How to Report App Feedback? 
Analyzing Feedback Reporting Behavior

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Introduction - Importance of User Feedback

- User involvement is important for improving software quality and user experience.
- While collecting quality in-situ feedback is valuable for the developers for UX improvement, our understanding of user feedback reporting behavior and interface design is limited.
- We studied how users report usability issues encountered while interacting with mobile apps.

Experiment - Feedback extraction from real apps

- Experiments were conducted for finding any usability issues with video recording (15 mins per app).
- From the recorded video, we extracted 608 usability-related statements for further analysis.

Analysis - Four Attributes of Usability Feedback Reporting

- From collected data, we extracted four attributes which compose usability statements.
- For example, “The Gangnam-style music did not play when I touched the button on the top.”

1. Topic of usability issues
   - User Feedback
     - Malfunction
     - Look&Feel
     - Suggestion
     - Failure
     - Performance
     - Add
     - Remove
     - Confusion
     - Inconvenience
     - Unawareness

2. Origin of usability issues
   - App
     - Background function
     - Intra-screen function
     - Inter-screen function
   - Screen
     - UI Elements
     - UI Elements
     - UI Elements

3. Types of actions
   - Touch
   - Swipe
   - ... 

4. Dynamicity of content and context
   - Persistent
   - Content-dependent
   - Context-dependent

Future Work: Developing a feedback reporting tool for end users