

MICHIGAN STATE

UNIVERSITY

Alpha Presentation

Feedback Prompt for Ratings in Google Play
Store

The Capstone Experience

Team Microsoft

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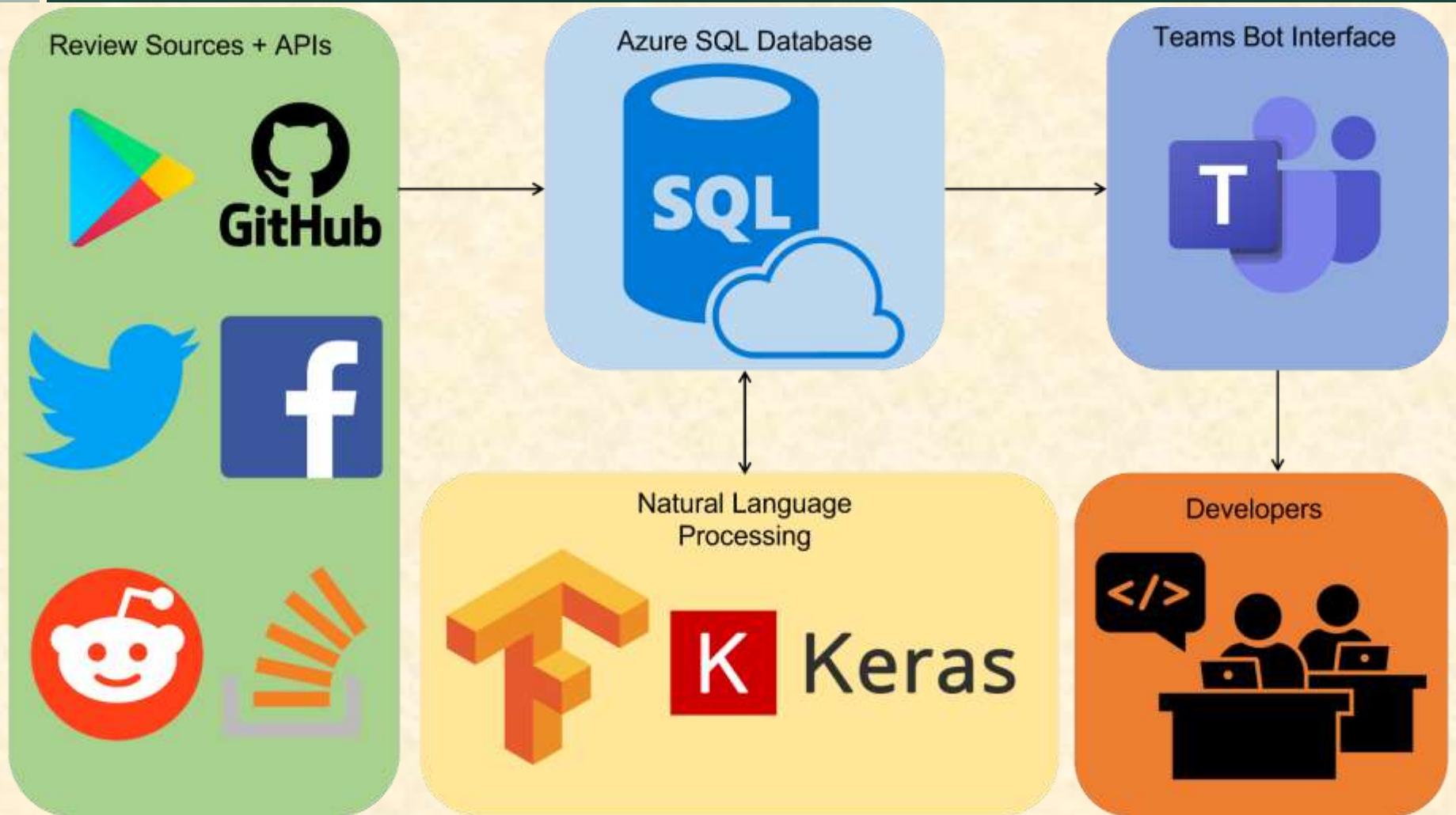
*From Students...
...to Professionals*

Project Overview

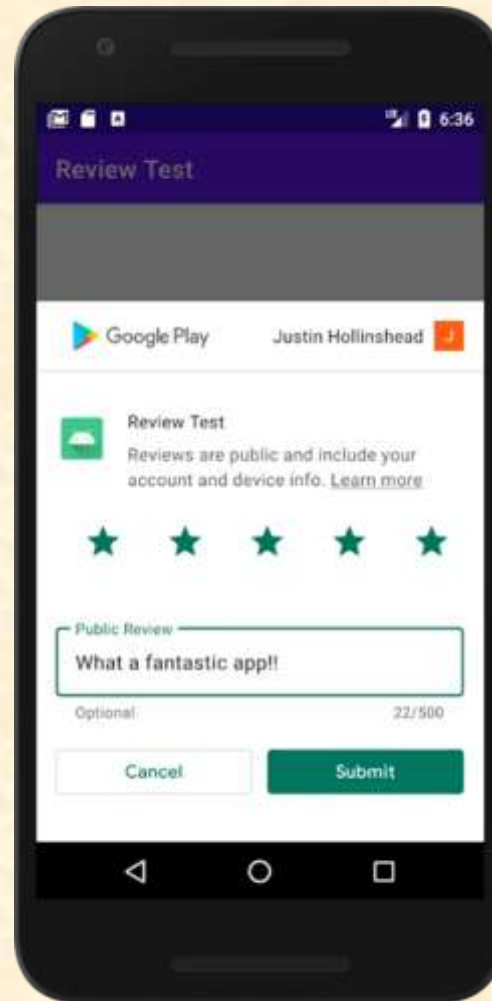
- Build a system for Microsoft employees to receive and analyze end user feedback of the Intune Company Portal app:
- In-app feedback prompt for users to effortlessly leave a review in the Google Play Store
- Use sentiment analysis in conjunction with classification to determine user sentiment and identify app issues
- Automated generation and delivery of easily digestible analysis reports via Microsoft Teams Bot



System Architecture



Sample App In-app Review Prompt



Microsoft Teams Bot Output 1

The screenshot shows a Microsoft Teams chat interface. The chat window is titled "IntuneFeedbackAnaly..." and has tabs for "Chat" and "About". The bot's name is "IntuneCompanyPortalFeedbackAnalysisBot3000" and the message is timestamped "8:06 PM".

The bot's message content is as follows:

Hey there. Here's your monthly feedback report:

Let's start by looking at how many new reviews have been posted each month over the past year.

Reviews Over Time

Month	Number of Reviews
July	250
Aug.	500
Sep.	550
Oct.	350

Next, let's look at the the average rating score of each month over the past year.

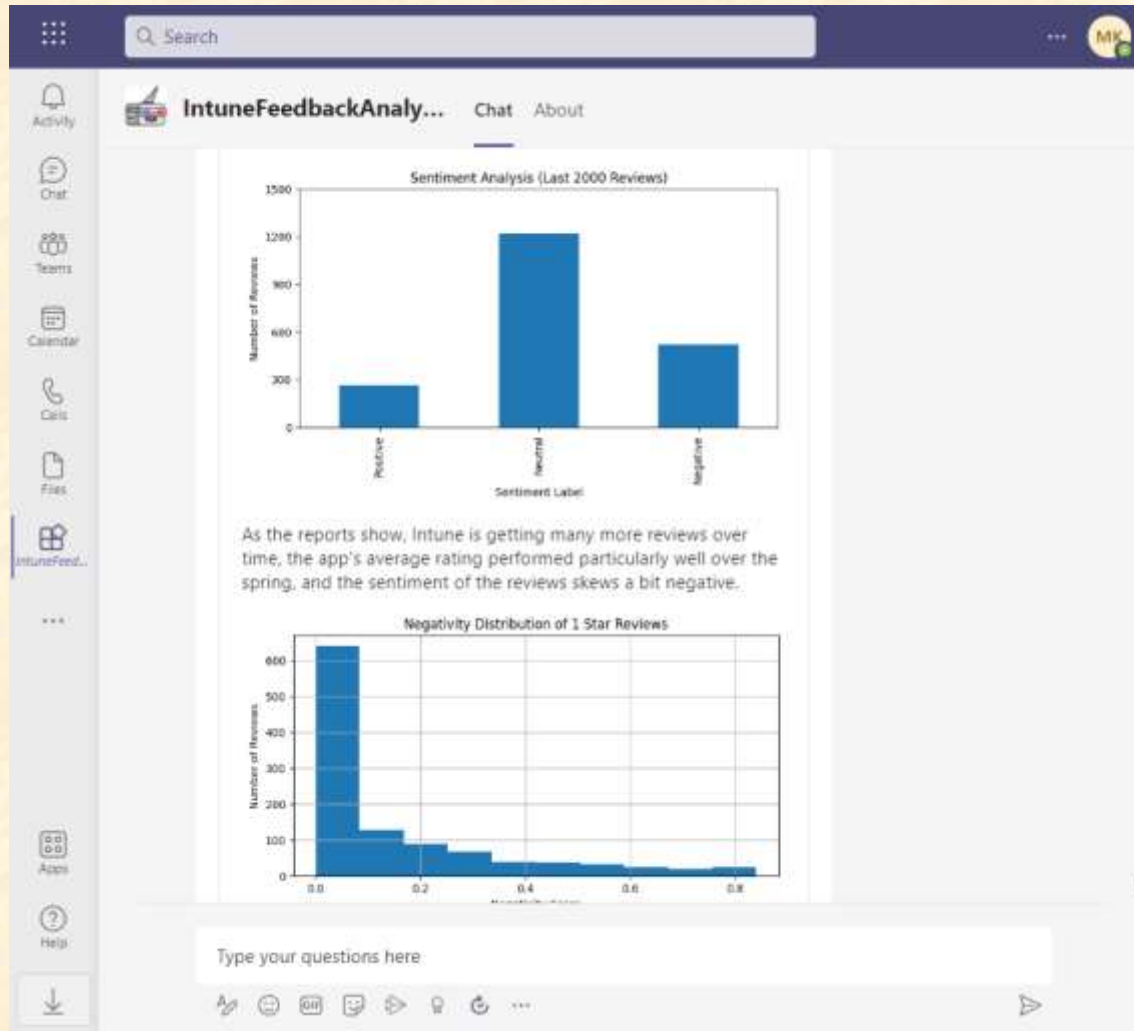
Average Ratings Over Time

Month	Average Star Rating
July	2.8
Aug.	2.7
Sep.	2.5
Oct.	2.3

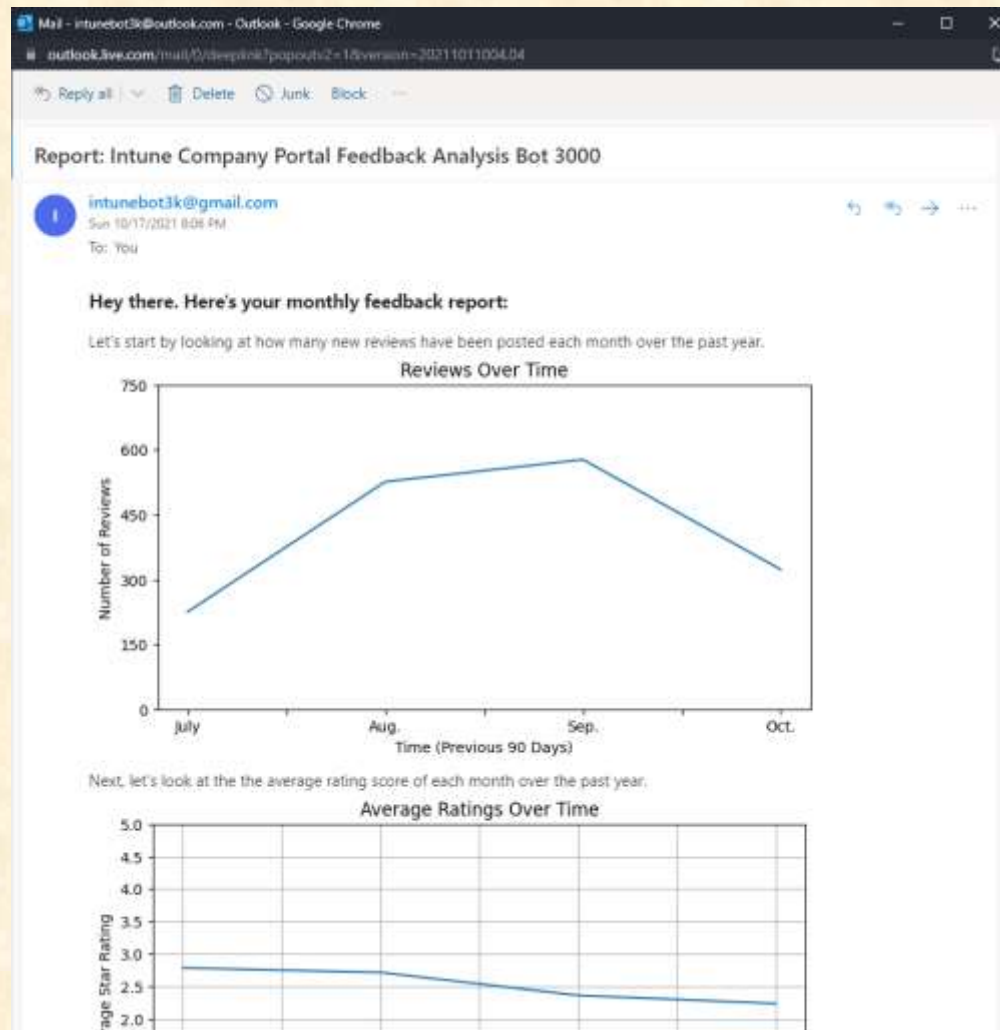
The chat interface includes a search bar at the top, a sidebar with navigation icons (Activity, Chat, Teams, Calendar, Calls, Files, IntuneFeed...), and a bottom input area with the placeholder text "Type your questions here".



Microsoft Teams Bot Output 2



E-mail Output



What's left to do?

- Add comparative analyses with competing apps
- Refine classification models to identify present bugs/features from user feedback
- Add graphs for bug/issues classifications
- Improve sentiment analysis with additional pre-processing layers, more comprehensive training data, and compounded methods
- Improving the graph visuals and content



Questions?

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