Beta Presentation

Feedback Prompt for Ratings in Google Play Store

The Capstone Experience

Team Microsoft

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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
In-app review prompt
Teams bot output 1

Hey there. Here's your monthly feedback report:

Let's start by looking at how many new reviews have been posted in the previous months.

Number of Reviews Given in Previous Months

- August
- September
- October

In the month of October, Intune received 903 Google Play Store reviews. Reviews are up 12.59% compared to September!

Here's a look at the number of individual star ratings given for Intune in the previous months.
Teams bot output 2

In the month of October, Intune's average user rating was 2.33 stars. Intune's average rating is down 2.08% compared to September.

Now, let's take a look at the sentiment distribution of these reviews.
Text file attachment
What’s left to do?

• Stretch Goals
  ▪ Run accessibility analysis for report (making sure text to speech and color balance works for PDF).
  ▪ Extend output to include other Microsoft apps (Managed home screen, etc.)
  ▪ Implement dynamic word embedding similarity score that allows user to compare similar vectors/words input against database of reviews.
  ▪ Append Twitter and Reddit data in extended output.
  ▪ Give options to filter reviews by language.
Questions?