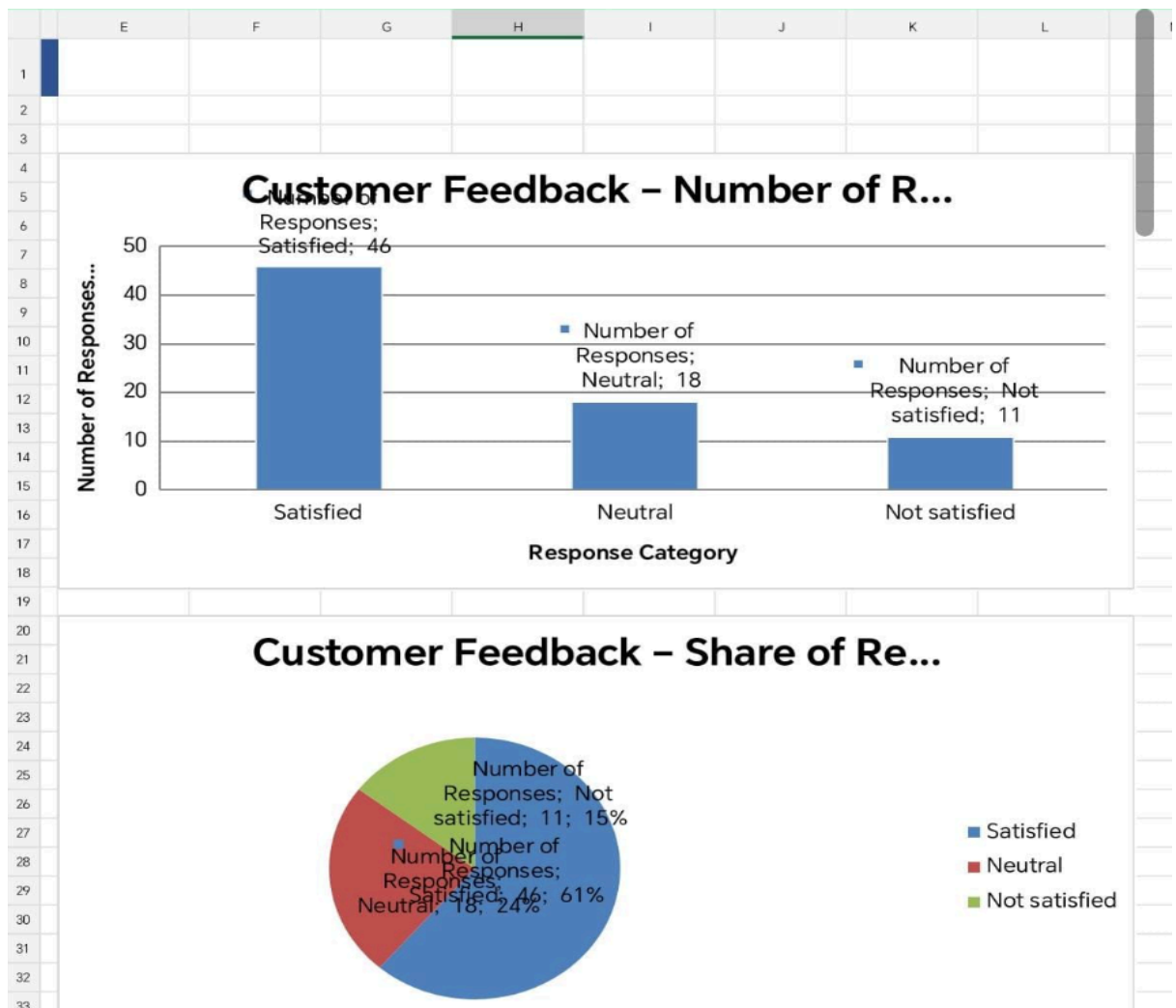


DS2 Log: River Fitness Customer Feedback Summary Artefact

	A	B	C	D	E
1	River Fitness – Customer Feedback Summary				
2	Short customer satisfaction survey (Satisfied / Neutral / Not satisfied)				
3					
4	Response Category	Number of Responses	Percentage		
5	Satisfied	46	61.3%		
6	Neutral	18	24.0%		
7	Not satisfied	11	14.7%		
8	Total	75	100.0%		
9					
10	Data source: Customer Feedback Survey results provided by Hasan Murad, Manager, River Fitness.				
11					
12					
13					
14					
15					

Number of Responses...



Contents

Introduction.....	3
Choice of Digital Tool.....	3
Understanding of the Business Requirement.....	4
Data Accuracy and Preparation.....	4
Design Decisions and Rationale.....	4
Evaluation of the Final Artefact.....	5
Reflection on Skills Developed.....	5
Conclusion.....	6
References.....	7

Introduction

I produced a digital artefact for River Fitness that stemmed from Client feedback data for this assessment in DS2. The task was to create a summary of the survey results that would provide the business with a clear understanding of customer satisfaction, communicated in a professional manner. The final artefact I created was a Microsoft PowerPoint presentation, as it enabled me to visually and professionally present the information. The format of the presentation was intended to use a clear layout and chart of the results of the survey to make it more useful for a business manager to understand. The following is a log of the decisions that were made as part of creating the artefact. It includes the selection of a digital tool to use for the survey, the preparation and presentation of the data for the design, the design decisions, and how the final product meets the business needs. The emphasis is on giving the "why" behind the decisions that are being made in all of these steps.

Choice of Digital Tool

Microsoft PowerPoint was chosen as a digital tool to create the River Fitness customer feedback summary since it is an effective tool to present business information visually (Arya, 2025). The task involved reporting some survey responses in a simple autocharted summary and designing a PowerPoint that gives adequate functionality to merge data, text, pictures and design. This appeared to be the right tool to use, as the artefact was about communicating, and not a complex analysis of data.

Another possibility would be to use Microsoft Excel, as the results of the survey were numerical. I actually found that I wanted to use PowerPoint for the final artefact, since the intended audience is a business manager. I could have used Excel to format the totals, percentages, etc., but I thought PowerPoint was more appropriate. Typically, a manager would want to get to the highlights without necessarily diving into data within a spreadsheet. Using PowerPoint can help convey critical messages in a more accessible, more professional manner (Beebe, Mottet and Frei, 2025).

Consider using PowerPoint, as that's the typical way that businesses communicate. During meetings, people tend to share customer feedback, report information and performance in the form of a presentation. I used PowerPoint to develop an artefact that can be used in real life in River Fitness to consider customer satisfaction and suggest any improvements.

Understanding of the Business Requirement

The aim of the artefact was to facilitate River Fitness to understand the results of their customer satisfaction survey. While the survey data is important, just a list of numbers doesn't illustrate the patterns one might see or the differences between responses. The usefulness of the digital artefact was therefore to transform the raw data into something more easily interpretable (Carlisle, Ivanov and Dijkmans, 2023). The outcomes revealed that among the customers, 46 were very pleased with River Fitness. This was the highest response category, accounting for around 61% of all responses. These outcomes show that, for the most part, customers' experiences at the gym were good. I've worked out the percentage of the results to give some context. Around 61% of the respondents indicated they were Satisfied Customers, around 24% indicated they were Neutral Customers and around 15% indicated they were Not Satisfied Customers. Often, these numbers were more helpful at conveying a general level of satisfaction with the customer. The results indicate a favourable performance of the River Fitness, and there is a need to gather more feedback to grasp the opportunities for enhancing the River Fitness for a better customer experience (Priolo and Re, 2023).

Data Accuracy and Preparation

In making the PowerPoint, one of the points that was considered was accuracy, so that it would not lead to wrong business decisions due to information different from reality. I have verified that the figures in the survey were shown in the correct format before creating the chart. 31, 18, and 11 answers were recorded of the three categories: "satisfied", "neutral", and "not satisfied". All of these were added to check that there were 75 responses to the survey. I made sure the chart was consistent with the original data, and the largest was indeed represented as Satisfied. The colour-neutral and dissatisfied styles were also portrayed correctly for the number of responses (Coffelt and Smith, 2020). The correct presentation of data was crucial since the artefact was designed to present information for River Fitness management purposes. I even took into account how the data should look to help us gather it readily. The number in each category wasn't clearly demonstrated, so a chart was more effective than just written numbers. The visualisation clearly demonstrates the ratings, where the majority are satisfied customers and a lesser proportion may need to be looked at in greater detail.

Design Decisions and Rationale

The design of the PowerPoint presentation is intended with clear and professional priorities. I kept things simple, so the viewer's knew what the presentation was about and were not overwhelmed with too many details. The layout was designed to make it easy to follow the information and discuss the purpose of the report, the results of the survey and the meaning of the results. One of the most important design decisions was the chart, as it would make comparison of the three response categories easy (Ismail, Ahmad and Ahmi, 2020). But when visually displayed, the scores of 46 "satisfied" responses, 18 "neutral" responses and 11 "not satisfied" responses become much more apparent. A chart will help you communicate since you don't have to study a table of numbers for the audience to see patterns. I also added features surrounding the design of the gym environment to make the artefact more 'River Fit'. The aim of these elements was to introduce a greater link between the presentation and the business scenario. But I didn't put decor elements in as too many would slightly overdo things; the customer feedback information should be the main thing. The final design should be a mix of design elements and communication elements.

Evaluation of the Final Artefact

Final artefact meets the requirements of the task succinctly results of customer feedback presented clearly with a representation of the survey data. The presentation will convey that the majority of customers are happy, but will also show the number of customers who are neither happy nor unhappy. This will help a manager who is interested in knowing what the customers think and feel as fast as possible. A strength of the artefact is that it spirals up different survey results to meaningful information for the business. With 46 customers out of 75 surveys being satisfied, River Fitness can be considered to have a satisfactory customer satisfaction rate. But you shouldn't overlook the 18 neutral and 11 dissatisfied responses seen because they can point to some areas you can improve. The presentation enables the business to identify its strengths as well as potential weaknesses. The artefact targets the needs, but there are improvements that can be made to make it more valuable in the future (Kadoma *et al.*, 2024). For instance, if there were written comments from customers, then this would provide an explanation as to the "neutral" or "dissatisfied" status given by some customers. The company could also compare the results of the surveys over time to determine if customers are more or less satisfied over time. These enhancements would result in a better understanding of customer needs and wants.

Reflection on Skills Developed

Digital Communication and Problem Solving Skill have been embedded while completing this assessment. I've learned that when choosing the Digital Tool, we have to remember the purpose of the task and who the audience is. Microsoft PowerPoint (MS PPT) was chosen since it provided a means of communicating information other than data storage. I also enhanced my capability of representing numbers professionally. Surveys received 46 doesn't-eat fruits and vegetables responses, 18 neutral responses, and 11 not-satisfied responses and had to be sorted and massaged to give the audience a clear idea of the “low, medium or high” number. Developing the chart was a great way to illustrate the benefits of only using visuals to support understanding. The task has also helped me to improve my justification skills (Lane *et al.*, 2024). There was indeed purpose in the artefact in respect of the choice of software, use of the chart and design structure. It has been learned that accurate information should be provided in a business artefact, but also the reasons for which statements are provided for certain decisions.

Conclusion

In this DS2 assessment, I developed a PowerPoint Digital artefact which gave an overview of the customer feedback to River Fitness. The presentation is about the survey of 46 satisfied customers, 18 neutral customers and 11 dissatisfied customers to get the readers a clear picture of customer satisfaction. PowerPoint was chosen for the presentation as it is the most appropriate software that can allow the information to be presented professionally and readily. The final artefact produced showcases how digital technology can be utilised to transform customer data into useful business data. The data is handled appropriately, the visual presentation is effective, and design decisions are made correctly, making it easy for River Fitness to view a summary of customer feedback in the final product. The process helped me enhance my digital design, data communication, evaluation and professional decision-making competencies.

References

- Arya, M.V. (2025) *Effective Communication: Strategies for Success in the Digital Age*. New Delhi: AG Publishing House. Available at: <https://books.google.com/books?id=2mGMEQAAQBAJ> (Accessed: 20 July 2026).
- Beebe, S.A., Mottet, T.P. and Frei, S.S. (2025) *Business and Professional Communication: Principles and Skills for Leadership*. Thousand Oaks, CA: SAGE Publications. Available at: <https://books.google.com/books?id=LhSZEQAAQBAJ> (Accessed: 20 July 2026).
- Carlisle, S., Ivanov, S. and Dijkmans, C. (2023) 'The digital skills divide: Evidence from the European tourism industry', *Journal of Tourism Futures*, 9(2), pp. 240–266. Available at: <https://doi.org/10.1108/JTF-07-2021-0170> (Accessed: 20 July 2026).
- Coffelt, T.A. and Smith, F.L. (2020) 'Exemplary and unacceptable workplace communication skills', *Business and Professional Communication Quarterly*, 83(4), pp. 365–384. Available at: <https://doi.org/10.1177/2329490620946425> (Accessed: 20 July 2026).
- Kadoma, K., Aubin Le Quere, M., Fu, X.J., Munsch, C., Metaxa, D. and Naaman, M. (2024) 'The role of inclusion, control, and ownership in workplace AI-mediated communication', in *Proceedings of the 2024 CHI Conference on Human Factors in Computing Systems*, pp. 1–10. Available at: <https://doi.org/10.1145/3613904.3642650> (Accessed: 20 July 2026).
- Lane, J.N., Leonardi, P.M., Contractor, N.S. and DeChurch, L.A. (2024) 'Teams in the digital workplace: Technology's role for communication, collaboration, and performance', *Small Group Research*, 55(1), pp. 139–183. Available at: <https://doi.org/10.1177/10464964231200015> (Accessed: 20 July 2026).
- Priolo, C.J. and Re, M.L.L. (2023) 'AI Presentation Training Software's Impact Upon Students' Oral Presentation Skills', *International Journal of Social Science and Business*, 7(1). Available at: https://www.academia.edu/download/117447799/Published_Paper_on_AI_Oral_Presentation_Skills.pdf (Accessed: 20 July 2026).
- Ismail, Z., Ahmad, A.S. and Ahmi, A. (2020) 'Perceived employability skills of accounting graduates: The insights from employers', *Elementary Education Online*, 19(4), pp. 36–41.

Available

at:

https://www.aidi-ahmi.com/download/publication/2020-EEO_Ismail_Ahmad_Ahmi.pdf

(Accessed: 20 July 2026).