

# How to Report App Feedback?

## Analyzing Feedback Reporting Behavior

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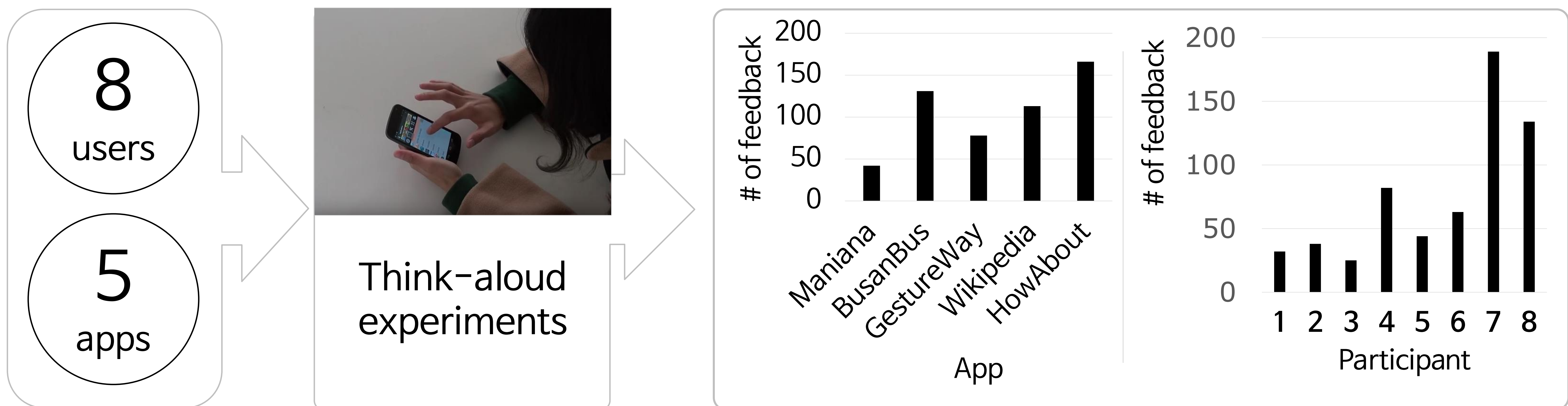
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### Introduction - Importance of User Feedback

- **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.

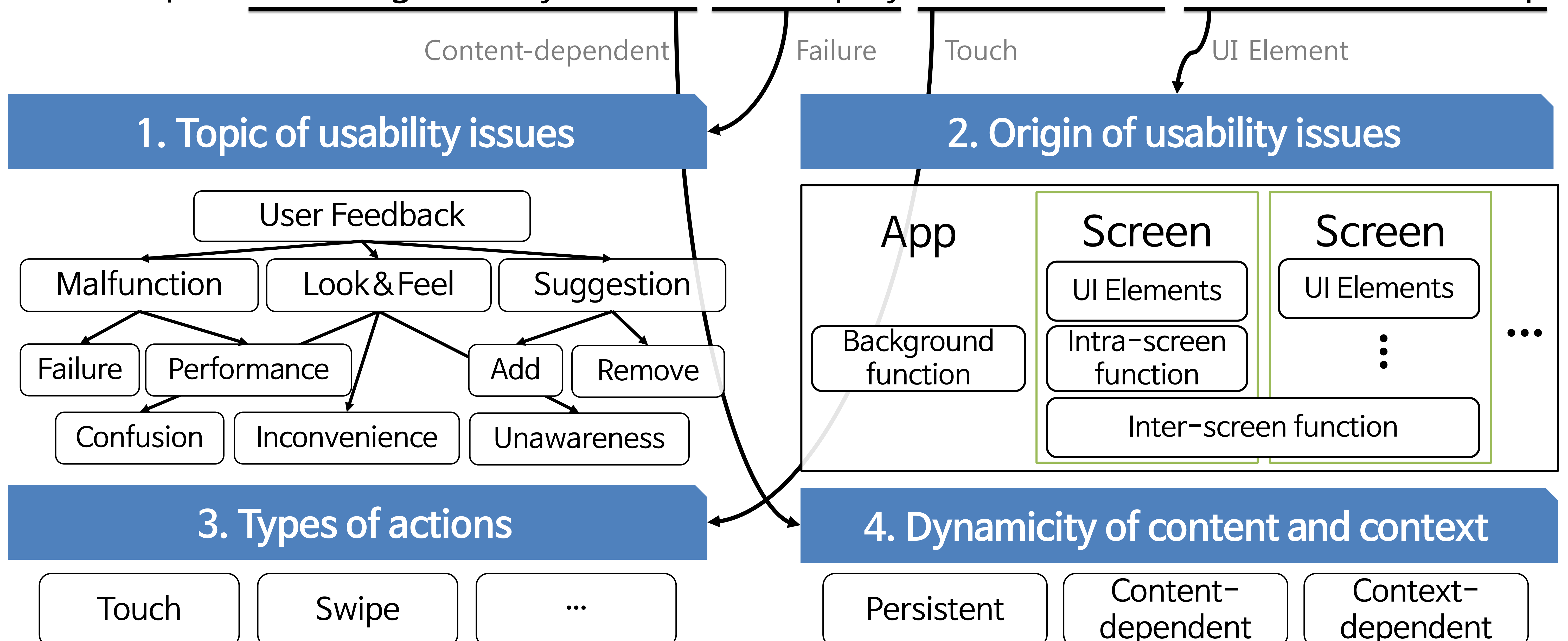
### Experiment - Feedback extraction from real apps

- 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.”



Future Work: Developing a feedback reporting tool for end users