Colorful Facial Expressions

--A Method of Applying Emotion Intelligence to Commercial Behaviors

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Project 2

Figure 1: The missing information

Feeling (at store)   Buying   Feeling (at home)

Trying Samples
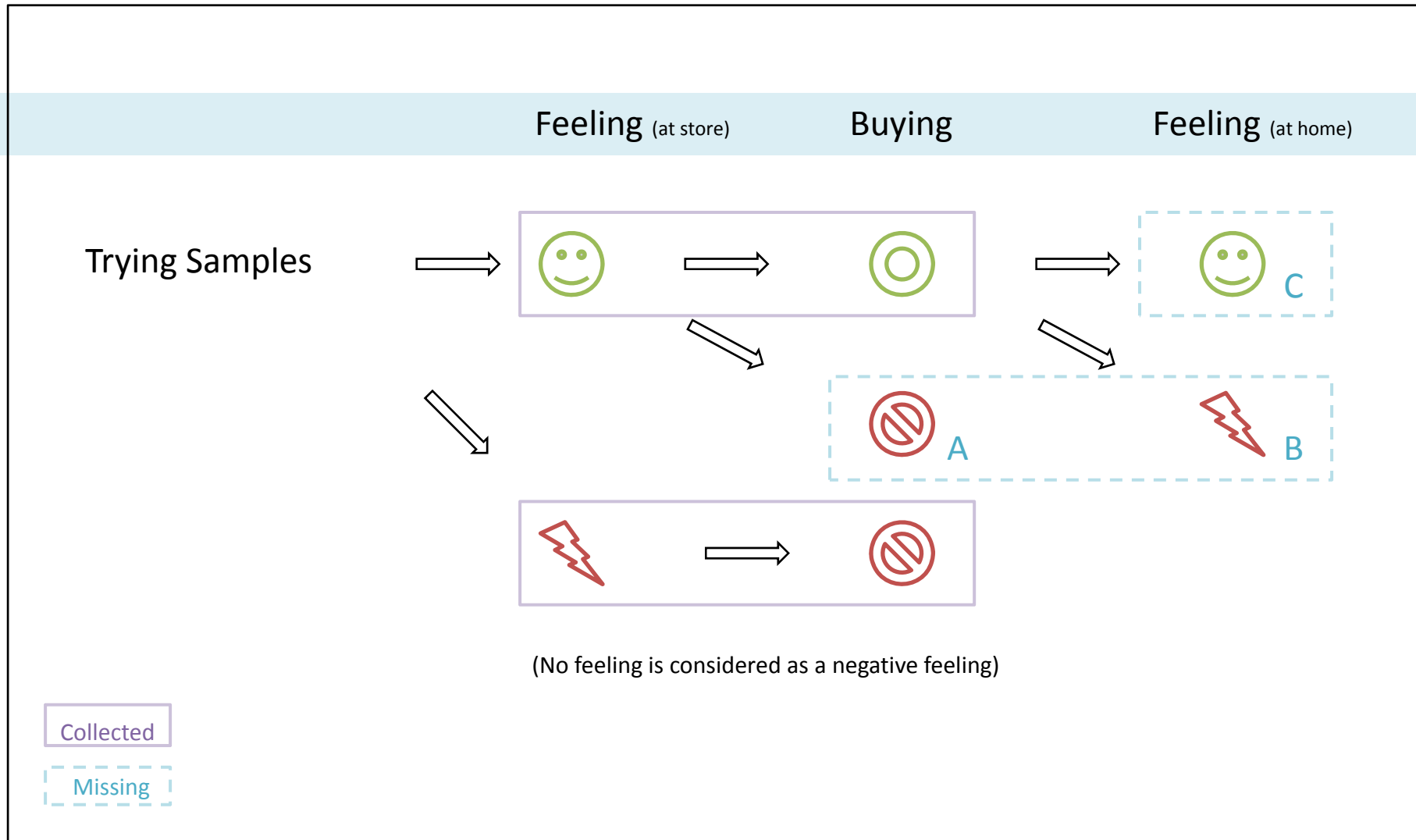
A

B

C

(No feeling is considered as a negative feeling)

Collected

Missing
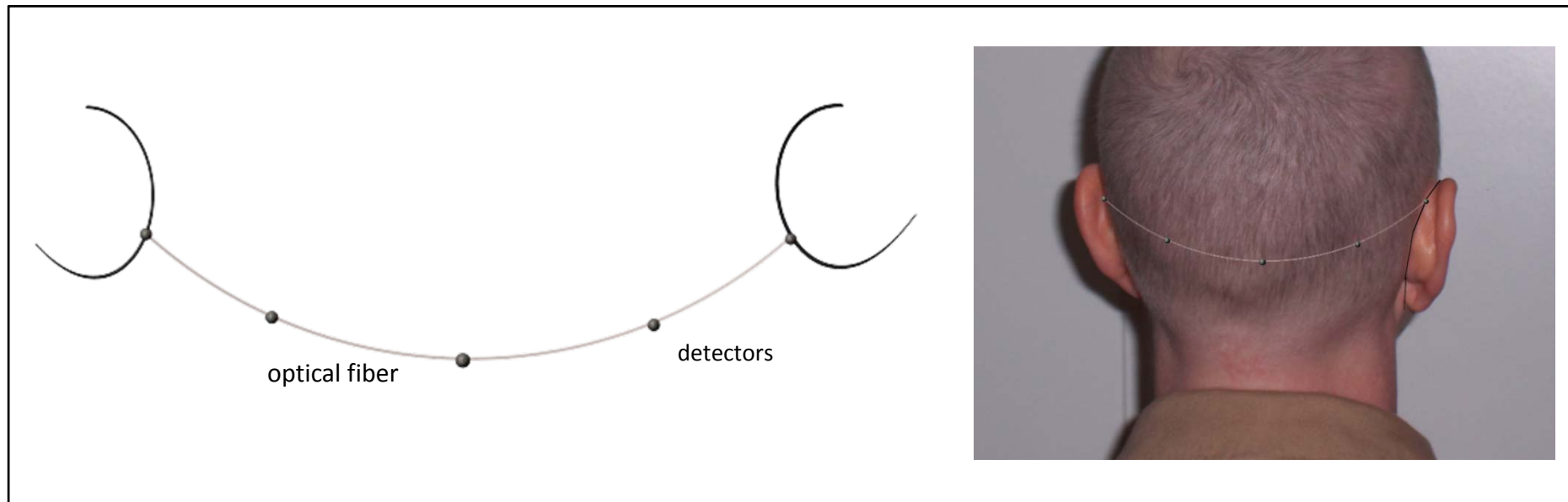
Figure 2: The mirror with webcam and microphone

webcam
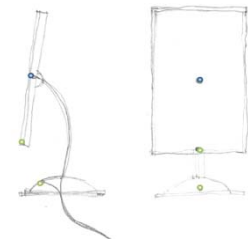microphone
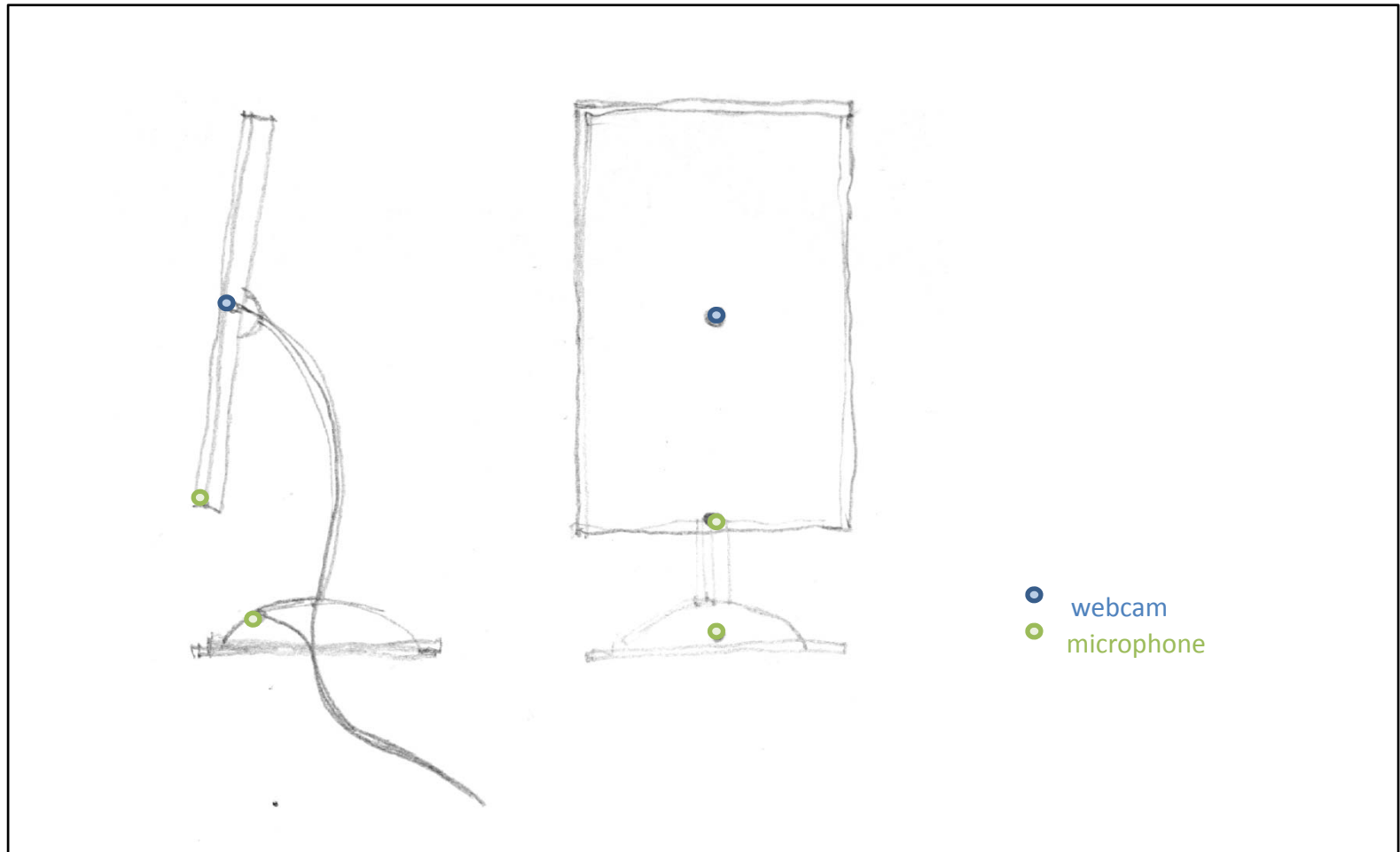
Figure 3: The head lace

Customer	Clerk	The system
Jen visits Macys' to buy red lipstick.	Clerk Amy displays many samples for Jen to try on.	The system automatically recognizes which item is being used.
Jen tries a magenta one first and look at herself in the mirror with a disapproving expression.	Amy thinks "Oh, she doesn't like it. Maybe she will like a lighter one."	The webcam records Jen facial expression. The company analyzes the data later and knows that the customer doesn't like it. The head lace also gets Amy's analysis of Jen's specific negative feeling.
"No, I don't like the color," Jen says.	Amy brings Jen with a lighter color. "How about this one," She says.	

She tries many different colors and likes the ruby and crimson. However, she only wants to buy one today, so she pays for crimson.		With the facial expression data, the company knows that she has positive feeling about magenta and crimson.
Before Jen exits the store, she leaves her contact information. 		The company knows that the customer is Jen and can analyze the data with her background information.