

# Feedback Grid

Use this template when you want to capture user insights about your product or service.

1

Make sense of the feedback you receive from clients, users or other stakeholders.

## Feedback parking lot



Alexa works well  
because it's so humanized

Marketing

Technology behind it

Adotion -  
Mass scale,  
global

We don't understand  
alot of the data

lot needs data  
structures

Prioritising  
the right data

Worked well +

Needs to change

Unanswered questions ?

New ideas to try

Does the company really believe the devices offer value to the customer or is it just shoving offline data collection down consumers throats?

Maybe IoT are not personal devices but communal devices

e.g MP3 players

Maybe they are overkill

We should look at IOT as a way to optimize humanity/ the world instead of looking at it in a selfish way