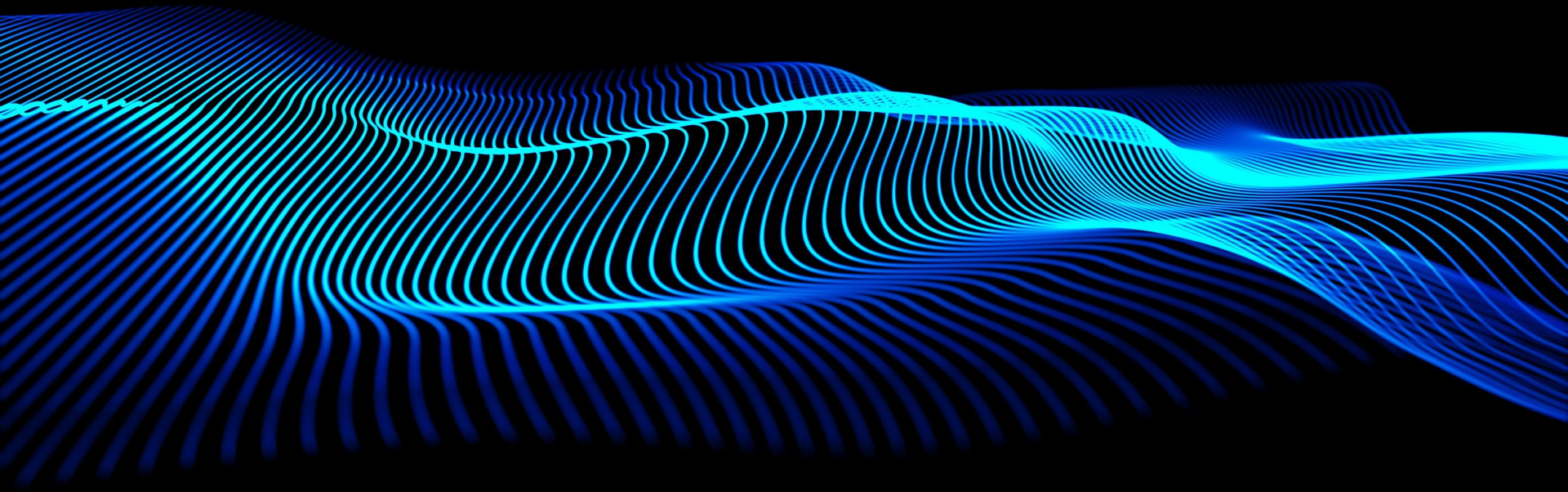


Project: OutTHERe



A background image showing a group of people in a modern office or co-working space. They are seated at a long wooden table, working on laptops. The image is dimly lit and has a dark, semi-transparent overlay, making the text stand out. The people are focused on their work, with some looking at their screens and others looking away. The overall atmosphere is professional and collaborative.

Our Background

1. Abdullah Alhawi→ Backend developer\ Software engineering- student
2. Fatima Alhaj→ ML\NLP
3. Ahmad jihad mahmoud→Frontend developer and UI/UX designer

Introduction

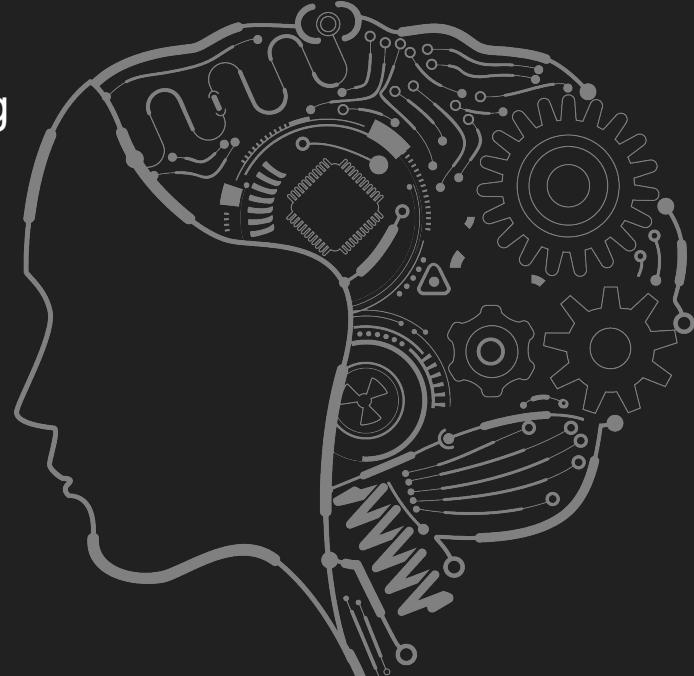
- With the rapid growth of social media, users tend to share their thoughts, opinions, and feelings on social media platforms, such as Twitter, Facebook, YouTube. The shared content can infer what people really feel.
- Emotion detection techniques can provide an automated recommendation for users about near activities and services that can improve their mood, and the quality of their life.

Our problem statement

- A big share of people spends a long time online, and although they **express their negative emotions freely, they don't actively take action to improve them**. Even when they have positive emotions, they don't make use of their excitement and energy.
- On the other hand, many local activities and services are available out there, but **not everyone knows about them**. Besides, the truth is that a single type of activity isn't suitable for all. So, a strategy must be followed to recommend a specific activity to people with a specific type of emotions.

The idea

- We need to help individuals make conscious decisions regards their feelings, take actions to improve them and live enjoyable and fulfilling experiences. In the long term, this may play a significant role in improving physical and mental health.
- This can be achieved using AI, where a system can recommend activities\services based on user current emotions.



How my product can solve the problem?

- We track emotional states in the shared content, which improve ads revenue.
- We provide a recommendation or simply show an ad that is suitable with what the user really feels.
- Many companies and organizations will be interested in advertising, especially the ones that offer life coaching services, trip organizers, fitness and massage centers, comedy shows, therapists, and many other activity organizers and human well-being services.

how it works?



Reads a text

**Published on Social
media**

Detect emotions

**based on a trained
classifier + Cohere
embeddings +
Dataset : 40000
unique values**

**Match emotions
with activities
\services**

**Another trained
classifiers**

**Recommending a set
of activities \services**

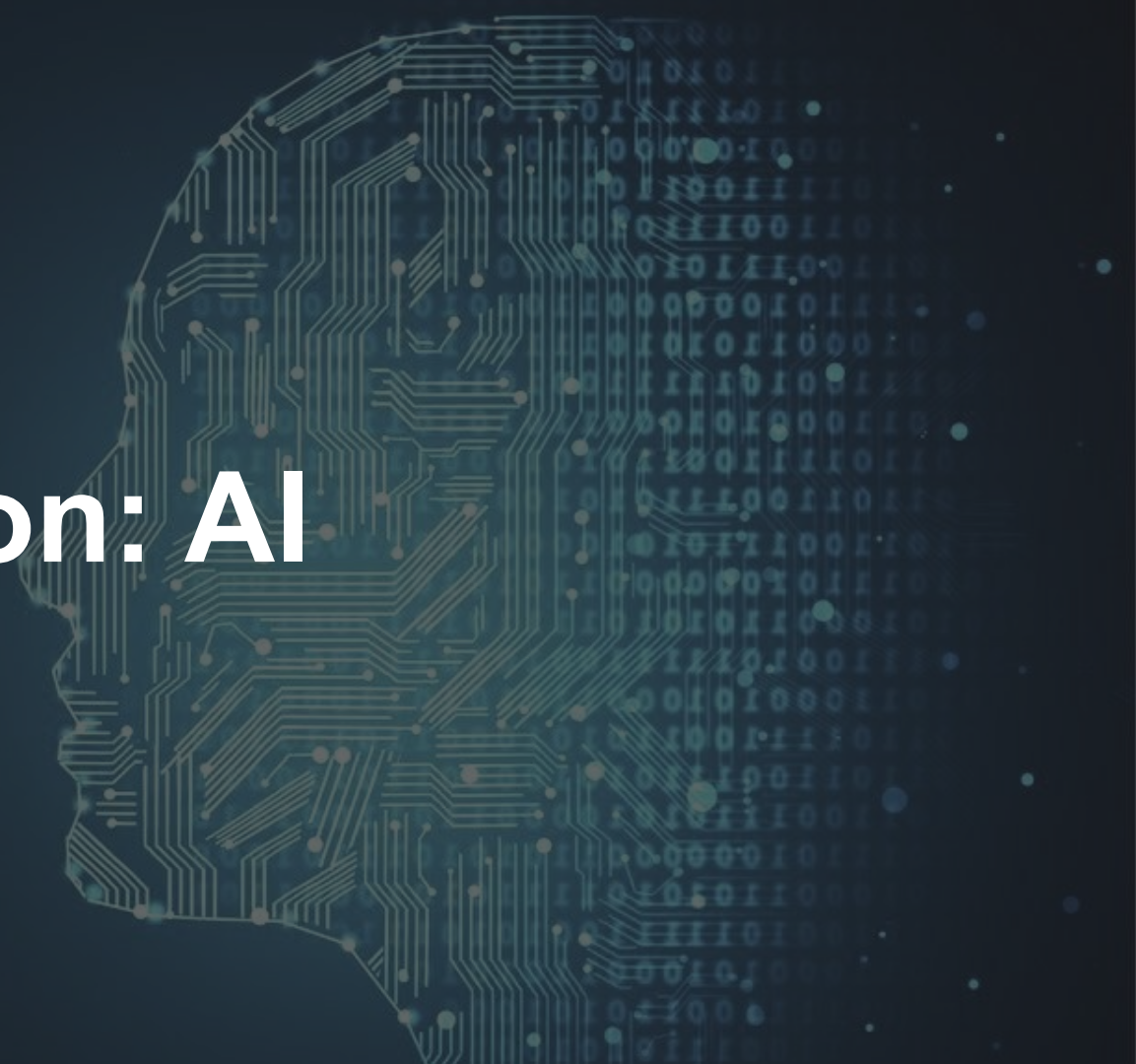
**Based on user
location and the
predicted
emotions**



The solution

- On one side, our solution tracks emotional states in the shared content and recommends a tailored activity or service to the user.
- On the other hand, it improves the ad revenue of companies that offers services or organizes activities, since using our AI solution will increase the probability that users accept offers.

The solution: AI



- As our work grows, and its model gets better, it will play a significant role in improving individuals' physical and mental health.
- This work can be applied in many forms, we first are targeting known social media platforms, where they can apply on the post or users' comments.
- After that, we plan to apply it to any shared textual data.

How we made it

1. This project is using many machine learning algorithms to train a multilabel classifier.
2. We deployed **cohere** embedding system API.
3. The backend service was built using python django framework.

The background is a dark blue field filled with a complex pattern of white and light blue elements. These include a grid of thin lines, scattered binary digits (0s and 1s), and various geometric shapes like squares and circles. Some elements appear to be moving or blurred, creating a sense of dynamic digital activity.

A working demo of it

OutTHERE business model



Thanks!

