

# PROJECT WEBSITE

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## D05

### IDEALVis Consortium

<http://idealvis.inspirecenter.org/>



European Union  
European Regional



Structural Funds



ΙΔΡΥΜΑ  
ΕΡΕΥΝΑΣ ΚΑΙ  
ΚΑΙΝΟΤΟΜΙΑΣ

# Website

The IDEALVis website (<http://idealvis.inspirecenter.org/>) was also developed as part of the WP2 and after reviewing future competitors' websites. The final development is a one-page website that follows the flat design approach for easier navigation and a friendlier user experience (UX). This site contains basic information about the project (objectives, concept, team, etc.), as well as news and contact information. At the beginning, the initial focus of the website will be discussing the project and engaging the target audience. After the release of the first working prototype of the IDEALVis service, the website will become more commercial, and its main objective will be to promote the IDEALVis service, rather than discussing/presenting the project.

The current structure of the project-focused website is as follows:

1. **HOME:** A welcome section with a parallax scrolling effect, including an image and text effects with phrases that describe the mission of the IDEALVis service.



*Figure 1 - IDEALVis Website - Home section*

2. **OVERVIEW:** A short synthetic description of the project, its vision and its objectives, along with a text concerning the source of the project's funding and the logos of the funding authorities.

## IDEALVis objectives

**GO BEYOND THE STATE OF THE ART IN ADAPTIVE DATA VISUALIZATION AND PERSONALIZATION TECHNIQUES**

The combined project outcomes will generate new knowledge with regards to the consideration of individual differences in information processing as the core ingredient of the adaptation and personalization process of the related methods, tools and services.

**IDENTIFY POTENTIAL CORRELATIONS OF COGNITIVE FACTORS WITH DATA VISUALIZATIONS**

Through a number of ecological valid experimental user studies that will be carried out iteratively throughout the life-cycle of the project, the research team will explore potential correlations of cognitive factors referring to high-level information processes as well as elementary cognitive processes with different kinds of data visualizations, in terms of type and complexity (e.g., network diagrams, area and radar graphs, bar and line charts).

**CREATE A SET OF PRACTICAL DESIGN GUIDELINES**

The project will create a set of innovative practical design guidelines suggesting how visual analytics can be enriched with personalization techniques and adaptive interventions and produce alternative interactive data visual designs that consider user's individual differences as the core filtering parameters.

**DEVELOP A NOVEL MULTI-DIMENSIONAL HUMAN-CENTERED USER MODEL**


The project will define and develop a comprehensive model that quantifies cognitive factors related to information processing, decision making, problem solving and learning, domain expertise, and experience. The proposed user model will be created using psychometric tools embedded to the framework and real time tools and will be further validated with external devices such as the use of an eye-tracking system.

**QUANTIFY THE USER EXPERIENCE AND UNDERSTAND PATTERNS IN THE INTERACTION PROCESS**

The objective is to quantify the user experience, analyze it using machine learning techniques and identify effective practices in exploratory data analysis. This in turn will produce a web-informed approach to exploratory data analysis. To inform the guidance process to the desired knowledge, the project will capture navigation patterns, resulting in an assessment and recommendation on the efficiency of the process, such as time for completion, suggested routes and experiences of users that share the same role, characteristics or expertise.

**EVALUATE THE IDEALVIS PLATFORM WITH REAL END-USERS**

One of the main objectives of the project is to design, organize, and conduct one pilot trial, in order to evaluate and assess the platform's usability and robustness in a real-life business setting using real datasets from at least two business domains provided by the end-user organizations (e.g., retail audit). This includes information on multiple dimensions, such as product, brand, distributor manufacturer and multiple metrics such as sales, sales volume, sales trends, stock levels, promotion efforts, and other associated aspects. The pilot trial will validate the efficiency and effectiveness of the proposed adaptive interventions and rules and will also improve the robustness of the proposed platform.



[HOME](#)
[OVERVIEW](#)
[PARTNERS](#)
[NEWS](#)
[CONTACT](#)

## IDEALVis: Intelligent Data Exploration and Adaptive Meaningful Visualizations

The goal of the IDEALVis project is to enable human-centered adaptive data visualizations that will facilitate more efficient and effective data exploration and analysis of complex and multivariate business datasets, in order to enable more effective decision making on critical business tasks.

The project is partially funded by the European Regional Development Fund (ERDF), Republic of Cyprus, Structural Funds of the European Union in Cyprus and the Cyprus Research and Innovation Promotion Foundation.



*Figure 2 - IDEALVis Website - Overview section*

- 3. PARTNERS:** A presentation of the project's partners and the team behind each partner with photos and description of roles.

### Partners



**INSPIRE**  
HOST ORGANIZATION



**KPMG**  
PARTNER



**RAI CONSULTANTS**  
PARTNER

People



Figure 3 - IDEALVis Website - Partners section

4. **NEWS:** The section dedicated to engaging with audiences, where project news and social media posts appear.

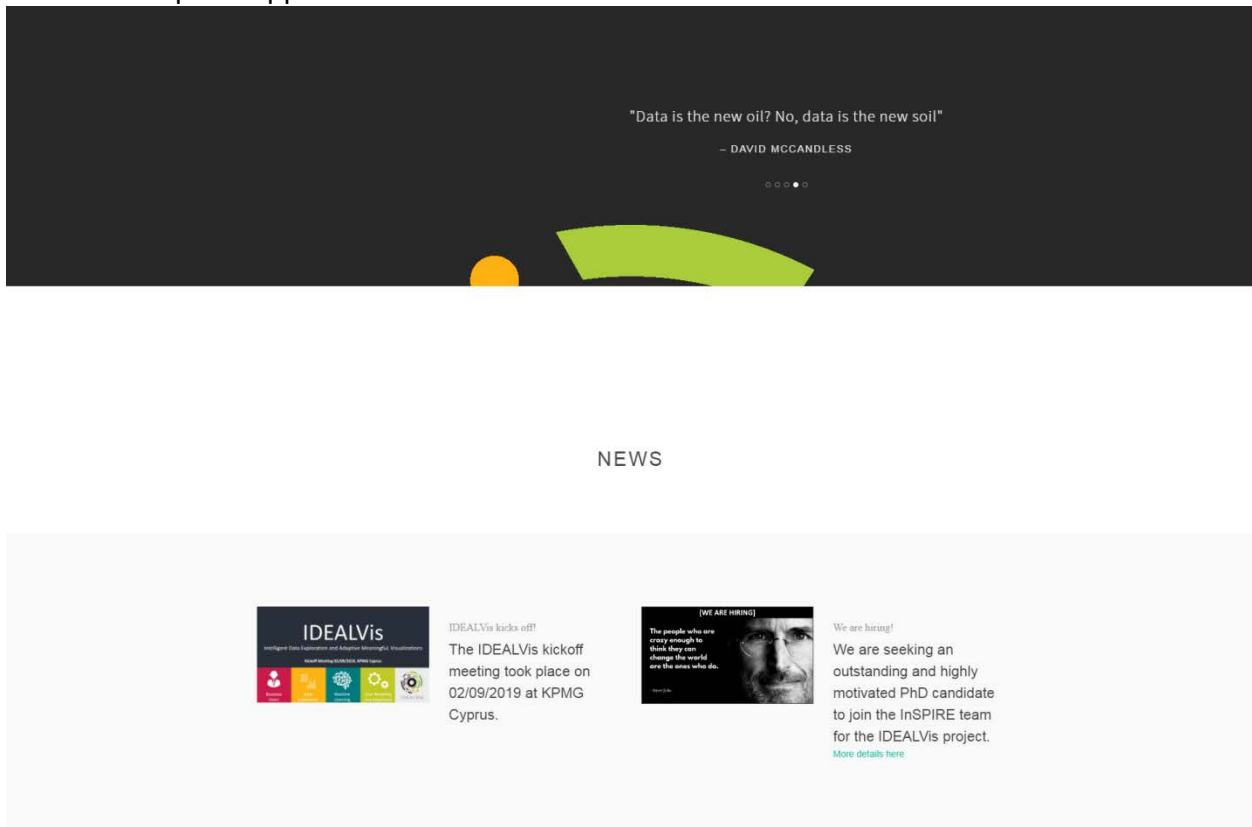


Figure 4 - IDEALVis Website - News section

5. **CONTACT:** A section containing contact information and links to social media pages.

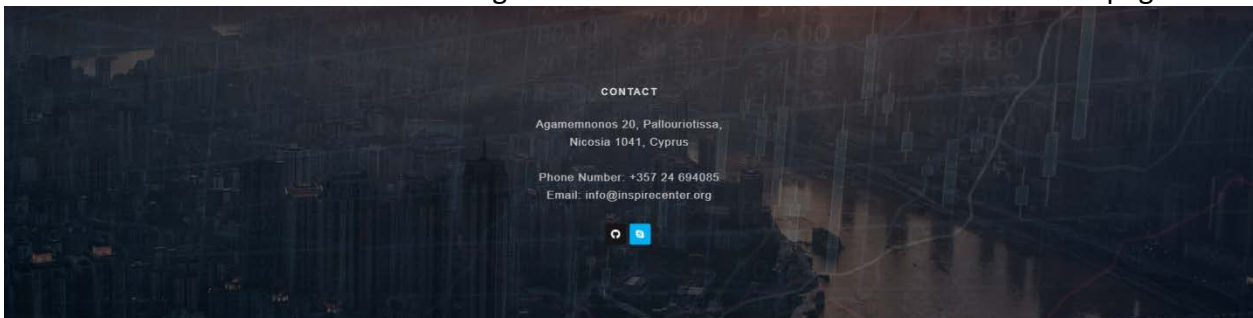


Figure 5 - IDEALVis Website - Contact section