Understanding Emotions = Finding Innovation Gaps

Emotion Spectrum Across Product Features

Emotions	Onboarding	Navigation	Performance	Pricing	Support	Features	Design	Security	Updates	Community
Joy	77	24	18	8	64	79	93	4	48	73
Trust	0	0	1	0	61	0	55	47	0	73
Fear	27	0	0	53	0	1	0	77	0	0
Surprise	0	9	0	0	34	64	41	0	68	1
Sadness	4	31	0	38	0	0	0	5	2	0
Disgust	2	0	37	3	5	5	0	0	2	5
Anger	0	44	64	44	4	7	0	35	2	0
Anticipation	82	8	0	8	0	64	0	0	85	45

Product Features

Emotion Intensity (0-100)
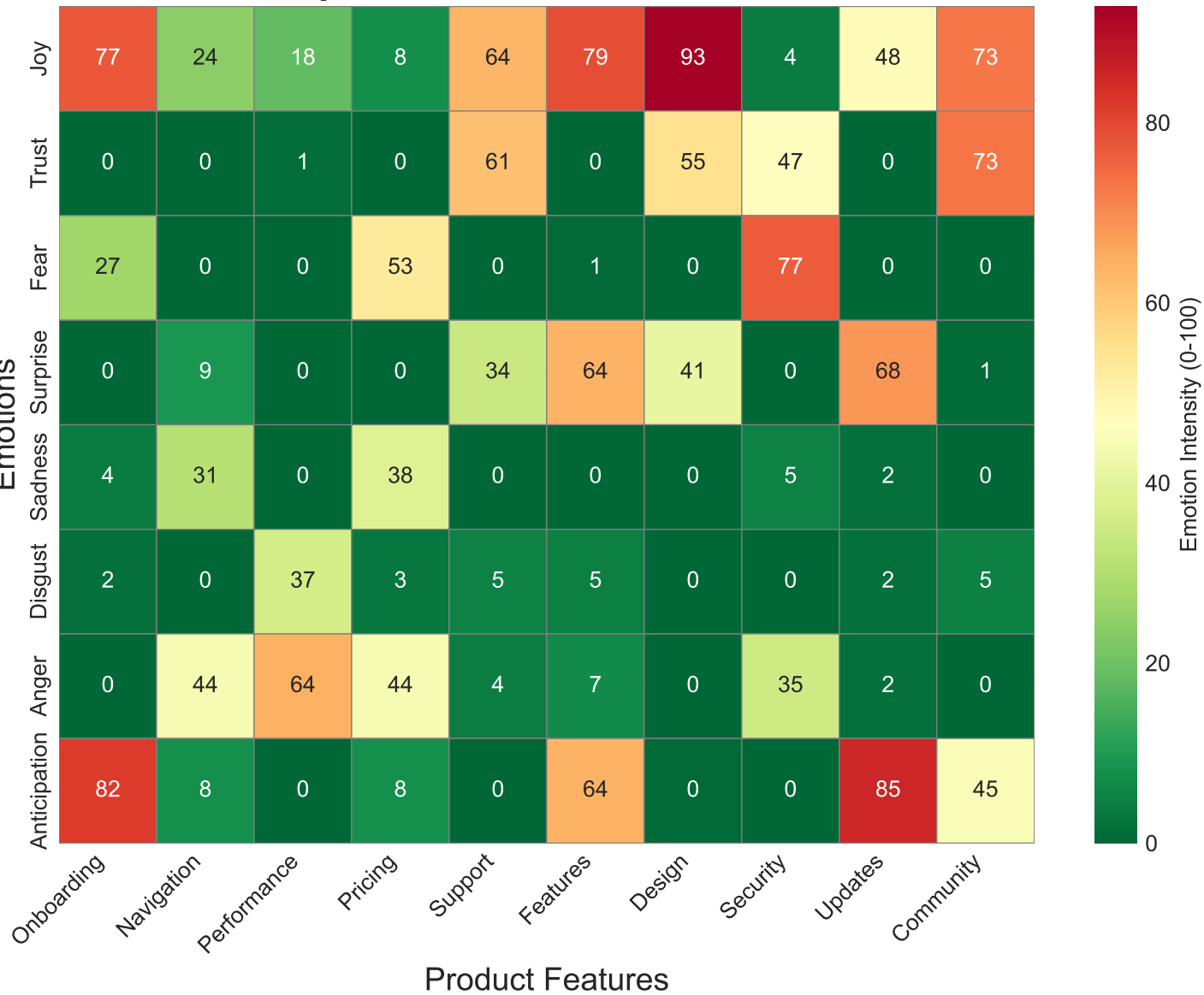
Innovation Opportunities from Emotions

High Anger in Performance → *Optimize speed and responsiveness*

Fear in Security → *Add transparency and control features*

Low Joy in Navigation → *Redesign user flow and information architecture*

High Anticipation for Updates → *Create roadmap transparency*

Key Insight: Negative emotions reveal innovation opportunities
87% of breakthrough features address emotional pain points