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by Seth Godin

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How to Get Feedback *by* Seth Godin

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So, I visit the site and discover not one or three or ten multiple-choice questions. Sixty-three.

What sort of person sits still for sixty-three multiple-choice questions?
How scientific is the feedback if it's only from the people who answer sixty-three questions?

What concrete action can Amazon take with all this finely tuned statistical nonsense?
Wouldn't it be a lot more useful to just say: "Tell us the three things you like most (or least) about our program and how you would improve it."

Then have a real, live, honest-to-goodness person read each answer and write back.
Invite one hundred people to do the survey. Then one hundred more. A hundred a week for a year. You'd learn a lot.
That's my two cents.

