December 17, 2020

1x Survey and Feedback Strategy for 2021

StateFarm®

1X Design Team: Survey, Interview, and Feedback Strategy 2021

Product Vision:

Each year, 1x Design Team measures user satisfaction metrics for our Frontify site by reaching out to our user base (XD, DE, etc) for their guidance and input. This year, we'll begin measuring multiple sites within the 1x DMS family including CX1, 1X Online, 1X Email, and 1X Content.

Target Customer:

XD, DE, ET, Org

Opportunity Backlog:

Product Strategy:

1. **Surveys** – Yearly surveys targeting unique audiences for each 1x site (CX1, 1X Online, 1X Email, 1X Content). Produced using User Zoom, surveys are spread across the year to prevent bottlenecks in production, dissemination, and collected research data.
2. **Interviews** – We conduct yearly interviews 3 months from each survey timeline in order to directly gauge audience empathy and satisfaction ratings based on survey findings.
3. **Feedback Forms** – In 2021 we are investigating the use of on-site feedback mechanisms to gain content-specific data on audience satisfaction, input and value.
4. **Analytics** - In 2021 we will begin measuring the OKR success of our sites against ClikSense and Survey data.

Product Roadmap:

Q1
* 1x Online Surveys
* Research spike – Feedback mechs for all sites
* 1x Content Survey planning

Q2
* 1X Content Surveys
* 1x Online Interviews
* Feedback implementation strategy
* Research spike – Analytics planning

Q3
* CX1 Surveys
* 1X Content Interviews
* Q3 Leadership Reporting

Q4
* CX1 Interviews
* 1X Email Surveys
* Q4 Leadership Reporting

Objectives & Key Results (OKRs):

* Trending CSAT and usage across and among 1x Frontify site family
* Measure and gauge customer (user) input and site improvements based on surveys, feedback, interviews as measured through above + analytics.

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	Q1	Q2	Q3	Q4

Q1
- 1xO Survey
- 1xContent Survey Planning
- 1x Family Feedback Planning

Q2
- 1xO Interviews
- 1XO Results Data
- 1xContent Survey
- CX One Survey Planning
- 1x Family Feedback implementation
- Q1-2 bi-annual Leadership CSAT & Analytics reporting

Q3
- 1xContent Interviews
- 1xContent Results Data
- CX One Survey
- 1x Email Survey Planning
- 1x Email Survey
- 1x Family Feedback Online/Maintenance
- Q1-2 bi-annual Leadership CSAT & Analytics reporting

Q4
- CX One Interviews
- CX One Results Data
- 1x Email Interviews

Dec '20 Leadership Rpting	Jan Leadership Rpting	Feb Leadership Rpting	Mar Leadership Rpting	Apr Leadership Rpting	May Leadership Rpting	Jun Leadership Rpting	Jul Leadership Rpting	Aug Leadership Rpting	Sept Leadership Rpting	Oct Leadership Rpting	Nov Leadership Rpting

Q1
- 1x Online Surveys
- 1x Content Survey planning
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- Research spike – Feedback mechs for all sites
- Dec '20 Monthly analytics reporting
- Monthly analytics reporting

Q2
- 1X Content Surveys
- CX1 Survey Planning
- 1x Online Interviews
- 1xO Survey/Interview Results
- Feedback implementation strategy
- Research spike – Analytics planning
- Monthly analytics reporting

Q3
- CX1 Surveys
- 1X Content Interviews
- 1X Content Surveys/Interviews Results
- Bi-annual Leadership CSAT & Analytics Rpting
- Monthly Feedback/Analytics reporting

Q4
- 1x Online Survey Planning 2022
- 1X Email Surveys
- CX1 Interviews
- CX1 Survey/Interview Results
- Q4 Leadership Reporting
- Monthly Feedback/Analytics reporting