


# GETTING TO KNOW OUR USERS

ASKING THE RIGHT QUESTIONS TO GET  
ACTIONABLE FEEDBACK

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When was the last time  
you asked for feedback?

Simply *asking* our users if they like ORCID is a waste of time because we will always get the same response.



# Asking the right questions

If we can't ask our users if they like ORCID, how do we get valuable feedback?  
How can we avoid asking leading questions?

WHAT MAKES A LEADING QUESTION?

# Using positive adjectives

“Would you rather use the old version, or the new improved version?”

“Would you rather use the old version, or the new version?”

“Which version would you rather use, A or B?”

WHAT MAKES A LEADING QUESTION?

# Suggesting an answer

“What did you have for breakfast today? Was it eggs, or toast, or...?”

“How much easier was this for you?”

“Do you agree that signing in with your institution account is the fastest way to sign in?”

WHAT MAKES A LEADING QUESTION?

# Making assumptions

“When you were struggling with resetting your password...”

“Why were you frustrated?”

A lot of leading questions made on assumptions can be avoided by asking a few clarification questions first.

A WORD ON...

# Yes/No Questions

Yes/No questions may not always be leading, but we need to use them wisely. Open ended questions will almost always result in more valuable feedback.

**Aim to get stories, examples, and explanations!**







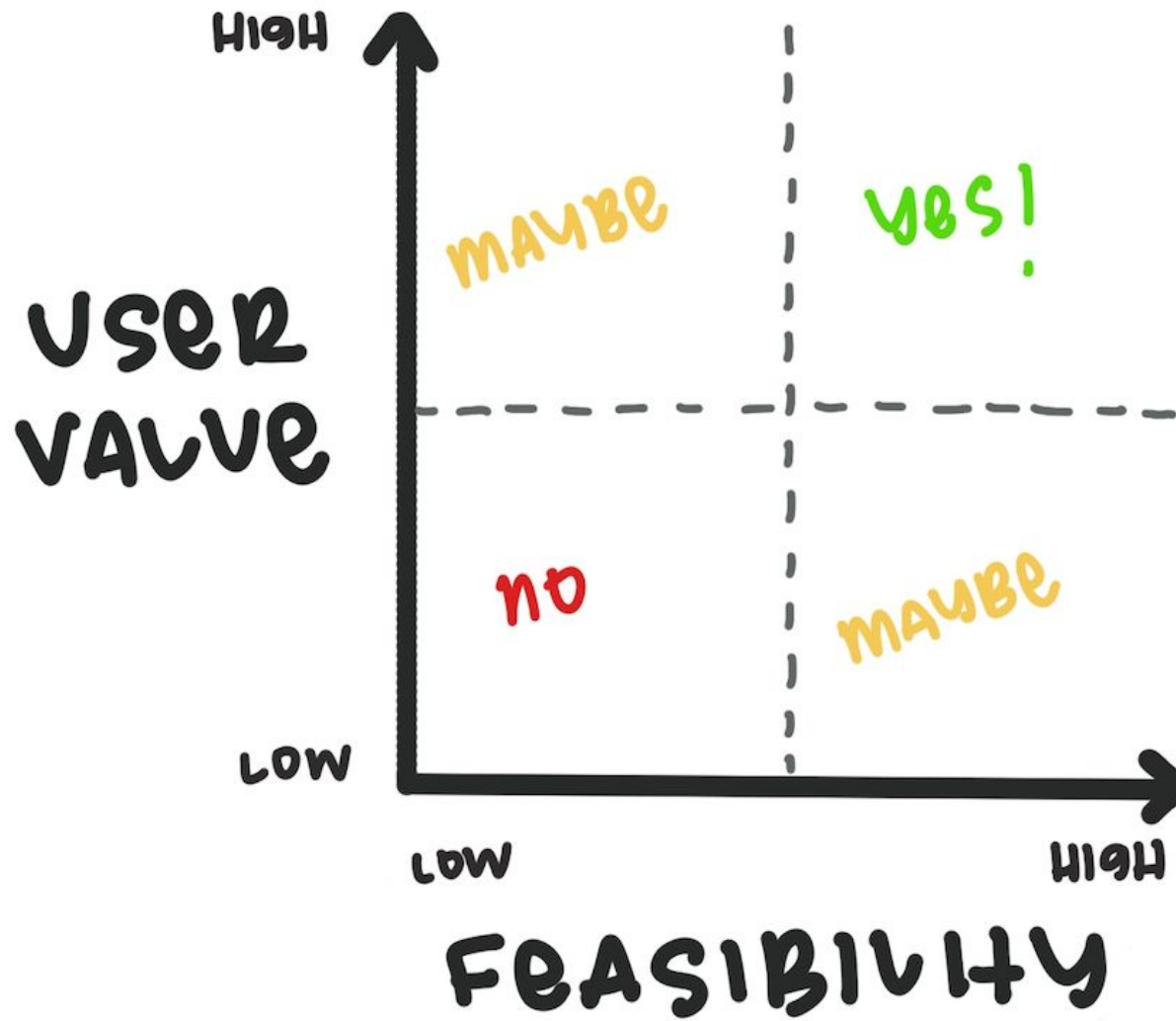
# Receiving feedback

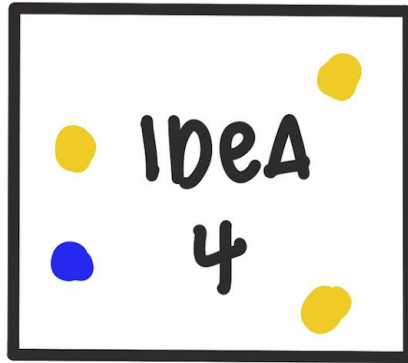
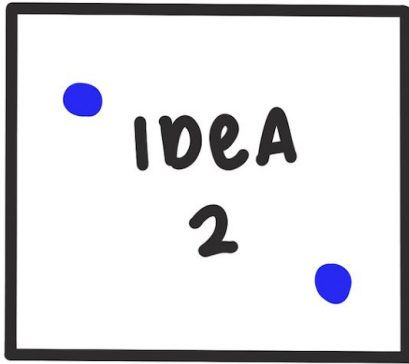
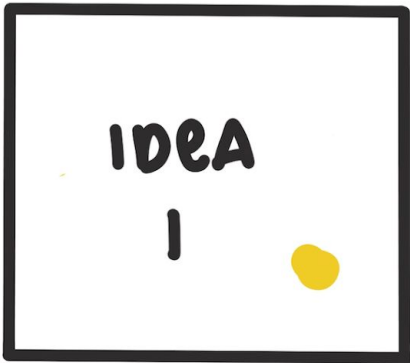
How do we parse and make sense of the feedback we receive?  
How do we make sure we can actually do something with that feedback?

**“People don’t want quarter-inch  
drills. They want quarter-inch  
*holes.*”**

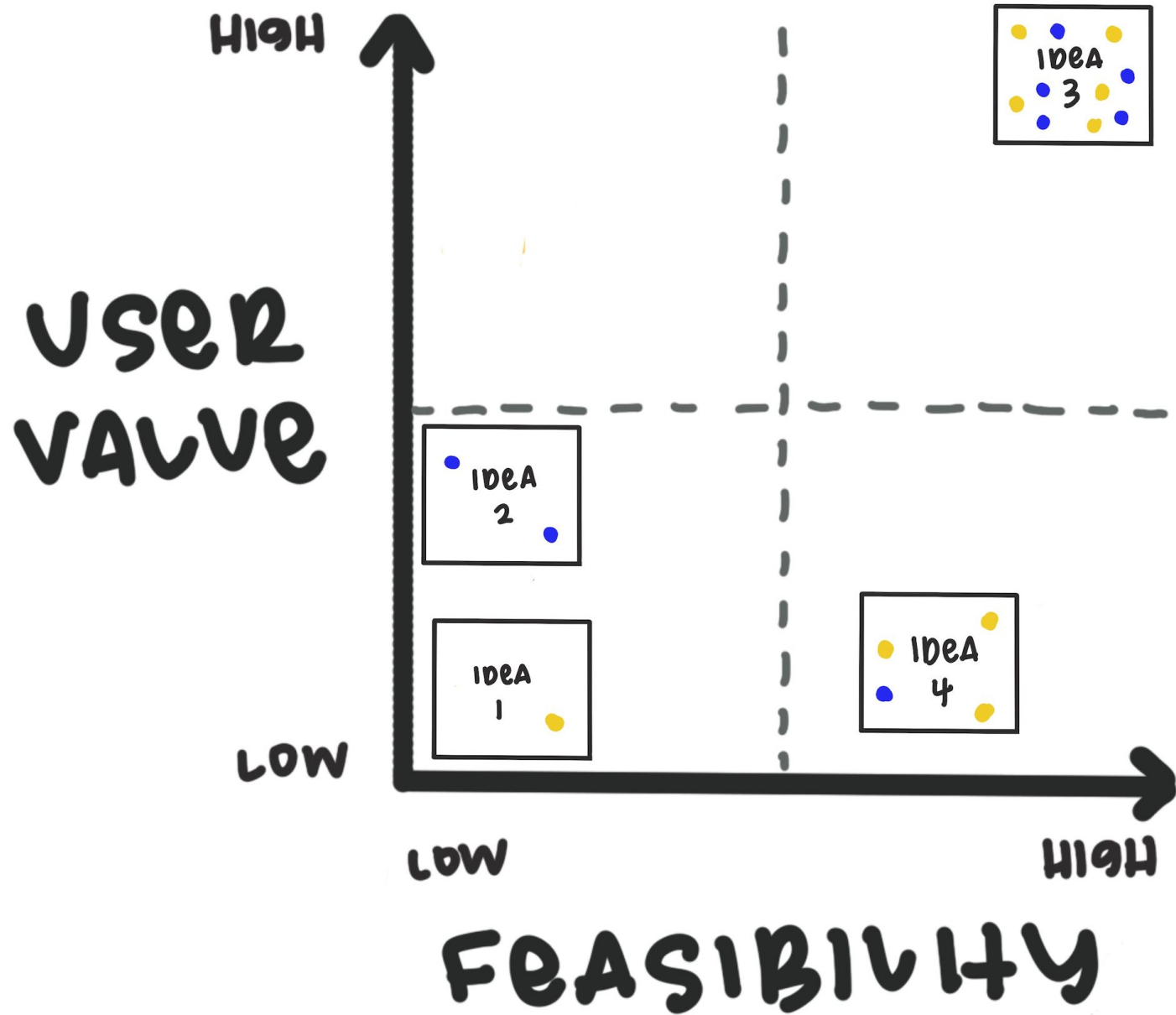
- Ted Lovett

We have feedback, now  
what?





● VALUE TO USER  
● FEASIBILITY



# Questions?

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