SEMANTIC ANALYSIS

smartsheet

Information School
UNIVERSITY of WASHINGTON

OVERVIEW

It is important to make user experience as efficient as possible, one way to do this, is to read the user's reviews on the current running App, gather their pain points and constantly improve products. The Smartsheet platform has large amount of unstructured user feedback comments. So, the product owners take a lot of time and effort to come up with actionable feedback. Our solution is a machine learning model which enables text classification of the feedback comments by categorizing them into their respective categories.

PAIN POINTS

Manual classification of comments

Takes a lot of time and effort to service process
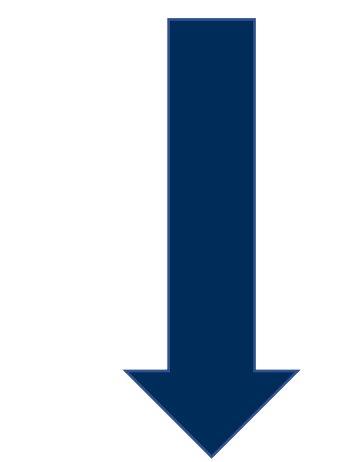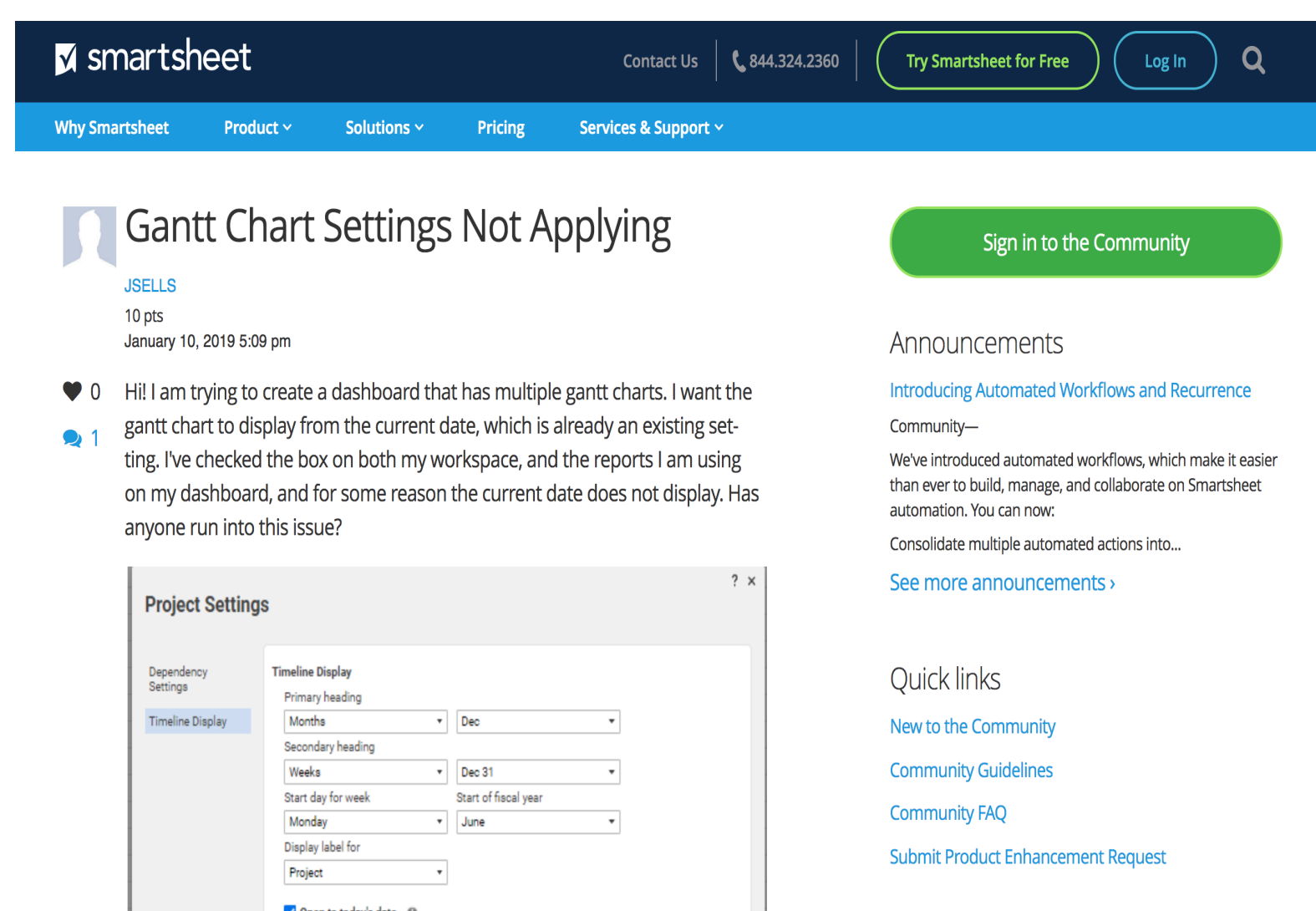
Poor user experience

STAKEHOLDERS

1. Users/Customers
2. Product Owners
3. Data Scientist
4. iSchool

OUR APPROACH

USER FEEDBACK COMMENTS

Formula

Performance

UX Integration

UX Enhancement

Data Extraction → Data Cleaning → Tokenization & Vectorization → Data Training → Prediction

BUSINESS OUTCOMES

Requests re-directed to the concerned teams

Response time for actionable feedback increased by 45%

Enhancement of product features

Easier to prioritize issues