



Project Plan Presentation

"Ally Kudos"

The Capstone Experience

Team Ally

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*From Students...
...to Professionals*

Project Sponsor Overview

Committed beyond banking.

- Leading digital financial service company
- Ally Bank®: award-winning, offers home loans, a full suite of banking products including individual retirement accounts
- Ally Invest® offers investment-advisory services
- Robust corporate finance business offers capital for equity sponsors and middle-market companies
- Pride in organization culture and putting the customer first

ally do it right.



Project Functional Specifications

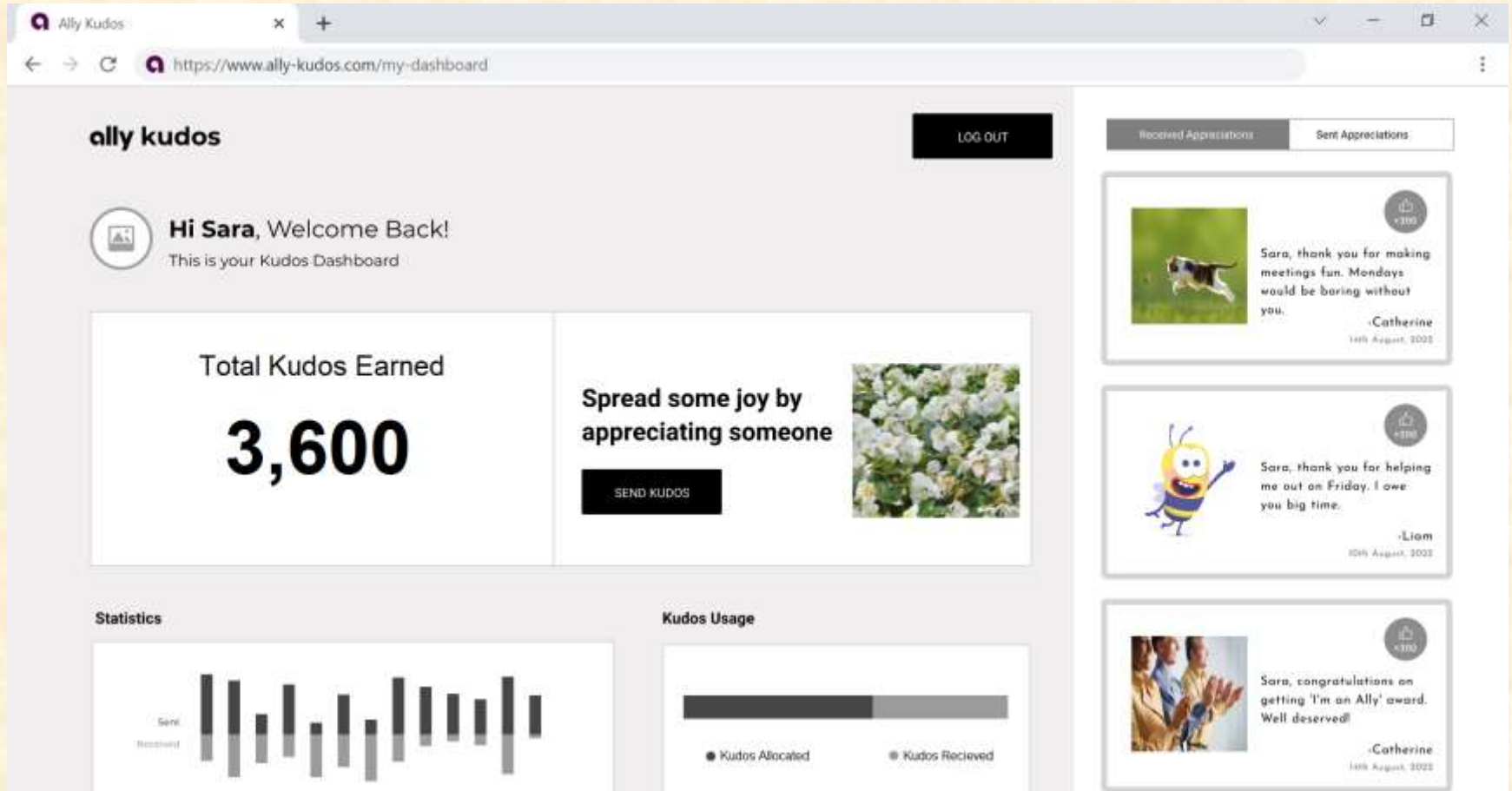
- Employee recognition
- How to create a bigger impact?
- 5 main goals:
 - Great employee experience
 - Creating lasting memories
 - Driving peer-to-peer recognition
 - Time recognition
 - Boundaryless recognition

Project Design Specifications

- Ally employee will log into the private web-app and access their dashboard
- User dashboard showcases "kudos", sent and received statistics, and "kudos" history
- Option to "Send Kudos" takes the user to a new page where the message and "kudos" will be drafted with machine learning guidance if desired, then sent
- Managers and admin have access to a statistics page that showcases user interaction and important "kudos" of the employees they oversee



Screen Mockup: Dashboard



Screen Mockup: Craft “Kudos” Message

The screen mockup displays a web browser window with the URL <https://www.ally-kudos.com/send-kudos>. The page features the "ally . kudos" logo at the top. The main content area is a white card with a light gray border, set against a background of stylized envelopes. The card contains the heading "Make Someone's day better" in bold black text. To the right of the heading is a gray box with the text "At a loss of words? Try our gratitude wizard." and a "Try now" button. Below the heading is a text input field labeled "Select the person". Below that is a larger text area labeled "Write your message down". At the bottom of the card are two buttons: a gray "Next" button and a black "Back to Home" button.

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Make Someone's day better

At a loss of words?
Try our gratitude wizard.
[Try now](#)

Select the person

Write your message down

[Next](#) [Back to Home](#)



Screen Mockup: “Gratitude Wizard”

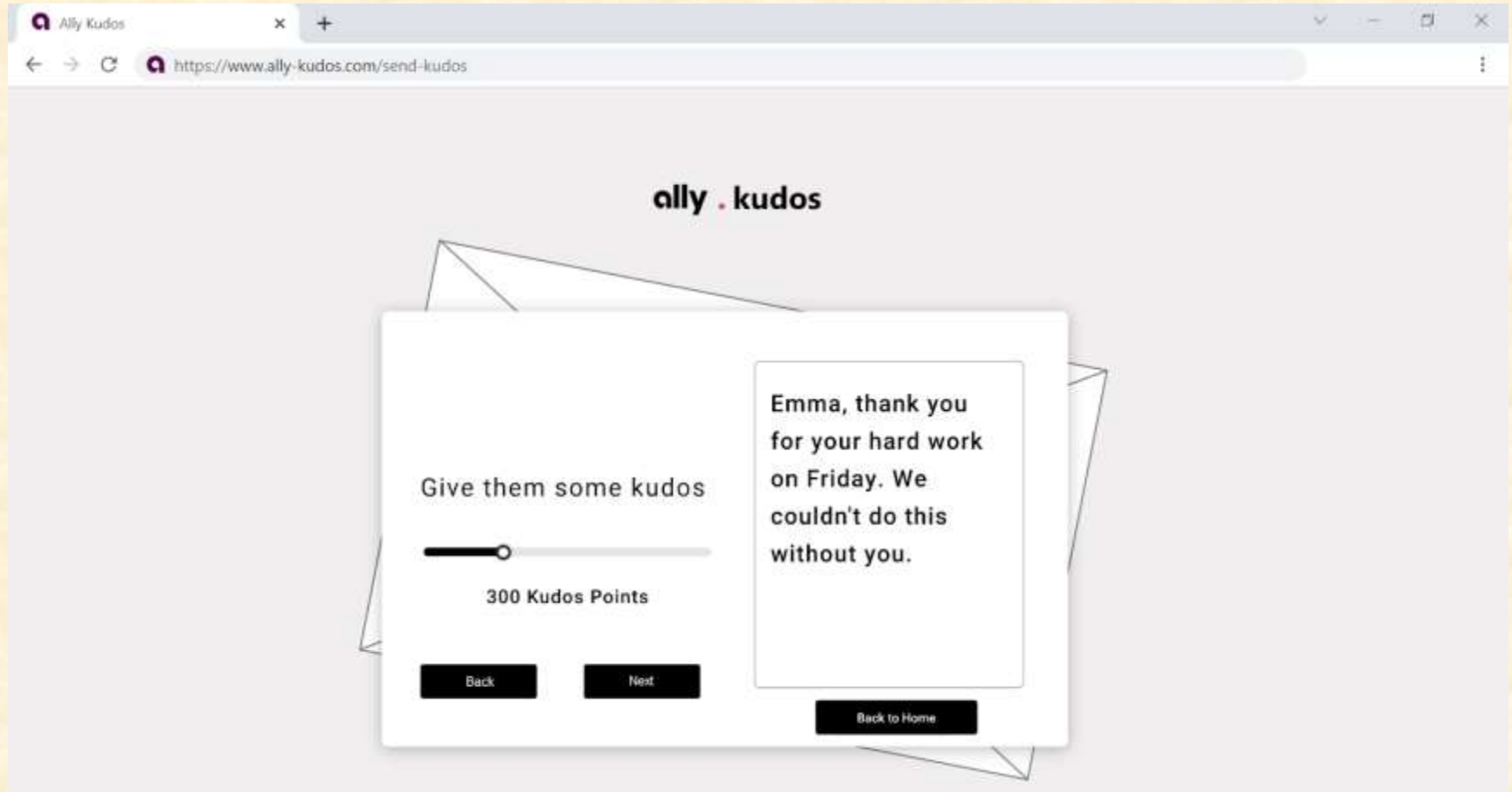
The screen mockup shows a web browser window with the URL <https://www.ally-kudos.com/send-kudos>. The page features the **ally . kudos** logo at the top. Below the logo is a form titled "Add something extra" designed to look like a stack of envelopes. The form includes several interactive elements:

- A dark button with the text "we couldn't do this without you." and a smiley face icon.
- Two light buttons: "You're inspiring" and "You're the best".
- A text input field with the placeholder "Write your own".
- Three buttons at the bottom: "Add More", "Back", and "Next".

To the right of the form, a preview box displays the message: "Emma, thank you for your hard work on Friday. We couldn't do this without you." Below this preview is a dark button labeled "Back to Home".



Screen Mockup: Assign “Kudos” Amount



The screen mockup displays a web browser window with the URL <https://www.ally-kudos.com/send-kudos>. The page features the **ally . kudos** logo at the top. The main content area is a white modal box with a light gray background. It contains a slider control for assigning kudos points, currently set at 300. To the right of the slider is a text box with a message. At the bottom of the modal are three buttons: **Back**, **Next**, and **Back to Home**.

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Give them some kudos

300 Kudos Points

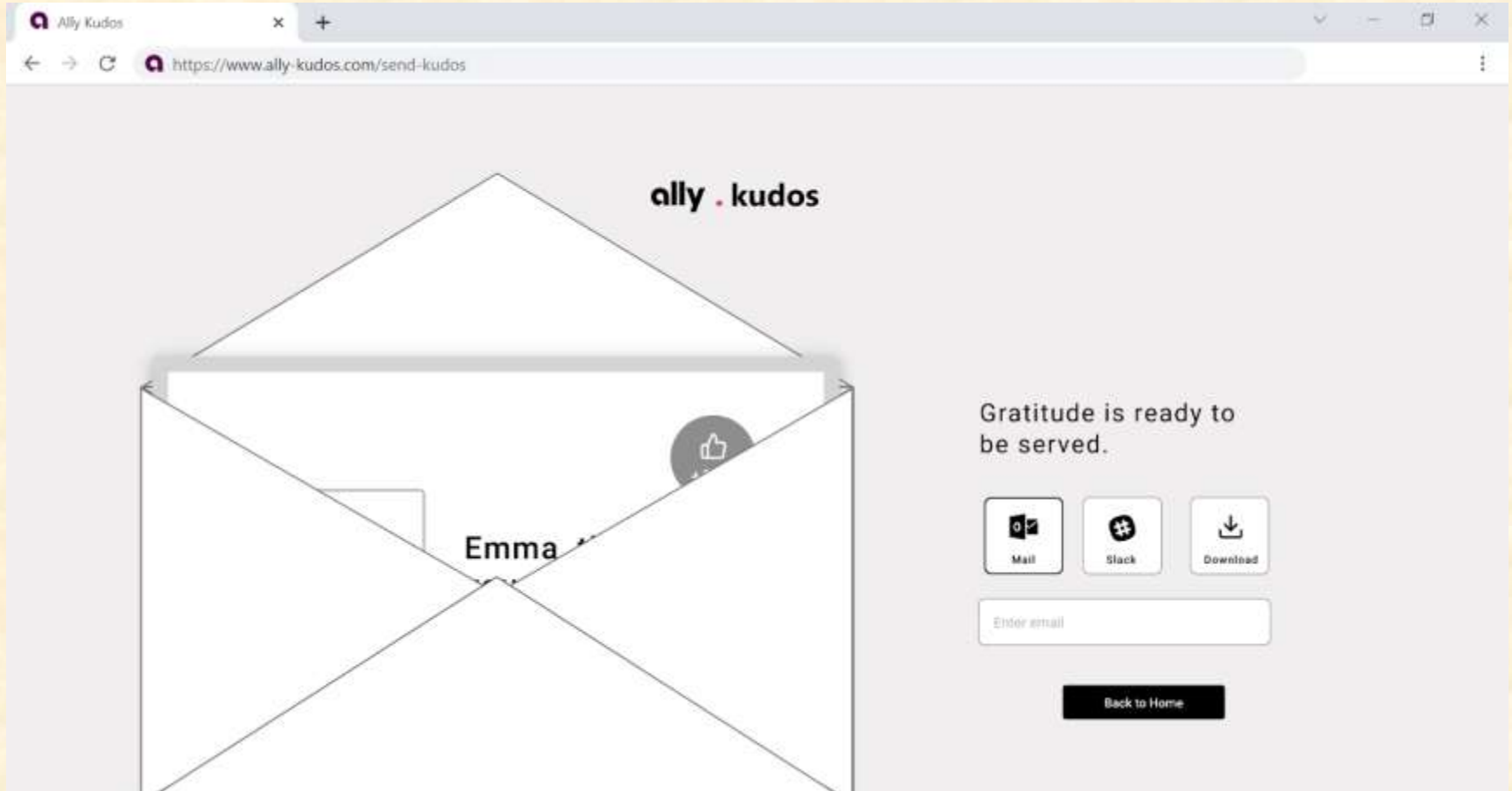
Back **Next**

Emma, thank you for your hard work on Friday. We couldn't do this without you.

Back to Home



Screen Mockup: Send “Kudos” Message

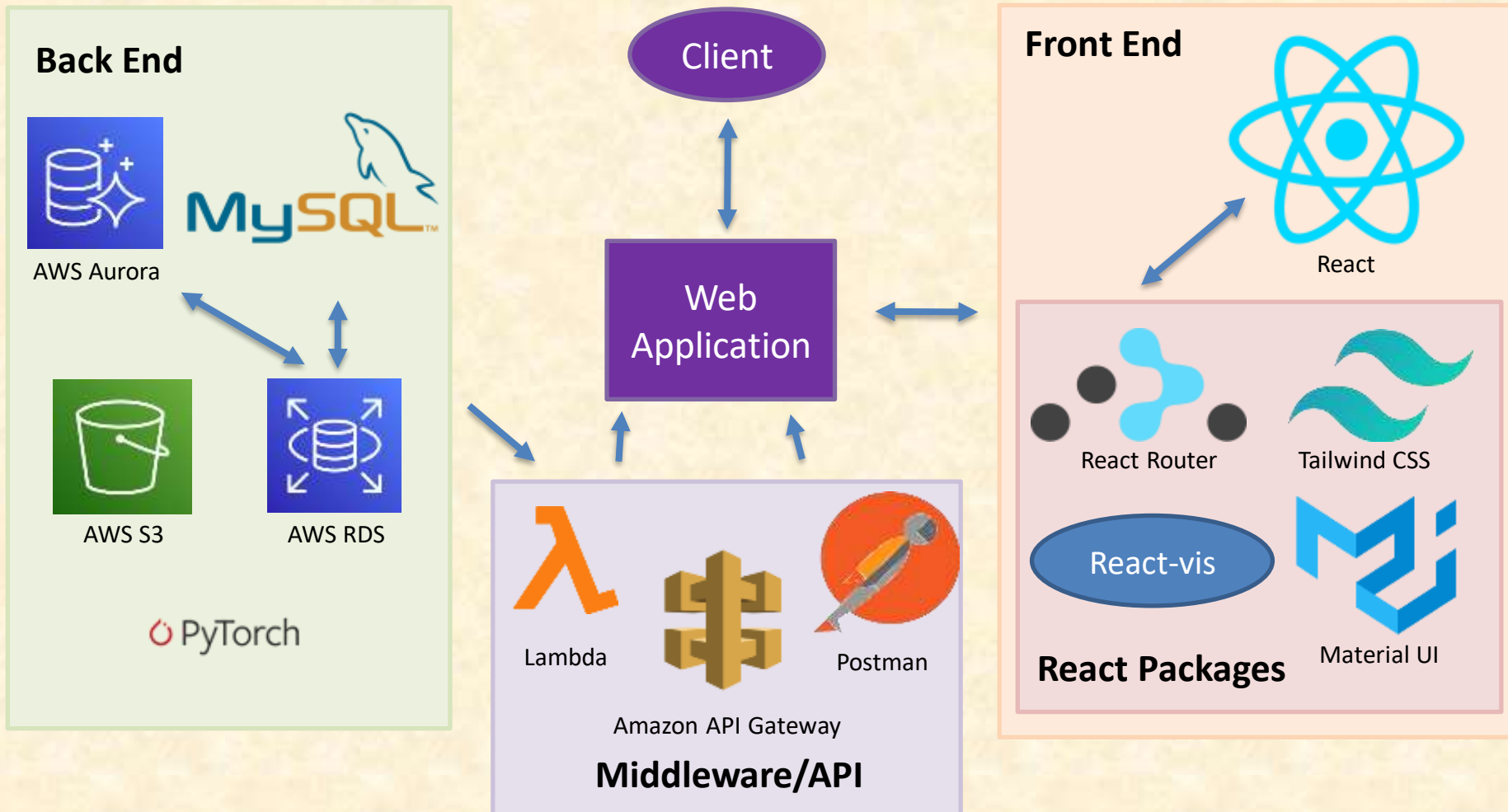


Project Technical Specifications

- Dashboard with statistics, message history sidebar, and redirect to page with envelope component for gratitude wizard and custom message drafts
- AWS Lambda responds to events, AWS API Gateway allows for real-time communication, Postman will help developers test
- Database built on AWS Aurora RDS and AWS S3 for structured and unstructured data (MySQL compatible), machine learning message suggestions with PyTorch



System Architecture



System Components

- Hardware Platforms
 - iMac, PC, and mobile devices for testing
- Software Platforms / Technologies
 - MySQL, PyTorch
 - Postman, AWS
 - Aurora, API Gateway, Lambda, RDS, S3
 - React, Tailwind CSS, Material UI, React Router, React-vis



Risks

- Risk 1: Machine Learning
 - Uncertain how to use machine learning to help user make messages and suggesting the number of "kudos" based on the message content
 - Research, ask for guidance from client and making tests/prototypes
- Risk 2: Real-time Notification Update
 - Unsure of the process, efficiency, or timing of when the update come up
 - Two members has experiences from class, will research and make prototypes
- Risk 3: Privacy vs Being Seen
 - Find the balance between employees feeling appreciated and still having privacy, not being directly open to be judged or compared
 - Option to share publicly when user sends/receives message, share survey with Ally
- Risk 4: Mitigation of Misuse
 - There is a possibility of the web-app being misused such as inappropriate language, complaints, and threats through "kudos" messages
 - Persuade or add friction to make misuse harder such as flag harsh words, have manager see kudos to adjust if needed



Questions?

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