

Practice Abstract #27

Tools for collecting feedback in a project website/platform

Feedback collection tools are currently very important on the project website/platform as an effective way to obtain useful information on project activities, communicate with end-users, get their reactions to the information provided, improve the ongoing activities and etc. It makes no difference whether the feedback is positive or negative, both are very useful in highlighting the project's weaknesses and strengths. Nowadays, the most popular feedback collection methods are:

- Digital means: Google forms/forums; emails; social media (Facebook, Twitter, LinkedIn) statistic metrics – likes, engagement, shares rates; website statistic – visitor's traffic, click per link/post, google analytics; webinars; farmers; external survey.
- Direct contact: workshops/work sessions, meetings, dissemination events with farmers and stakeholders (oral comments, emails after events).

It is highly recommended to collect opinions/feedback at different stages of the project, which can help to improve the platform/website in time for the target audience. In general, feedback can be collected from different users: internal (project team members) and external (focus groups – stakeholders, farmers). Their experience is a relevant and important element of the project. So if there is a need to achieve project goals in a directionally and timely manner, the feedback tools are necessary. There are many solutions available for collecting feedback from end-users. Choose the most suitable for you!

