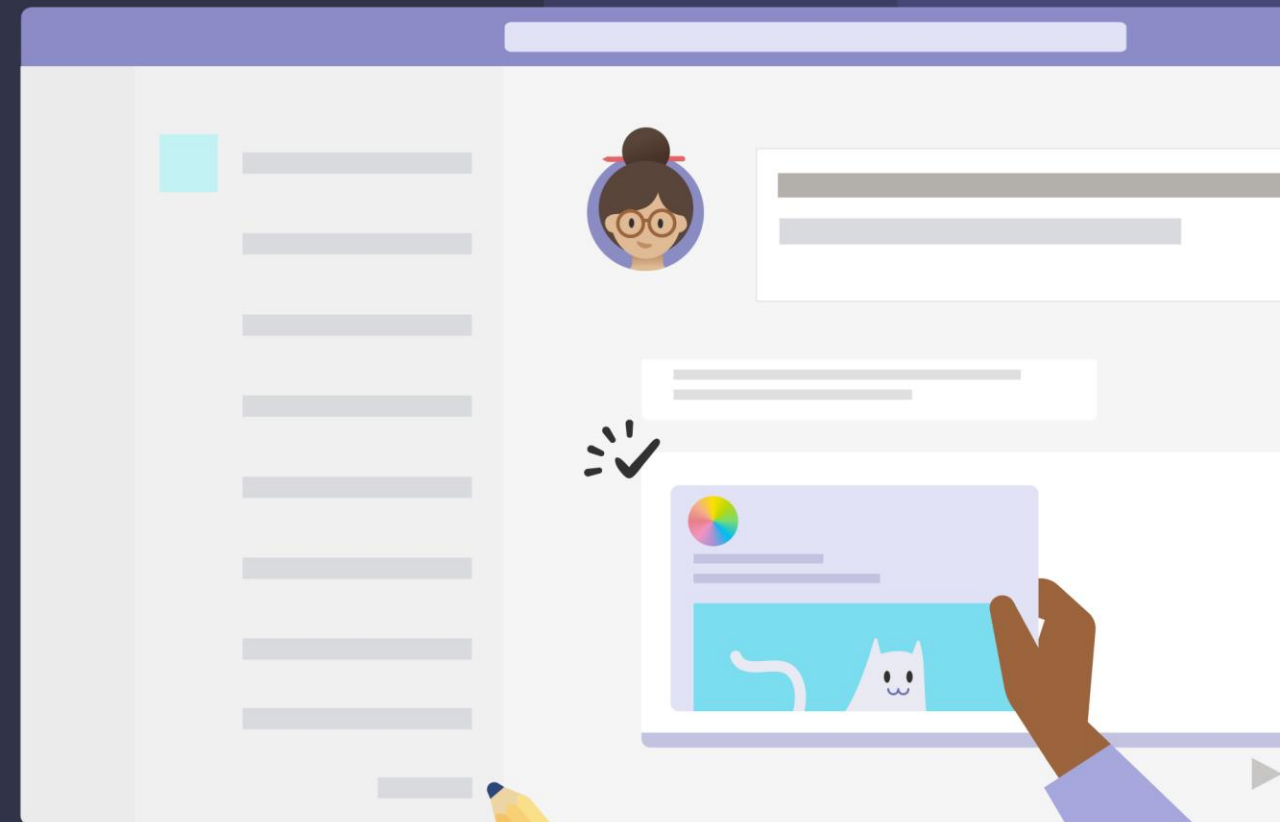




# Best Practices

Gather user feedback to continuously improve your app



Tip: 1

# App Description

The app description is the first moment of truth for your Teams. You can provide your support email ID in the description of the app so that the customers can mail you in case they have any feedback, suggestions or queries.



# Store



## Apps

### Northwind Traders

Built by your org

### Categories

Analytics and BI

Developer and IT

Human resources

Marketing

Productivity

Project management

Sales and support

Social and fun

### Industries

Education

Financial services

Government

Healthcare

Manufacturing

Retail

Submit to app catalog

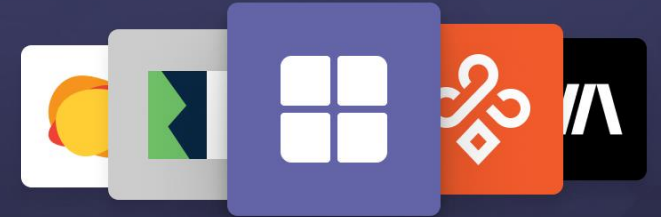
Upload a custom app

# Teams Apps store

## Browse available apps and services

Add your favorite app for yourself or for a team.

EXPLORE OUR PICKS



Sort Filter

### Built by your org

See all



#### Tech Support

★★★★☆ 3.1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris sit amet dui a erat consequat porta quis a velit. Nullam consectetur adipiscing elit. Mauris sit amet dui...



#### Contoso

★★★★☆ 3.1

Contoso App for Microsoft Teams brings the well-known Contoso project management experience into your collaboration environment.



#### Shuttle

★★★★☆ 3.1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris sit amet dui a erat consequat porta quis a velit. Nullam consectetur adipiscing elit. Mauris sit amet dui...



#### Time off

★★★★☆ 3.1

Consectetur adipiscing elit. Mauris sit amet dui a erat consequat porta quis a velit. Nullam consectetur adipiscing elit. Mauris amet lorem ipsum dolor sit ame...



#### Travel

★★★★☆ 3.1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris sit amet dui a erat consequat porta quis a velit. Nullam consectetur adipiscing elit. Mauris sit amet dui...



#### Dining

★★★★☆ 3.1

Consectetur adipiscing elit. Mauris sit amet dui a erat consequat porta quis a velit. Nullam consectetur adipiscing elit. Mauris amet lorem ipsum dolor sit ame...

### What's new

See all



#### App name

★★★★☆ 3.1

Connectors keep your team current by delivering



#### App name

★★★★☆ 3.1

Connectors keep your team current by delivering



#### App name

★★★★☆ 3.1

Connectors keep your team current by delivering



# Store

## Apps

### Northwind Traders

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Analytics and BI

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Social and fun

### Industries

Education

Financial services

Government

Healthcare

Manufacturing

Retail

Submit to app catalog

Upload a custom app



## Contoso

Productivity, Project management

★★★★☆ 4.1 (247)

Microsoft certified

Free trial

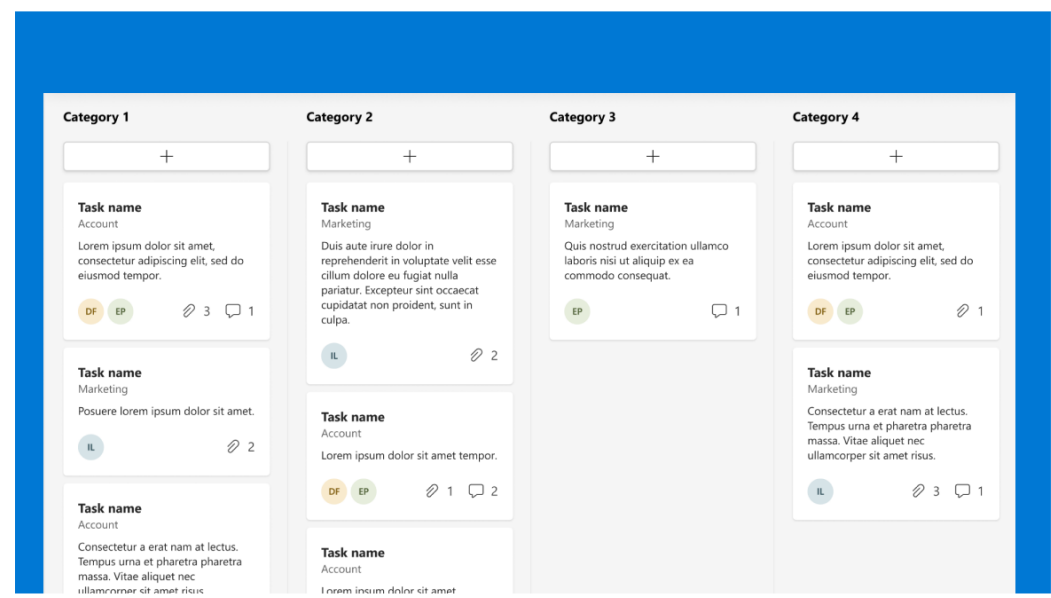
Add

Buy a subscription

### About

### Permissions

More from Contoso LLC



Contoso App for Microsoft Teams brings the well-known Contoso project management experience into your collaboration environment. You and your team can now to stay focused on the tasks instead of nudging each other over numerous platforms. Simply use the Contoso App for Microsoft Teams to create, assign, edit and manage tasks in your project board. You can also interact with the Contoso bot from your team channel or group.

By using Contoso, you agree to the [privacy policy](#) and [terms of use](#).

In case of any feedback, suggestions or queries please reach out to us at:

[feedback@contoso.com](mailto:feedback@contoso.com)



### Buttle

★★★★☆ 3.1

um dolor sit amet, consectetur adipiscing elit. amet dui a erat consequat porta quis a velit. nsectetur adipiscing elit. Mauris sit amet dui...

### ining

★★★★☆ 3.1

ur adipiscing elit. Mauris sit amet dui a erat porta quis a velit. Nullam consectetur elit. Mauris amet lorem ipsum dolor sit ame...

See all

See all

App name ★★★★★ 3.1

Connectors keep your team current by delivering

App name ★★★★★ 3.1

Connectors keep your team current by delivering

App name ★★★★★ 3.1

Connectors keep your team current by delivering

Tip: 2

## Personal Help Tab

The first recommendation is to always have a help tab in the personal scope to provide all the relevant details to the users. On the same help page, you can provide an email ID to get feedback, or you can invoke a task module to collect more details from the users.



## Contoso App on Microsoft Teams

Have feedback?



Now collaborate with your colleague on any project using the Contoso App on Microsoft Teams. A comprehensive guide on using the app is given below. So, read it and start managing your projects on the fly.

Some Points to Consider: You need to connect your existing Contoso account on Microsoft Teams to start using it. The Contoso app is available for free to all the customers of Microsoft Teams. All your team member should be part of the same project to start collaborating.

In case of any feedback, suggestions or queries please reach out to us at: [feedback@contoso.com](mailto:feedback@contoso.com)

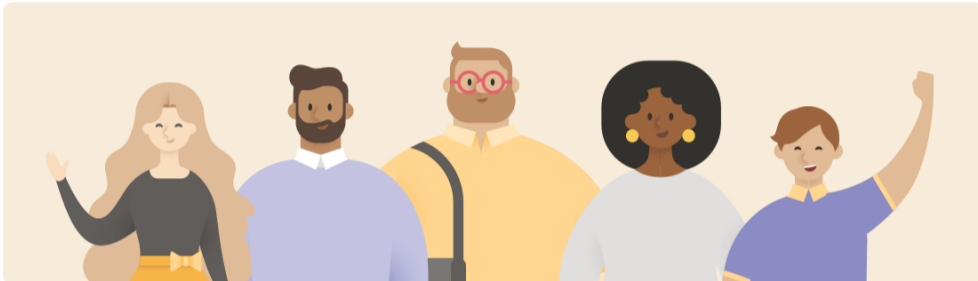
## How to Sign in or Sign Up?

You can either register for an account using the 'Sign Up' command or click on 'Sign In' button to log into your existing account as given in the below screenshot:



Contoso 08:00 AM

# Welcome!





### Contoso App on Microsoft Teams

Now collaborate with your colleague on any project. A comprehensive guide on using the app is given...

Some Points to Consider: You need to connect your account. The Contoso app is available for free to all the customers. All your team member should be part of the same team.

In case of any feedback, suggestions or queries please contact us.

### How to Sign in or Sign Up?

You can either register for an account using the 'Sign Up' link given in the below screenshot:



Contoso 08:00 AM

## Welcome!



**Provide feedback**  
Contoso



### We would love to hear from you

#### Rate your overall experience

- Very good
- Somewhat good
- Neither good nor bad
- Somewhat bad
- Very bad

Give your feedback:

Submit

Have feedback?

Tip: 3

## Explicit Bot Command

You can support an explicit bot command to take feedback from the user at any point of time. Depending upon the quality of feedback that you want to collect, you can either use an adaptive card or a task module. Adaptive cards would be recommended as they are easy-to-fill and are mobile responsive.





Contoso

Tab1

Chat

About



Contoso 08:00 AM

### I'm happy to help!

Hey Daniella, here are the commands you can use with this app:

**create task**

creates a new task in Contoso

**see projects**

displays all your connected projects

**view tasks**

show all your tasks sorted by most recent ones

**sign in**

sign in to the contoso app

**sign out**

sign out of contoso app

**feedback**

send your feedback, queries and suggestions



Type a new message





Search bar

Feedback



### Feedback form

We would love to hear from you

#### Rate your overall experience

- Very good
- Somewhat good
- Neither good nor bad
- Somewhat bad
- Very bad

Give your feedback:

Text input field for feedback

Submit

Type a new message



Tip: 4

## Help Card

The 'help' is the most used commands in any Teams app. You can add a textual message below the help card that will inform users about the command that they can use to provide any kind of feedback.

Your task "Test task" has been created

## Test Task for Contoso



Assigned to  
Ankur Yadav



Due date  
Sep 30, 2020

This is the first task in this project

Help



Contoso 08:00 AM

### I'm happy to help!

Hey Daniella, here are the commands you can use with this app

Type 'feedback' if you want to give us feedback at any point of time

Create task

See projects

View tasks

Sign in

Sign out



Type a new message



Activity



Chat



Teams



Calendar



Calls



Files



Contoso



Apps

Tip: 5

## Incomprehensible Bot Commands

If the user enters a command that is not supported or understood by the bot, use the opportunity to collect feedback from the user. This will give you insights about the way users are interacting with the bot.



Your task "Test task" has been created

### Test Task for Contoso

Assigned to Ankur Yadav Due date Sep 30, 2020

This is the first task in this project

10:58 AM  
abcd



Contoso 08:00 AM

I am not sure what "abcd" means, but I want to help! Try choosing any of the following commands to see what I can do for you.

- Help
- Feedback
- Create task
- See projects
- View tasks



Type a new message



Tip: 6

## Tab Configuration Page

Sometimes, your users might face issues when they are trying to pin a channel tab of your app. Along with the help CTA, you should also have a way for the users to provide you feedback from it.

- Activity
- Chat
- Teams
- Calendar
- Calls
- Files
- ...
- Apps

### Teams

- Pinned
  - Marketing Northwind Traders
- Your teams
  - Contoso
    - General
    - Design Kanban Board
    - Overview
  - Performance
  - Shiproom
    - Telemetry
    - 32 hidden channels
  - Tailspin Traders
  - Account Teams
    - General
    - Accounting
    - Finance
  - Fiscal Year Planning
  - Strategy
    - 6 hidden channels

#### Tab configuration

Contoso

##### Project Kanban board

Contoso app for Microsoft Teams brings the well known Contoso project management experience into your collaboration environment. Enter values for the following fields to pin the Kanban board for your entire team to view and take action:

Choose project

Select project

Type a name for this board

Enter name here

Is something not right here? [Give your feedback](#)

Post to the channel about this tab


Save



- Activity
- Chat
- Teams
- Calendar
- Calls
- Files
- ...
- Apps

### Teams

- Pinned
  - Marketing Northwind Traders
- Your teams
  - Contoso
    - General
    - Design Kanban Board
    - Overview
    - Performance**
    - Shiproom**
    - Telemetry
    - 32 hidden channels
  - Tailspin Traders
  - Account Teams
    - General
    - Accounting
    - Finance
    - Fiscal Year Planning Strategy**
    - 6 hidden channels



**Tab configuration**

Contoso

✕

### We would love to hear from you

**Rate your overall experience**

- Very good
- Somewhat good
- Neither good nor bad
- Somewhat bad
- Very bad

Give your feedback:

Submit

Tip: 7




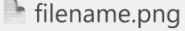


## Bot Notifications

It is a good practice to send bot notifications to your users to take feedback about the app experience. These notifications can be sent out regularly or at pre-defined durations to your active users. Ensure that these notifications are sent only in personal scope and not in collaboration scope, as you might end-up spamming many users.






Navigation bar with search and navigation arrows.

Activity, Teams, Calendar, Files, Apps

**Feed** [Menu] [Settings]

-  **Contoso sent you a card** 8/21  
We would love to have your feedback
-  **Charlotte, Babak replied** 10:58 AM  
to you  
Northwind Traders > Marketing  
Want to go out for lunch today? It's my...
-  **Will posted** 8:39 AM  
Northwind Traders > Marketing  

-  **Sarah +2 reacted to your message** 7:15 AM  
Chat with Reta, Miguel, +3  
I prefer the blue one
-  **Miguel posted** 8/23

**Marketing** Posts Files OneNote

-  I'm not confident in recommending those options with the client...  
[See more](#)
-  Reply
-  **Babak Shammas** 10:00 AM  
Can you guys please send me the options one more time. Had some concerns and...
- 5 replies from Franz, Giselle, and Inna
-  **Kadji Bell** 10:23 AM  
I thought the client wanted to mention she got the budget...
-  **JulyPromotion.docx**  
[box.com/s/w9eo6eua8f](#)



### Feedback form

We would love to hear from you

#### Rate your overall experience

- Very good
- Somewhat good
- Neither good nor bad
- Somewhat bad
- Very bad

Give your feedback:

Submit

Type a new message



## Tip: 9

# Tabs

The personal and collaborative tabs can be leveraged to collect feedback from the users. The CTA can invoke a task module to take input from the user. The CTA should also be positioned in an easy and non-intrusive way on the page.

### Teams

#### Pinned

Marketing  
Northwind Traders

#### Your teams

Contoso ...

General

Design Kanban Board

Overview

**Performance** 1

**Shiproom**

Telemetry

32 hidden channels

Tailspin Traders ...

Account Teams ...

General

Accounting

Finance

**Fiscal Year Planning**

**Strategy**

6 hidden channels



**Contoso**

Posts Files Wiki **Kanban Board** +



Meet

Project > Product launch > **Design**



Create task

#### To do (3)

+ [Add task]

**D312**  
Client meeting  
Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.  
 4

**D203**  
Analytics tags  
Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.  
 4

**D113**  
Bug fixing  
Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.  
 4

#### In-progress (3)

+ [Add task]

**D131**  
Finishing touches  
Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.  
 4

**D154**  
Design  
Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.  
 4

**D215**  
Adding content and images  
Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.  
 4

#### Closed (2)

+ [Add task]

**D102**  
Mock-ups  
Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.  
 4

**D142**  
Specs  
Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.  
 4

**Teams** ... ≡ +

Pinned

- Marketing Northwind Traders

Your teams

- Contoso ...
  - General
  - Design Kanban Board
  - Overview
  - Performance** 1
  - Shiproom**
  - Telemetry
  - 32 hidden channels
- Tailspin Traders ...
- Account Teams ...
  - General
  - Accounting
  - Finance
  - Fiscal Year Planning**
  - Strategy**
  - 6 hidden channels

Activity

Chat

Teams

Calendar

Calls

Files

...

Apps

**To do (3)**

+

**D312**  
Client meeting

Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.

🔗 4

**D203**  
Analytics tags

Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.

🔗 4

**D113**  
Bug fixing

Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.

🔗 4

**In-progress (3)**

+

**D131**  
Finishing touches

Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.

🔗 4

**D154**  
Design

Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.

KN
DF
EP

🔗 4

**D215**  
Adding content and images

Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.

KN
DF
EP

🔗 4

**Closed (2)**

+

**D102**  
Mock-ups

Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.

🔗 4

**D142**  
Specs

Duis aute irure dolor in reprehenderit in volupt velit esse cillum dolore eu fugiat nulla.

🔗 4

- 🔍 Filter
- ☰ Sort by
- 👤 Assigned to
- 📄 Change view
- ⚙️ Settings
- 🗨️ **Provide feedback**
- 🚪 Log out

Teams



Contoso

- Posts
- Files
- Wiki
- Kanban Board
- +



Meet



Pinned

Marketing Northwind Traders

Your teams

Contoso

General

Design Kanban Board

Overview

Performance 1

Shiproom

Telemetry

32 hidden channels

Tailspin Traders

Account Teams

General

Accounting

Finance

Fiscal Year Planning

Strategy

6 hidden channels



Provide feedback

Contoso



We would love to hear from you

Rate your overall experience

- Very good
- Somewhat good
- Neither good nor bad
- Somewhat bad
- Very bad

Give your feedback:

Text input field for feedback

Submit

Closed (2)



D102

Mock-ups

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla...



4

D142

Specs

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla...



4

- Filter
- Sort by
- Assigned to
- Change view
- Settings
- Provide feedback
- Log out



4

KN DF EP

4



Tip: 9

## Exception Handling

In case of any exception such as no response from the back-end or validation failure, the fallback step should also have a step to take feedback from the users. This can be used if the bot couldn't send the intended reply, or the task module was unable to load successfully.



Create task



Contoso 08:00 AM

### Something is broken!



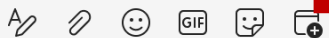
Oops! We could not complete the previous action as there was an error in executing the command. Please click on either of following buttons to proceed further.

Create task

Give feedback



Type a new message





Contoso

Chat

Your tasks

About



### Task management

Need to create a new task? I can help you with that! Simply type "Create a task" or click the command from my bot menu.

Create a task

View all tasks

Find a task



Create task



Create task

Type a new message





**Task management**  
Need to create a new command from my...

Create a task



Create task

Type a new message

**Create task**  
Contoso



### Something is broken!



Oops! We could not complete the previous action as there was an error in executing the command. Please click on either of following buttons to proceed further.

Reload

Give feedback



Tip: 10

## Other Channels

You can also use other channels such as emails to collect feedback and suggestions from your users. Just like bot notifications, emails should be scheduled at optimal time intervals.

Your browser supports setting Outlook on the Web as the default email handler. Try it now Ask again later Don't show again

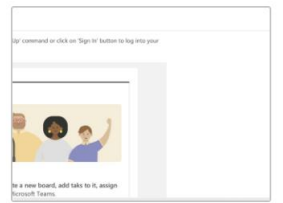
New message Delete Archive Junk Sweep Move to Categorize Snooze Undo

- Favorites
- Folders
  - Inbox 437
  - Drafts
  - Sent Items
  - Deleted It... 449
  - Junk Email 39
  - Archive
  - Notes
  - Conversation ...
  - New folder
- Groups
  - BLR Design 248
  - Teams @ ... 263
  - Teams De... 390
  - Platform D... 49
  - Microsoft ... 25
  - More

- Focused Other 34 Filter
- Azure DevOps Notifications**  
Requirement 1811910 - B... Mon 12:16 PM  
Best Practices Guide - Compilation Azure...
  - Vishal Bajpai; Ois...**  
> Welcome Rishabh ... (2) Mon 12:08 PM  
Welcome Rishabh!!
  - Vasundhara K**  
Timesheet in Beeline - M... Mon 10:40 AM  
Hi All, Please mark your attendance in be...
  - Microsoft on Yammer**  
Updates from All Company Mon 2:15 AM  
Catch up on conversations in your comm...
  - This week**
  - BLR Design**  
> Culture: Bi-weekly ... (3) Sun 10:16 PM  
Hi all, Setting up a bi-weekly series for all...  
Mon 5/31/2021 4:30 ... Event canceled Remove
  - Sagar Nagaraja Shastry**  
Sagar - OOF Sun 10:44 AM  
Taking wellness/summer break Shows as ...  
Tue 6/1/2021, 5:30 A... Conflict: Florina OOF; ... RSVP
  - Last week**
  - Microsoft Digital Notifications**

Provide feedback about your experience with Contoso Project Management app on Teams General

Contoso Project Management Tue 6/1/2021 2:15 PM To: Jonis@northwinds.com



Dear Joni,

Our customers are at the heart of everything we do at Contoso Project Management. Here's a quick feedback survey to understand your experience on Microsoft Teams. This will help us build better solutions for you in the near future.

It will take less than a minute...

Give us feedback



Thanks,  
Contoso Project Management

# Thank You

Microsoft Teams Ecosystem

