**Requirement Gathering - Emotions Analytica**

**About the company**

**Introduction**

* Emotions Analytica is a Kathmandu, Nepal based company.
* Emotions Analytica analyze speech and texts and extract the understanding of emotion
* The primary purpose is to build interpersonal relationship by understanding each others emotions
* Provide emotion related services to companies and organisations
* The main services provided by the company are:

1. **Social Media Monitoring,** a system to cheer up a particular person based on the emotions of his speech
2. **Job Satisfactions and Employee Moral**, a system to analyze the employee’s satisfaction and mentality while working on the company on the basis of analysis of his speech and conversation
3. **Enhance Customer Experiences,** a system to recommend stuffs on the basis of sentiments of the conversation to enhance customer satisfaction.

**Mission:**

Their mission is to provide emotion analytics of speech so as to improve interpersonal relationships and customer satisfaction.

1. **Context on the product**

**Need for a new system:**

In the era of the internet world, most of the information exists in the form of text. This has led to generation of large amounts of online content rich in user opinions, sentiments, emotions, and evaluations. We need computational approaches to successfully analyze this online content, recognize and aggregate relevant information, and draw useful conclusions. Much of the current work in this direction has typically focused on recognizing positive/negative sentiment from text. Among the less explored sentiment areas is the recognition of types of emotions and their intensity. Recognizing emotions conveyed by a text can provide an insight into the author’s intent and sentiment and can lead to better understanding of the text’s content. The need of Emotion detection is to extract important information regarding public opinion which helps to make the business decisions easily, political campaigns and to increase the product consumption

**Current System:**

* Sentiment Analysis, which detect positive, neutral, or negative feelings from text
* Facial emotion recognition, which detect human emotions from facial expressions

**Required Features:**

* The system automatically assigns an emotion label to a given text, indicating the emotion type expressed in the text.

1. **About the new system/product**

* Given any form of text, the system will detect the specific emotions of happiness, sadness, anger, surprise, fear or love that the text expresses.

1. **System Usage**

* Security Agencies, Business Companies, Social Sites will be the users.
* Security agencies can track emails/messages/blogs and detect suspicious activities.
* The business communities and social sites can use emotional marketing where they can stimulate customers’ emotions to buy products or services.
* Business companies can get an idea of employee mentalities and track their progress.

1. **About the data**

During the 1990s, a large group of psychologists gathered around from all over the world for the ISEAR project, directed by Klaus R. Scherer and Harald Wallbott. The aim of this project was to collect data and track emotions. Among the people who were involved, both psychologists and non-psychologists, were asked to report situations in which they had experienced all of the 7 major emotions (**joy, fear, anger, sadness, disgust, shame, and guilt**). The techniques applied for collecting such emotions were a little different. All the reactions were noted on the basis of how a person has reacted to a particular situation based on the questions asked or situations faced. Hence, the final dataset consists of reports on the seven emotions each of which is close to emotions from 3000 respondents from 37 countries on all 5 continents.

1. **Caveats**

* Wrong Classification of Emotions

1. **General**

**Timeline**

1. **Phase I :**

* 2 Weeks long Phase
* To build a complete emotions classifier

1. **Phase II:**

* 1 Week Long Phase
* Deploy the emotions classifier.