

MICHIGAN STATE

UNIVERSITY

Beta Presentation

Feedback Prompt for Ratings in Google Play Store

The Capstone Experience

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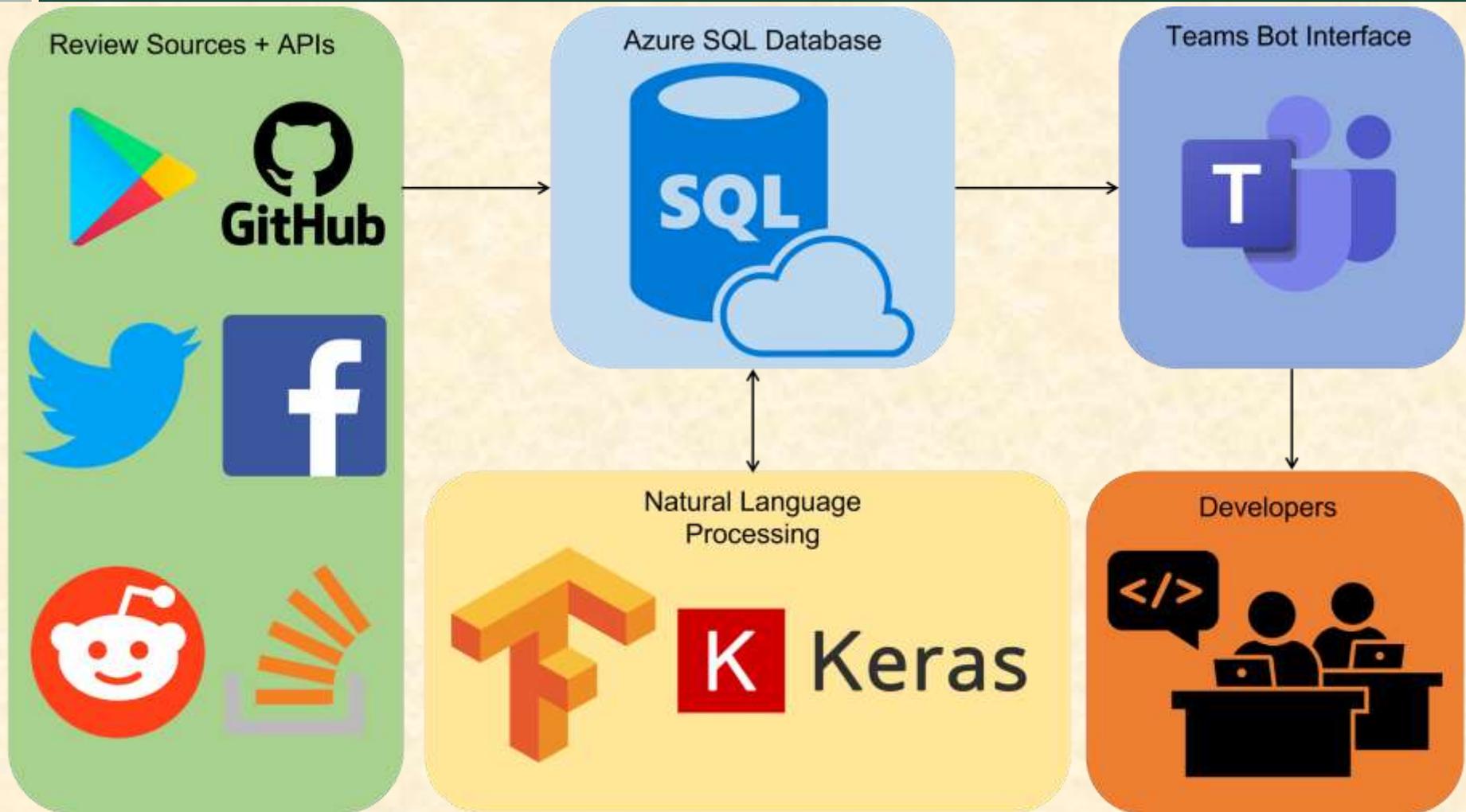
*From Students...
...to Professionals*

Project Overview

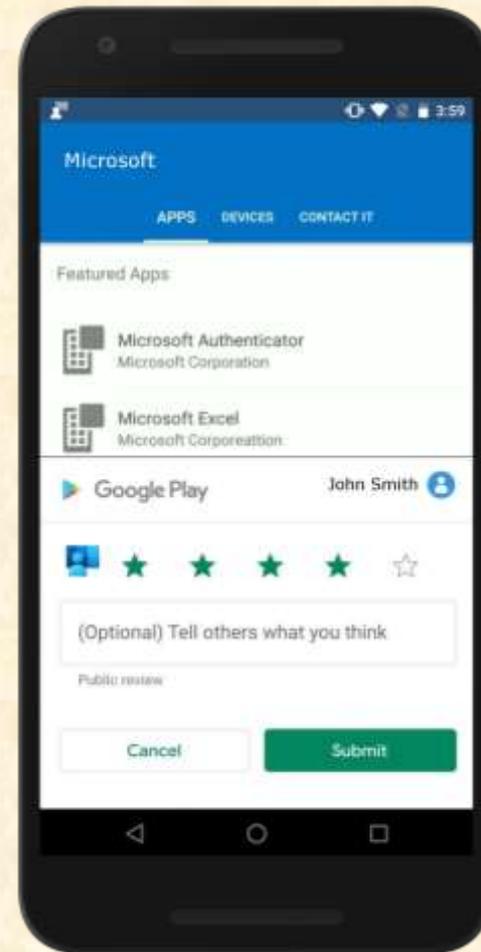
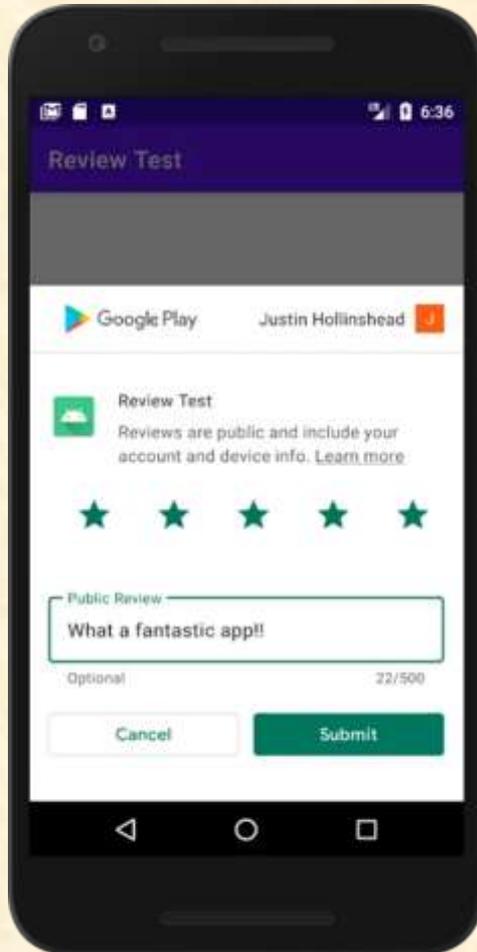
- Build a system for Microsoft employees to receive and analyze end user feedback of the Intune Company Portal app:
- In-app feedback prompt for users to effortlessly leave a review in the Google Play Store
- Use sentiment analysis in conjunction with classification to determine user sentiment and identify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



System Architecture



In-app review prompt



Teams bot output 1

The screenshot shows a Microsoft Teams chat window. The chat title is "IntuneCompanyPortalFeedback...". A bot message from "IntuneCompanyPortalFeedbackAnalysisBot3000" is displayed, dated 11/9 6:01 PM. The 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 in the previous months.

Number of Reviews Given in Previous Months

Month	Intune	WorkspaceONE	Mobile@Work
August	750	350	20
September	800	280	20
October	903	250	20

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

Average Ratings of Reviews in Given Month

Month	Intune	WorkspaceONE	Mobile@Work
August	2.8	2.3	2.2
September	2.4	2.2	1.3
October	2.35	2.4	1.8

In the month of October, Intune's average user rating was 2.35 stars. Intune's average rating is down 2.08% compared to September!

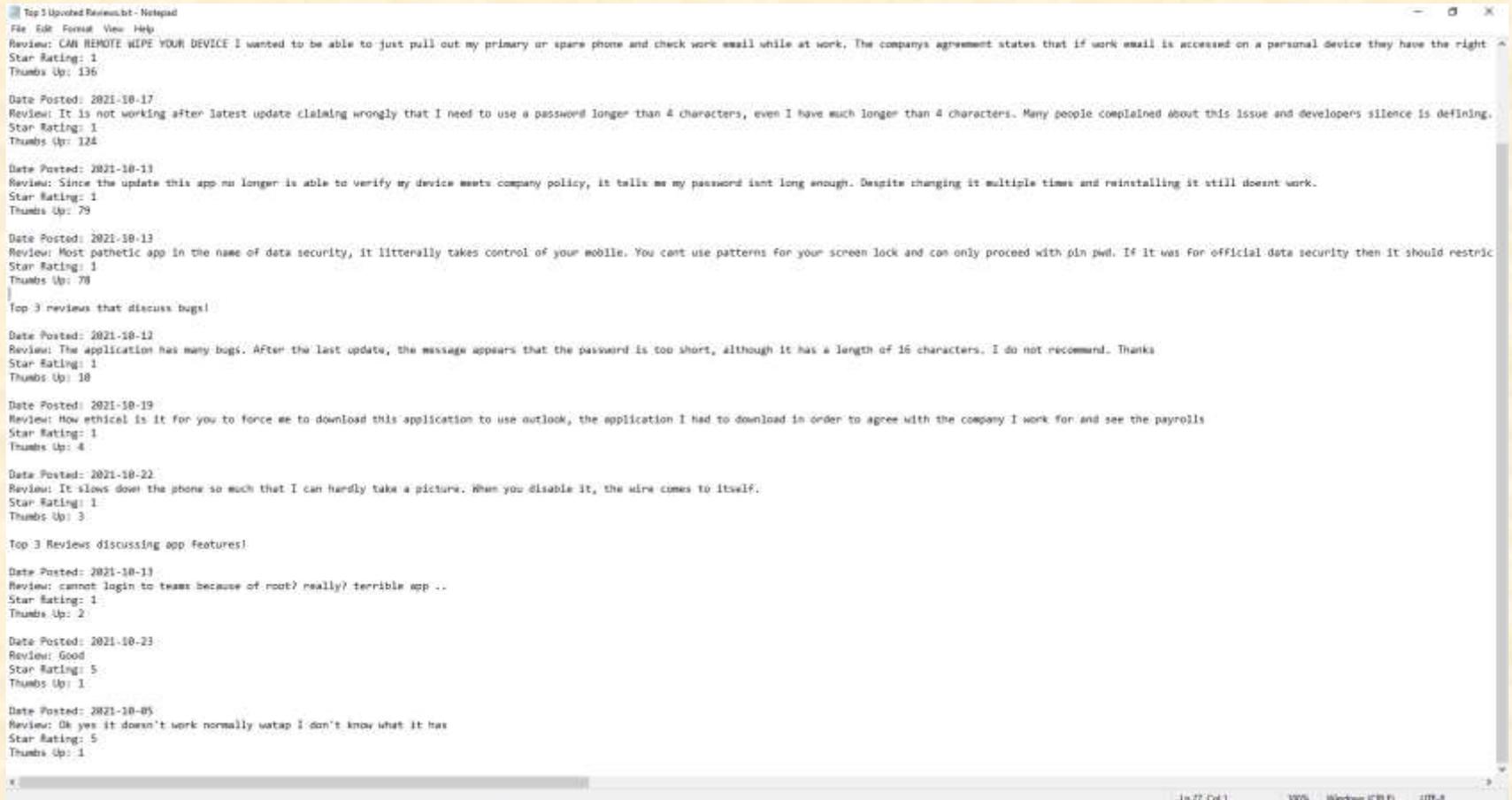
Now, let's take a look at the sentiment distribution of these reviews.

Review Sentiment Analysis (Last 600 Reviews)

Product	Intune	WorkspaceONE	Mobile@Work
Group 1	190	170	270
Group 2	340	170	240
Group 3	0	200	0



Text file attachment



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Top 5 Updated Reviews.txt - Notepad
File Edit Format View Help
Review: CAN REMOTE WIPE YOUR DEVICE I wanted to be able to just pull out my primary or spare phone and check work email while at work. The company's agreement states that if work email is accessed on a personal device they have the right
Star Rating: 1
Thumbs Up: 136

Date Posted: 2021-10-17
Review: It is not working after latest update claiming wrongly that I need to use a password longer than 4 characters, even I have much longer than 4 characters. Many people complained about this issue and developer's silence is defining.
Star Rating: 1
Thumbs Up: 124

Date Posted: 2021-10-13
Review: Since the update this app no longer is able to verify my device meets company policy, it tells me my password isnt long enough. Despite changing it multiple times and reinstalling it still doesnt work.
Star Rating: 1
Thumbs Up: 79

Date Posted: 2021-10-13
Review: Most pathetic app in the name of data security, it literally takes control of your mobile. You cant use patterns for your screen lock and can only proceed with pin.pwd. If it was for official data security then it should restrict
Star Rating: 1
Thumbs Up: 78
|
Top 3 reviews that discuss bugs!

Date Posted: 2021-10-12
Review: The application has many bugs. After the last update, the message appears that the password is too short, although it has a length of 16 characters. I do not recommend. Thanks
Star Rating: 1
Thumbs Up: 10

Date Posted: 2021-10-19
Review: How ethical is it for you to force me to download this application to use outlook, the application I had to download in order to agree with the company I work for and see the payrolls
Star Rating: 1
Thumbs Up: 4

Date Posted: 2021-10-22
Review: It slows down the phone so much that I can hardly take a picture. When you disable it, the wire comes to itself.
Star Rating: 1
Thumbs Up: 3

Top 3 Reviews discussing app features!

Date Posted: 2021-10-13
Review: cannot login to teams because of root? really? terrible app ..
Star Rating: 1
Thumbs Up: 2

Date Posted: 2021-10-23
Review: Good
Star Rating: 5
Thumbs Up: 1

Date Posted: 2021-10-05
Review: Oh yes it doesn't work normally watap I don't know what it has
Star Rating: 5
Thumbs Up: 1
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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?

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