**Description of product.**

Version 1.

Server address: dev.kento.se

A business app that enables a client to know their brand health. The application measures and displays the current emotion health of a brand, i.e. Nike, Adidas. based on social media trends.

**Features**.

Primary feature:

Public user:

Overview of brand health which shows positive or negative aggregation.

Location of tweets about a brand in real time , eg show on a map.

ClientFeatures:

Details of individual products.

**Platforms.**

web, android, ios.

**Definitions:**

Brand health: the mood and/or consensus of a population measured by factors.

**Business value.**

Brands are interested in current public opinion. Can the app influence share value? Does it reflect share value? Does the share value change in correlation with public opinion?

The brand can respond to analysis , i,e, identify negative and positive trends and communicate to consumers and/or changing marketing strategies.

**How to measure.**

First resource, Twitter.

We examine tag and text over location.

What tags do we look for

How do we measure a positive tweet?

Text analytics.

**OTHER INPUTS.**

Optional - e.g. the trend in market consumption vs emotional health

**Architectural Drivers:**

Security and Integrity: The client need to keep their account setting regarding what they are tracking. We are not handling sensitive data therefore not a major driver.

Performance: Available data should be presented in reasonable time. While there are parts that are outside our influence, getting the results once we have them should be quick.

Availability: You should be able to access the application pretty much anytime, even if Twitter is down.

Scalability: The application should allow for expanding upon if more users show up or more data gets tracked in general.

Usability: There should be a low learning curve and information should be easily understood in pressurised work environments.

Recoverability: It will be important for the system to be able to recover from problems it runs into, and at a reasonable time.