Stanford eCorner

Don't Fear Feedback

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Video URL: http://ecorner.stanford.edu/videos/3510/Dont-Fear-Feedback

HealthTap's Ron Gutman explains how rapid prototyping, quick product launches and user testing are key to product development. He also describes how complaints from his harshest critics provided him with the perfect feedback for iterating on and improving his service.

Transcript

But in order to make better product, you need to keep iterating on them all the time, start simple and then iterate and iterate, listen to users, listen to what they say, and just don't be afraid to launch products very quickly, not everything that we launched or I launched in my career worked, a lot of things didn't work. Don't be afraid, just go out. And the best way to testing is with people. Test small, don't test big, don't wait for a long times, wait for many, many months and years to build the perfect things. You are going to be too late because if it's an amazing thing, someone would have launched it before you, right? And if it's not so great, you just wasted a lot of time. Create a proof of concept, go simple, get it into the market and iterate very, very rapidly with users and it's okay. A lot of them will tell you that it's not working well. One thing that they really like at the beginning with the early adopting physicians and people are asking me all the time, why do physicians do that? Like how did they start the whole thing, right? I am sure that someone will ask it here. And the reason that physicians at the beginning got really engaged what we're doing is we got them really involved in the process of giving us feedback. And they felt that they actually have a huge impact on the product itself.

And the doctors that helped us most were the ones that were most vocal and trust me, you start getting these snarky emails about how useless what we are doing is and like this long four pages email that like the whole email is like this is terrible and this is wrong and it's like when I see this email, the first thing that I do is pick up the phone and talk with the person that make best friends with them. Why? Because he just spent three hours querying (32:58) my product. It doesn't matter how snarky the email is - they care about my product. They are the best thing that can ever happen to you. They love it enough to just, maybe they use a few curse words or whatever it is but it's okay, you can filter through that because they will give you feedback. And they were the best people for us - when we didn't have money to hire QA people, they were the best QA people and they got very excited because we listened to them. They participated. They felt it's their own. And now the doctor community owns what we are doing. They love it.

Doctors invite one another. The best way for us to bring more doctors on board is doctor inviting one another. Why? Because it's their own and we still do that.