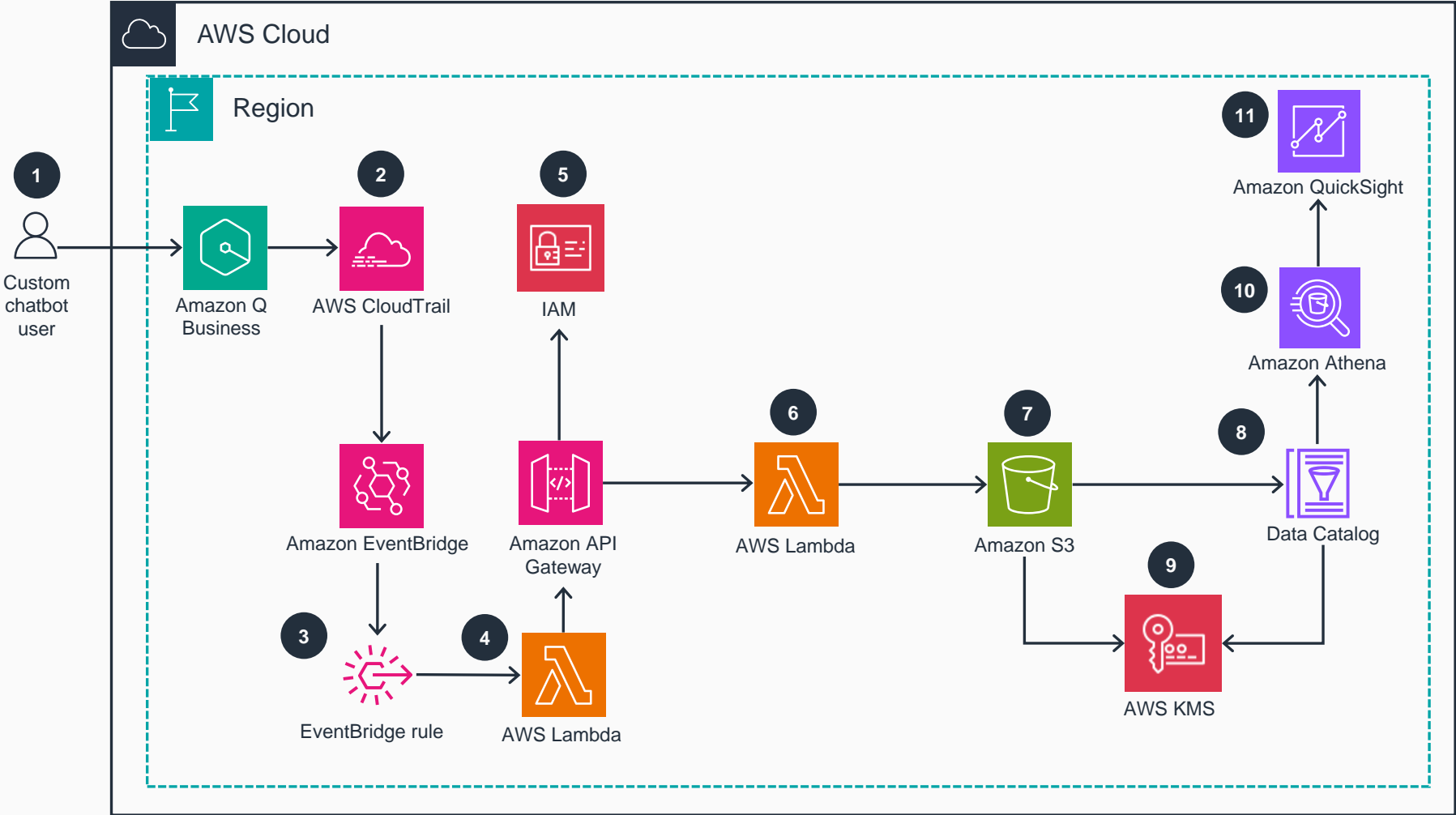


Guidance for Chatbot User Feedback and Analytics on AWS

This architecture diagram shows how to enhance observability of user interactions with Amazon Q Business chatbots.

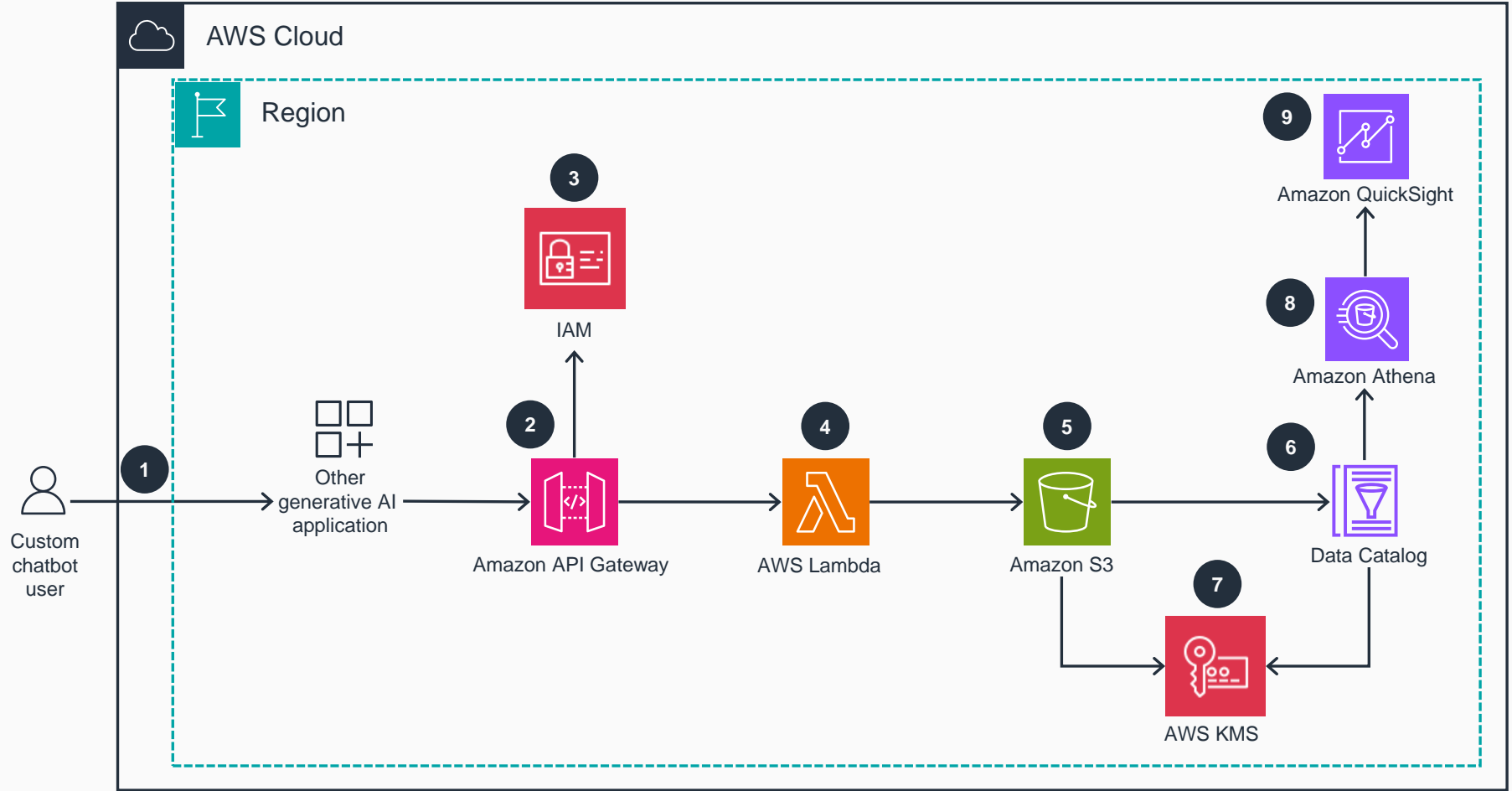


- 1 The custom chatbot user shares feedback on their last interaction with an **Amazon Q Business** chatbot application.
- 2 The feedback events are captured in **AWS CloudTrail**.
- 3 An **Amazon EventBridge** rule invokes an **AWS Lambda** function to process **Amazon Q Business** originated events.
- 4 **Lambda** pushes the feedback received from **Amazon Q Business** through the feedback API endpoint.
- 5 By default, **AWS Identity and Access Management (IAM)** protects access to the API, making it available only to **IAM** authenticated principals.
- 6 The **Lambda** function processes feedback events by cleansing and mapping the data to the feedback data model. It also handles storing the feedback data in **Amazon Simple Storage Service (Amazon S3)**.
- 7 Feedback metadata and quality metrics are then stored in **Amazon S3**.
- 8 The feedback metrics metadata are cataloged and maintained within an **AWS Glue Data Catalog** table.
- 9 Both the metrics data and metadata are stored encrypted using **AWS Key Management Service (AWS KMS)**.
- 10 **Amazon Athena** runs SQL queries against the feedback table.
- 11 **Amazon QuickSight** builds visuals and dashboards, providing insight into the feedback metrics.



Guidance for Chatbot User Feedback and Analytics on AWS

This architecture diagram shows how to enhance observability of user interactions with custom generative AI chatbots built on AWS.



- 1 The custom chatbot user shares feedback on their last interaction with a generative AI chatbot application based on models hosted on **Amazon Bedrock** or **Amazon SageMaker**.
- 2 The feedback API generic endpoint deployed in **Amazon API Gateway** posts the feedback.
- 3 By default, **IAM** protects access to the API, making it available only to **IAM** authenticated principals.
- 4 The **Lambda** function processes feedback events by cleansing and mapping the data to the feedback data model. It also handles storing the feedback data in **Amazon S3**.
- 5 Feedback metadata and quality metrics are then stored in **Amazon S3**.
- 6 The feedback metrics metadata are cataloged and maintained within a **Data Catalog** table.
- 7 Both the metrics data and metadata are stored encrypted using **AWS KMS**.
- 8 **Athena** runs SQL queries against the feedback table.
- 9 **QuickSight** builds visuals and dashboards, providing insight into the feedback metrics.