

- 14 -

Collect user insights
on AI responses



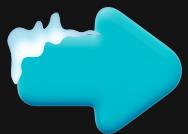
MONTHLY MASTERY

FEATURE-A-DAY

with Copilot Studio



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why collect user insights on AI responses?

AI-generated responses are powerful but not always perfect - they rely on user insights to improve.

Collecting user insights helps identify where AI responses lack accuracy, clarity, or relevance.

User insights fuel the AI learning process, creating a feedback loop that continuously refines its performance.

Remember:

An AI without feedback is like a Christmas tree without lights - it lacks the sparkle to shine bright!



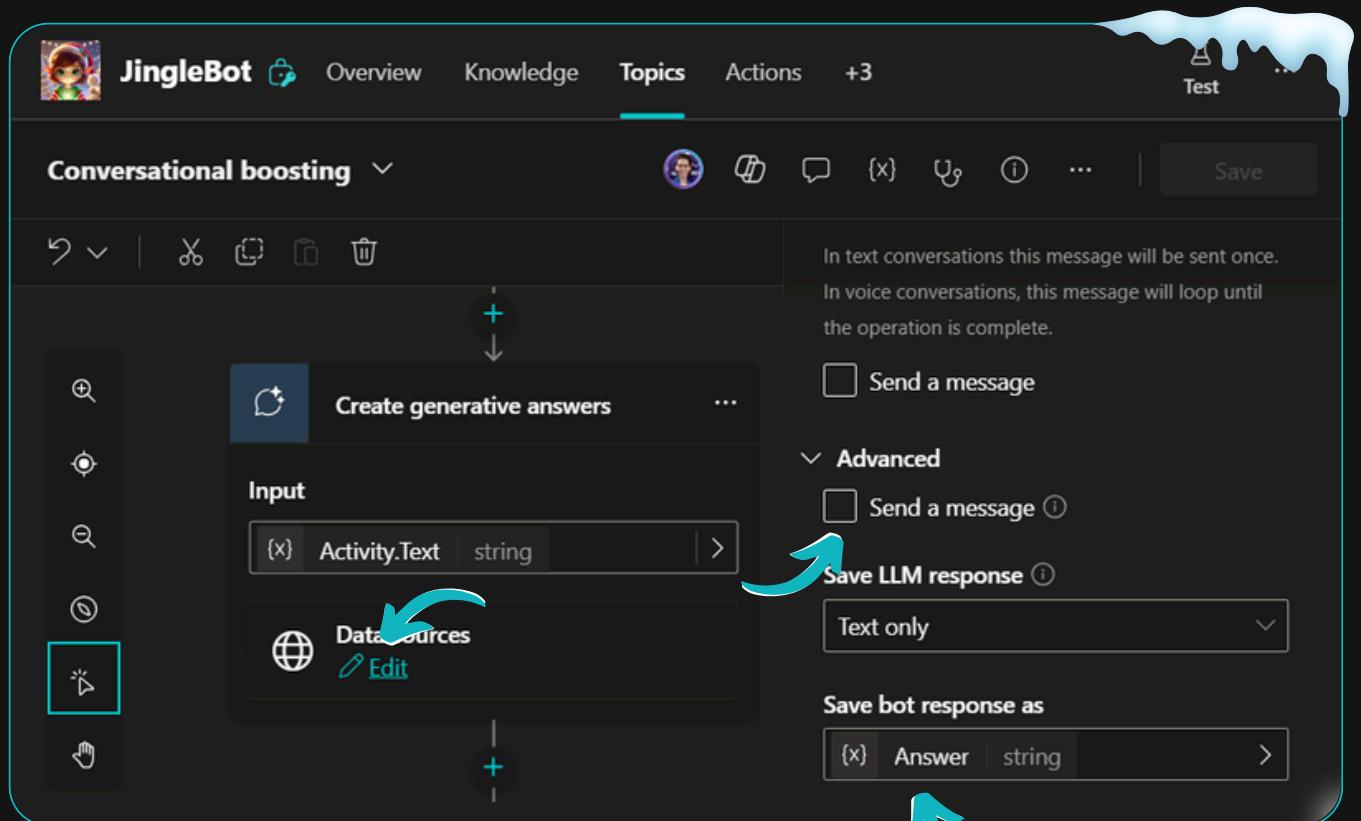
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Feedback for responses

Configure node

1. Create or open a topic that includes a **Generative answers** node.
2. On the **Edit** pane disable the **Send a message** property and create a **variable** to store the AI-generated response.



Learn more about adding and configuring a Generative Answers node in [Day 12](#) of our series.



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Feedback for responses

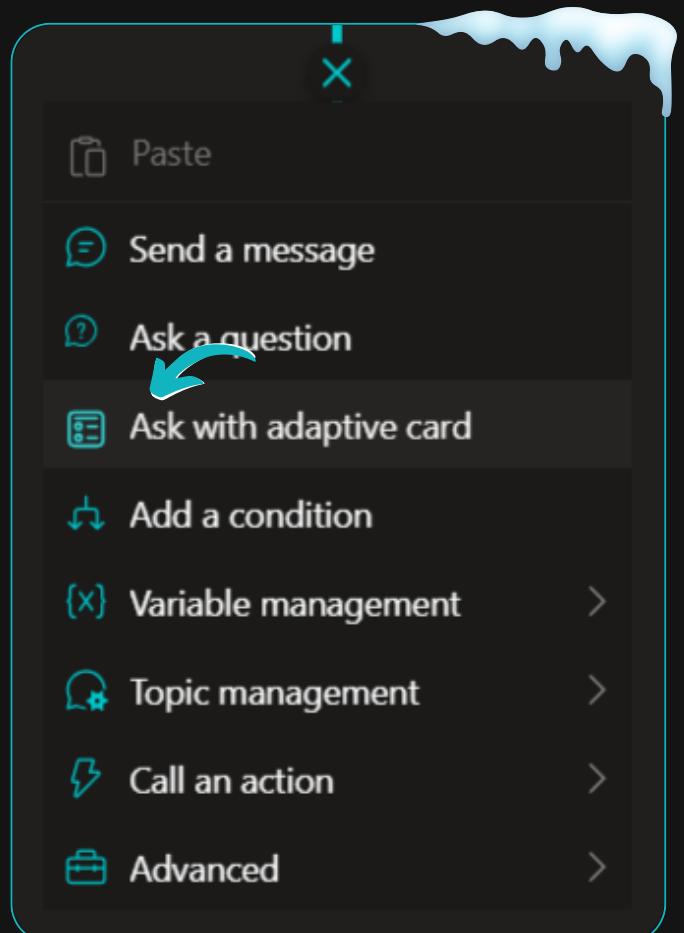
Insert an Adaptive card

3. Add a new node [Ask with adaptive card](#).

You can also use the [Message](#) node.

However, it offers fewer options
for handling user feedback.

Adaptive Cards allow you to
include buttons and feedback
options for interaction.



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Feedback for responses

Add options

4. Add **JSON** of your adaptive card to the **Edit Formula**.

The screenshot shows the Copilot Studio interface. On the left, there's a sidebar with icons for Home, Create, Agents, Library, and more. The main area displays a bot named "JingleBot" under the "Topics" tab. A specific topic, "Conversational boosting", is selected. In the center, there's a preview of an "Adaptive Card" with a gear icon and some placeholder text. Below it, the "Outputs (1)" section shows an output named "actionSubmitId" of type "string". To the right, a modal window titled "Adaptive Card Node properties" is open, showing the JSON formula for the adaptive card. The formula includes a "TextBlock" element with the variable "Topic.Answer". A blue arrow points from the text "Make sure you added the variable with AI generated response" to this "Topic.Answer" variable in the JSON code.

```
{ "$schema": "http://adaptivecards.io/schemas/adaptive-card.json", "version": "1.5", "body": [ { "type": "Container", "items": [ { "type": "TextBlock", "text": "Topic.Answer", "wrap": true } ] }, { "type": "Container", "items": [ ] } ] }
```

Make sure you
added the variable
with AI generated
response



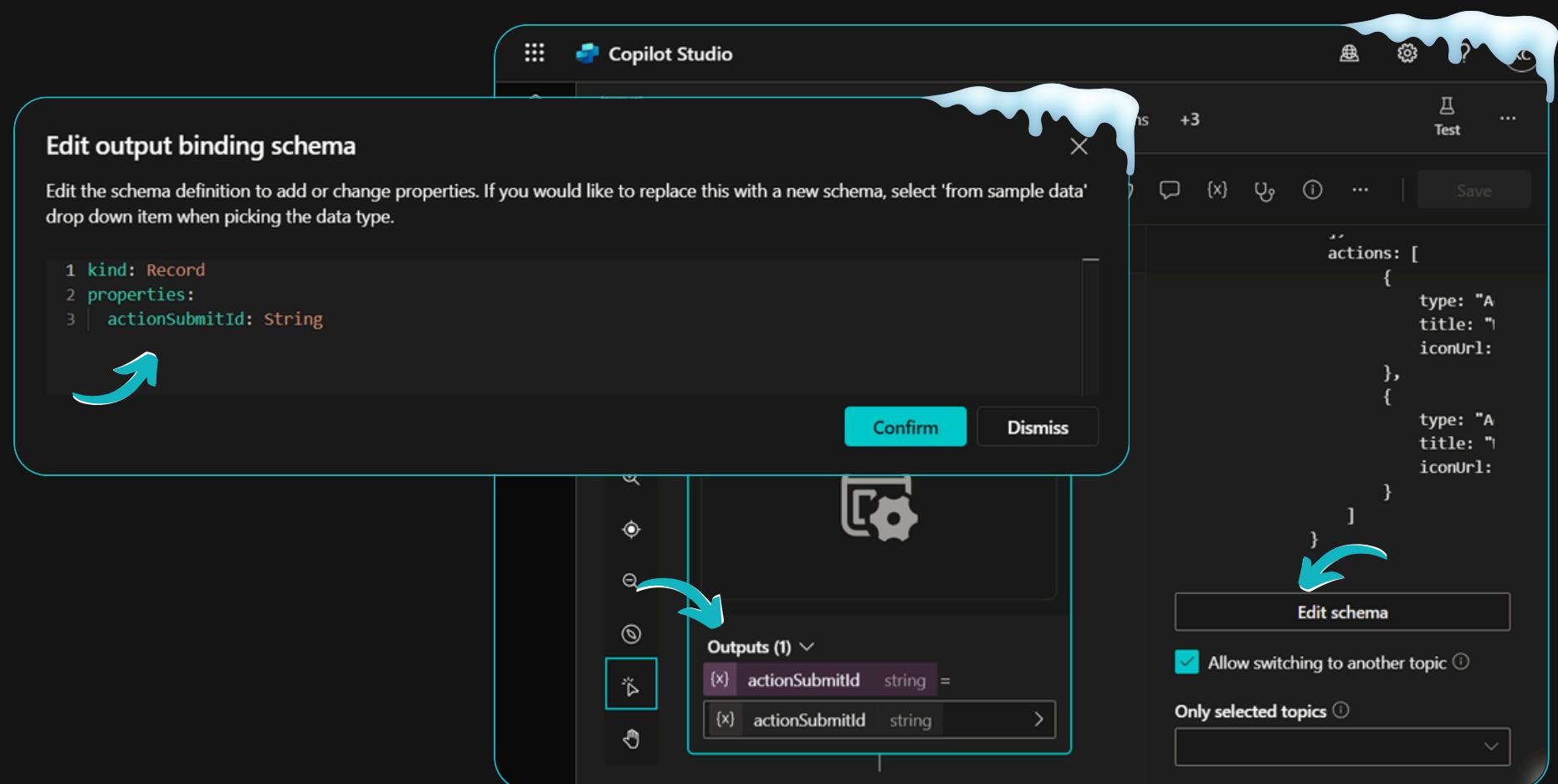
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Feedback for responses

Configure output

5. Review and configure the **output variables**

that will store the user's feedback. The values from these variables can be used in the conversational logic and passed to a system where all feedback is collected.



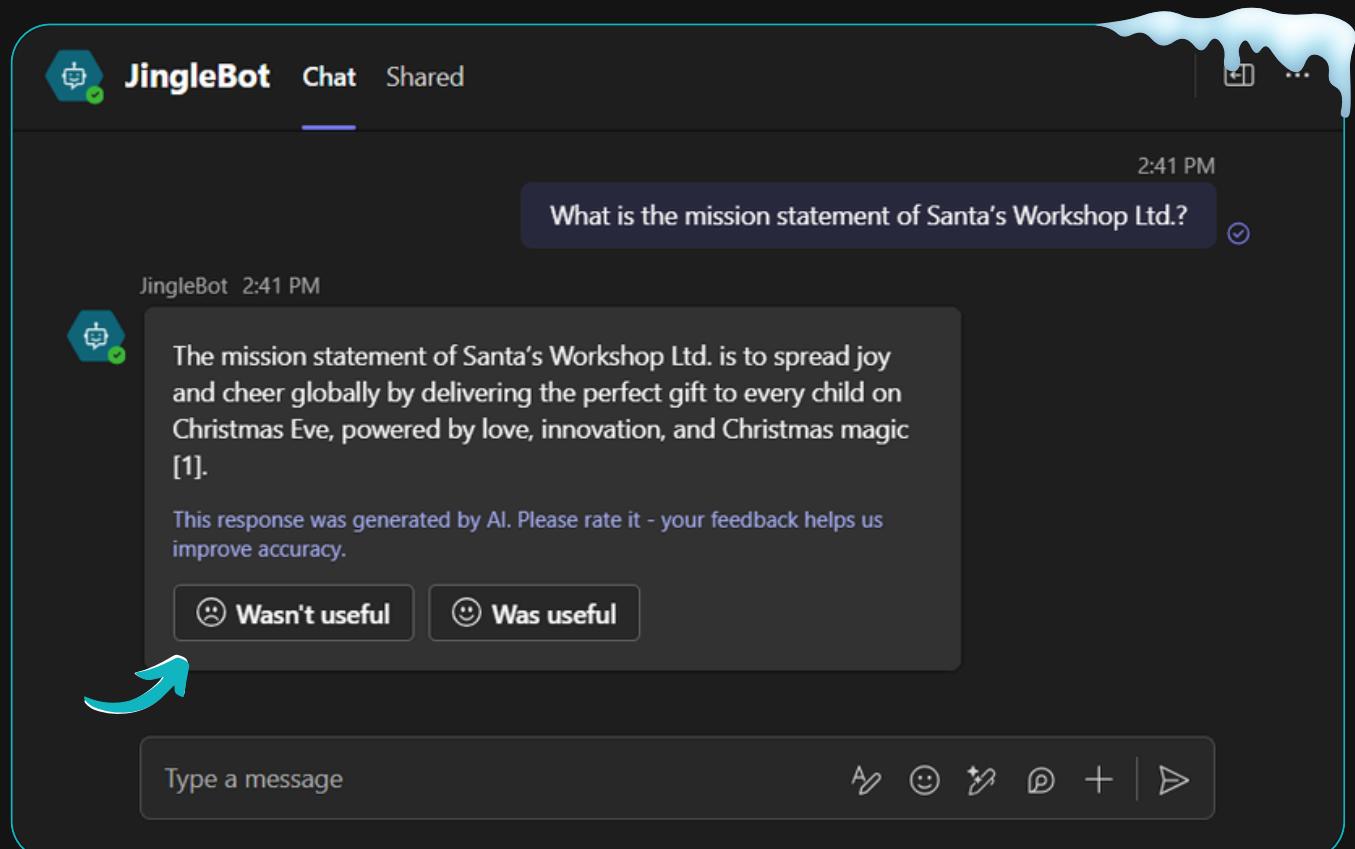
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Feedback for responses

Test the feedback form

6. **Test** your agent to see how the feedback options are displayed and work.



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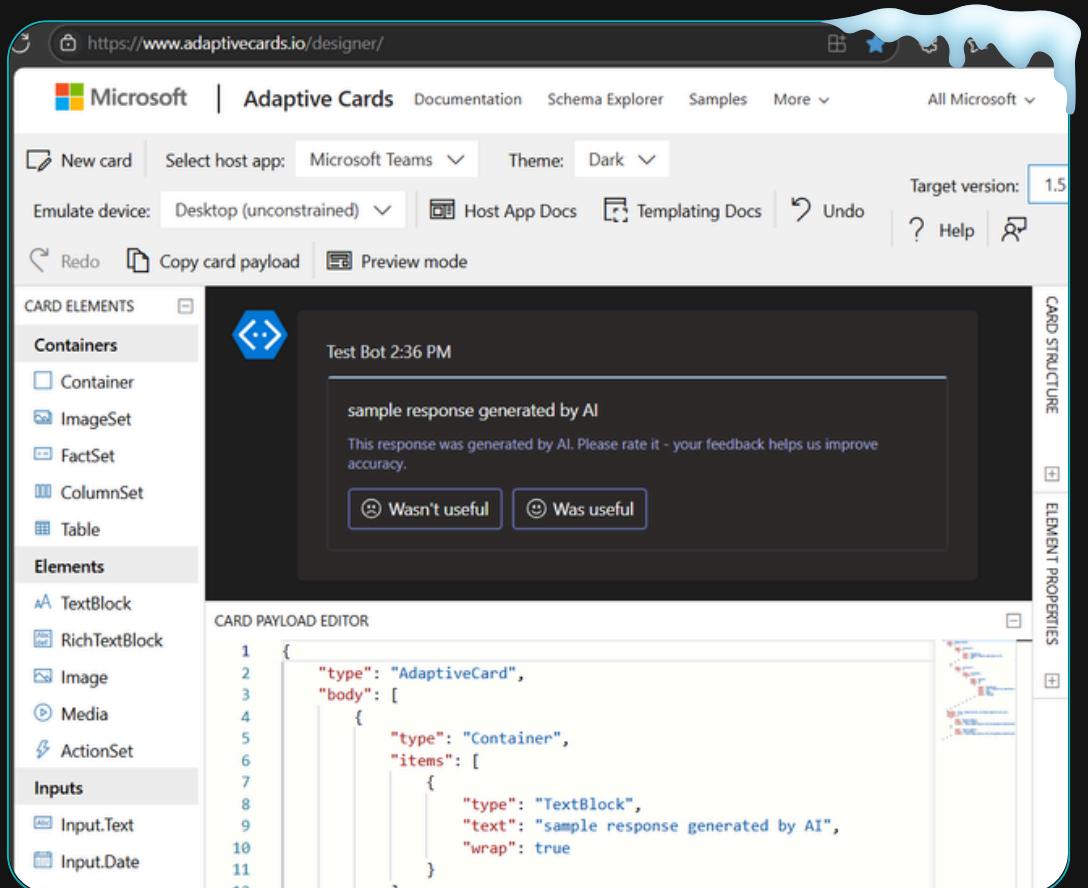


Feedback for responses

Adaptive Cards designer

Use <https://www.adaptivecards.io/designer/> to design your own adaptive cards.

The Designer allows you to **preview** how your card will look and **generates the JSON schema**, which you can easily copy and paste into a Copilot Studio node.



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Feedback for responses

Benefits

Improves AI performance

By analyzing user insights, you can fine-tune the agent to make it smarter and more relevant.

Better user engagement

Users feel heard when their feedback is considered, improving satisfaction and trust.

Simple insight collection

Adaptive Cards streamline gathering user insights directly within the conversation.

Scalable and flexible

Extend the system to include ratings, comments, or advanced feedback mechanisms as needed.



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Today's Task: Set up feedback form to collect user's feedback



1. Configure Generative answers node

Open your agent and navigate to the generative answers node where you want to collect feedback. Update settings as we learnt today.

2. Add an Adaptive card to collect feedback

Add an Adaptive card to the response asking, “Was this response helpful?” with Yes/No buttons for user feedback.

3. Test the feedback collection

Save your changes, test the agent, and ensure the feedback is collected successfully.



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