User-centric Product Innovation via NLP
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The VoU platform identifies all the mentions of a product on social media, computes the aspects of the product which are most salient for users and for each aspect identifies users’ attitudes. This information is rendered as an analytics dashboard underlying most prominent insights.
NPD Specific Challenges

- Automatic Feature Extraction and Characterization
- Anaphora (nominal and pronominal) and Ellipsis resolution.
- Adaptation to new Languages (currently: French, English)

Market constraints

- Explainability
- Modifiability
- Rapidity
- Dependency Parsing
- Anaphoric Resolution

- Robustness
- Scalability/Efficiency
- Configurability

- Unconstrained Perceived Feature Extraction
- User Attitude Extraction

As **User**: Functional

As **User**: Non Functional

As **Provider**