Cloudflare Feedback Intelligence Dashboard PRD (White Mode)

Product Overview

This document defines the requirements for a Cloudflare-native Feedback Intelligence Dashboard designed to help Product Managers turn large volumes of unstructured user feedback into clear, confident product decisions. The dashboard consists of two primary screens: a Feedback Log for operational review and a KPI Dashboard for strategic insight.

Design Philosophy (Light / White Mode)

The UI follows a white-first design to maximize clarity, trust, and readability for enterprise users.

Principles

- Signal over noise
- Fast comprehension (<60 seconds to orient)
- Trust through transparency
- Opinionated, action-oriented analytics

Brand & Visual System

Core Brand Colors

- Primary Action / Highlights: Cloudflare Orange #f48120
- Secondary Accent / Hover: #faad3f
- Primary Text: Charcoal #404041
- Background: White #ffffff

Neutral UI Colors (Derived)

- Section background: #f8f9fa
- Table borders: #e6e6e6

- Disabled / Unknown text: #b0b0b0

Usage Rules

- Orange is reserved for meaning (change, importance, actions)
- No decorative use of brand colors

Global Layout

- Top Navigation Bar
  - Left: Cloudflare logo
  - Right: Subscribe to Alerts CTA
- Left Sidebar
  - Persistent filters
- Main Content Area
  - White canvas with card-based sections

Screen 1: Feedback Log

Purpose

Enable detailed inspection, filtering, searching, and action on individual feedback items.

Layout

- Full-width table inside a light-gray card
- Sticky table header
- Zebra rows for scanability

Table Columns

- Timestamp
- User ID (or Unknown)
- Source
- Product Category (or Unknown)
- User Type (Enterprise / SMB / Individual / Not Available)
- Urgency Level (High / Neutral / Low – inferred from strong language)
- Feedback Type (UX / Tech / Customer Service / Social / Feature Request)
- Region (or Unknown)

- Summary (AI-generated, max 2 lines)
- Recommended Action (e.g., assign to responsible team)
- Status (Open / Resolved – PM-only)

Use unknown for attributes where data cannot be populated from source.

Interactions

- Search bar above table (keyword-based)
- Row hover reveals actions
- PM-only actions: Mark as Resolved, Edit Summary
- Allow editing of User Type and Product Category fields by requesting access (only give edit button which pops up request access card for now)
- Expand row to view raw feedback

Visual Treatment

- Header background: light gray
- Hover state: subtle gray
- Urgency badges: Orange (High), Gray (Neutral/Low)
- Unknown values: italic gray text

Added Feature: Urgency explanation tooltip on hover

Screen 2: KPI Dashboard

Purpose

Provide high-level product health, trends, and early risk signals.

KPI Strip (Top Section)

KPIs displayed as cards:

- NPS Score Meter (semantic analysis derived)
- % Change in Positive Feedback
- % Change in Negative Feedback
- Total Feedback Count

Each KPI includes a small comparison label (vs previous period).

Added Feature: NPS confidence indicator based on feedback volume

---

Analytics Section

Feedback Count Over Time

- Stacked bar chart
- Positive (Orange), Neutral (Light Gray), Negative (Darker Gray)

Product-wise Feedback Distribution

- Vertical bar chart
- Sorted by volume
- Hover shows sentiment breakdown

Source Distribution

- Donut chart
- Percentage and count on hover

NPS Over Time

- Line chart
- Highlight inflection points

Trend Analysis Summary

A narrative, AI-generated summary explaining:

- Key changes
- Direction of movement
- Why it matters

Displayed in a white card with an orange left-border accent.

Added Feature: One-click copy for docs and presentations

Filters (Left Sidebar)

Filters apply globally across both screens:

- Source
- Timeline (Today / 7d / 30d / Custom)
- Feedback Type
- Urgency Level
- User Type
- Product Category
- Region

Added Feature: Active filter chips displayed above charts

Alerts & Emails

Dashboard Alerts

- Subscribe to daily summary
- Subscribe to high-urgency alerts

Daily Email Digest

Includes:

- Total feedback received today
- Number of high-urgency feedback items
- % increase/decrease in NPS vs previous day

Email design:

- White background
- Large numbers
- Orange dividers
- CTA link back to dashboard with filters applied

Access Control

- PMs: Full access, resolve feedback, edit summaries
- Leadership: Read-only
- Show access type in right hand side nav bar, require only PM view in this dashboard for now.

Success Metrics

Product Metrics

- Search usage rate
- Feedback resolution rate
- Time spent per PM session

Business Metrics

- Faster issue detection
- Improved roadmap confidence
- Reduced escalations

Summary

This white-mode Cloudflare Feedback Intelligence Dashboard is designed to be calm, trustworthy, and decisively opinionated. It helps PMs move from noisy feedback to confident action with speed and clarity.