

# Analise user feedback

**“Testing is key but you have to know-how” Ash Maurya, [Running Lean](#)**

Analysing user feedback can sometimes seem complex. Here are our 9 tips to make sure you get actionable learning quickly and without missing anything.

## Before reading the user feedback

- Empathy is the key to listening to your users and will allow you to put yourself more easily in their shoes.
- Keep the context in mind: users' level of knowledge, their devices, their profiles.
- Work from the general to the specific. Ideally, start by looking at the quantitative data before focusing on the details.

## While reading the user feedback

- Pay special attention to users who have a different opinion than yours to understand why.
- Identify the users who have had the most frustrating experience among testers in order to understand why and how to prevent this from happening again.
- Do not focus only on negative feedback, there are also learnings and ideas to use in positive feedback from your users.

## After reading the user feedback

- Develop your priorities according to what is most critical for users and the most interesting from the point of view of your business.
- Sort your priorities according to the time needed to implement the optimization and the value it will give to your product.
- Remember to share the learnings with as many people as possible in order to unite the teams around a common finding.