Mood responses have been shown to be predictive of performance in sport and other performance environments. The Brunel Mood Scale (BRUMS) is a 24-item inventory to assess the six mood dimensions of anger, confusion, depression, fatigue, tension and vigor. Derived from the Profile of Mood States, the BRUMS was developed and validated specifically for use with athletes, although its applicability has now been extended to other populations. A range of normative data tables for the BRUMS is available, based on responses of more than 3,000 participants. This presentation chronicles the development of an online mood profiling website (www.moodprofiling.com), based on the BRUMS, that is also available for iPhone™ and iPad™. The website provides respondents with detailed automated reports of their mood responses, including raw scores, standard scores, graphic representation of mood profiles, interpretation of results for each mood dimension with reference to normative scores, a summary of the potential influence of mood responses on performance, and a series of evidence-based mood regulation strategies. The website, which will be demonstrated during the presentation, is currently being trialed on a multi-national sample of more than 1,500 participants, a subset of which has evaluated the website for visual appeal, navigational ease and speed, and best and worst aspects. Results of the trials will be presented and discussed. The BRUMS has been translated and re-validated in Afrikaans, Farsi, French, Hungarian, Italian, Malay and Portuguese, with other translations at various stages of development in Arabic, Chinese and Hindi. It is anticipated that the website will also be translated into these languages and others. If used regularly to assess intra-individual fluctuations, mood profiling may assist with early problem identification, as a catalyst for discussion during one-to-one sessions, to monitor emotional responses to increased training load, injury, rehabilitation from overtraining, and acclimatization to new time zones and climatic conditions. Mood profiling is also used to help identify those who may be at risk of clinical issues, such as overtraining, eating pathology, and mood disorders.