

# CONTENT FEEDBACK FEATURE

## WHAT PROBLEM WE'RE SOLVING AND WHY

---

Survey results indicate that 80% of trainers find outdated content every time they train a class and 45% rarely or only sometimes send feedback to curriculum developers. These results would indicate that there are at least two separate but related problems: 1) there is too much outdated content in learning albums and 2) it is too difficult for trainers to send feedback about learning album content.

Stumbling across outdated content can be annoying while preparing to deliver a class, but it can be frustrating and embarrassing to discover in the middle of delivery. Trainers would like to send feedback to authors, but this can be challenging for a number of reasons. If they discover the inaccuracy during class, they don't have time to stop and find the appropriate feedback form. Current processes require them to access a web form on an internal VZW site, which means if the trainer is facilitating on a tablet she must stop class and move to her computer. As a result, trainers often don't bother to leave the feedback.

When trainers do take the time to send feedback, they feel as though it's sent into a black hole. They have no idea what becomes of their feedback or if it's even incorporated. It should also be noted that trainers at strategic partners are unable to access the internal VZW feedback forms used today, so they have no direct mechanism to send feedback to curriculum developers.

The Learning Album Content Feedback functionality provides trainers with greater transparency into the content update process. The functionality makes it easy for all internal and external trainers to send content feedback at any time, whether they're prepping an album or they're in the middle of delivering a class. It lets trainers see exactly how their feedback has been received and what action has been taken on it. Perhaps most importantly, it helps reduce the cycle time for feedback to be incorporated into the curricula and deliver more accurate learning material to learners.

The Content Feedback functionality also accommodates album authors to ensure they aren't overwhelmed by the volume of feedback and that they have the tools to manage submissions in order to take appropriate action. Authors view this functionality as providing a critical bridge to their delivery partners. It helps them manage feedback in an efficient manner and improve the effectiveness of their programs. Bottom line, it helps them do their jobs better and look like superstars in the process.

**Note:** Survey links removed as they contain proprietary data.

- Trainer Survey Results #1 (sent 3/2): [Summary](#), [Responses](#)
- SPC Trainer Survey Results (sent 3/2): [Summary](#), [Responses](#)

- Trainer Survey Results #2 (sent 3/8): [Summary](#), [Responses](#)
- Trainer Survey Results #3 (sent 3/9): [Summary](#), [Responses](#)

## WORKFLOWS/VIEWS IMPACTED

---

### Delivery

- Feedback Mode (new functionality) — leaving feedback on content elements
- Content Changelog (new view) — aggregate page showing responses to all submitted feedback

### LCMS

- Content Feedback Inbox (new view) — aggregate page where author teams can triage
- Contextual Content Feedback (new functionality) — see and process content feedback on relevant topics

### Dashboard

- Author Content Feedback Stats (new views) — stats about how many feedback items were received and how quickly they were processed by album authors

## ROLES IMPACTED

---

- Trainer — Facilitates class and leaves feedback on pieces of content
- Gatekeeper (new in LCMS) — Reviews feedback submissions and can promote for development or reject/archive
- Author — Makes content updates and publishes learning album

## USER STORIES

---

**Note:** Link removed as the file contains proprietary data.

[Spreadsheet](#)

## HOW WE'LL MEASURE SUCCESS

---

We'll track trainers that use the new feedback functionality once it's launched. We will then survey these trainers 30-60 days after launching to measure our qualitative impact:

- At least 80% of trainers state that they now usually or always leave feedback when they encounter outdated or inaccurate content.
- At least 60% of trainers state that they now rarely find outdated or inaccurate content.
- On a scale of 1-6, 1 being Doesn't work at all and 6 being Works perfectly, at least 80% of trainers rate the new feedback process as a 5.
- On a scale of 1-6, 1 being Completely Unresponsive and 6 being Totally Responsive, at least 80% of trainers rate curriculum developers as a 5.

We'll track actual usage of the new functionality to measure our quantitative impact. These stats will be provided on a manual report that's assembled monthly starting 30 days after launch:

- Volume of comments sent for all albums and specific albums (top 10) within a specific time frame.
- Average turnaround time for processing and closing comments (ranking of all albums) within a specific time frame.
- Number of comments accepted and rejected within a specific time frame.
- Number of visits, date of visits, and avg session length for Delivery Changelog.

We'll work with curriculum developers to measure our qualitative impact on their ability to respond to feedback:

- 30% reduction in amount of time spent managing/processing feedback.
- 30% improvement in how quickly they feel they can respond to feedback.
- 30% improvement in how accurate and up-to-date they feel their content is now.

## ONBOARDING & COMMUNICATION PLAN

---

- Trainer Email Communication
- Curriculum Developer Email Communication
- In-App Banner Message
- Enhancement Blog Post
- Curriculum Developer Webinar Presentation
- Update Getting Started Album
- Update Facilitator Album