

# Modular Feedback

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Project Number CS 25-323

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The Modular Feedback project introduces an innovative and scalable system for collecting feature-specific user feedback at Capital One. Traditional feedback methods, such as surveys and forms, often yield low response rates and leave generalized insights, making it difficult to assess user sentiment on individual platform features. This project aims to bridge that gap by creating an interactive and modular web component that enables real-time sentiment feedback.

The system allows users to express their opinions through a simple “thumbs up” or “thumbs down” interface with the ability to leave a comment, this feedback gets stored in a database using MongoDB ensuring scalability and security. The system also allows admins to make announcements and control the scalability of the module, which seamlessly integrates with Google Clickstream analytics to provide deeper insights on user behavior.

Although designed for Capital One, this solution is adaptable for any business seeking an efficient, data-driven feedback system. Its modularity and ease of integration make it a versatile tool for any organizations looking to enhance user engagement and refine their digital experiences. By modernizing enterprise-level feedback collection, this system provides an intuitive and impactful way to gather actionable insights.

Keywords: User Feedback, Clickstream Analytics, UI/UX, Scalable Design