Kingston
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feefo

Review
Elicitation
Design
Report

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UX design for Innovation
Project

Module: CI7830
User Experience (Content)
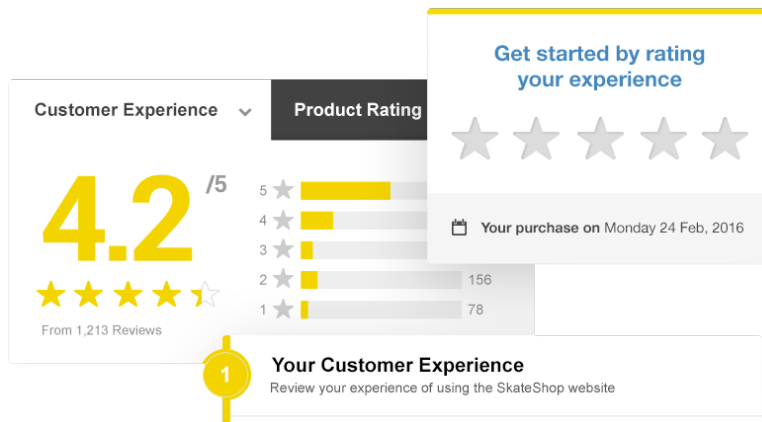
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INTRODUCTION

Image from Feefo.com

Product review plays indispensable role in online and offline commerce. It became a powerful marketing tool and information gathering. Retailers and manufacturers understand that online reviews can be a threat or an opportunity for businesses (Anderson & Magruder, 2012; Chen & Xie, 2008; Chevalier & Mayzlin, 2006; Hu, Zhang, & Pavlou, 2009; Li & Hitt, 2010).

Amount of online review is overwhelming. TripAdvisor along has more than 453 million reviews and opinions from 390 million users It takes ages to find a helpfull review and spot fake reviews.

This paper looks at the feedback engine Feefo to improve the human-reviews interaction in the system. Feefo is a 'closed' review platform which independently collects product and company reviews from genuine customers.   With an estimated 54% of UK adults using online reviews before making a purchase, Feefo have grown to service over 2,500 customers. However, to stay ahead of the competition, Feefo need to collect high quality reviews from as many consumers as possible, and present them back in a useful, persuasive way.

With an estimated 54% of UK adults using online reviews before making a purchase, Feefo have grown to service over 2,500 customers.
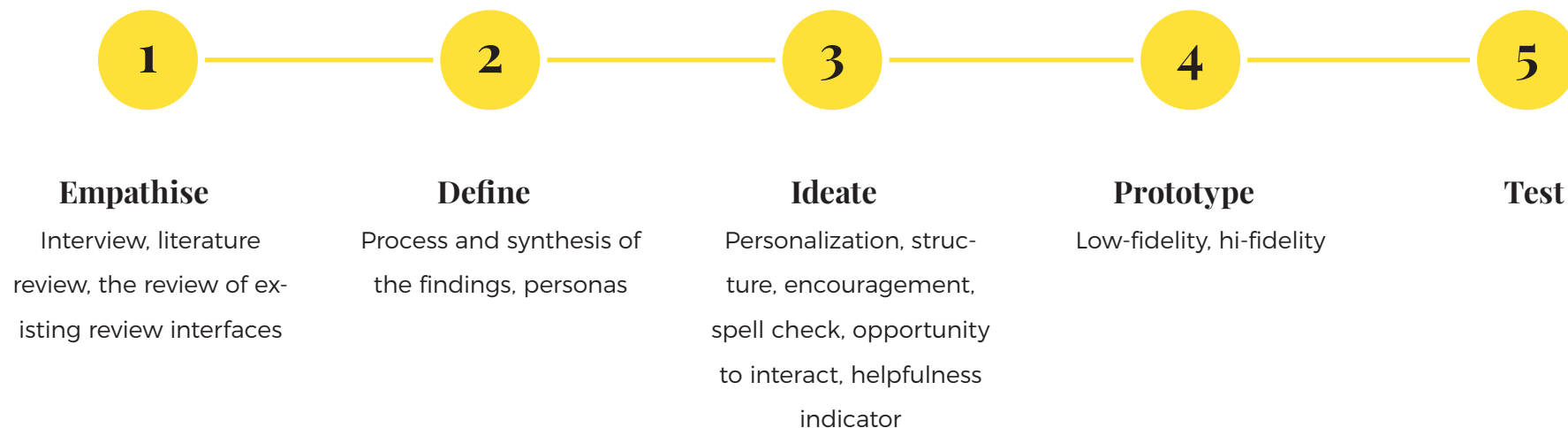
The study explores the latest quantitative and qualitative data from numbers of researches about online reviews. Throughout this work top of the market platforms were analyzed and new design patterns were proposed.

The main aim of this study is to improve the human-reviews interaction, to help Feefo customers write better, more helpful reviews. How can the design of the invitation, and review form elicit more and higher quality reviews from customers? What motivational or contextual factors trigger customers to begin a review? What feedback encourages customers to continue writing, and provide the kind of information that others really want?

The goal is not to help sell a product, but to help consumers not to buy unnecessary or poor quality merchandise.

PROJECT PROCESS

The process was based on the 'd.school' design thinking. The sequence of phases was:

1

Empathise

Interview, literature review, the review of existing review interfaces

2

Define

Process and synthesis of the findings, personas

3

Ideate

Personalization, structure, encouragement, spell check, opportunity to interact, helpfulness indicator

4

Prototype

Low-fidelity, hi-fidelity

5

Test

User Research

To understand the experience and emotions of review consumers and writers several interviews were conducted. 5 interviewees (mostly IT professionals aged 30-32) were asked general questions and engaged in conversation about possible website features/interactions which can inspire to leave feedback.

1. *Do you tend to write online reviews?*

2. *Which websites' review experience do you prefer the most?*

3. *What is most exciting or interesting about this experience?*

4. *Do you think an outstanding user experience can motivate you to leave a review?*

5. *What do you like about reviews?*

6. *Why do you review?*

The following feedback was received:

60% of respondents were consistently leaving feedback for their online purchases independently of feedback being negative or positive.

The main websites used to read and leave feedback that were mentioned were the following:

One respondent liked the idea of leaving audio reviews.

Respondents who have never left online reviews (40%) said that other e-commercial tools like advertisements could be the motivating factor to invest time and energy into an online review. They've mentioned powerful campaigns run by charity organizations that promote certain ideas. Online reviewing could be promoted in the same way.

The answers to the question

"What do you like about reviews?" were:

- Social validation of my choice
- Experience and expertise of others
- Feeling more control / having more information about the product
- Quality verification and validation

"Why do you review? "

Helping other people avoid negative experiences the reviewer had (or sharing a positive experience)

Other interviews revealed what some people leave a review just to brag about they purchase or have never left negative feedback because they are scared. One interviewee mentioned that being bored on a train journey was a good motivation to write a review.
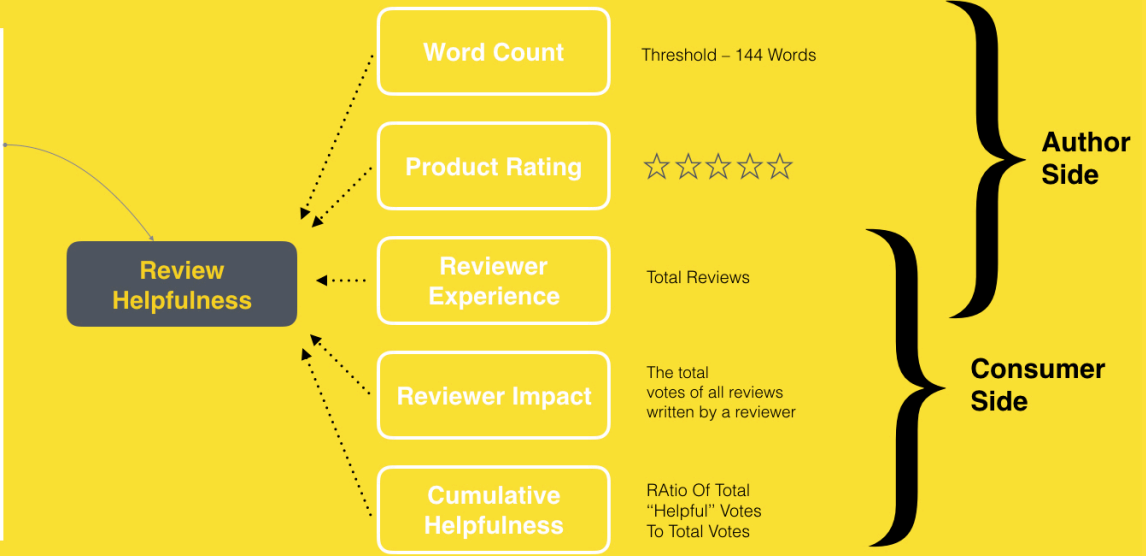
More theoretical background and user research were gained from two major works:
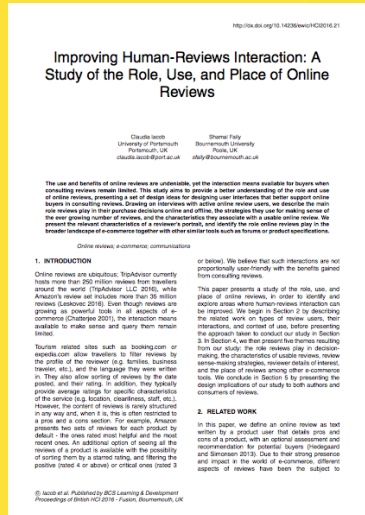
Improving Human-Reviews Interaction: A Study of the Role, Use, and Place of Online Reviews

A study of factors that contribute to online review helpfulness

Review Helpfulness

Word Count — Threshold – 144 Words

Product Rating — ☆☆☆☆☆

Reviewer Experience — Total Reviews

Reviewer Impact — The total votes of all reviews written by a reviewer

Cumulative Helpfulness — RAtio Of Total "Helpful" Votes To Total Votes

Author Side

Consumer Side

More notable literature findings:

1. Contextualized reviews (lots of detail; pros and cons; personal stories) are significantly more useful than one-sentence reviews

2. Structure is very important. Favourite structure templates being bullet points and Pros versus cons

3. Reviewer's expertise and experience on the subject is the most important identity detail of the review author.

4. Language and tone of reviews is very important

5. Longer reviews are more helpful, suggested review length (not for top reviewers) is 144 words

6. Review helpfulness as a system, consist of: word count, product rating, reviewer experience, reviewer impact, accumulative helpfulness

Personas

Throughout my journey 4 personas (authors) were identified.

Jacob Britt

Needs to make a decision to write a review

Not interested in submitting a review, lack of time and interest.

Hayley Miller

First time writer

Wants to help others, inform, share some happiness or unhappiness about the product.

Connor Wells

Writes reviews occasionally, but a little motivation would help

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Helpfulness ratings could become a form of incentive for those who have done good reviews before. Further discussion is based on this persona.
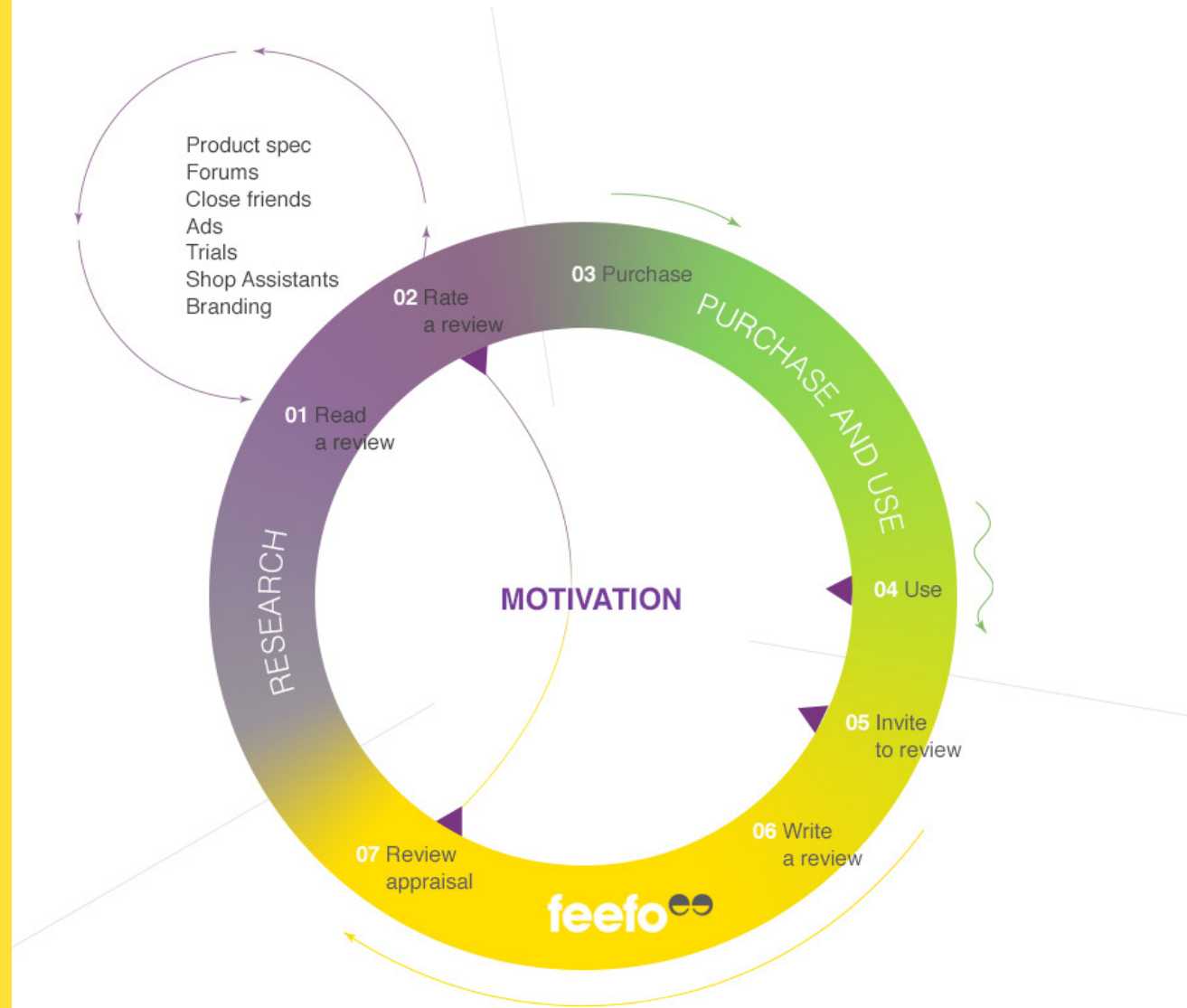
Joe Bloggs

Experienced reviewer or top reviewer

Not doing it professionally, less than 20 reviews a year.

User Journey

This infographic represents the feedback loop for a customer who reads reviews, rates them, buys products and writes reviews on the product purchased. Here is quite important to understand how some steps of the route are mutually supportive (rate a review - receive a review appraisal = motivation). This infographic helps follow users motivation.

Product spec
Forums
Close friends
Ads
Trials
Shop Assistants
Branding

01 Read a review
02 Rate a review
03 Purchase
04 Use
05 Invite to review
06 Write a review
07 Review appraisal

RESEARCH

PURCHASE AND USE

MOTIVATION

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Analysis

Analysis of existing review interfaces

The analysis of top review platforms was conducted. Tripadvisor and Booking.com were selected as those are the largest platforms and they were mentioned in user interviews. However the above platforms only support reviews of services as opposed to products. Reevoo and Trustpilot were also selected because these platforms are very similar businesses to Feefo.

1. Reevoo

After user makes a purchase, Reevoo will send user an email invitation to review their recent transaction. The sender on the email is set as the manufacturer of the product and not Reevoo itself. User recognizes the company name in the email and easily follows the review flow. The actual email has branding and an image of the product previously purchased inside and a bold and clear question with call to action buttons. The email is not cluttered with details and legal information, but could be more visual and simple.

If user opts to leave a review, the review form has 1 to 10 ratings for the product covering several categories, good points vs bad points text input fields.

2. Tustpilot

This platform will also send user an email after purchase, and the email will also appear as if the company which has sold the goods sent it. The user will be addressed by full name and asked to leave a review by clicking on the start rating options. On the next screen the user is invited to write a text review for the company that sold the product. As the 2nd step, the user will be offered to rate and write a text review for the actual product that was purchased.

3. TripAdvisor

The most interesting features on the Tripadvisor website are interactive tools for review consumers. User can search, filter by tags, by rating, traveller type, timing and even review language. Review author identity is shown prominently with a colourful avatar, reviewer's locations, contribution level, review quantity. This shows reviewer impact and cumulative helpfulness.

The review interface consists of closed and open ended questions, dropdowns, start ratings, radio buttons, surveys and text input fields. Also they provide tips to write a great review.

4. Booking.com

This platform has the same review consumer tools as Tripadvisor. At the top of the review page it is stated that 100% of reviews are verified and are from real guests. The review process starts from a simple interactive rating, but instead of stars smileys are shown. After smiley rating is selected, user is offered to select an answer from a predefined list of suggestions. The next step is to leave a text review. This screen has a character counts and a suggestion of a length of a useful review (120 characters).

5. Feefo

After purchasing a product user receives an email from Feefo as the sender. The email preview as shown in Gmail contains a full web link address, which can be seen as cluttering.
User is offered to leave feedback for the seller company's services by clicking 'Leave a review link'
User is taken to the Feefo website
In the review interface of the website the largest image is the seller company's logo.
The second most prominent page element is the star rating selector.
After the service has been star-rated the text review input field appears. When user starts typing a blob with a general encouragement phrases appears in the bottom right corner. Reviewer can also attach a photo or a video, summarize the review and submit it. The user is offered to review his purchase through the same process.

PROTOTYPE

PERSONALIZATION AND CUSTOMIZATION
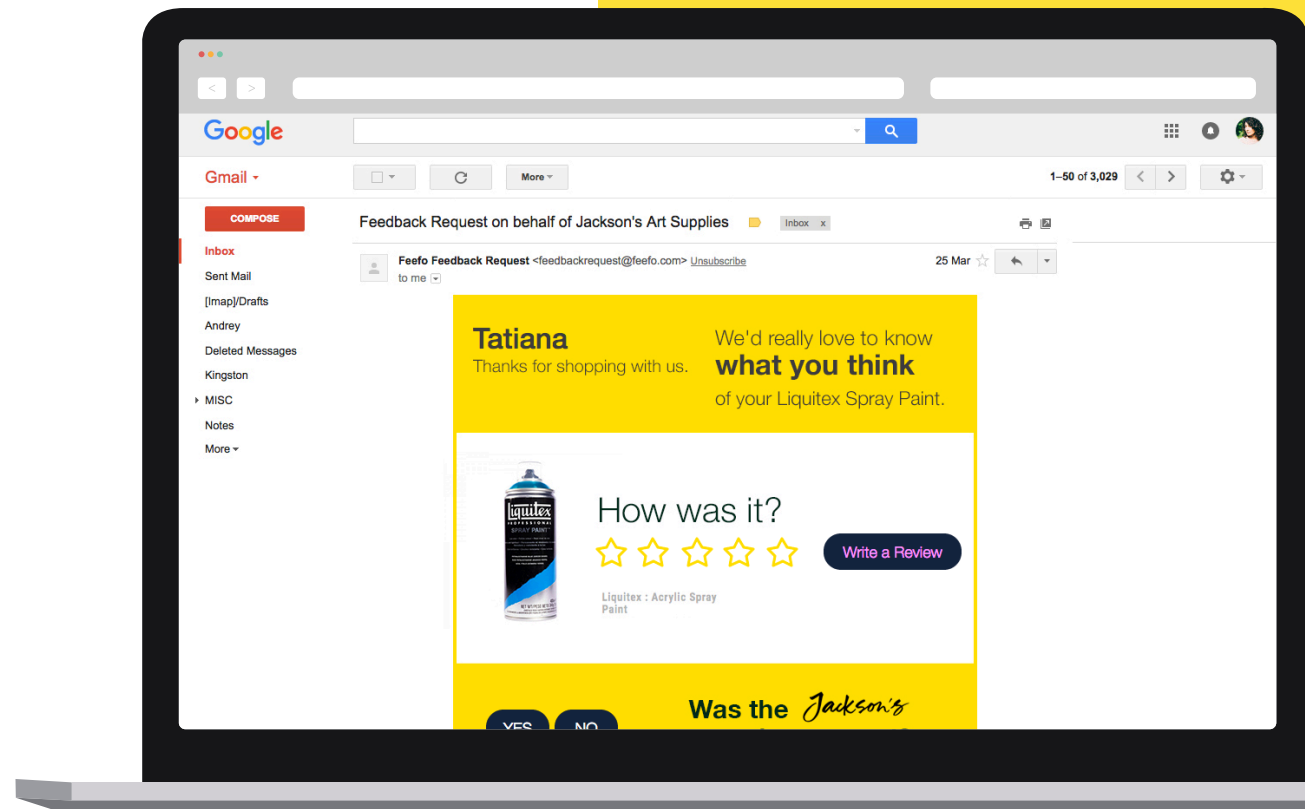
PRODUCT REVIEW PRIORITY
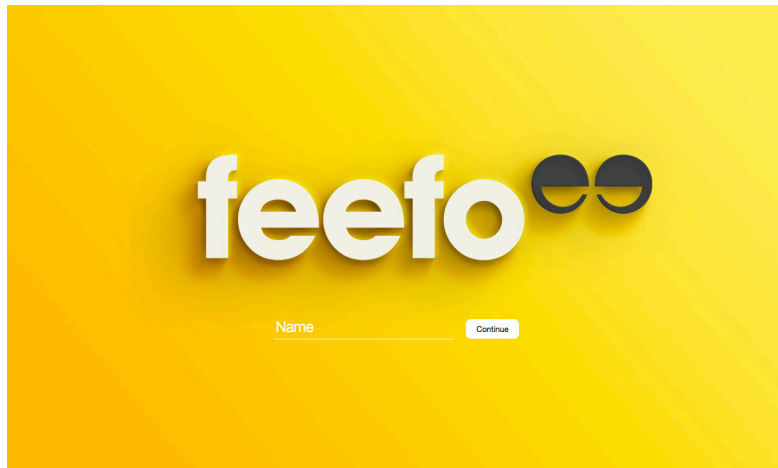
REVIEW HELPFULNESS INDICATOR

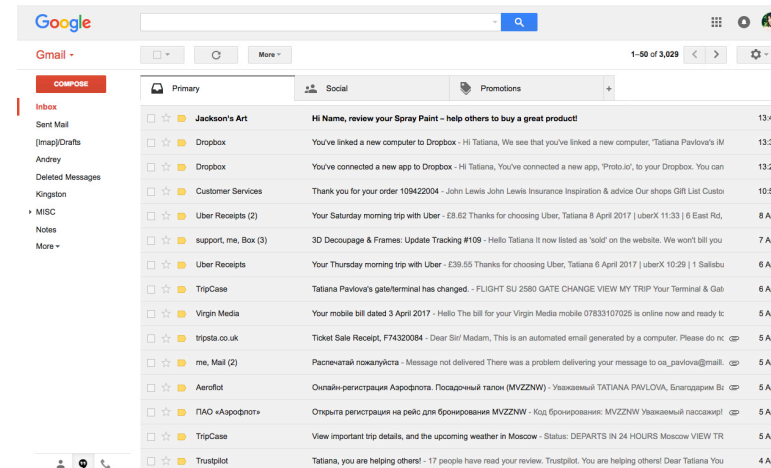STRUCTURE AND INTERACTIVITY
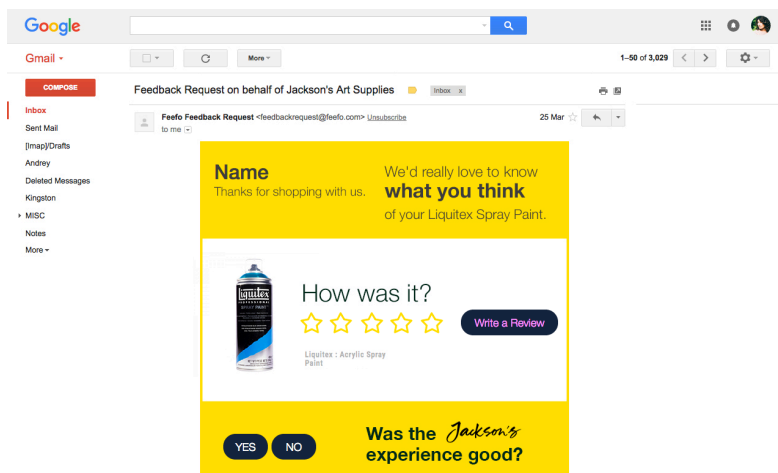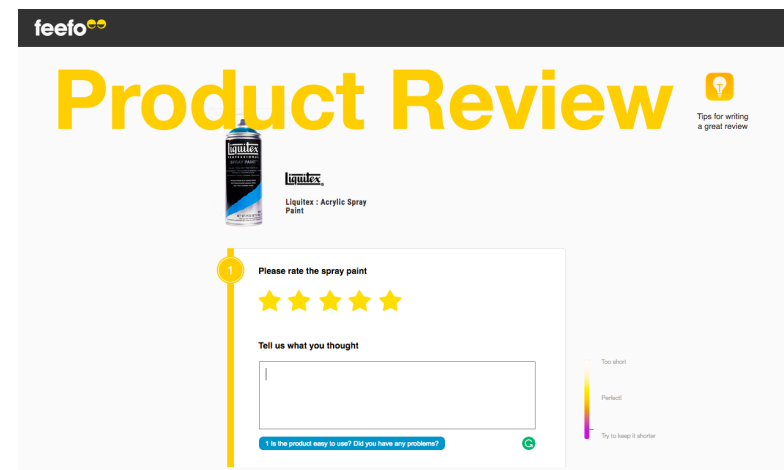
Low-fidelity

Hi-fidelity

First Screen: Enter your name to enable personalization.

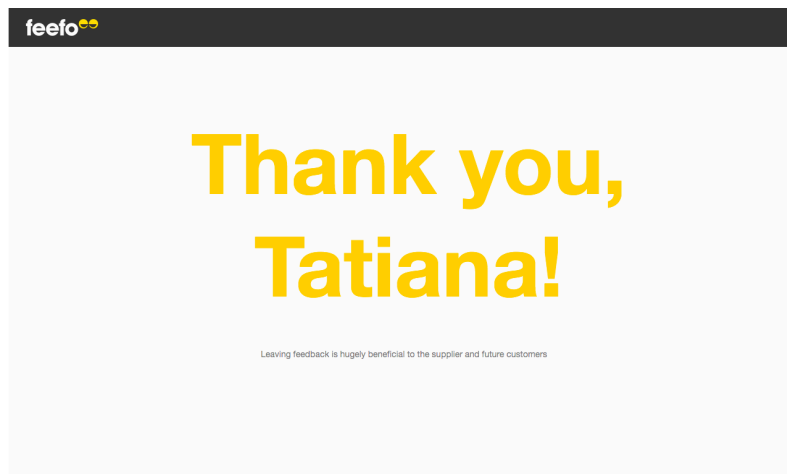Second Screen: Personalized email arrives in your inbox.

Third Screen: Review invitation email body. It can be enriched with customized motivational messages and explanatory graphics to convence first time writers or top reviewers

Fouth Screen: Product review page. Special features: Tips, helpfulness indicator and an integrated grammar check (Grammarly)

Pros   **Cons**

② Would you recommend the paint?
YES   NO

③ This Paint is great value for money
                                    5

Save and Continue

5th Screen: the second part of the review screen. Pros and Cons section followed by the interactive part which in this example containes a Yes/No question and a slider eliciting a quantative response. This part could also contain radio button questions, dropdowns, 1-10 scale questions.

Service Review
Jackson's

Tips for writing
a great review

① Please rate Jackson's Art Supplies's service
☆ ☆ ☆ ☆ ☆

Tell us what you thought

② Would you recommend the shop?
YES   NO

I'm Done!

6th Screen: the Company review screen. Same structure as Product review screen, but the number of interactive elements after the text input field might vary.

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Thank you, Tatiana!

Leaving feedback is hugely beneficial to the supplier and future customers

7th Screen: personalized thank you screen.

DESIGN RATIONALE

Customization

"All participants agreed that contextualised reviews weigh much more than short one-line reviews. Participants identified three types of contextual information they look for in reviews: a) in depth details about the product, b) balanced arguments in favour and against purchasing the product, and c) personal stories." (Iacob C., Faily S., 2016 Improving Human-Reviews Interaction: A Study of the Role, Use, and Place of Online Reviews.)

To maximize the chance of eliciting contextual and hence useful reviews the user experience should be customized and personalized from the very beginning.

I'm proposing to differentiate all reviewers by their experience (in writing reviews and in using the product) and to differentiate the products by category.

The graphic below shows 3 category of customer goods purchased online with further customization scenarios.

Customization will start right from the moment the system sends out review invitation emails customized by the type of product customer purchased.

The information blobs should not have generic motivational suggestings, but customized persuasive copy for each consumer product type. "...ask specific questions; for instance, if you operate an ecommerce grocery service, ask specially crafted questions that encourage positive reviewers to be blunt and precise and less emotional, while using more in-depth questions for those who are unhappy. This could be achieved by having a review platform that serves up varied questions based on the reviewer's initial star rating". (Ventura, L., 2016. Improving Reviews And Testimonials Using Science-Based Design)

Help reviewers unpack their emotions about their experience and explain it thoroughly. The copy should be designed wisely and tested.

Customization scenarios
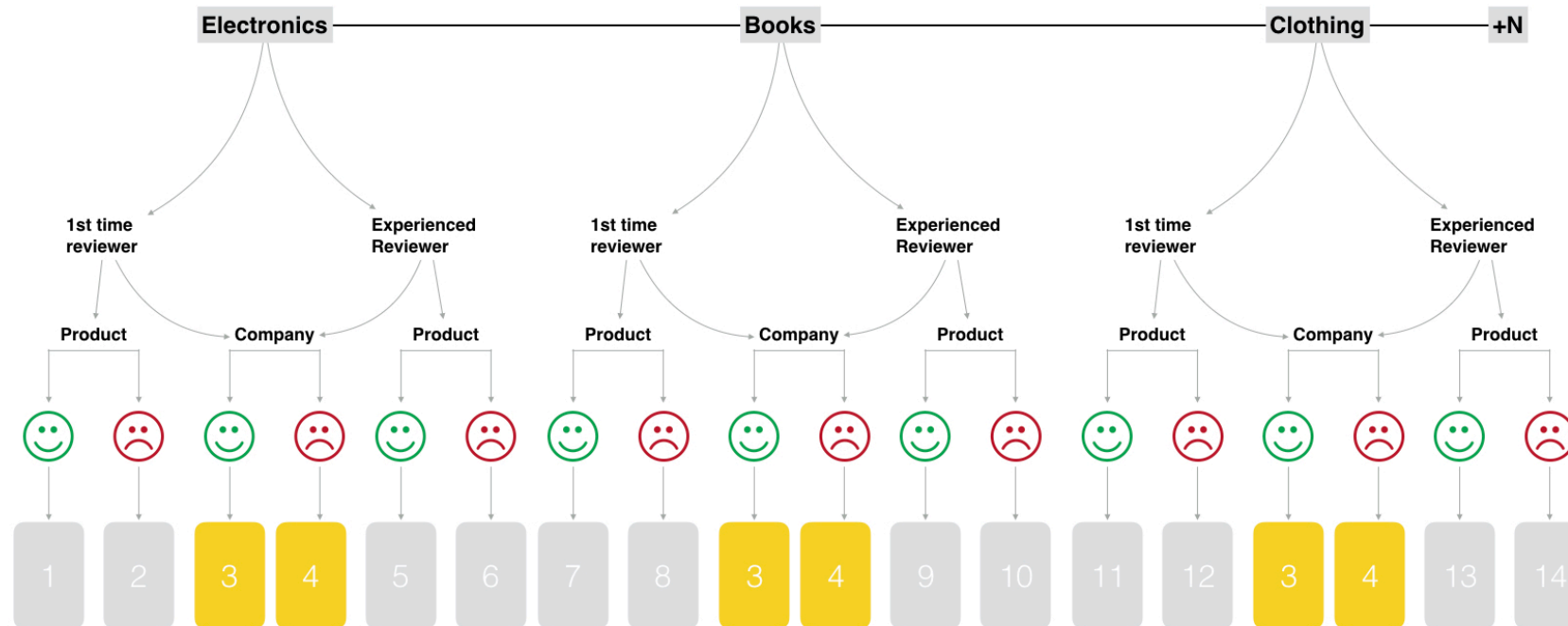
The customization starts with the product category (Electronics, Books, Clothing, etc.). The next level is reviewer experience (1st time reviewer or an experienced reviewer), Next, depending on what the customer want to review (Product or Company), and the overall review "sign" (Positive or Negative), the system will customize the UI. Proposed customizations are: email body (motivational text), review page (blob questions, the interactive part of the review - blob, selectors, sliders, radio buttons, dropdowns).
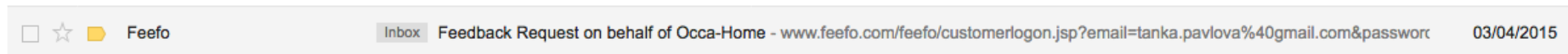
Personalization

"In a mail appeal for donations, the normal response rate was 18 percent. If, however, the mailing included personalized address labels, the donations almost doubled to 35 percent." (Weinschenk, S., 2009. Neuro Web Design: What Makes Them Click?, Peachpit Press.)

If user feels that he/she is being addressed personally and if the entire review experience is about him/her, then they are more likely to participate in the process. The email 'From' field should have the product seller company in it, which the user is likely to recognize. If the user doesn't know what Fe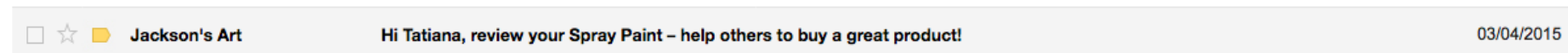efo is the current email invitation for review might be classified as Spam. The 'Subject' email field should be as personal as possible - containing user's first name, the name of the product the user has purchased and instead of a URL a motivational line about reasons to leave a review.

The email body should include the product image, user's name and an inviting graphics to start the review process. For first time reviewers the email body should contain a glimpse into how the review process works.

Current invitation

☐ ☆ 🏷	Feefo	Inbox Feedback Request on behalf of Occa-Home - www.feefo.com/feefo/customerlogon.jsp?email=tanka.pavlova%40gmail.com&password	03/04/2015

New solution

☐ ☆ 🏷	Jackson's Art	Hi Tatiana, review your Spray Paint – help others to buy a great product!	03/04/2015

Review order

When review authors are motivated to contribute a review, this might be for a number of reasons. In some cases, it is because authors want to help others, rather than to satisfy any extrinsic goal (Yoo et al. 2013). In others, authors describe the advantages and disadvantages by venting some happiness or unhappiness associated with the product (Hu et al. 2008).

Additionally all the interviewess have stated that they wanted to tell other people about the product they're about to buy. This is why I suggest that product review should go first and review of the company as the 2nd step. This is dictated by the user-centered approach as opposed to the approached skewed by marketing.

Review helpfulness indicator, spellcheck and tips

In order to support review helpfulness I integrated the above small details into the existing interface. Helpfulness indicator idea came out of reviewing the study of factors that contribute to online review helpfulness, which explains importance of word count and using strong adjectives in user reviews [2].

The indicator design was inspired by password strength indicator. It will indicate the desirable review word count, strong adjectives count, review tone, and it will perform spell check as well.

Also the interface will have a link to tips on how to write a helpful review, which will be animated for first time review writers and less prominent for experiences writes.

HELPFULNESS INDICATOR

SPELLCHECK

TIPS
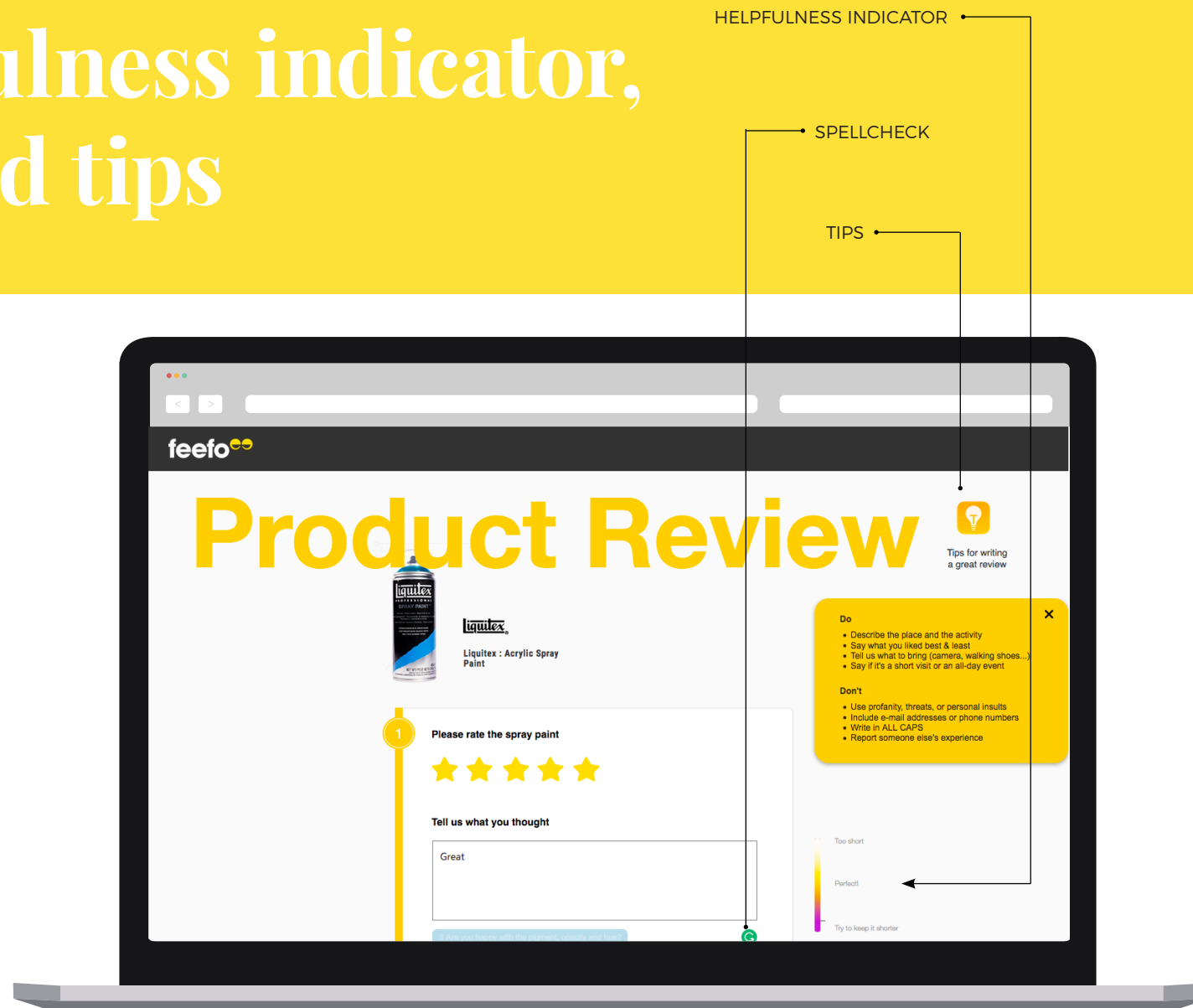
Formative evaluation

The ideas of customization and personalization were received very well among the users. The experienced reviewers have indicated that they wanted less hand-holding during the review. The encouragement messages can be seen as superfluous and patronizing to them.

The customization by Product was also very well accepted and deemed 'essential for a good review experience' by the test subjects.

The Helpfulness review indicator feature was received positively, users got a taste of how it might work, however since it's not fully implemented in the prorotype the full testing could not be conducted. The testing showed how important it is to write the customization copy to elicit a variety of powerful and truthful reviews with lots of personal details.

DISCUSSION

The study was designed to extend the existing research on online review elicitation and propose new design patterns for human-review interaction.

Redesigning the entire Feefo review journey or user experience testing was out of the scope of this study. Hence when the user testing was performed, lots of questions were raised regarding the graphics and content of the emails and review pages. A holistic approach to Feefo review journey redesign is recommended, for which this study might prove useful.

Unresolved issues are: it was impossible to fully test the product with live traffic. For creation of a testable prototype/product the expertise of copywriters (to write the crucial encourgament text and the review helpfulness tips, plus the email contents) and software developers (to implement review helpfulness bar and the customization and personalization algorythms outlined above) is required.

It also would be beneficatial to study the remaining 3 personas in-depth.

The user journey inforgraphic can be expanded to cover channels, gaps between devices and emotions.

Literature review has played a crucial role in this study. The research conducted in the studies provided an invaluable insight, qualitative and quantitative data on review helpfulness, factors that contribute to it and the role of online reviews.

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[2] Albert H. Huang a,1, Kuanchin Chen b,2, David C. Yen c, , Trang P. Tran 2015 A study of factors that contribute to on-line review helpfulness.

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