Project Plan Presentation
"Ally Kudos"

The Capstone Experience

Team Ally

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Project Sponsor Overview

• 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
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
Screen Mockup: “Gratitude Wizard”
Screen Mockup: Assign “Kudos” Amount

Give them some kudos

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

300 Kudos Points
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 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?