

Grapevine Planning Docs: App Ratings and Improvement Goals

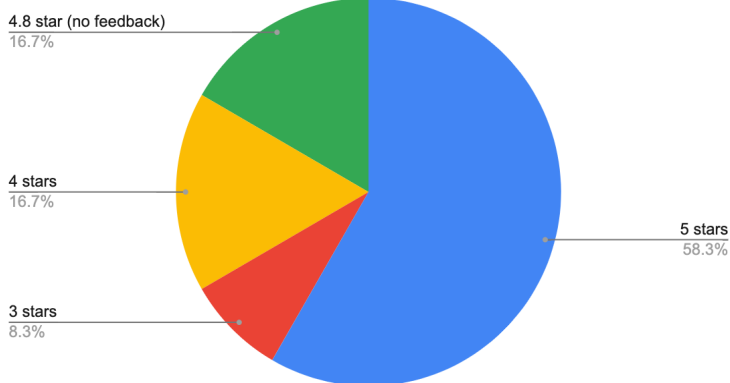
App Ratings	Surveys 1-3 Feedback (30 participants)
5 stars	I think this is looking great. It could get a bit less complicated in the UI.
4 stars	I don't have much feedback, but there could be more info regarding each person's account.
3 stars	I think that the app doesn't need extra features that include direct messaging and commenting. I think that with this being a new app, you should stick to making the app directed to other apps and their special functions instead of cramming them all into one.
4 star	The app is a little bit slow on android. I tested it on an apple phone and found that it ran a lot smoother. I recommend you stick to apple devices until the android app software is able to pick up.
5 stars	This is a great app!
5 stars	I like the search bar. Sometimes, the answers show up incorrectly for questions, but I think its a simple fix.
5 stars	I like a simpler UI since I am already more comfortable using associated social media apps for certain functions.
5 stars	The app looks very nice.
5 stars	I like the way that the app gives me options to locate other user's accounts.
4 star	I would recommend making the app less feature-thick. It is a starting version and many other apps can do those features better. Find a way to connect your app's unique function with other apps.
Overall Rating	4.7 Stars (including non-feedback reviews)

Overall Takeaways from Surveys:

- Improve UI to be simpler
 - Make the app more gateway-like
 - Increase the simplicity
 - Expand on the App's uniqueness
- Change focus to mainly X-Code
 - Apple emulator is much smoother
 - Continue on Angular code for cross-platform use however

Recorded Interview major comments (8 participants)
Potential Uses of the Idea
"The app can definitely be used for teachers. I was luckily able to find a good job environment for my first job, but I think that this app would have made it a lot easier. "
"I would say that as an intern at CACU, I was only given 3 or 4 reviews on their website about intern experiences and how it helped. On linkedin, interns usually don't document themselves as workers there, and even if they do, most aren't willing to share so it's a complete crapshoot. I think that this app can help that by connecting people who can actually comment on their experience to future interns or employees."
"I think that as someone who recently re-entered the workforce, this would really help me in the future. My job is a work-from-home one, so there weren't community meetings and I wasn't able to talk to actual employees which made it hard for me to see what the job actually was like. I was only given lots of information about the job by the people trying to hire me, which made it hard to know if what I was hearing was filtered or not. I think this app sounds very useful. "
"The app can be used for consumers. I'd like to see that a business holds a high standard for employee treatment. "
"As you know I work at BVW, and since the whole staff are employees hired by the district, we are able to know how the job is just by talking to the hirers themselves. However, in my previous job as a teacher, the district was formatted differently and I didn't know that coming into the job. If I had known that information, I wouldn't have made that decision. I think for teachers, students, and employees, this is a great solution to a huge problem, you know, I have also thought a lot about."

Count of App Ratings (Feedback Included)



Changes Made

- Made a simplified user guide, allowed for the app to function without the need for any instructions
- Simplified the UI to make the app a gateway solution
- Increased direct connections with social media apps
- Allowed for direct linkages and communication through affiliated apps
- Introduced 4 more social media app connections to Grapevine
- Introduced a “feed system” on the android sample version, to rate companies themselves
- Took out features that were replicative of non-unique apps, and replaced them with direct connections
- Added an anonymity feature through profile editing
- Added a bug-reporting function to allow for users to report bugs
 - Reported Bugs as of 6/24/21 : 2
 - Fixed Bugs: 2
 - Auto-update: 2 days
- Increased functionality with search bar, allowing for AI improvements and better question answering
- Switched to Apple Xcode with Swift as main development language, while maintaining a graphically designed version of the android app to maintain cross-platform functionality

Results

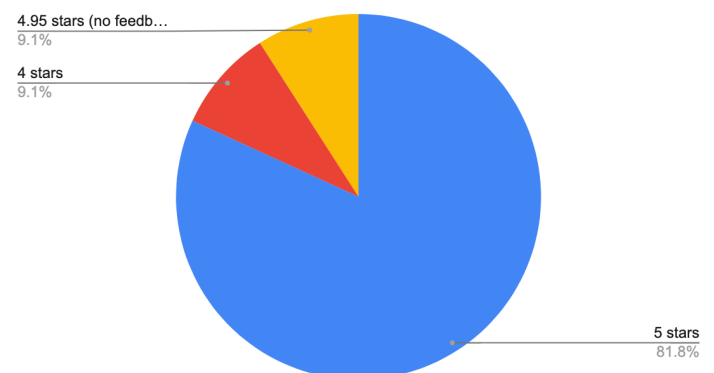
We re-surveyed the same group of people documented who were original feedback givers and commenters.

- Increase of approx. 20% in interview positivity according to transcript AI measurements
- Increase of 10% in star review ratings
 - Reviews of 3 stars were all raised to 5
- Feedback improved by approx. 30% in positivity according to AI measurements
- 4 more interviews got significant uses which were documented and used in the presentation
- 6 more people said that the app should be put out on the app store when more funding is given, due to the novelty of the solution

A charted visualisation of the post-improvement app ratings is shown below:

Average Rating: 4.92 stars

Count of App Ratings (Post-Improvements)



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