

MODULE

9

Feedback Methods

"If you want to create messages that resonate with your audience, you need to know what they care about."

- Nate Elliott

Introduction

This module aims to introduce different types of feedback methods to students and have them apply it with their own MVPs.

Objectives

1. Students will be able to distinguish between different feedback methods.
2. Students will understand each feedback method's pros + cons.
3. Students will finalize their MVPs and be able to decide what feedback method works best for their MVP.
4. Students will receive feedback from their actual target audience that they can then use to improve their MVP.

Agenda

1. Feedback Methods
2. Interview Activity
3. Facilitator Check-in / Work Time

Feedback Methods (30 minutes)

- Give students the [Feedback Methods Handout](#)
- Make tables of pros and cons of each feedback method on whiteboards
 - First, make tables for three of the methods at a time (so three tables)
 - Have students write down pros and cons of each method
 - Discuss what was written
 - Do the same for the remaining four methods (four tables)

Feedback Methods:

Feedback Method	What is it?	In what situations would this method be effective?	Pros	Cons
<i>Interviews</i>	Personally interviewing a	With physical MVPs or	Qualitative feedback and	Doesn't reach a lot of people

	member of their target audience	prototypes, or a more complex idea or target audiences that might give more feedback one on one.	establishing a genuine, human connection with another person	
<i>Focus Groups</i>	Interviewing a group of people regarding the product/service	With physical MVPS or prototypes (that possibly require more than one person for use), or target audiences that are reactive off of each other	Gain qualitative feedback while being more time efficient and reaching a greater audience than interviews	Peer pressure causes ingenuine responses
<i>Questionnaires</i>	Written questions made for the purpose of gathering information	With target audiences that are better at articulating themselves, or with pre-established businesses	Convenient way to gain feedback from a large group of people	It may be hard to convey feelings and emotions through a questionnaire
<i>Reviews</i>	Consumers can leave reviews of a business/product on websites, apps, etc.	With businesses that already have existing apps/websites or receive reviews on other apps/websites (ex: Amazon)	Anyone can leave reviews so you can get feedback from a large group of people	There could be trolls, or there may be a lack of reviews which means a lack of feedback
<i>Social Media</i>	Businesses can use their social media to interact and get feedback through comments, instagram polls, tweets, etc.	With target audiences that already use social media / are active on social media	Can reach a large group of people and allows you to connect with them	There may be a lack of engagement on the part of the audience (it's hard to control that)
<i>Surveys</i>	Online survey attached to websites or on Ad banners	For businesses that already have an online presence, website, or advertise on the internet.	Gain quick feedback from a large group of people	A lot of quantitative feedback, but not much explanation
<i>Website Analytics</i>	Analyzing site activity to see what users are most likely to do and what that can mean	With target audiences that are using the website and with businesses that are primarily online	Users are not inconvenienced because they don't have to do anything extra	You don't have a lot of qualitative data and there is a chance that you are concluding the wrong things

Discussion questions:

1. What are some other feedback methods that business can use?
2. Why is feedback necessary?

Interviewing Activity (20 minutes)

Facilitators, if needed can go over a couple of these tips before starting. This info is specific to those who are choosing to use interviews as one of their feedback methods so be sure to give this info to those groups.

Tips for a Good Interview:

- Start off introducing yourself and your company: be personable
- Most important: Get to know the person you are interviewing, build a personality for them
- Start off with easy questions, gradually build into the interview
- Ask for extremes, “What do you like most about...” or “What did you hate about...”
- Ask open ended questions, avoid binaries
- Ask questions that you might know the answer to, you may be surprised
- Use hands-on-tools (from HCD site)
 - Card sorting
 - Prototypes
 - Photos
- Be casual, don't stick too much to a set of questions
- Have someone take notes
 - Or you can take notes yourself, but make sure to be involved still
- Don't ask leading questions
- Don't teach the customer, they are there to teach you
- Avoid saying “usually”
- Look for verbal cues
- Come prepared
 - Research the target audience before the interview to gain a basic understanding of them.

Purpose:

To help students better their interviewing skills, through learning more about their target audience and what they would like to see in a product.

Directions:

1. Ask for three or four volunteers
2. Have one facilitator exit the room and explain to the volunteers they have 3 minutes to get feedback from their target audience on how to better their MVP.
 - a. Give them basic information about their target audience such as age, demographics, social status/class

- i. Age: 16-18
 - ii. Demographics: Equally male and female
 - iii. Social Status/class: Middle Class
 - iv. Problem: Senioritis
 - v. MVP -- a social media platform that serves as a scheduling platform for efficiency with set due dates so that students don't procrastinate
3. While the one facilitator is outside with the students, have the other facilitator explain to the rest of the class that they have to act as the target audience and react as they think the target audience would react.
- a. Give them the same basic information about the target audience such as age, demographics, social status/class given to the volunteers
 - i. Age: 16-18
 - ii. Demographics: Equally male and female
 - iii. Social Status/class: Middle Class
 - iv. Problem: Senioritis
4. Have the volunteers present their project and its goals to the class and let the target audience give reaction and comments.
5. As a class analyze the reaction and comments.

Alternate Scenarios:

- a. Round 1
 - i. Age: 16-18
 - ii. Demographics: Equally male and female
 - iii. Social Status/class: Middle Class
 - iv. Problem: Physically can not get off of Tik Tok, has come to a point where they skip school bc they don't see the time bc their eyes can't leave the fyp
 - v. Solution - time limits set on phone that automatically offloads tik tok after a certain time limit is reached
- b. Round 2
 - i. Age: middle schoolers
 - ii. Demographics: male and female
 - iii. Social Status/class: Middle Class
 - iv. Problem: the school's food plan cannot be changed but is not offering healthy options that are taking a toll on both the physical and mental health of students (sugar highs and lows)
 - v. Solution - a lunch packing platform that will teach students how to effectively and healthily pack lunches with parents

Discussion Questions:

1. What types of questions did you ask to your target audience? What were they most receptive to?
2. What can be done to maximize feedback outcome in focus groups?
3. What would you have done differently now that you went through this activity once?

Facilitator Check-In / Work Time (10 minutes)

Provide students with time to work on getting feedback from their target audience. They should be in communication with them, and be able to gain valuable feedback on what should be changed in their prototype or MVP to make it more effective. Depending on whether or not their target audience is IMSA related, they can either actively search for feedback or plan how they might gain feedback from their target audience at a different time.