

Green Notes - Recommendation Red Notes - Could not group Pink Notes - More recommendations if needed

Key

Recommendations

Goals/Motivations

- Share information with other shoppers
- Warn others about a bad experience
- Share their experience

Behaviors

Complain

They are... Upset

Passionate

Nit-picky

Insightful

Not knowing if your review was helpful

no option to leave a review at all Getting signed up for an unwanted email list after leaving a review

Not knowing if other reviews are legitimate customer reviews

Frustrations/Pain Points

- Their issue from the review does not get resolved
- Feeling unheard
- Review process is difficult/unclear (Bad UX)

to the public in order to leave a review

• Personal information has to be revealed to website or

<u>Traits</u>

Helping others

They are motivated by...

- Boredom

· Being heard/recognized

OR

Having to reveal personal information to a website or

Frustrations/Pain Points

to the public in order to leave a review

Unclear/difficult review process (bad UX)

They are affected by...

Feeling unheard

• Their issue not getting resolved

Goals/Motivations

Share information with other shoppers

Share

information

Provide more

information

to other

shoppers

Give firsthand information that the review didn't cover

Negate information in the original review











Be taken

seriously

as an authority

To be

heard















Want to be







Warn others

about a bad

Warn other people not to use a particular brand ("blah blah I hate Xfinity"))

I want to warn others so they don't face the same problems

Share their

experience

To inform readers of their personal experience

They want to give others direction

Complain

Complain

Complain.

about my complaint from the brand that produced the product/service











Review from the Feeling process is format is review doesn't get resolved is buried/ difficult/ not what unheard unclear (Bad deleted they want UX) Character limit for review is too low Leaving a review, but not seeing it posted Review doesn't "fix" their problem or the product Only option is to type text when you'd like to give some sort of rating Their angry review doesn't make the pain go away Feeling like nobody is listening complicated experience to leave review Having their review deleted Ineffective question prompts or tools to leave a review

Frustrations/Pain Points Personal information has to be revealed to website or to public to leave a review No Personal response information information is revealed to leave a to review review No response from either us or the company in question Have to sign up for account in order to review Having to put in too much personal information to leave a review No reply back to the review no follow up Leaving a review that never gets responded to a review (functionality of the site is difficult or broken) No direction for the review (questions to answer, specs to confirm, etc) Not seeing clear guidelines for what the site needs from a review-deviewer, punished for the lack of info Not being sure if this is the place to leave a review or somewhere else Having their review get rejected by the approving authority (ahem...Glassdoorf)

Behaviors/Traits



