**Proposal Document for Feedback Collection (#108)**

**Objective**: This proposal outlines the best methods and tools for collecting and managing feedback for our Three.js web project. The goal is to create a system that not only captures user feedback directly but also tracks their interactions with our 3D models, allowing us to continuously improve the user experience based on real-time data and insights.

**1. Feedback Collection Methods**

Our project’s web-based nature provides us with several ways to gather feedback. To get a complete view of how users interact with our 3D models, we can implement both direct and indirect feedback collection methods. Here's a detailed breakdown of these methods:

**Direct Feedback**

* **Embedded Feedback Forms**:  
  One of the simplest ways to collect feedback is to embed forms directly into the website where our Three.js models are hosted. We can use **Google Forms** for this purpose.
  + **Location**: These forms can appear as pop-ups after users interact with certain 3D models, or be accessible via a visible “Feedback” button on the webpage.
  + **Purpose**: These forms will allow us to collect user opinions, experiences, and suggestions regarding the 3D models, performance, and overall user experience. The forms should be designed to capture both structured (e.g., multiple choice, ratings) and unstructured (e.g., free-text responses) feedback.
  + **Timing**: The forms can be triggered after certain interactions, such as when a user spends a specific amount of time with a model or completes a particular task (e.g., rotating or zooming in on a 3D object).

**Indirect Feedback**

* **Event Tracking**:  
  In addition to direct feedback, we can gather indirect feedback by tracking user behavior. Tools like **Google Analytics** or **Hotjar**can be integrated into the webpage to monitor how users engage with our 3D models.
  + **Data Collected**: Event tracking will allow us to see how users are interacting with the models, such as clicks, object rotations, zoom levels, time spent on each model, and navigation paths.
  + **Benefits**: This method is particularly useful for identifying user engagement patterns, highlighting where users may struggle or lose interest without requiring them to submit feedback manually. It will provide quantitative data, such as:
    - Which 3D models are most interacted with
    - Which features (e.g., rotating, zooming) are used the most
    - Which parts of the user interface (UI) might be causing issues or confusion
  + **Heatmaps**: If we use Hotjar, we can also generate heatmaps to see where users are clicking or focusing their attention on the page.

**Personal Recommendation**: I recommend using a combination of **Google Forms** (for direct feedback) and **Google Analytics** (for indirect feedback). This will give us both qualitative and quantitative insights, allowing us to identify problems and optimize the user experience more effectively.

**2. Tools for Feedback Management**

Once we’ve collected feedback, it’s crucial that we manage and organize it efficiently to derive actionable insights. Here’s a selection of tools that will help us store, categorize, and track user feedback:

**Feedback Collection Tools**

* **Google Forms**: This is an ideal tool for setting up a structured feedback form. It is user-friendly and allows for the gathering of both quantitative (e.g., ratings) and qualitative (e.g., written comments) data. Additionally, it provides built-in analytics to quickly visualize responses.
  + **Advantage**: Easy to implement and share, real-time data collection, and customizable form options.
  + **Integration**: The form can be embedded directly into a webpage, making it simple for users to submit feedback without leaving the site.
* **Feedback Organization and Management Tools**
* **Airtable**: For managing and organizing large amounts of feedback, Airtable is an excellent choice. It combines the flexibility of a spreadsheet with the power of a database, allowing us to categorize, filter, and prioritize feedback.
  + **Features**: Airtable supports tagging, assigning tasks, adding notes, and tracking the progress of feedback items. It’s perfect for creating a feedback pipeline where we can see which issues need to be addressed, and how they’re being handled.
  + **Collaboration**: Airtable allows multiple team members to collaborate, update records, and track the status of different feedback categories.

**Personal Recommendation**: I recommend using **Google Forms** for initial feedback collection and **Airtable** for organizing and managing feedback.

**3. Implementation Plan**

To ensure the successful deployment of our feedback system, we need to implement the tools and processes in phases. Below is the proposed timeline for adding feedback mechanisms and tracking tools to our webpage:

**Phase 1: Setup (1 Week)**

* **Task**: Embed feedback forms (Google Forms) and integrate event tracking (Google Analytics/Hotjar).
* **Action**: Develop a user-friendly feedback form, and configure Google Analytics to track key interactions with the 3D models (e.g., object rotation, zoom, click-through rates).
* **Outcome**: Feedback form goes live, and event tracking begins to collect data.

**Phase 2: Organize and Categorize Feedback (1 Week)**

* **Task**: Set up Airtable to categorize and track feedback.
* **Action**: Create categories based on feedback type (e.g., UI/UX issues, performance, feature requests). Designate team members to manage different categories.
* **Outcome**: Airtable is fully operational and ready to receive feedback.

**Phase 3: Monitor and Analyze Feedback (Ongoing)**

* **Task**: Regularly review collected feedback and event data.
* **Action**: Analyze trends from Google Analytics and user responses from Google Forms. Use Airtable to prioritize issues or feature requests.
* **Outcome**: Feedback is categorized, and high-priority issues are assigned to the team for resolution.

**Phase 4: Iteration and Improvement (Ongoing)**

* **Task**: Implement changes based on feedback and track improvements.
* **Action**: Adjust the 3D models, UI, or performance as needed. Continue to gather new feedback post-implementation to ensure continuous improvement.
* **Outcome**: The user experience is enhanced based on data-driven feedback.

**4. Expected Outcomes**

By implementing this feedback collection and management system, we expect the following outcomes:

* **Improved User Experience**: With insights from direct feedback and event tracking, we can identify and resolve user pain points, ensuring a smoother and more enjoyable interaction with our 3D models.
* **Data-Driven Decision Making**: The combination of qualitative feedback (from forms) and quantitative data (from event tracking) will allow us to make informed decisions about where to focus our efforts for improvement.
* **Prioritized Development**: Using tools like Airtable, we can easily prioritize which feedback needs to be addressed first, ensuring that the most critical issues are resolved promptly.
* **Continuous Improvement**: With this system in place, we can continuously collect and act on feedback, allowing us to refine the product based on real-time user input, keeping our project aligned with user needs and expectations.