

THE GAME FILM KIT



fullstory



What's Game Film?

Once or twice each month, pop a bag of popcorn and gather your web team 'round the big screen to watch a dozen FullStory sessions. In doing so, you'll force yourselves to experience your product exactly how your customers did. You'll cringe at the errors, yes. But you'll also celebrate the successes! (If not, at least you'll have popcorn to comfort you.)

Although Game Film isn't always pleasant, it is always illuminating. Bugs, usability hiccups, and slowness are all too apparent. But the next time a customer submits a support ticket, chances are good you'll already know about the problem. Even better, you'll have a fix in the works. We guarantee your newfound user empathy will drive your product development in an all-new, tangible way.

Choose a segment, activate auto-play with FullStory TV, then keep score with simple, fun metrics. If anybody on your team visibly winces while watching a user session, record it as 1 *wince*. And in moments of user/product harmony, be sure to note the *win*. Use the included scorecard to track (1) the total number of sessions you review, (2) The total number of involuntary wincings triggered amongst your team, and (3) the total number of wins. Finally, compute the averages: wincings/session and wins/session.

Using these metrics, create concrete goals of reducing wincings and increasing wins. It feels fantastic to reduce wincings per session from 2.0 to 0.8, and your users will thank you. Go ahead, make reasons for clapping and high-fives.

Grab a helmet. It's time to Game Film.

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TODAY'S DATE:

SCORE KEEPER: Stephanie

EXAMPLE SCORE CARD.

CUSTOMER	WINCES	WINS!
 Jonny Appleseed		I
 Lauren Anne	0	
 User 32459		0
 Charlie Wren		0
 User 12345		0
 Tiffany Horton	0	

TOTAL WINCES:

SCORE: || / 6

TOTAL WINS:

SCORE: 9 / 6

NOTES

- The new account wizard is working out great! Very few stumbles.

Get this number lower every week.
Fewer winces!

Get this number higher every week.
More wins!







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TODAY'S DATE:

SCORE KEEPER:

CUSTOMER	WINCES	WINS!
		
		
		
		
		
		

TOTAL WINCES:

SCORE: / 6

TOTAL WINS:

SCORE: / 6

NOTES



You're running low on score cards.

You must be doing something right. :)

Tweet us @fullstory and we'll send you another batch.