

Cloud Manufacturing and Social Software Based Context Sensitive Product Service Engineering Environment for Globally Distributed Enterprise

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V1.03 - User Manual

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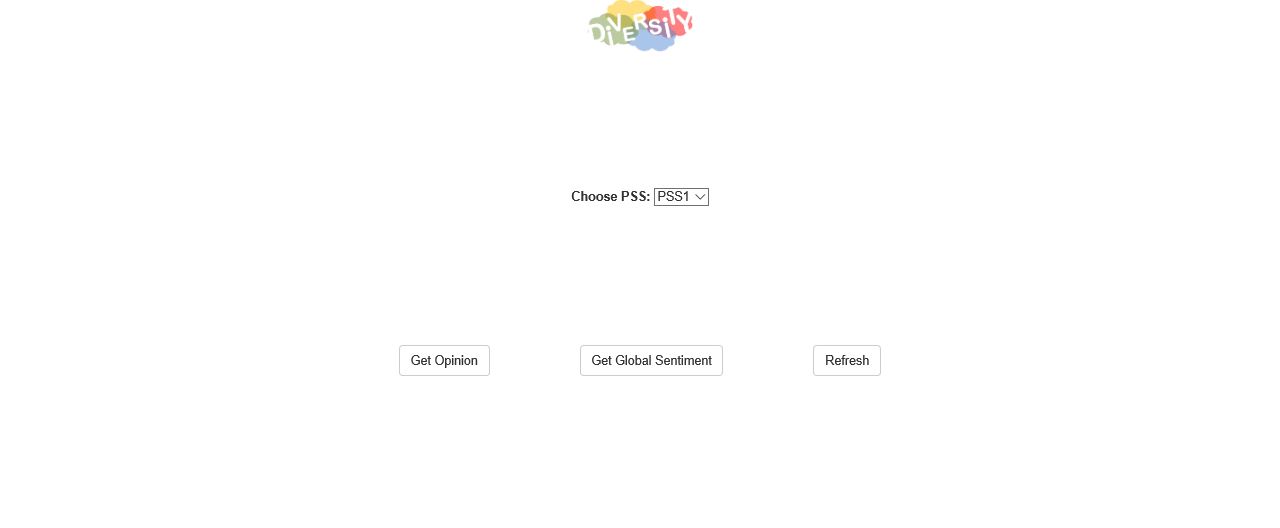
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# Diversity Home Page



1. Diversity Home Page Screenshot

**Description:**

This is the initial page which is presented to the user upon startup. In this page, the user can choose a PSS/Product and visualize the global sentiment or opinion extraction pages for that specific PSS/Product and refresh the database if necessary.

**Procedures:**

1. To select PSS/Product, choose desired value from dropdown list.

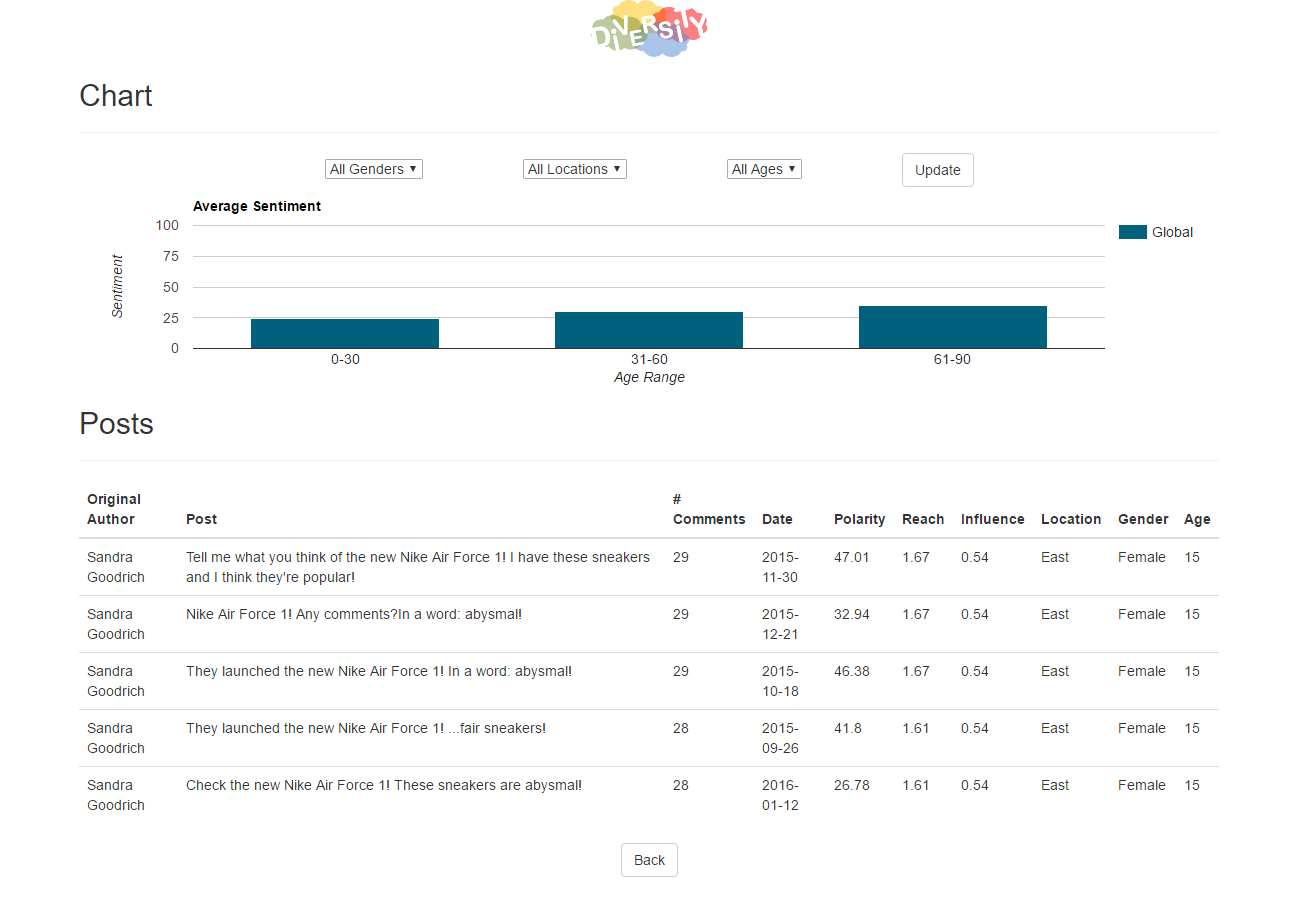
2. After selecting the desired PSS/Product, click one of the following buttons for the desired effect:

2a. "Get Opinion" Button - redirects to Opinion Extraction page (B) according to selected PSS/Product

2b. "Get Global" Button - redirects to Global Sentiment page (C) according to selected PSS/Product

2c. “Refresh Button” - sends request to refresh data from database.

# Opinion Extraction Page



2. Opinion Extraction Page Screenshot

**Description:**

After clicking the “Get Opinion” button, the user is redirected to this page which displays the average sentiment from users according to age range in form of a column chart and a table containing the top 5 posts with the highest influence. The user is able to filter the columns/rows presented on the column chart according to a certain parameter (gender, location or age range) by changing one of the presented dropdowns or segment the presented data according to one of those parameters. When the user filters the data from the table, the post table is also updated accordingly.

**Procedures:**

1. When this page is opened, the user is presented with the global sentiment column chart and a table containing the top 5 posts with highest influence value.

2. To segment the data according to the desired parameter, choose one of the following radio buttons:

2a. "All" Button - displays global sentiment only.

2b. "Gender" Button - displays average sentiment according to gender.

2c. "Location" Button - displays average sentiment according to location.

3. To filter chart columns according desired parameter, the user should change the value from one of the following dropdowns:

3a. "Choose Gender" Dropdown

3a1. "All Genders" Value - displays average sentiment columns for all genders. This value is selected by default.

3a2. "Male" Value - displays average sentiment column for "Male" gender.

3a3. "Female" Value - displays average sentiment column for "Female" gender.

3b. "Choose location" Dropdown

3b1. "All Locations" Value - displays average sentiment columns for all locations. This value is selected by default.

3b2. "East" Value - displays average sentiment column for "East" location.

3b3. "West" Value - displays average sentiment column for "West" location.

After choosing the desired values from the dropdown lists, the user should click the “Update” button to update the chart accordingly. The post table is also updated according to the selected values (ex. if “Male” and “East” are chosen, the top 5 posts from male users located in the east are displayed).

4. To filter the chart according to age range, the user should change the value from the following dropdown:

4a. "Choose Age Range" Dropdown

4a1. "All Ages" Value - displays all age range rows. This value is selected by default.

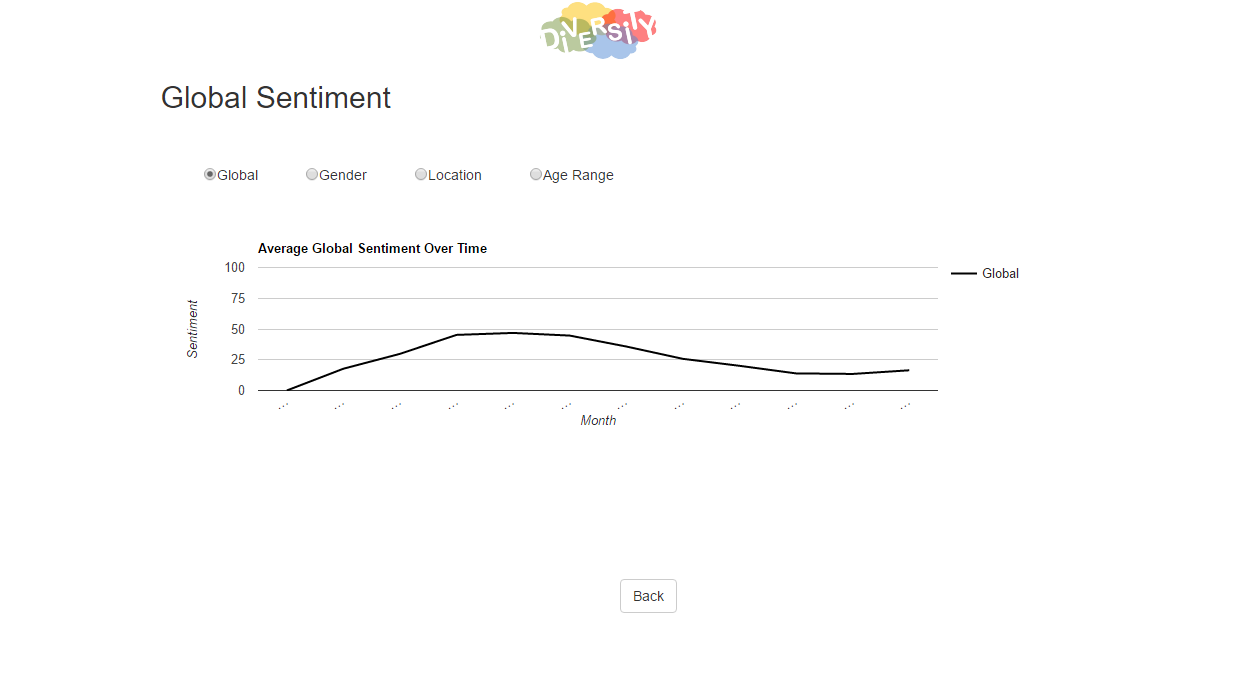
4a2. "0-30" Value - displays average sentiment row of users with ages between 0 and 30.

4a3. "31-60" Value - displays average sentiment row of users with ages between 31 and 60.

4a4. "61-90" Value - displays average sentiment row of users with ages between 61 and 90.

5. To return to the home page, the user should click the “Back” butto

# Global Sentiment Page



3. Global Sentiment Page Screenshot

**Description:**

After clicking the “Get Global” button, the user is directed to this page displays the global sentiment over time (measured by month) in form of a line chart. The user can also segment the global sentiment according to a parameter of their choice (either gender, location or age range).

**Procedures:**

1. To segment data according to the desired parameter, choose one of the following radio buttons:

1a. "Global" - only displays global sentiment over time.

1b. "Gender" - displays sentiment over time by gender.

1c. "Location" - displays sentiment over time by location.

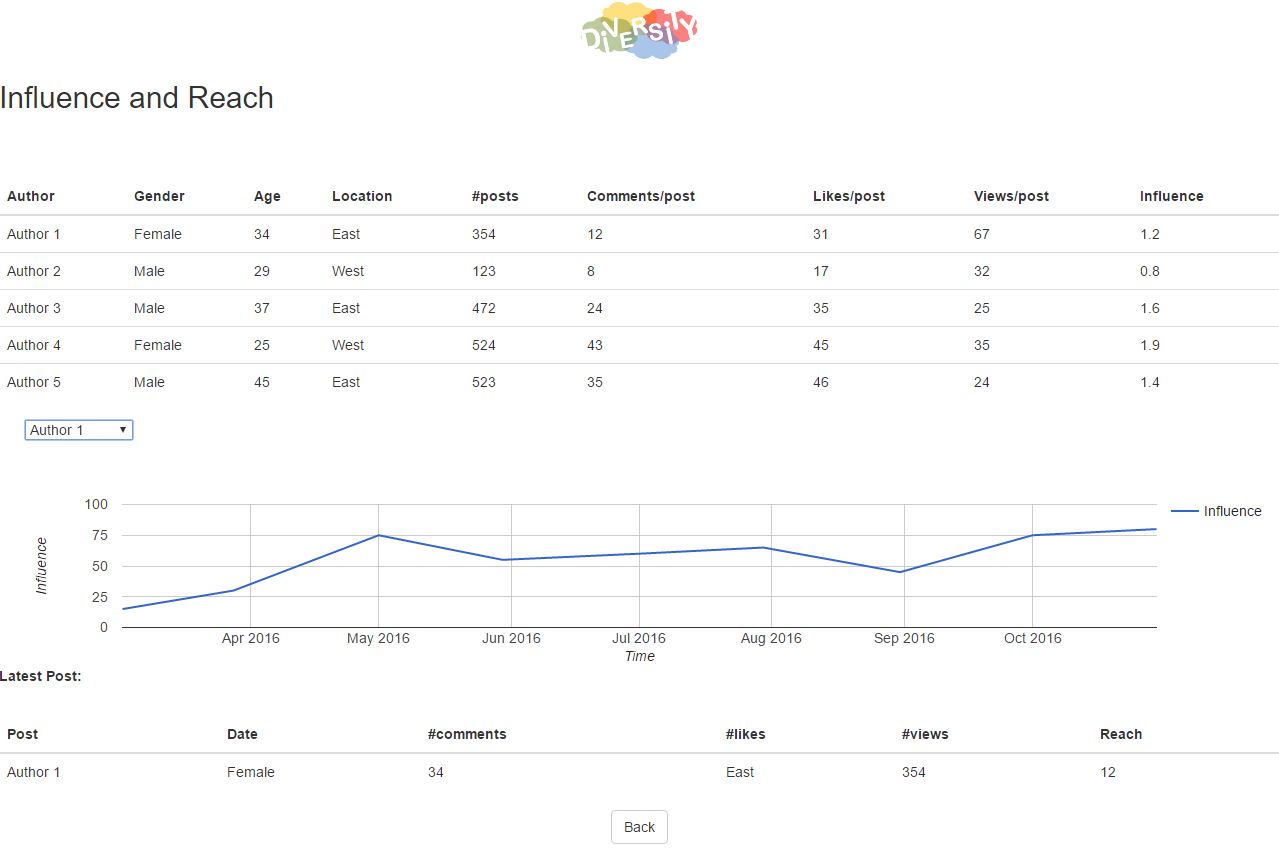
1d. "Age Range" - displays sentiment over time by age ranges.

NOTE: Global sentiment is also displayed when radio button options between "1b." and "1d." are selected.

2. To return to the home page, the user should click the “Back” button.

# Influence and Reach Page

\*\*To Be Updated\*\*

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4. Influence and Reach Page Screenshot

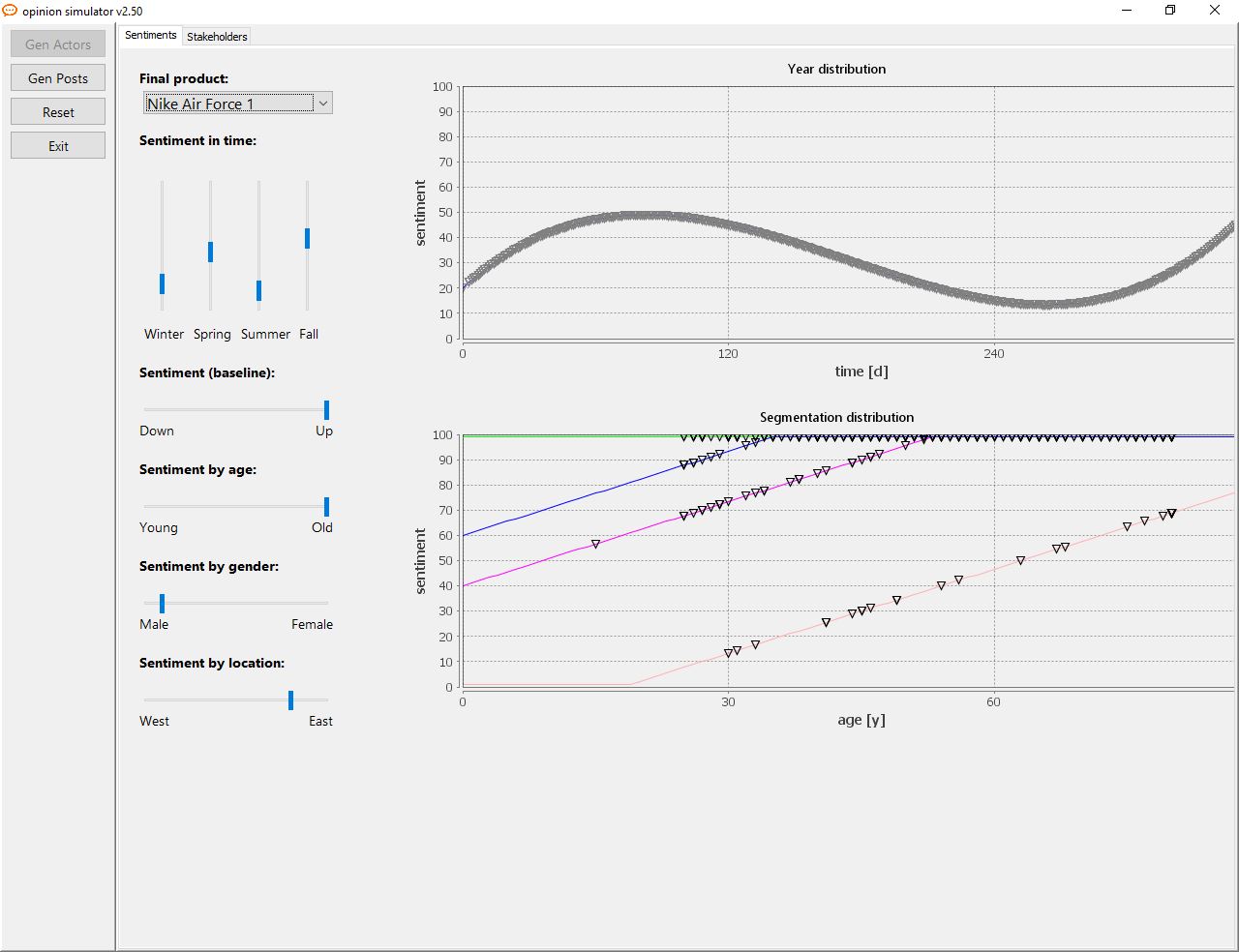
**Description:**

This page displays a table containing the top 5 authors with the highest influence values. The user can visualize an author’s influence over time (by date) in form of a line chart by changing the value of the dropdown list containing the author’s names from the top 5 authors table. The latest post from that same author is also displayed on the table located below the chart.

**Procedures:**

1. When the user enters the page, he is presented with a table containing the top 5 authors with the highest influence and reach values.
2. In order to visualize an author’s influence over time, the user should change the value dropdown list containing the names of the authors presented on the previous table. Every time the dropdown value is changed, the influence line chart and latest post table are updated accordingly.
3. To return to the home page, the user should click the “Back” button.

# Opinion Simulator



1. Opinion Simulator – Sentiments Tab Screenshot

**Description:**

This application is used to generate posts for a certain product. Each post will have a sentiment associated to it. The user can configure the posts’s sentiment distribution over time (by season), by age, gender or location. After configuring the desired parameters, posts will be generated and stored in a local database.

**Procedures (Sentiment Tab):**

1. Choose product from “Final Product” dropdown.

# Glossary

* **Sentiment**: Numeric value between 0 and 100 which is extracted from an adjective presented in a post.
* **Average Sentiment**: Numeric value obtained by summing all the sentiment values for each user divided by the number of users.
* **Global sentiment**: Total average sentiment for all users.
* **Influence**: Numeric value which measures the influence that a certain author has towards other users. This value is calculated by dividing the total number of comments by the average number of comments, the total number of likes by the average number of likes, the total number of views by the average number of views and summing all of the values obtained from these divisions. To each of the divisions made, a constant value is multiplied.
* **Reach:** Numeric value which measures the reach that a certain author has towards other users. This value is calculated by dividing the total number of comments by the average number of comments, the total number of likes by the average number of likes, the total number of views by the average number of views and summing all of the values obtained from these divisions. To each of the divisions made, a constant value is multiplied.