

A presentation for
preely.

THE RULE OF 3

HOW AND WHEN TO ACTION ON FEEDBACK USING TRIANGULATION

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Topics

1. Introduction
2. Problem: Challenges of Feedback Analysis
3. Solution: Triangulation
4. Example: "Rule of 3" Framework
5. How-to: A Step-by-step Playbook
6. Practice: Scenario Exercises
7. Summary
8. Q&A



**Ops turned
Researcher**

**Researcher
turned Ops**





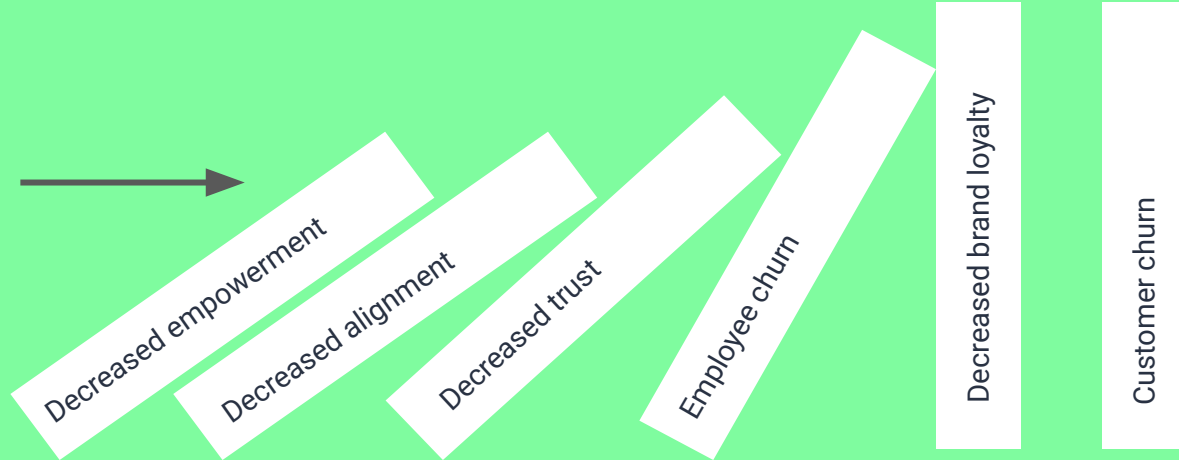
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Problem

Challenges of feedback analysis creates a downstream, domino effect.

LACK OF FEEDBACK
FOLLOW THROUGH



Multichannel feedback causes analysis paralysis

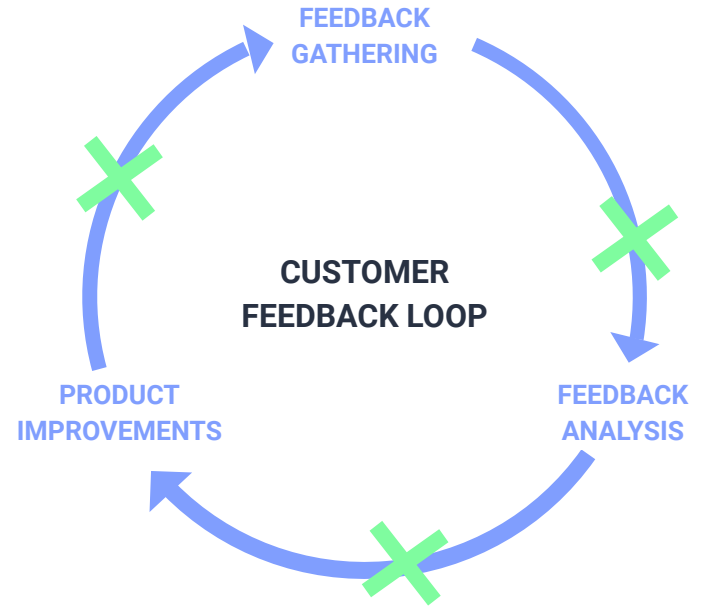
The risk: Key insights missed



Customers can feel neglected without feedback closure

- UX does not improve
- Brand's image gets damaged

Renewal and retention metrics are lagging indicators of poor UX

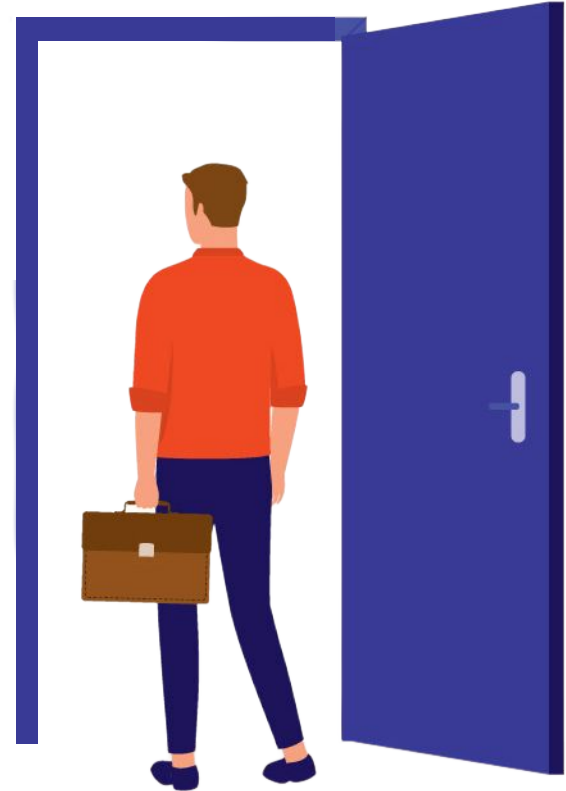


Feedback loop closure helps provide a positive experience by acknowledging a customer's input.

Employees can feel neglected without feedback closure

- Relationships gets damaged
- Compassion fatigue
- Employee churn

Studies link employee experience and customer experience, EX = CX



The average turnover for customer support teams are 30-45%, about 2x than other departments.

We can't take action on everything but the right things...

What are the "right" things?



When we incorporate all the feedback from customers.

Solution

What is triangulation strategy?



What is triangulation and why is it important?

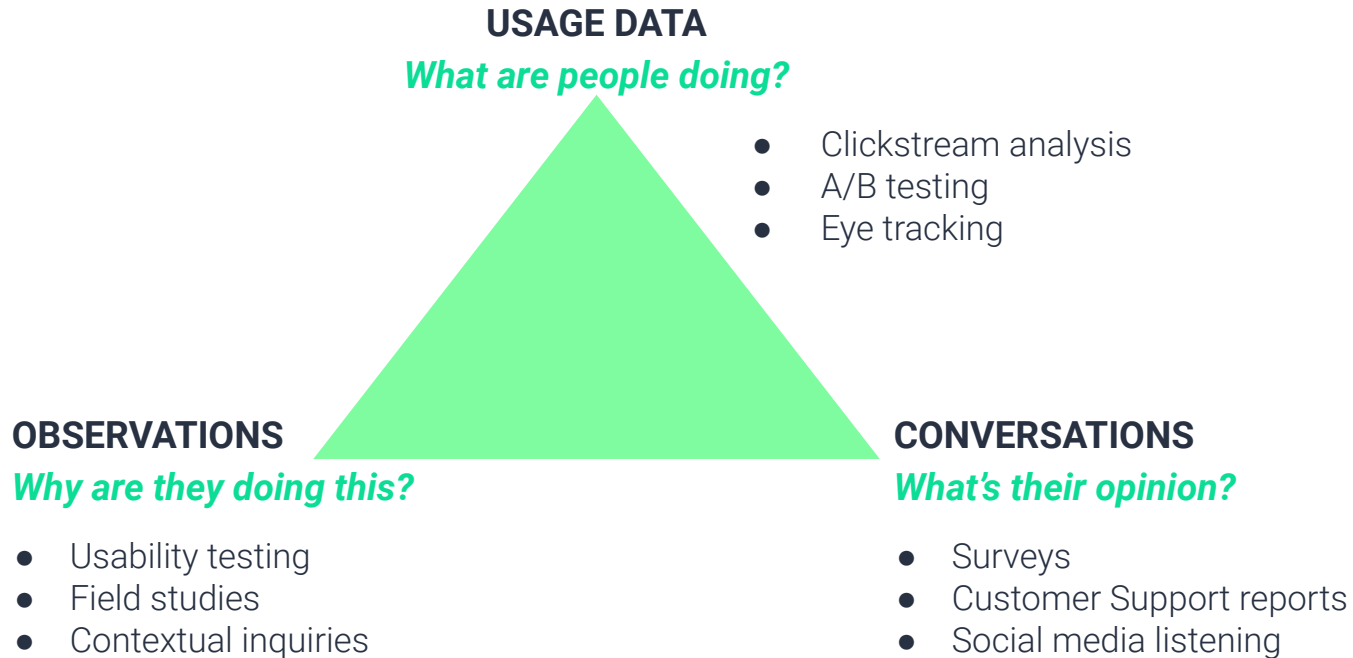
- Obtain a complete story
- Diversify data collection
- Examine a single data point from various viewpoints

Ensure reliable, valid results

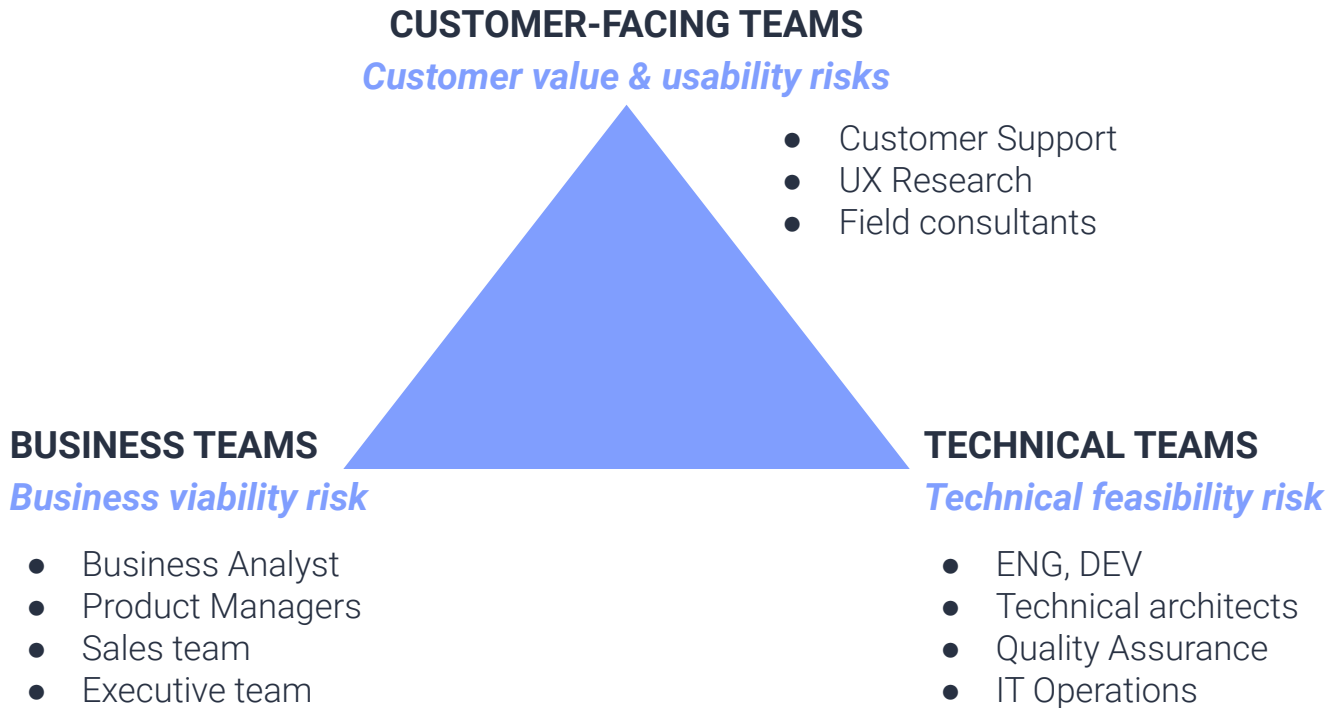


Nielsen Norman Group, 2022

Three different feedback data sources



Three different internal perspectives



What happens when we don't triangulate?

Walmart survey, 2009

Asked customers if they wanted aisles to be decluttered. Respondents said "yes."



\$1.85 billion in lost sales

“Turns out that while they enjoyed the increase in negative space inside the stores, what matters more to Walmart customers is a vast selection of cheap items.”

[Consumerist, April 2011](#)

Walmart's loss of \$1.85 Billion from a single UX Mistake!! ⚠️❌

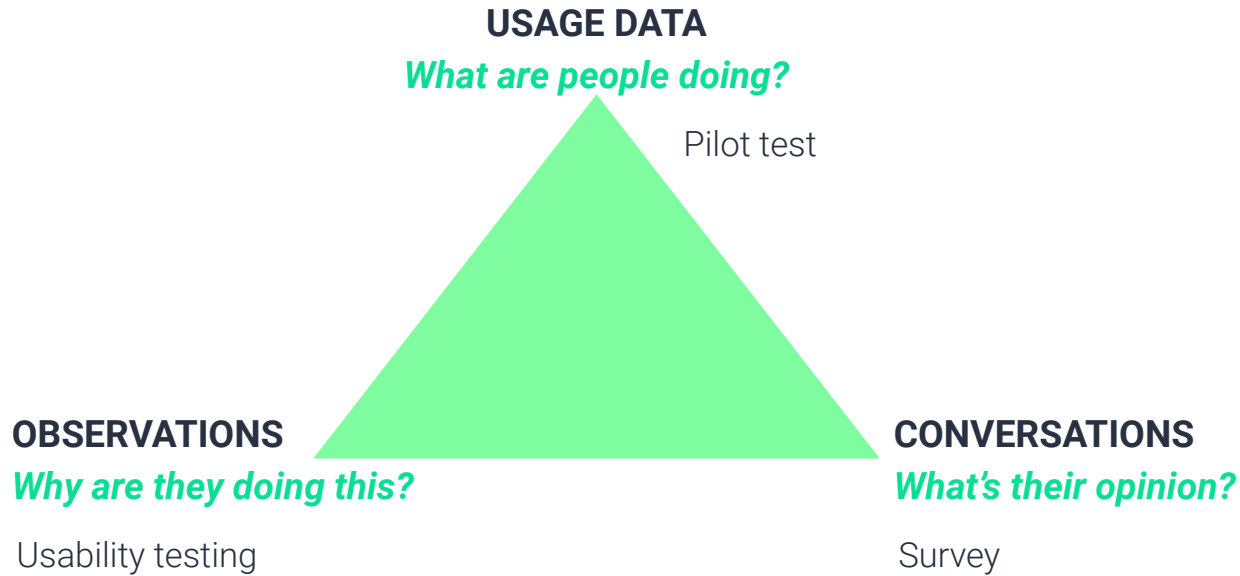


Nafisa Tarannum Disha · Follow

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What could Walmart have done differently?



How to

The Rule of 3, a step-by-step framework

... start the conversation

Rule of 3: Step-by-Step

Template: <https://shorturl.at/ehNQ8>

- Step I** **Aggregate:** Gather feedback in one location
- Step II** **Apply The Rule of 3:** Obtain 3 types of data types
- Step III** **Prioritize:** Discuss with cross-functional teams
- Step IV** **Apply The Rule of 3:** Stack rank
- Step V** **Begin solutioning:** Iterative experimentation.

Remember to follow-up w/ internal/external feedback reporters

Step I: Aggregate feedback data

CUSTOMER ISSUE	ATTITUDINAL Sources	BEHAVIORAL Sources	ANALYTICAL Sources
Data Corruption Warning	Sales Call	Usage Stats/Telemetry	
Installation Failure	CX Survey	Research Study	Q/A
Difficulty Importing Data	CX Survey	Usage Stats/Telemetry	Expert Inspection
Scripting and Automation Errors		Alpha/Beta Usage	
Plugin Installation Failure		Research Study	Expert Inspection
Memory Leak Issues	Community		
Map Rendering Issues	Community	Alpha/Beta Usage	Q/A
Slow Performance with Large Datasets	Tech Support		Heuristic Evaluation
Compatibility with GPS Devices	CX Survey	Research Study	Expert Inspection
Crashing on Startup			Expert Inspection
License Activation Error	Sales Call	Alpha/Beta Usage	
User Interface Glitches		Research Study	
Inaccurate Coordinate Systems	Sales Call	Usage Stats/Telemetry	Heuristic Evaluation
Database Connectivity Problems		Research Study	Q/A
Update Installation Stuck	Community		

[Tab #1 Customer feedback log](#)

Step II: Apply the Rule of 3



CUSTOMER ISSUE	ATTITUDINAL Sources	BEHAVIORAL Sources	ANALYTICAL Sources	RULE OF 3	VALIDATED
Installation Failure	CX Survey	Research Study	Q/A	3	✓
Inaccurate Coordinate Systems	Sales Call	Usage Stats/Telemetry	Heuristic Evaluation	3	✓
Compatibility with GPS Devices	CX Survey	Research Study	Expert Inspection	3	✓
Map Rendering Issues	Community	Alpha/Beta Usage	Q/A	3	✓
Difficulty Importing Data	CX Survey	Usage Stats/Telemetry	Expert Inspection	3	✓
License Activation Error	Sales Call	Alpha/Beta Usage		2	
Plugin Installation Failure		Research Study	Expert Inspection	2	
Memory Leak Issues	Community			1	
Database Connectivity Problems		Research Study	Q/A	2	
Slow Performance with Large Datasets	Tech Support		Heuristic Evaluation	2	
Data Corruption Warning	Sales Call	Usage Stats/Telemetry		2	
Crashing on Startup			Expert Inspection	1	
User Interface Glitches		Research Study		1	
Update Installation Stuck	Community			1	
Scripting and Automation Errors		Alpha/Beta Usage		1	

[Tab labeled #1 Customer feedback log](#)

Step II: Prioritize cross-functionally

CUSTOMER ISSUE	<i>3 Cross-functional teams</i>			PRIORITY
	User Need (1-5)	Complexity (1-5)	Business Value (1-5)	
Installation Failure	1	2	3	2.7
Inaccurate Coordinate Systems	5	1	5	5.0
Compatibility with GPS Devices	4	1	2	3.7
Map Rendering Issues	3	2	2	3.0
Difficulty Importing Data	5	1	4	4.7

[Tab labeled #2 Priority Rubric](#)

Step IV: Apply the Rule of 3 again



CUSTOMER ISSUE	3 Cross-functional teams			PRIORITY
	User Need (1-5)	Complexity (1-5)	Business Value (1-5)	
Inaccurate Coordinate Systems	5	1	5	5.0
Difficulty Importing Data	5	1	4	4.7
Compatibility with GPS Devices	4	1	2	3.7
Map Rendering Issues	3	2	2	3.0
Installation Failure	1	2	3	2.7

[Tab labeled #2 Priority Rubric](#)

Step V: Begin iterative solutioning



CUSTOMER ISSUE	STUDY PLAN	RESEARCH QUESTION
Inaccurate Coordinate Systems	link to study plan	What are the specific challenges with coordinate system conversions?
Difficulty Importing Data	link to study plan	Does an Import Wizard help guide users to specific formats (i.e., SHP, KML, or Geo

[Tab labeled #3 “Rapid Experimentation”](#)

Practice together

Two Scenario Exercises

Scenario #1

- Executives have requested that you prioritize customer feedback to identify top items for the roadmap.
- You have access to a busy Slack channel filled with feedback from customer-facing teams.
- How do you action on this information?

True or False?

You should gather feedback in a document and tag by data source.

Scenario #1



TRUE

Logging feedback is the first step so that internal teams feel heard. Use our [spreadsheet](#) as a template.

Scenario #2

- Imagine your company created an internal ChatGPT instance.
- ChatGPT summarizes 1000s of tickets
- ChatGPT finds themes: X, Y, Z

True or False?

You should start working on theme X, Y, and/or Z.

Scenario #2



FALSE

X, Y, Z are only from one type of data source. Customer Support Tickets are self-reported, conversation / attitudinal data.

You still need to validate these themes with (existing) behavioral data and/or analytical methods.

Summary

Summary

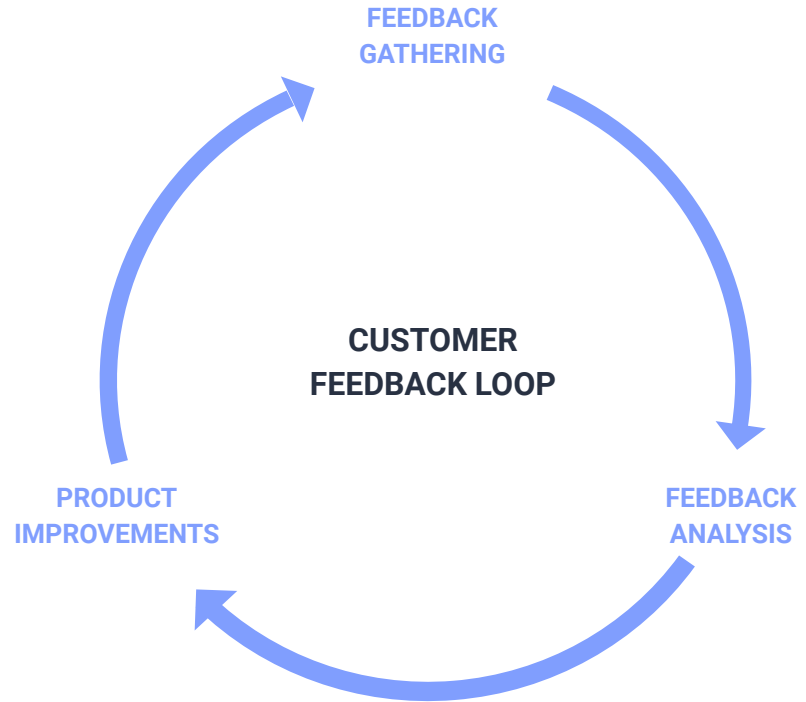
- Organize your messy drawer using the Rule 3
- Stack-rank cross-departmentally using the Rule of 3 again
- Begin solution-ing and experimentation

A formula to start the discussion...



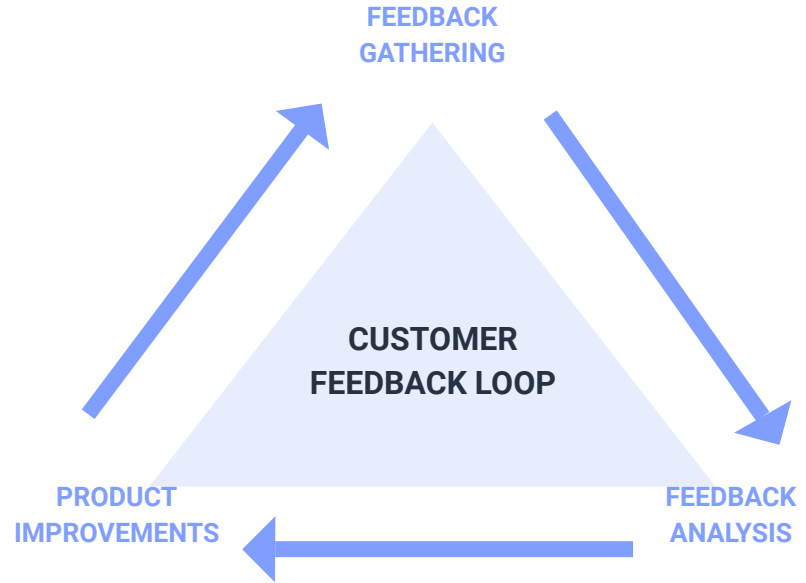
The ultimate outcomes

1. Internal teams have a voice
2. Customers have a voice
3. User experiences improve
4. Feedback-loop closure



“For any team to build a truly beloved product, **collecting and analyzing user feedback** is key.”

Miro's 2024 report, *Innovation in Product Development*.



Thank you!

Questions?



For enabling us
Helena Levison

For inviting us
Preely & Claus Venlov

For images
DALL-E

For editing
ChatGPT

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3. [Walmart Declutters Aisles Per Customers' Request, Then Loses \\$1.85 Billion In Sales](#). [Consumerist](#), 2011.
4. [Fear And Loathing At The Contact Center—Why Service Is Ground Zero Of Customer & Employee Relationships](#). Forbes, 2021.
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6. [Closed loop feedback and why it's important](#). Qualtrics

77%

Collecting and analyzing user feedback is a key challenge for 77% of product teams.

39%

Only 39% of teams are properly documenting customer feedback.