# Feedback System Enhancement for Online Retail Store

**Requirements :**

     To enhance the existing Feedback system by adding options to capture data from customers.

**Experience:** Overall shopping experience
**Footfall:** How often do you shop on our website ?
**Product Availability:** Product availability satisfaction
**Assistance:** Product Support before & after purchase
**Gender-related Product Preferences:** Insights into gender-specific interests and product choices.

**User Stories :**

As a Store Manager,I want to collect customer feedback on their experience at the online retail store, so that I can analyze the trends and identify areas of improvement.

**User Story 1: Customer Experience Feedback**

- As a store manager, I want to capture detailed feedback on customers' shopping experiences so that I can identify areas for improvement and enhance overall satisfaction.

**User Story 2: Footfall**

- As a store manager, I want to track how often the customer browse in our online store so that I can analyze customer behavior, understand shopping patterns, and improve the overall shopping experience.

**User Story 3: Product Availability**

- As a store manager, I want to collect feedback on product availability so that I can ensure popular items are in stock and reduce customer complaints.

**User Story 4: Assistance**

- As a store manager, I want to measure feedback on the quality of assistance provided by my staff so that I can enhance training programs and improve customer service

.**User Story 6: Gender-related Product Preferences**

- As a store manager, I want to analyze customer preferences based on gender so that I can optimize product offerings and tailor marketing strategies to meet diverse needs.

## Functional Requirements :

### Feedback Form Display:

- After purchasing a product, the feedback form should be automatically displayed to the user.
- Users should be able to type in the fields where information is requested.

### Dropdown Options:

- Users should have the option to select from predefined choices using dropdown menus in specified fields.

### Submit Button:

- Users should be able to successfully click on the submit button after completing the feedback form.

### Mandatory Field Validation:

- An error message should be displayed if the user attempts to submit the form without filling out all mandatory fields.



# Customer Feedback Form :

"We Value your Feedback ! Your insights help us improve our services and deliver the best shopping experience.""

**Customer Name \***  **Email Address \***  **Gender \***

**Overall shopping experience**  ★★★★★

**How often do you shop on our website ?**

**Product availability satisfaction**  ★★★★★

**Were you able to find the product you were looking for?**  ★★★★★  **Not able to find add suggestions**

**Product Support before & after purchase**  ★★★★★

**would you like to share anything more (optional)**

Disclaimer :
"We respect your privacy. All feedback provided will be kept confidential and used solely for the purpose
of enhancing our offerings. Your personal information will not be shared with third parties."

**Send Feedback**

**Sample Feedback form designed in FIGMA (Desktop)**

## Store Manager:

1. **Data Retrieval:**
   ○ The store manager should be able to retrieve feedback data from the system for analysis.
2. **Auto-Generated Reports:**
   ○ The system should seamlessly auto-generate reports in Power BI for efficient analysis of customer feedback.
3. **Customization of Visualizations:**
   ○ The store manager should be able to customize the visualizations in Power BI to facilitate data-driven decision-making.
4. **Report Export:**
   ○ The store manager should be able to export reports from Power BI in various formats (e.g., PDF, Excel) for sharing and further analysis.



**Customer Feedback Analysis**

Product availability satisfaction by Email Address

5 (41.67%)
3 (25%)
4 (33.33%)

Email Address
● ghi@ms.com
● def@ms.com
● abc@ms.com
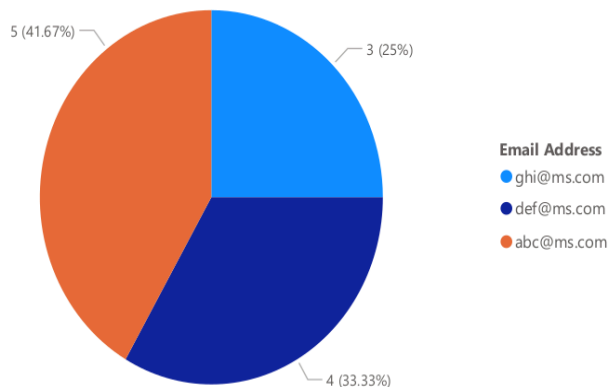
At 5, abc@ms.com had the highest Sum of Product availability satisfaction and was 66.67% higher than ghi@ms.com, which had the lowest Sum of Product availability satisfaction at 3.

abc@ms.com had the highest Sum of Product availability satisfaction at 5, followed by def@ms.com at 4 and ghi@ms.com at 3.

abc@ms.com accounted for 41.67% of Sum of Product availability satisfaction.

Overall Shopping Experience by Customer Name

GHI — 5
DEF — 4
ABC — 3

Overall Shopping Experience
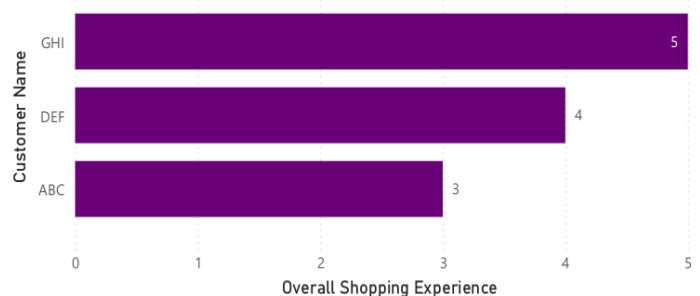
Were you able to find the product you were looking for? by Email Address

2 (20%)
5 (50%)
3 (30%)

Email Address
● def@ms.com
● ghi@ms.com
● abc@ms.com
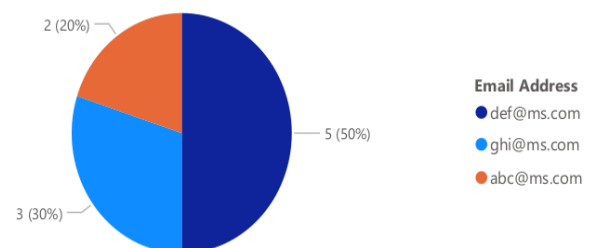
**Sample Visualization from Power BI**

**Use Cases :**

**Use Case 1: Display Feedback Form After Purchase**

- **Actor:** Customer
- **Description:** After completing a purchase, the customer is prompted to fill out a feedback form.
- **Precondition:** The customer must have completed a purchase.
- **Postcondition:** The feedback form is displayed for the customer to fill out.

**Use Case 2: Fill Out Feedback Form**

- **Actor:** Customer
- **Description:** The customer enters information into the feedback form fields.
- **Precondition:** The feedback form is displayed.
- **Postcondition:** The customer fills out the form with their feedback.

**Use Case 3: Use Dropdown Options**

- **Actor:** Customer
- **Description:** The customer selects an option from the dropdown menu in the feedback form.
- **Precondition:** The feedback form is displayed with dropdown fields.
- **Postcondition:** The selected option is recorded in the form.

**Use Case 4: Submit Feedback Form**

- **Actor:** Customer
- **Description:** The customer submits the feedback form after filling out the required fields.
- **Precondition:** The feedback form is filled out.
- **Postcondition:** The feedback is submitted, and the system confirms the submission.

**Use Case 5: Validate Mandatory Fields**

- **Actor:** Customer
- **Description:** The system checks for mandatory fields when the customer attempts to submit the form.
- **Precondition:** The customer has filled out some fields but not all mandatory ones.
- **Postcondition:** An error message is displayed prompting the customer to fill in the mandatory fields.

## Use Case 6: Retrieve Feedback Data

- **Actor:** Store Manager
- **Description:** The store manager retrieves customer feedback data from the system for analysis.
- **Precondition:** The feedback data has been submitted and stored.
- **Postcondition:** The feedback data is accessible for the store manager.

## Use Case 7: Auto-Generate Reports in Power BI

- **Actor:** Store Manager
- **Description:** The store manager uses the system to auto-generate reports based on the retrieved feedback data.
- **Precondition:** The store manager has access to Power BI and the necessary feedback data.
- **Postcondition:** A report is generated automatically in Power BI for analysis.

## Use Case 8: Customize Visualizations

- **Actor:** Store Manager
- **Description:** The store manager customizes the visualizations in Power BI for better insights.
- **Precondition:** The report has been generated in Power BI.
- **Postcondition:** The visualizations are tailored to meet the store manager's analytical needs.

## Use Case 9: Export Reports

- **Actor:** Store Manager
- **Description:** The store manager exports the generated report from Power BI in various formats (e.g., PDF, Excel).
- **Precondition:** The report is generated and available in Power BI.
- **Postcondition:** The report is exported and saved in the desired format for sharing or further analysis.

# Work flow Diagram :
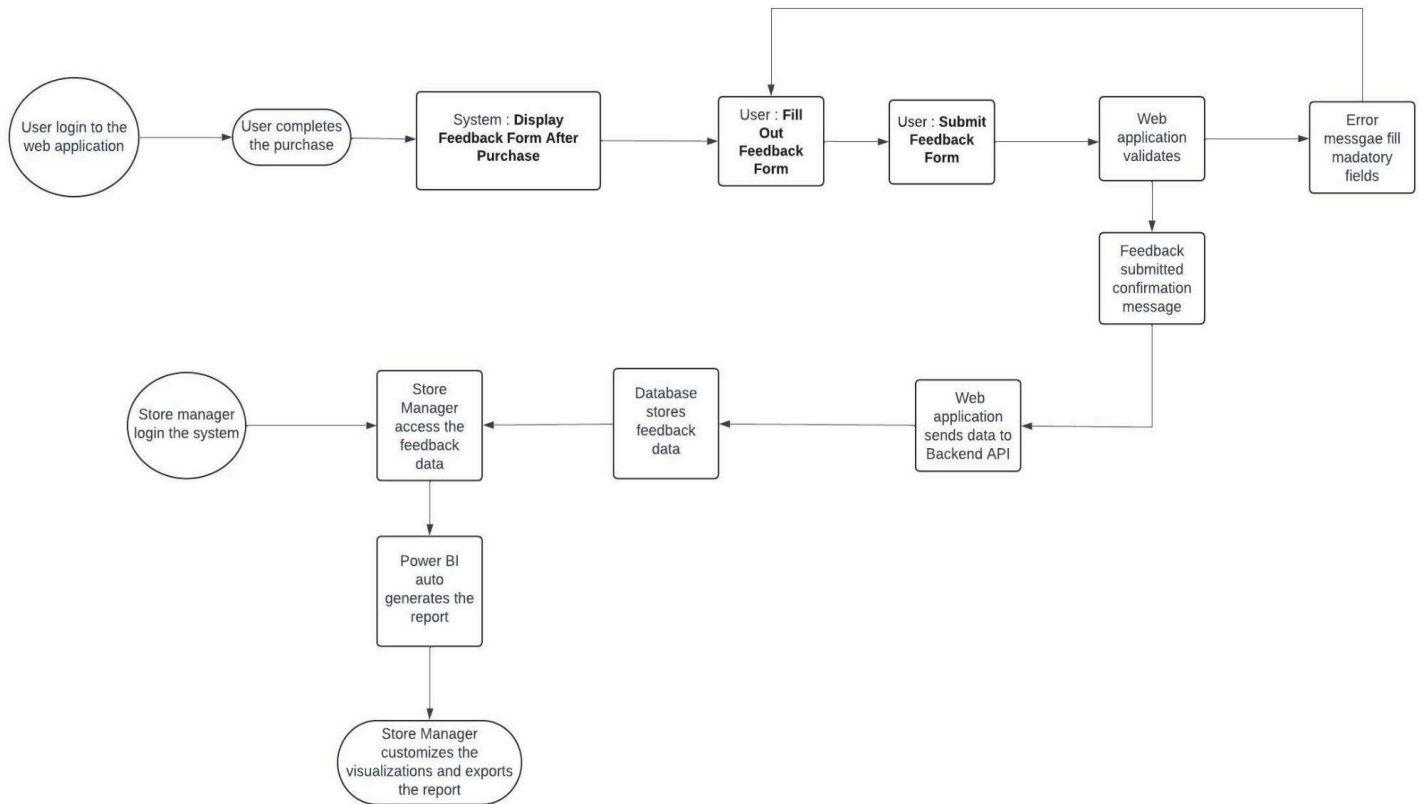


**Workflow diagram from Lucidcharts**

**Note :**
**This document serves as a communication tool for stakeholders to facilitate discussions and obtain confirmation for the subsequent stages of development, testing, and implementation. It is designed to align with Agile methodologies and the Scrum framework. It will also aid in collaboration with the solution architect to determine the appropriate technology stack for the project.**