

## ✓ Developer Brief: Feedback Collection System

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### ◆ 1. Online Feedback System (via Email)

- Customer places order on a website (external B2C platform)
  - API/Webhook receives order details:
    - Order ID
    - Customer Email & Name
    - Product/Service Name
    - Purchase Date
  - System triggers personalized email using SendGrid/Mailgun
  - Email includes:
    - Customer name
    - Product/Order details
    - Unique feedback link:  
[https://domain.com/feedback?order\\_id=xyz&customer\\_id=abc](https://domain.com/feedback?order_id=xyz&customer_id=abc)
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### ◆ 2. Feedback Form Functionality (Web App)

- Form loads using order\_id & customer\_id
- Primary Question: "Would you recommend us?" (Yes/No)
- If YES:
  - Optional: Show rating questions (auto-fill with 5 stars if skipped)
- If NO:

- Force show rating questions
  - Comment field is mandatory
  - Rating Fields (customizable by admin):
    - Reliability
    - Delivery Speed
    - Product Availability
    - Communication Quality
    - Website Usability
  - Feedback saved to DB with:
    - Order ID, Customer ID
    - Ratings, Comment
    - IP address, Timestamp
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### ◆ 3. Admin Dashboard (Personal Cabinet)

- Login/Logout via OAuth2
- Dashboard Sections:
  - **Control Panel:** Overview + ratings summary
  - **Manual Email:** Send review invites
  - **Statistics:** Pie charts, trends, avg ratings
  - **Archive:** Deleted or expired reviews
  - **Settings:** Notification, filters, widget settings

#### Feedback Management:

- Filter by rating/date/status
- Search by email, order number
- View Review: Ratings + comment
- Admin Actions:

- Respond
  - Appeal
  - Archive
  - Export (CSV, Excel)
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#### ◆ 4. Website Widget Integration

- Widget script:

```
<script src="https://clientdomain.com/widget.js" data-company-id="xyz123"></script>
```

- Widget shows:
    - Company Logo
    - Overall Rating (e.g., 4.5★)
    - “Read Reviews” button
    - % of users recommending
    - Trust Badge (Bronze/Silver/Gold)
  - Hover popup with reviews
  - Click redirects to:  
<https://clientdomain.com/company/xyz123/reviews>
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#### ◆ 5. QR-Based Offline Feedback System

- Generate QR for each location/branch
- QR links to:  
<https://clientdomain.com/qr-feedback?id=branch123>
- PWA Mobile page:
  - 1-5 Star Rating
  - Optional comment
  - If rating <2 → comment mandatory

- Review saved with:
    - QR ID, IP, Timestamp
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## ◆ 6. Plans & Limits (Basic / Standard / Premium)

Plan	Review Limit	Features
Basic	50/month	Manual email, basic widget
Standard	150/month	Monthly mailing, stats, more filters
Premium	400/month	Advanced widget, branding, analytics

### Limit review count by plan

- On limit exceed → disable submissions & notify admin
  - Certificate Badges:
    - 90%+ → Bronze
    - 95%+ → Silver
    - 98%+ → Gold
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◆ 7. Tech Stack to Use

Layer	Tech
<ul style="list-style-type: none"><li>• Frontend</li><li>• Mobile PWA</li><li>• Backend</li><li>• DB</li><li>• API</li><li>• Email</li><li>• QR Code</li><li>• Auth</li><li>• Notify</li></ul>	<ul style="list-style-type: none"><li>• <a href="#">React.js</a> or <a href="#">Vue.js</a></li><li>• Tailwind CSS + HTML</li><li>• Python (Django/FastAPI) / <a href="#">Node.js</a> (NestJS)</li><li>• PostgreSQL /MySQL</li><li>• REST or GraphQL</li><li>• SendGrid / Mailgun</li><li>• <a href="#">QRCode.js</a></li><li>• OAuth2</li><li>• Telegram Bot, Email SMTP</li></ul>

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🔒 8. Security & Compliance

- GDPR Compliance (user data encryption)
- reCAPTCHA or Bot Filtering
- Cookie + IP-based repeat submission protection
- HTTPS SSL enforced

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📦 9. Deployment Notes

- Mobile Responsive Design (Web + Admin)
- Database optimized with indexing
- Scalable architecture (for SaaS growth)
- Well-documented codebase
- Admin can edit survey questions dynamically

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## Conclusion

The goal of this project is to develop a scalable and modular SaaS-based feedback collection system that supports both online (email-triggered) and offline (QR-based) feedback from customers. The system should allow businesses to easily integrate a feedback widget on their website, collect and manage customer reviews through a dedicated admin panel, and gain insights through detailed analytics.

As a developer, your responsibility is to ensure:

- Seamless integration for external businesses via script and API/webhook.
- Secure and verified collection of feedback tied to real orders.
- Customizable review parameters and rating logic.
- A responsive and intuitive admin dashboard for managing reviews, statistics, and QR codes.
- Tiered feature limitations and certification badges based on subscription plans.

This system will serve multiple companies, so maintain a multi-tenant structure with unique IDs per company, enforce data isolation, and ensure a clean and well-documented codebase for future scalability.

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