

MICHIGAN STATE

U N I V E R S I T Y

Alpha Presentation

Customer App Review Dashboard

The Capstone Experience

Team Ford

Paul Friesen
Noah Keppers
Drew Morgan
Jordan Schroeder
Mingkai Yang

Department of Computer Science and Engineering
Michigan State University

Fall 2018



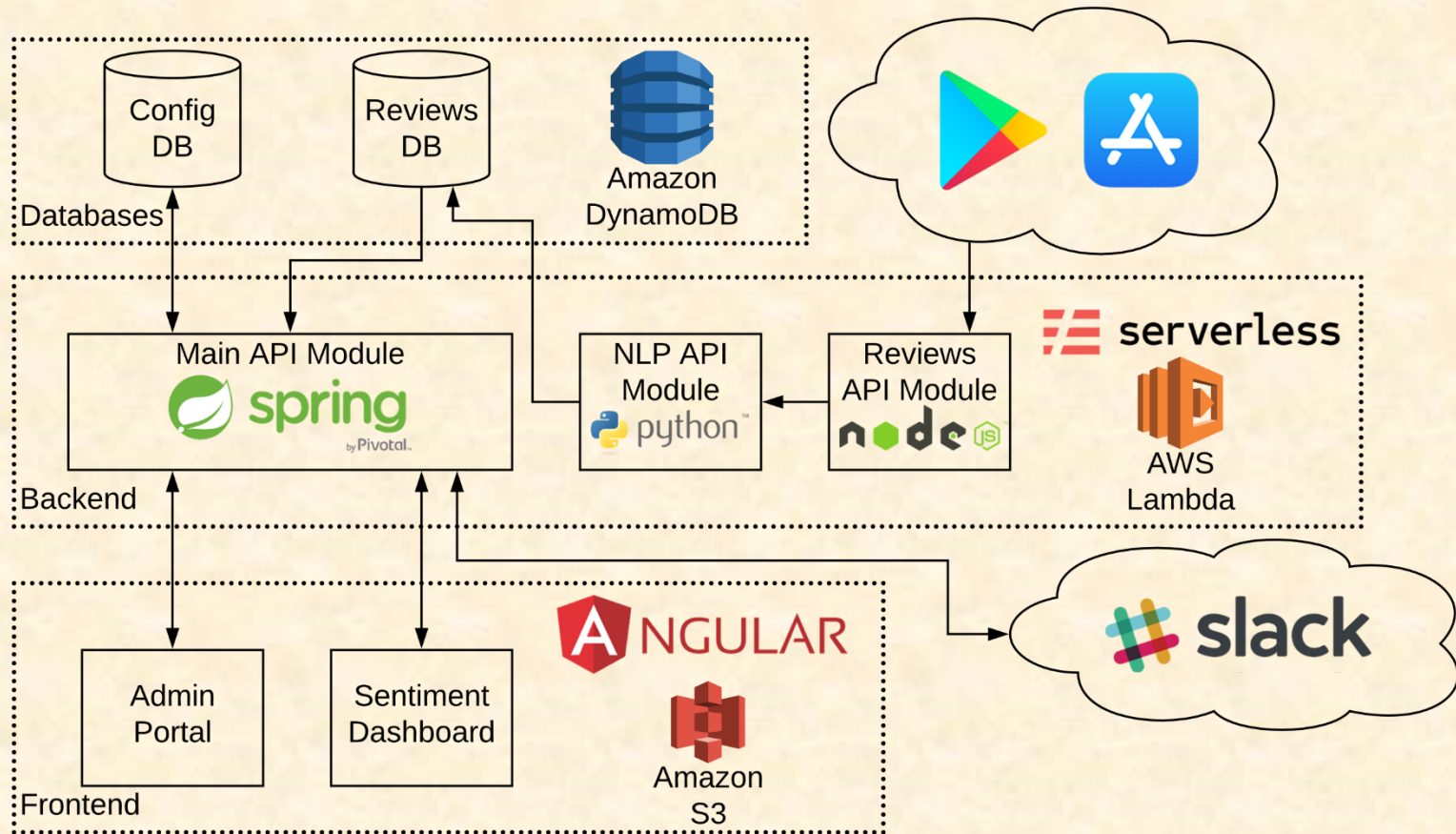
*From Students...
...to Professionals*

Project Overview

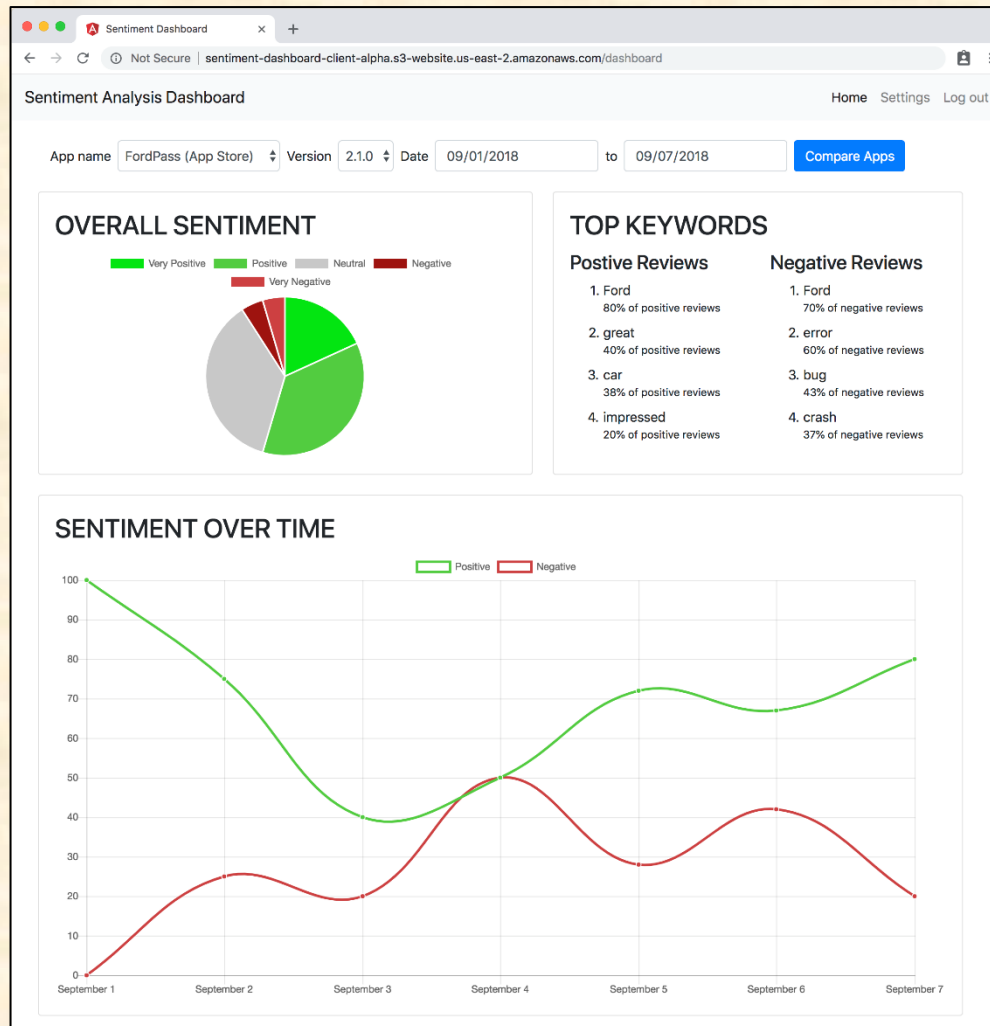
- Aggregate and analyze app review sentiment
- Present sentiment data in multiple formats
 - Scheduled Slack Bot reports
 - Web interface with a variety of views
- Compare multiple apps and versions
- Identify repeatedly mentioned app features



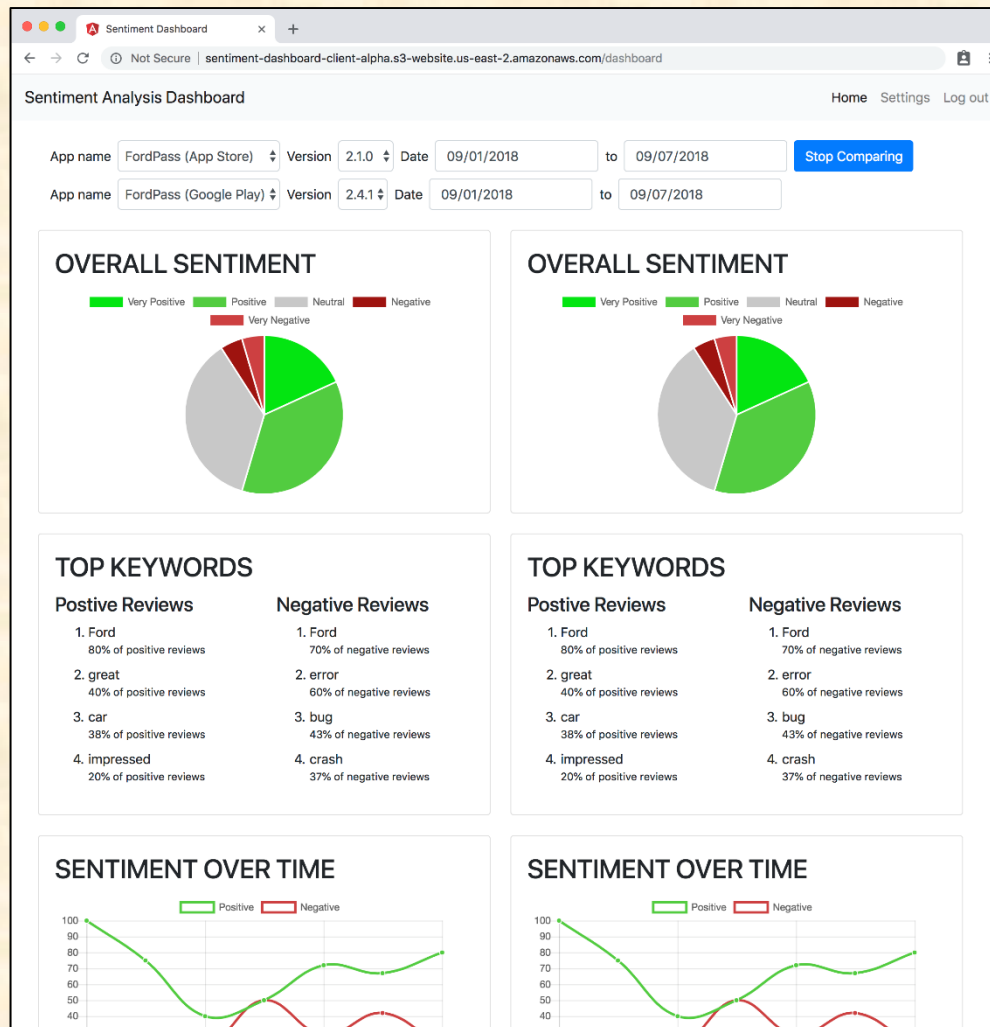
System Architecture



Web Dashboard



Web Dashboard (Comparing Apps)



Settings Portal

The screenshot shows a web browser window with the URL `sentiment-dashboard-client-alpha.s3-website.us-east-2.amazonaws.com/settings`. The page title is "Sentiment Analysis Dashboard" and it includes navigation links for "Home", "Settings", and "Log out".

Settings and Administration

App Management

[Add App](#)

Name	Store	App ID	
FordPass	App Store	com.ford.fordpass	X
FordPass	Google Play	com.ford.fordpass	X
Ford Play	App Store	com.ford.fordplay	X

Scraper Settings

App Store Polling Interval minutes

Google Play Polling Interval minutes

[Save](#)

Slack Settings

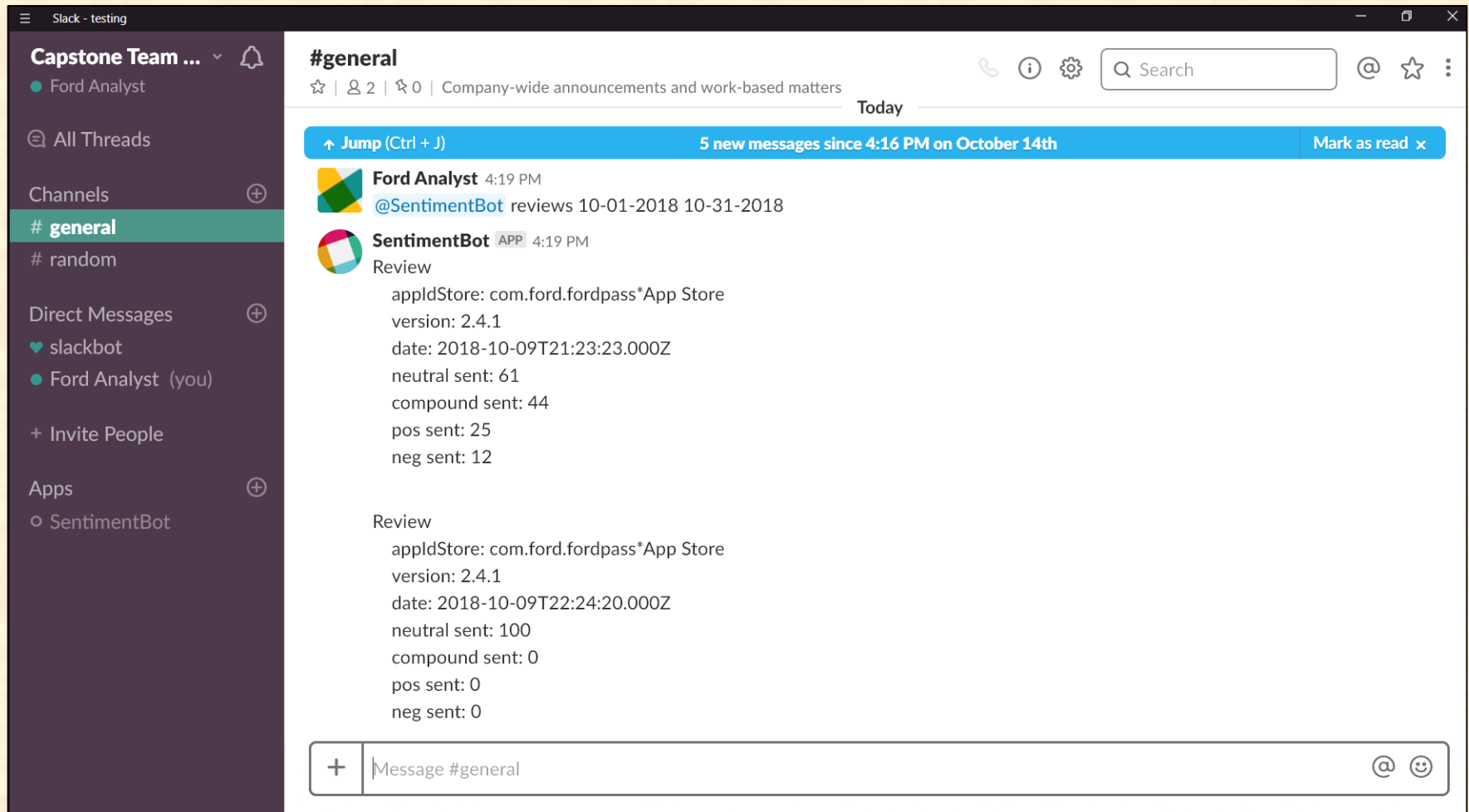
Posting Channel

Posting Interval minutes

[Save](#)



Slackbot Report



The screenshot shows a Slack interface for a channel named "#general". The channel description is "Company-wide announcements and work-based matters". A blue notification bar indicates "5 new messages since 4:16 PM on October 14th". Two messages are visible:

- Ford Analyst** (4:19 PM) sent a message from **@SentimentBot** with the following review data:
 - apldStore: com.ford.fordpass*App Store
 - version: 2.4.1
 - date: 2018-10-09T21:23:23.000Z
 - neutral sent: 61
 - compound sent: 44
 - pos sent: 25
 - neg sent: 12
- SentimentBot** (APP) (4:19 PM) sent a review with the following data:
 - apldStore: com.ford.fordpass*App Store
 - version: 2.4.1
 - date: 2018-10-09T22:24:20.000Z
 - neutral sent: 100
 - compound sent: 0
 - pos sent: 0
 - neg sent: 0

The bottom of the screen shows a message input field with the text "Message #general" and icons for attachments, mentions, and emojis.



What's left to do?

- Calculate and display aggregated statistics
 - Backend: Process raw reviews into numerical stats
 - Frontend: Display stats in graph form
- Implement backend endpoint authentication
- Fine-tune NLP module's review analysis
- Save and apply settings in database
 - App list
 - Scraper and Slackbot parameters



Questions?

?

?

?

?

?

?

?

?

?

