# 🧠 Gamified Feedback Collection Module

## ✅ Module Purpose

The **Gamified Feedback Collection** module is designed to turn product, service, or campaign feedback into a fun, engaging, and rewarding experience for users. Brands can incentivize users to share suggestions, complaints, or insights via Facebook/Instagram comments, inbox, or web forms—and then convert those insights into actionable ideas or even new UGC campaigns.

## 🎯 Goals

* Collect valuable feedback from users in a non-boring way
* Turn every feedback into a chance for reward or recognition
* Generate data that can guide product improvements or blog campaigns
* Enable participation even from users not interested in standard UGC formats

## 🧩 Features

### 1. **Campaign Types**

* **Suggest a Product**: “What product should we launch next?”
* **Vote Your Favorite**: Choose between two or more upcoming ideas
* **Rate & Win**: Give feedback on your recent order or experience
* **Open Mic**: General feedback collection with gamified prompts

### 2. **Entry Methods**

* Facebook/Instagram Comments
* Facebook/Instagram DMs (via Inbox GPT)
* Website feedback form
* AI-generated Instagram stories with poll stickers (future integration)

### 3. **Gamified Mechanics**

* Points for each submission (configurable per brand)
* Bonus points for early entries, long responses, or voted-up ideas
* AI classifies suggestions by theme and tags them automatically
* Voting system to highlight top community-backed ideas

### 4. **Reward System Integration**

* Points directly added to user profile (if identity is mapped)
* Eligible for leaderboard inclusion
* Auto-DM to user: “Thanks for your suggestion! You’ve earned 20 pts!”
* Winning entries get highlighted in stories/posts and rewarded

### 5. **Admin Panel Tools**

* View all responses in a table with classification tags (AI-enhanced)
* Mark winning feedback manually or by votes
* Export CSV or turn into Blog Draft
* Trigger reward assignment from panel

## 🔗 Integration Points

* Connects to: Points + Loyalty Module, Blog Generator, Inbox GPT, UGC Analytics
* Webhook triggers to notify when a new high-quality feedback is collected
* Unified experience via Auto Poster module (posts, stories)

## 📊 Analytics

* Entries per campaign
* Reward cost vs feedback volume
* AI tag cloud of common ideas
* Voting trends over time

## ⚙️ Technical Requirements

* feedback\_campaigns table
* feedback\_entries table
* user\_feedback\_points (linked to loyalty engine)
* AI classification model for feedback tagging (can be OpenAI or local model)
* Voting service (Redis or Firebase-based real-time voting counter)

## 🧠 AI-Powered Enhancements

* Auto-cluster feedback themes: “30% of users suggested smaller packaging”
* Suggest new product tags, campaign ideas, or bundles based on feedback
* Flag low-quality/spam feedback automatically

## 🔐 Permissions

* **Brand Admins**: Create campaigns, review entries, reward users
* **Superadmin**: Moderate all feedback, manage abuse filters, train AI tags

## 💡 Example Use Case

1. Brand posts: “What product should we launch next? Comment below and win points!”
2. Users reply: “Travel-size toner!”, “Glow serum in a pump!”
3. System collects comments, tags them with product categories
4. Admin sees clustered suggestions and picks top one
5. Winner gets 100 points and is featured in story
6. Feedback becomes a new blog post: “Why You Asked for Travel Toners & We Listened”

✅ Module ready for export, UI generation, or system linking.