9 Tools for Collecting Feedback

Choosing the right tools is essential to getting the best feedback from your audience.

Social Map

Collects place-based data by asking participants to add their comments and images to an interactive map that can be viewed by other participants. Great for asking questions to do with 'where'.

Visioner

Collects text-based ideas, issues or thoughts of 140 characters or less and displays them publicly as 'virtual post-its' or 'polaroids'. Voting can be enabled to allow people to interact with each others contributions.

Fund It

Collects priorities by giving people a nominated budget of 'dollars' or 'points, and presenting them a menu of options that can be bought by the participant. Participants can only buy what they have budget for, meaning they need to make trade-offs between each item.

Form

Builds dynamic web forms and interactive surveys to collect a range of quantitative and qualitative data from users. Real-time reporting of the results is provided.

Gather

Collects stories and ideas as image, text and even videos, which are displayed in a visual 'wall' of posts. Users can explore other ideas, vote and even comment to deliberate on what has been contributed. 'Feature flags' can be used to highlight exemplar content or even run competitions.

Q&A

Allows people to ask questions in a public way, and direct them to a panel of 'listeners' who can then respond to the questions. Voting can optionally be enabled to determine the most popular questions, and get feedback on a listener's answers.
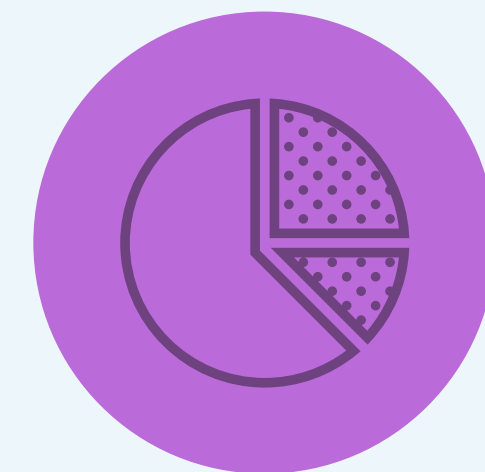
Conversation

Allows online dialogue between people, mimicking a real life conversation. Conversations can be 'flat' to allow simple commenting, or 'threaded' to allow people to respond to each other. Voting can also be enabled to allow people to feedback on other users comments.

Forum

Similar to the Conversation tool, the Forum allows online dialogue between participants, but is used when there are multiple discussion topics or themes taking place at once. It helps you organise multiple conversations on a single project or page.

Quick Poll

Lets you gauge the opinions or sentiment of your audience through a single multiple choice question. It is great for taking a 'temperature check' of your participants, but should not be used to make important decisions. Results can optionally be displayed after voting.