The Ultimate Guide to User Feedback Management

FOR PRODUCT MANAGERS

userback

Hello.

We're Userback and we're on a mission to help product managers like you to better understand what your users need, so you can build better products... faster!

We're pretty sure you'll agree with us that being a product manager can be a tough assignment. And in these increasingly uncertain times it's probably getting harder — you're under greater pressure to build better products, faster.

You're responsible for a whole bunch of business-critical stuff from identifying the customer need to establishing the broader objectives that specific features will fulfill, from articulating what success looks like for your product to developing a realistic roadmap (and keeping it on track)... and then you have to ensure that your team turns that vision into a reality.
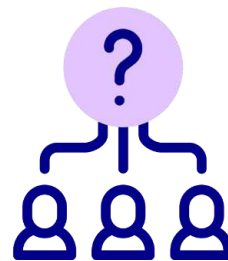
Now you could try to figure that all out in your own head; after all, you're pretty smart, aren't you? But you'd probably have to make some assumptions and go with your gut feel as you figure out what you think your users need, and how your product can meet those needs...

...but as the saying goes, '**guesses make messes**'!

If you want to successfully deliver profitable products that people love, you can't rely on guesswork, like so many things in life, guesswork will eventually catch up with you!

Nope, in today's world of web application and product development, guesswork is no longer an option (unless you want to open yourself and your organization up to potential product failure). So what can you use instead?

Your success lies in your understanding of your users. Your relationship with them determines what products to build and shapes how they are sold.

You need clarity so that you can make evidence-based product decisions with confidence and validate your ideas with clarity. Get those things right and you're a superhero... get them wrong and you're the villain!

However, even today, many organizations have a feedback loop that relies on fragmented tools and unstructured processes to collect, organize, prioritize and action user feedback.

That loop can quickly become disconnected, ineffective or simply broken. You no longer have a user feedback loop; you have a userfeedback knot, impossible to untangle, let alone manage. It starts to burden and slow down the project rather than enhance or add value.

> *"When user feedback gets in a knot the velocity of your product development can be impacted because you lose clarity on user preference. Much worse is that you may build the wrong things. Product teams need to become focused on driving customer outcomes. Failure to deeply understand users means that R&D investment isn't aligned with customer outcomes. This is a profound business risk."*
>
> **Karl Rumelhart • Chief Product Officer and Executive Vice President of Engineering @ Gainsight**

That's why we've put this guide together to help you become a user feedback superhero!

We understand many of the challenges you face because — on our own journey to create a market-leading user feedback management platform for product managers and software teams — we are product managers and software developers too! In our quest to meet your user feedback needs, we have successfully overcome many of the challenges you face ourselves!

Since 2016, over 20,000 product managers and software teams have used our frictionless in-app feedback platform to

streamline and automate the realtime collection, evaluation and management of visual and contextual feedback. Standalone or seamlessly integrated into existing business workflows, Userback enables you to validate ideas, optimize product-market fit, refine roadmaps, prioritize features, fix bugs and deliver value with greater insight, impact and efficiency.

> *"User feedback is the lifeblood of our own product development lifecycle.*
> **Jon Tobin • Founder & CEO @ Userback**

The difference between users and customers
The words 'customer' and 'user' are often used interchangeably, but there is a difference between the two. Customers are people who purchase your product or service. Users are people who interact with and use the product or service. Often the customer is the user, especially when you are selling to individuals. However, in some situations, such as business or education, the customer may be someone who is purchasing on behalf of many users without actually being a user of the product themselves.

Contents

What is user feedback and why is it so important?

In today's world of SaaS platforms, it is more important than ever for product managers to understand the wants and needs of their users — things are getting more competitive every day, and product managers must stay ahead of the game.

User feedback is the information you get from users about your web application, website, product or service. It usually comes in the form of opinions, comments, suggestions or reports and it gives you a real sense of how people use and perceive your product... what's working and what isn't.

It's the best way to know if people are actually getting value from your product and if you need to pivot or make adjustments. Furthermore, understanding user feedback can help you be more proactive in solving customer problems before they arise.

These insights can be used to guide product development and focus resources on areas that will benefit users the most (what will work and what won't).

Collecting, evaluating and managing user feedback and feedback loops is essential to creating a successful product and continuously evolving and improving your product to meet the needs of your users.

> *"Getting outside voices is crucial. The fact is, most people are so terrified of what an outside voice might say that they forgo opportunities to improve what they are making. Remember: Getting feedback requires humility. It demands that you subordinate your thoughts about your project and your love for it and entertain the idea that someone else might have a valuable thing or two to add."*
>
> **Ryan Holiday • Perennial Seller: The Art of Making and Marketing Work that Lasts**

The different types of user feedback

User feedback comes in many shapes and sizes and there are three broad categories.

- **Collection:**
    - Proactive
    - Reactive
- **Structure:**
    - Structured (or Quantitative)
    - Unstructured (or Qualitative)
- **Format:**
    - Visual
    - Contextual

Proactive and reactive collection of user feedback

Product managers can proactively source — or 'solicit' — direct feedback and they can monitor for reactive — or 'unsolicited' — feedback.

Proactive (solicited) Feedback

Is a form of user input that is solicited by the product owner. This could be through surveys, interviews and focus groups, where users are asked directly to provide feedback. This type of feedback is incredibly useful because it's focused and personal, allowing product owners to fine-tune their product according to the answers and opinions of those who are using it.
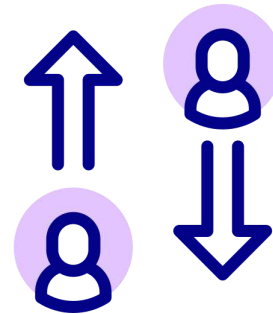
Reactive (unsolicited) Feedback

Comes naturally as users interact with the product and react to the experience. This could be in the form of comments, reviews, user testing and more – all generated without any prompting from the product owner. This type of feedback is invaluable in that it allows product owners to identify potential issues and opportunities for improvement that they may not have been aware of.

Structured and unstructured user feedback

When it comes to how user feedback is structured there are two broad categories:

Structured user feedback

Structured feedback is highly organized and tends to come from quantitative sources, like surveys or polls that ask specific questions about a product or service. Structured user feedback is easy to analyze because it's organized into groups and categories. This makes it easier to identify patterns or trends in a product or service over time. It also allows for more accurate measurements of customer satisfaction.

Unstructured feedback

Unstructured feedback, on the other hand, is often full of opinions and emotions that can be harder to make sense of. Unstructured feedback is less organized and usually comes from qualitative sources, like customer reviews or comments on social media. It can be difficult to draw any meaningful conclusions from unstructured feedback, but it can also provide valuable insights into how customers feel about a product or service.

Ultimately, both structured and unstructured user feedback are equally important for understanding how customers interact with your SaaS platform, web application or website.

Because many KPIs are based on quantitative metrics, you also need qualitative feedback to understand exactly what you need to do to ensure you're delivering the best experience

possible for your users and nurturing greater long term customer satisfaction and loyalty.

Get deeper insights with visual and contextual user feedback

Whether it's solicited or unsolicited, structured or unstructured, user feedback can be submitted by users in many different formats.

Visual user feedback

They say a picture is worth a thousand words, and that is no truer than in the world of user feedback! 'Visual' user feedback is feedback that comes with screengrabs, videos, drawings and any other visual information that clearly illustrates the story around that piece of feedback. For example a user may come across an issue and rather than simply sending an email saying 'It's broken' they may capture screenshots or even video footage to demonstrate what, where, when and how something did not work the way they would expect it to.

This visual feedback is much easier to evaluate than a simple written description of what happened as it enables the product manager and software team a far greater level of detail when it comes to having the information that they need to identify, understand and recreate the issue in order to fix it.

Contextual feedback

Contextual user feedback is the process of collecting feedback from users in the context of their experience within an application or service. This type of feedback helps to provide a deeper understanding of how users interact with an application or service, providing insight into what works and what could be improved. By collecting contextual user feedback, developers are able to create a more user-friendly experience.

How to collect user feedback

By utilizing the right feedback tools, you can ensure that your product is receiving the real-time feedback it needs to stay competitive in today's ever-evolving marketplace.

Net Promoter Score®, Customer Satisfaction and Customer Effort Score

Net Promoter Scores (NPS), Customer Satisfaction (CSAT)and Customer Effort Score (CES) are three important measures of how users feel about the products and services you provide:

- NPS measures customer loyalty
- CSAT measures customer satisfaction
- CES is a user feedback survey that measures the ease of a task a user has just completed
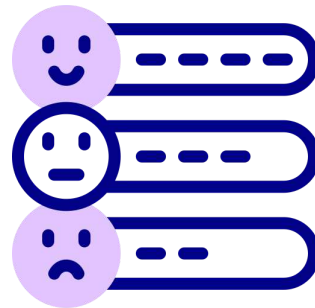
"Net Promoter®, NPS®, NPS Prism®, and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Satmetrix Systems, Inc., and Fred Reichheld. Net Promoter Score℠

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These metrics can be incorporated into a web application or website to help product managers gain insight into how their users are responding to the products and services they offer.

NPS and CSAT simply provide a broad overview of user sentiment. If you require more detail or greater insight you need to use other forms of feedback to gain a deeper understanding of users' needs and experiences.

NPS and CSAT are essential metrics for a product manager to take into account when assessing user feedback and guiding product development. By collecting and analyzing user feedback, product managers can ensure they are providing the best products and services to their users.

Customer Effort Score (CES) is a metric that helps product managers to measure the amount of effort a customer has to expend to get their needs met. It's an important tool for helping PMs understand how efficiently customers can use the product, and whether further improvements should be made. By understanding where the pain points are in terms of customer effort, PMs can make the necessary changes to improve the user experience. Therefore, tracking Customer Effort Score is a crucial part of a product manager's role in order to develop products that are both efficient and satisfying for customers.

Furthermore, knowing how much effort it takes customers to get their needs met also helps provide insight into customer loyalty and satisfaction. By tracking CES, PMs can understand how successful their product is at meeting customers' expectations and keeping them engaged. This data provides valuable feedback to use in developing new features or even marketing strategies that keep customers coming back for more.

In short, Customer Effort Score is an essential metric for product managers to track and understand. It helps them identify customer pain points, optimize the user experience and improve customer loyalty. All this leads to a better product overall and increased success for your platform, web application or website.

User Acceptance Testing (UAT)

UAT is an essential part of the product development cycle, allowing you to observe how real users interact with your product and identify areas to improve, optimize... or remove!
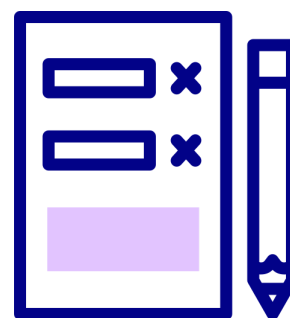
Before you launch your SaaS platform, web application or website — or hand it over to a client — it must undergo a final

round of UAT. This phase is often referred to as "beta testing", "end-user testing", or "final testing".

Whatever you call it, UAT is simply a process where multiple tests are done to:

- See how users navigate through the experience;
- Better understand user behavior and make informed decisions;
- Ensure that the final product actually does what it should and meets the end user's requirements;
- Confirm that the product meets the specific work requirements;
- Identify any problems that might have been missed or overlooked by you or your team;
- Determine if the product is actually ready to be launched into the market;
- Highlights any potential issues that may arise following launch Identifies any additional work required to complete the project;
- Pinpoint areas that need improvement or optimization and make necessary changes;

UAT is a complex and iterative process that requires discipline, unless you want to go live with errors! Whether your UAT users are external or within your organization, it's best to automate as much of the workflow as possible because emails, spreadsheets, pen and paper won't cut it. Capturing visual and contextual feedback can significantly accelerate the entire

process as your developers can immediately access all the information they need to make updates.

Learn more about User Acceptance Testing (UAT) [here](#).

Surveys

Surveys allow you to gather valuable insights into how customers feel about your product, including their opinions on features, usability and satisfaction. This can help you identify areas for improvement and better tailor your product offerings to meet user needs.
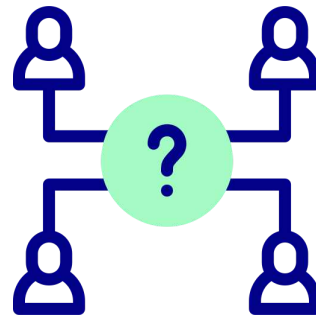
You can also use surveys to gauge user loyalty. By asking users to rate their level of satisfaction with a product, you can gain insights into how likely they are to remain loyal to your brand in the future. You can use this information to reward customers who are especially satisfied with your product, or take steps to improve customer retention if you notice a decrease in satisfaction.

Surveys are also a great way to track customer behavior over time. By asking users the same questions each month or quarter, you can gain an understanding of how their opinions and preferences are changing.

This data can be used to inform product development and marketing strategies, allowing you to stay competitive.

A/B Testing

With A/B tests you can compare two different versions of the same product feature or page to see which performs better.
You can measure the success of your tests with quantitative user feedback, such as session data and clicks, or you can conduct surveys or interviews with users to capture qualitative data.
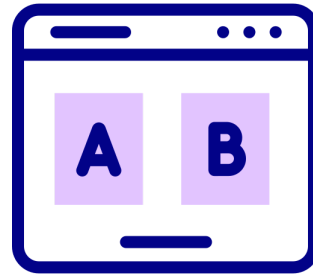
This information highlights what works and what doesn't, allowing you to make informed product decisions that will benefit their users. The key is to make sure you're collecting enough data and analyzing it thoroughly to make sure your product is as user-friendly and effective as possible.

But A/B testing doesn't stop there! You can continue to monitor and evaluate product performance after a test and regularly review user feedback to see if product improvements are making a positive impact or if any new issues are arising.

Observation and heatmapping

Observation methodologies, like heat mapping, can give product managers insights into user behavior, showing you how users are interacting with the interface and what areas of the page they are most interested in. It enables you to pinpoint areas that are confusing or difficult to use, so you can make tweaks and improvements accordingly.
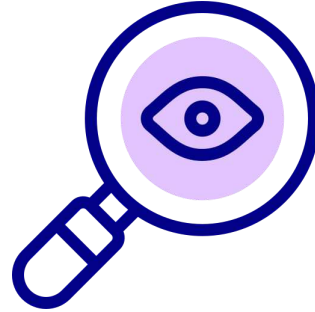
In addition to heat mapping you should also consider other forms of observation to get an even more complete view of how people use your web application, giving you the best opportunity to create the best product possible.

For example, observe how experienced and novice users complete tasks and tasks or observe UAT sessions to get a more in-depth look at user behavior and how people interact with your product.

Online reviews

Regularly assessing online reviews of your web application or website can provide invaluable third-party perspectives that can help you to see the level of trust people have for your

product, along with general sentiment and how you stack up against your competitors.

This is a true picture of what people think and can really highlight both the features that people love along with where your functionality may be missing the mark.

Online product reviews also provide you with a platform to respond to feedback that may be inaccurate and to announce new features and functionality that may address any issues raised.

Communities and forums

People often 'talk' differently when they are talking to their peers rather than providing direct feedback, so when you review the conversations and content that people are having about your product on communities and forums you can get richer and often unexpected insight and understanding of user pain points, feature requirements and current trends in the how your product is perceived and used.
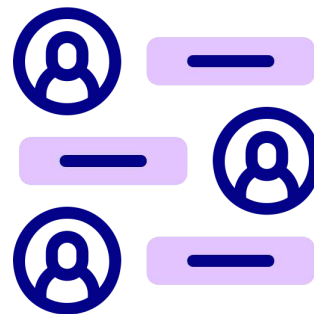
For example, if users on a community forum are discussing how it's difficult to find or use a specific feature within the product, you can use this information to craft a better user experience.

Content and conversations on community forums can also help you to keep up to date with general user sentiment, industry trends, competitor activity and how you can make your product stand out to provide users with greater value and build competitive advantage and long term loyalty and customer value.

Social media

When used correctly — like communities and forums — social media is a powerful tool for product managers, especially in understanding the needs of their customers.

By monitoring social media feedback, you can quickly pick up patterns of customer satisfaction or dissatisfaction and make adjustments accordingly. Furthermore, social media feedback provides a deeper insight into customers' experiences than traditional user feedback methods, such as surveys and focus groups.

Additionally, social media presents you with the opportunity to respond to feedback both personally and publicly either to:

Highlight that feedback may be inaccurate; or
Acknowledge feedback and how you propose to address any issues or concerns raised; or
Thank users for positive feedback and reinforce future plans to build on popular features and functionality to make your product evenb better.

You are also engaging users on their preferred channels of communication - meeting them on their turf and on their terms, helping to build greater trust and brand loyalty provided you engage with empathy and respect.

Interviews, panels & focus groups

When you directly engage your users you can get a different firsthand perspective on their thoughts, opinions, needs and wants. You can also ask them to expand on their comments and establish a real-time two way dialogue.

Interviews are a great way to have a one-on-one conversation with their customers, allowing you to get a better understanding of the users' experiences with the product, and any issues they may have had.

Panels are a great option when it comes to getting feedback from multiple customers at the same time, providing a wider

perspective and allowing you to compare opinions and experiences on a larger scale. You may also see how users defend or complain about features and functionality in a public setting.

Focus groups give you deeper insight into user experiences. By allowing you to ask questions, listen and provide your own feedback in a guided conversation with your users.

Customer service teams

Operating on the frontline of user engagement, your customer service and customer success teams can be invaluable sources of actionable user feedback by providing insights about where people need the greatest support when it comes to using your web application or website.

You can use information from these teams to make and prioritize product decisions that:

- Create a better experience for users;
- Reduce the workload for your customer service team;
- Ensure that issues can be resolved with greater speed and efficiency;
- Predict and minimize the impact of potential issues.

And it's a two-way street! Your customer service and customer success teams can use the other types of user feedback collected to develop resolution strategies, which can help prevent customer churn and drive adoption of new features.

Bug reports

It may sound obvious, but identifying and resolving bugs is a critical part of the continuous product development lifecycle for any SaaS platform, web application or website.
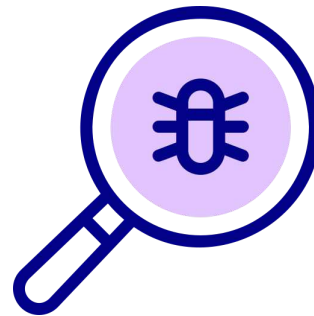
As a product manager, you need to manage the reporting and resolution of bugs efficiently so that your team can do their job effectively. Without proper bug tracking, your software team has no way of locating, tracking and fixing issues.

Incorrect or incomplete information means your developers may find themselves spending lots of time going back and forth with customers trying to track down a bug. Not only is this time consuming, but it's also wasted time that could be better spent on other tasks that add value. Additionally, it can lead to negative experiences for developers and users alike, impacting NPS and CSAT scores plus diluting brand loyalty.

When it's done well, bug reporting allows you to:

- Rapidly identify, assess, prioritize and resolve issues accurately.
- Reduce developer frustration and improving customer satisfaction.

It's important to streamline your bug tracking process and automate as much of the workflow as possible so your team can keep up with any bug-related tasks.

Feature requests

Feature requests provide valuable insight into what users, customers and stakeholders want from your product, what they need and how they expect to be able to use your product.
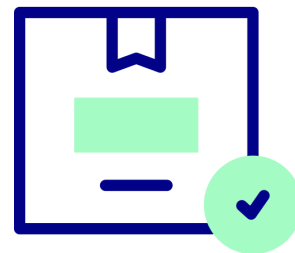
PRO TIP:

How you manage feature requests presents an opportunity to build stronger relationships with users, customers and stakeholders by showing them their feedback is being taken seriously. Knowing their opinions are being heard and that their requests are being considered builds trust and can ultimately lead to higher user satisfaction and customer retention.

Having a clear workflow to manage feature requests is an essential part of the product manager role that can't be overlooked because it helps you to:

- Identify which features are most valuable;
- Prioritize what should be built next;

- Ensure customer needs remain at the heart of product decisions;
- Identify trends and opportunities;
- Spot new markets;
- Uncover customer pain points;
- Discover possibilities for growth.

This data can then be used to develop feature roadmaps that are tailored to customer needs.

General comments

General user feedback comments are a great way to capture sentiment and suggestions outside of the structured approaches outlined above.

KEY LEARNING FROM OUR OWN EXPERIENCE:

If you haven't realized it already, your users are often more in tune with what's required from your product than you are, so it's important to give them an avenue to provide feedback that you may not have thought about — and they may not have seen how to submit their comments via any of the other channels.

Ideas and feedback portal

As a product manager, it's important to be able to efficiently collect and manage user feedback and user generated ideas in a single, centralized location, like a Feedback and Ideas Portal!
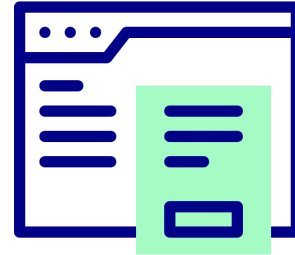
You can let users to vote on ideas and proposed features, submit their own ideas and express the needs of the community in a clear and organized manner. All this feedback helps to give you a better understanding of what to include in your product roadmap and what to prioritize.

In addition users can use the portal to exchange ideas with one another, build relationships and foster collaboration within the community. This helps to shape a collective vision for the product and ensure that the users' needs are met.

Ultimately, by having a Feedback and Ideas Portal in place, product managers can make decisions that are informed by the community and create a product that is tailored to their users' needs.

In-app user feedback tools

Installing a frictionless in-app feedback tool or widget, like Userback, allows you to capture visual and contextual user feedback without interrupting their experience.

Users can simply click a 'feedback' button to provide bug reports, feature requests, general comments and other feedback. You can also initiate feedback collection through triggered in-app surveys and other forms that provide valuable real-time customer input, insight and analytics that allow you to identify areas of concern or potential improvements.

In-app user feedback tools also provide a way to track user adoption, usage trends and other key metrics for measuring customer satisfaction. By understanding how your customers interact with your product, you can make informed decisions to continuously improve the user experience.

When to collect user feedback

No matter what kind of software product you're building, there are certain stages in the product development lifecycle that need to be taken into consideration. For SaaS platforms, web applications, and websites, these stages typically include:

Research and planning

Whether you're creating a brand new product or enhancing an existing platform, you and your team take a deep dive into understanding customer needs and competitor analysis so that you can define a product roadmap.
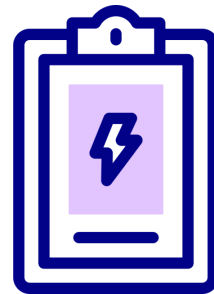
It's important to take the time here to collect and evaluate feedback from the (right!) users to ensure that you're going to build a product that will meet customer needs and expectations while being marketable and viable.

Design

Once the research is done, it's time to start designing. This is where your team focuses on developing a user interface (UI) and user experience (UX) that are usable and intuitive for customers.
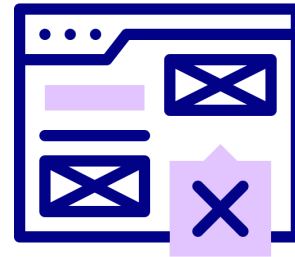
> *"Each design is a proposed business solution — a hypothesis. Your goal is to validate the proposed solution as efficiently as possible by using customer feedback."*
>
> **Jeff Gothelf • Product Management and Human-Centred Design consultant and author of Lean UX**

The feedback you need will probably come from activities like UAT, A/B Testing, Heat Mapping, Observation and insights from the Customer Success team. And you should be asking your users what they think they need through things like Panels, Forums, Ideas Portals and more.

Development

Here's where your team actually builds the product, turning designs into code and implementing features to make sure it works correctly. This stage can take up a significant portion of the development lifecycle depending on how complex the product is.

Throughout development you need to be regularly collecting feedback from users to ensure that your product continues to be user-centered and that every feature adds value and meets a real need.

Testing and validation

Testing is a crucial part of the process, as it helps to ensure that your product works properly before being released into the wild.
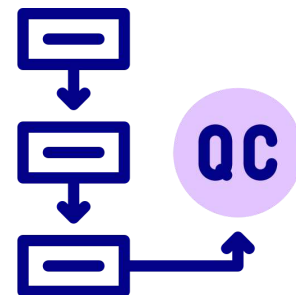
This includes both functional testing (to make sure features are functioning correctly) and User Acceptance Testing (to make sure customers like the product).

Launch

Finally, after all of the hard work, it's time to launch your product! This is often accompanied by a marketing campaign to get people aware of the product and help increase adoption. You may well leverage positive user feedback in your marketing to highlight what people love about your product and to encourage others to sign-up!

Evolution

Once a product has been launched, the development process isn't over. It's important to continuously monitor and improve the product based on user feedback and usage data in order to ensure it stays competitive and continues to meet customer needs.
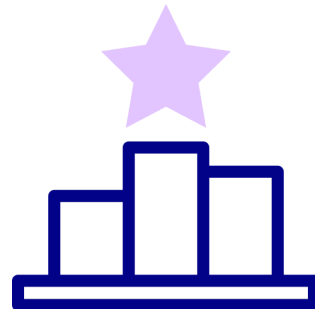
These stages form the typical foundation for any software development project and may be slightly different depending on the specific needs of your product. By integrating user feedback into each of these stages, you'll be able to confidently make incremental decisions knowing that all your efforts are going towards adding value and meeting user needs!

The user feedback lifecycle

Regardless of the type of feedback platform you use, it's important to monitor customer reactions and respond promptly. This will ensure that your customers feel heard and respected, creating a strong foundation of customer loyalty. Remember, feedback is invaluable for understanding how people use your product or service, so make sure that you're taking advantage of it!

Capture & Collect

As the product manager, you'll be responsible for collecting feedback from users and managing that feedback. You need to ensure that customer feedback is collected and managed in such a way that it can be used to effectively inform product decisions that benefit both your users and your
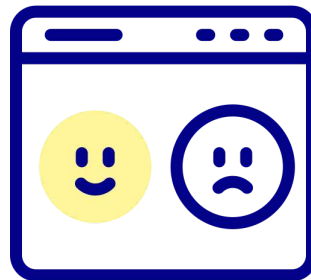
organization (yes, when you get feedback capture right, it's a win-win situation!).

You need to decide how best to collect that feedback (such as surveys, interviews, and focus groups) and what technology and techniques to use, for example, manual capture or automated.

> *"Feedback is the breakfast of champions."*
> **Brian Halligan • Co-Founder, Executive Chairperson @ HubSpot**

Assess & Prioritize

Once you have collected user feedback it should be classified into categories that match your business structure or operating model — that may be UX/UI, bug fixes, feature requests. This involves a process known as triage where the product manager reviews each piece of user feedback and assesses its value in relation to the product roadmap and user-centric goals for the business.
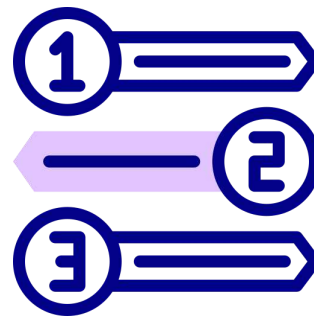
During triage, once assessed, these feedback items should be prioritized. Fixing the first bug that is reported may be a poor use of developer time relative to other pieces of feedback. By stack ranking, feedback can be used to optimize product

roadmaps and zero-in on user feedback that matters most to the market.

> *"I think people assume that you have to weigh all feedback on your product (whether it's a podcast, an app, etc.) equally. Not all feedback is created equal, and not all ideas from your users are good ones!"*
>
> **Timothy Ferriss • Tribe of Mentors: Short Life Advice from the Best in the World**

Assign & Action

Having categorized and prioritized feedback it needs to be integrated into the workflows and tools that the developers and software team use.
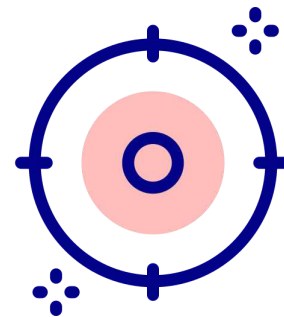
It's up to the product manager to make sure developers are able to quickly and efficiently action user feedback. This means providing developers with all the necessary resources, instructions and oversight that they need in order to complete tasks assigned to them in a timely manner.

Ideally the feedback should be centralized and standardized and not fragmented across multiple tools or locations where individuals have to search for it.

By doing this, you can ensure developers are held accountable for their work, while providing the product team with greater visibility into how developers are handling user feedback - leading to a better overall experience for end-users.

You really want to use a feedback process that integrates into whatever project management or workflow platforms you already use (for example Jira, Asana, Monday.com, Trello and others).

Follow-Up & Close

The last part to listening to your user feedback, is to provide an outlet to demonstrate to users you're hearing them, from feedback to action can take some time — weeks to months generally — and feedback that goes into a black hole (from the submitters perspective) can cause some to lose heart, potentially adding to user churn from those who feel they have no voice.

Part of listening is acknowledging, and organizations should consider feedback portals where users can track the submissions made by themselves or other users in a sort of user request roadmap.

This is a powerful tool in creating an invested user community and optimal market fit, so don't forget to listen to what your users are saying — structured or unstructured — and take the time to respond.

The good, the bad and the ugly — how to manage user feedback.

Now it's fair to say that not all the feedback you receive is going to be good... some of it will be bad and some of it ugly! Whether it's positive or negative, any user feedback collected and managed the right way is a beautiful thing!

Create a Product User Feedback Policy

A Product User Feedback Policy (PUFP) or Product Feedback Policy (PFP) is a set of guidelines and procedures to ensure that feedback from users is managed effectively and efficiently during the development of a Software-as-a-Service (SaaS) platform, web application, or website.

This policy helps to ensure that user feedback is collected, evaluated, and acted upon in a timely manner. Additionally, it sets expectations for users to provide valuable and constructive feedback.

A PUFP or PFP is especially important during development as it helps the development team to understand user needs and develop a product that meets those needs. By collecting regular feedback from users, developers can make sure that the product is tailored to user needs and is constantly improving. This in turn helps to build trust and loyalty between the product and its users.

Negative feedback

Negative feedback is an opportunity to identify and solve problems in your product, and helps you build something your users will love.

When you receive bad feedback, it's important to acknowledge it. Apologize, take responsibilitty, show empathy and keep in touch with the user who submitted it to show that you care and to take them on the journey with you. When you do this publicly through forums like social media or a feedback portal, it demonstrates to other users that you take this stuff seriously and that you care about what users

think... and that you are ultimately building something for them, with them.

Once you have evaluated the feedback and decided to do something about it, tell users how you plan to remedy the situation and when they might expect a solution. This is a good opportunity to ensure you keep them as a user or customer!

Sometimes you may receive bad feedback that you can't resolve or that you don't believe requires action. It's important to explain to the user why their feedback may not be actioned while providing them with other solutions or workarounds.

Positive feedback

You should always build on the positive product experience for users who submit positive feedback.

Address them personally and thank them for their feedback and then see how you can amplify their story to build loyalty with other users or to generate new sales.

Neutral feedback

Not all user feedback is good or bad... it might be a feature request, which is neutral (although you could argue that it's positive because the user is engaged or negative because your product is missing something!).

With feedback like feature requests you should:

- Acknowledge that their feedback has been received;
- Thank them for their input and contribution to building a better product;
- Let them know the planned resolution;
- Loop them back in when the necessary updates have been made.

Building better products

Once you understand how to collect and manage user feedback, it becomes a powerful tool in helping you to build better products.

Product ideas and product-market fit

User feedback can be a great catalyst for new ideas and new ways to meet user needs, whether it's through a specific feature request or if you see an emerging trend in your usage data.
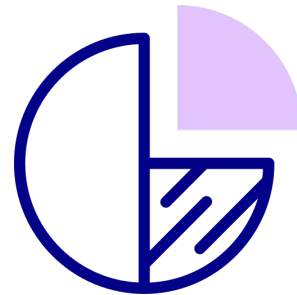
These insights and ideas can help you to optimize Product-Market Fit — that critical point when you know you have created something that people really want and that they are willing to pay for.

If you want to nail product-market fit — and nail it fast — then you have to know what your users want. But it can be hard to get the feedback you need because users may be

subjective, unreliable, biased in their responses or unprepared to give honest criticism.

Feedback can come in the form of things like bug reports, feature requests, heat maps, A/B testing and well-placed surveys that work together to show you how your users are using the product, where they're getting stuck and what areas need improvement... or even removal!

> *"Your customers can tell you the things that are broken and how they want to be made happy. Listen to them. Make them happy. But don't rely on them to create the future road map for your product or service. That's your job."*
>
> **Mark Cuban • American billionaire entrepreneur, television personality, and media proprietor**

Visual and contextual feedback can give you an objective view of what users feel or think about your product without them having to tell you directly. By painting an accurate picture of how users are interacting with your product and what they need from it, you can see what is required to make it successful. This removes the need to rely on guesswork, gut feel and unfounded assumptions to make decisions and allows you to make the evidence-based and informed product and prioritization decisions that will get you to product-market fit faster.

Product-Led Growth

Product-led growth is all about creating a product that users love and want to share with others.

It's a growth model where the product itself drives customer acquisition, retention, and expansion — and it's especially important in SaaS and web-application development, as product features are the primary way that your users interact with your product.

To make product-led growth a viable reality, you need to be able to create a product that:

- Instantly delivers value to its users
- Naturally stands out from the competition
- Brings a high level of user satisfaction and delight
- Has its users raving about it, and telling others

User feedback is the lifeblood of Product-Led Growth, because it provides user-centered insights into your product's effectiveness and potential areas of improvement. Acting on this feedback helps you to distinguish between features that simply sound good in theory versus features that will actually make a difference for your users and customers.

At the same time, you can build better relationships with your users, as they see you understanding their needs and take their input into account throughout the product development

lifecycle, creating meaningful product experiences that will help to increase engagement and loyalty over time.

Bonus!

As well as delivering a great user experience, Product-Led Growth can yield significant cost savings due to the reduction in spend on marketing and sales tactics because the product itself is the primary driver of customer acquisition, lifetime value and retention. As the product manager, you will need to ensure you can prioritize product excellence over marketing or sales tactics.

With product feedback at the core of product-led growth, product managers can ensure product-market fit and drive long-term product success.

User-Centered Product Development

No doubt you are more than familiar with the principles of User Centered Design (UCD) and Agile development. With UCD you focus on the users' needs during the design stages of the product development lifecycle. Then you use the Agile methodology to build a product that meets those needs.
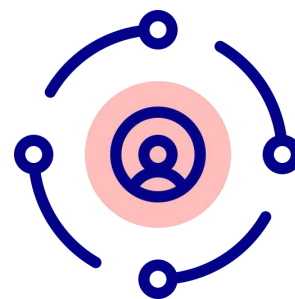
User Centered Product Development (UCPD) takes the best of both worlds! It blends the two approaches by continuously collecting, evaluating and responding user feedback throughout the product development lifecycle. User Centered Product Development doesn't stop with the design phase. It continuously evaluates user feedback to inform product development priorities from design, to initial build, to beta testing, to release, to future evolution, to maintenance and beyond.

This creates constant alignment between your users and product strategy. The result is sustainable product-market fit, and therefore a key growth driver for business. In the end, the whole product team is responsible for outcomes.

And it's important to understand the difference between user-centered and user-led: Being user-centered is about addressing user **needs**, not just listening to their **demands**.

You can see user behavior in realtime, giving you the confidence to make decisions that put your product on the path to success. Plus, realtime feedback keeps you on top of changing market conditions and one step ahead of your competition.

This encourages product adoption as users find what they're looking for from a feature set and leads to revenue growth for organizations, innovation and competitive advantages over

competitors and an ability to reduce development cost through focus to maximize profitability.

Reducing the development costs isn't the only way to maximize profitability however, achieving market fit through user feedback also improves the perceived value from your users, which can facilitate pricing increases without a mass customer exodus. If a user believes your product is worth more because of its ability to deliver, it's well proven they're willing to pay more to have access to it.

Why haven't I heard about User-Centered Product Development before?

Historically, software teams have found that continuous user feedback loops are difficult to master and maintain, but in today's world it doesn't need to be.

The new generation of feedback tools, like Userback, allow you to easily collect, assess, categorize and prioritize user feedback and update your product roadmap in real time. With the right user feedback platform you can move faster than ever before to meet the rapidly changing demands of today's users and continuously optimize your product to meet that constantly moving target, otherwise known as product-market fit.

"Even in the face of massive competition, don't think about the competition. Literally don't think about them. Every time you're in a meeting and you're tempted to talk about a competitor, replace that thought with one about user feedback or surveys. Just think about the customer."

Mike McCue • American technology entrepreneur
Founder of Paper Software, Tellme Networks and Flipboard

Product roadmapping and prioritization

Whatever your product or website does, your reason for being… your north star… is to meet one or more specific needs of your users. Wherever you're at in your product development journey, you have to solve a problem for users or empower them to do things they've not been able to do before.
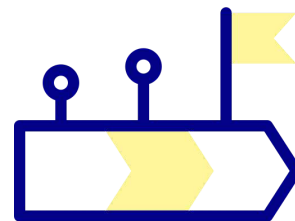
Your product roadmap is a key responsibility for product managers and states both 'how' you're going to meet user needs and 'why' in order to deliver on your greater organization strategy.

It is a living document that guides the execution of the product strategy and should:

- Clearly articulate your vision to meet the needs and expectations of your users and other stakeholders;
- Ensure that stakeholders, developers, other team members, customers and users are on the same page when it comes to this vision and how it is to be executed;
- Communicate how short-term align with long-term business goals;
- Help teams make decisions on what to prioritize and how to make changes over time.

Typically a product roadmap will include:

- Customer/user insights and needs;
- Product objectives and goals;
- Key features;
- A timeline for the release of those features;
- Budget and resources;
- How progress, results and success will be measured, tracked and communicated;
- How performance will be monitored after launch.

If your product is going to meet the needs of users, you have to be able to truly understand your users. You also need to know how well you are meeting the needs of those users. And the best people to help you do that are your users themselves.

Successfully creating an effective product roadmap relies upon having a process that allows you to collect user feedback, assess it and then weave it into your product roadmap as required. User feedback provides insight into user needs, preferences, and pain points — the information you need to identify areas of improvement, prioritize features, and develop strategies for solving customer problems and addressing their needs.

Additionally, user feedback can provide valuable information on the effectiveness of existing features and functions, helping you to refine and optimize your product roadmap, for example:

- Validate your vision to other stakeholders
- Focus on the needs of users (not those stakeholders)
- Give everyone a voice (and build a stronger product community)
- Prioritize features and fixes that add greatest value (and park the rest)
- Address issues before they become frustrating delays
- Leverage the past
- Close the loop and keep moving, faster.

When you're creating and executing your product roadmap there's nothing more frustrating than hitting unnecessary roadblocks, drifting off-course or ending up at the wrong destination.

While it may be tempting to rely on your own views or assumptions of what makes a great product and how you can

meet user needs, you have to continuously be collecting and evaluating user feedback to keep the roadmap on track.

Without listening closely to your customers, you'll never get prioritization right, so ask for feedback! It's the product manager's best tool for staying ahead of the game.

Take the guesswork out of what to do first.

If you have a number of issues to resolve it can be hard to know where to start or where to focus your time and effort. With Userback's Feedback Portal you can give your user base access to the list of bugs that you are planning to resolve. They can up or down vote what is most important to them, so you know what matters most... and work on that first. This also allows you to identify and prioritize what's of value to the majority of users, not just the most vocal ones.

> *"The hard part usually isn't coming up with the hypotheses for what might work best – it's knowing which are the right ones to try first."*
>
> **Laura Schaffer • Product Manager @ Twilio**

Building a stronger business

As your ability to collect and manage user feedback improves, it helps you to create a stronger business.

Early warning and rapid response

Like the canary down the mineshaft in the olden days, user feedback is the modern day early warning system for web applications and websites, allowing you to identify and fix problems quickly before they become significant issues.
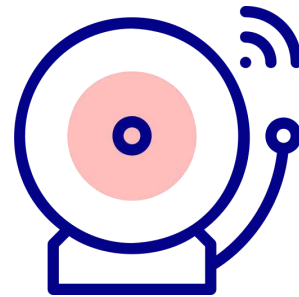
When you can collect and evaluate user feedback in realtime you can see when an issue arises and you can act quickly to minimize the impact on the users who are directly affected and to reduce the potential impact for other users.

When that feedback is visual and contextual you can instantly identify exactly who is experiencing the problem (and who else

may be likely to experience it), where the problem is occuring and how it was triggered.

All of this data enables your software team and developers to get things sorted faster, without having to waste time trying to make sense of incomplete or inconsistent information.

Organizational alignment

If a web-application or website is central to the success of your business, then meeting the needs of users is critical to the whole organization, not just the product team.
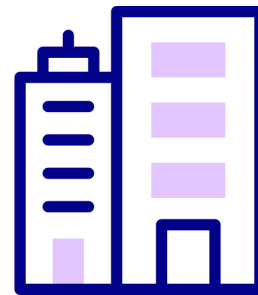
As the product manager you can share insights from the user feedback with the whole organization to show where users needs or expectations are not being met, or where the product experience is simply not fulfilling its true potential and is letting users down in some way.

For example:
- You can show customer success where support calls may be falling short in terms of meeting user needs, or highlighting areas where there may be greater demand for assistance in the future.

- Sales and marketing can see what users love about the product and leverage that for campaigns and communications activities.

User feedback can highlight issues or opportunities that may not otherwise have been identified, but that could significantly shape the future of the organization in some way. That feedback can be used to unite all departments and teams together to realize a common goal.

Process improvement and resource optimization

Building on the theme of organizational alignment, user feedback can alert you to failings and inefficiencies in your processes and systems.
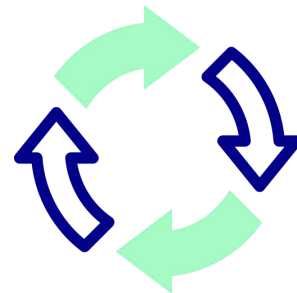
If you want to have a successful team focused on delivering a great product, then user feedback can quickly show you whether people are working together harmoniously, performing their tasks optimally and making the most of their team's resources.

Based on this information product managers and senior stakeholders can:
- Make more informed decisions about workflows and staffing,

- Improve processes across the business,
- Identify team strengths and weaknesses,
- Unearth areas of team conflict,
- Track team performance over time,
- Identify potential opportunities for team improvement,
- Make adjustments to better balance resource allocation,
- Scale staffing up or down.

A platform like Userback ensures you get things right the first time, every time. The additional context and visual information provided allows for more accurate estimates of effort (story points) and decreases the risk of timelines and budgets getting blown out. It's also easy to assign the task to a developer and Userback automates the communication loop as the work is being done, so that everyone knows where things are at.

Once the issue has been resolved you can seamlessly share updates and status changes with your community with zero effort and make sure their feedback has been addressed.

Reduce overall operating costs

Automating the collection and management of user feedback can help to reduce operating costs in several ways:

- Immediately save time and money that would have otherwise have to be spent manually gathering, organizing and analyzing customer feedback.
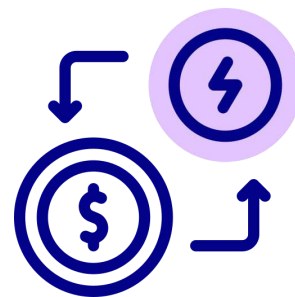
- Reduce the risk of errors and expenses associated with handling data inefficiently or incorrectly.
- Accelerate the identification of potential problems or issues and take preventive measures before they become costly problems.
- Understand customers and their needs better so you can focus on developing more targeted products and services — saving time and money in the development stages and delivering greater sales and profit after launch.

Get features and fixes to market faster

When you can streamline the user feedback lifecycle and processes you're able get more done in less time using less resources because the platform removes a lot of manual tasks, frustration and inefficiency.

Automated feedback platforms, like Userback, allow you to significantly shorten the development lifecycle and get updated products and features to market in shorter time frames.

Fix your bug fixing

With headcount reductions and the need to deliver more for less (and in less time), it's important to keep focused on doing what adds value, doing it really well and doing it really fast.
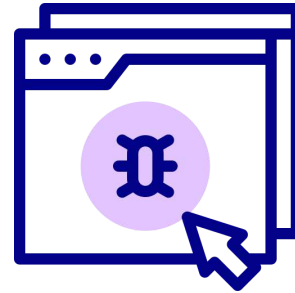
But for many businesses bug fixing continues to be a massive drain on resources.

> *Did you know that almost 40% of developers spend up to 25% of their time fixing bugs, 26% spend 50% of their time and 8% spend 75% of their time fixing bugs?*[*]
>
> *[*]2021 State of Software Code Report commissioned by [Rollbar](#)*

That's a lot of valuable time and effort wasted on retrospective code and unable to move your product forward or create features that boost customer retention.

For most SaaS businesses a significant challenge is the amount of time and effort that disappears in bug fixing. When you're up against it, can you afford to have your developers looking backwards, trying to fix what went wrong in the past, rather than looking ahead and building what will secure the future?

For most developers themselves, the inefficiency and frustration is not with fixing the code itself. The majority of their time is spent chasing all the relevant information related to the bug. Things like user system details, what the user was doing when the bug was triggered (and what was happening in the few minutes before that):

- **39%** of developers still use tools that require them to manually respond to errors[*];
- **22%** feel overwhelmed when using manual processes to address errors in software[*];
- **31%** say manually responding to errors makes them feel frustrated[*].

*2021 State of Software Code Report commissioned by Rollbar

Training requirements and talent retention

You can assess user feedback to understand where staff may need training or support to build up their skills; for example, if:

- Users are raising issues that should have been covered during in-person onboarding or through customer success engagement.
- Sales teams are over-promising on what a product can deliver in terms of features or functionality, resulting in users expectations not being met.

This information can be used to develop training materials and programs, as well as demonstrating to staff how they might be able to change their approach to further strengthen relationships with users and customers.

This kind of investment in training only helps to retain talent who see an organization that wants to see them develop and grow by helping them to improve their knowledge of users and how they engage with them. This in turn creates more successful teams where people work in harmony and enjoy collaborating with one another to deliver better outcomes for their users and customers as well as their own team and organization.

Automated feedback platforms, like Userback, can elevate talent retention to another level! When you streamline user feedback processes you not only add features or fix bugs faster, you also make the whole experience less frustrating for developers, product managers and other key members of your team, which in turn means that you are less likely to lose them!

Developers
With Userback's automated feedback loop, developers can spend less time on frustrating and time-consuming information gathering related to feature requests and bug reports because the system gives them all the system details and user actions they need… they don't even have to talk to the users. This means that they can spend more time on the stuff they love doing, like building new features and functionality.

Product managers

By removing a lot of the guesswork associated with user feedback, Userback can make the product manager's life a whole lot easier and more rewarding by giving them new levels of clarity, control and communication, for example they can :

- Easily see how users are interacting with the product and identify any areas where users may be experiencing difficulties
- Gain valuable insights into how users feel about the product and what they would like to see improved.
- Keep track of customer satisfaction levels and identify any potential issues that need to be addressed.
- Know what features and fixes users want done first so that they can prioritize task knowing that they will have the
- Streamline communication and collaboration with users on their feedback, keeping them up-to-date on the progress of a specific bug or feature request from collection to closure.

Customer Service & Sucess

Automating user feedback with Userback can help you to get a better understanding of your customers needs and how they can be addressed in-app or on-site rather than having to triage them through Customer Service, for example:

- Get valuable insights into how your customers feel about your product and where they are most likely going to need assistance so you can prepare your Customer Service team,

- Address recurring issues, requests and onboarding questions before they become bigger problems.
- Prioritize tasks by allowing them to focus their efforts on the most relevant customer concerns.

As well as reducing the burden on your Customer Service team this can increase customer satisfaction as they are able to self-serve, freeing up Customer Service to focus on more complex or critical challenges.

Building lasting relationships and stronger brand loyalty

When you listen to and act on customer feedback, you'll see the results in your brand's reputation. Along with customer service and product quality, how you handle feedback is a core part of a great customer experience, which in turn builds loyalty and brand value.
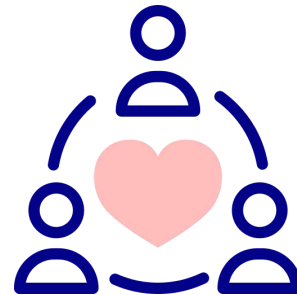
When you respond to user feedback — whether it's reactive or proactive — it makes customers and users feel connected and listened to. When you're visibly engaged with user feedback on public channels, people can see what kind of business you run and what your values are. They'll see you care about the user experience.

> *"78% of people prefer brands that collect and accept customer feedback."*
> **Microsoft State of Global Customer Service Report**

User feedback will highlight the features your users love the most, and you can build on these to strengthen relationships with existing and future users by amplifying the value to the user experience and building on this foundation to create more features that users will enjoy.

This helps to build brand loyalty and a larger user base, as your users will be more likely to stick with the product in the long run, even when they encounter minor issues and glitches, or when competitors offer similar features.

Increasing customer value and reducing churn

These days, winning new users is only half the battle! Sustainable businesses are built on customer growth, low customer churn rates, long customer lifecycles, and profitability along the way.

By listening to user feedback, your organization can address the second element in that success equation and reduce churn rate as the feedback they gather is key to understanding user

needs and making changes to fill the gaps users require to succeed.

If you're able to prioritize the most common feature requests and most impactful bug fixes and add those elements into your development roadmap first, you're able to address and amend any shortfalls users perceive that may lead them to test alternative options.

Users that adopt and integrate a product that evolves with them and continues to satisfy the vast majority of their needs (understanding it's very unlikely a single product is going to be 100% perfect at every use case a user every envisages) is going to remain loyal for a number of years, extending total lifetime value for a business.

Of course, listening to user feedback isn't enough; there needs to be a process put in place around collected feedback to ensure what's being listened to is also being screened, prioritized, integrated into workflows and actioned. Optimally in this scenario, there is an additional step of creating two-way feedback so users who are requesting feature requests. Listening without action doesn't contribute to user-centered product development.

How user feedback helps to measure and meet typical KPIs for product managers

Something we love about User Feedback is that it can simultaneously help you to measure product management KPIs **and** get actionable insights into what you need to do to improve them.

User feedback goes way deeper than the traditional metrics of page visits, clicks, and time on site to give a more realistic view of how well you are delivering a user experience that delivers both to users and to your organization. For example:
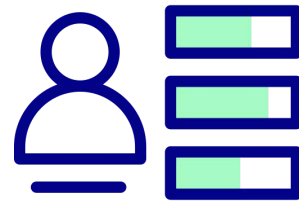
Customer satisfaction:

TYPICAL KPI

- Are users happy with your product and would they recommend you to others?

HOW USER FEEDBACK CAN HELP

- Know what makes users happy!
- Understand and target areas where user needs are not being met.

User acquisition rate:

TYPICAL KPI

- How many new users are signing up and how quickly?

HOW USER FEEDBACK CAN HELP

- Leverage user success stories to market to prospects.
- Identify and remove friction and barriers in sign-up process.

Product roadmapping:

TYPICAL KPI

- How quickly are you able to complete roadmap items?

HOW USER FEEDBACK CAN HELP

- Ensure roadmap meets genuine user needs and prioritize them so you focus on items that add most value.
- Fix issues and introduce functionality faster with detailed bug reports and feature requests.

Feature adoption rate:

TYPICAL KPI

- The speed at which new features are being adopted by users and do they keep using them?

HOW USER FEEDBACK CAN HELP

- Know features meet genuine user needs.
- Know which specific users or type of users will benefit the most.
- Remove barriers and bottlenecks to onboarding and adoption.

Product usage and engagement rate:

TYPICAL KPI

- What percentage of users are actively engaging with the product on a regular basis?
- How often are users returning to use the product over time?

HOW USER FEEDBACK CAN HELP

- Discover what it is they love about the product and why they keep using it.
- Understand what lies behind inconsistent / irregular engagement.

Retention and refund rates:

TYPICAL KPI

- Are customers sticking around?

HOW USER FEEDBACK CAN HELP

- Why are they leaving? Are they getting value?

Conversion rates:

TYPICAL KPI

- Are users completing the desired actions or goals, such as purchase, sign up or any other critical action

HOW USER FEEDBACK CAN HELP

- Identify barriers and how you can remove any friction from the process.

Average revenue per user (ARPU):

TYPICAL KPI

- How much are users spending on your product?

HOW USER FEEDBACK CAN HELP

- Understand what it would it take for them to spend more or spend more frequently and how much they'd be prepared to pay.
- Create features that they are prepared to pay for!
- Identify areas of your product they may not be leveraging and direct them towards it.

Net promoter score (NPS):

TYPICAL KPI

- How likely would customers recommend your product to their friends or colleagues?

HOW USER FEEDBACK CAN HELP

- What is it specifically that they would recommend or where is it missing the mark?

Reactivation rate:

TYPICAL KPI

- How often are dormant users coming back?

HOW USER FEEDBACK CAN HELP

- Is there anything you can do to increase this rate?

Bugs and defects:

TYPICAL KPI

- How often do bugs or defects pop up within your product and how long does it take to resolve them?

HOW USER FEEDBACK CAN HELP

- Understand exactly what was happening and provide developers with the background information they need to fix it.

Product-Market Fit score:

TYPICAL KPI

- How well does your product match the needs of your target market? Is it increasing or decreasing over time?

HOW USER FEEDBACK CAN HELP

- Identify where any discrepancies lie and understand what needs to be done to overcome them.

Other measures

- You can also measure success by tracking more qualitative metrics, such as customer feedback and feature requests.

- Checking in on customers regularly to learn what they like or dislike about your product may provide insights into areas of improvement.

By monitoring these qualitative and quantitative KPIs, you will be able to gain a better understanding of your product's performance, as well as how users are interacting with it. Armed with this knowledge, you can make more informed decisions about roadmap items and user experience optimization.

Common mistakes product managers make with user feedback

The following ten mistakes are the most common ways in which product managers can get their own feedback loop tangled in a knot:

Not collecting user feedback regularly

It's important to collect user feedback throughout the product development cycle, not just at the end of a project. If you wait until a product is finished before collecting user feedback, it may be too late to make changes or improvements.

Not really listening to users

Some product managers make assumptions about what their users want based on their own ideas or opinions, without actually asking them for feedback. This can lead to developing products that are not aligned with user needs.

Not organizing feedback

Collecting a lot of user feedback is great, but if you don't organize it properly, it won't be very useful. Make sure to categorize and prioritize the feedback so you can address it more effectively.

Not having a process for assigning feedback

Without a clear process for assigning and addressing user feedback, you may struggle to keep track of who is responsible for what. Having a clear workflow in place will help you stay organized and on top of your tasks.

Not acknowledging user feedback promptly

Acknowledging user feedback quickly shows that you're listening and value your users. If feedback is left unanswered for too long, it can be damaging to customer relationships and impact user retention.

Not tracking progress

It's important to track the progress of user feedback so you know which tasks have been addressed, which still need to be done, and when. Without tracking progress, it can be difficult

to measure success or keep users updated on the status of
their requests.

Not setting priorities

Product managers often fall into the trap of trying to address
every piece of user feedback that comes in, regardless of how
important it is. Instead, prioritize user feedback so you focus
your time and energy on the most important tasks.

Not closing loops

Closing the loop with users is essential—it shows them that
their feedback has been heard and acted upon, which will
encourage more engagement in the future. Make sure to
provide an update to each user who provides feedback,
regardless of whether or not you took action based on their
suggestion.

Not using feedback to inform decisions:

Product managers should use user feedback to inform their
product development and decision-making processes. Without
this, you may be missing out on valuable insights that could
help improve the overall experience for your users.

Not leveraging the right platform:

There are a lot of tools out there that can help you automatically collect and organize user feedback. Leveraging the right tools will save you time and effort in the long run.

Overall, collecting, evaluating and assigning user feedback can be a daunting task for product managers. However, by utilizing the right tools, setting priorities and tracking progress, you can ensure that all user feedback is addressed in an efficient and effective manner.

> *"The value is in what gets used, not what gets built."*
>
> **Kris Gale • Former VP of Engineering @ Yammer**

What to look for in a user feedback platform

If you want to turn every piece of user feedback into user insight, competitive advantage or an opportunity to grow, then you may have realized that emails, spreadsheets, phone calls and post-it notes just won't cut it!

You're going to need a user feedback platform that helps you to streamline and automate user feedback processes and integrate them into your existing workflows. Here some of the key things that you should be looking for:

Frictionless experience, both for users and software teams

You want any user to be able to submit any kind of feedback at any stage of their product experience, with minimal effort. This means you need a user feedback platform that allows them
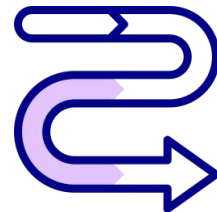
to submit bug reports and feature requests 'on the fly' without leaving your app.

On the other side of things you want your developers and software teams to be able to receive that feedback and be able to immediately access all the information they need to understand what's happening without having to contact the product manager, customer service or even the user themselves. This saves a huge amount of effort when it comes to getting feedback assessed and resolved faster.

Visual and contextual capture

If you want to remove any ambiguity and subjectivity from feedback like feature requests and bug reports, you can choose a platform that allows your users to easily submit annotated visual feedback in the form of screen grabs and videos all captured in-app.

Additionally, you want a platform that automatically captures contextual information in the background — such as Session Information, User Data, Console Logs and Event Tracking — that can be shared with your developers (see above!).

As well as automatically collecting user system and session information, platforms like Userback allow users to add and

annotate screen grabs and video with their feature requests and bug reports. With video recording the user can record a voiceover of them talking you through what they are doing. 'Session Replays' record every mouse movement and interaction in the background, so you can see exactly what has happened without having to ask the user — nothing gets you closer to being in the user's shoes at the point when things don't work the way they should!

Centralized and standardized automation

'Manually managed' user feedback comes in all shapes and sizes from many disconnected sources — emails, phone calls, customer support, text messages, social media, surveys, WhatsApp, whatever — and of course it can be very subjective.

All this takes time and effort to manage. You need a user feedback platform that still allows you to collect feedback in a number of different ways, but standardizes the feedback you receive, so it's easier to assess and categorize, and centralizes all that in one place.

Feedback automation and standardization means no more sifting through random emails, recalling distant phone

conversations, or sorting notes and scribbles to understand what a user was trying to say. The right platform will simply replace all those disconnected platforms with a single consolidated, centaralized all-in-one solution for communication and collaboration.

Actionable insights at speed and at scale

If you want to build better products faster then you need a user solution that makes it easy for you to collect user feedback continuously (or at a high frequency), organize that feedback, gain value and insight from it and then turn it into action... all at speed and at scale!
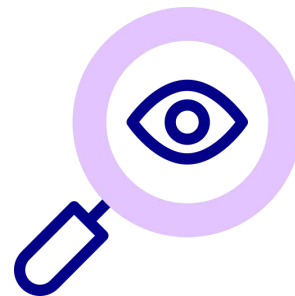
A platform with built-in analytics tools will simplify and accelerate your ability to analyze the feedback that has been collected. This could include charts and graphs that give an overview of trends or areas of improvement as well as sentiment analysis tools so you can understand how usersfeel about certain features or products.

Seamless workflow integration

Feedback without action is useless and one of the biggest challenges with manually managing user feedback is that it is so hard to connect all the dots and efficiently act on feedback within your existing processes.
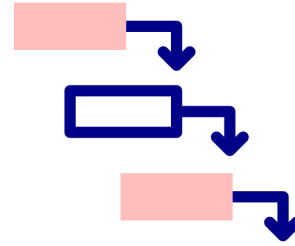
Manually moving user feedback data between systems is time-consuming, ineffective, and unproductive. It raises risk of human error in transfer and slows the information flow and overall adoption of feedback adding to development cost.

You want a platform that seamlessly integrates into your existing workflows, for example, user feedback being directly delivered into Slack, for one click screening before another API integration pushes approved suggestions on.

Where this has the greatest impact is in the distribution of approved feedback to the right people (or systems) for action. This includes task management features that allow team members to assign tasks to one another — whether that's UX, bug fix, feature request or something else entirely — as well as notification systems that let them know when an issue has been resolved or a task is ready to be worked on.

You need to find a user feedback platform that eliminates the manual steps and automates feedback processing to

accelerate business processes and enable your whole organization to leverage feedback to be user-centered throughout the product development life cycle.

User engagement, from capture to closure

Finally, it goes without saying that if you are user-centered, you need a platform that includes the user in the feedback loop.
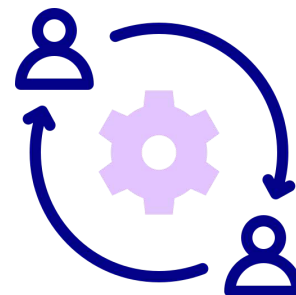
This could include automated emails or notifications when an issue has been resolved or a feature request has been implemented. This is really important because, it's probably fair to say, most developers would prefer not to have to talk with users directly if they can avoid it. It's also important to have options for customers to provide additional feedback in order to ensure they have the best possible experience with the product.

By taking the time to find the user feedback platform that meets these criteria, you can be sure you're getting the most comprehensive and effective solution for collecting, evaluating, managing and closing bug reports, feature requests and other feedback from your users.

Summary

Knowing what users need is critical to building a better product that people will love.

The product manager's job is increasingly complex. Being able to continuously collect and manage user feedback gives you the actionable insights you need to fine-tune, optimize and prioritize product features and functionality throughout the development lifecycle. This is critical to building loyalty, long-term value and success.

User feedback comes in all shapes and sizes. You can collect it in many different ways and at different times. When you can manage user feedback effectively, it brings many benefits to the product and its users and helps to ensure that performance measurements are met.

However, manual management of user feedback can't keep pace with the demands of developing SaaS and web applications today, so you need to find a user feedback platform that assists you and integrates with your existing processes and workflows.

About Userback

Userback is a market-leading user feedback platform helping 20,000+ software teams to understand what customers need so they can build better web applications, faster.

Userback streamlines and automates the realtime in-app collection, evaluation and management of visual feedback and contextual surveys. Userback can be used standalone or seamlessly integrated into existing business workflows to allow product managers and developers to validate ideas, optimize product-market fit, refine roadmaps, prioritize features, fix bugs and deliver value with greater insight, impact and efficiency. Founded in Australia in 2016, Userback is backed by Craft Ventures.

Start with a free 14 day trial at userback.io/sign

Thanks for reading

We hope you enjoyed
this Userversity Guide
for Product Managers

To learn more about how user feedback
can help your business visit underline{userback.io}

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