

User Feedback

Custom-built or configured AI systems should measure user satisfaction on each use and provide an opportunity for users of all types, including both state employees and the public, to provide feedback that is reviewed by a human.

Collecting and using user feedback is a critical part of a successful AI implementation. It's a good early-warning radar that can help the product owner identify issues quickly and understand their scope.

What feedback to collect: Simple: thumbs up/down + “what was wrong?”.

Where: Embedded in the tool (chatbot, document helper) or in the page footer.

When: After output is shown with a prominence that will achieve a reasonably high response rate.

How (minimum recommended fields):

- Thumbs up or down
- For Thumbs down:
 - Category (wrong, incomplete, unsafe, unclear, other)
 - Free text (please describe the issue with as much detail as possible. You can attach a file or screenshot if helpful)(optional)
 - Ability to attach one or more screenshots or files
 - Email address: You can contact me with further questions (optional)

What to do with the feedback:

- Product owner or delegate to review regularly and triage; have a process for rating issues by severity.
- Incorporate into continuous improvement workflow – data corrections, functionality updates, etc.

The check: Before continuing use, the owner should be able to say: “If someone flags this as wrong or misleading, a human will actually see it, and repeated issues will change the system.”

For higher-risk AI uses: Depending on the use case, for higher-risk uses of AI the user must be able to escalate issues to a human for review and response. Further requirements for user feedback on higher-risk AI uses are under development. Contact EIS for more information.

NIST AI Risk Management Framework Mapping

- GOVERN: collecting and integrating external feedback about impacts (GOVERN 5.1) and regularly incorporating adjudicated feedback into design/implementation (GOVERN 5.2).
- MANAGE: monitoring plans that include capturing/evaluating user input plus appeal/override (MANAGE 4.1) and continual improvement activities with regular engagement (MANAGE 4.2).

Revision History

Version	Date	Change Log
1.0	June 12, 2026	Initial version