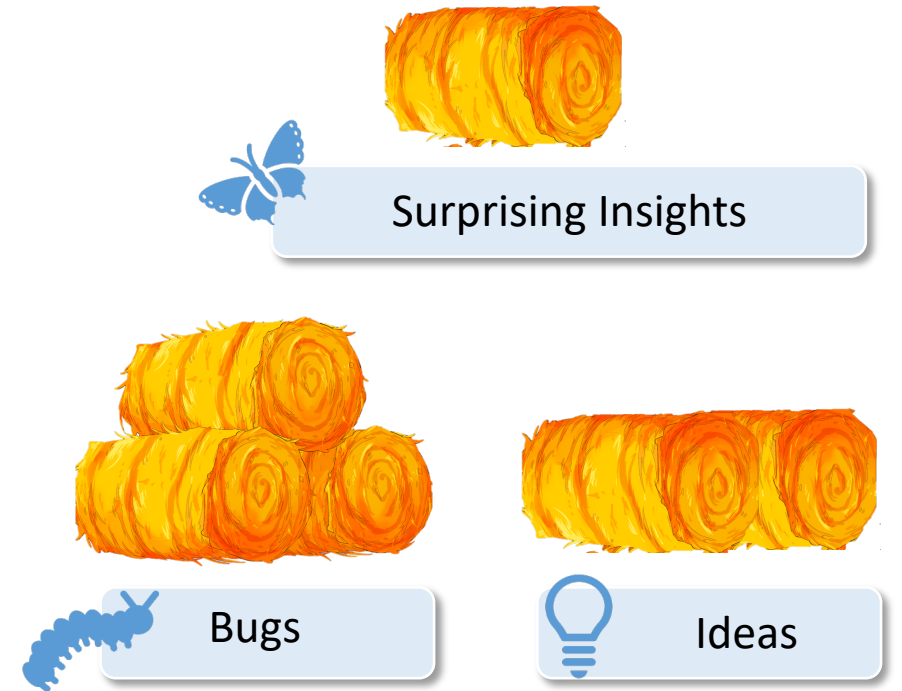


New Approach – Making sense of Real User Stories using STGT



Benefits for Software Teams

- Smaller, classified piles of user feedback to work with
- Richer analysis to draw out interesting findings
- Catch the *bugs*
- No missing the *butterflies*



Benefits for Users

Increased confidence in updating apps

Better ratings

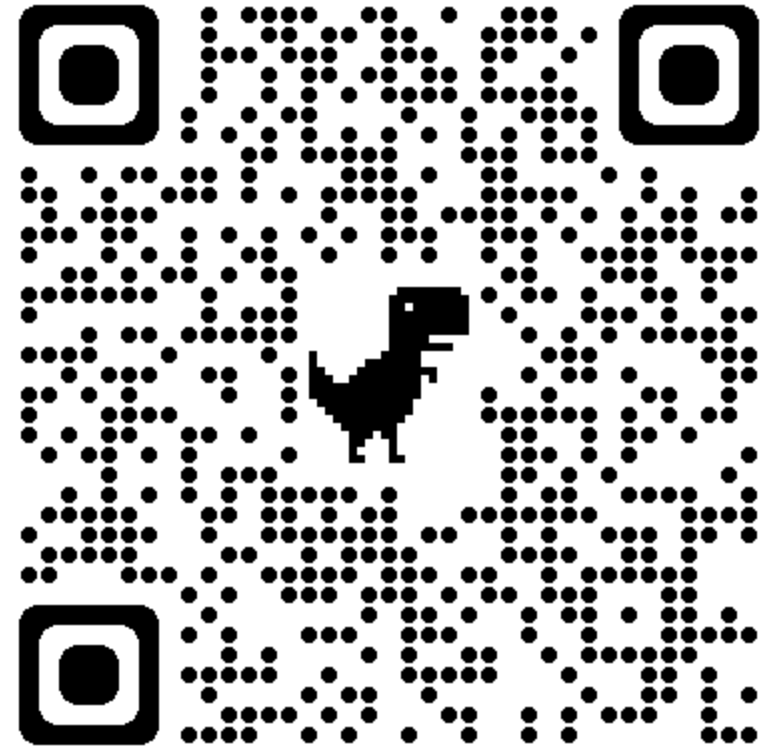
Benefits for Companies

Actioning user feedback → trust, loyalty, reputation → sales

#STGT - Find Out More

- STGT Guidelines
- Technical Briefing
- Upcoming Talk #ICSE2023
- Upcoming Book

Thanks to Dr Omar Haggag & Michael Hoye



www.rashina.com/stgt