**Key Value Proposition/innovations being proposed and developed on top of the given problem statement that create uniqueness in the solution.**

In addition to what the problem statement expects us to do, that is, scrape content from the social media of a person, analyse the sentiment using this content and suggest a curated playlist of songs for him/her, our application brings a lot more to the table. These innovative functionalities that bring uniqueness to our application are as follows:

1. If a user does not possess a twitter account, we give him the option to feed in a couple of paragraphs or an essay that he has written in the recent past, which will in turn be used to fetch the sentiment of the person. Therefore, we make sure that our application can be used by everyone.
2. We do a two-level analysis on the person, i.e. in addition to analysing the mood from the content we get, we also ask the user how he would react if he is in a negative mood. Would he rather stay in that mood and slowly come out of it (eg- listen to sad songs if he’s sad cause he can relate to it) or would he prefer to do something in contrast to his mood (eg- listen to happy songs when he is sad to cheer himself up). Therefore, the results are not just in accordance with his mood but also in accordance with what he wants to do when in such a mood.
3. We do not just suggest a curated list of songs, but we actually go ahead and provide the links for these songs so that the user can listen to the right songs directly from our application rather than having to go and search for it himself.
4. In addition to suggesting songs, we allow the user to engage himself in a bunch of other activities. If he’s a vigorous reader, he can choose to read a book from the list of books that we have suggested based on his mood. Similarly, he can dwell in and watch one of the movies that we have suggested. We also offer a bunch of pictures that he can scroll through and relate and a lot of wise words in the form of quotes that sync with the sentiment that you are experiencing. So, we have something to offer irrespective of what kind of a person you are.
5. Whatever we fetch, be it quotes, movies, books, music or pictures, it is dynamic, i.e. we fetch directly from the internet. Therefore, even twenty or hundred years down the line, we will offer you the latest books, the trending songs and the recent hit movies in addition to the old ones. This makes our system up to date and synchronized with time.
6. We also allow the user to save a PDF file of one or more of the lists of activities that we suggest, for further reference. This means that you can refer to it at any later point in time and also send it to a friend whom you feel might be in the same state of mind as you are in currently.

**Business Value:**

MoodSeek is built to provide the functionality of handling a person’s mood, be it sad or happy. Most people go through frustrations and unhappiness in their lives. In such conditions, MoodSeek allows the user to select between relatable content, and content that would change their mood. The content is made up of a variety of recommendations including Music, Quotes, Books, Movies, and Images.

The Business Value of MoodSeek is that it is a one stop solution any sort of mood. If a user is unsure of what to do, MoodSeek provides a solution to his/her dilemma with minimal effort from the user’s side. Further, in the case of anger, fear and sadness, MoodSeek attempts to manage this, to prevent the user from doing anything that he/she would regret in the future.