

Project Summary

Background:

Political candidates must be aware of the emotional reaction of the crowd. Although the overall mood is easy to understand, video analysis will attach the emotions to specific demographics and allow the candidates to refine their speeches to sway specific groups.

Purpose:

A desktop application for political parties to analyze audience reaction given various statements.

Description of flow:

1. The application user will click on a speech option on the left-hand side.
 - (This emulates the political candidate making a statement)
2. The audience will react and the application will record the emotion as well as the demographics of the analyzed faces.
 - (Automatic, no action required)
3. A summary will show on the right-hand side.
4. The application user may click on a speech option again to repeat this cycle to simulate the same audience giving a different impression.

Limitations:

- This is an application meant for business use, and not for the general public. As such the presentation of the UI will be geared towards displaying information.
- Audience has no memory of previous statements so every click of a statement will be as if the statement was said for the first time.
- This is a prototype as a Proof of Concept