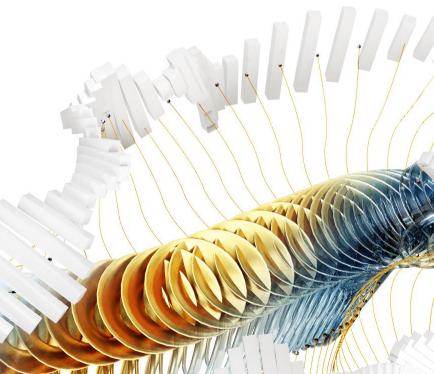


"Feedback.Autodesk.com": The best customer engagement tool we never knew we had?

Chris Mitchell – M.Eng, C.Eng, F.IMechE

Sr. Principal SW QA Engr. Customer Engagement Lead.







### About the speaker

#### Chris Mitchell – Feedback Community Manager & Sr Principal QA Engineer.

Chris is the Autodesk Feedback Community Manager & a Sr. Principal Inventor QA Engineer on the Inventor Customer Engagement team. His primary focus is to manage all aspects of pre-release validation (Alpha/Beta) for Inventor whilst also providing Feedback Community consulting services to all other Autodesk product teams. He and his team work closely with customers, partners, and development teams to ensure that the "Voice of the Customer" is continually heard, in order to improve product quality.

Chris has also had active roles as the manager of Inventor Experience Design/User Research & as a UX lead; he has worked at Autodesk for over 14 years. Prior to joining Autodesk, Chris was a consultant at SDRC/EDS/Unigraphics as a consultant for Mechanical CAD/PLM product implementation, & a Mechanical Design Engineer for British Steel specializing in the design & FEA analysis of hot-rolling process equipment.

He is a Chartered Engineer & a Fellow of the UK's Institute of Mechanical Engineers.



### Autodesk Products....lots!





Bohemian Rhapsody blu-ray extra 12 february 2019



Radio Ga Ga Live Aid 13 july 1985

# WHY FEEDBACK?





# **Customer Company**













We act as **one Autodesk** to get the best results for our customers, our business, and our employees.

- We reach across boundaries and engage with each other to achieve faster, better results together.
- Focus, priorities, and executional alignment unite us.
- Company success is more important than local success.

Our success is predicated upon our customers' success.

We are as committed to providing an exceptional customer experience as we are to delivering exceptional products.

Every one of us takes responsibility for understanding our customers, their needs, their expectations, and their experiences.

"So coming back from this short but **frustrating experience**, as a conclusion I have to **say again** what I have **already stated** before:

Please, Autodesk, before taking any efforts in this, please fix the stuff you already have.

Right now, there are loads of tools and stuff that **could be very helpful but are just crap**..."

# ...Instant Humility!



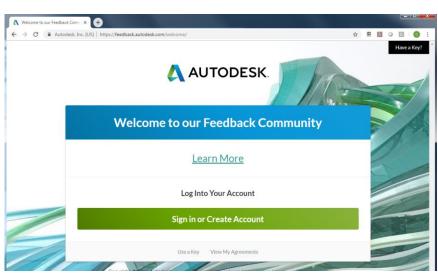


### Feedback.autodesk.com

- Aka "The Beta"
  - Direct conduit to the Autodesk product teams
- SaaS
  - Hosted:



centercode







Performance



Scalability



Large Files/CDN



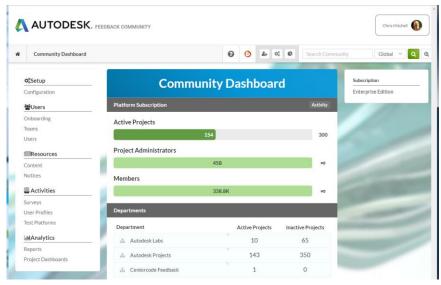
Global



### Feedback.autodesk.com

- Community ~339,000 profiled users
  - Autodesk customers, students, resellers, 3<sup>rd</sup> party dev & employees
  - All industry, roles, products, geo, interests
- All encompassing platform:
  - broad customer engagement, collaboration, research & "validation" activities
  - Entire product lifecycle
- Continual use since 2009
  - Alpha, Beta, Tech Preview, Customer Council, Labs, etc...
- GDPR compliant & funded for unlimited use



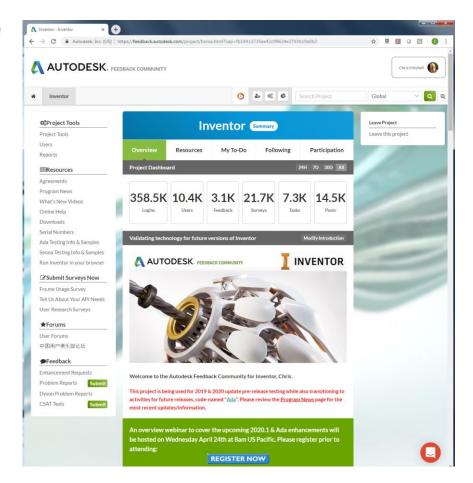




### Inventor CE tool of choice

"Single source of truth" – Data at the center

- Mature processes/consistent engagement
- On-going project use since 2013, (previously only annual Beta's).
- Central facilitation
  - All functions of the Inventor team expected to engage.
- Relational data is invaluable
- Acknowledged as Best in Class implementation
  - "Inventor CE is a well oiled machine!"





# EMBRACE



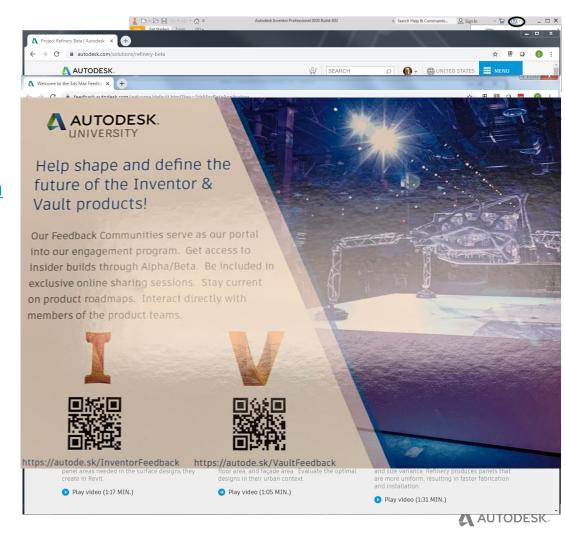
# Onboarding

All inclusive/open invite with profile based access

- "Open invite" link/code:
  - http://Autode.sk/InventorBeta

Integrated NDA/CRA process

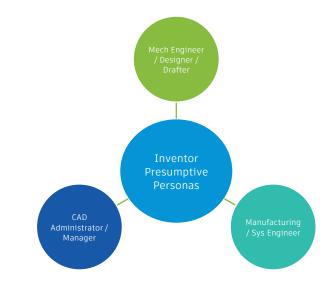
- Team/Role based access models
  - Content, releases, surveys, forums, reports, workflows



### All Personas



Mechanical Engineer CAD Administrator













**Veteran User** 

**New Users** 

**Partners** 

Students

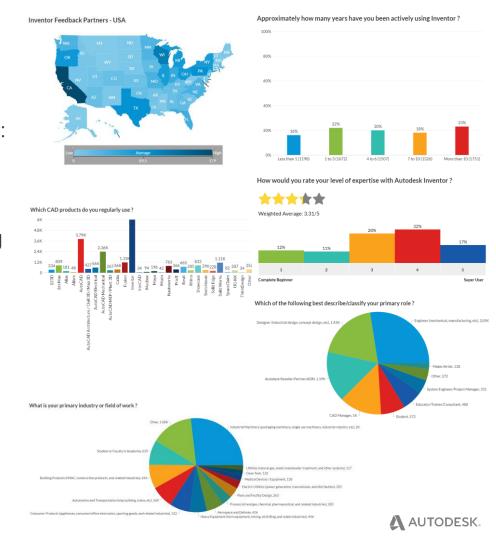
Lurkers



# Persona based profiles

#### **Efficient recruiting**

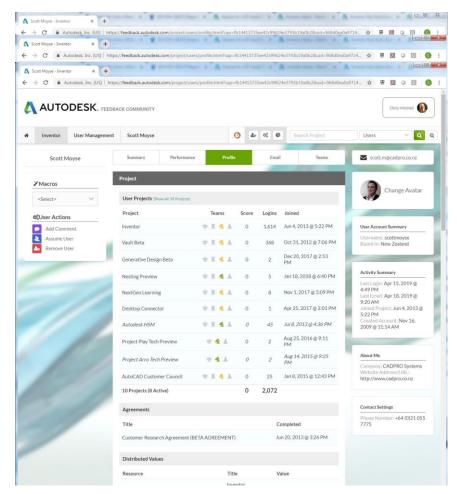
- "User research" persona survey (~8,600):
  - Enables filtering/reporting in conjunction with other community profile & surveys
  - Deep understanding before engaging
    - Better collaboration & trust
- All participation related to user profile:
  - Forum posts, surveys, bug reports, tasks, downloads, page views...
  - Constantly enriching the database
  - Easily accessible



## Persona based profiles

#### **Efficient recruiting**

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# NURTURE



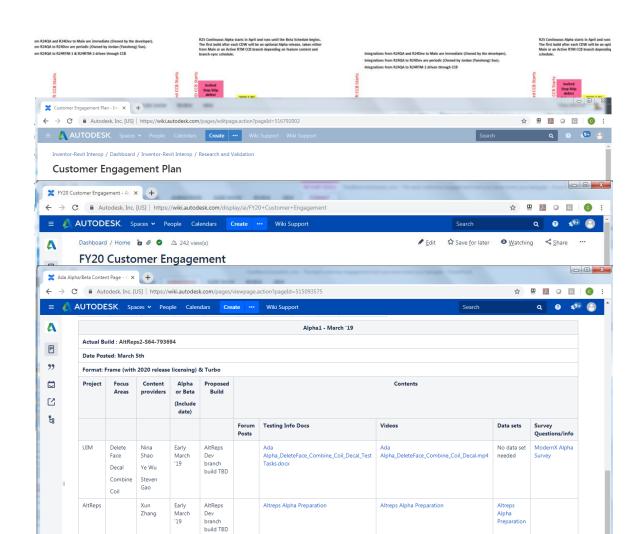
# Planning

#### **On-going process**

Branch Build Plan

- Engagement Plans
  - Scrum team
  - Entire team

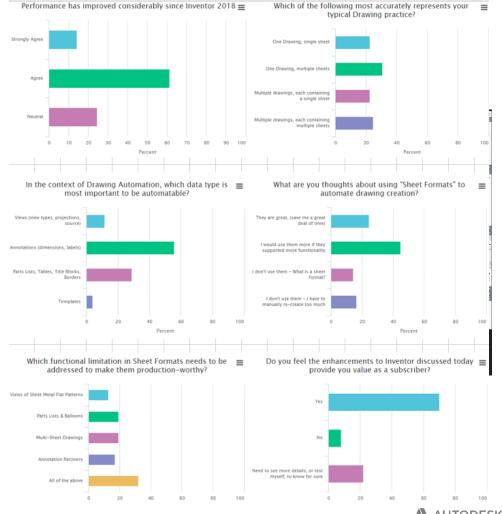
- Content/Artifact Plan
- "Get a year ahead"



### Webinars

#### ~Quarterly

- Present Roadmap & What's New
- Polls
  - Take the pulse during event
  - Design decisions
  - Subscription value of what's new
- Open Q&A
- Recordings & sanitized Q&A
  - Posted back to Feedback site



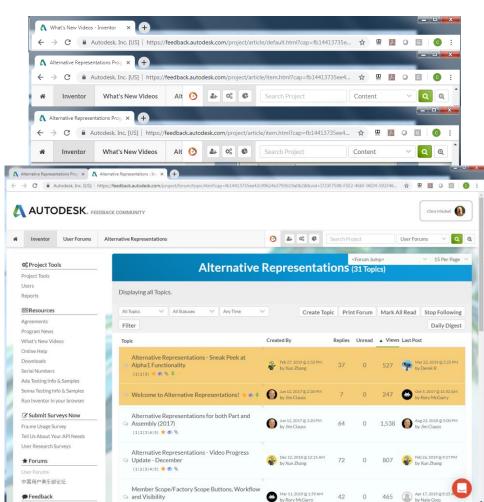


### Videos

#### ~Monthly

- What's New
- Referenced in surveys & forums
- Sprint Reviews meetings

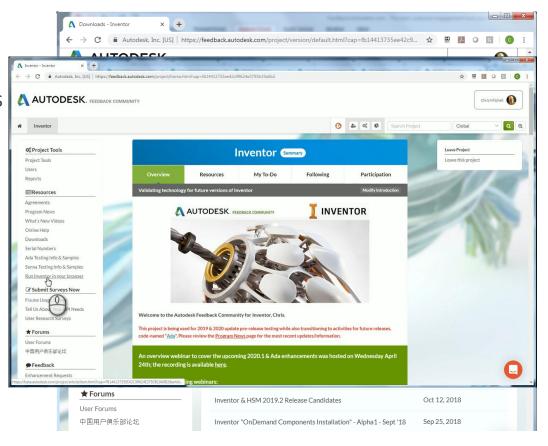




# Regular Releases

#### Enable easy/repeatable testing

- UI Prototypes embedded in surveys
- Monthly Alpha's
  - Turbo single 4gb .exe
  - Frame/Nutanix hosted
- Installable builds with LP's
  - Beta's
  - Release Candidates
  - 20xx.x & 20xx.x.x updates
  - Supported for production use
- Build support:
  - Integrated Beta Help & Akamai
  - Serial Numbers/Crashes/Data Analytics





# HUMILITY



#### Forums

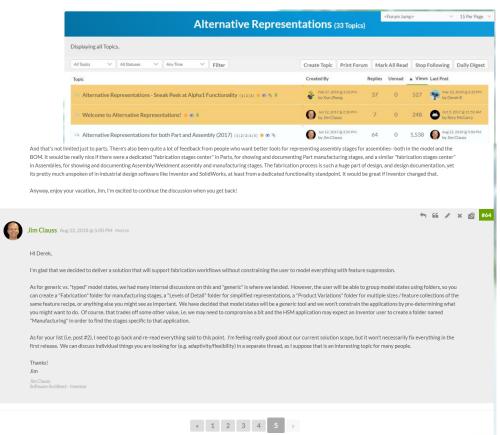
#### Candid/constructive discussions

- Functionality specific forums:
  - Invaluable
- Cross-referenced in videos/surveys
- Gain a deeper understanding:
  - who, what & why...
  - Forum posts related to user profile
- Localized for China



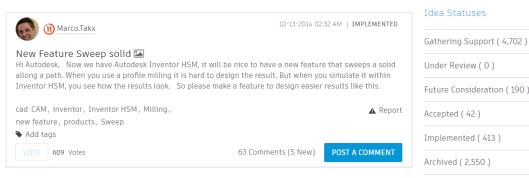


AUTODESK.

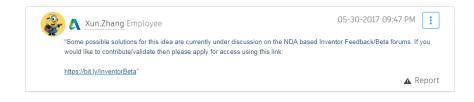


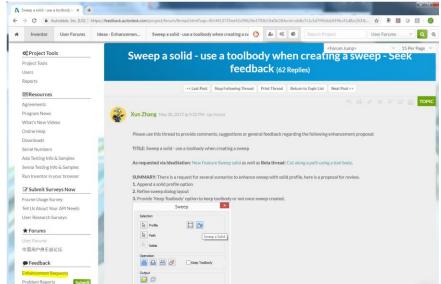
# Ideas/Enhancements

- Monitor & manage Inventor Ideas
  - Votes -> roadmap priorities



- Cross-reference Ideas <-> Feedback
  - Invite to join Feedback once underway
- Co-designed solutions
  - Surveys & forums
- Documented/credited in On-line Help & What's New





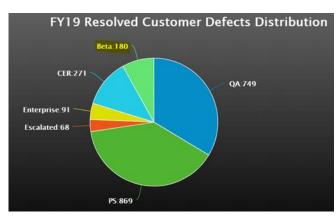


# UNDERSTAND

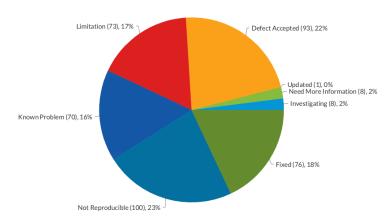


# Problem Reporting

- Configurable to support QA processes
  - Workflow/role/team based
- Jira integration
  - Status based
  - Closed loop for "Fixed"
- Priority for monthly CDW
- Voting
- Impact scoring

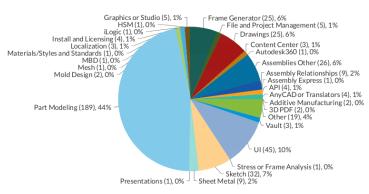


#### Status

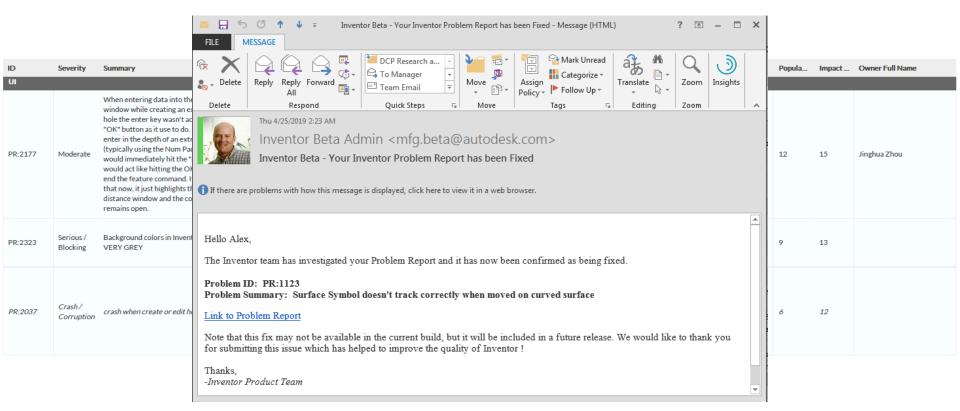


#### **Inventor Functional Area**

Please identify the functional area where the problem occurs



# Problem Reporting





# **Events**

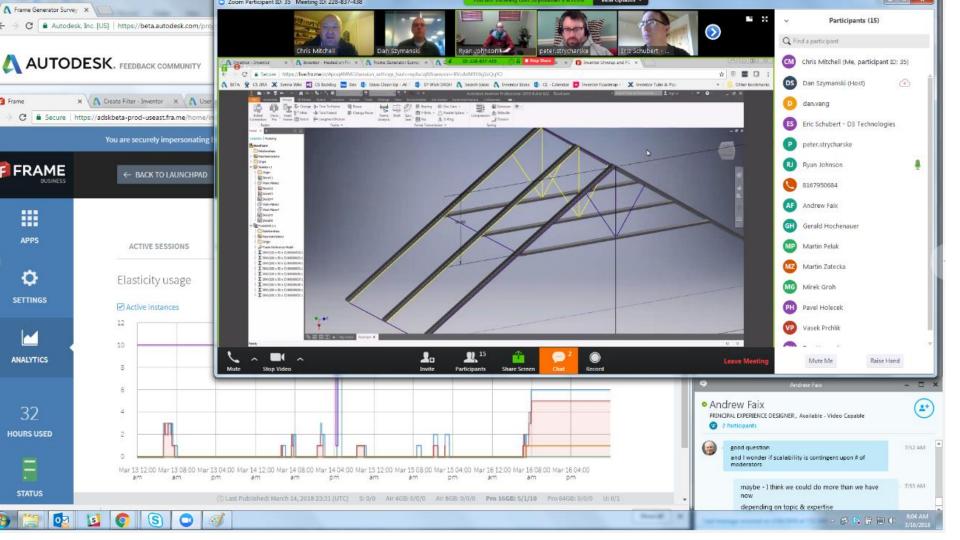




#### Problem Report List Refresh Now

Public	c Feedback	✓ Archived	Duplicates	<unsave< th=""><th>d Filter&gt; (14) 💙 📘</th><th>PR's - Internal</th><th>View</th><th>~</th><th></th><th>+</th><th></th><th></th><th></th><th></th><th></th><th></th><th>Refreshed On</th><th>Apr 29, 201</th><th>9 @ 2:13 PM</th></unsave<>	d Filter> (14) 💙 📘	PR's - Internal	View	~		+							Refreshed On	Apr 29, 201	9 @ 2:13 PM
	▲ ID	Summary	Inventor Functional Area	Inventor Version	Submitter Full Name	Severity	# of Reports	# of Predictive Matches		# of Occurren	Popularit ces Score		Impact Score	Status	Internal Tracking ID (Eg.TFS/JIRA)	Owner Full Name	Date Added	Event Location	Submitter Team(s)
	PR:2528	软件bug	Part Modeling	Inventor 2021	戴圣杰戴	Moderate	1	0	0	1	5	1.25	6	Defect Accepted	INVGEN-28198		Apr 19, 2019 @ 12:35 AM	Ada Ningbo	Customer Partners, China UG, ITF: Live '19
	PR:2527	上颜色太慢	Part Modeling	Inventor 2021	皇欧	Moderate	1	0	0	1	5	1.25	6	Need More Information		皇欧	Apr 19, 2019 @ 12:25 AM	Ada Ningbo	Customer Partners, China UG, ITF: Live '18, ITF: Live '19
	PR:2525	取消共享草图后草图不会被 隐藏掉	Part Modeling	Inventor 2021	子元朱	Moderate	1	0	0	1	5	1.25	7	Limitation			Apr 18, 2019 @ 11:01 PM	Ada Ningbo	Customer Partners, China UG, ITF: Live '19
	PR:2524	分割实体后,贴图消失After split body, decal will disappear	Part Modeling	Inventor 2021	恒达吕	Moderate	1	0	0	1	5	1.25	6	Limitation			Apr 18, 2019 @ 10:53 PM	Ada Ningbo	Customer Partners, China UG, ITF: Live '19
	PR:2521	镜像草图容易出错	Part Modeling	Inventor 2021	恒达吕	Moderate	1	0	0	1	5	1.25	6	Need More Information		恒达吕	Apr 18, 2019 @ 10:48 PM	Ada Ningbo	Customer Partners, China UG, ITF: Live '19
	PR:2519	加厚偏移的数据不能输入0 Cannot input 0 for Thicken/Offset	Part Modeling	Inventor 2021	子元朱	Moderate	1	1	0	2	9	1.25	11	Defect Accepted	INVGEN-28237		Apr 18, 2019 @ 10:30 PM	Ada Ningbo	Customer Partners, China UG, ITF: Live '19
	PR:2518	拉伸中介于两面之间的操作不够快捷	Part Modeling	Inventor 2021	子竣徐	Moderate	1	0	0	1	5	1.25	7	Need More Information		子竣徐	Apr 18, 2019 @ 10:24 PM	Ada Ningbo	Customer Partners, China UG, ITF: Live '19

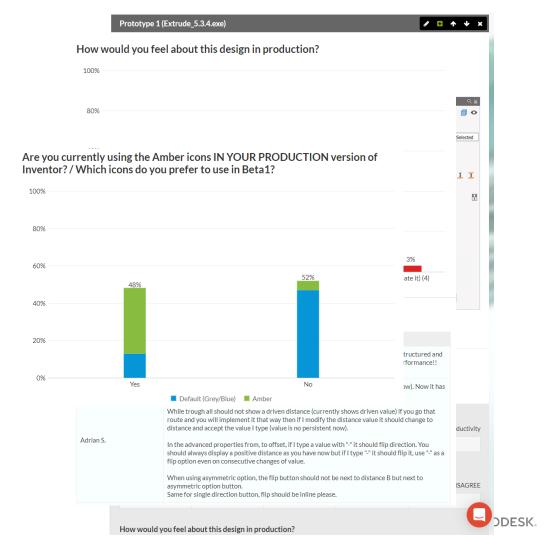




# Surveys

#### Quantitative & qualitative

- Functionality specific
  - Embed prototypes/videos
- Release wide metrics
- Cross-referenced in videos/forums
- Gain a deeper understanding:
  - who, what & why...
  - Surveys related to user profile

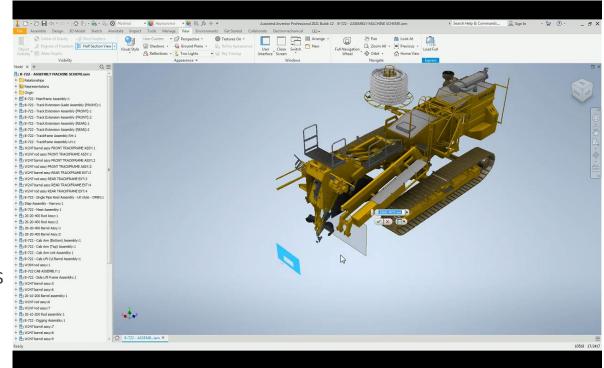


## In-product sentiment

- External Feedback source/API
  - Easily extensible
- In-product add-in
  - triggered on clean close
    - Configurable
    - JSON based

Supported for reports/metrics

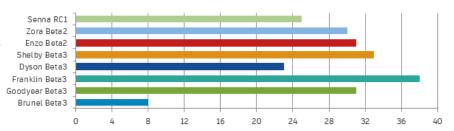




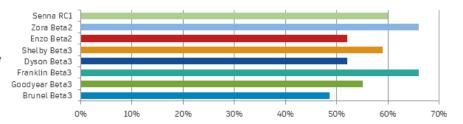


### Consistent KPI Trends

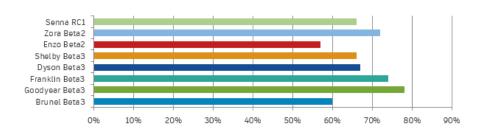
How likely is it that you would <u>Recommend</u> the new version of Inventor to a friend or colleague? (Net Promoter Score)



How does <u>Performance</u> compare with your current version? (Somewhat + Significantly Improved)



Based on the overall **Quality** of this Beta release, the software is acceptable for production use. (Agree + Strongly Agree)





Hi Chris,

Over the recent years, I kind of got the **sad** feeling that Autodesk was going to **phase out Inventor** and replace with Fusion, Plant3D, Revit, etc.

Since last year, Inventor seems to have been re-energized and I noticed more and more activities around the Inventor Feedback community, including this webinar event.

Thanks for your efforts in making this happen...

Sincerely, Don





External Feedback



Integrations



**User Scoring** 



Macro Webhooks



**Impact Scoring** 



Data Packages







Dynamic Reporting



Record Lookups

External Users

Macro Listeners





# PASSION: evoke, invoke, \$\xi\$ incite...



# ADVOCATE



# ACT



# TRUST

# "Recipe for Success"

# C3P0:

- Customers
- Process
- Platform
- Passion
- On-going



Developer

**Quality Engineer** 

All inclusive...



Bohemian Rhapsody blu-ray extra 12 february 2019



We Will Rock You Live Aid 13 july 1985





# re.imagine





# re.engage

AUTODESK. FEEDBACK COMMUNITY

Chris.Mitchell@autodesk.com







Make anything...