

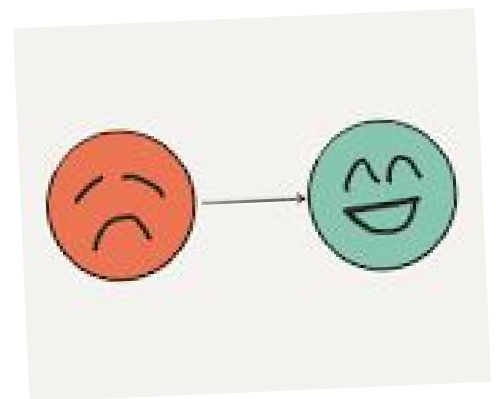


Twitter Sentiments Analysis (TSA)

2/1/2019 - Product Planning

Team:

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Mason Allaman
Nathan Craig
Manthan Kale



Product Vision

Product Vision Statement

For analysts and marketers who need to determine the general sentiment behind a product, campaign or social phenomena, the TSA is a web application that provides a both simple and intuitive way to analyze tweets related to a given search term and determine a sentiment behind them. Unlike other Sentiment Analysis applications our product has a clean interface and provides configurable search options for users.

- **Key Product Goals**

- Determining the sentiment of twitter posts (positive, negative, happy, angry, etc.)
- Analyze consumer opinions on products and/or current issues on a large scale.

- **Customers**

- Marketers
- Business Analysts
- Political Analysts

- **Need**

- Quick feedback on a large scale
- A fast analysis on current trends
- Analyze reception to a product/ad campaign

- **Competition & Primary Differentiation**

- Simpler application to use and understand than others that currently exist

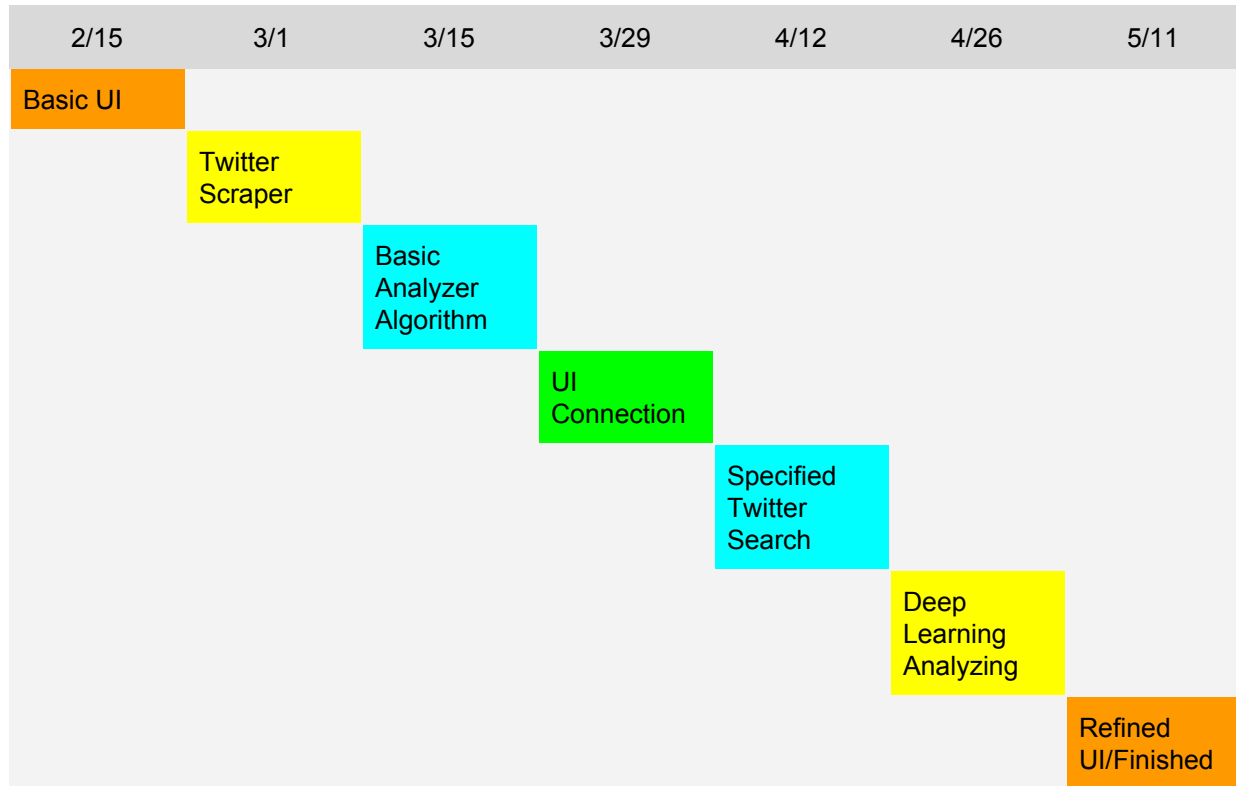
Product Roadmap

Roadmap							
Task	2/2 - 2/15	2/16 - 3/1	3/2 - 3/15	3/16 - 3/29	3/30 - 4/12	4/13 - 4/26	4/27 - 5/11
Develop UI	Barebones UI			UI connection		Refining UI	
Sentiment Analyzer	Basic Analyzer Algorithm			Deep Learning			
Twitter Post Collection		Collection of tweet data	Search functionality				
Key	High Priority	Medium Priority	Low Priority				

Product Backlog

Priority	Task	Description	Difficulty
3	Develop UI Structure	Develop a Web/Java Based UI to display the twitter sentiments analysis	3
4	Create a search bar functionality in UI for the user to search twitter post base on some keywords	Create a Twitter Sentiments Search bar to be used in the collection of specified twitter posts.	2
1	Develop Sentiment analyzer	Develop a Algorithm to determine the sentiment of the twitter post. Using key words and phrases.	5
6	Develop an Analyzer using the concepts of deep learning in Sentiment analyzer	In addition to first specified words and phrases for sentiments. Development into using a database to store keywords/phrases in a deep learning fashion to create new keywords and phrases to determine the sentiments of the twitter post.	5
2	Develop Twitter post collection (using Twitter4j)	Develop a backend scrapper to gather all information about a twitter post.	3
5	Develop a collection method to gather twitter posts that match a search. (using Twitter4j)	Using twitter4j gather twitter posts that match a specified search word(s)	2

Release Timetable



Scrum Master Plan

Scrum Master Date Plan	
2/2 - 2/22	David Pope
2/23 - 3/15	Nathan Craig
3/16 - 4/12	Mason Allaman
4/13 - 5/10	Manthan Kale