

Sentiment and Prioritization

Quantifying Experience to Prioritize Backlog

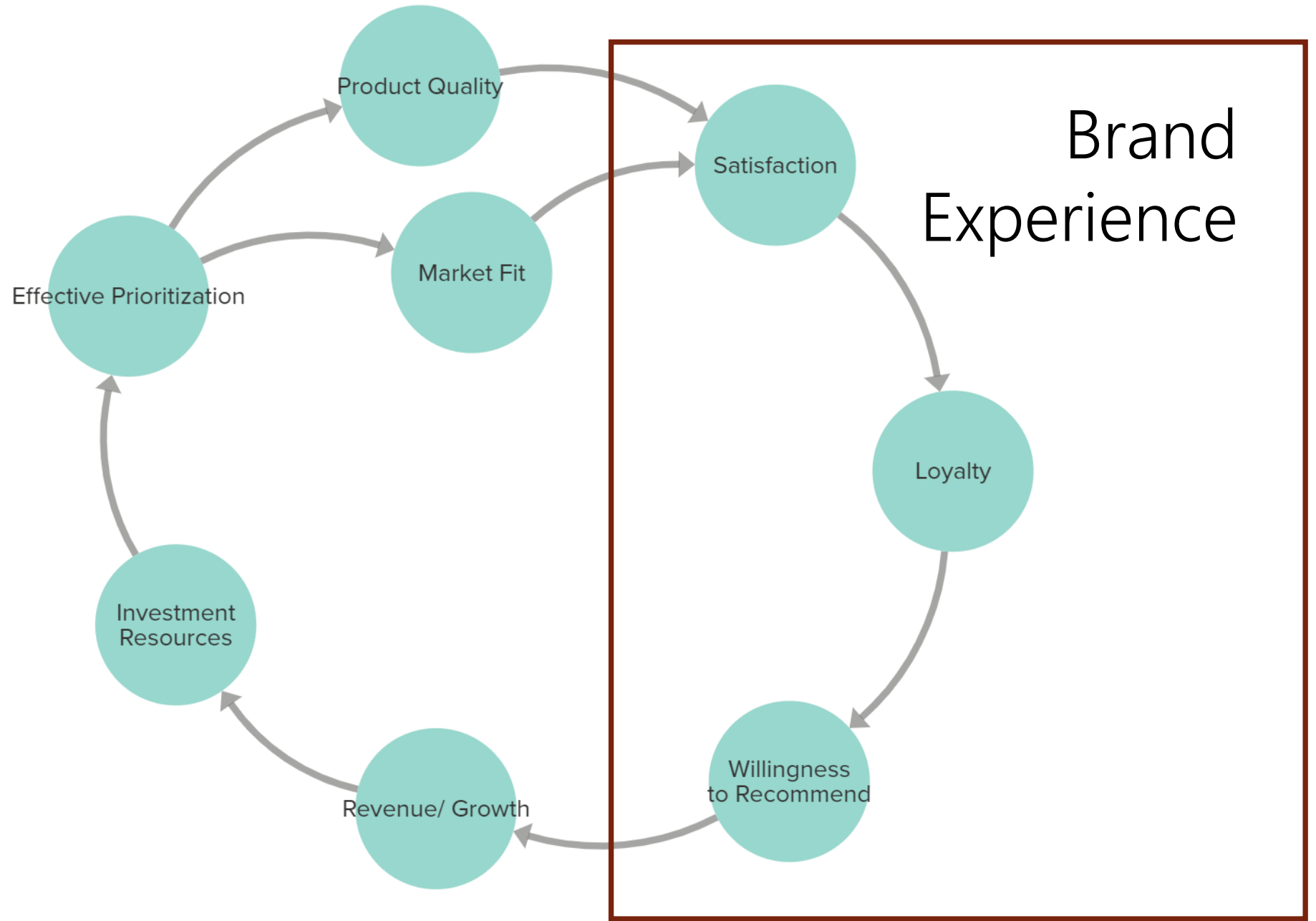
Navicet

Peter Moon

November 7, 2017

November 7, 2017

Experience
Drives
Business
Performance



Measuring Experience is Elusive

- Net Promoter Score
- Net Satisfaction
- Social Media Analysis
- Sentiment

Willingness to Recommend

“I would recommend this experience to a friend or co-worker.”

1 2 3 4 5 6 7 8 9 10

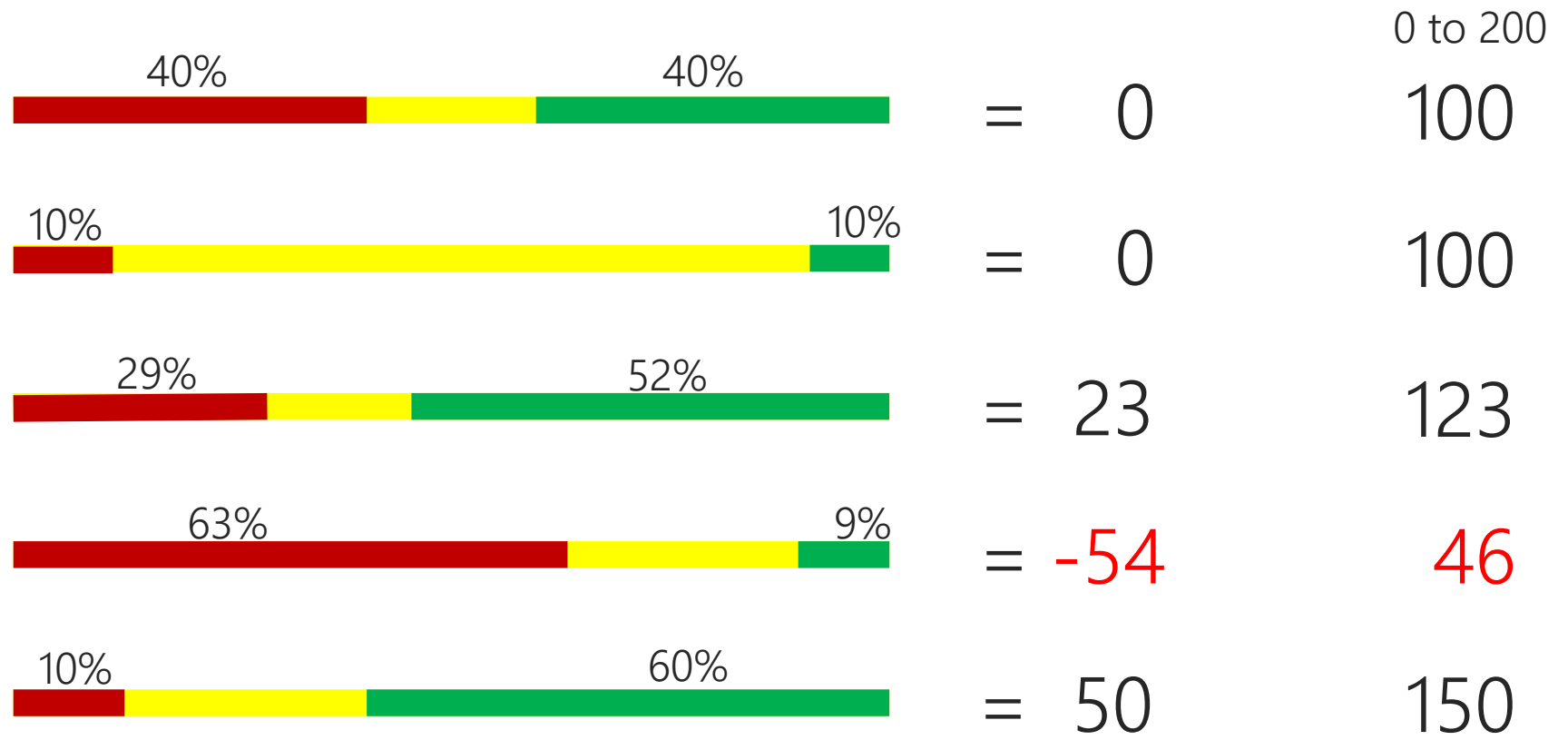
Detractors

Passives

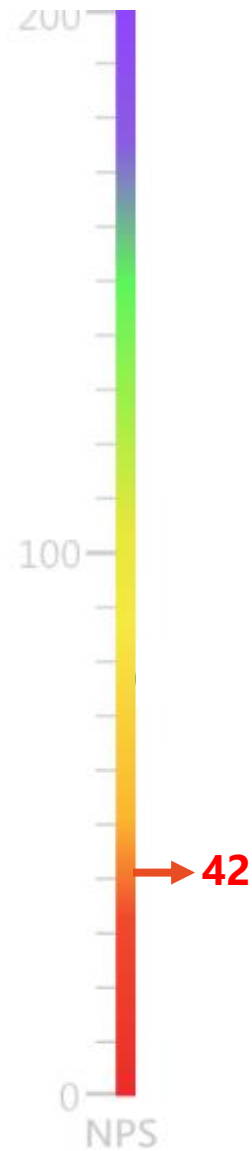
Promoters

Acid Test - NPS: 145

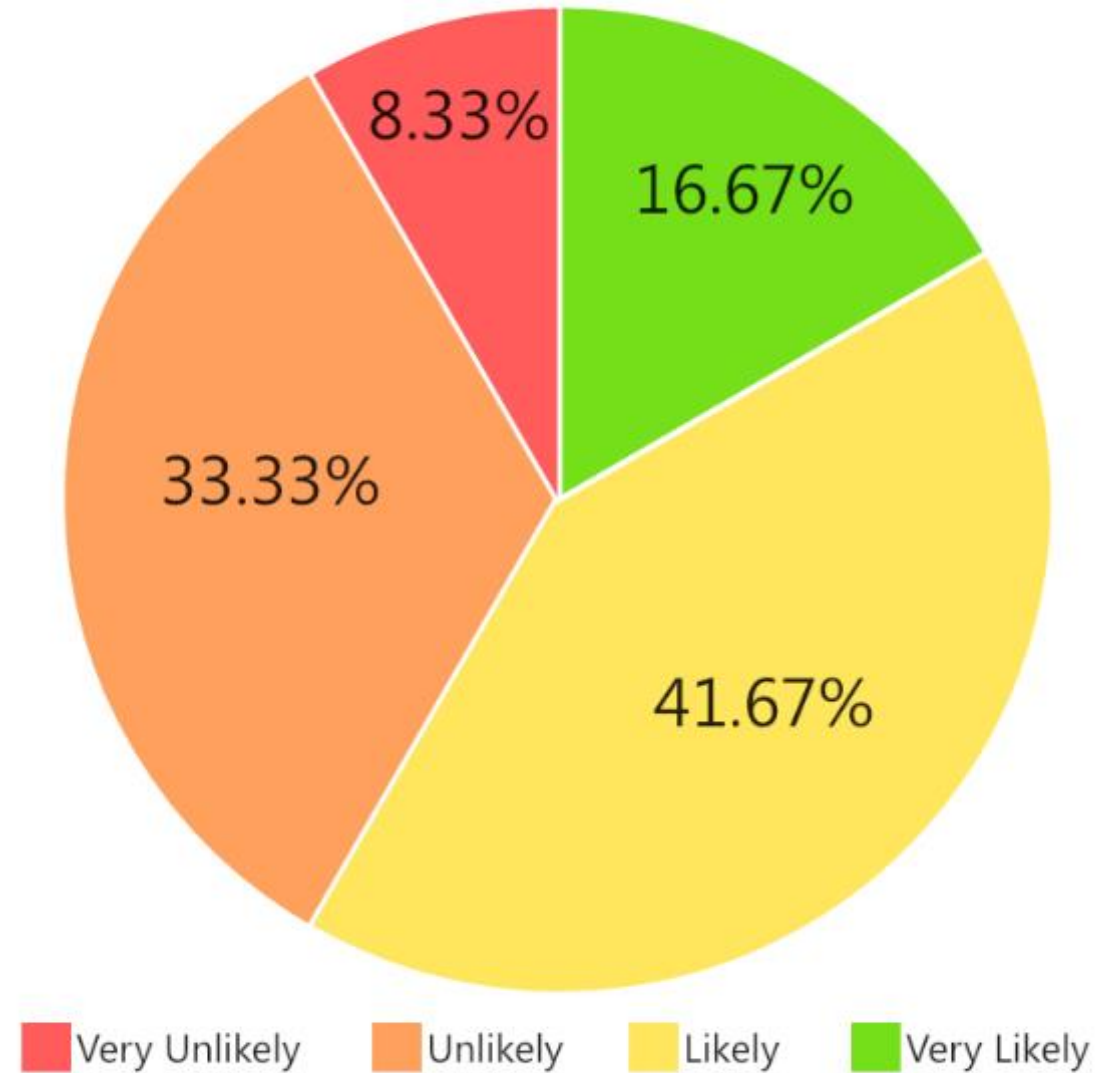
Net Promoter = % Promoters - % Detractors
 on a scale of -100 to 100
 (Add 100 for a scale of 0 to 200)



Net Promoter Score Score Composition



How likely would you be to recommend this class to a friend or colleague?



Voice of the User

Abstract	Consistent	Fresh	Obvious	Stimulating
Accessible	Credible	Frustrating	Optimistic	Straight Forward
Actionable	Desirable	Fun	Organized	Stressful
Appealing	Disorganized	Hard-to-understand	Overwhelming	Surprising
Boring	Easy-to-understand	High quality	Patronizing	Time-consuming
Collaborative	Efficient	Impractical	Personal	Time-saving
Complete	Empowering	Inspired	Pragmatic	Too technical
Complicated	Engaging	Intimidating	Relevant	Unpredictable
Confident	Exciting	Irrelevant	Rigid	Usable
Confusing	Familiar	Motivating	Simple	Useful
Connected	Flexible	Not valuable	Slow	Valuable



Word Cloud

Larger words indicate more frequent occurrences. See Appendix for detailed methodology.



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Sentiment Index Composition
Word Cloud – larger words indicate more frequent occurrences

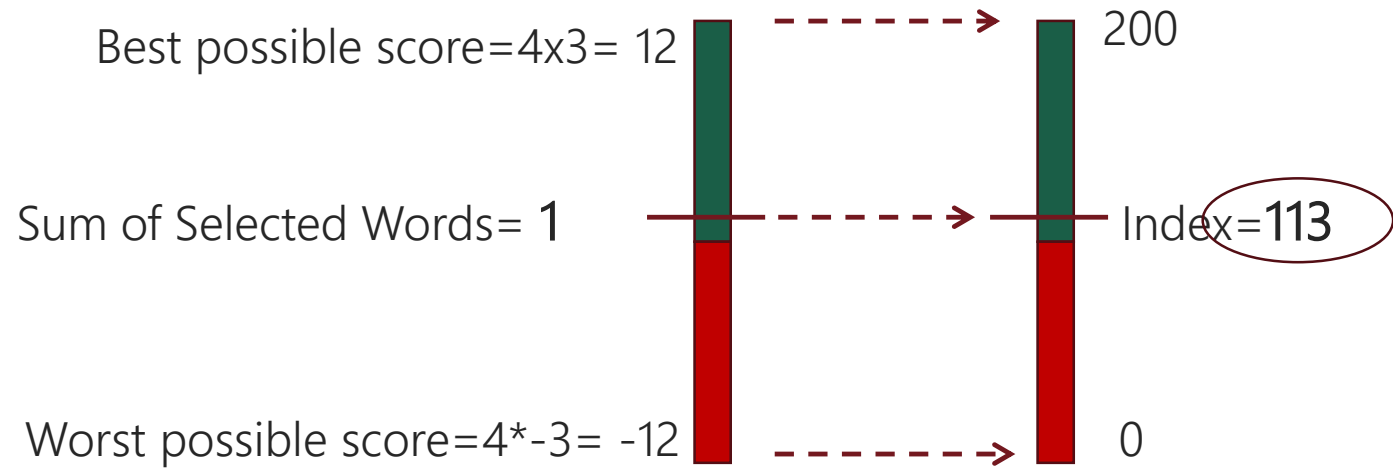


Voice of the User

Abstract	-1	Consistent	+1	Fresh	+3	Obvious	0	Stimulating	+2
Accessible	+2	Credible	+3	Frustrating	-3	Optimistic	+3	Straight Forward	+1
Actionable	+3	Desirable	+2	Fun	+3	Organized	+1	Stressful	-2
Appealing	+2	Disorganized	-3	Hard-to-understand	-2	Overwhelming	-1	Surprising	0
Boring	-3	Easy-to-understand	+1	High quality	+2	Patronizing	-3	Time-consuming	-3
Collaborative	+3	Efficient	+1	Impractical	-3	Personal	+1	Time-saving	+2
Complete	+1	Empowering	+3	Inspired	+3	Pragmatic	+3	Too technical	-1
Complicated	-1	Engaging	+3	Intimidating	-1	Relevant	+1	Unpredictable	-1
Confident	+2	Exciting	+2	Irrelevant	-2	Rigid	-2	Usable	+2
Confusing	-2	Familiar	+1	Motivating	+3	Simple	0	Useful	+2
Connected	+1	Flexible	+1	Not valuable	-3	Slow	-2	Valuable	+2

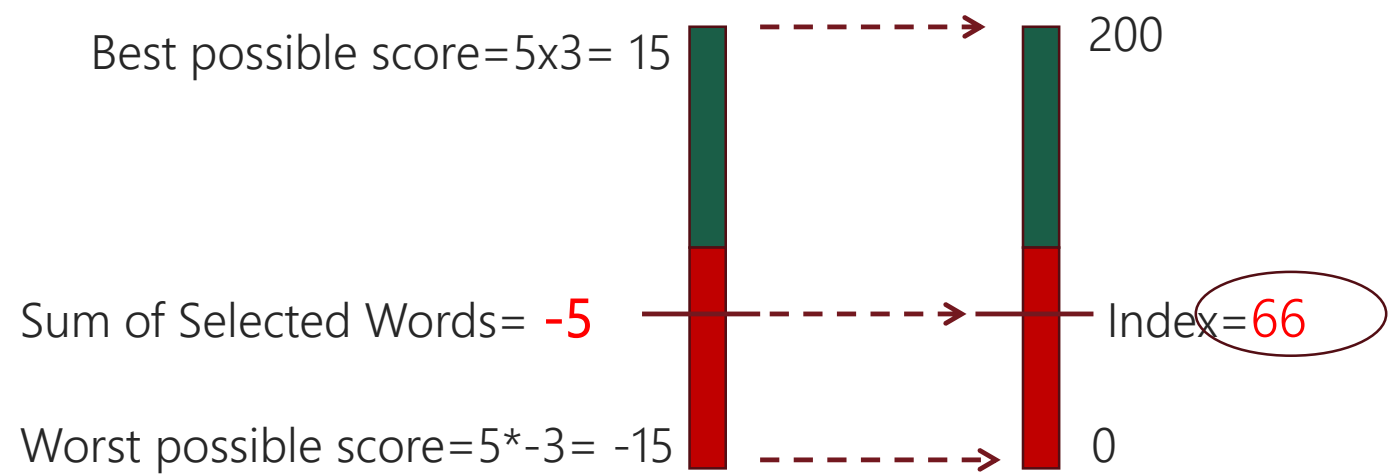
User selects four words

Connected	1
Exciting	2
Relevant	1
Time-Consuming	-3



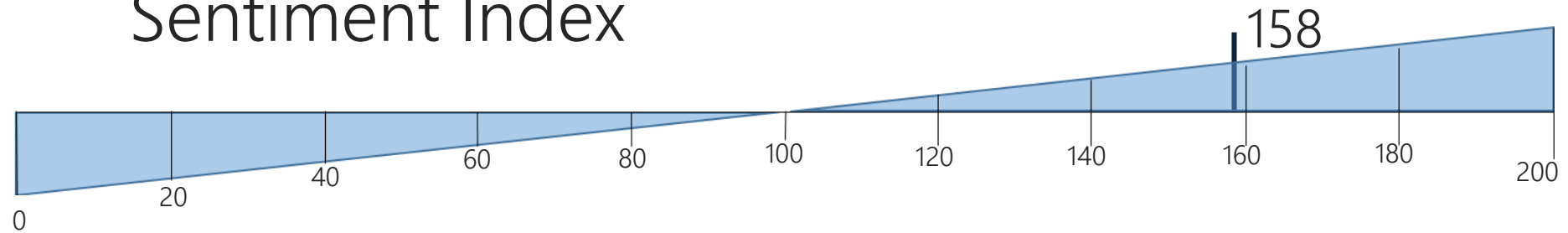
User selects five words

Boring	-3
Empowering	3
Unpredictable	-1
Rigid	-2
Slow	-2



Average Respondent Score

Sentiment Index

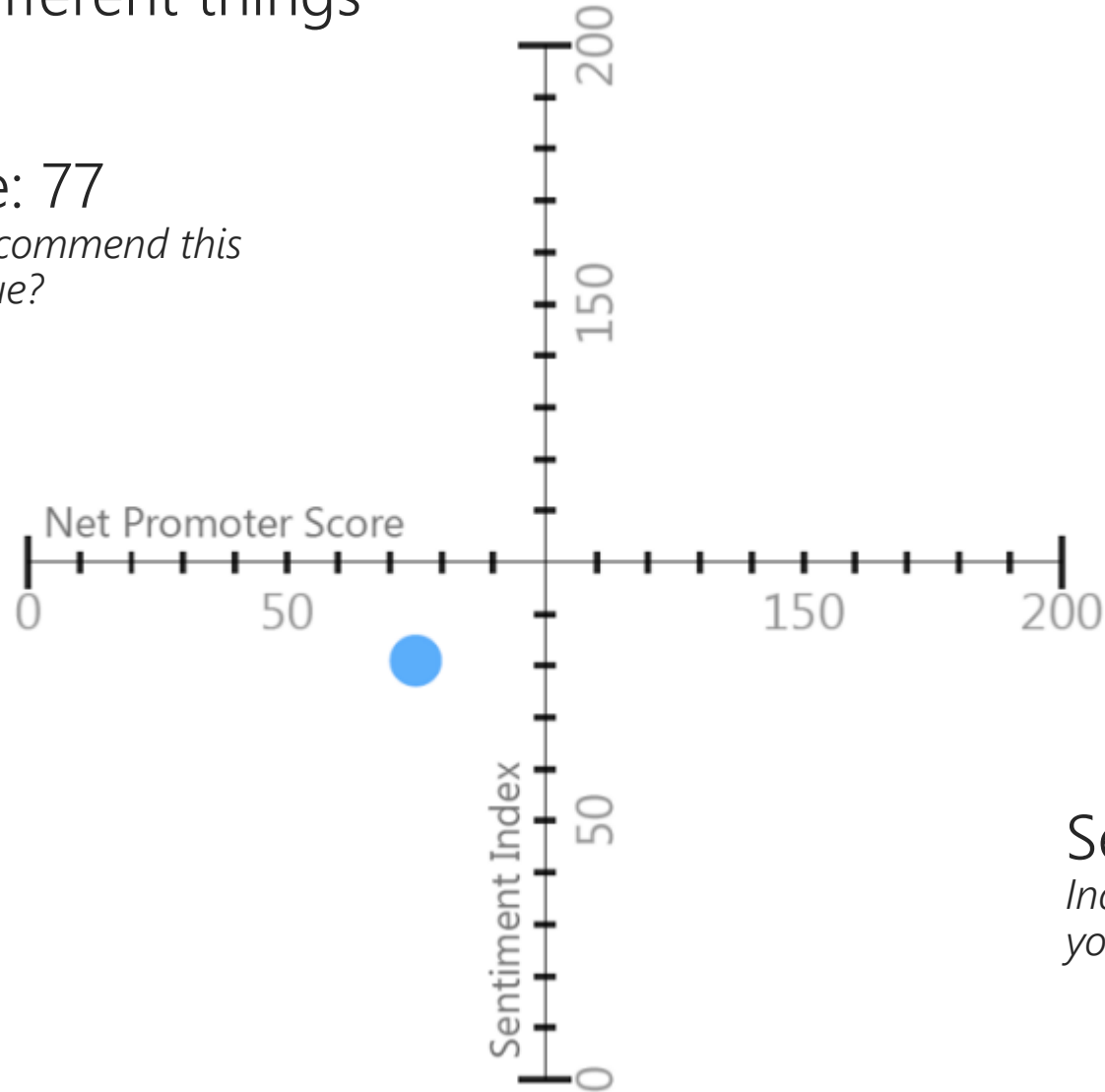


NPS and SI are Both Important

But tell you different things

Net Promoter Score: 77

How likely would you be to recommend this product to a friend or colleague?

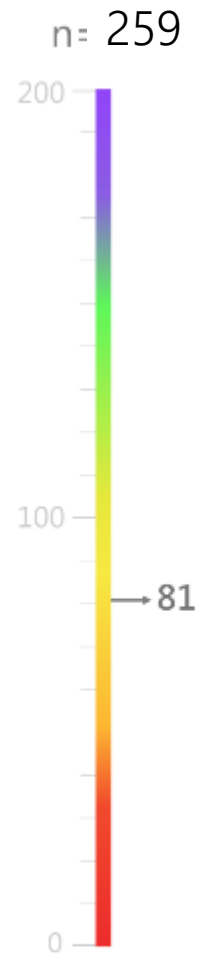


Sentiment Index: 81

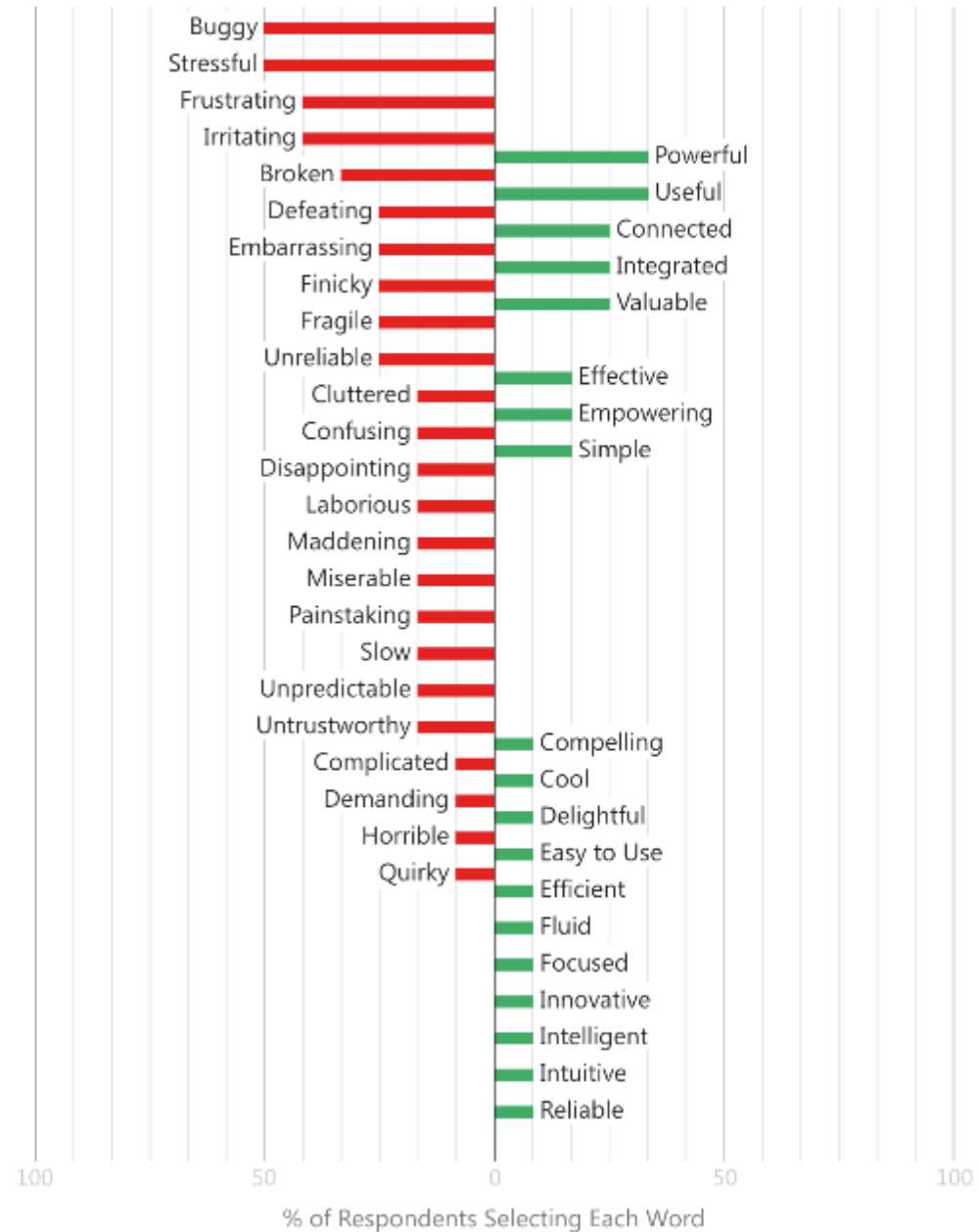
Index of words that characterize your experience with this product.



Sentiment Index Composition

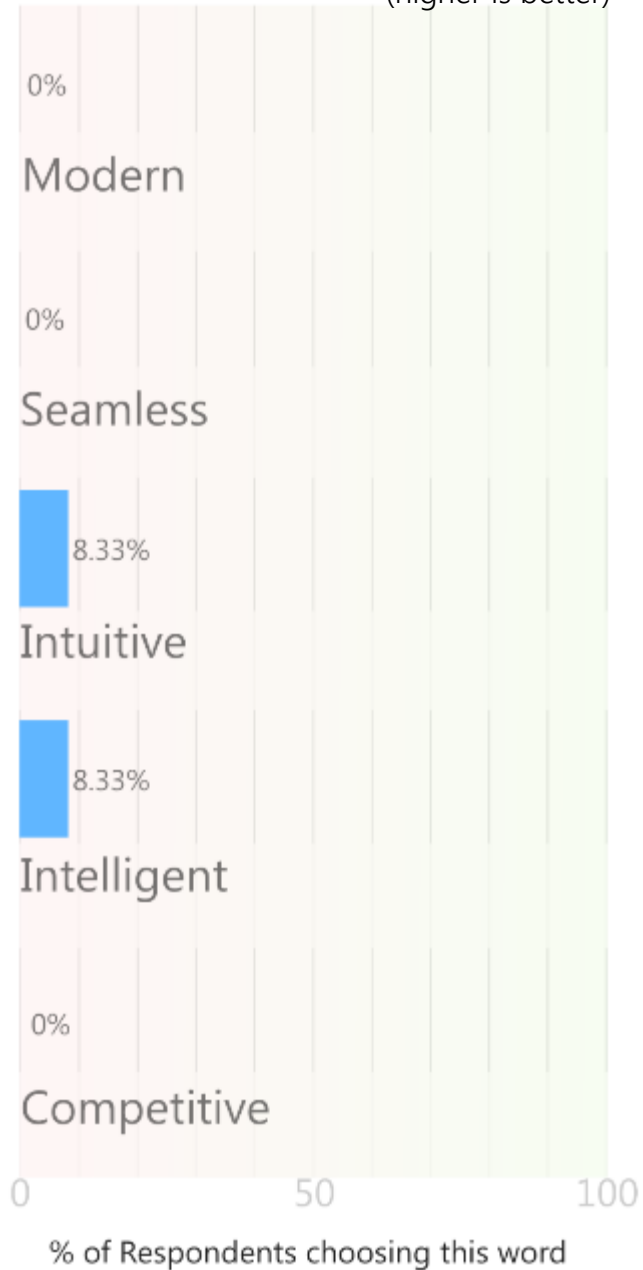


Frequency of All Selected Words



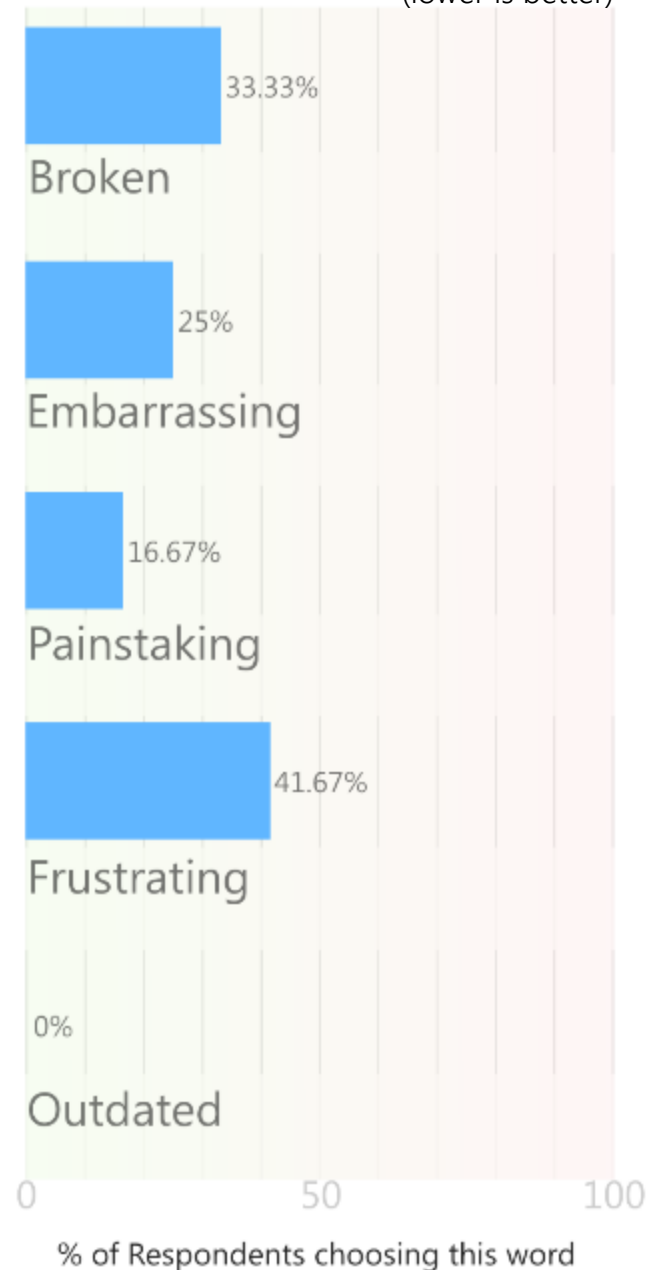
Sentiment Aspirations

(higher is better)



Sentiment Risks

(lower is better)



Sentiment Aspiration/Risk Performance

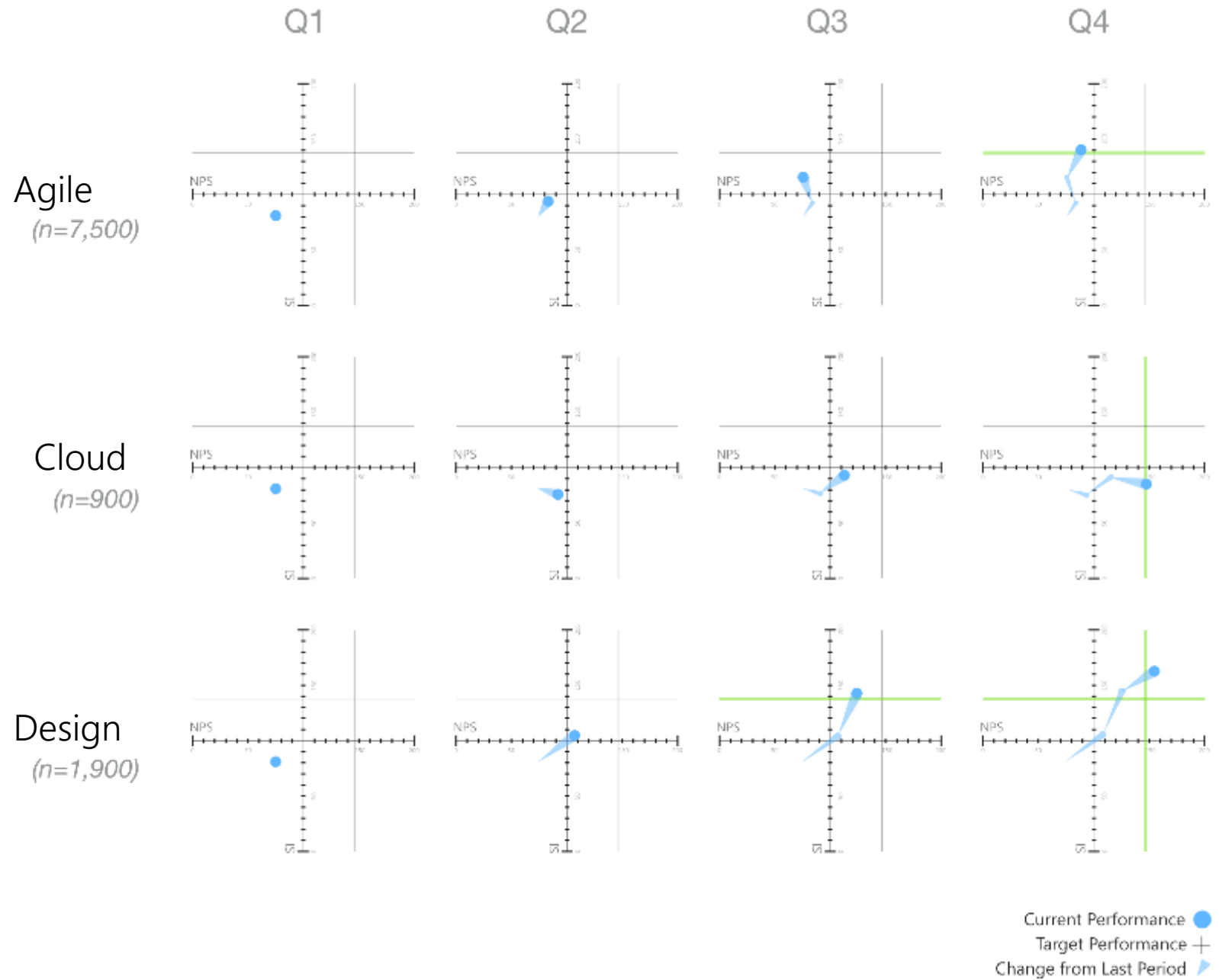


Segmentation Illustration

Watch for Trends

Net Promoter Score
vs
Sentiment Index

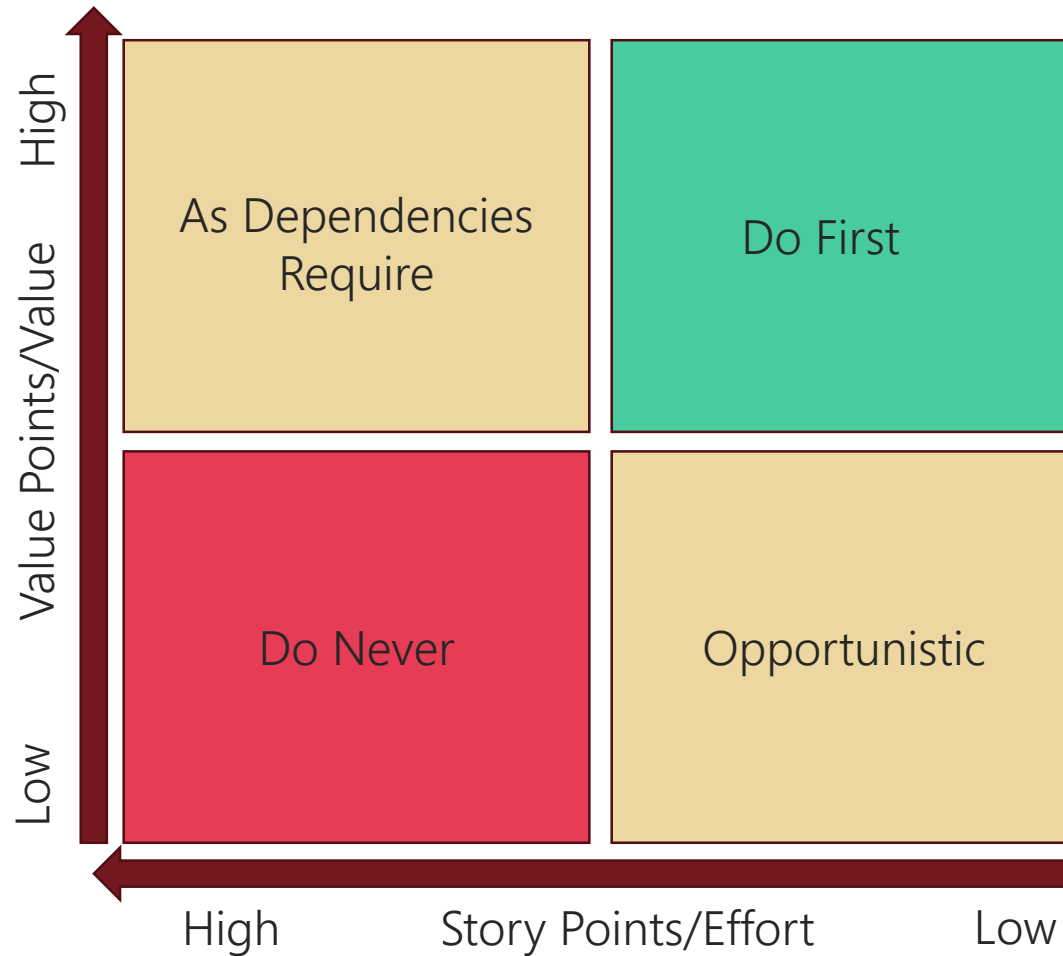
(Hypothetical Data)



Sentiment: Process Cheat Sheet

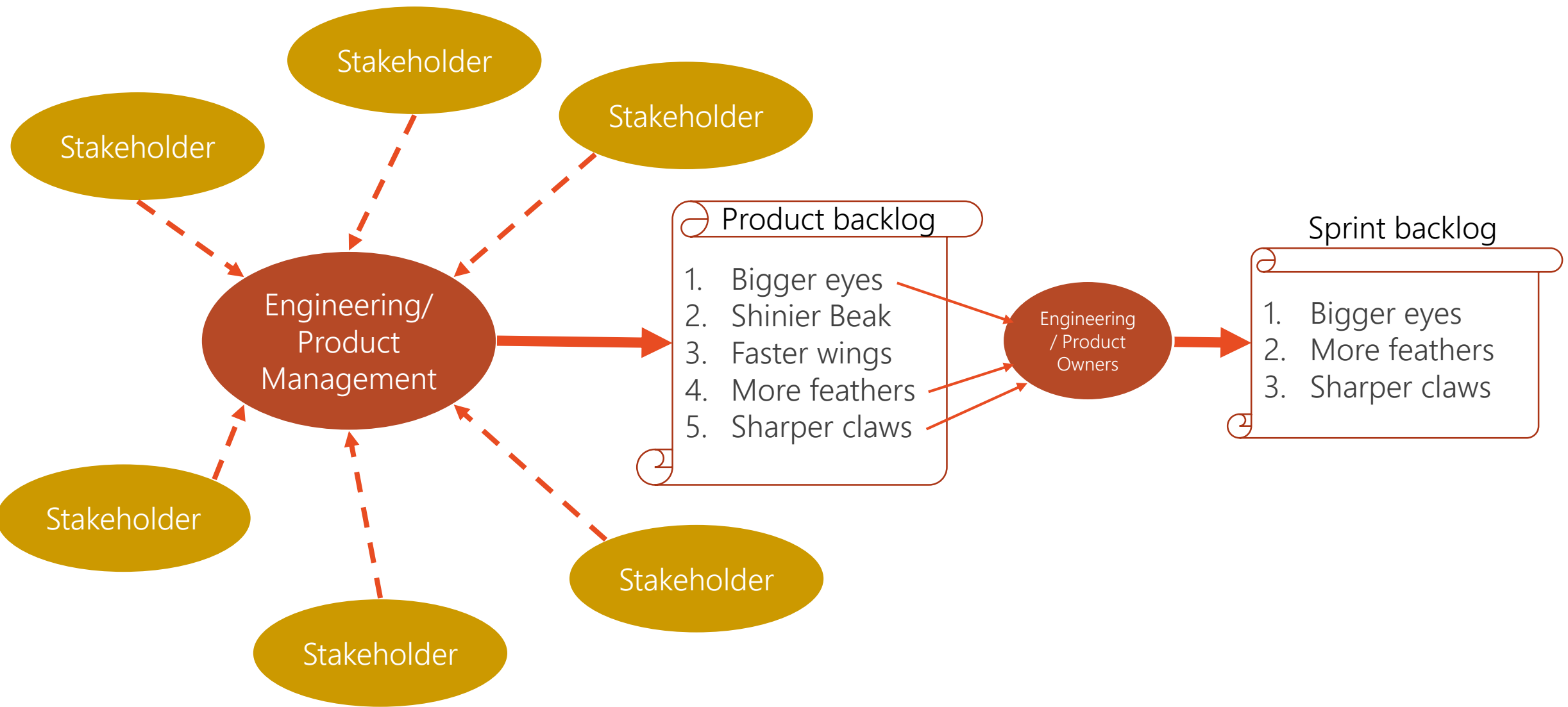
- Interview stakeholders to define product/service sentiment aspirations
- Qualitative interview customers, current and target users
- Synthesize interview notes and produce a catalog of aspirations and pain points
 - Remove duplicates
 - Resolve ambiguous words
 - Fill in missing antonyms
- Score each word
- Balance out the catalog
- Test the catalog with qualitative interview subjects
- Product baseline scores and visualizations

What, Exactly, Do We Need to Do, and When?



Scoring the Backlog

	User Story	Title	Revenue	Speed	Operations cost reduction	Customer Sat	Customer loyalty	Infrastructure risk reduction	Delivery Cycle Time	Reliability	Value Point Index	Story Points (Effort/Risk/Complexity)	ROI Score
Reference	23168	Marshmallow frosting	2	0	1	3	5	0	0.5	1	12.5	13	1.0
	14633	Sharpen grinders	0	3	1	0	2	8	2	5	21	8	2.6
Product backlog	24542	New feathers	3	1	1	0	0	0	1	3	9	8	1.1
	34522	Wider wings	1	0.5	2	0	1	0	0	0	4.5	13	0.3
	432243	Shinierbeaks	5	-3	0	2	1	21	1	2	29	8	3.6



Prioritization: Getting Started

- Start with a small project with limited stakeholders
- Build the smallest core team possible
- Include engineering leaders, product owners/managers
- Socialize success metrics with stakeholders
- Establish loose submission criteria for new stories
- Engineering team considers prioritization, but decides which stories to pull into a sprint
- Only prioritize the top N most promising stories in the product backlog

Sentiment Matters

- Prioritize investments
- Assess progress
- Align teams
- Outside-in view
- Communicate value to stakeholders

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Navicet is a strategic design consultancy.



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