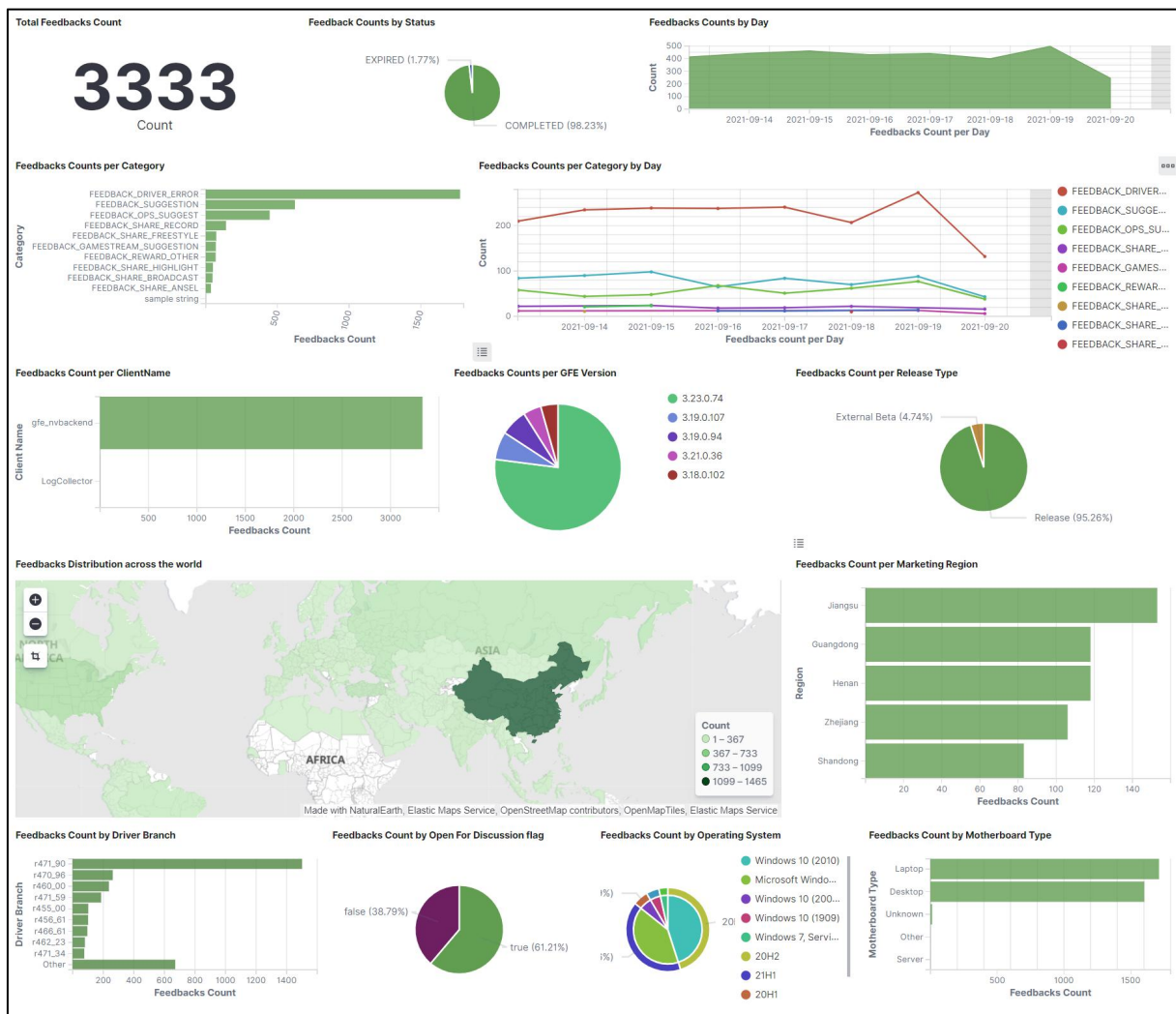# A statistical visualization design for user feedback processing basing on Kibana

1. Overview

Graph 1. *The interface of the statistical visualization dashboard basing on Kibana*

Project name: A statistical visualization design for user feedback processing basing on Kibana

Project type: Internal tool project only involves visualization design, independently finished by myself

My role: Project owner and visualization designer

Project Introduction:

The user feedback keeps flowing in and requires the customer care team to do a lot of manual checking to make sure all user reported issues are well tracked. To help the customer care team more efficiently handle feedback from users, I created a visualization dashboard to demonstrate the statistical information to give insights from holistic perspective. The visualization is built upon the Kibana system where the designers only need to define the logic of how the data should be organized to be visualized without thinking about details in data storage.

2. Process of design

### 2.1 Visualize the feedback data in terms of quantity from different angles

Besides the texts user sent to us for describing the problem they met, the statistical information is also useful for us to track widely occurred issues from the users like regional server glitch or severe bugs in a new version of software release. So tracking the amount of feedback in different categories can give the customer care team some clues.

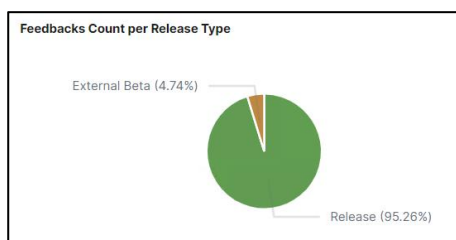The detailed design of how to visualize such information is as below:
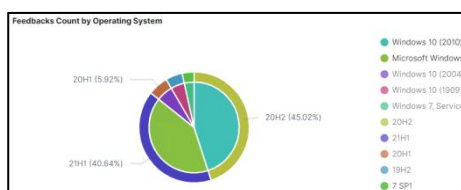
2.1.1 Pie charts to reveal ratio information
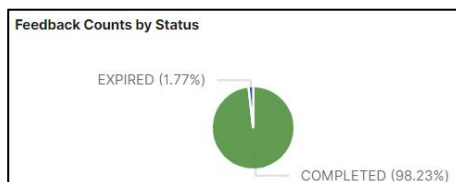
Graph 2. Pie chart of status count of feedback
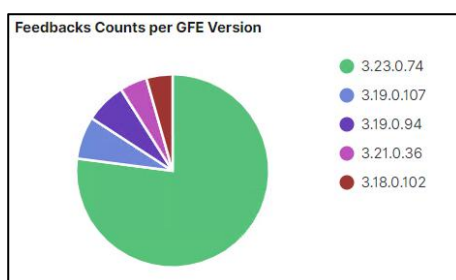
*Graph 3.* Pie chart of GFE version count of feedback

*Graph 4.* Pie chart of release type count of feedback

Graph 5. Pie chart of OS types distribution of feedback

For information like the distribution of OS, feedback type or client type, customer care team are more interested in the distribution of each category, so I visualized them with pie charts.
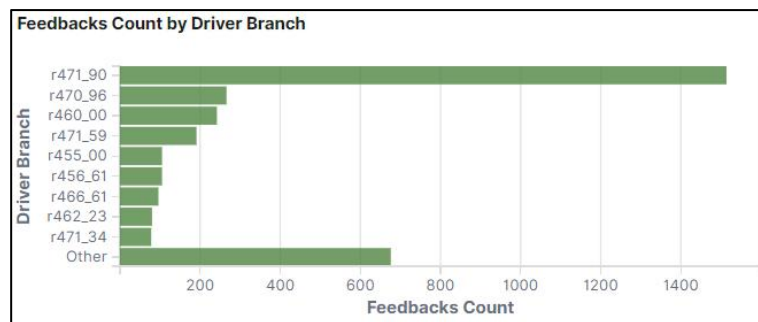
2.1.2 Bar charts for easier comparison
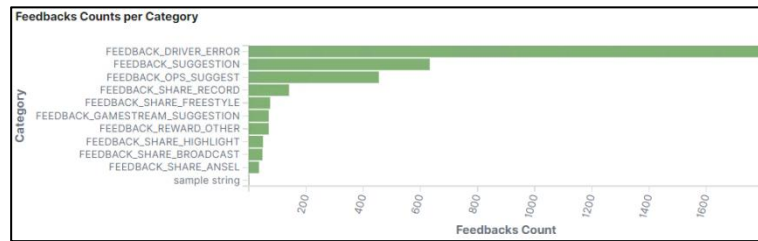
Graph 6. *Bar chart of category distribution of feedback*
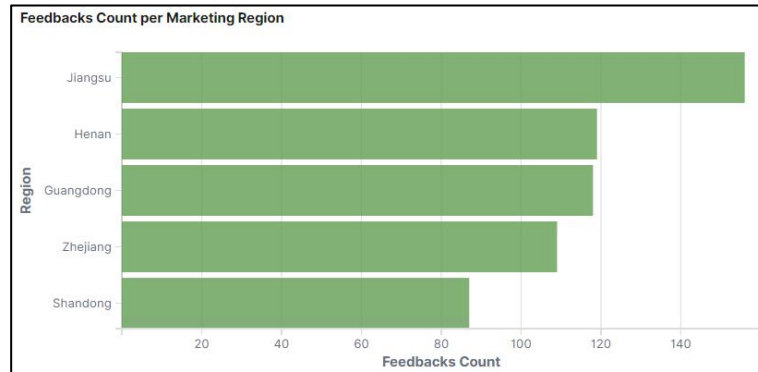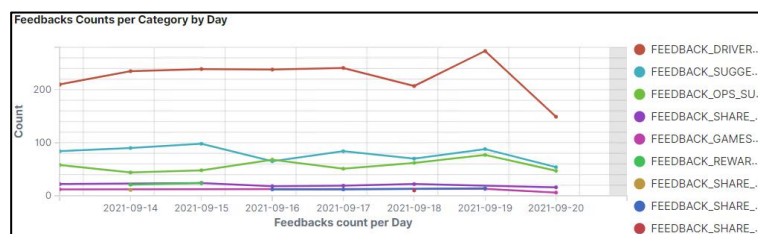

***Graph 7.*** *Bar chart of marketing region of feedback*

Graph 8. *Bar chart of driver version distribution of feedback*

For information like driver branch and market region, the customer care team would like to see a detailed number for easier comparison, so I design the visualization as bar charts.

2.1.3 Line charts to better reflect the trending

Graph 9. *Line chart to reflect the trending of daily feedback categories*
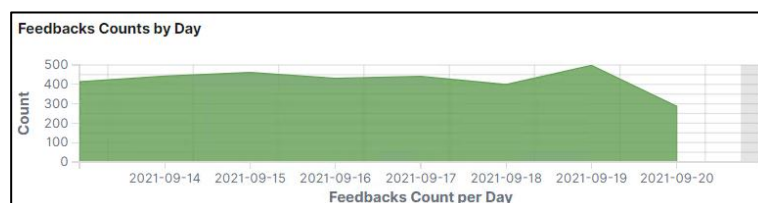
Graph 10. *Line chart to reflect the trending of daily feedback count*

The information like daily feedback counts or category distribution are more valuable to the customer care team in the perspective of trend, so I design the visualization as line charts to better indicate such information.

2.1.4 Heat map to demonstrate the regional information more vividly

Graph 11. *Heat map to visualize user count in different region more intuitively*

The customer care team are keenly interested in the regional distribution of our feedback data, so I used a world map to display the number of feedback in each region by different color marks, it makes the visualization more intuitive.

3 The results of the project

The visualization dashboard on Kibana provided a more intuitive way to get insights of our feedback data in the perspective of statistics, it helped the customer care team track abnormal trending of our feedback data to quickly capture and response to potential issues.