

A young man with dark, curly hair and glasses is smiling while looking at a smartphone. He is wearing a light blue button-down shirt. The background is a blurred office setting with a window and a desk. A semi-transparent blue overlay covers the bottom half of the image, containing the text.

APPLAUSE^o

EBOOK

3 WAYS YOUR USERS' FEEDBACK CAN BOOST YOUR BOTTOM LINE

“By 2018, more than 50% of organizations will redirect their investments to customer experience innovations.”¹

–Gartner

UCLA’s legendary basketball coach John Wooden once said, “It isn’t what you do, but how you do it.” In the world of infinite choice we live in today, this statement rings truer than ever for brands vying for market share in the digital space.

With so many competing apps and websites offering comparable products and services, the battleground on which brands compete has shifted away from what they are providing, and into how they are providing it.

Leveraging user feedback early and often across the entire software development lifecycle guarantees the user experience you are providing reflects the same high level of quality you’ve established with your products and services. It also can improve the internal efficiencies across all teams involved in your Quality Engineering process. When you can differentiate your brand through your user experience, and improve your teams’ efficiency, your bottom line will reap the benefits.

Here are 3 concrete ways that injecting user feedback into your SDLC will boost your bottom line.

¹Gartner:
<http://www.gartner.com/newsroom/id/3072017>



1. INCREASE CONVERSION RATES AMONG FIRST-TIME VISITORS BY ELIMINATING FRICTION FROM THEIR EXPERIENCE

When a new visitor reaches your website or opens your mobile app for the first time, there is a world of activity happening on both conscious and subconscious levels of thought. Within 50 milliseconds of opening your website, customers are already asking themselves these questions:²

- Can I trust this?
- Have I seen anything like this before?
- How do I accomplish what I'm here to do?
- Do I like this?

²50 milliseconds to make a good first impression:
http://www.lannigan.org/50ms_web_page_usability_decision.htm

Trying to design a digital property that meets your customers' expectations involves a lot of guesswork. And by guessing wrong, you create friction in your customers' experiences that will result in a lower conversion rate.

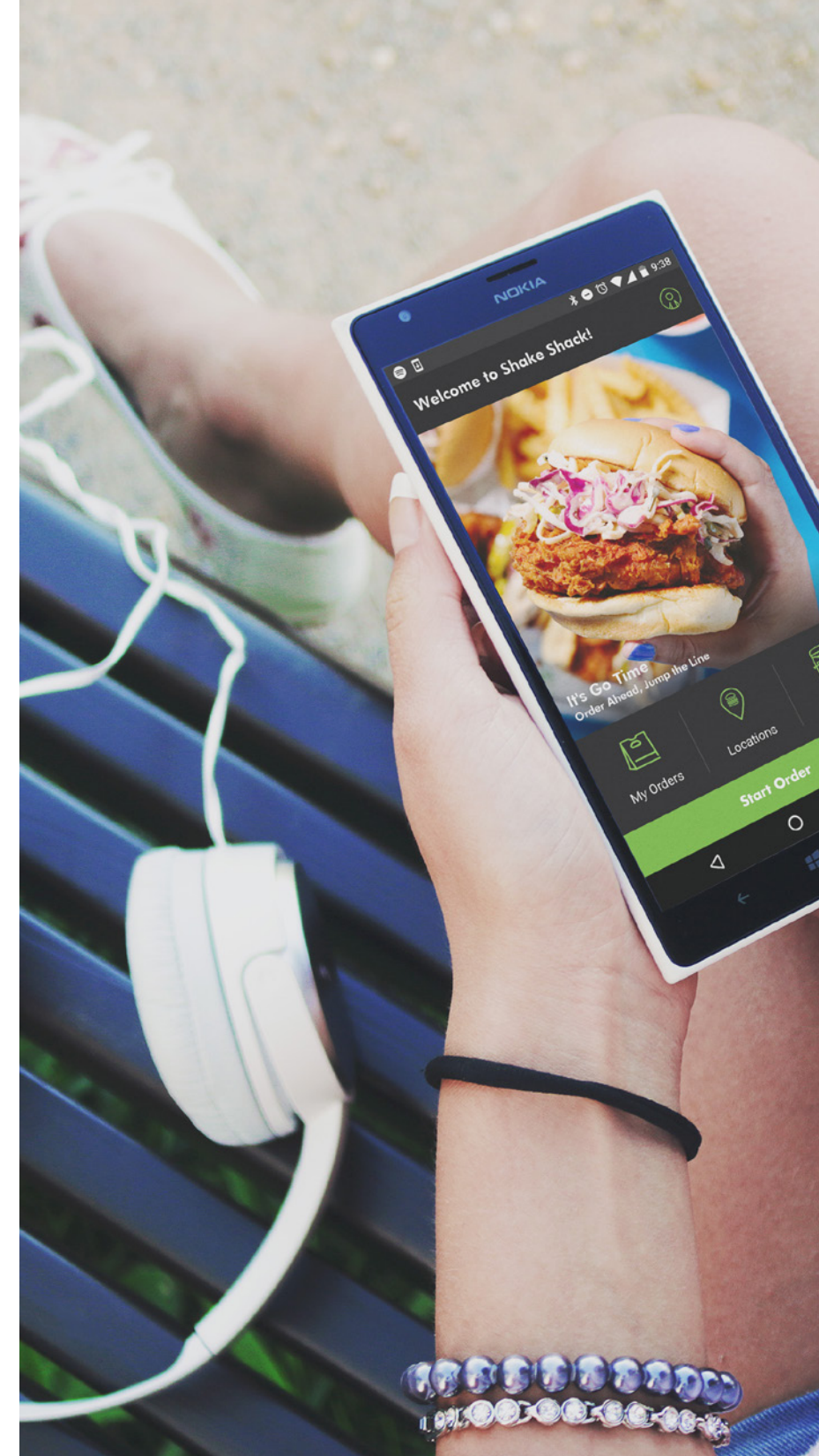
Brands can increase sales on their websites by as much as 225% by optimizing their site to provide sufficient product information to customers at the right time.³ Additionally, three of the top eight reasons for shopping cart abandonment come down to a simple matter of customer preference.⁴

Striking the right balance between the timing and level of detail you provide customers, and designing the most seamless checkout process can feel like a science. But it becomes a simple science when you bring the questions directly to your customers and let them tell you what they expect.

³Are the Product Lists on Your Site reducing Sales?
<https://www.uie.com/publications/whitepapers/PogoSticking.pdf>

⁴Top Reasons For Abandoning Shopping Cart
<http://www.businessinsider.com/chart-shipping-costs-are-a-top-reason-people-abandon-their-shopping-cart-2014-7>

Shake Shack optimized its mobile ordering experience by sending customers to its restaurants with pre-release builds and collecting their feedback. Learn more [here](#).





2. DRIVE REVENUE BY EARNING AND MAINTAINING REPEAT CUSTOMERS

Most of the time, you'll only get one shot at delivering a smooth experience with minimal friction to your visitors,⁵ and there is more at stake than your conversion rate.

It's no secret that repeat customers are worth more than first-time customers, but the extent to which this has proven to be the case is staggering.

While repeat purchasers comprise only about 8% of a site's traffic, they account for 40% of the total revenue generated by websites. It also takes five new site visitors to deliver the same revenue per visit as 1 repeat purchaser.⁶

⁵Akamai
<https://www.akamai.com/us/en/about/news/press/2009-press/akamai-reveals-2-seconds-as-the-new-threshold-of-acceptability-for-e-commerce-web-page-response-times.jsp>

⁶The ROI from Marketing to Existing Online Customers
http://success.adobe.com/assets/en/downloads/whitepaper/13926.digital_index_loyal_shoppers_report.pdf



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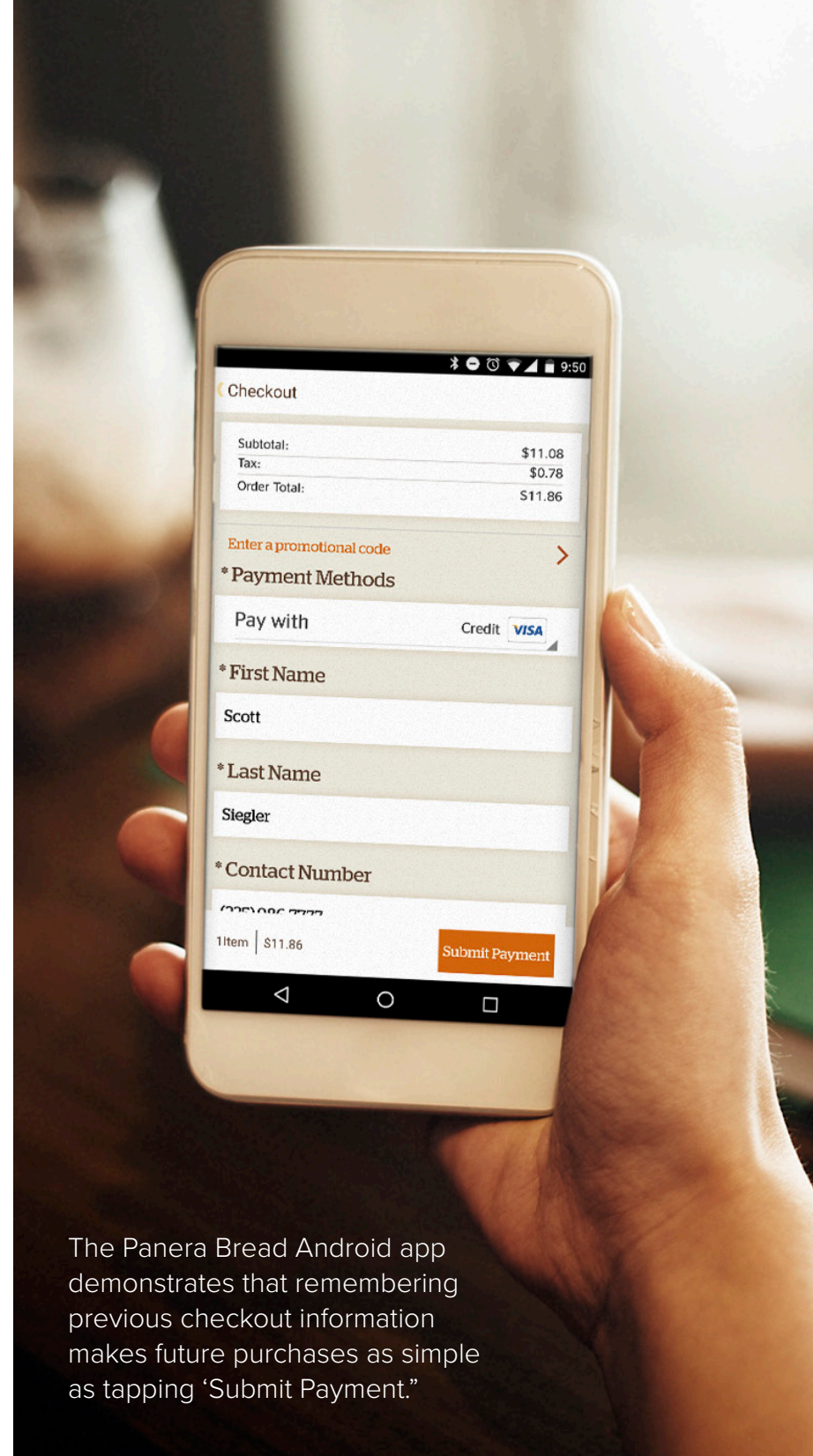
NEW SITE VISITORS

REPEAT PURCHASER

There are design practices that can remove even more friction for your returning customers, including:

- Expedited checkout process with saved payment & shipping info
- Presentation of recommended products or services
- Biometric login after initial account setup

Tapping into the voices and perspectives of your actual customers as they are navigating your digital property can give you a clear picture of where your design could be adjusted and optimized. These modifications will drive more repeat traffic back to the path of even less resistance that you create.



The Panera Bread Android app demonstrates that remembering previous checkout information makes future purchases as simple as tapping 'Submit Payment.'



3. MINIMIZE WASTED TIME ACROSS THE ORGANIZATION

“The odds are stacked mightily against any company that launches a new product or service. Between 65% and 75% of new offerings fail outright or miss their revenue or profit goals depending on whose research you look at.”⁷

–Monetizing Innovation

When a mountain climber is navigating up a mountain and can’t see the peak, it’s crucial that they have perfect alignment with their compass the entire way up. Even the slightest misalignment will send them miles away from where they intended to go if left unchecked over time.

In the same way, your product team can start off on the right track with their design, but end up completely missing the target by failing to adapt to emerging trends and shifting customer sentiment.

While missing the mark on a climbing trip only means you didn’t get to see the peak, sending a product all the way through the software development lifecycle and coming up empty means months or years of wasted time and energy across every team involved with its launch.

⁷Monetizing Innovation by authors Madhavan Ramanujam and Georg Tacke

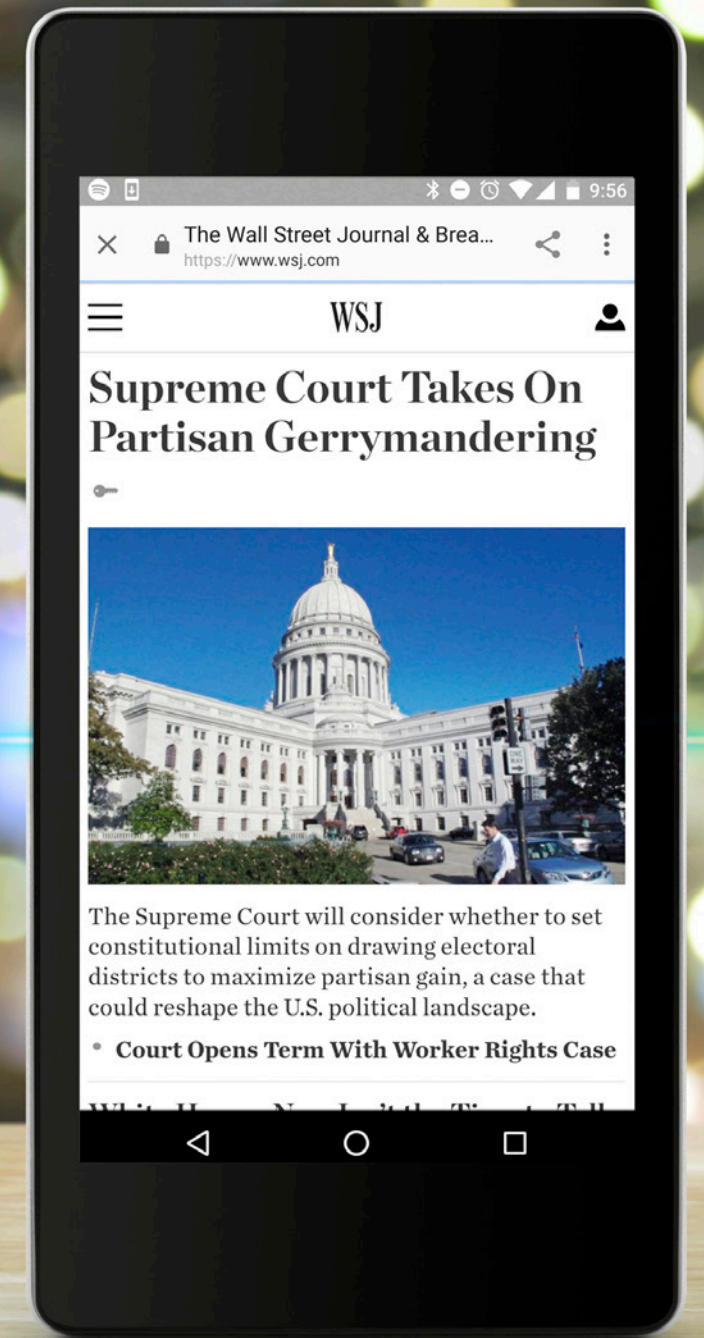
Dow Jones, the parent company of many financial publications including The Wall Street Journal, explains how it avoids this pitfall by continuously collecting feedback from the Applause community:

“The real focus for us in the way we work with Applause is to be able to get that rapid cadence and to be able to respond to market needs and get new features out to market quickly.”⁸

Collecting user feedback at a continuous cadence is the key to keeping products on target, especially when the target you are trying to hit is a moving one.

⁸Bringing TV to Life (Issue IV): The Disrupted Strike Back
https://www.accenture.com/us-en/~media/Accenture/Conversion-Assets/DotCom/Documents/Global/PDF/Dualpub_2/Accenture-Bringing-TV-to-Life-IV-The-Disrupted-Strike-Back.pdf

Dow Jones ensures the Wall Street Journal, and all of its other media brands, consistently meet its readers' expectations by working feedback into its agile cadence. Learn more [here](#).



BEST PRACTICES

Collecting user feedback has become essential to the process of designing and developing products, but it must be collected and implemented in a strategic and effective way in order to realize its benefits.

COLLECT FROM A DIVERSITY OF PERSPECTIVES

Ideally, the feedback you are collecting is representative of your customer base. This means you are reaching beyond your traditional community of beta testers, family, and friends, and gaining as objective a perspective as possible.

ESTABLISH A REGULAR CADENCE FOR COLLECTING FEEDBACK

Collecting feedback during and at the end of every sprint will make you the most responsive and capable of keeping ahead of new trends, changing customer sentiment, and any form of external disruption.

WORK WITH EXPERTS TO MAXIMIZE THE VALUE OF YOUR FEEDBACK

In some cases, implementing feedback from users is very straightforward. In others, usability industry experience is required to make sense out of seemingly conflicting responses that you may be getting. Working with a usability professional will ensure that you glean every insight that can be found in the feedback you are collecting.

ABOUT APPLAUSE

Applause empowers the world's leading digital brands – including Google, Uber, Michael Kors, and FOX – to deliver flawless digital experiences to their customers on any device, in every location.

Applause ensures software quality for websites, mobile apps, IoT products and in-store interactions in a way no other approach can – through its technology platform and managed **global community of over 300,000 professional, on-demand, digital experience experts**. Applause delivers authentic, real-world human input at every phase of software development, delivering insight into market requirements, user feedback and software quality.

Companies that use Applause benefit from **flawless digital experiences that build customer loyalty, drive revenue and accelerate innovation**.

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