

CUSTOMER FEEDBACK LOGGER FOR SWIFTCART

1. INTRODUCTION

In the early stages of product development, customer feedback is a vital resource for understanding user experiences and improving service quality. SwiftCart, a rising e-commerce startup, needed a lightweight solution to collect customer feedback while its main CRM system is still in progress. This project addresses that need by implementing a simple yet effective customer feedback logging system using Python and file handling.

2. PROBLEM STATEMENT

SwiftCart currently lacks a centralized system for gathering, storing, and reviewing customer feedback. Without a proper channel, valuable insights are at risk of being lost, delayed, or mismanaged. The goal is to create a minimal, reliable script to:

- Accept customer feedback input,
- Store it securely in a text file,
- Allow easy retrieval of all past feedback,
- Operate in an intuitive command-line environment.

3. OBJECTIVES

- Design a simple menu-driven application to collect customer names and messages.
- Store the feedback persistently in a text file (`customer_feedback.txt`).
- Implement clean formatting, error handling, and timestamp logging.
- Enable users to view previous feedback entries.

4. METHODOLOGY

a. Development Environment

- Language: Python 3.x
- Editor: Visual Studio Code
- Libraries: `datetime` (standard Python library)

b. Application Flow

- Display a menu with options:
 - [1] Add New Feedback
 - [2] View All Feedback
 - [3] Exit
- Collect customer name and feedback.
- Validate inputs to ensure they are not empty.
- Append feedback to a text file with timestamp.
- Display all past feedback upon request.

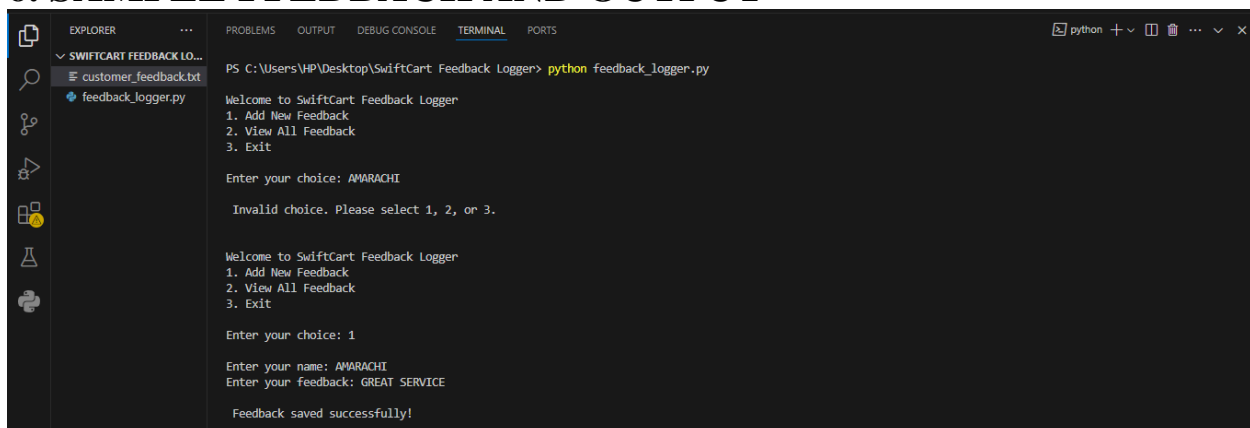
c. Error Handling

- `try-except` blocks prevent crashes during file operations (read/write).
- User input validation ensures meaningful data.

5. FEATURES IMPLEMENTED

Feature	Status
Accept user input	Done
Save to text file	Done
Menu interface	Done
Timestamp for feedback entries	Done
Empty input validation	Done
Graceful error handling	Done

6. SAMPLE FFEDBACK AND OUTPUT



```
PS C:\Users\VP\Desktop\SwiftCart Feedback Logger> python feedback_logger.py

Welcome to SwiftCart Feedback Logger
1. Add New Feedback
2. View All Feedback
3. Exit

Enter your choice: AMARACHI

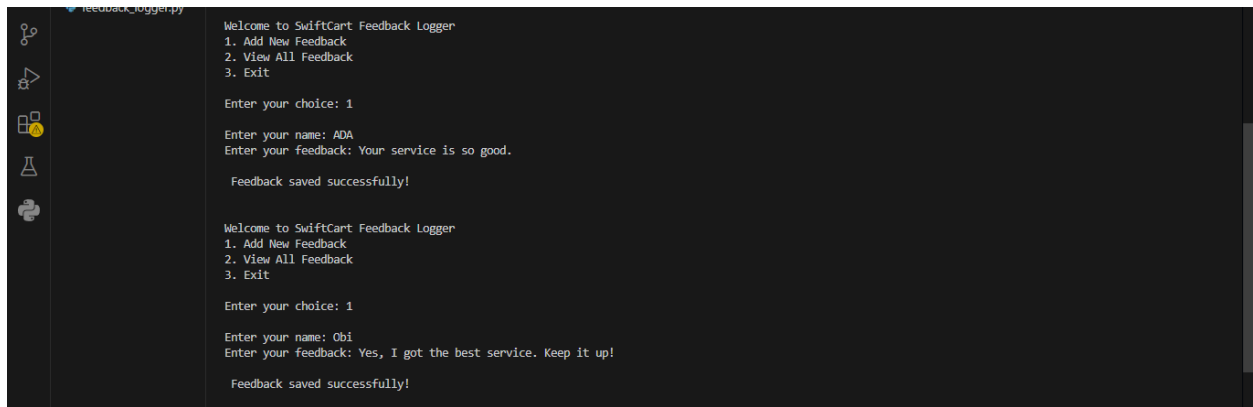
Invalid choice. Please select 1, 2, or 3.

Welcome to SwiftCart Feedback Logger
1. Add New Feedback
2. View All Feedback
3. Exit

Enter your choice: 1

Enter your name: AMARACHI
Enter your feedback: GREAT SERVICE

Feedback saved successfully!
```



```
feedback_logger.py
Welcome to SwiftCart Feedback Logger
1. Add New Feedback
2. View All Feedback
3. Exit

Enter your choice: 1

Enter your name: ADA
Enter your feedback: Your service is so good.

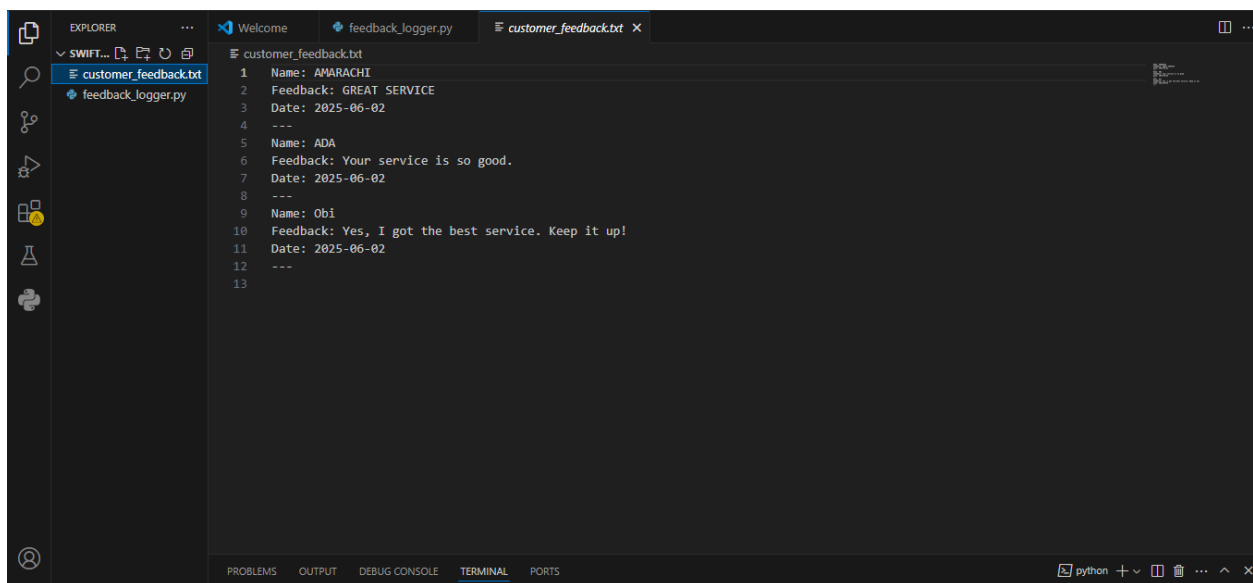
Feedback saved successfully!

Welcome to SwiftCart Feedback Logger
1. Add New Feedback
2. View All Feedback
3. Exit

Enter your choice: 1

Enter your name: Obi
Enter your feedback: Yes, I got the best service. Keep it up!

Feedback saved successfully!
```



```
customer_feedback.txt
1 Name: AMARACHI
2 Feedback: GREAT SERVICE
3 Date: 2025-06-02
4 ---
5 Name: ADA
6 Feedback: Your service is so good.
7 Date: 2025-06-02
8 ---
9 Name: Obi
10 Feedback: Yes, I got the best service. Keep it up!
11 Date: 2025-06-02
12 ---
13
```

7. CONCLUSION

This lightweight feedback logging tool provides SwiftCart with an immediate solution to gather and review user opinions. With modular code and clear output, the system offers both usability and extendibility. It can later be integrated into SwiftCart's CRM backend with minimal refactoring.