Beta Presentation
Customer App Review Dashboard

The Capstone Experience

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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
Web Dashboard

OVERALL SENTIMENT

TOP KEYWORDS
Positive Reviews
1. the app
2. Great
3. the car
4. Great

Negative Reviews
1. the app
2. My app
3. the car
4. My car

SENTIMENT OVER TIME
Web Dashboard (Comparing Apps)
Settings Portal

Settings and Administration

App Management

<table>
<thead>
<tr>
<th>Name</th>
<th>Store</th>
<th>App ID</th>
</tr>
</thead>
<tbody>
<tr>
<td>FordPass</td>
<td>App Store</td>
<td>com.ford.fordpass</td>
</tr>
<tr>
<td>FordPass</td>
<td>Google Play</td>
<td>com.ford.fordpass</td>
</tr>
<tr>
<td>Ford Play</td>
<td>App Store</td>
<td>com.ford.fordplay</td>
</tr>
</tbody>
</table>

Scraper Settings

Polling Interval

60 minutes

Save

Slack Settings

Posting Channel

# general

Posting Interval

60 minutes

Save
Slackbot Report

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
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?