

Yielding a Higher Answer Ratio in Rating Systems Based on Design Choices

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The growth of digital applications has been immense the last few years, leading to a competition that grows every day. It's the users that make or break a new digital service, and since downloading a similar service is just a few clicks away, supplying the best user experience is of great importance. User feedback is the key, but how do you get your users provide you with their valuable time of giving you this?

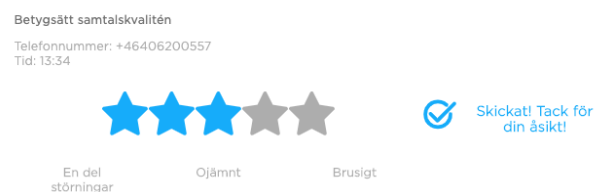
The study done in the report “The rate of Rates: A Study in User Rating Percentage and Satisfaction Based on Design Choices” examines the area of user feedback systems in digital applications and how these can be designed to make the user give their input without being a bother for the user. The study researches how different rating scales are perceived, and how the user satisfaction varies in regard to colour, animation, style, and design. The study was done iteratively in three main stages; A main design testing phase, a smaller testing phase with the top candidates modified, and a final implementation phase.

For the main design testing phase, a complete digital test environment was developed to enable extensive testing, gathering user input on a total of 21 rating prototypes for the main test by three assessments: Grading quality, user satisfaction, and ease of use. Grading quality refers to the user's opinion on how well they could express themselves, user satisfaction aimed to collect the user's satisfaction and happiness using the system, and ease of use how easy the rating prototypes were to understand. Alongside the assessments, timestamps were gathered as an extra layer of information gathering to conclude theories from.

From the results of the main design testing phase, the candidates were chosen and underwent a specialized design iteration to make

each rating prototype the best version of itself. These were implemented into main web application for a test scenario more realistic to the real usage context and then carried out on a smaller test group.

Finally, the top candidate underwent another design iteration based on feedback from the second phase, resulting in a rating scale that's nonintrusive, gives the user appreciation and feedback, and gathers more data than just a number, while still being easy to use.



The study done showed how hard it is for us to overcome what we as humans has previously learned, and thus providing us information on how previous cognitive experiences can be combined into something that's similar to what the user knows, while still being something completely new and easy to use. The study also shows how important small tweaks to design in regard to animation, size and placing of the rating system components can do for the overall user experience, thus becoming an encouraging tool instead of a time-consuming hassle. One of the most important conclusions from the study, is how important it is to make the user feel appreciated and give a sense of contribution and being heard.

This study is aimed to those interested in how they can maximise their user experience while still enabling users to provide them with feedback, enabling them to guide their service in the best possible direction based on what the users think.