

Innovation in Web User Experience management

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2008 – 2010

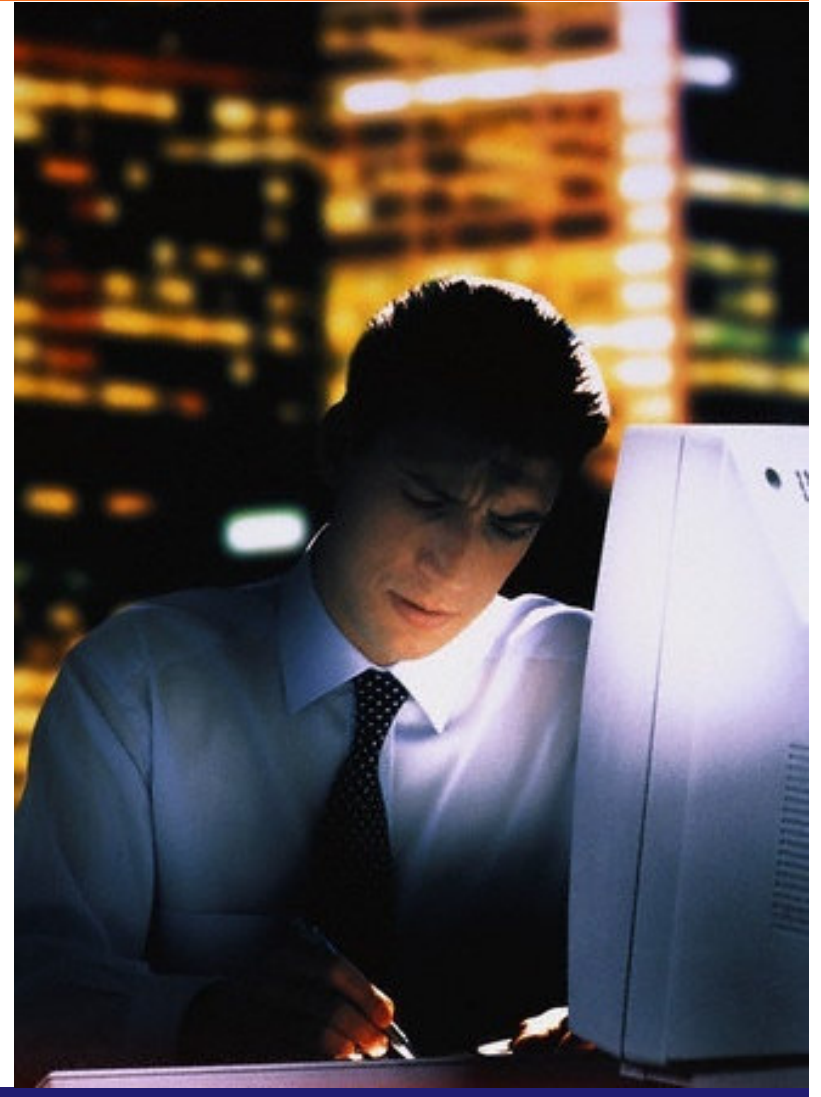


opiniac.com

Vision

We allow consumers to **assess the quality** of your website at any time, we gather and analyze their comments.

Only in this way we are able to gain valuable knowledge to develop an **optimal solution** tailored users' needs.



How do users engage?



The benefits of collecting and analyzing the opinions

- ☒ Increased availability and usability of a website for regular consumers
- ☒ Improvement of the sales results by increasing the frequency of finalized transactions
- ☒ Reduced research, development and implementation costs
- ☒ Increase in the communication efficiency of the website
- ☒ Easing the traditional channels of communication like call center or live chat
- ☒ Reduced cost of support, technical assistance and defects removal
- ☒ Collection of feelings of all the website's visitors



Market for opiniac.com services

- ☒ The service is targeted at the **B2B** market and is available under the **ASP license**.
- ☒ The solution is designed for websites with a minimum traffic of **100 thousand** of unique users per month, with extensive functionality and scenarios for the users.
- ☒ **Internationalization**: the sale of solution may be international. Location of the platform in the client's website module is very simple, support during and after implementation is easy to standardize.
- ☒ The target group are the portals for which **every improvement results in increasing effectiveness** [conversion, accessibility, relevance]:

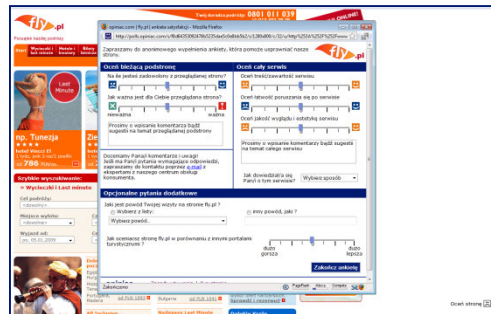
Type of a portal	The aim of the platform
Corporate websites	The element of monitoring accuracy, completeness of information, the perception of marketing campaigns and the brand, satisfaction from contact with a brand.
E-commerce platforms	The element of monitoring essential features of effective solutions: presentation of offer, purchase form, transparency of the process of purchasing and placing orders.
E-care i selfcare platforms	Alternative for chat line and call center. Element of monitoring essential features: web forms, transparency of usage.
UGC portals	The element of participation of users in the website, the possibility to share opinions and feelings immediately.
Publishers and classifieds	The element of assessing usability, quality and relevance of the website's content.

Platform implementation – 3S example

Site



Survey



System



Live demonstration based on the pilotage implementation of opiniac.com for fly.pl
demo URL: <http://panel.opiniac.com/site/demo/>

Types of collected feedback

- General assessment
- Assessment of content/ looks/ usability
- Section or web page devoted to assessment
- Comments and suggestions in an open form
- Answers to standardized questions

Experience



- URL (also with the dynamic syntax)
- IP address of the user
- Type of browser
- Version on operating system
- Screen resolution

System

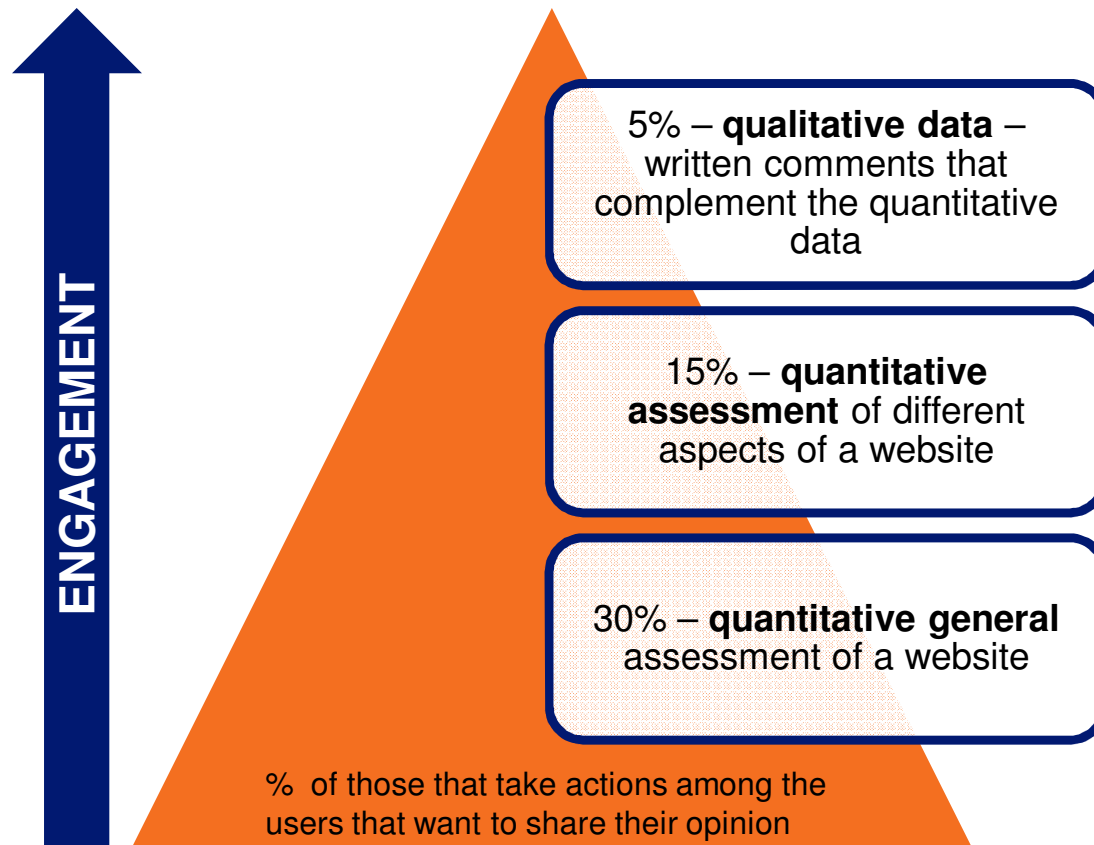


- The time gap between entering the page and its assessment
- The date and time of filling the questionnaire
- Answers to additional questions defined by the client

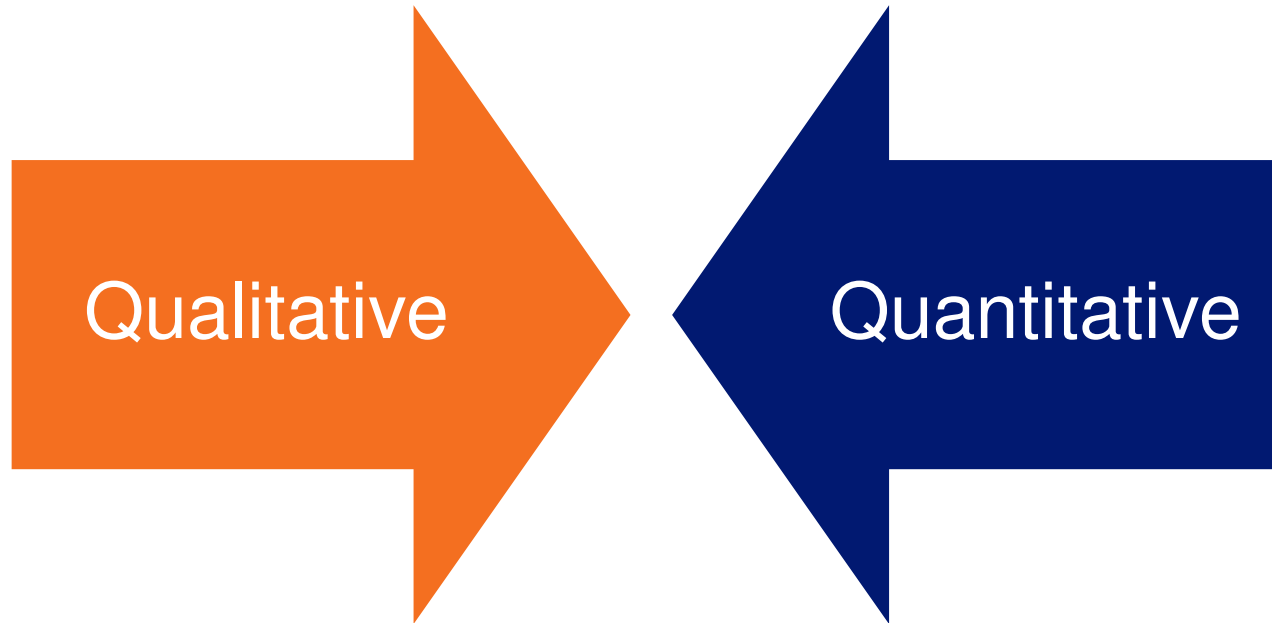
Additional



The division of collected response



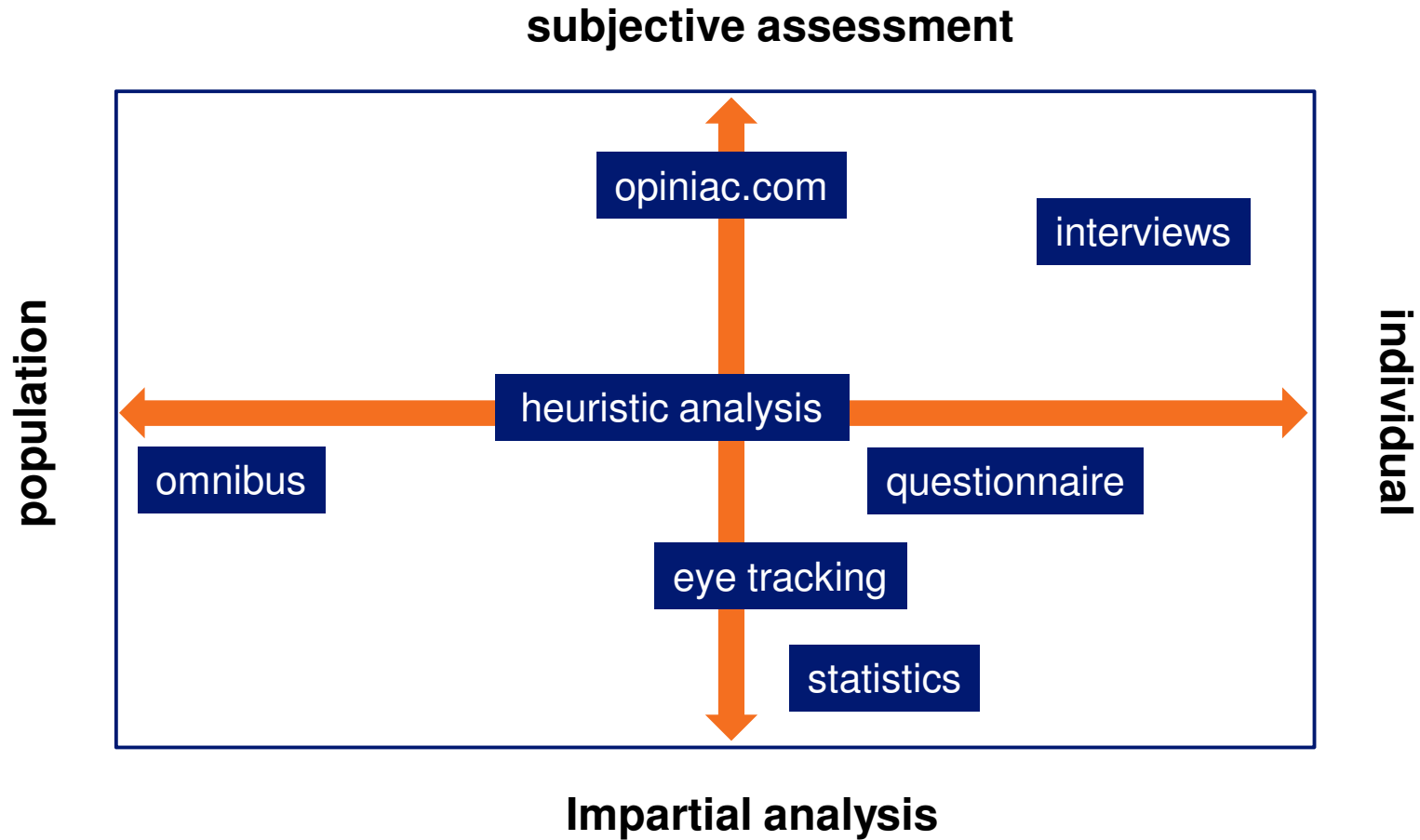
Two mine types of gathered information



Subjective feelings and comments of users referring to the content, the way of presentation, navigation and quality of the service.

Individual users' assessment by using the predefined scale in reference to all the parameters and criteria chosen for evaluation.

opiniac.com and other research platforms



Feedback collection a supplementary method

Quality/type of research	Opiniac.com	Questionnaire	Statistics	Interviews	Eye tracking	Experts' evaluation
Constant monitoring of behaviour	Y	N	Y	N	N	N
Individual information	Y	Y	N	Y	Y	N
Quick tests A or B	Y	N	N	Y	N	N
Trouble monitoring 24/7	Y	N	Y	N	N	N
Combination of quantitative and qualitative data	Y	Y	N	N	N	Y
Satisfaction study	Y	Y	N	Y	N	Y
Analysis of the chosen criteria	Y	N	Y	Y	Y	Y
The complementation of other research	Y	Y	N	Y	Y	Y
Operating on the whole population	Y	N	Y	N	N	N

A bit of statistics

- ☺ An average time needed to **fill out** basic questionnaire: around **10 – 15 sec**
- ☺ Average number of **filled questionnaires**: **200 / a month***
- ☺ Average number of **qualitative** suggestions: **20 – 30 / a month***
- ☺ Collecting suggestions and recommendations connected with a website of the most important group of users that visit the portal – the **engaged** ones, that comprise of **5 – 7% of all users**
- ☺ As a result of the collected information and comments the **effectiveness** of the of a certain website may increase even **20 times**
- ☺ Access to summary and viewing the **current situation** is available in your browser – **24/7**
- ☺ **Unit cost of the improvements** suggested by the users are **60 – 100 times lower** compared to traditional research methods like ux testing, card sorting or eye tracking

** Average value for a portal that has a minimum of 100 thousand unique users a month*

Who uses opiniac.com platform?



WBK | Bank Zachodni WBK

makro

fly.pl

Militaria.pl

CENEO.pl

Clients 



u użyteczn@strona

bluerank

interaktywnie.com

SARE
E-MAIL MARKETING

Partners 

Summary

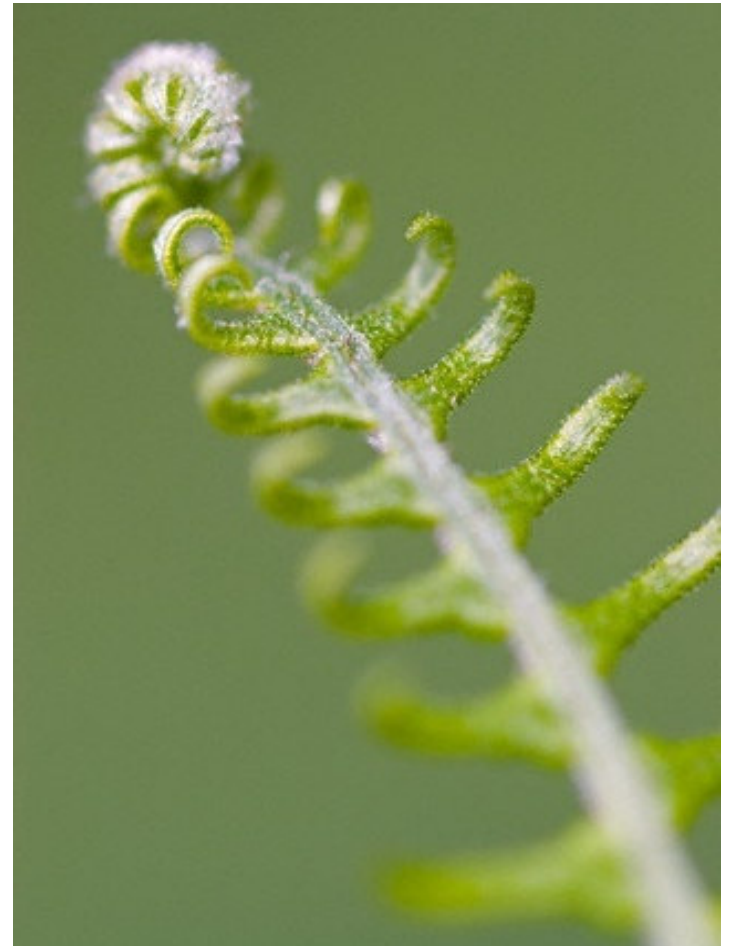
- ☺ Methodology of gathering data: opt-in [based on a willingness of a consumer], it may be provoked by user's action – it is in contrast with pop-up where the launch takes place regardless of user's will according to predefined key.
- ☺ Standardized – the same for all the visitors.
- ☺ Can be implemented to every website.
- ☺ Gathering quantitative and qualitative data by collecting comments and suggestions.
- ☺ It works without leaving the website that has been viewed.
- ☺ Gathering data is anonymous and based on willingness what improves quality.
- ☺ It enables constant monitoring of experiences and emotions of users that explorer the portal.
- ☺ It matches global trend of consumers wanting to co-create the brand, service and communication.

“A bad web site is like a grumpy salesperson.” — Jakob Nielsen

Listen to and respect feedback!

Even the best intuition on what may the users think of your website is not good enough when compared to a **collection of data, opinions** and comments of the Internet users.

Open yourself to new possibilities and give the users a possibility to **co-create** your better website.



„Your best guess is not good enough” — Jacob Nielsen

**Thank you for your
attention**



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