Get Feedback on Mobile App

What?
- Essential
  - find right time to ask for feedback
  - feedback function
    - integrated part of App
    - careful with pop-up strategies
    - don’t ask too often/insistently

How?
- Natively integrated feedback forms
  - social
    - news
    - dating
  - Instant messaging
  - Surveys
  - accomplishing an intended task within your app
  - somewhat loyal
  - App opened > 10 times/3 days

When?

2 goals
- getting insight on what can be improved
- boost app’s rating
  - provide feedbacks
  - be demanding
  - negative reviews

leads to
- perfect for app which contains feeds