Modular Feedback

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Problem Statement:

- A **Challenge** faced by development teams is finding a way to gather feature-specific feedback from consumers.
- Current methods **lack mechanisms** that specifically focus on the performance and reception of individual features.

Impact:

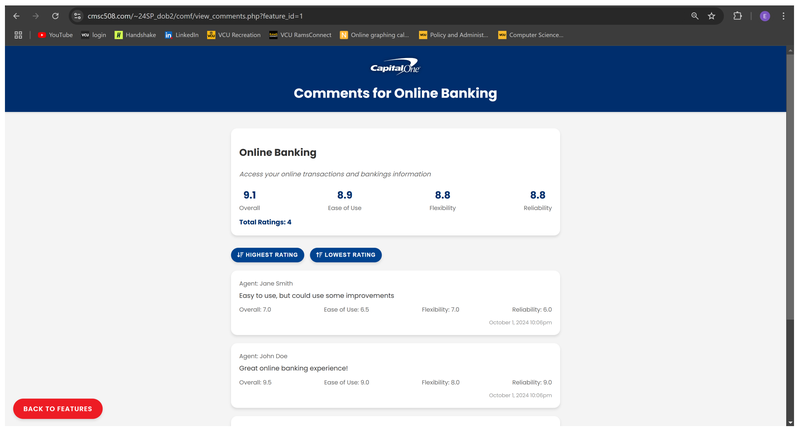
- This **impacts** product managers, developers, UI teams, and others who rely on actionable feedback to iterate new design features and functionality.
- Can result in design decisions that might **not** be the best fit for a feature.

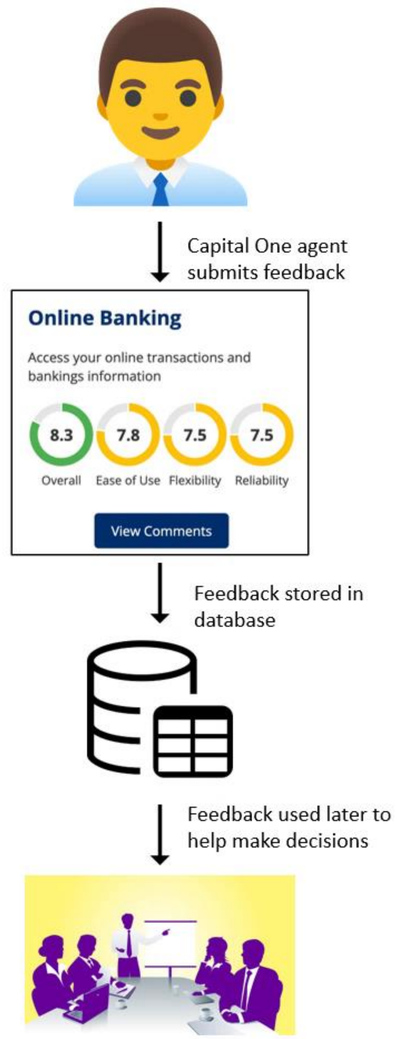
Constraints:

- The system must **integrate** with Capital One's Empath system.
- Ensures compatibility with existing infrastructure and smooth deployment.
- Successful API calls from the feedback system to the Em path platform.
- The system backend must be built using a MySQL-compatible database.
- Database must store feedback records without errors, with retrieval times under 100ms for queries involving 1,000+ records.

Solution:

- To ensure quality feedback, it is essential for us to create a feedback system that encourages users to **participate**.
- Feedback system must be **modular** and able to be extensible to multiple platforms or products.
- By capturing users' **Clickstream data**, we can address user concerns more directly.
- This would improve customer satisfaction and enhance user engagement with the platform while also providing better feedback data to the teams who will **make improvements** with it.





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