

Case Valuation Report for Attorneys



What is an EmotionTrac Valuation Report?

It is a study of 100 independent panelists who view a narrative of your case as a video story. Using our patented AI powered Facial Action Coding System, their emotions are captured, and they receive a post video survey to answer questions about case value

An emotion analysis of your case along with valuation responses are reported.

Use this data to support the value of your ask and leverage for settlement.

Our revolutionary methods go beyond surface-level insights, unveiling the elusive 95% of unconscious emotional responses.

Contact Us

352.247.7865 | legal@emotiontrac.com | legal.emotiontrac.com



Case Name: [REDACTED]

Test Date: [REDACTED], 1:48 p.m.

Objectives

Counsel was seeking to learn how an external, independent, unbiased *audience would react to their case and reveal the subconscious reasons driving the panel's decision in selecting the compensation amount for the Plaintiff.

Testing Protocol

EmotionTrac delivered an overview of the case to assess how panelists would perceive its value. 100 panelists, without any prior knowledge of the case, watched a 05:00 minute video story about the case. The panelists' emotional reactions were captured using the front facing camera of their device while they watched the video. Moment by moment, their micro facial expressions were analyzed using an artificial intelligence based Facial Action Coding System. After watching the video and forming their opinions, they were asked survey questions as to what they thought the case was worth.

*The data is 100% significantly reliable at a 95% confidence level.

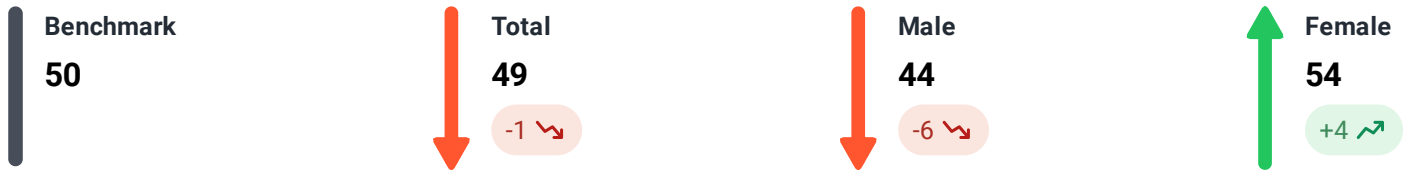
Video Presentation

[REDACTED]

Sentiment Analysis

Feelings are the ultimate decision makers. The sentiment analysis reveals the emotional drivers behind the compensation selections made by the panelists. EmotionTrac measured each panelist's subconscious, non-verbal, spontaneous emotional reactions to the video story. This produced 100% unbiased, genuine reactions that were statistically validated. Using these key metrics, we can understand how the story impacted the panelists emotionally and influenced the amount of compensation they selected.

Curiosity Scorecard



Curiosity measures the audience interest in the story. If they have strong engagement, it means they fully understand the case, leading to a stronger connection and support for the plaintiff's position. However, if the story details are insufficient or confusing, it could indicate that the audience is left uncertain or unconvinced, weakening the plaintiff's case.

The benchmark is a reference point to evaluate the case story. It is derived from the analysis of hundreds of cases.

Angst Scorecard



Angst measures the audience's strong negative emotions, such as Fear, Despair, and Anger. High angst indicates that the audience is emotionally triggered by the story and is likely to advocate for the plaintiff.

The benchmark is a reference point to evaluate the case story. It is derived from the analysis of hundreds of cases.

Rapport Scorecard



Rapport reflects how well the audience connected with the story. Positive rapport indicates that the audience found the story compelling and persuasive, achieving your intended goals and objectives.

The benchmark is a reference point to evaluate the case story. It is derived from the analysis of hundreds of cases.

Victory Scorecard



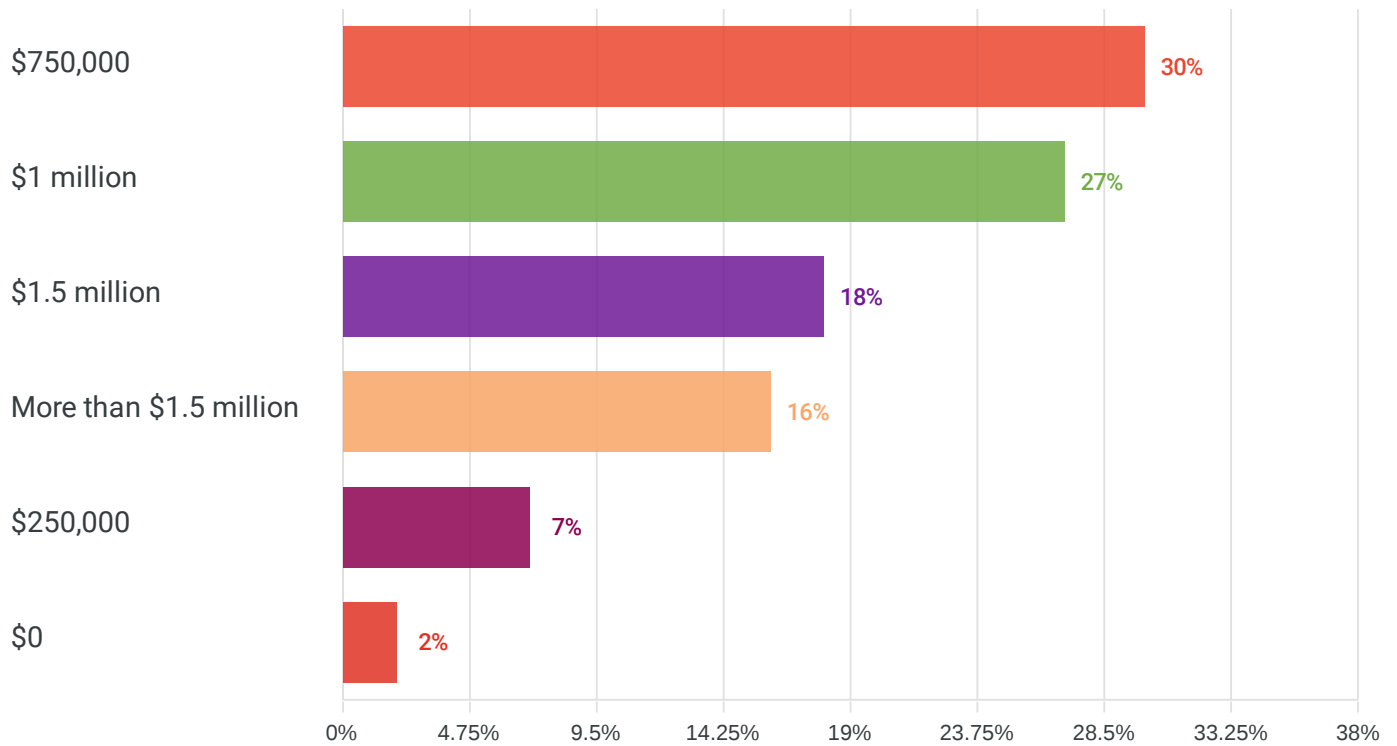
Victory measures how strongly the audience perceives a successful outcome. A positive score indicates the audience felt a sense of triumph and confirms your goals and objectives.

The benchmark is a reference point to evaluate the case story. It is derived from the analysis of hundreds of cases.

Valuation Summary

The following data was collected through survey answers after the panelists watched the video story about this case. The panelists chose their answers from a multiple choice question.

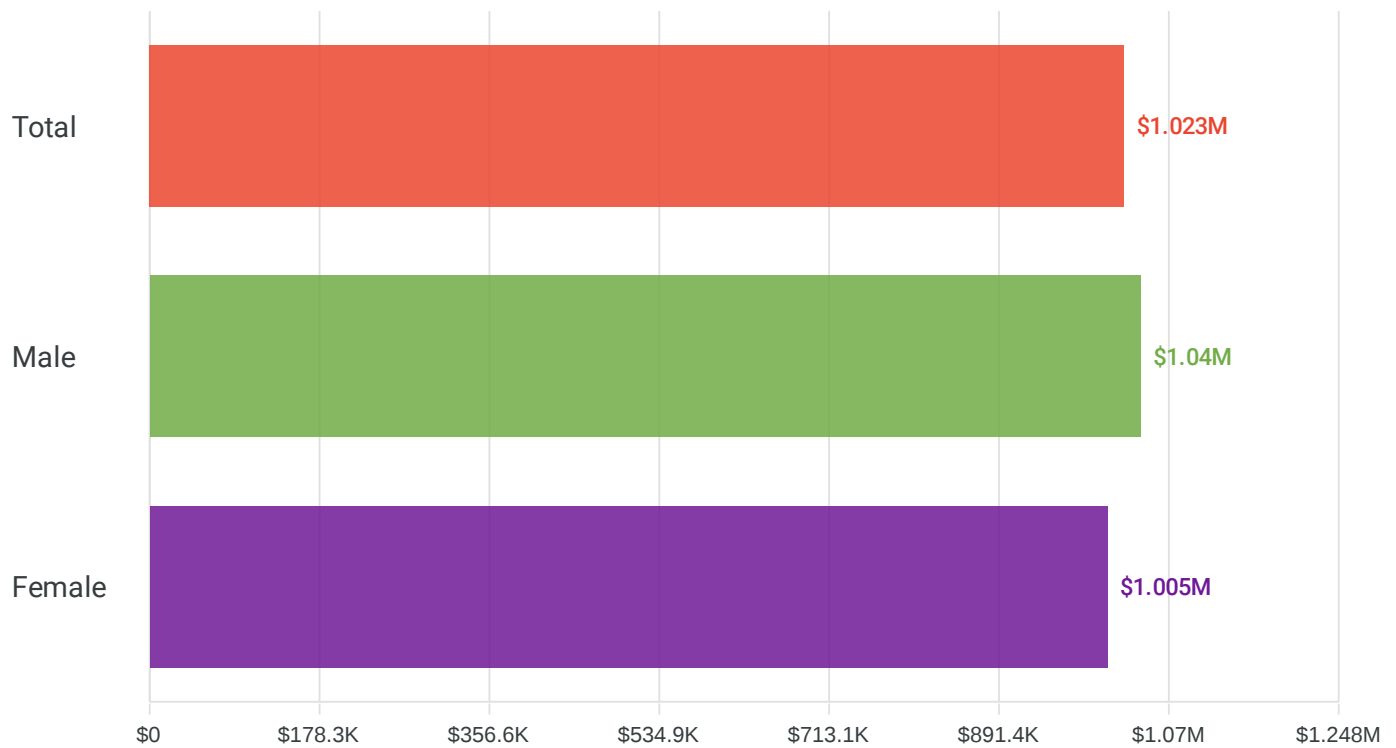
Audience % by Award Amount



Valuation Summary

The following data was collected through survey answers after the panelists watched the video story about this case. The panelists chose their answers from a multiple choice question.

Average Valuation by Audience

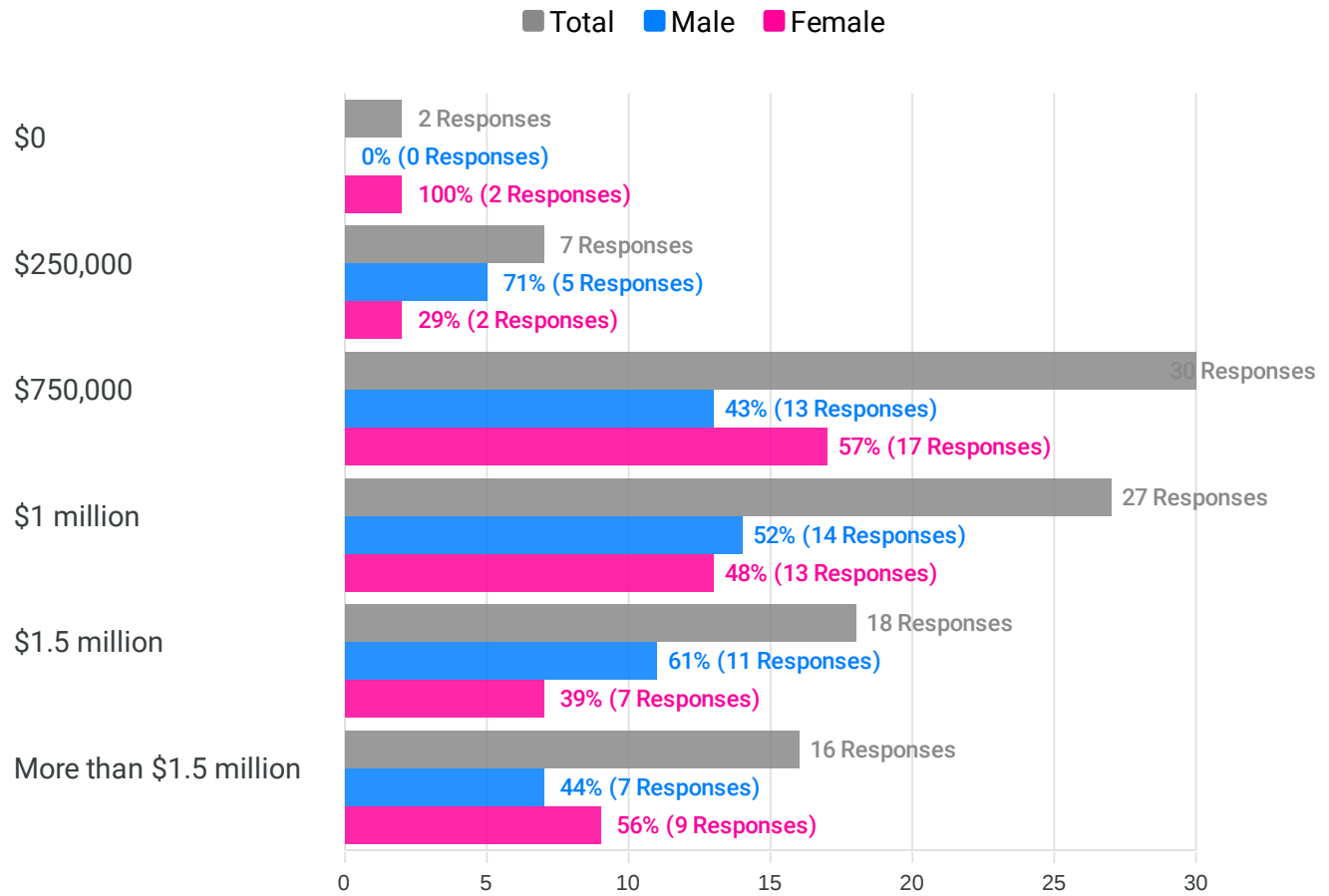


Post Video Valuation Survey

After watching this video story about the case, panelists were asked these two questions:

Question 1

"Based on the story you've just watched, what compensation would you award the Plaintiff?"



Question 2

"Why did you choose that award amount?"

Compensation	Demographic Details	Answer
\$250,000	Male, Florida, Extremely Conservative, 25-34, White/Caucasian, Less Than \$14,999	It Is Good Enough
\$1 million	Female, Florida, Conservative, 65+, White/Caucasian, \$150,000 To \$174,999	I Think It Reimburses Him For Medical And Also Future Medical And Then Some Amount For Pain And Suffering. It Is Difficult To Assess How Much Pain Someone Is In And They Now Have Hypnosis And Other Things To Help People Cope With Pain.
\$250,000	Female, Florida, Conservative, 25-34, White/Caucasian, \$100,000 To \$124,999	Cover Future Medical, Numbers Seem Inflated
\$1 million	Female, Florida, Slightly Conservative, 35-44, White/Caucasian, \$35,000 To \$39,999	Porque Es Justo Y Necesario
\$1 million	Female, Florida, Conservative, 65+, White/Caucasian, \$100,000 To \$124,999	Because Of His Current And Projected Bills As Wellas Pain And Suffering Added To It.
more than \$1.5 million	Female, Florida, Conservative, 65+, White/Caucasian, \$175,000 To \$199,999	It Will Take Care Of His Bills Plus Ewhat He Might Need Down The Road
\$750,000	Male, Florida, Conservative, 65+, White/Caucasian, \$25,000 To \$29,999	That Is What Is Needed.
\$1.5 million	Male, Florida, Slightly Conservative, 65+, White/Caucasian, \$100,000 To \$124,999	It Seems That Although Ha May Continue To Experience Some Level Of Pain It Does Not Prevent Him From Working At His Job. Since He Will Have Continuing Income And Benefits From His Work (E.G. A Retirement Plan) I Think That 1.5 Million Is Ample To Cover His Past And Future Pain And Suffering Along With Is Known And Anticipated Medical Expenses.

Effortless Research: Using EmotionTrac methodology, we poll an independent unbiased panel of 100 people to determine the valuation of your case.

Scientifically Backed Reports: Armed with science-backed reporting, you can deliver a compelling case to opposing counsel, backed by statistically correct data.

"We settled for \$30,000 higher than the last offer after sending the EmotionTrac Valuation Study to opposing counsel."

Attorney at Morgan & Morgan

"The counteroffer went to \$400,000 from \$150,000 after sharing the unique and detailed Valuation report."

Director of Pre-Suit Cases
Personal Injury Firm

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