



User-centric Product Innovation

via NLP

(Luca Dini)

META-FORUM 2020

New Product Development

The logo for VoU, consisting of the letters 'V', 'O', and 'U' in a stylized font. The 'V' and 'U' are red, and the 'O' is black.

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

Modificability

Rapidity



EUROPEAN LANGUAGE GRID

- Dependency Parsing
- Anaphoric Resolution

- Robustness
- Scalability/Efficiency
- **Configurability**

- Unconstrained
Perceived Feature
Extraction
- User Attitude
Extraction

As **User**:
Functional

As **User**:
Non
Functional

As **Provider**