



# Domain Pulse

## User Manual



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# 1 Introduction

## 1.1 What is Domain Pulse?

First we need to understand what sentiment analysis is, sentiment analysis is the process of computationally identifying and categorizing opinions expressed in a piece of text, especially in order to determine whether the writer's attitude towards a particular topic, product, etc, is positive, negative, or neutral. Now, with this being said, we introduce Domain Pulse.

Domain pulse is the ultimate sentiment analysis platform. It gathers and analyses online opinions about any domain, be it a business, a person, or more. With stunning visuals and easy-to-understand statistics, Domain Pulse helps you understand the online presence and sentiment for any domain.

Domain Pulse presents the results in a visually stunning and easy-to-understand format. Our wide range of visualisations bring statistics to life, which make it a breeze to grasp the online presence and sentiment for any domain. Take control of understanding public opinion like never before with Domain Pulse.

*Please be warned that each of the models used by Domain Pulse suffers from its own biases and limitations, and that the results of analysis produced by the platform are by no means meant to be regarded as the truth. Domain Pulse is meant to provide general guidance and summary analysis, and does not guarantee true or factual representations of people, places, organisations, or events.*



## 1.2 Objectives of Domain pulse

The main objective of Domain Pulse is to provide a platform for users to analyse and gain valuable insight into the sentiment of any domain.

## How can you make use of Domain Pulse?

Domain Pulse caters for a wide variety of potential use cases so that you can make the most of your online presence and potential. Here are a few common use cases:

- Product research
- Brand management
- Advertisement Analysis
- Personal brand analysis
- Scientific research
- Sentiment aggregation
- Customer feedback analysis
- Social media monitoring
- Market trend analysis
- Political analysis
- Product launch assessment
- Competitor analysis



## 2 General access to the app

### 2.1 Logging into the app

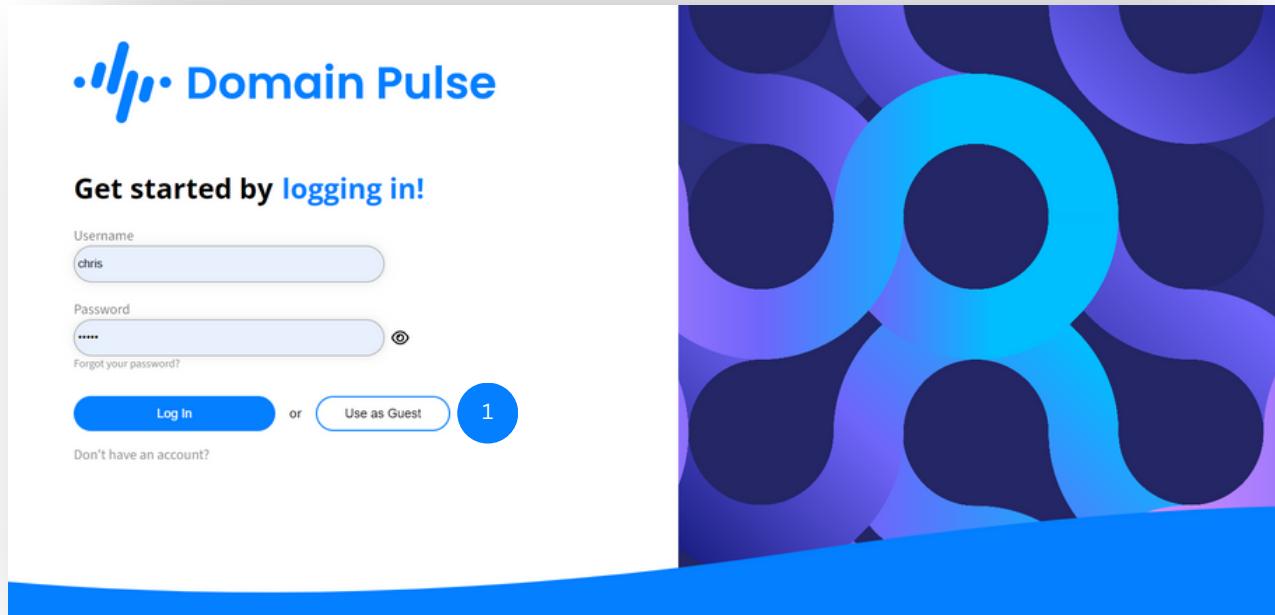
A screenshot of the Domain Pulse login page. The page features a large, stylized blue and purple graphic of overlapping circles in the background. At the top left is the Domain Pulse logo. Below it, a call-to-action button says "Get started by logging in!". The login form itself has three numbered steps: 1. Username (text input field containing "chris"), 2. Password (text input field with dots and a "Forgot password?" link), and 3. Log In (blue button) or Use as Guest (link). A "Don't have an account?" link is also present.

**While you are on the log in page:**

1. Simply add your username with which you registered with and your password and click on the blue '*login*' button.
2. If you have forgotten your password, click on the '*Forgot Password?*' link and follow the instructions.
3. If you do not have an account, click on the '*Dont have an account?*' link and register for an account using your chosen details



## 2.2 Logging in as guest



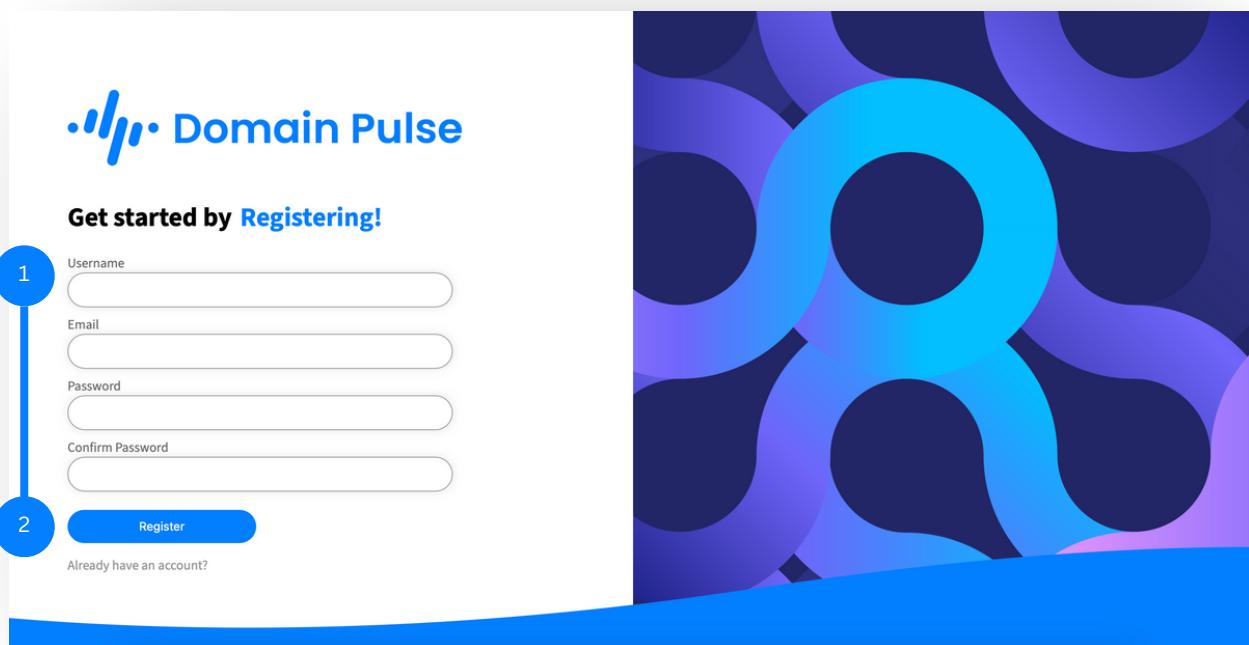
The image shows the Domain Pulse login page. It features a light gray header with the "Domain Pulse" logo. Below the header, there's a call-to-action button: "Get started by [logging in!](#)". The main form has "Username" and "Password" fields, both containing placeholder text ("chris" and "....." respectively). Below the password field is a "Forgot your password?" link. At the bottom of the form are three buttons: "Log In" (blue), "or" (gray), and "Use as Guest" (blue). A small number "1" is positioned next to the "Use as Guest" button. To the right of the form is a large, stylized graphic of overlapping circles in shades of blue and purple, resembling a stylized '8' or a group of people. The entire composition is set against a white background with blue curved shapes at the bottom.

**While you are on the log in page:**

1. Click on 'Use as Guest'
2. This will navigate you to a limited version of the application to play around with!



## 2.3 Registering for an account



A screenshot of the Domain Pulse registration page. At the top left is the Domain Pulse logo. Below it, the text "Get started by **Registering!**" is displayed. To the right of this text are four input fields: "Username", "Email", "Password", and "Confirm Password". A large blue button labeled "Register" is positioned below these fields. To the left of the input fields, two numbered circles indicate steps: "1" above the first input field and "2" below the "Register" button. A link "Already have an account?" is located at the bottom left of the form area. The background of the page features a repeating pattern of overlapping blue and purple circles.

To register for an account the following information will be required:

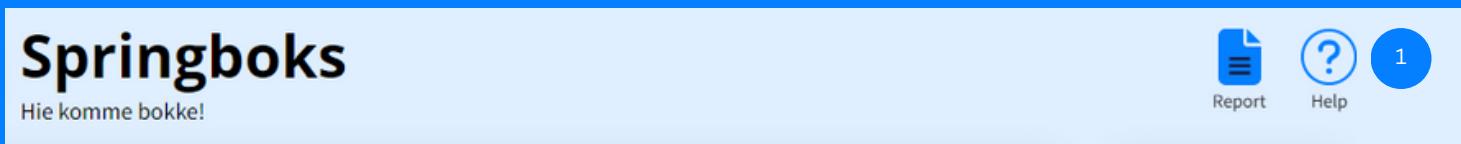
- Username
- Email address
- Password
- Confirmation of password

1. Please enter the required information specified above in the relevant fields
2. Click on the blue 'Register' button.

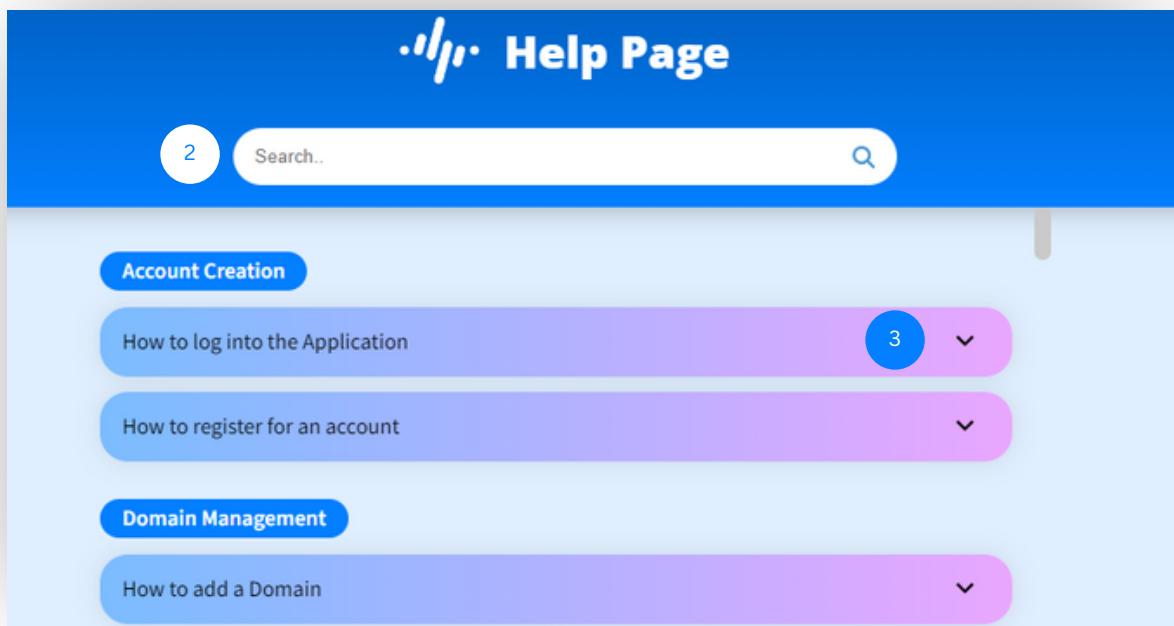
If you already have an account, click on the '*Already have an account?*' link and login with your registered details.



## 2.4 Help Page



The image shows the Springboks application's main header. It features the Springboks logo and name ('Springboks') on the left, followed by a sub-tagline 'Hie komme bokke!'. On the right side, there are three icons: a blue square labeled 'Report', a blue circle with a question mark labeled 'Help', and a blue circle with the number '1'.



The image displays the 'Help Page' interface. At the top, there is a search bar with a magnifying glass icon and a placeholder 'Search..'. To the left of the search bar is a circular button containing the number '2'. Below the search bar, there are two sections: 'Account Creation' and 'Domain Management'. Under 'Account Creation', there are two dropdown tabs: 'How to log into the Application' and 'How to register for an account'. Both tabs have a small circular icon with the number '3' and a downward arrow indicating they are dropdown menus. Under 'Domain Management', there is one dropdown tab labeled 'How to add a Domain' with a similar icon.

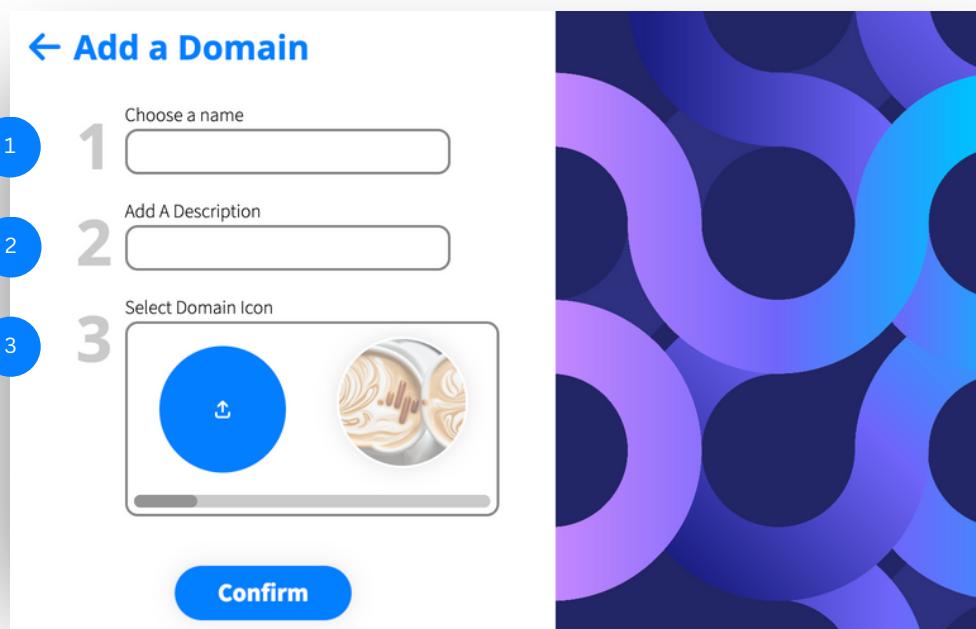
To view the and use the help page, to find answers to any questions regarding the application, do as follows:

1. Click the Help button.
2. Search any term of which help is desired.
3. Click on the dropdown tab regarding the topic searched for.



# 3 Domain Management

## 3.1 Adding a Domain



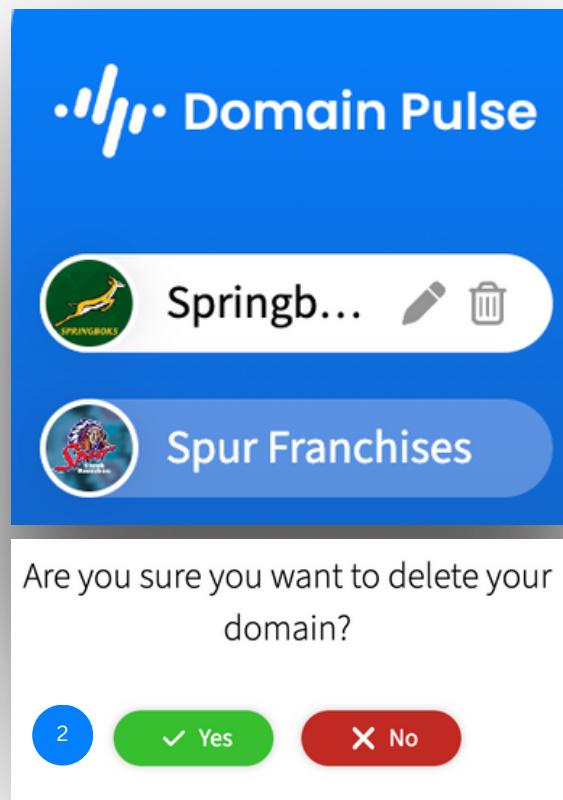
To add a domain expand the sidebar and while the side bar is expanded, click on the 'add a domain' button.

1. The add Domain modal will appear, enter a domain name of your choice in the field.
2. A description of your chosen domain.
3. A chosen image for your domain.

Domains will act as a 'folder' for your sources , so you can group sources together about a specific domain.



## 3.2 Removing a Domain



1. To remove a domain expand the sidebar and while the side bar is expanded, click on the 'bin' icon, this will cause a pop-up modal to appear
2. The removal of the specified domain will occur after confirmation from the user.



### 3.3 Editing a Domain

The screenshot shows the Up app interface. At the top, there's a header bar with a circular profile picture of a lion, the text "Spur Fran...", and edit (pencil) and delete (trash) icons. Below the header is a sidebar with the title "**< Edit a Domain**". The main content area contains four numbered steps:

- 1 Change Domain Name  
Spur Franchises
- 2 Change Description  
A collection of Spur franchises in the Pretoria area
- 3 Change Domain Icon  
Two circular icons are shown: one with a colorful abstract design and another with the Up logo.
- 4 (This step is partially cut off)

At the bottom of the content area is a blue "Confirm" button. To the right of the content area is a decorative background element consisting of overlapping circles in shades of purple and blue.

To edit a domain expand the sidebar and while the side bar is expanded:

1. Click on the 'edit' button which is the pencil icon.
2. This will allow you to edit the name
3. This will allow you to change the description
4. Will allow you to change the image of the specified domain.



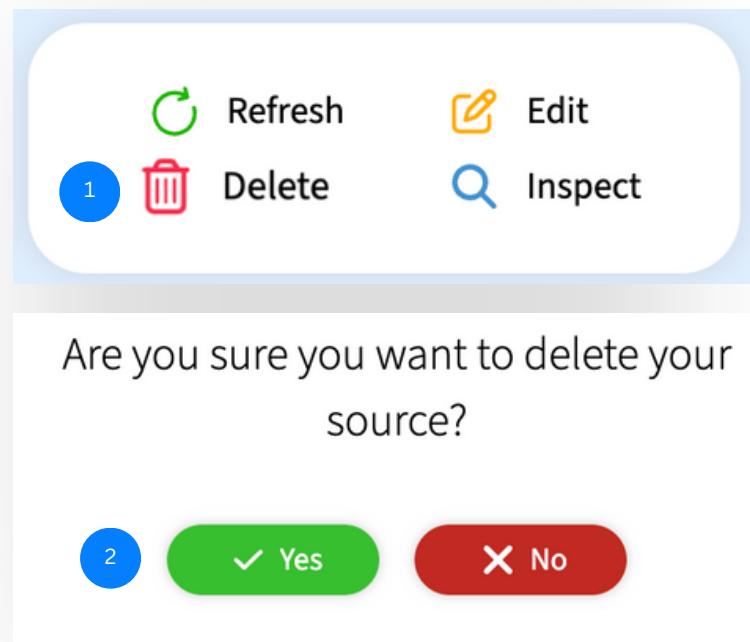
## 3.4 Adding a Source

**Navigate to the Select source bar at the top of the page:**

1. Click on the blue 'plus' button to begin adding a source.
2. Add Source name.
3. Choose between the tested sources (Google reviews, TripAdvisor and YouTube).
4. Add a source URL, for YouTube add a link to a youtube video, for Tripadvisor add a link to a tripadvisor domain, for Google Reviews add a link to a google maps location.
5. Click confirm to save source.



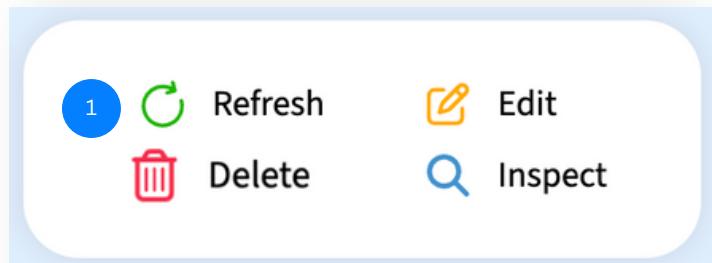
## 3.5 Removing a Source



1. To remove a source, click on the source you would like to remove and click on the red bin button
2. The source will be removed after confirmation from the user



## 3.6 Refreshing a source



1. To refresh the data of a source, click on the green refresh button on the right hand side of the page



## 3.7 Editing a Source

← Edit a Source

Source Name:  1

Source url:  2

3 Confirm



To edit a source, click on the source you would like to edit and click on the yellow edit button on the right hand side of the page, an edit source modal will appear.

1. Edit the name of the source.
2. Edit the source URL of a chosen source.
3. Once you have edited the relevant information, click on the blue 'Confirm' button to save the changes



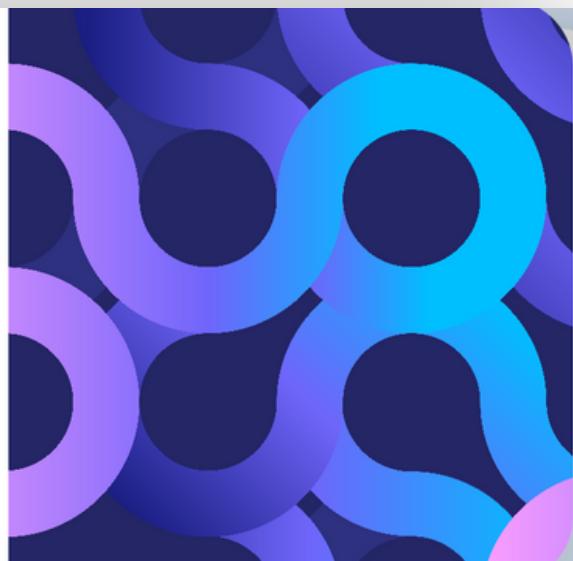
## 3.8 Live Review Source

### 3.8.1 Creation

← Add a Source

- 1 Source Name:
- 2 Source Type:   
 Youtube  Live Review  CSV
- 3 [Confirm](#)

Learn more about how live-review works [here](#)



**Begin the source creation as done in the section 3.4:**

1. Add Source name.
2. Select 'Live Source'.
3. Click Confirm.



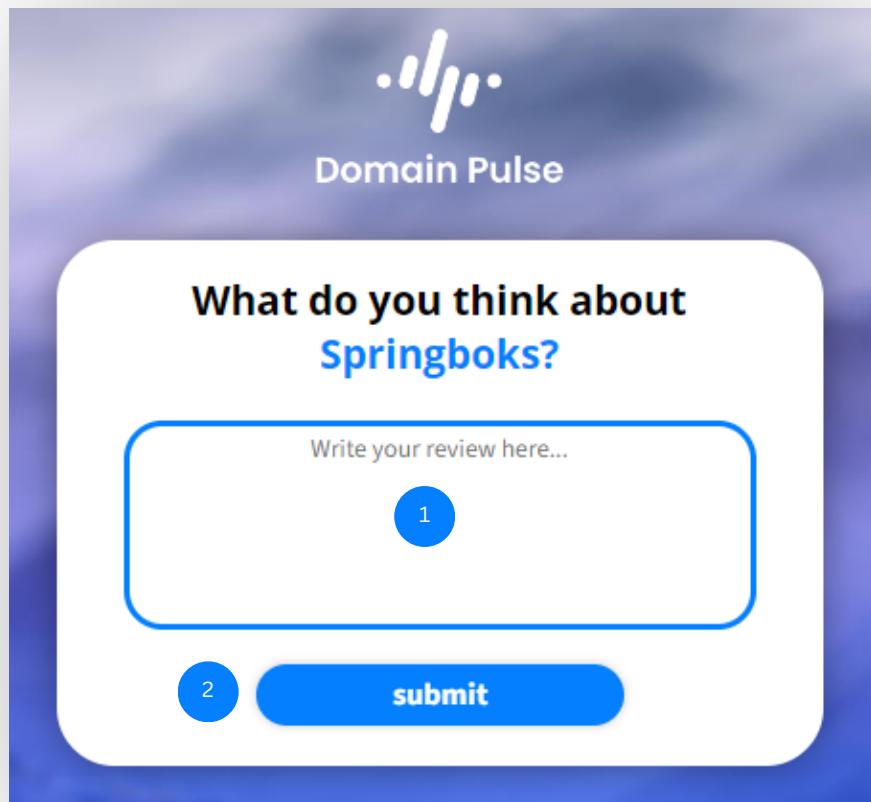
## 3.8.2 Sharing and Access

The screenshot shows the Up app's interface for managing sources. At the top, there is a toolbar with the following icons from left to right: a blue circle with the number '1' (info), a light blue speech bubble icon, a blue plus sign button, a green circular refresh icon labeled 'Refresh', and a red trash can icon labeled 'Delete'. Below the toolbar, the source name 'Springboks' is displayed. The main screen shows the source details: 'Name' (Springboks), 'Live Reviewing' (enabled), 'URL' (Live Review Link), and a 'QR Code'. Three numbered callouts point to specific elements: '1' points to the info icon in the toolbar; '2' points to the 'Live Reviewing' toggle switch; and '3' points to the copy icon next to the 'Live Review Link' URL.

1. Click the ‘i’ on your source.
2. Disable or enable your Live Review.
3. Click the copy button to copy the link or share the QR code for live reviewing.



### 3.8.3 Reviewing



1. Write a review for the domain.
2. Click 'submit' to submit your review.

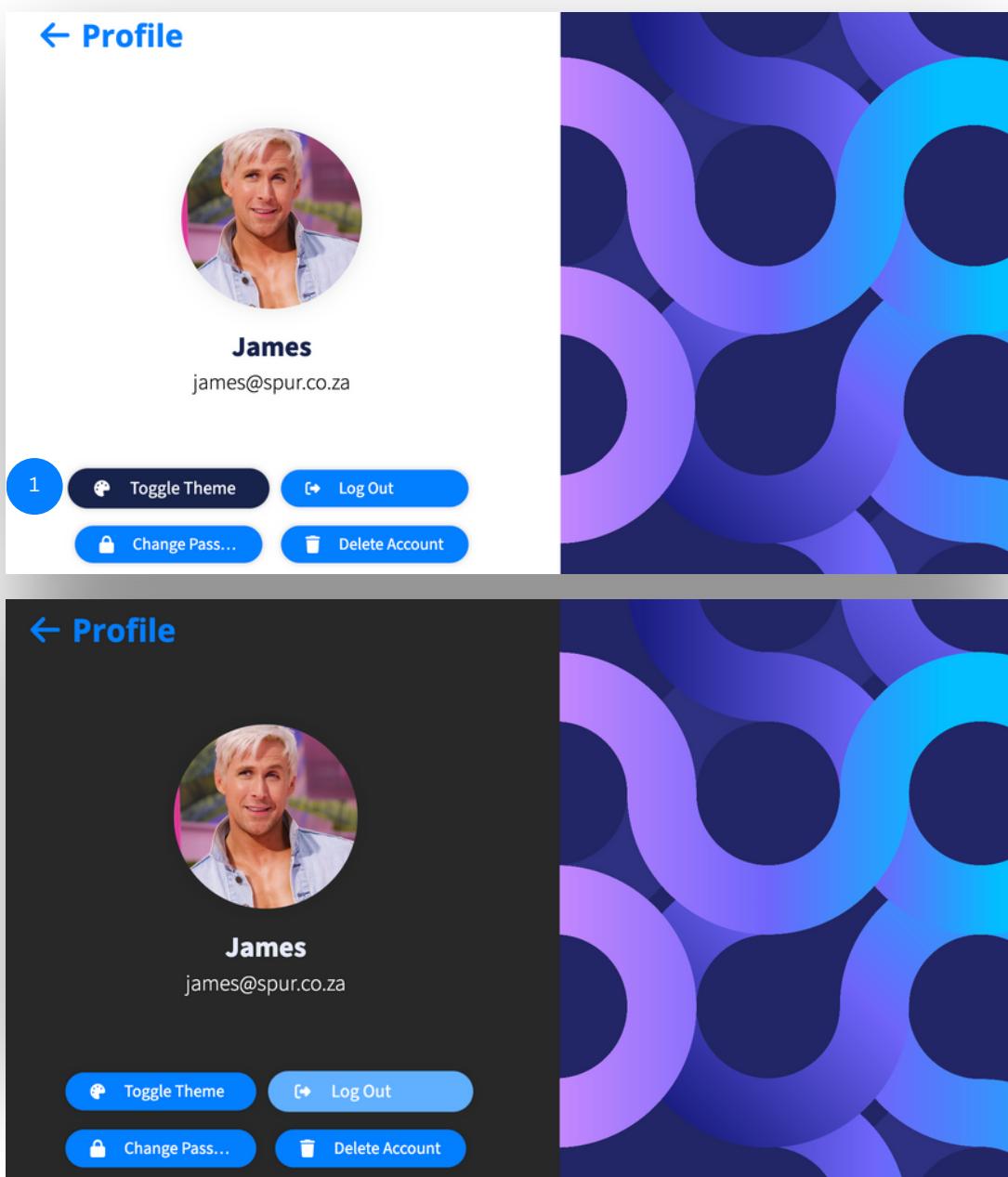


# 4 Profile Management

## 4.1 Toggling a Theme

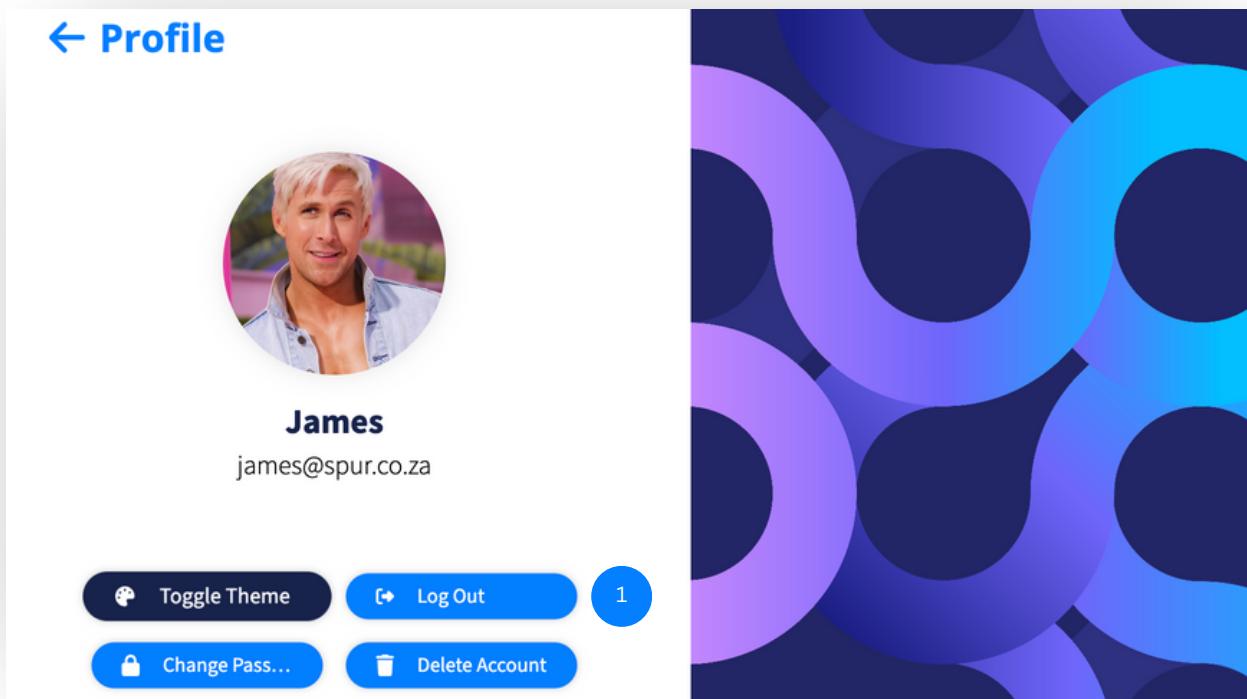
To toggle a theme, click on the profile icon at the bottom of the sidebar, a profile modal will appear

1. Click on the 'Toggle Theme' button to toggle between a light and dark theme





## 4.2 Logging out



The image shows a mobile application's profile screen. On the left, there is a white sidebar containing a circular profile picture of a man with blonde hair, the name "James" in bold black text, and the email "james@spur.co.za". Below this are four buttons: "Toggle Theme" (dark mode icon), "Log Out" (log out icon), a notification badge with the number "1", "Change Pass..." (key icon), and "Delete Account" (trash bin icon). To the right of the sidebar is a large, abstract graphic featuring overlapping circles in shades of purple, blue, and dark blue.

1. To log out, click on the profile icon at the bottom of the sidebar, a profile modal will appear, click on the 'Log out' button to log out of the app



## 4.3 Change Password

The screenshot shows a 'Change Password' form with three steps:

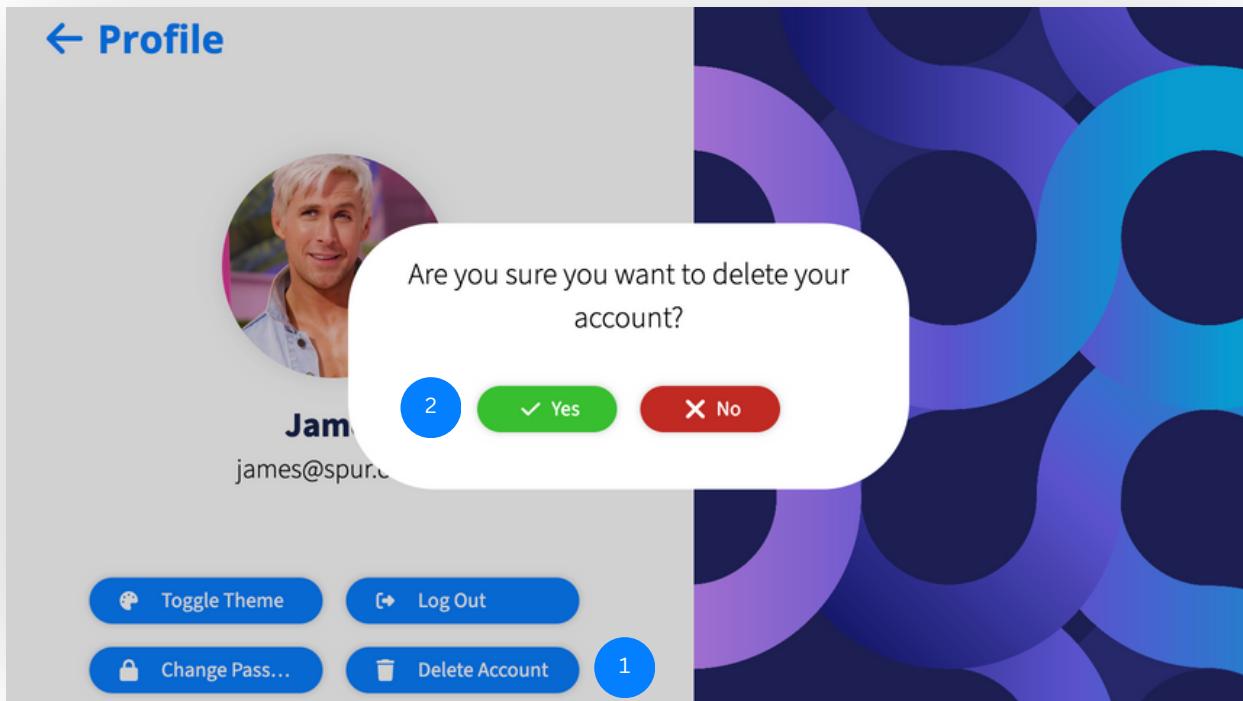
1. Confirm Old Password (input field)
2. New Password (input field)
3. Confirm (blue button)

To change your password, click on the profile icon at the bottom of the sidebar, a profile modal will appear, click on the 'Change Password' button to change your password. Another pop up modal will appear.

1. Enter your current password
2. Enter your new password
3. Once you have entered the relevant information, click on the blue 'Confirm' button to save the changes

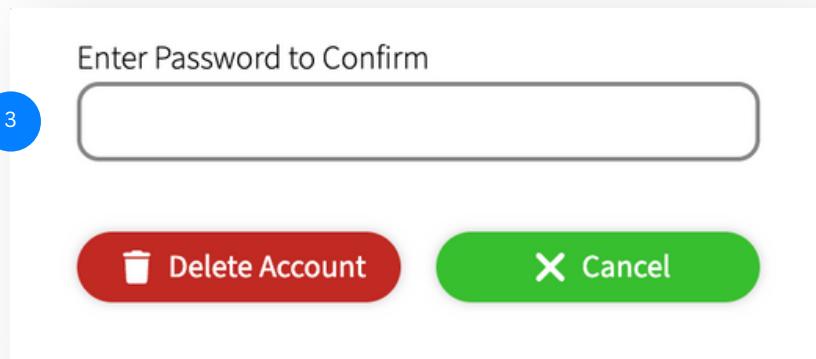


## 4.4 Delete account



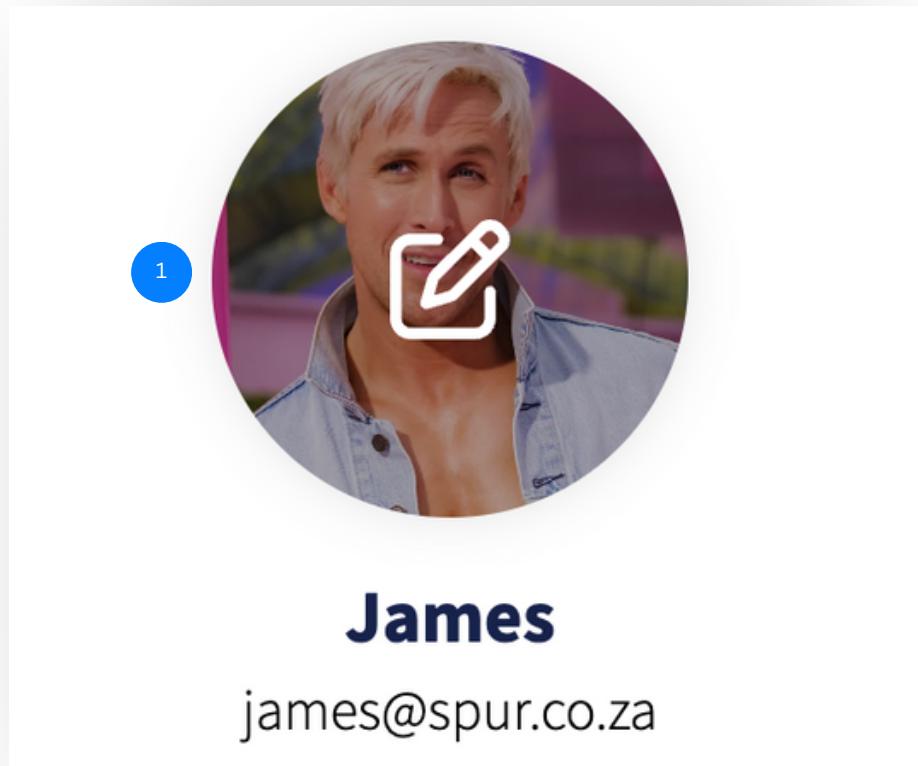
To delete your account, click on the profile icon at the bottom of the sidebar, a profile modal will appear.

1. Click on the 'Delete Account' button
2. Confirm that you do want to delete your account
3. Enter your password to confirm deletion





## 4.5 Update Profile picture



A circular profile picture of a man with blonde hair, wearing a blue denim shirt. A white edit icon (a pencil inside a square) is overlaid on the center of the image. In the top-left corner of the circle, there is a small blue circular button with the number '1' in white.

**James**

james@spur.co.za

To update your profile picture click on the profile icon at the bottom of the sidebar and a profile modal will appear

1. Click on the Profile picture itself to update your profile picture and then click the 'Confirm' button to save the changes



# 5 Data Visualisation and Statistics

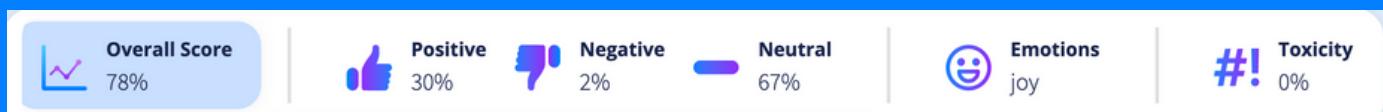
## 5.1 Center console

1

2

3

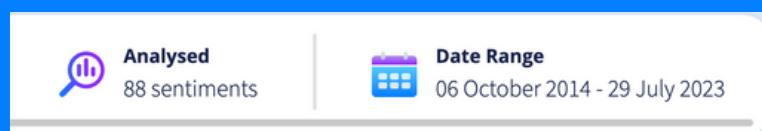
4



1. **Overall score** is the ratio of positive and negative sentiment of a chosen domain, the higher the score the more positive the sentiment and vice versa.
2. **The amount of positive, negative and neutral** sentiment of a chosen domain which are represented in percentages, the higher the percentage the more that sentiment is present in the chosen domain.
3. **The Emotion block** of the centre console is the most prevalent emotion of a chosen domain, the emotions detectable are anger, disgust, fear, joy, neutral sadness and surprise.
4. **The toxicity block** aims to assess the level of harmfulness or offensiveness in the text and classify it accordingly.

5

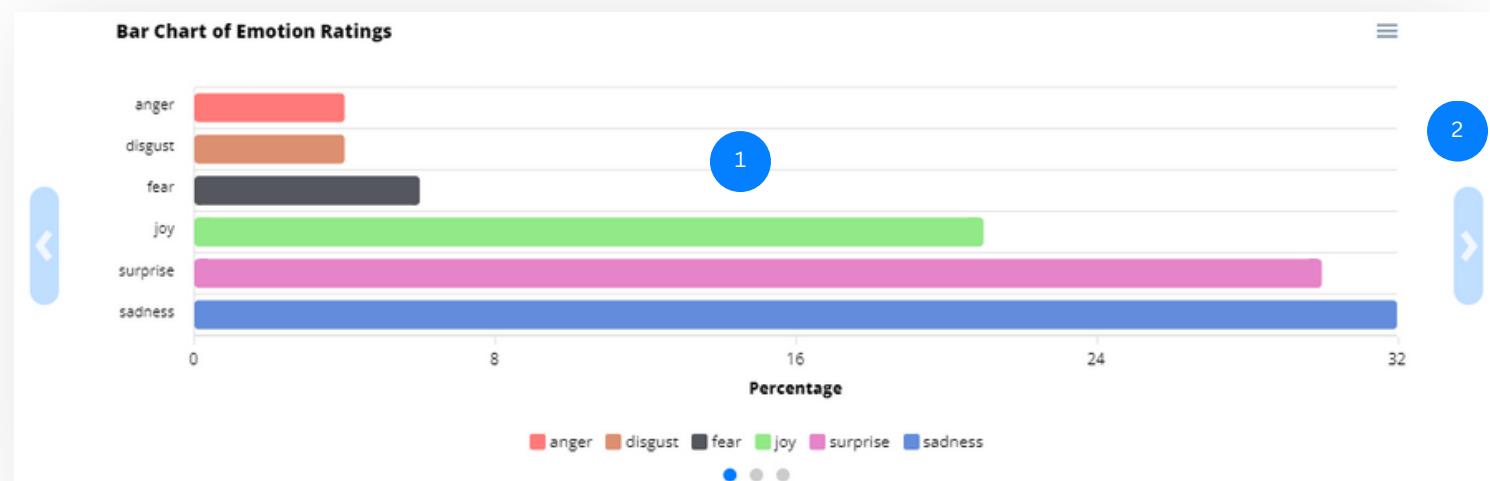
6



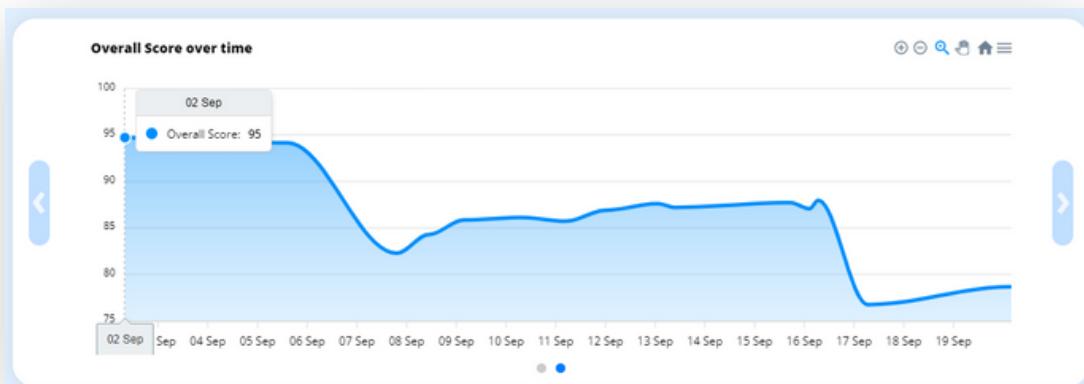
5. **The analysed block** is the amount of sentiment that has been analysed in a chosen domain.
6. **The range block** is the timeframe in which the data has been collected to calculate the statistics and insights.



## 5.2 Graphs and charts



1. The graphs shown are graphical representations of the statistics and insights shown in the center console of the page.
2. Clicking on the arrows on the left and right of the graphs will allow you to view other forms of the graph, such as time series as below





## 5.3 Sample Data

The screenshot shows a mobile application interface for managing sample data. At the top left is a blue circular icon with the number '1'. Next to it is a 'Reviews' tab with a blue arrow icon. To the right is a search bar with the placeholder 'Search reviews...' and a magnifying glass icon. Below the search bar are several tabs with dropdown arrows: 'Positive' (blue thumbs up icon), 'Negative' (blue thumbs down icon), 'Neutral' (blue neutral face icon), 'Undecided' (blue question mark icon), 'Toxic' (blue exclamation mark icon), 'Top 10%' (blue upward arrow icon), and 'Bottom 10%' (blue downward arrow icon). The tabs are arranged vertically.

**This is where your sample data is categorised and stored**

1. Clicking this will expand the sample data section.
2. Clicking any one of the tabs will show you the data relevant to said tab.
3. You can search for any sample data entry by text.

The screenshot shows a review card with the following details:  
Score: 87%  
Sentiment: positive  
Emotion: joy  
Toxicity: non-toxic  
Timestamp: 2 Apr 2022 22:52

**This is where you can view sample data of a chosen domain.**

1. The first metric is the overall score statistic
2. The second metric is the overall categorisation of the sentiment
3. The most prevalent emotion found within the piece of sample data
4. A binary output classifying whether the sample data is toxic or non toxic, if a comment is deemed toxic you can click on the text below it to view it.
5. When the review was made



## 5.4 Report Generation

# Springboks

Hie komme bokke!

1 Report Help

← Report Generator

2 Report URL



1. To generate a PDF Report providing a portable and readable medium of your domains data, click the report button
2. Click the 'Report URL' hyperlink, or scan the QR code to open the report.