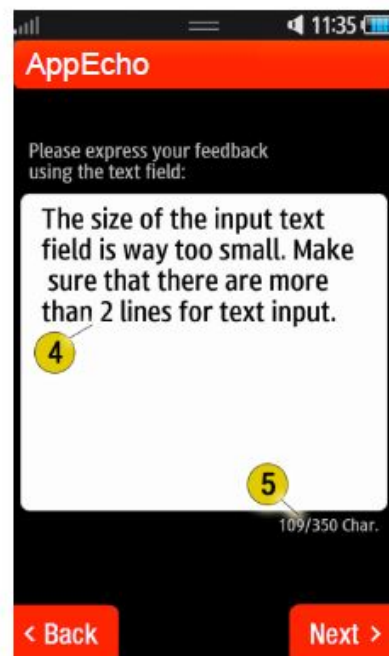


User Feedback and Continuous Software Evolution



AppEcho: a user-driven, in situ feedback approach for mobile platforms and applications

Seyff, Norbert; Ollman, Gregor; Bortenschlager, Manfred;
2014; 1st International Conference on Mobile Software Engineering and Systems



Research Questions

RQ1: To what extent does the mobile feedback approach supports users in providing feedback on a mobile platform and application in-situ?

RQ2: To what extent do users apply the mobile feedback approach continuously over time?

RQ3: To what extent is the feedback gathered understandable for developers?

RQ4: To what extent is the feedback gathered useful for the mobile platform and application improvement?

User feedback in the app store: An empirical Study

Pagano, Dennis; Maalej, Walid;
2013; Requirements Engineering Conference (RE), 21st IEEE International

Research Questions

RQ1: Can app stores serve as communication channels among users and with developers

RQ2: How can developers use app stores to better and quicker understand evolving needs and requirements?

RQ3: Which methods and tools should support software organizations to analyze, aggregate and use this feedback?

Similarities / Connections

- Feedback itself is mostly understandable and usable for Requirements Engineers
 - But there is a huge amount of feedback coming in daily
 - A machine learning algorithm is needed to filter and aggregate all the comments
- Most people comment in the beginning

How can end users be enabled to give feedback?

Offer ingame currency for reviews → crackdown by apple for such methods

Ask for review while users are exploring the application → frowned upon by users who don't want to be disturbed

Directly inform people that have written reviews about features they directly requested → users feel heard and continue giving feedback

What are the characteristics of feedback provided through reviews in app stores?

Around $\frac{1}{3}$ of all feedback contain information helpful to RE

Feedback that has been rated helpful, has double the character length then non-rated comments.

The most common feedback patterns are {helpfulness, praise}, {feature information, praise} and {feature request, praise}

What is the impact of user feedback?

Market impact: the more positive the user feedback is, the more people start downloading the application and the higher the application will be ranked in Top100 lists → upward spiral

Community impact: Users appreciate positive feedback since they are looking for applications that they might like, furthermore users find longer feedback more helpful

Discussion

Would you use a third party application like App-Echo to give feedback to another application?

What influence do other people's app reviews have on you?

How often do you write product reviews yourself? And what medium do you normally prefer?

Thank you for your attention!

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