

MICHIGAN STATE

U N I V E R S I T Y

Beta 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



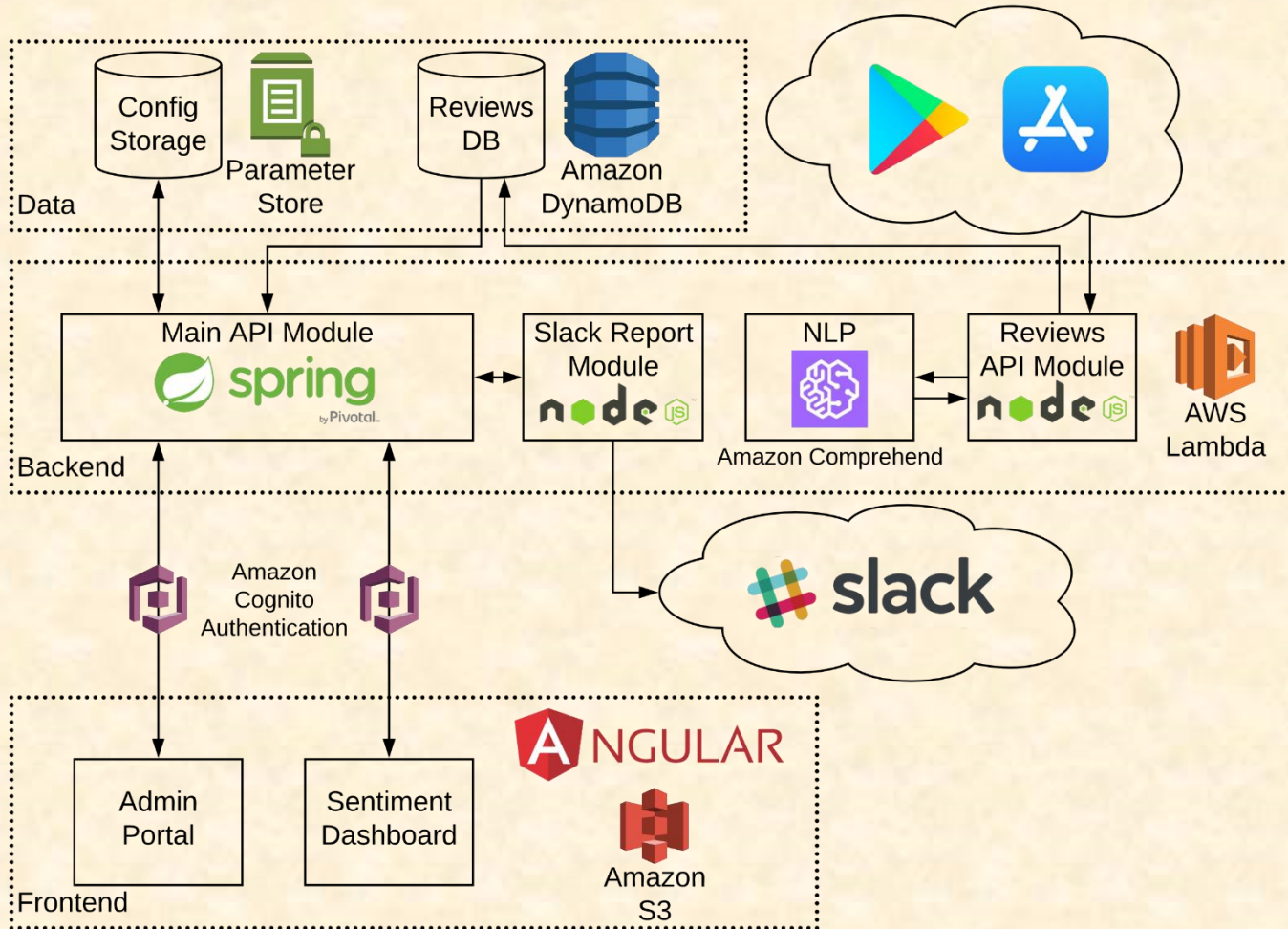
*From Students...
...to Professionals*

Project Overview

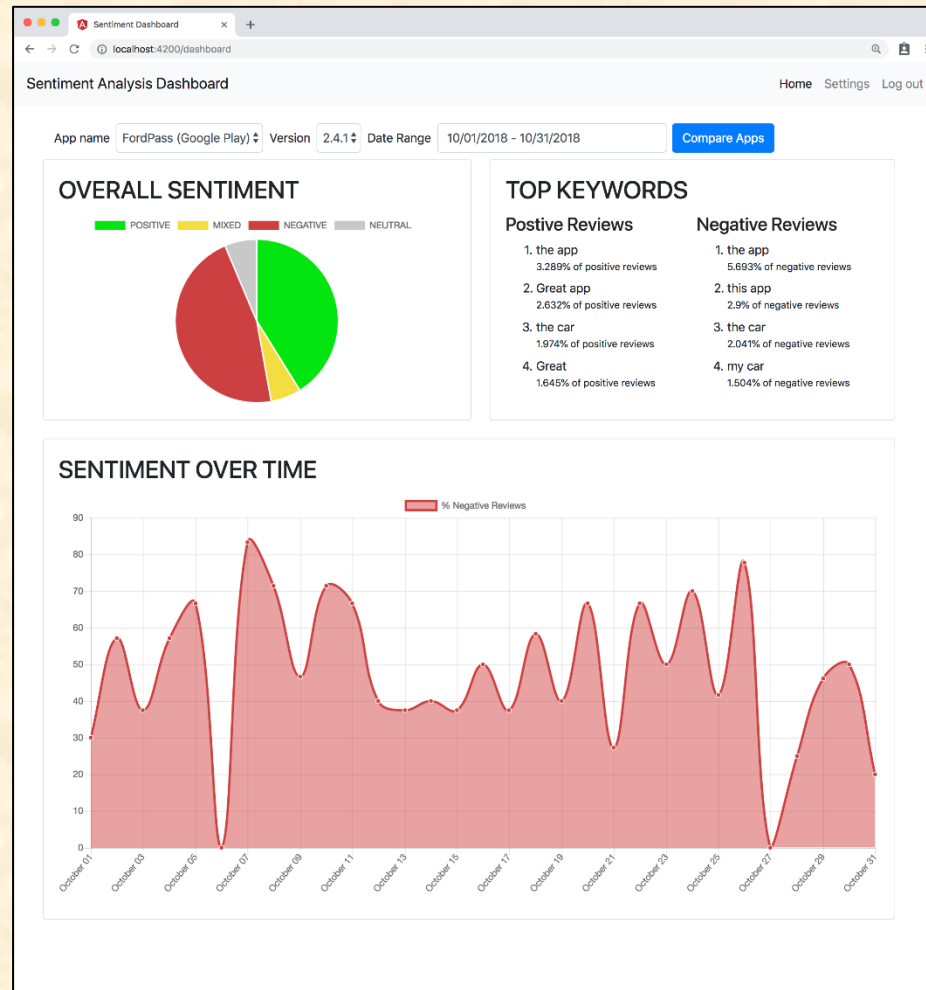
- Aggregate and analyze app review sentiment
- Present sentiment data in multiple formats
 - Scheduled Slack Bot reports
 - Web interface with a variety of views
- Compare multiple apps and versions
- Identify repeatedly mentioned app features



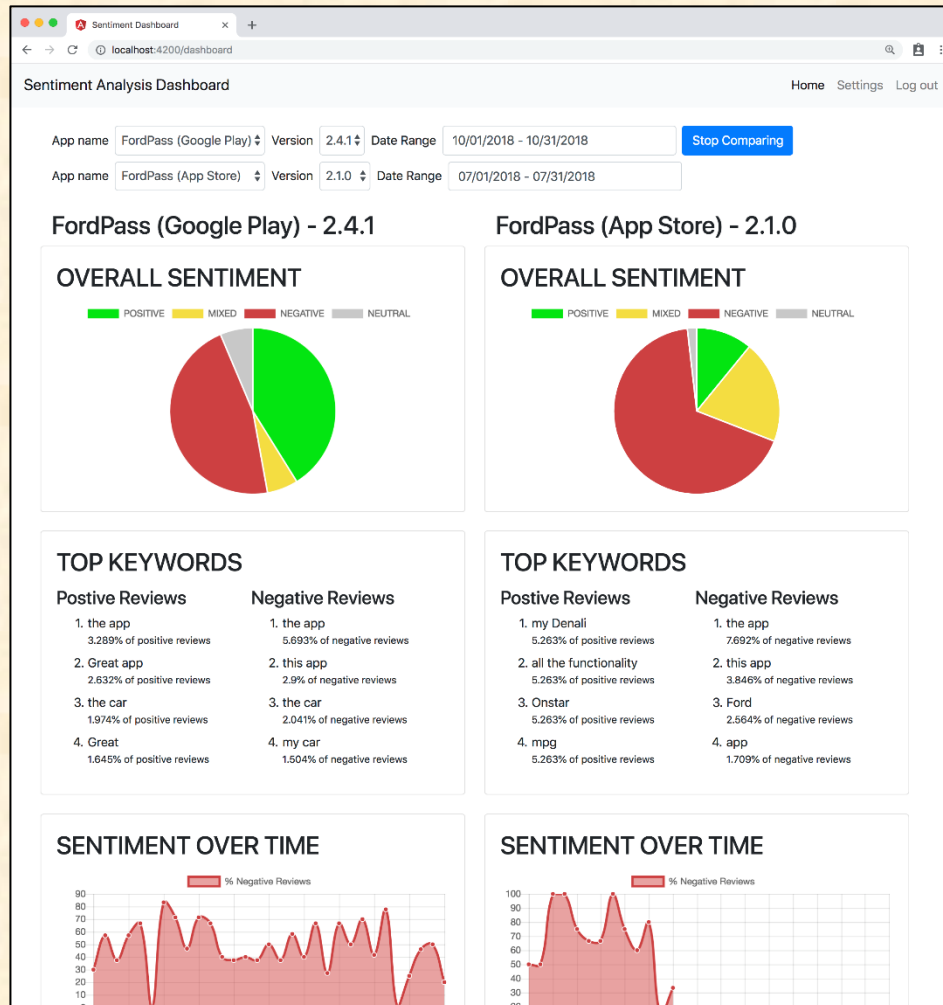
System Architecture



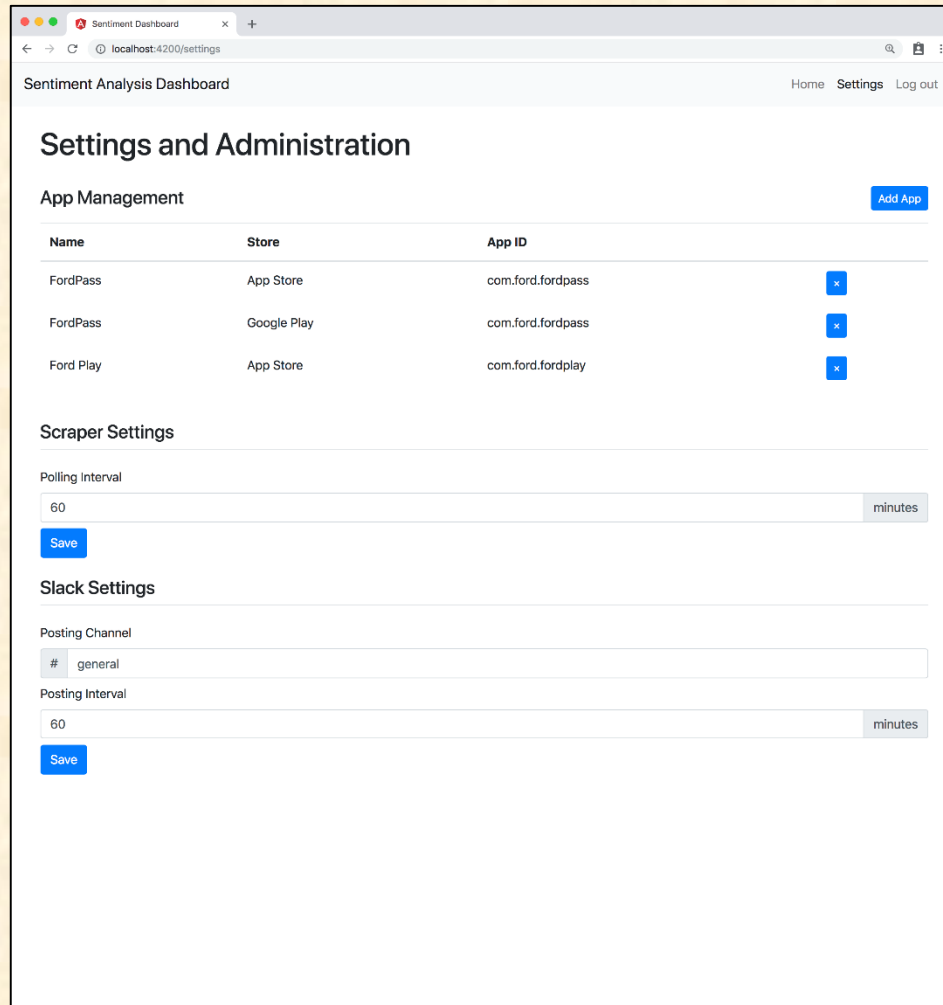
Web Dashboard



Web Dashboard (Comparing Apps)



Settings Portal



The screenshot shows a web browser window with the URL `localhost:4200/settings`. The page title is "Sentiment Analysis Dashboard" and it includes navigation links for "Home", "Settings", and "Log out". The main heading is "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

Polling Interval: minutes [Save](#)

Slack Settings

Posting Channel:

Posting Interval: minutes [Save](#)



Slackbot Report

Team Ford | #general | Monday, November 5th

Sentiment Bot APP 8:45 AM

Report for:
App: FordPass (Google Play)
Version: 2.4.1
Between October 29 and November 05, sentiment has been mostly Negative for 67 reviews

Overall Sentiment
Positive: 37%
Negative: 39%
Neutral: 7%
Mixed: 16%

Keywords in Positive Reviews
the app: 2.6%
Love: 2.6%
miles: 2.6%
example screens: 1.3%

Keywords in Negative Reviews
the app: 4.55%
my car: 3.64%
this app: 2.73%
the car: 2.73%

Report for:
App: Fordpass (App Store)
Version: 2.4.1
Between October 29 and November 05, sentiment has been mostly Negative for 18 reviews

Overall Sentiment

+ Message #general



What's left to do?

- UI polishing
 - Better display of loading, error states to user
 - Improve responsive design of dashboard
 - Add Ford branding
- Finalize Slack settings
 - Configure apps to include in reports
 - Configure report time (in addition to interval)



Questions?

?

?

?

?

?

?

?

?

?

