Software to measure emotions of Internet users

While most people have got used to the idea of software tracking online behavior, few have noticed that the software can also measure emotions. According to the release, a new software called "Journey" will be able to measure the emotions of users on websites. This software will be able to help businesses understand how people react to websites.

The software will be tested at the newly opened Bell User Experience Lab, which is located at the teleocom's young Ni's campus in Bangalore. Bell will use the University of Minnesota's technology to analyze how customers react to the lab's interface, and the company will use the data to improve its own products.

"We are excited to work with Bell Labs on this project," said a Bell Labs spokesperson. "This is the first step in our journey to understand how emotions and technology interact on websites.

"With the increasing number of online transactions and the multiplicity of retail websites, it has become crucial for businesses to understand the emotions of users as they engage with the brands.

"Our research has shown that emotions play a key role in shaping consumer behavior on websites."