

# PULSE — Public Sentiment Tracker

Built by Taiphooon at TLA Taiwan x TLA Smart Cities Build Jam. 2026

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**What is it?** Pulse is an AI-powered tool that analyses public sentiment on UK local council decisions in real time. Type in any council and a topic, and Pulse searches the web, reads the news, forums and public commentary, and returns a full sentiment breakdown — instantly.

**The problem we're solving** Local councils make decisions that affect millions of people — budget cuts, housing plans, tax rises, service changes. But understanding how the public actually feels about these decisions is slow, expensive, and often guesswork. Pulse makes that insight immediate and accessible.

## How it works

1. Enter a council and a topic (e.g. "Birmingham City Council — budget cuts")
  2. Claude AI searches live public sources — news, forums, campaign groups, council documents
  3. Within seconds, a full sentiment report appears
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## What's in the report?

 **Headline** A punchy one-line summary of the overall public mood — like a newspaper front page.

 **Sentiment Bar** A visual breakdown showing the percentage of positive, neutral, and negative public opinion on the topic.

 **Sentiment Metrics** Three numbers at a glance — the exact positive, neutral and negative split so you can quickly compare topics or councils.

 **Analysis** A 2–3 sentence prose summary of what the public is saying and why — synthesised from multiple sources.

 **Key Themes** The 3 main narratives driving public opinion, each tagged as positive, negative or neutral. This tells you *why* people feel the way they do, not just *that* they do.

 **Representative Voices** 3 paraphrased quotes from real public sources — news comments, forums, campaign groups — showing the range of opinions in the public's own words.

 **Sources** A list of the types of sources Claude searched to build the report — so you know where the insight comes from.

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**Who is it for?** Councillors, policy researchers, journalists, campaign groups — anyone who needs to quickly understand what the public thinks about a local decision.