用户反馈挖掘

沈羽
亿贝软件工程有限公司

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用户反馈,留言有很高的价值. 我们往往能发现

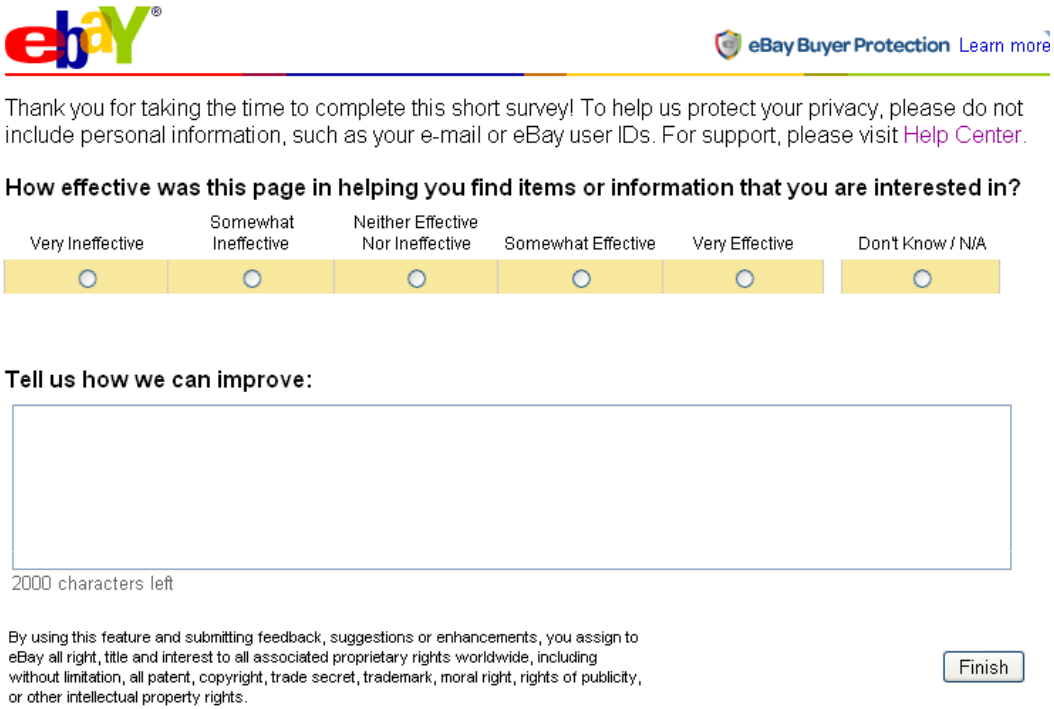
产品设计反馈

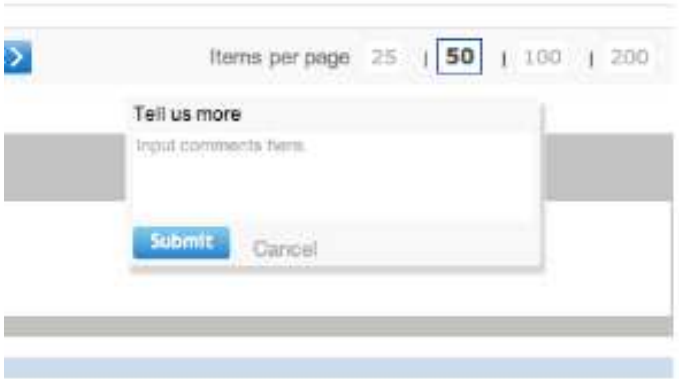
潜在用户需求

度量产品吸引力

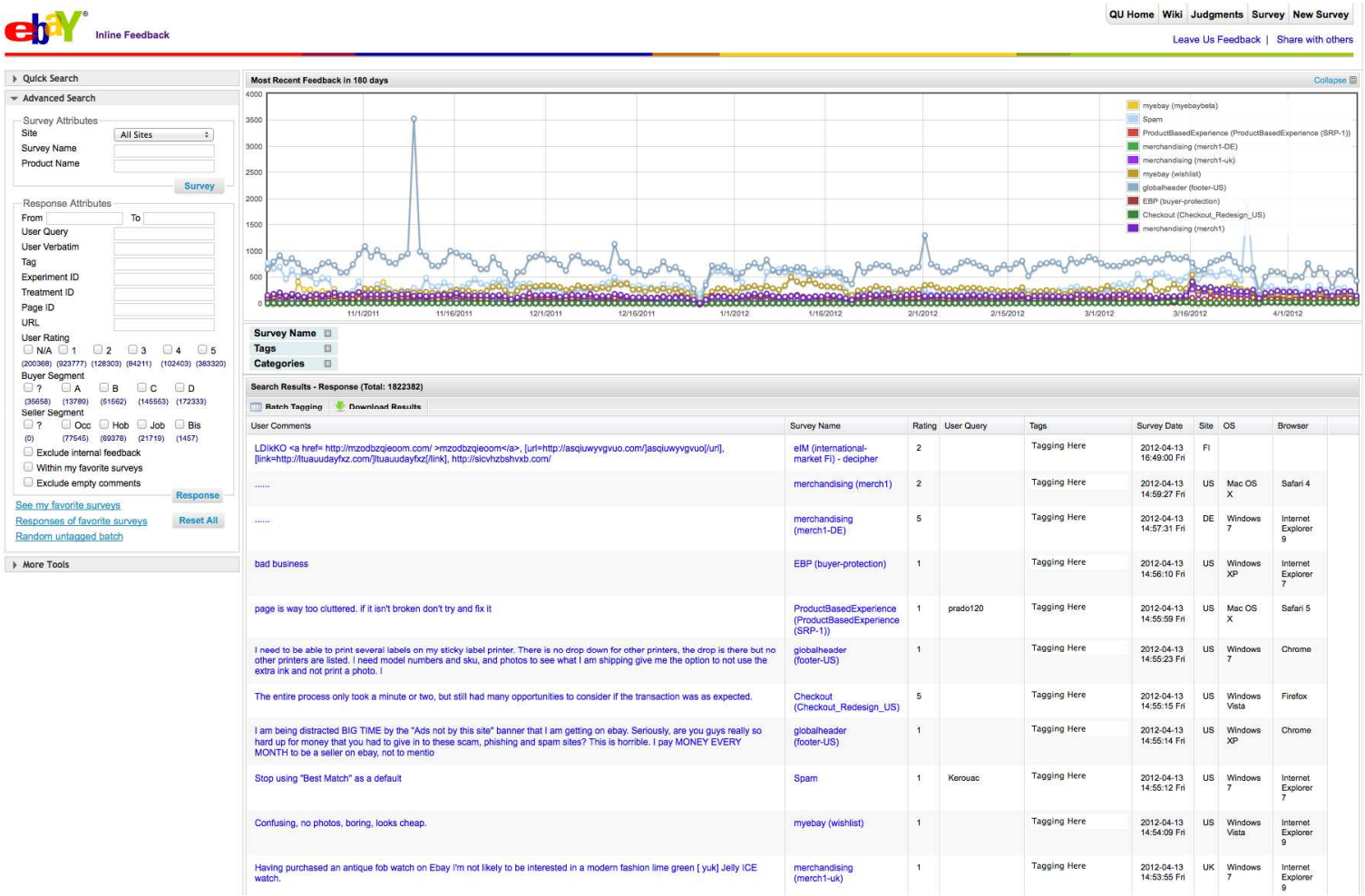
响应迅速

示例反馈收集页面

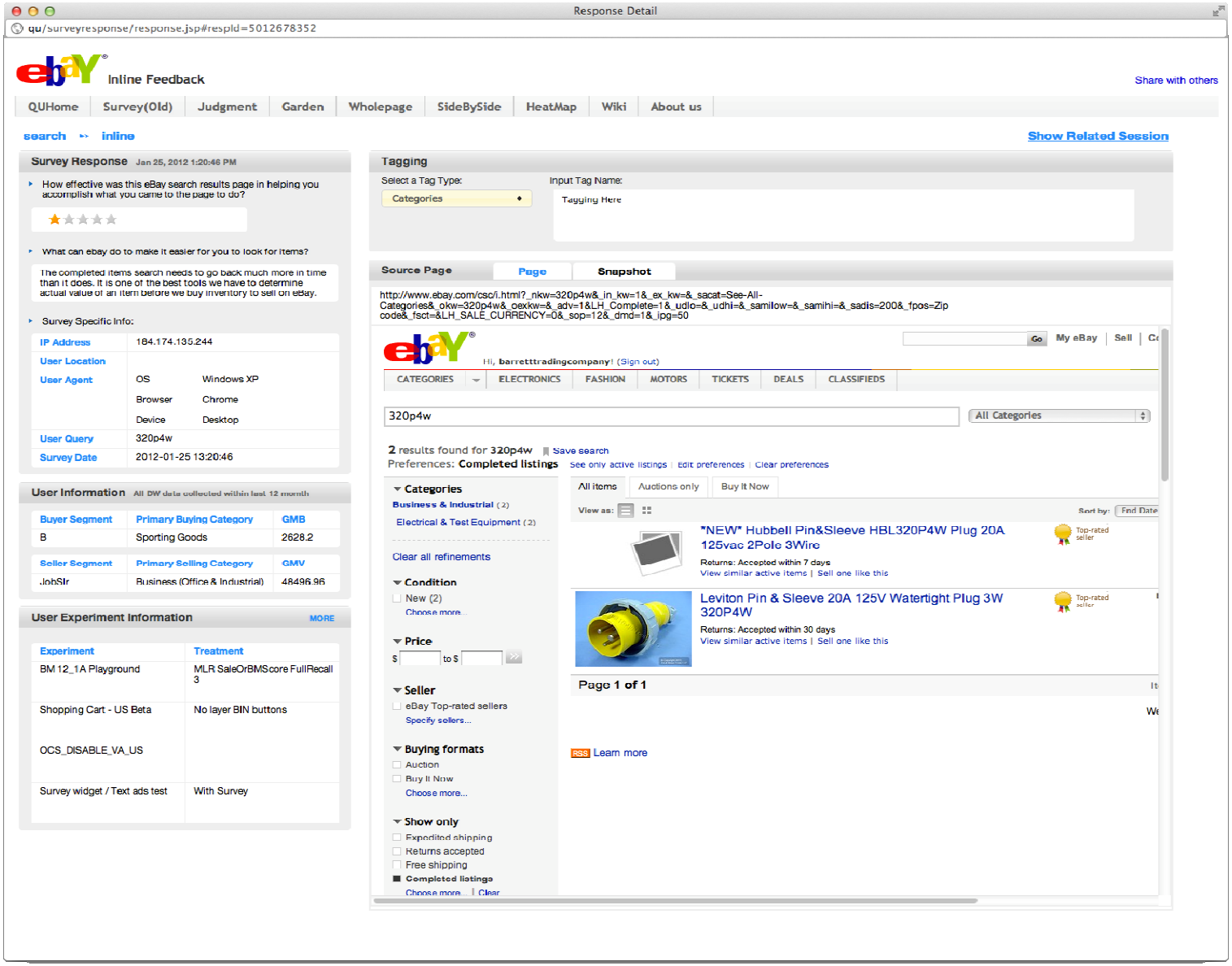

eBay Buyer Protection Learn more
Thank you for taking the time to complete this short survey! To help us protect your privacy, please do not include personal information, such as your e-mail or eBay user IDs. For support, please visit Help Center.
How effective was this page in helping you find items or information that you are interested in?
Very Ineffective
Somewhat Ineffective
Neither Effective Nor Ineffective
Somewhat Effective
Very Effective
Don't Know / N/A
Tell us how we can improve:
2000 characters left
By using this feature and submitting feedback, suggestions or enhancements, you assign to eBay all right, title and interest to all associated proprietary rights worldwide, including without limitation, all patent, copyright, trade secret, trademark, moral right, rights of publicity, or other intellectual property rights.
Finish


Items per page 25 | 50 | 100 | 200
Tell us more
Input comments here.
Submit
Cancel

用户意见中心


Inline Feedback
QU Home
Wiki
Judgments
Survey
New Survey
Leave Us Feedback | Share with others
Quick Search
Advanced Search
Survey Attributes
Site
All Sites
Survey Name
Product Name
Survey
Response Attributes
From
To
User Query
User Verbatim
Tag
Experiment ID
Treatment ID
Page ID
URL
User Rating
Buyer Segment
Seller Segment
Exclude internal feedback
Within my favorite surveys
Exclude empty comments
Response
See my favorite surveys
Responses of favorite surveys
Reset All
Random untagged batch
More Tools
Most Recent Feedback in 180 days
Collapse
myebay (myebaybeta)
Spam
ProductBasedExperience (ProductBasedExperience (SRP-1))
merchandising (merch1-DE)
merchandising (merch1-uk)
myebay (wishlist)
globalheader (footer-US)
EBP (buyer-protection)
Checkout (Checkout_Redesign_US)
merchandising (merch1)
Survey Name
Tags
Categories
Search Results - Response (Total: 1822382)
Batch Tagging
Download Results
User Comments
Survey Name
Rating
User Query
Tags
Survey Date
Site
OS
Browser
LDIkKO mzodbzqjeoom, [url=http://asqiuwyvgvuo.com/]asqiuwyvgvuo[/url], [link=http://ltuauudayfxz.com/]ltuauudayfxz[/link], http://sicvhzbshvxb.com/
eIM (international-market Fi) - decipher
Tagging Here
2012-04-13 16:49:00 Fri
FI
.....
merchandising (merch1)
2012-04-13 14:59:27 Fri
US
Mac OS X
Safari 4
.....
merchandising (merch1-DE)
2012-04-13 14:57:31 Fri
DE
Windows 7
Internet Explorer 9
bad business
EBP (buyer-protection)
2012-04-13 14:56:10 Fri
US
Windows XP
Internet Explorer 7
page is way too cluttered. if it isn't broken don't try and fix it
ProductBasedExperience (ProductBasedExperience (SRP-1))
prado120
2012-04-13 14:55:59 Fri
Mac OS X
Safari 5
I need to be able to print several labels on my sticky label printer. There is no drop down for other printers, the drop is there but no other printers are listed. I need model numbers and sku, and photos to see what I am shipping give me the option to not use the extra ink and not print a photo. I
globalheader (footer-US)
2012-04-13 14:55:23 Fri
Windows 7
Chrome
The entire process only took a minute or two, but still had many opportunities to consider if the transaction was as expected.
Checkout (Checkout_Redesign_US)
2012-04-13 14:55:15 Fri
Windows Vista
Firefox
I am being distracted BIG TIME by the "Ads not by this site" banner that I am getting on ebay. Seriously, are you guys really so hard up for money that you had to give in to these scam, phishing and spam sites? This is horrible. I pay MONEY EVERY MONTH to be a seller on ebay, not to mentio
globalheader (footer-US)
2012-04-13 14:55:14 Fri
Windows XP
Chrome
Stop using "Best Match" as a default
Spam
Kerouac
2012-04-13 14:55:12 Fri
Windows 7
Internet Explorer 7
Confusing, no photos, boring, looks cheap.
myebay (wishlist)
2012-04-13 14:54:09 Fri
Windows Vista
Internet Explorer 9
Having purchased an antique fob watch on Ebay I'm not likely to be interested in a modern fashion lime green [yuk] Jelly ICE watch.
merchandising (merch1-uk)
2012-04-13 14:53:55 Fri
UK
Windows 7
Internet Explorer 9

用户意见详细信息


Response Detail
qu/surveyresponse/response.jsp#respId=5012678352
Inline Feedback
Share with others
QUHome
Survey(Old)
Judgment
Garden
Wholepage
SideBySide
HeatMap
Wiki
About us
search
inline
Show Related Session
Survey Response Jan 25, 2012 1:20:46 PM
How effective was this eBay search results page in helping you accomplish what you came to the page to do?
What can ebay do to make it easier for you to look for items?
The completed items search needs to go back much more in time than it does. It is one of the best tools we have to determine actual value of an item before we buy inventory to sell on eBay.
Survey Specific Info:
IP Address 184.174.135.244
User Location
User Agent OS Windows XP
Browser Chrome
Device Desktop
User Query 320p4w
Survey Date 2012-01-25 13:20:46
User Information All DW data collected within last 12 month
Buyer Segment Primary Buying Category GMB
B Sporting Goods 2628.2
Seller Segment Primary Selling Category GMV
JobSlr Business (Office & Industrial) 48496.96
User Experiment Information MORE
Experiment Treatment
BM 12_1A Playground MLR SaleOrBMScore FullRecall 3
Shopping Cart - US Beta No layer BIN buttons
OCS_DISABLE_VA_US
Survey widget / Text ads test With Survey
Tagging
Select a Tag Type:
Categories
Input Tag Name:
Tagging Here
Source Page
Page
Snapshot
http://www.ebay.com/csc/i.html?_nkw=320p4w&_in_kw=1&_ex_kw=&_sacat=See-All-Categories&_okw=320p4w&_oexkw=&_adv=1&LH_Complete=1&_udlo=&_udhi=&_samilow=&_samihi=&_sadis=200&_fpos=Zip code&_fsct=&LH_SALE_CURRENCY=0&_sop=12&_dmd=1&_ipg=50
Hi, barretttradingcompany! (Sign out)
My eBay
Sell
CATEGORIES
ELECTRONICS
FASHION
MOTORS
TICKETS
DEALS
CLASSIFIEDS
320p4w
All Categories
2 results found for 320p4w
Save search
Preferences: Completed listings
See only active listings | Edit preferences | Clear preferences
Categories
Business & Industrial (2)
Electrical & Test Equipment (2)
Clear all refinements
Condition
New (2)
Price
Seller
eBay Top-rated sellers
Specify sellers...
Buying formats
Auction
Buy It Now
Choose more...
Show only
Expedited shipping
Returns accepted
Free shipping
Completed listings
All items
Auctions only
Buy It Now
NEW Hubbell Pin&Sleeve HBL320P4W Plug 20A 125vac 2Pole 3Wire
Returns: Accepted within 7 days
View similar active items | Sell one like this
Leviton Pin & Sleeve 20A 125V Watertight Plug 3W 320P4W
Returns: Accepted within 30 days
View similar active items | Sell one like this
Page 1 of 1
Learn more

通过挖掘用户反馈得到的产品改进意见

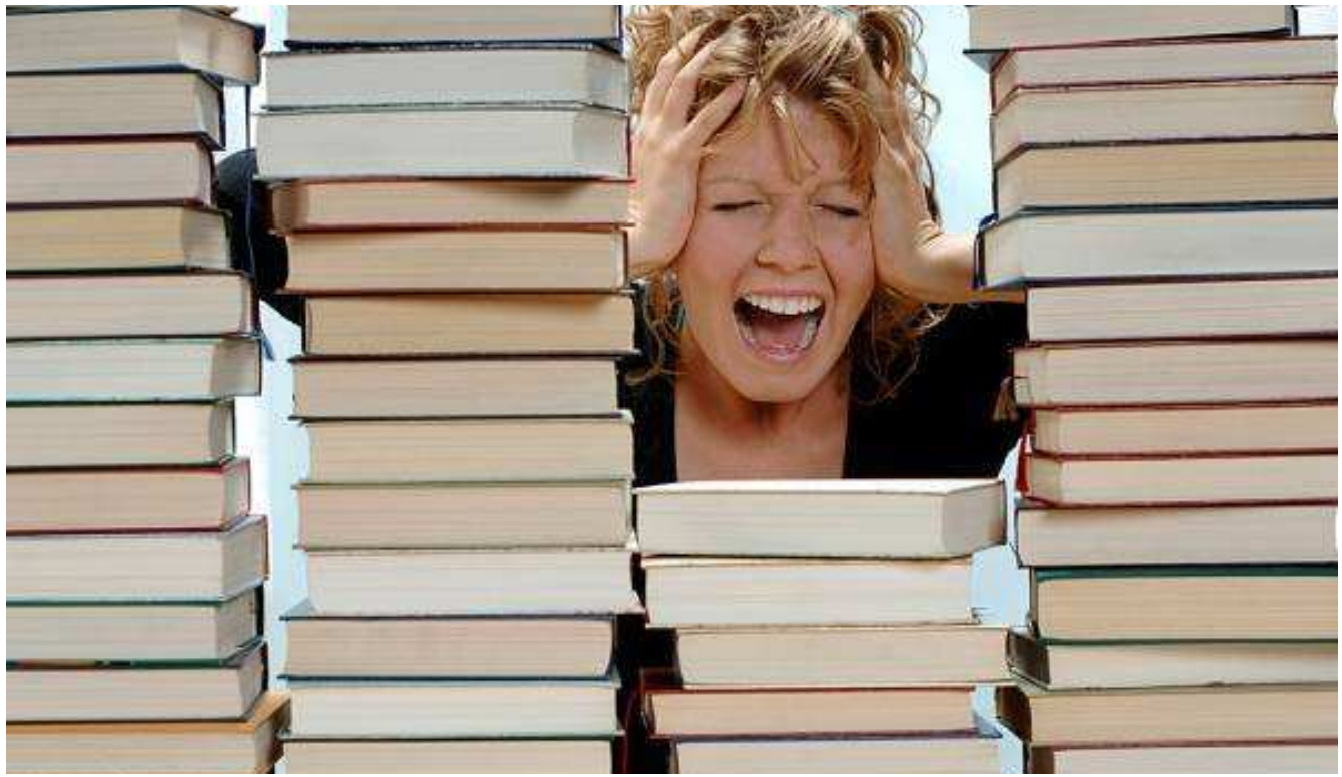
	时尚频道 – 用户希望增加某些搜索过滤选项	产品部门重新设计和发布此项功能
	购物车支付过程复杂	用户反馈帮助产品部门重新设计了流程
	调整了物品页面图片大小	用户反馈用于验证此改进是否受用户欢迎
	重新设计的汽车频道易用性有问题	通过用户反馈分析,找到原因

摘取部分用户反馈

Be more item specific on searches, was looking for a specific **truck bed** and had to surf over 50 pages due to **unnecessary accessories** that I did not want to start with.
i was disappointed that every time i put in a search for a aroma **rice cooker** glass cover or lid i got listings for the entire cooker instead of the **replacement lid.** i searched for several hours. (to no avail)
would be nice to be able to search just completed listings that sold so we could skip all the overpriced crap that expires unsold over and over again
i am looking for **a doll** artist named martha thompson. i am looking in dolls. so why does it keep showing me **sheets**? i martha stewar6t sheets? if i wanted bed linens i wouldn't be looking in dolls!

产品部门面临的挑战

- 为数众多的用户反馈信息,以百万为单位记的增长,工作量大
- 如何抽取真正有价值的信息



分类结果

Product:SFE
(2012-07-30 - 2012-08-06)
Features Relevance Usability Survey Dash Board
Feature Request
Thne wasted space taken up by the huge pictures obfuscates the title and subtitle of the auction, very much making my eyes angry. Please, for the love of all things holy, make this stop before I mail you people a bag of dog mess.
2012-08-05 23:38 1 day ago
I like how the completed listings and sold listings are separate now. However, I liked it much more when it showed the average price an item sells for. Example: Playstation 3 games. You could look up a title.. check an auction.. it would say sell similar item then under that the average it sells for. Since the new search page has come I no longer see this and I've checked multiple game listings.. would definitely be nice to have this feature back! Also when searching game listings... I have to click the *see all* just so I can choose playstation 3... why on the left does it show ps1 and ps2 but not 3 unless I put see all? Playstation 3 is much hotter then the ps1 and ps2 titles... I would think that would be in the quick search feather over those titles... Just my thoughts! I'd love it more tho if the average selling price was put back on!
2012-08-05 23:15 1 day ago

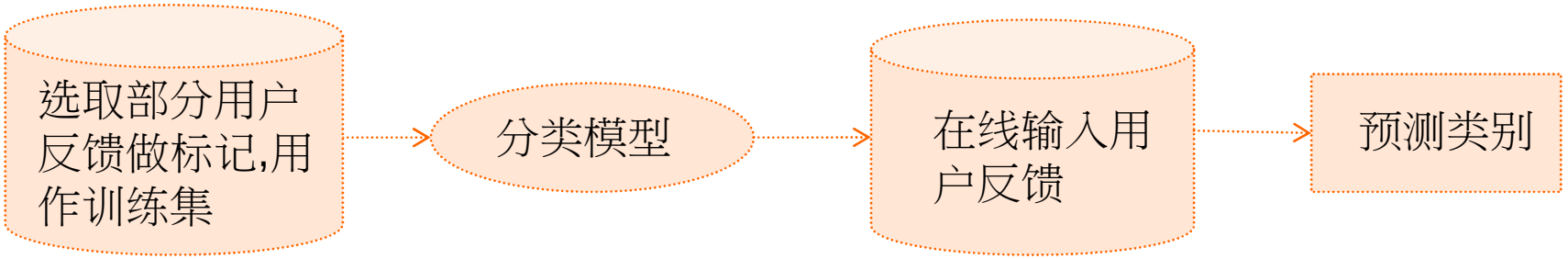
文本分类问题 – 流程

ebay

按照预定的话题分类

- 通过和各个产品部门沟通,预先设定了感兴趣的话题
- 初步阅读随机抽取的部分用户反馈,对预定话题做调整
- 目标是
  - 将所有的用户反馈内容分成数类,包括
    - 用户的功能要求
    - 搜索排序问题
    - 产品易用性
    - …

多重标签分类 – 第一阶段



I hate when you change the format-makes shopping too confusing and I tend not to visit eBay as much. Please either give the option of using the new or old.

- 多重标记: “可用性”, “功能需求”
- 对每个类别做二元分类

id	verbatim	spam	feature	relevance	usability	m2m	bug	policy	transaction	cs	item	emotion
1314504	have you got a current driving licence? <a href=	1	0	0	0	0	0	0	0	0	0	0
1314506	i'm on holiday <a href= http://ayliusopo.d	1	0	0	0	0	0	0	0	0	0	0
1314508	i'm a partner in <a href= http://www.bha	1	0	0	0	0	0	0	0	0	0	0
1314510	other amount <a href= http://yfuusyuj.de.tl &g	1	0	0	0	0	0	0	0	0	0	0
5018665436	i am not able to send a message to the seller. i kee	0	0	0	0	0	0	0	0	1	0	0
5018666047	at least we can email to listen what other people h	0	0	0	0	0	0	0	0	0	0	0
5018667160	i want to buy this item , what should i do?	0	0	0	0	1	0	0	0	0	0	0
5018666775	when delivering to a foreign country, in order to m	0	0	0	0	0	0	0	0	1	0	0

多标记分类模型

- 将标记数据表示为

$$(x_1, y_1) \dots (x_m, y_m)$$

x 为用户反馈文本的特征信息; y 是类别标记

初始标记数据 – 万条数量级

- 寻找预测函数 – 充分利用计算能力,选择random forest

$$f: x \rightarrow y$$

- 定义文本 x 的特征 *

理解反馈具体内容 – 文本特征生成

R 中文本的处理

$$f(\text{Hey once I figured it out, it's pretty cool....disregard my other crappy comment}) = y$$

$$f(\text{hey, once, ~~I~~, figured, ~~it~~, out, ~~it's~~, pretty, cool, disregard, ~~my~~, other, crappy, comment}) = y$$

单词分割, 处理大小写, 取出无意义单词, 词根

特征抽取

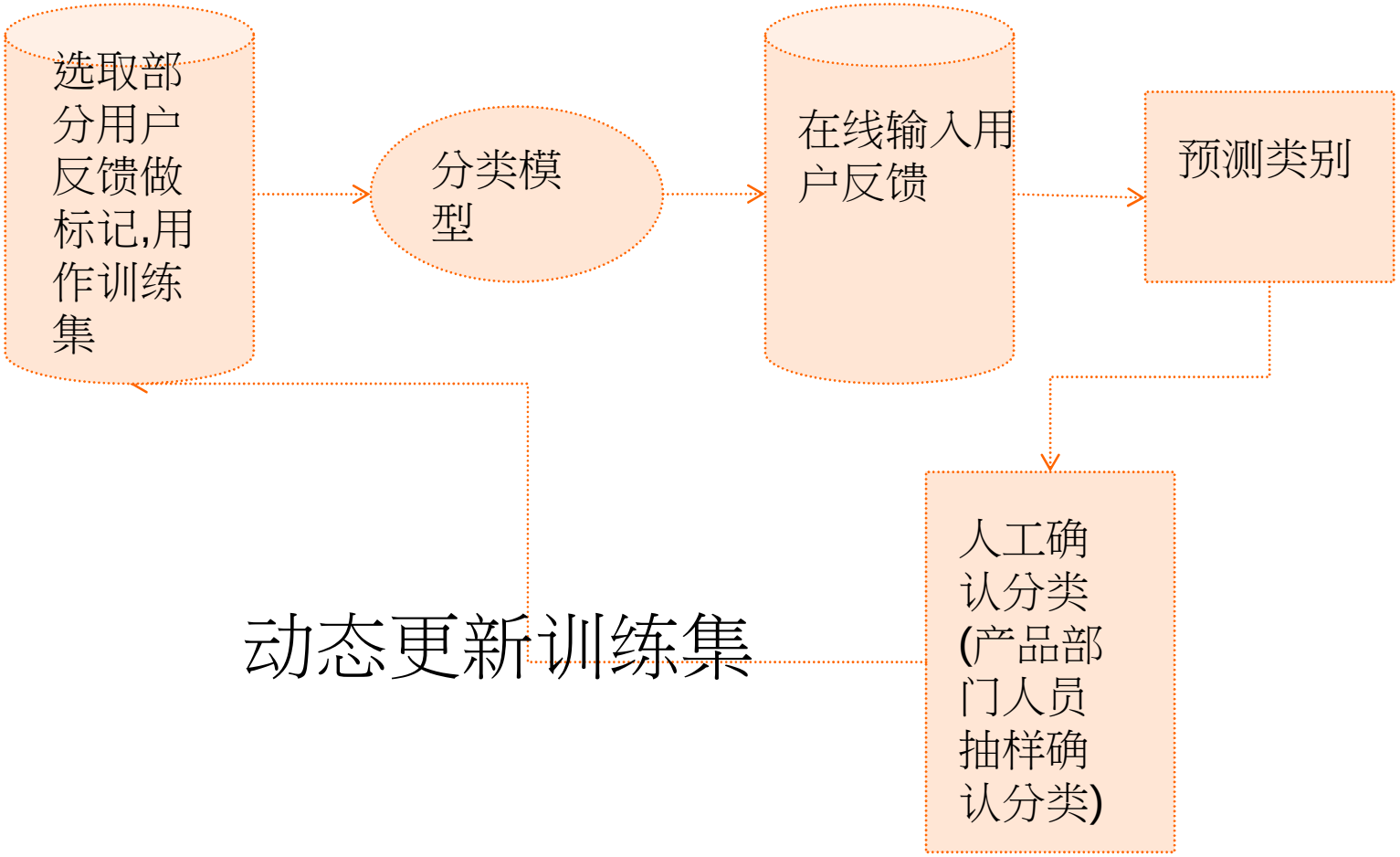
- 词频 – 寻找出现频率较高的词作为特征词
- 句长 – 长句子更有实际价值
- 强烈语气词 (连续标点, 大写), 能反映用户满意度
  - AWESOME!!!
- 垃圾信息检验 – 去除无效信息
  - Have you got a current driving licence? “http//xnnx.createblog.com”

在R中实现

- R 2.14
- Random forest
  - http://cran.r-project.org/web/packages/randomForest/index.html
  - rf.model <- randomForest(y=all.data.train[,c(classvar)], x=train.data[,setdiff(names(train.data), c(classvar))], ntree=40, data = train.data, do.trace=20)
- 结果
  - 比较容易的分类
    - 产品可用性: I can not find the auction only button.
    - 搜索相关性: You have no clue on what I'm looking for.
  - 较为难的分类
    - 产品缺陷:I am putting the correct VIN number to sell my jeep and over and over I am being told to use a correct VIN

持续更新训练集

递进训练模型 – 第二阶段- 提高精度,反映最新动向



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您也可以直接和和我取得联系 – yshen1@ebay.com