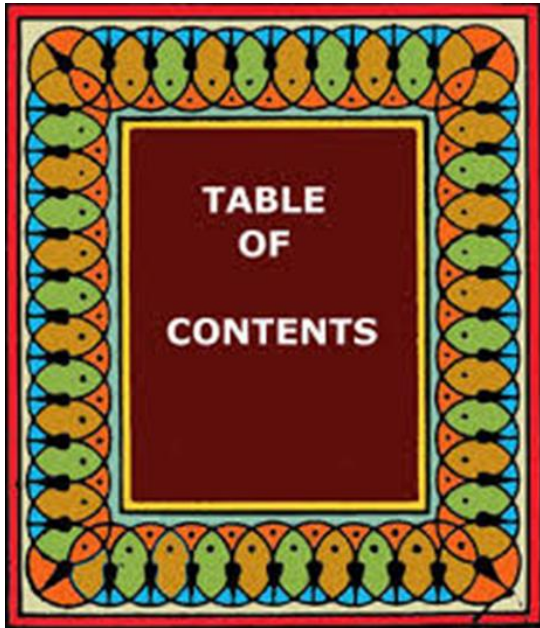


Unlocking Insights for Health and Wellness: Exploring the Data Curation Framework for Big Data

AIRA: Seminar Presentation

15/06/2023

Usman Akhtar



I . Brief about Data Curation Framework



II . Previous projects Activities



III . Research Work - Linked Open Data (LOD) Cloud



IV . Current Research Work Activities and Plan

☐ Myself

Now: Post. Doctoral Researcher (Adjunct Prof.), Jagiellonian University, Faculty of Math. & Computer Science, Poland 2022 ~ -

Past: Assistant professor, Riphah International University, Pakistan 2021~2022

Past: Research Scientist, Halmstad University, Sweden 2018

Past: Ph.D. Student, KyungHee University South Korea, 2015 ~ 2021

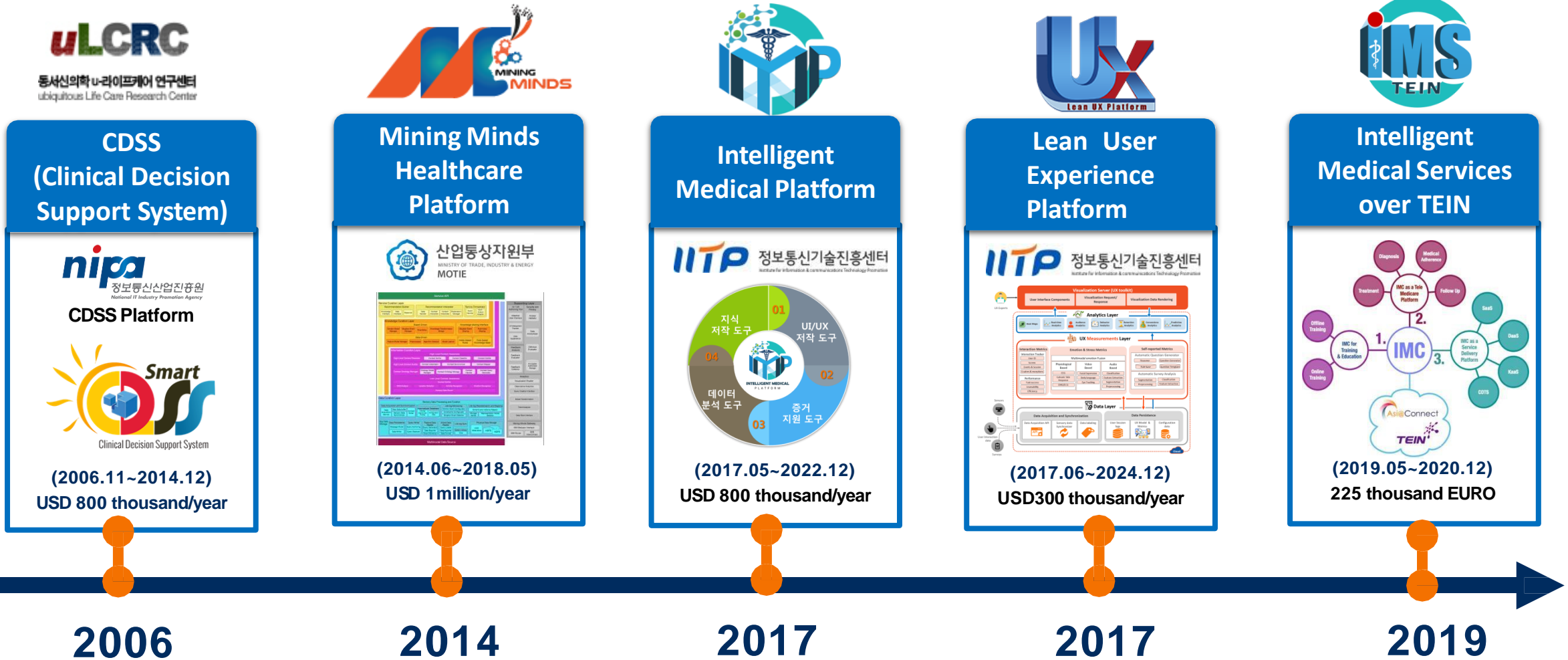
☐ Outside Academia (past)

Software Developer, Plumgrid Inc. cloud infrastructure solution (Acquired by VMware), Islamabad, Pakistan

☐ My area

Specializing in the areas of Big data & Distributed Systems, Cloud Computing, Semantic Web and Computational Complexity of Ride-Pooling

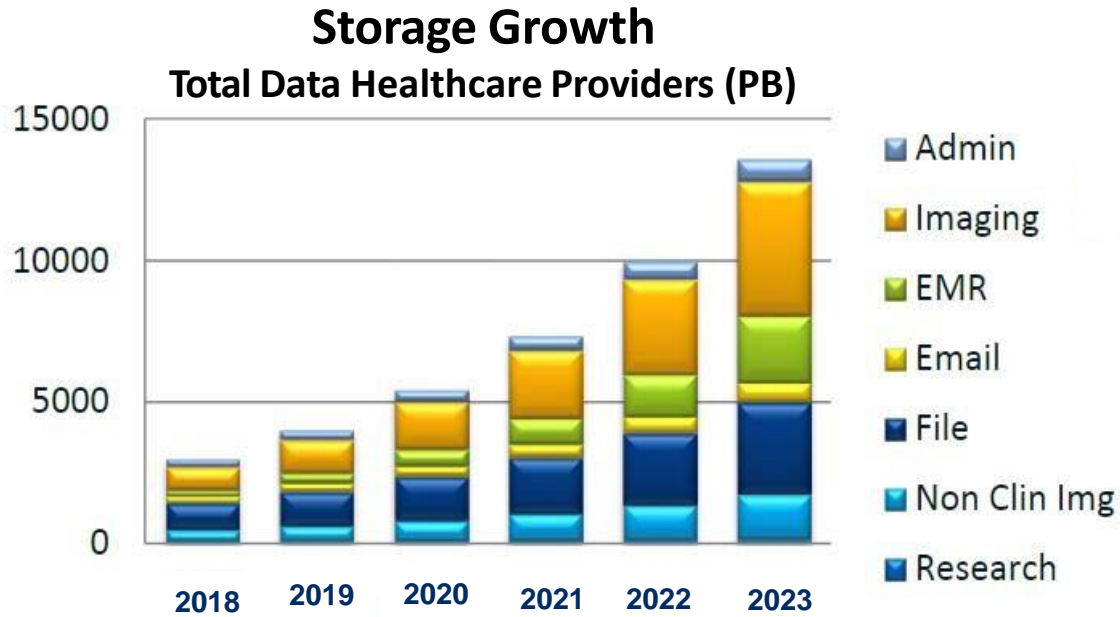
Brief History of the Projects (UCLab, Korea)



Data Curation Framework (DCF)

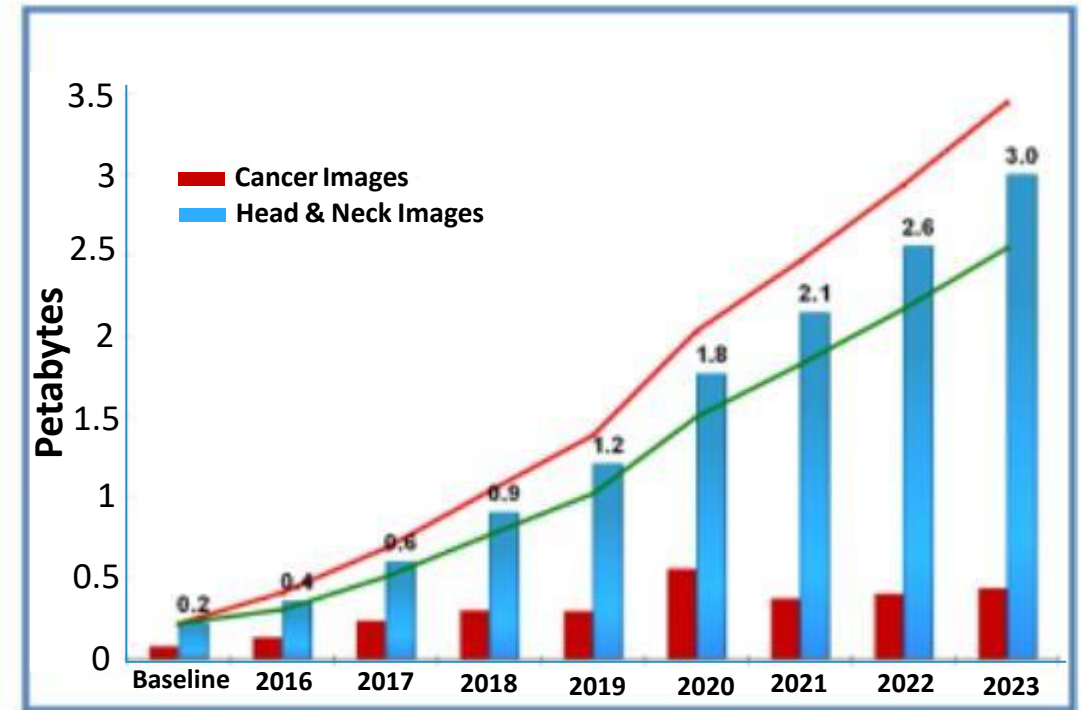
5

We are at an Inflection Point in Healthcare - TRENDS



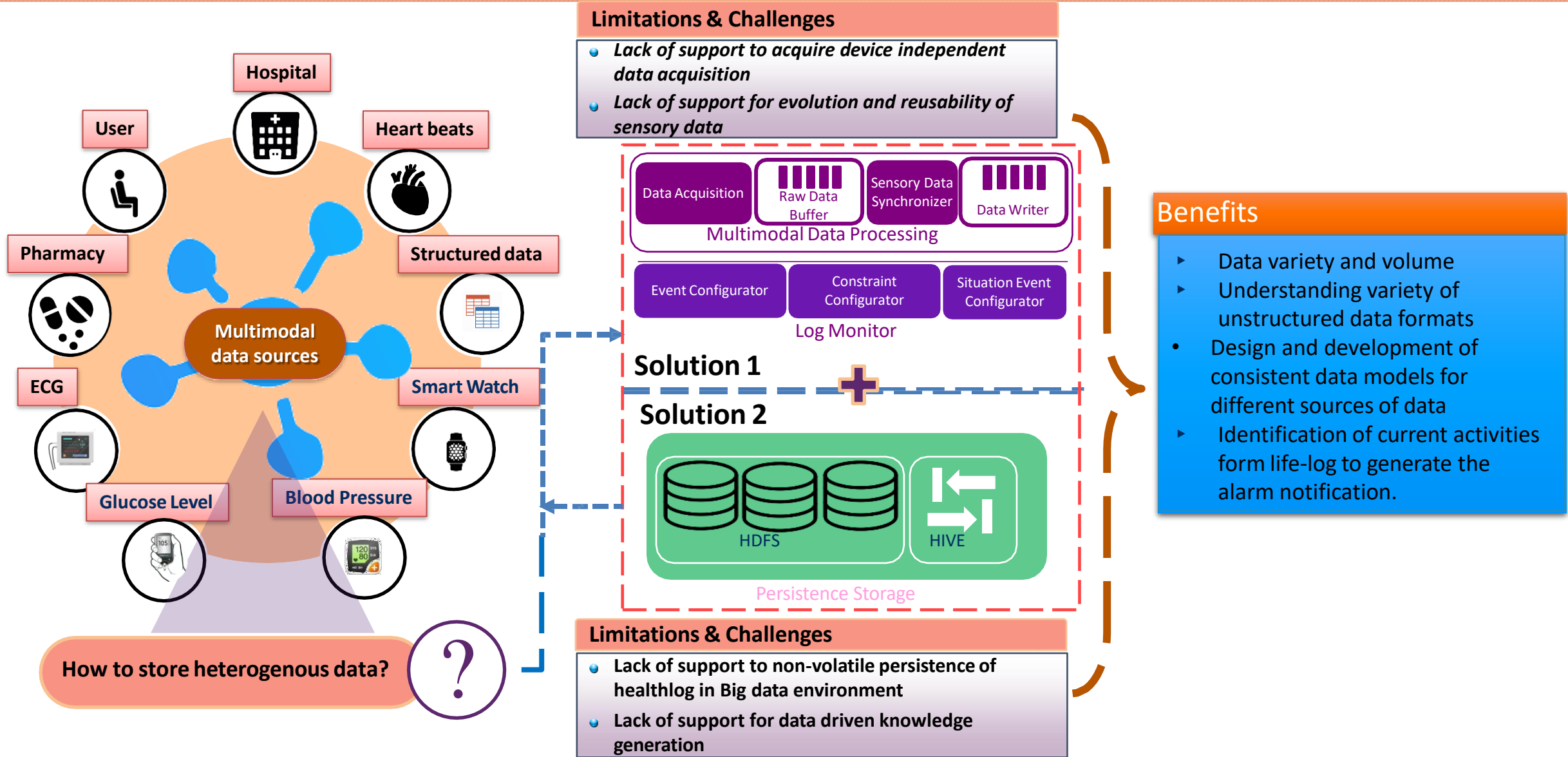
Medical Imaging Archive Projection

Case from just 1 healthcare system



Source: McKinsey Global Institute Analysis
ESG Research Report 2023
– North American Health Care Provider Market Size and Forecast

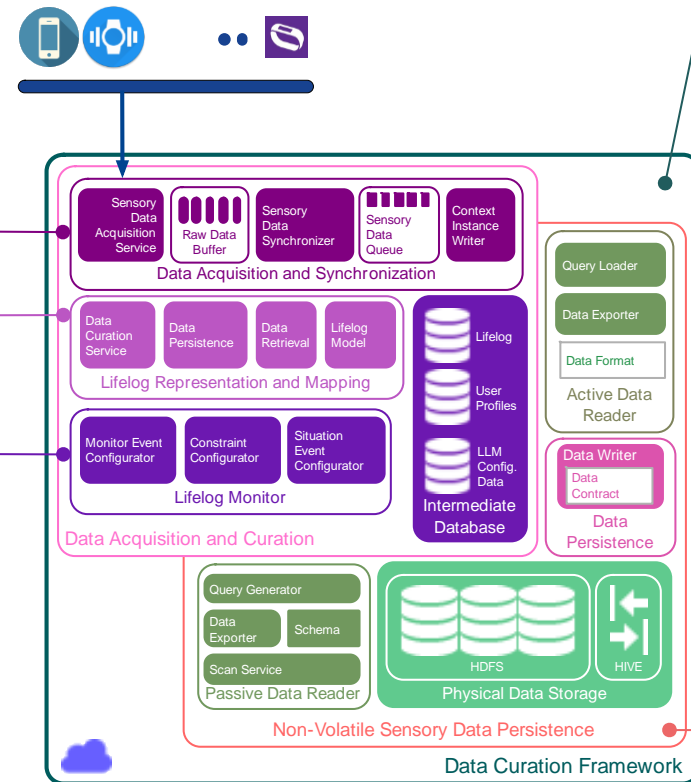
Data Explosion projected to reach 50 Zetabytes by 2025, with a 44-fold increase from 2023



- Acquisition of multimodal raw sensory data in real-time
- Synchronization of multimodal raw sensory data in a distributed
- Preparation of data instances for context determination

- Curation and persistence of user context in the form of user lifelog
- CRUD operations for user lifelog evolution

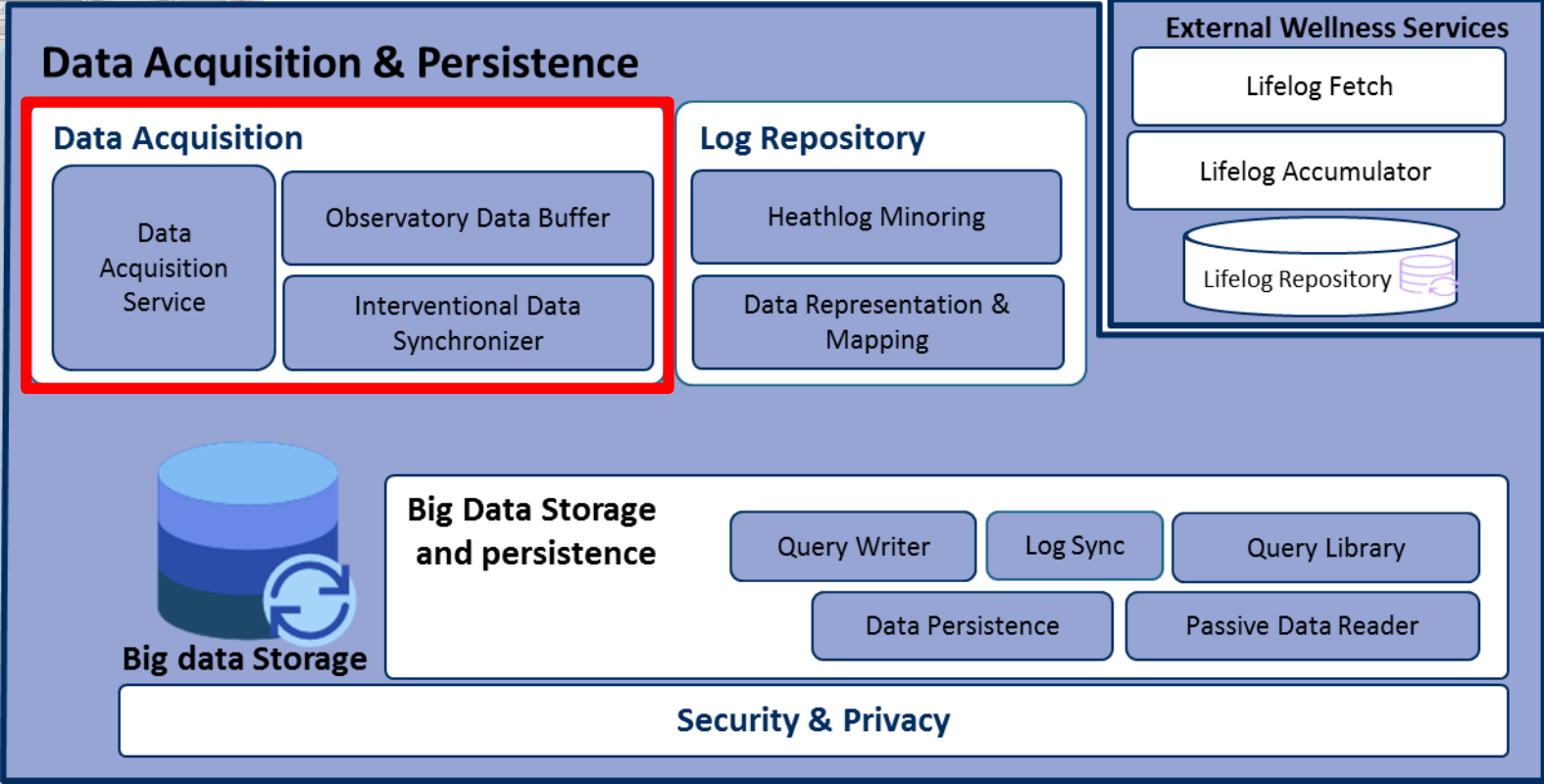
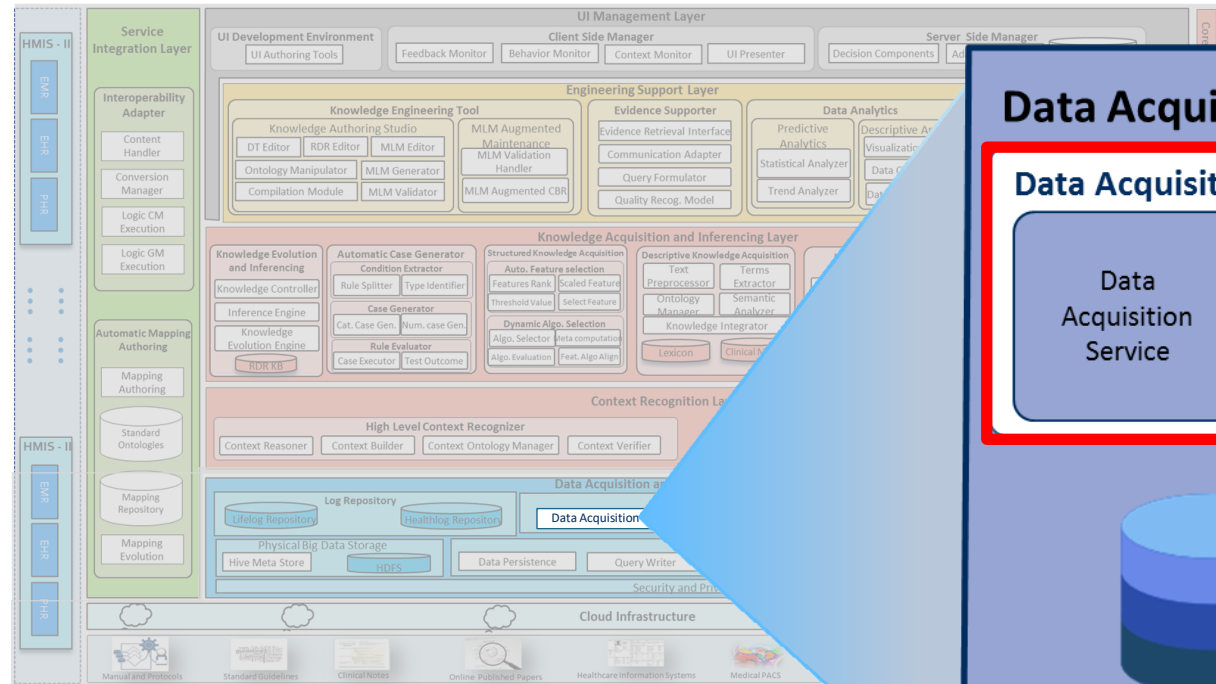
- Monitoring of user lifelong for situations to respond
- Hosting and execution of static situations
- Incorporation and execution of dynamic situations

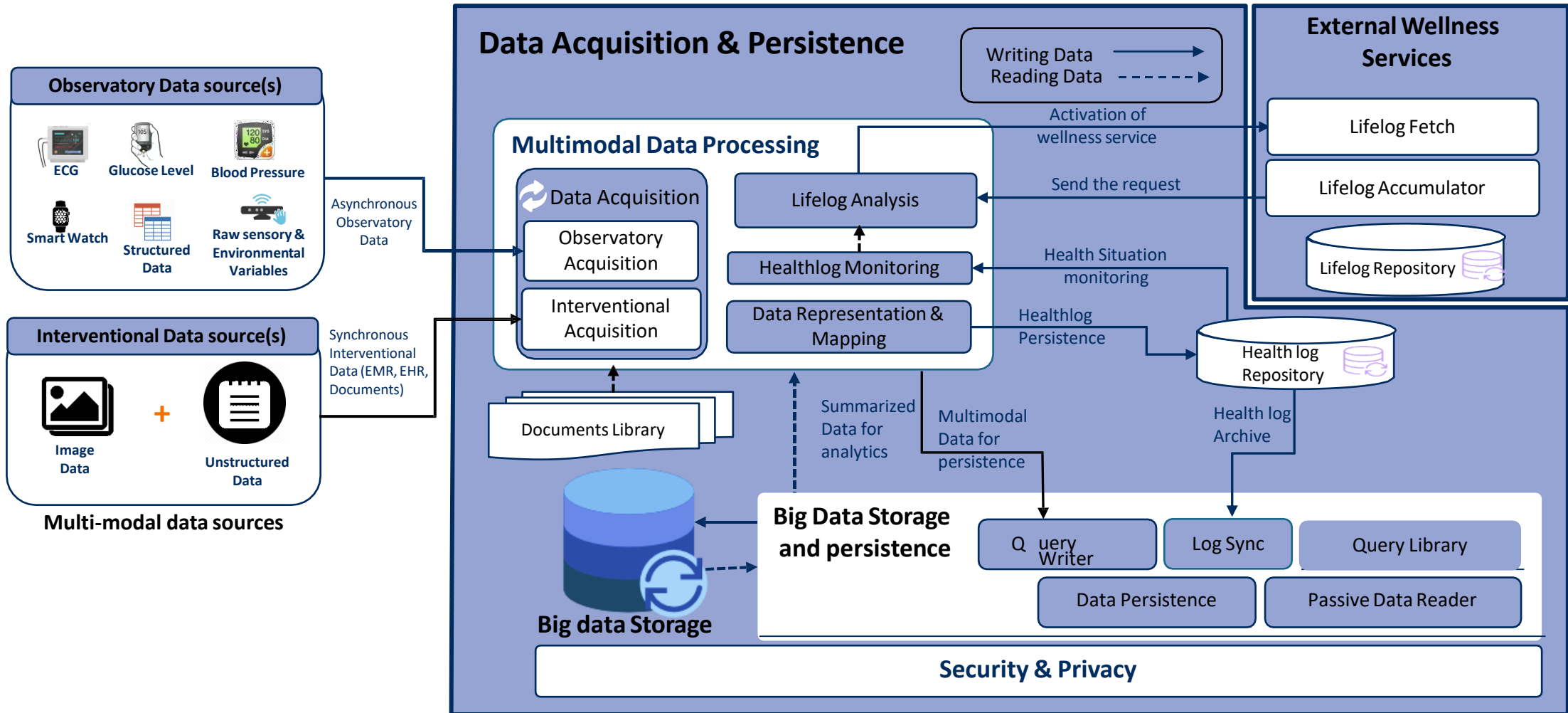


Responsibilities

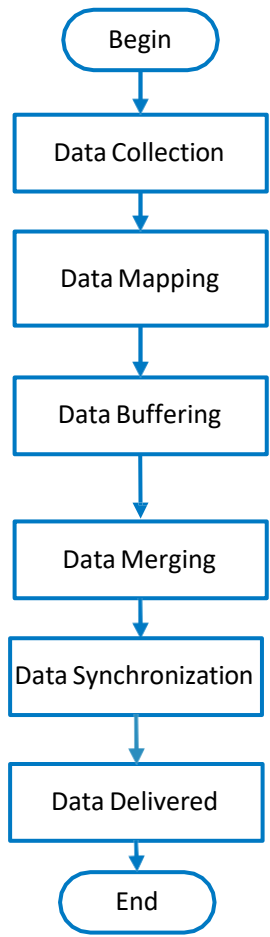
1. Device Independent sensory data acquisition
2. Curation of context-rich user lifelog
3. Monitoring of user lifelog for push-based interventions
4. Support for the evolution and re-usability of sensory data
5. Integrated as a core foundation to health and wellness platforms

- Non-volatile persistence of raw sensory data and user lifelog in a Big Data environment
- Active interface to Big Data for visualization and analytics
- Passive interface to Big Data for data driven knowledge generation



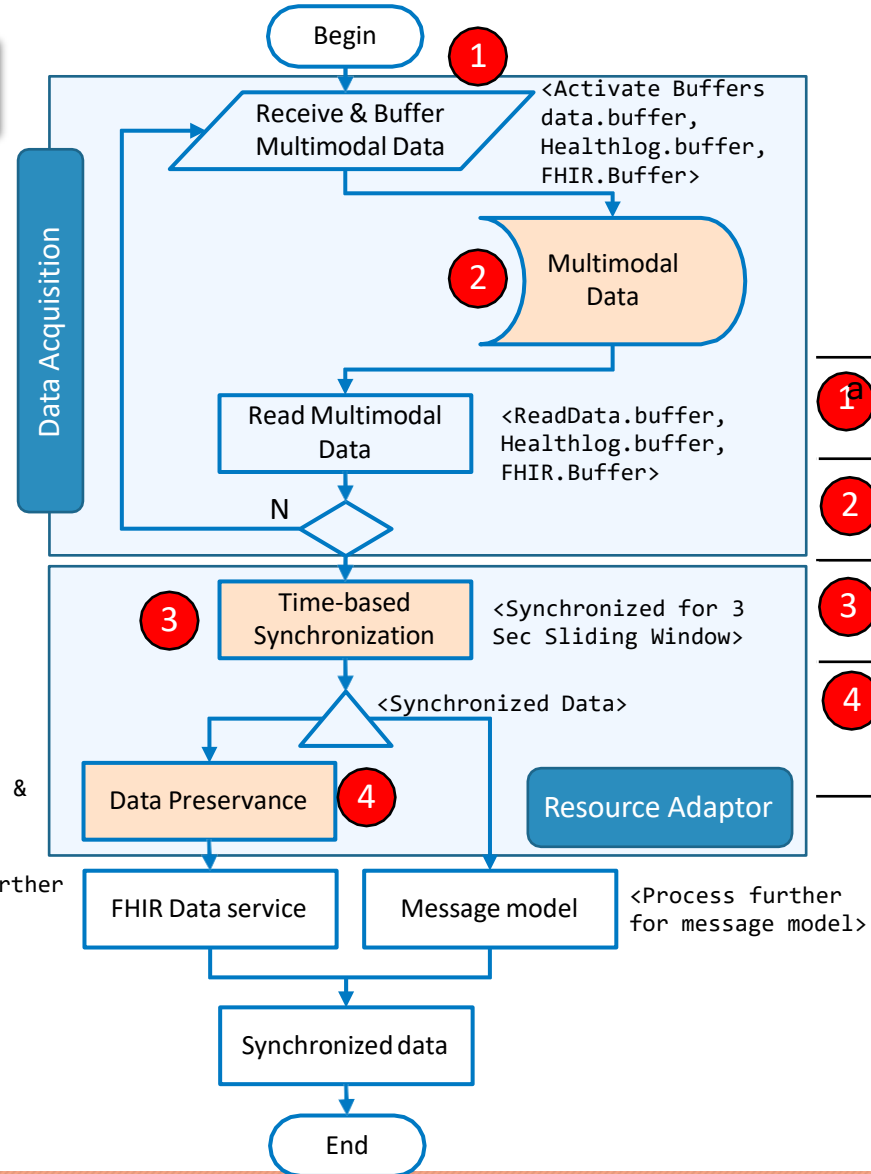


As-Is



To-Be

VS

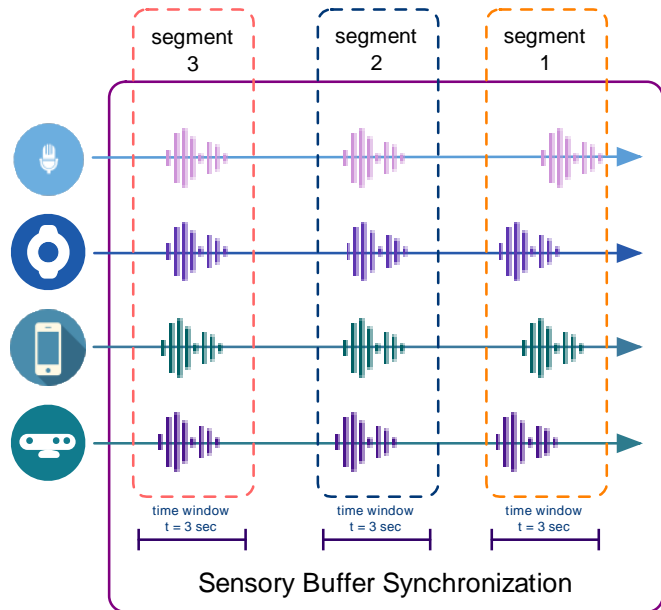


- 1^a Receive the multimodal data from the heterogenous sources
- 2 Proposed the time-based sliding window of size 3sec
- 3 Perform time-based synchronization for healthcare data.
- 4 With change in standard scheme, Data preservice can re-iterate over preserved data for transformation

<Evaluate Synchronization & pick subsamples
<Process further for feature fusion>

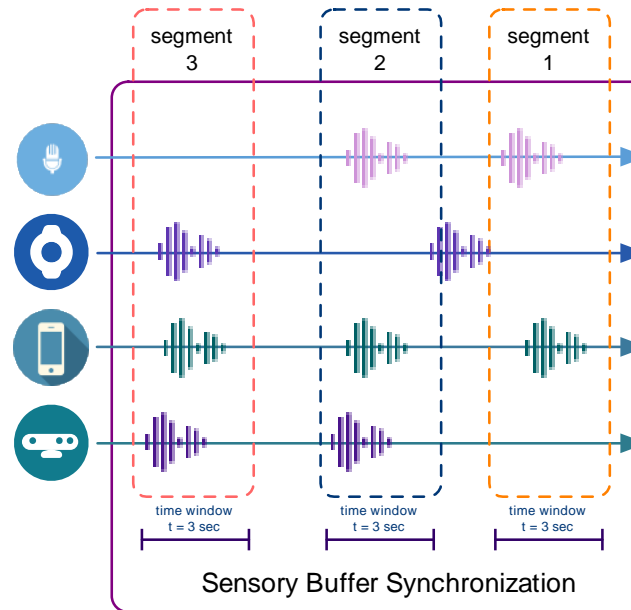
Resource Adaptor
<Process further for message model>

1. Complete Sync



- Executes when all the required sensory data is received in time window
- Support for highly accurate context determination
- Only possible when all the data sources are almost time- and communication-synced

2. Eager Sync



- Executes in regular interval time without the dependence on data sources
- Support for real-time execution, no delays
- Ignores out-windowed packets; resulting in lower accuracy for context determination

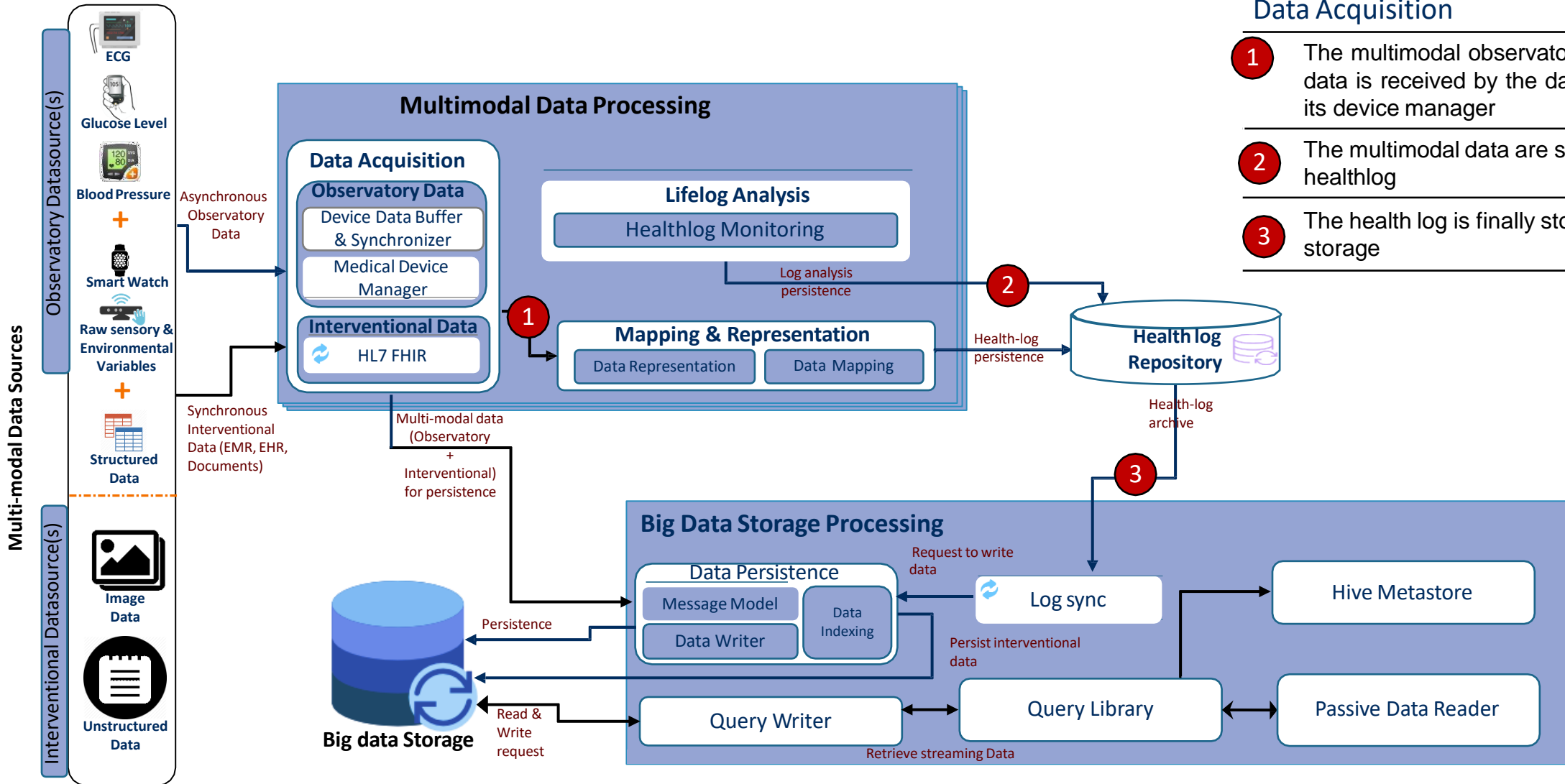
Algorithm 1 Time-based synchronization for raw-sensory data acquisition.

Require: $buffer_{src} [1, \dots, n]$: n is the total number of data sources

Ensure: $buffer_{dst}$: queue for time-synchronized data packets

```

1: procedure SYNC( $buffer_{dst}$ )
2:    $msg \leftarrow create\_msg(NULL)$ 
3:   while  $i \leq No\_of\_datasources$  do
4:      $buffer_{src}[i] \leftarrow Recv(data)$            ▶ Complete-sync execution
5:      $msg.add(create\_msg(buffer_{src}[i]))$ 
6:     if  $time_{sec} > time\_window$  then
7:       if  $send\_only = TRUE$  then           ▶ Incomplete-sync: Eager execution
8:         break
9:       end if
10:      while  $j \leq No\_of\_datasources$  do           ▶ Incomplete-sync: Rendezvous execution
11:         $j \leftarrow i + 1$ 
12:        if  $buffer_{src}[j].has\_contents$  then
13:           $msg.add(create\_msg(buffer_{src}[j]))$ 
14:        end if
15:      end while
16:      break
17:    end if
18:  end while
19:   $msg.timestamp \leftarrow buffer_{src}[i].timestamp$ 
20:   $buffer_{dst}.enqueue(msg)$ 
21: end procedure
    
```

Data Acquisition

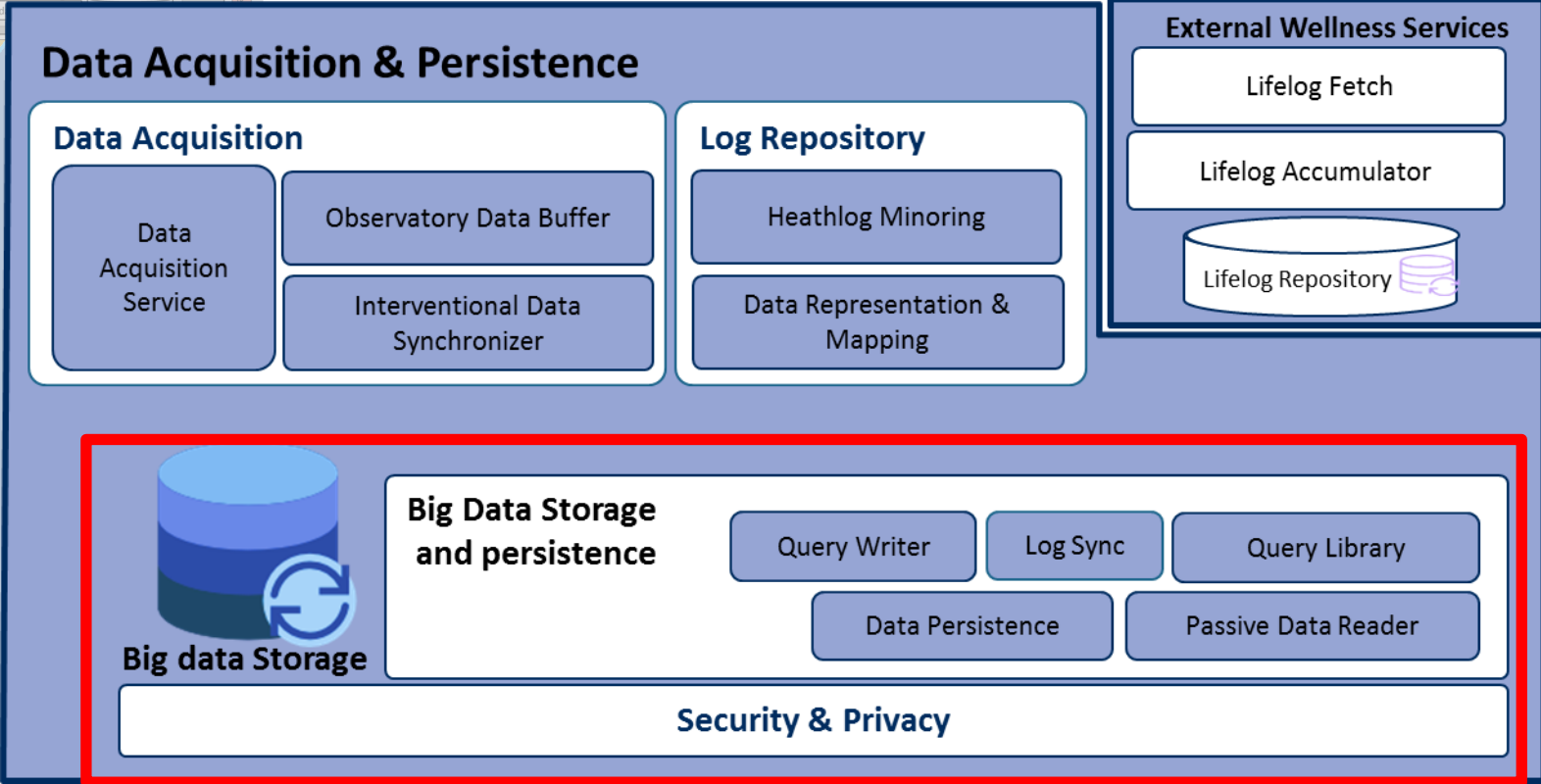
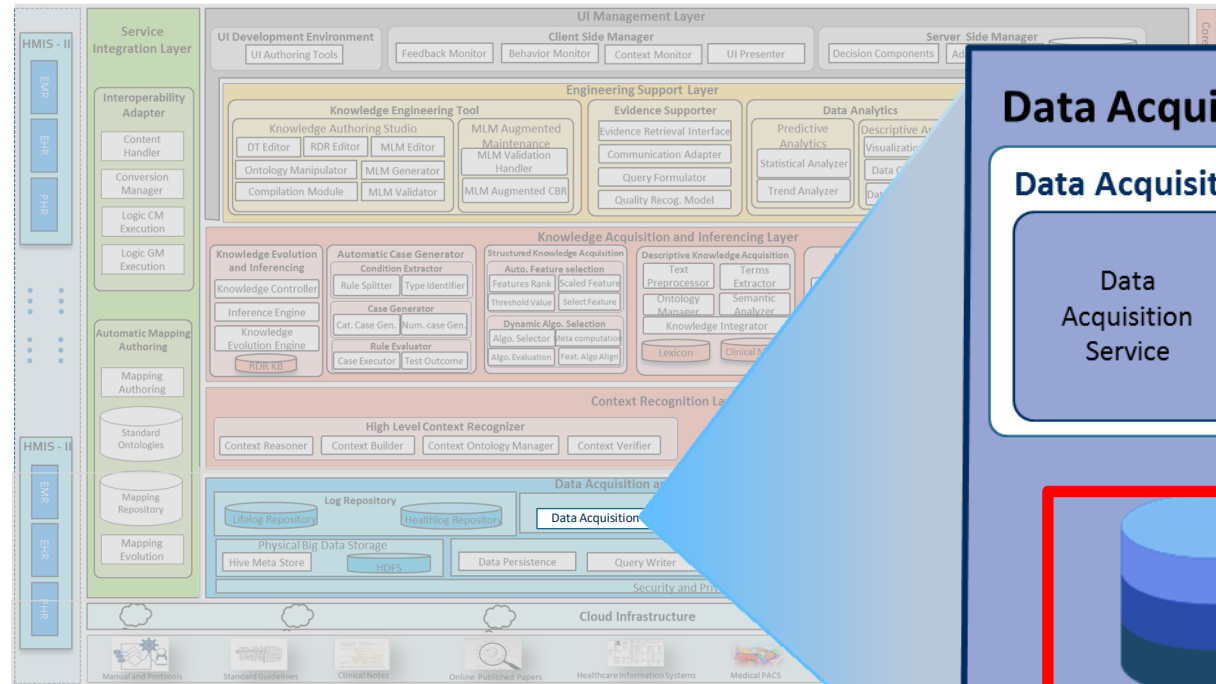
- 1 The multimodal observatory & interventional data is received by the data acquisition with its device manager
- 2 The multimodal data are stored inside the healthlog
- 3 The health log is finally stored in the big data storage

Contribution

- Acquisition of **multimodal data** at real-time
- Synchronization of Heterogeneous data per **medical devices** and timestamp

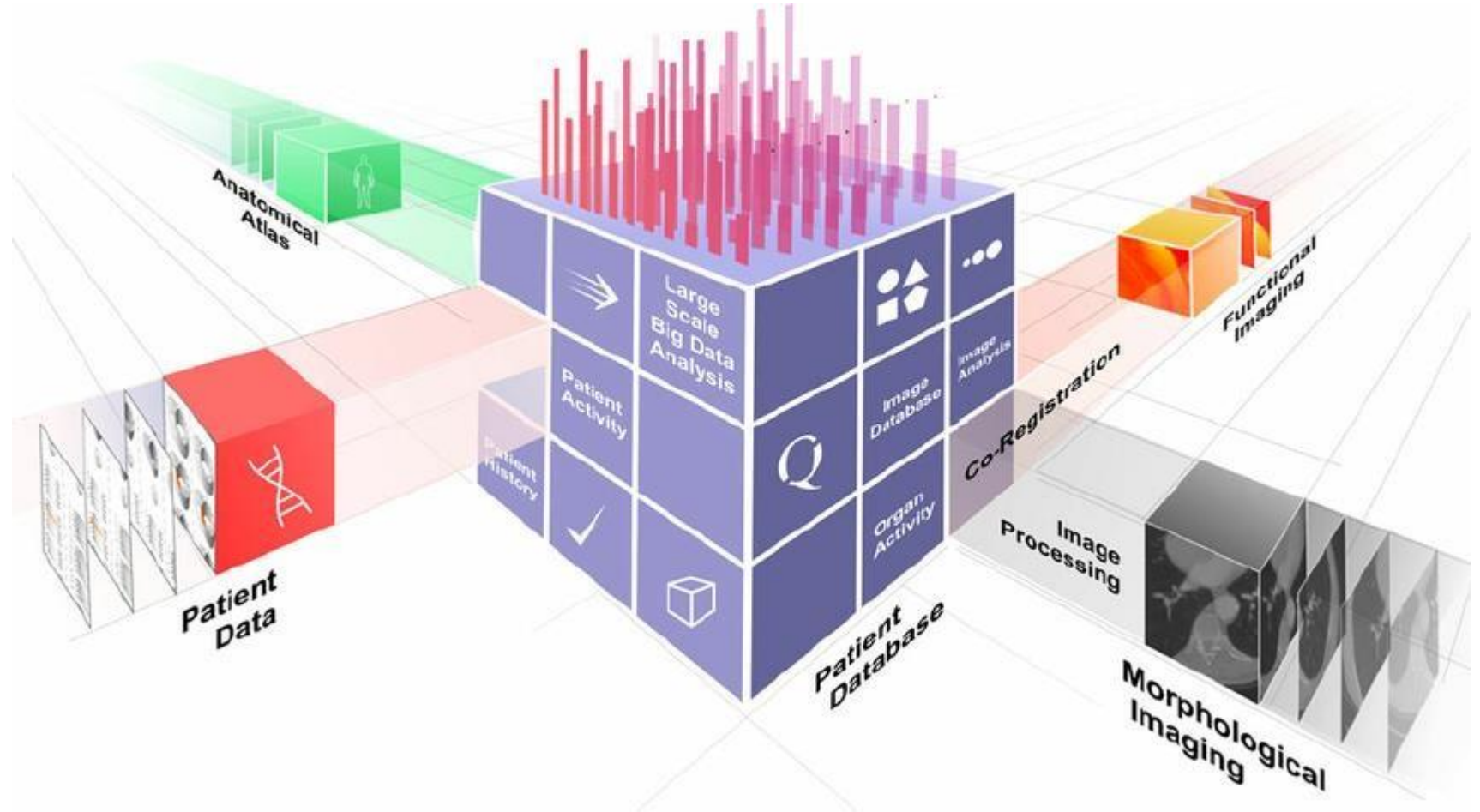
Benefits

- Buffered pipe-lining of data to **mapping and representation** and for Big data storage.
- **Non-blocking IO** to avoid Communication bottlenecks



Big Data Challenges... And Require New Technologies

1 Volume



Source: Andreu-Perez, Javier, et al. "Big data for health." *IEEE journal of biomedical and health informatics* 19.4 (2015): 1193-1208.

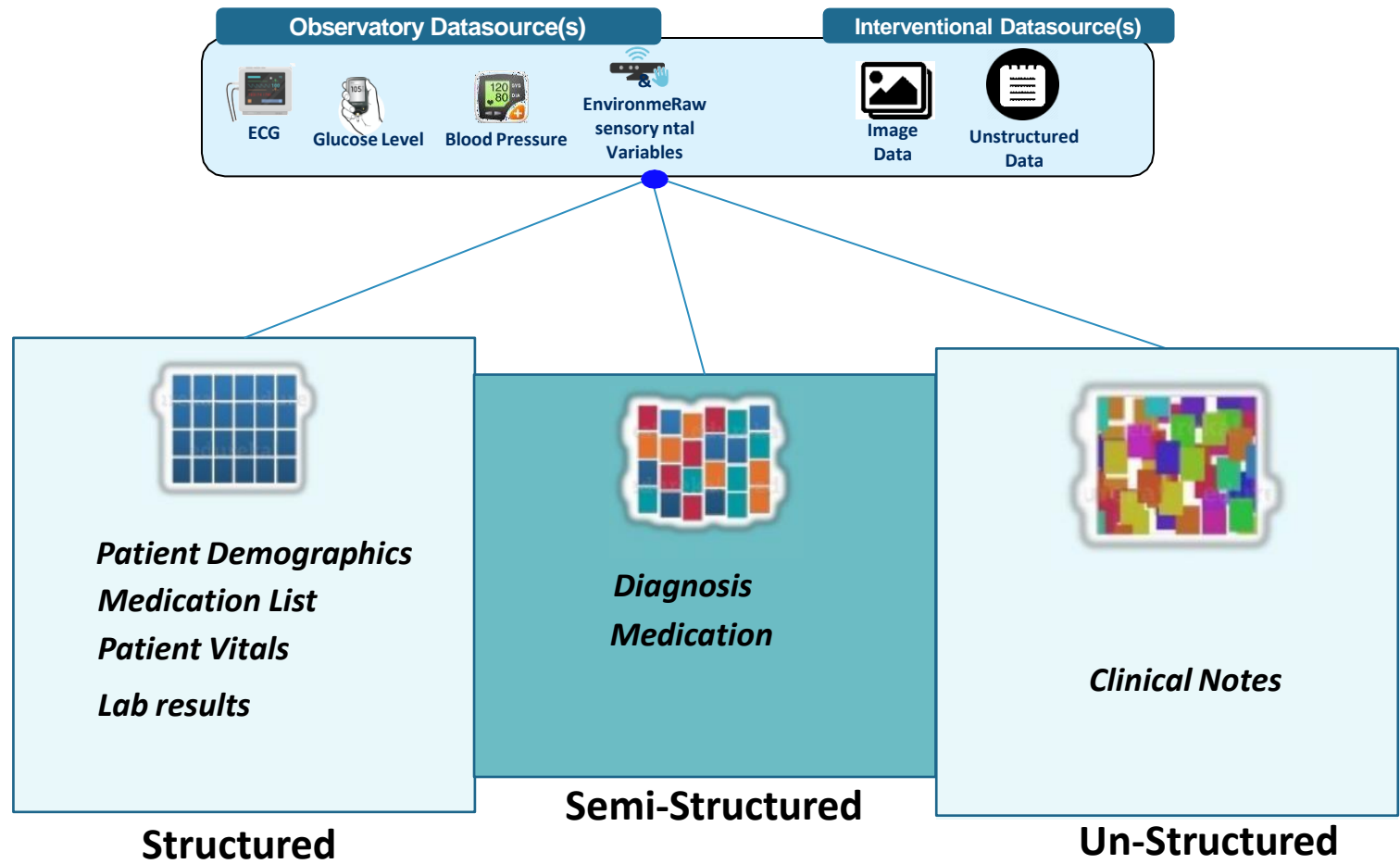
Fig. Showing Processing schema of imaging toward big data

Big Data Challenges...

And Require New Technologies

- 1 Volume
- 2 Variety

Different kinds of data being generated from various sources

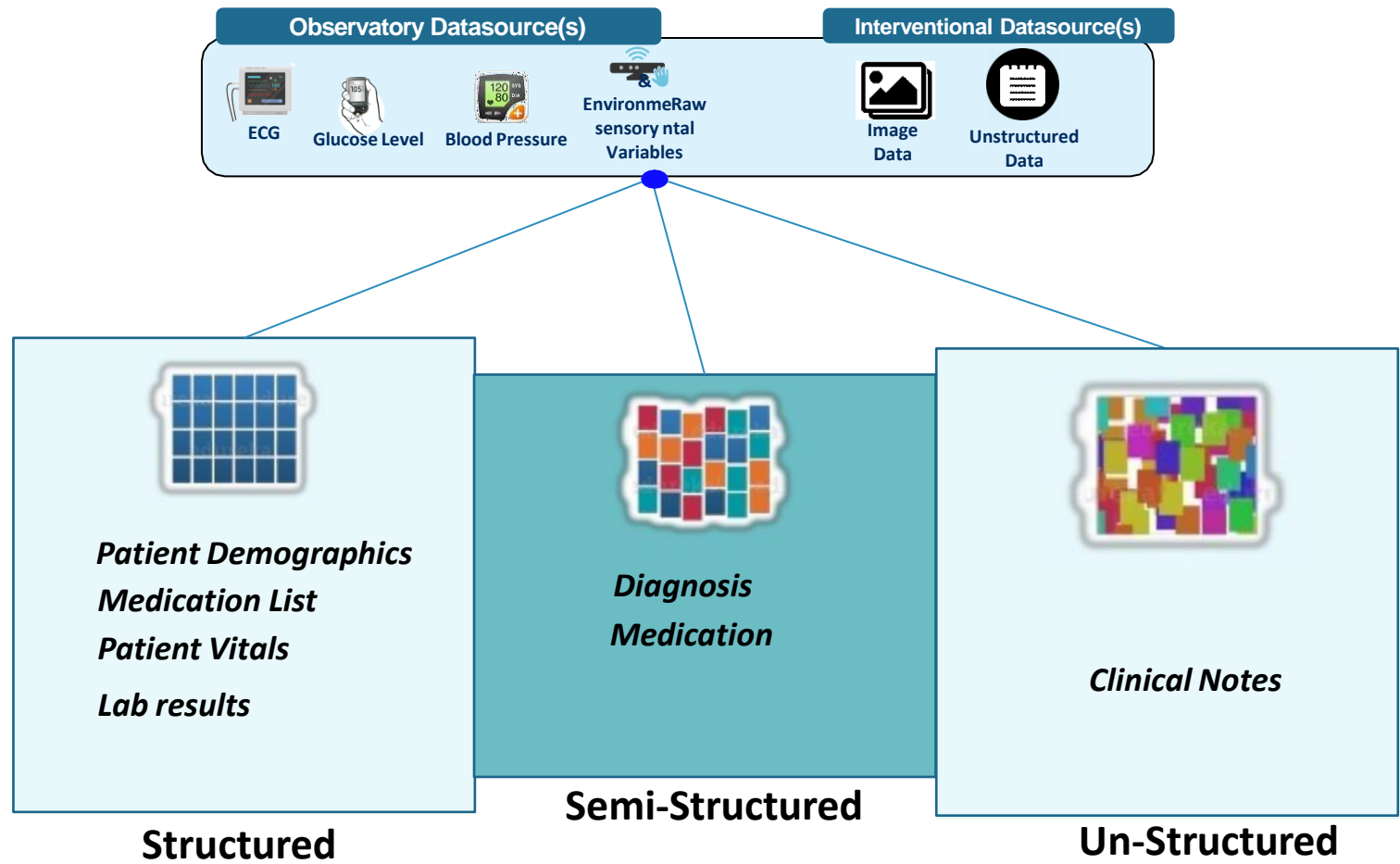


Big Data Challenges...

And Require New Technologies

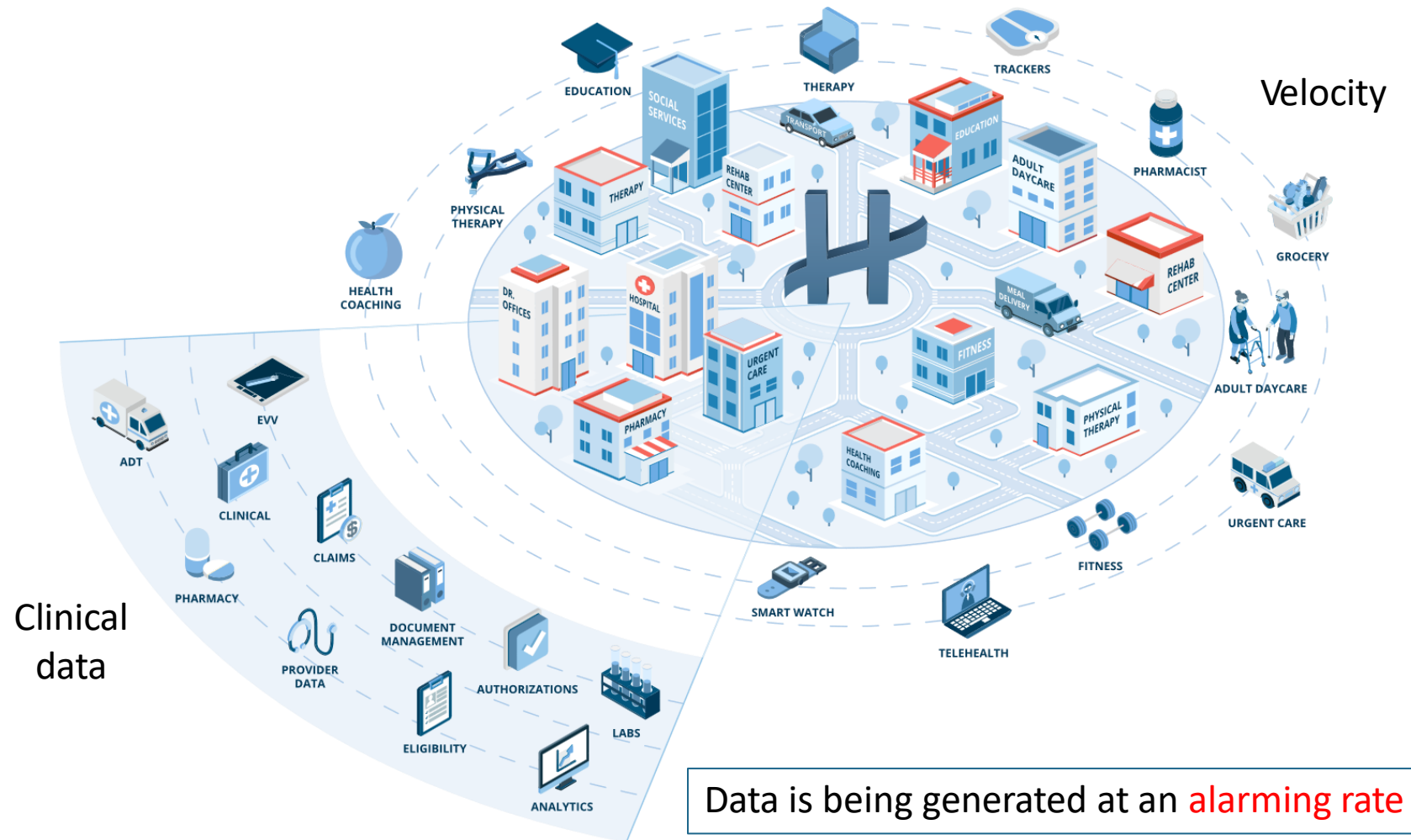
- 1 Volume
- 2 Variety

Different kinds of data being generated from various sources



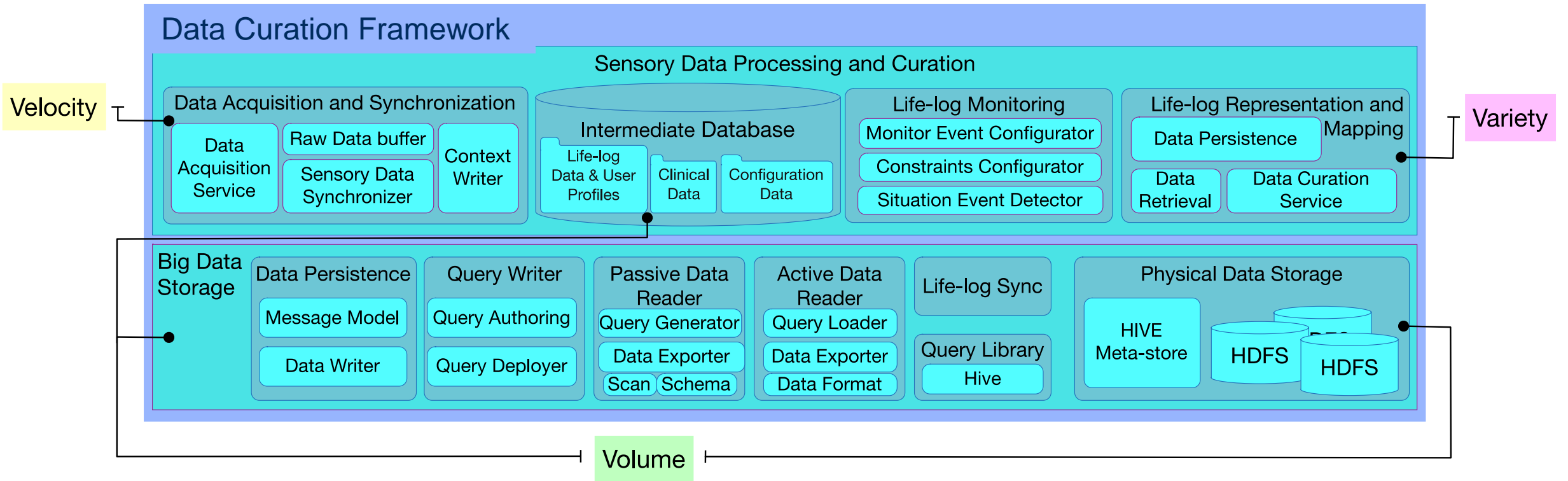
Big Data Challenges... And Require New Technologies

- 1 Volume
- 2 Variety
- 3 Velocity

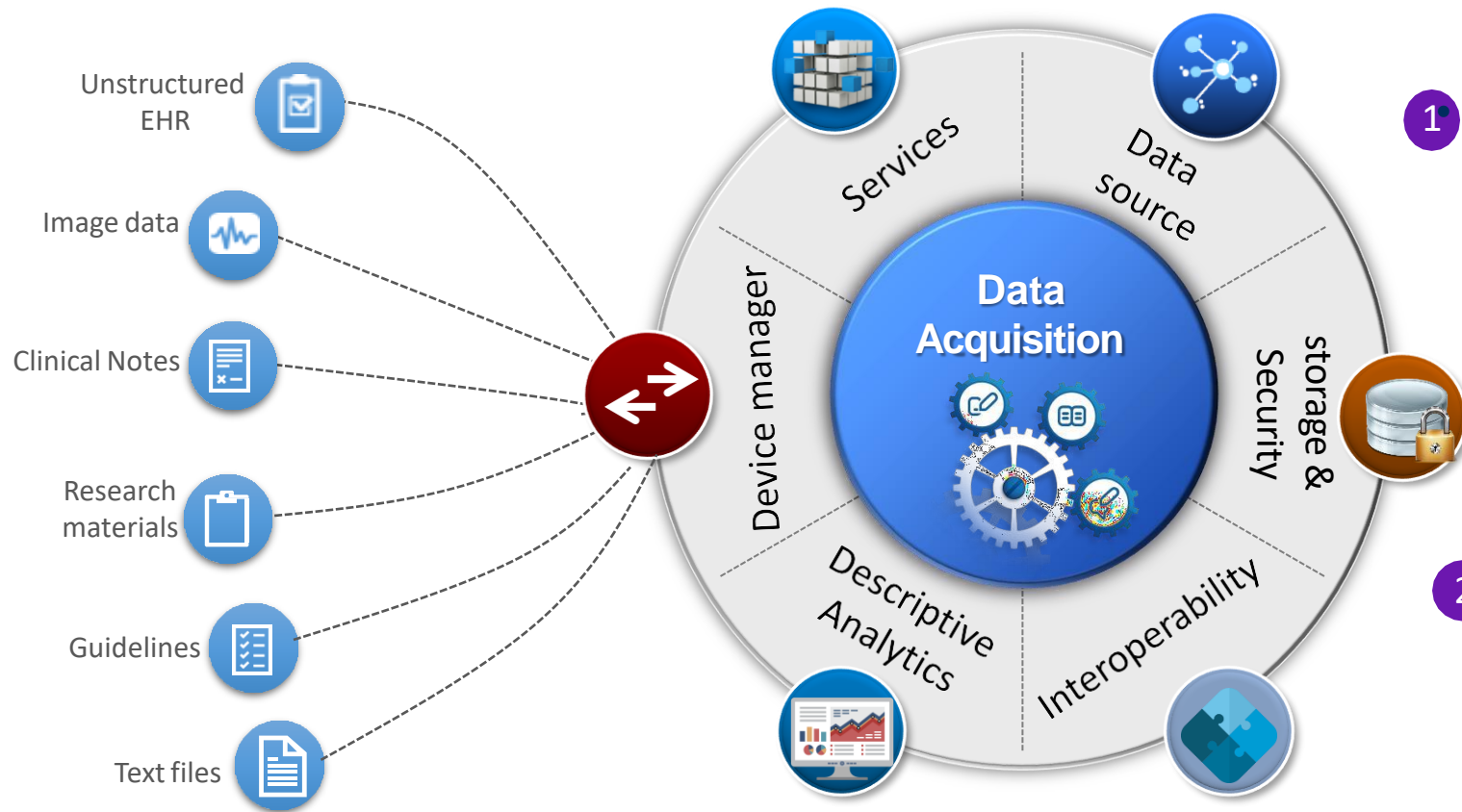


Source: Lee, Choong Ho, and Hyung-Jin Yoon. "Medical big data: promise and challenges." *Kidney research and clinical practice* 36.1 (2017): 3.

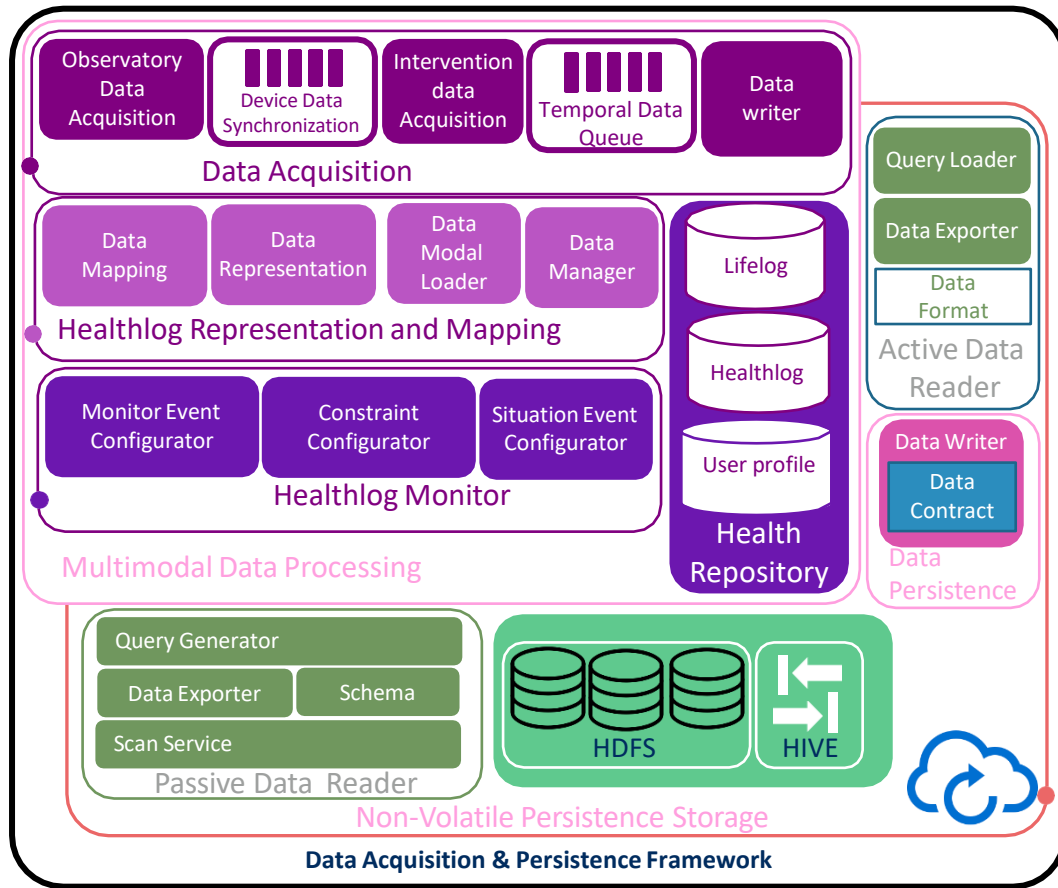
- Data Curation Framework has been adopted as the foundation for Mining Minds platform (Health and wellness platform) as independent layer called Data Curation Layer or DCL



Interventional Data



- 1 To store raw sensory, environmental variables in a large-scale non-volatile persistence (Big Data) with CRUD operations.
 - *Real-time data storage*
- 2 For model training and rule generation, knowledge extraction requires interface to selected historic medical data
 - *Passive data read operations*



Goal:

- To store interventional data and FHIR based data in a large-scale non-volatile persistence (Big Data) with CRUD operations.

Objectives:

- Non-volatile storage of data from heterogeneous sources with CRUDS operations.
 - Supports of CRUD operations and REST Service end-point
- Build to handle the REST request and provide data for Visualization and Analytics.
 - High Scalability and Interactive.

Motivation

Challenges

Solution

Methods



Support for CRUD operations

Data is distributed over the cloud

Data Reader/Writer

Data reader use the metastore to perform the CRUD operations on the cluster.



Non – volatile persistence

To store the sensory, environmental variables in a large-scale non-volatile persistence

Real time data storage

Data persistence method allows the real-time storage

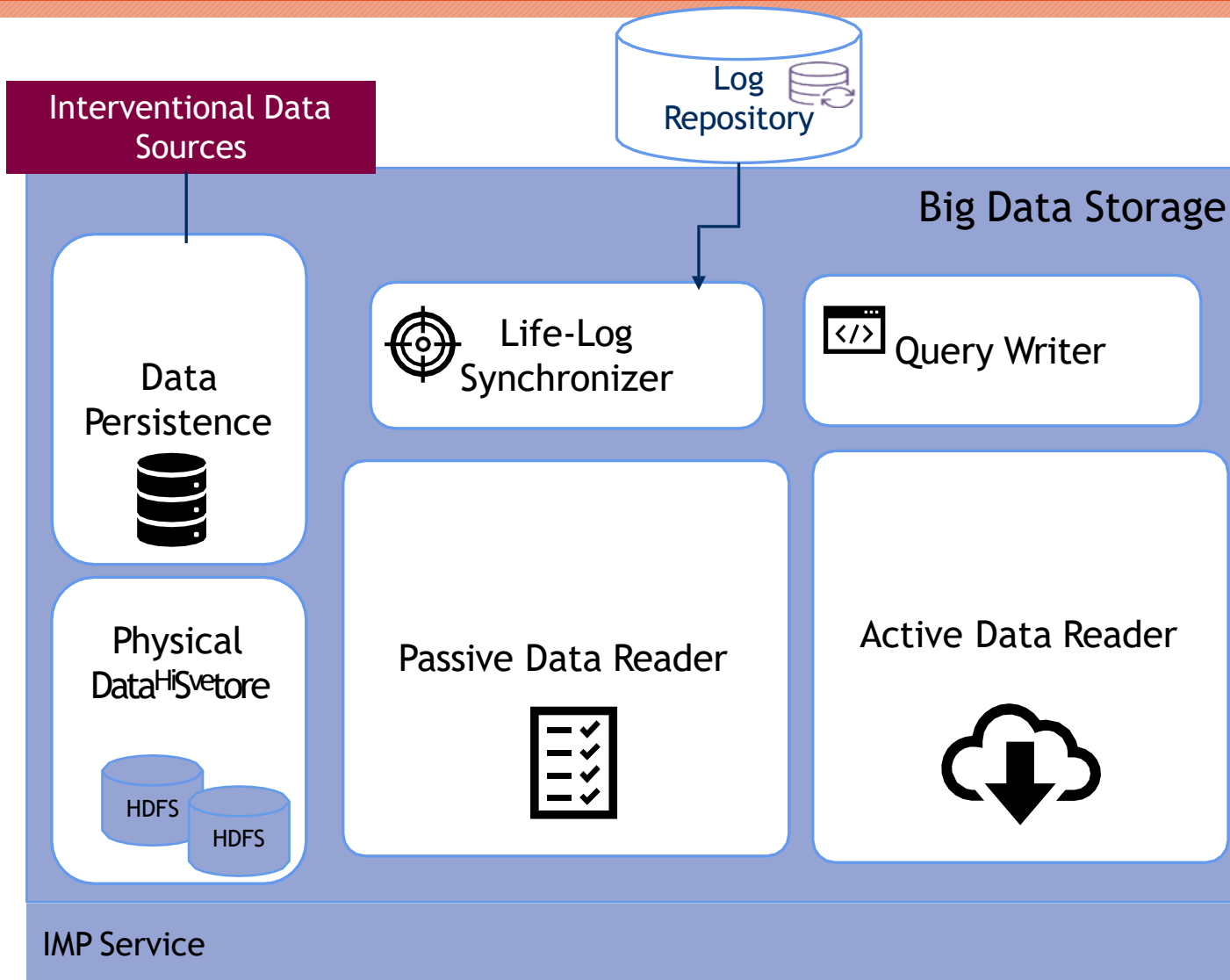


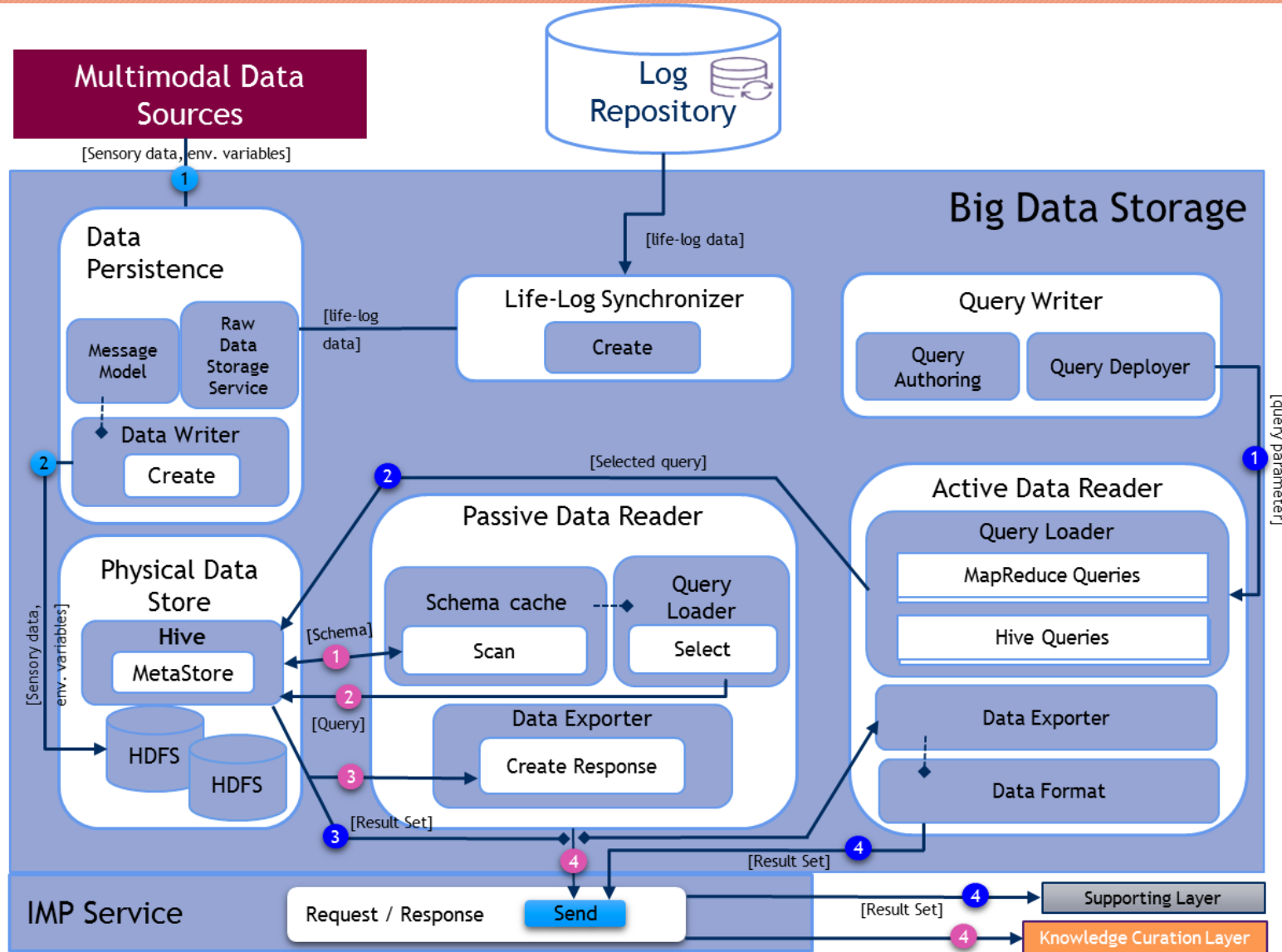
Scalability with respect to the data

Handling of the large amount of the data

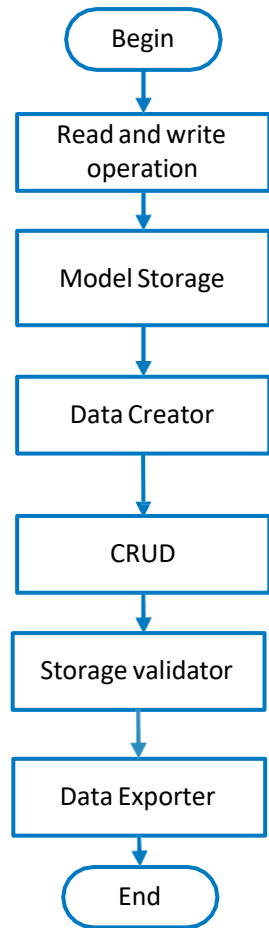
Big data storage

Big data storage should handle large amount of the data and keep scaling with growth.



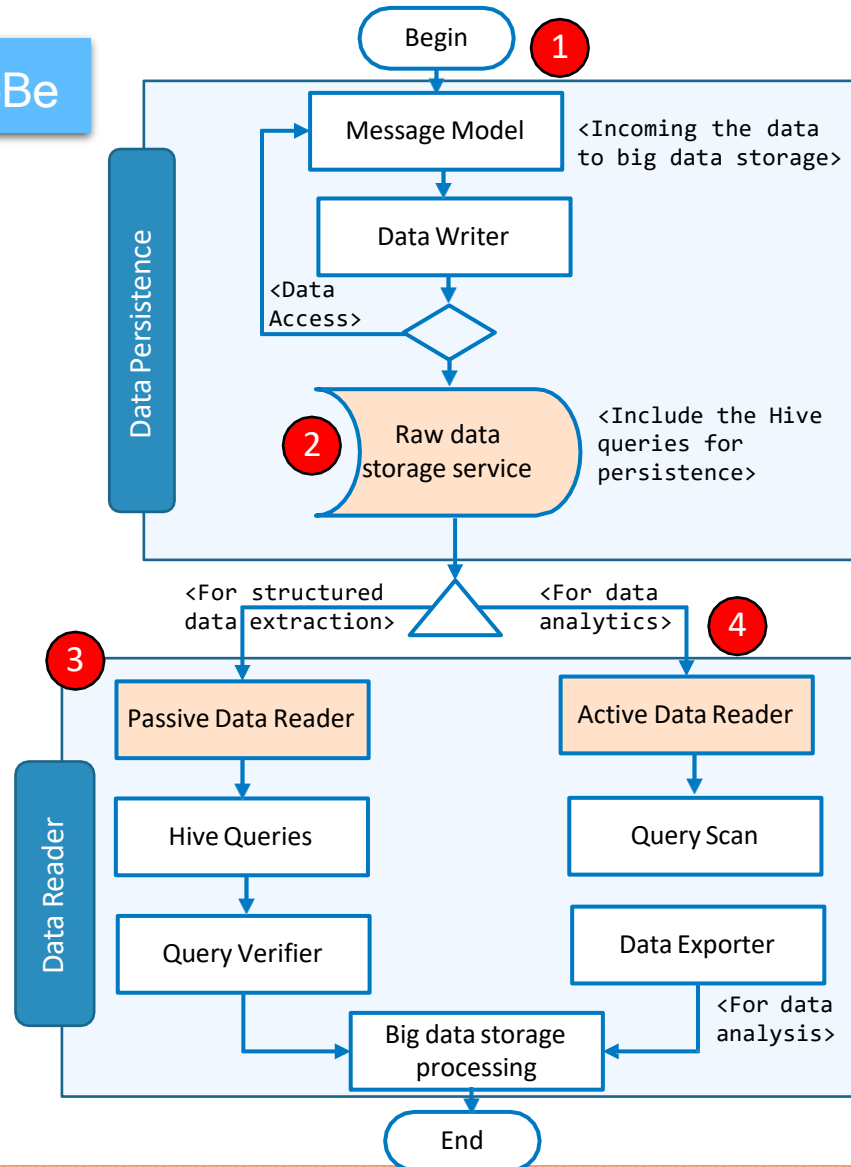


As-Is

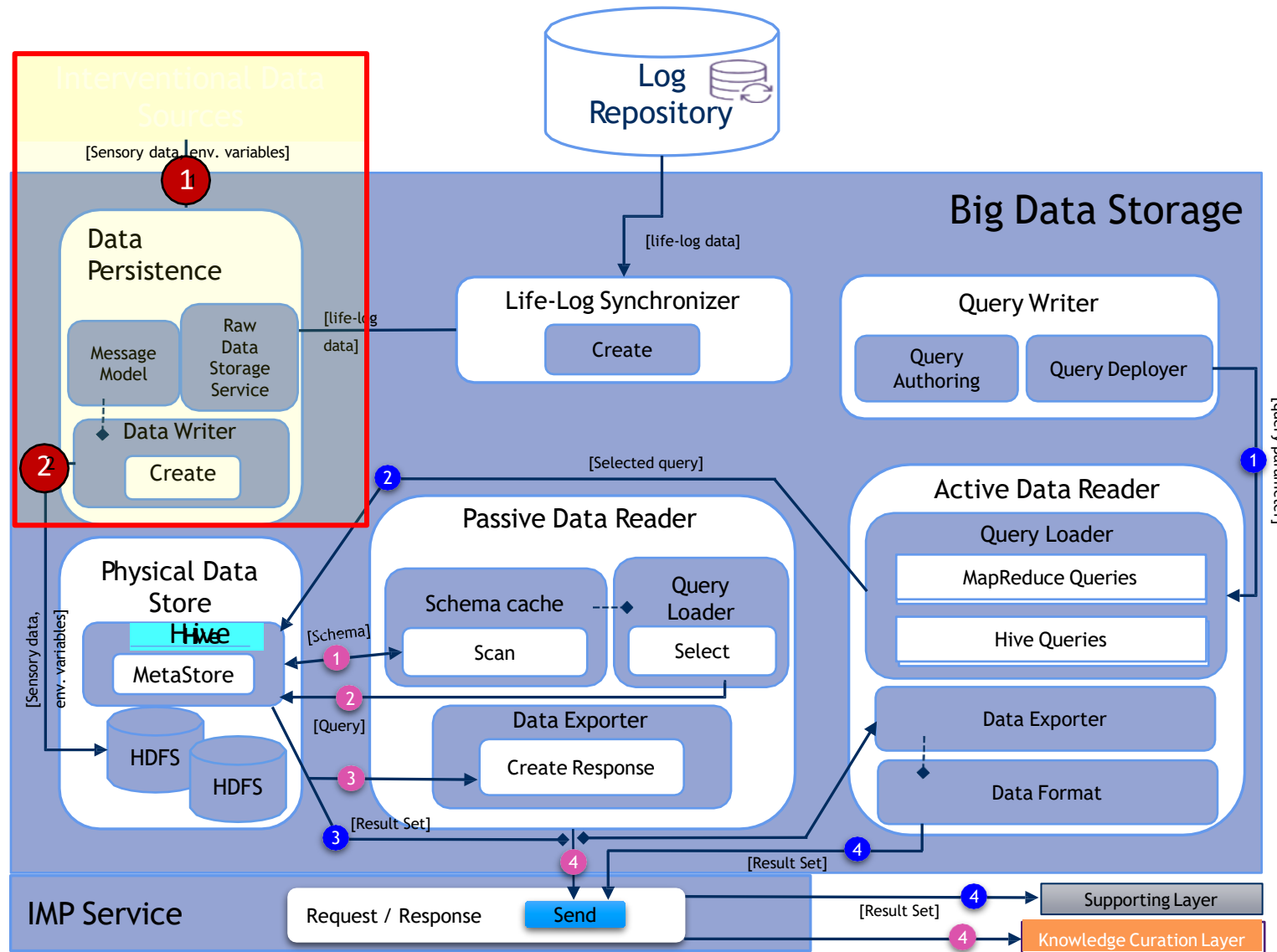


To-Be

VS

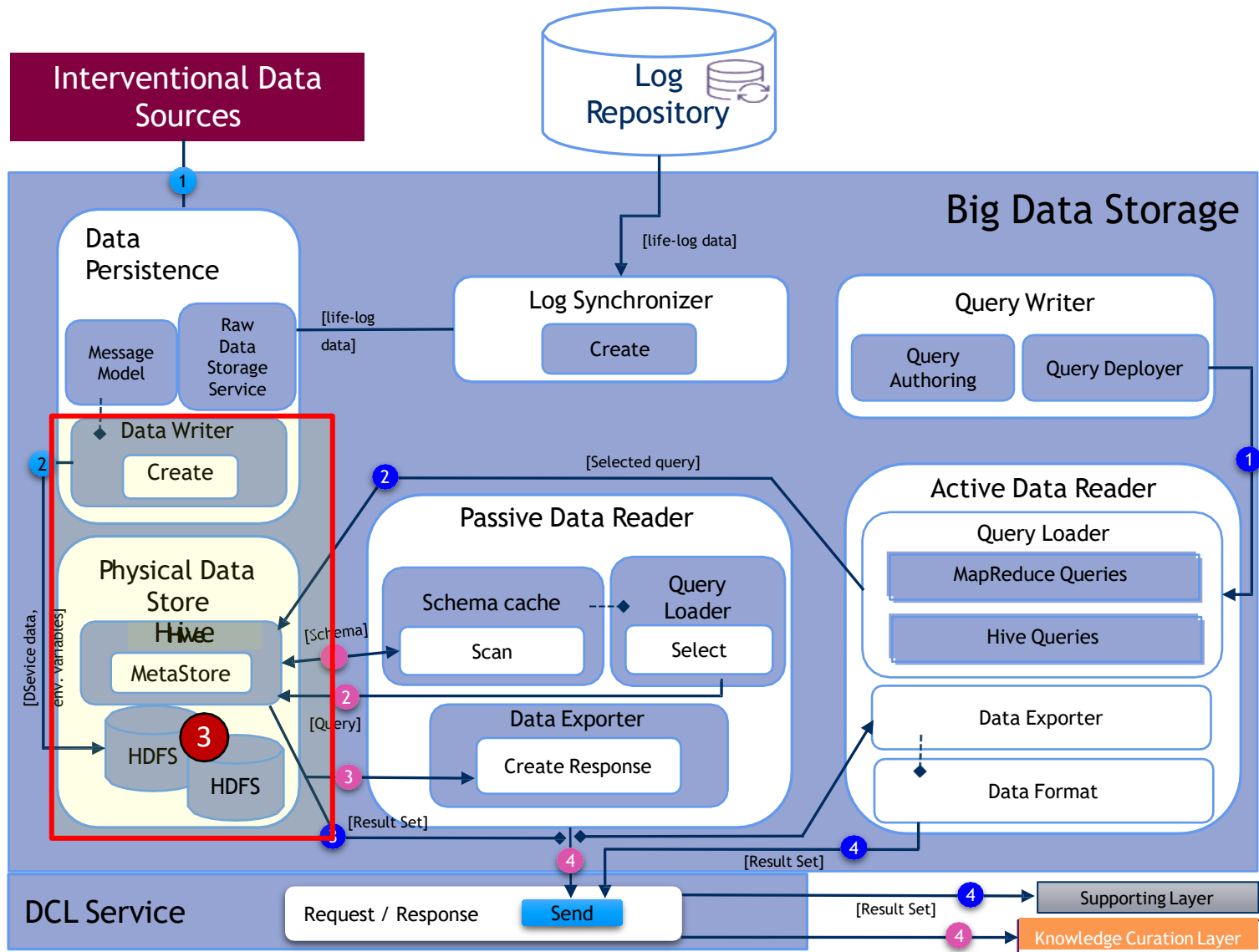


- 1^a Interventional data is received by Data Writer of Data Persistence Component.
- 2 De-serialized message is sent to HDFS for Persistence.
- 3 Data reader is responsible for handling online data request for visualization and analytics. Data reader selects the query and sent to Physical Data Store for execution
- 4 Finally the data is stored inside the HDFS



Physical Data Storage

- 1 Interventional data is received by Data Writer of Data Persistence Component.
- 2 Data is de-serialized according to the message model

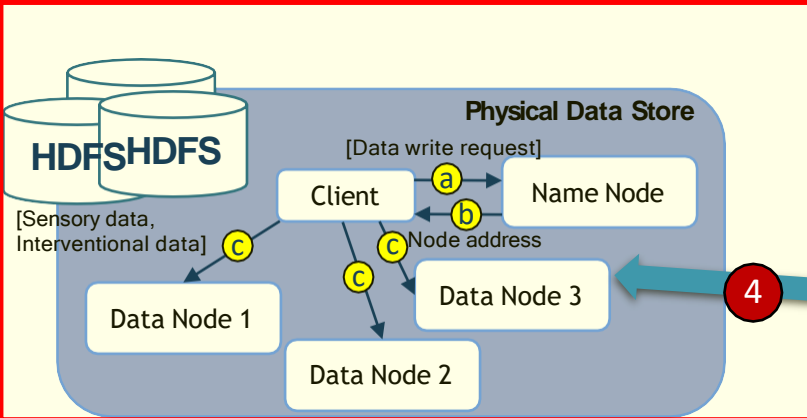
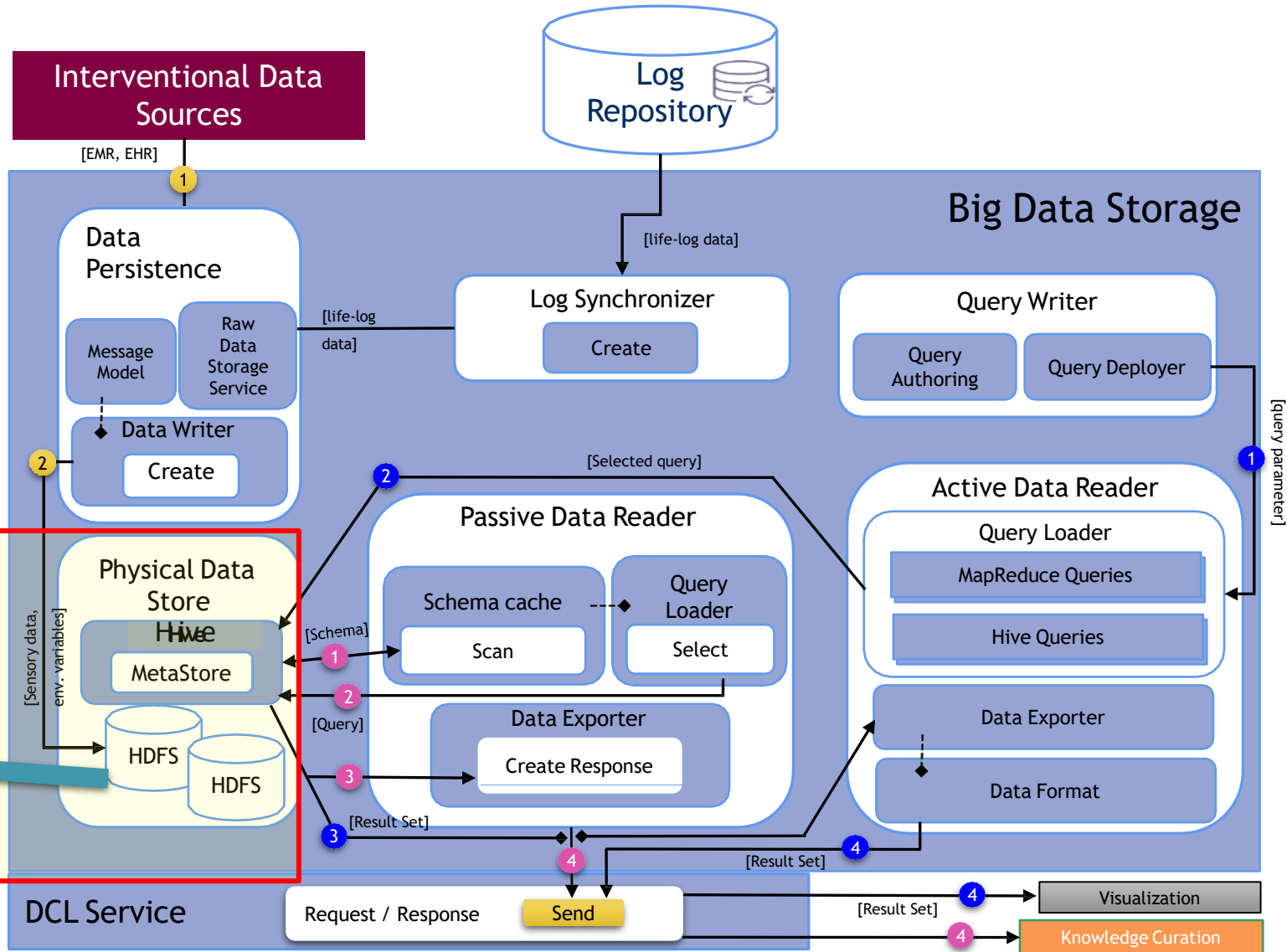


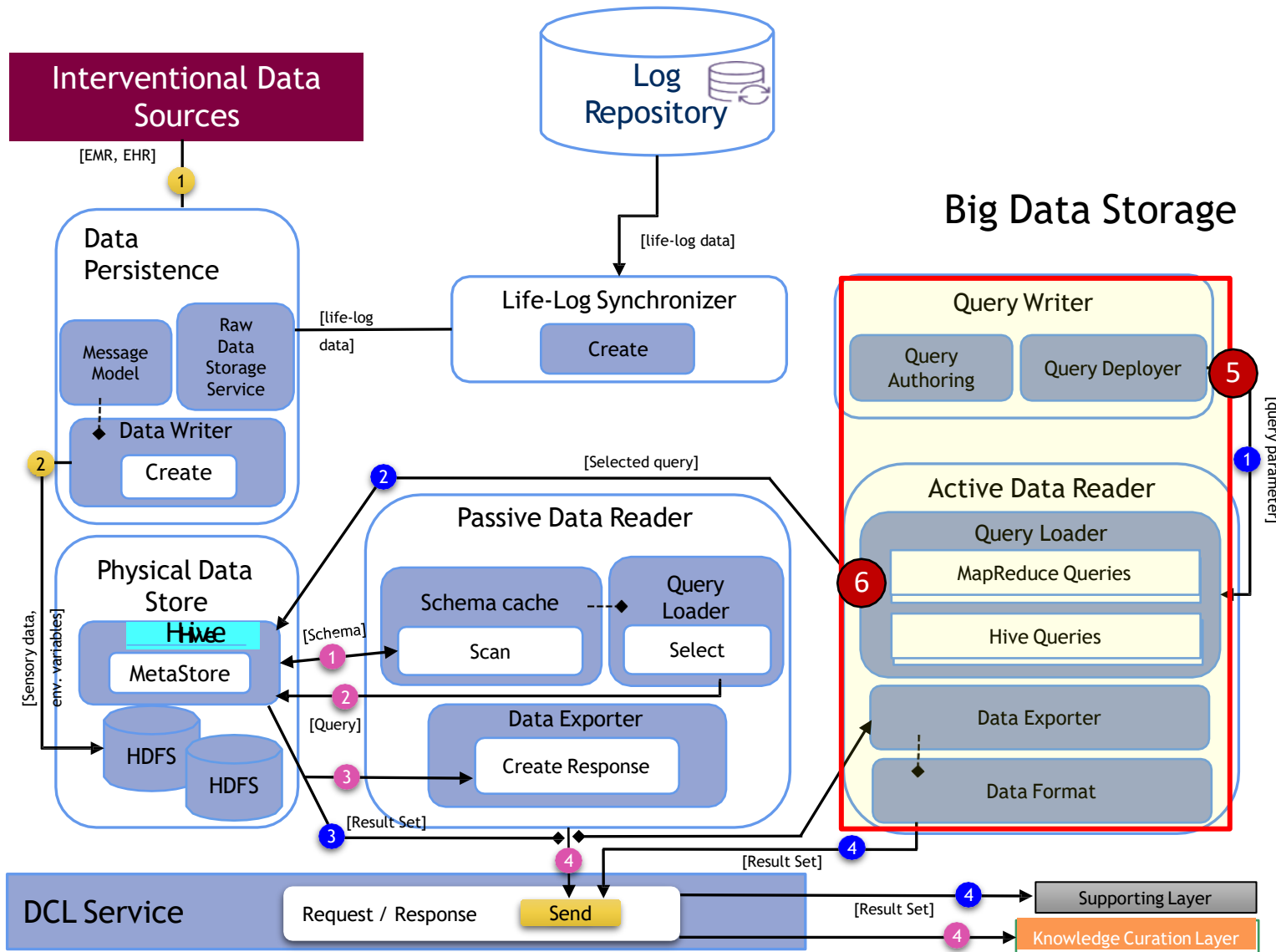
Data is stored

3 De-serialized message is sent to HDFS for Persistence.

Physical Storage

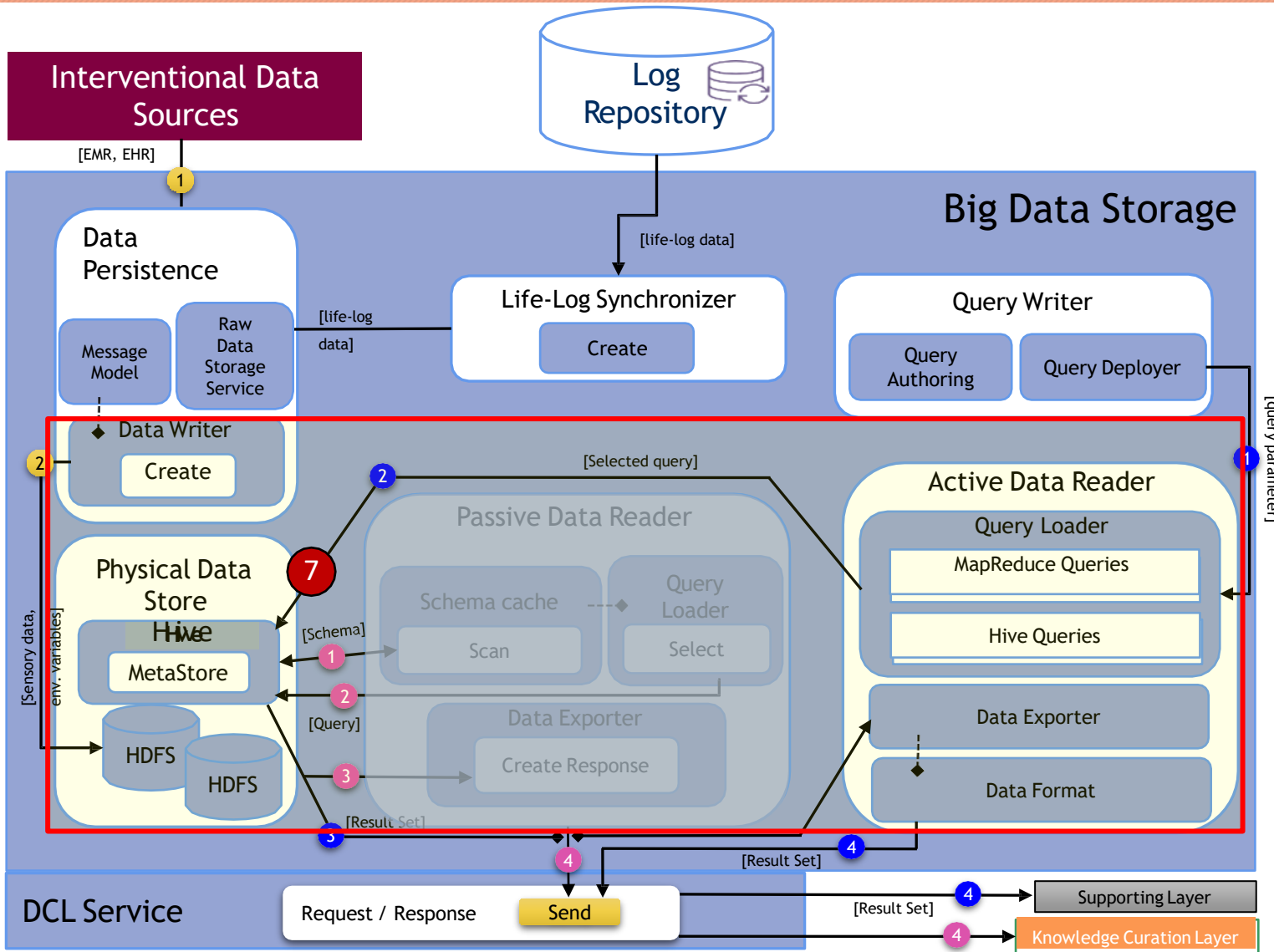
4 Data is written inside HDFS





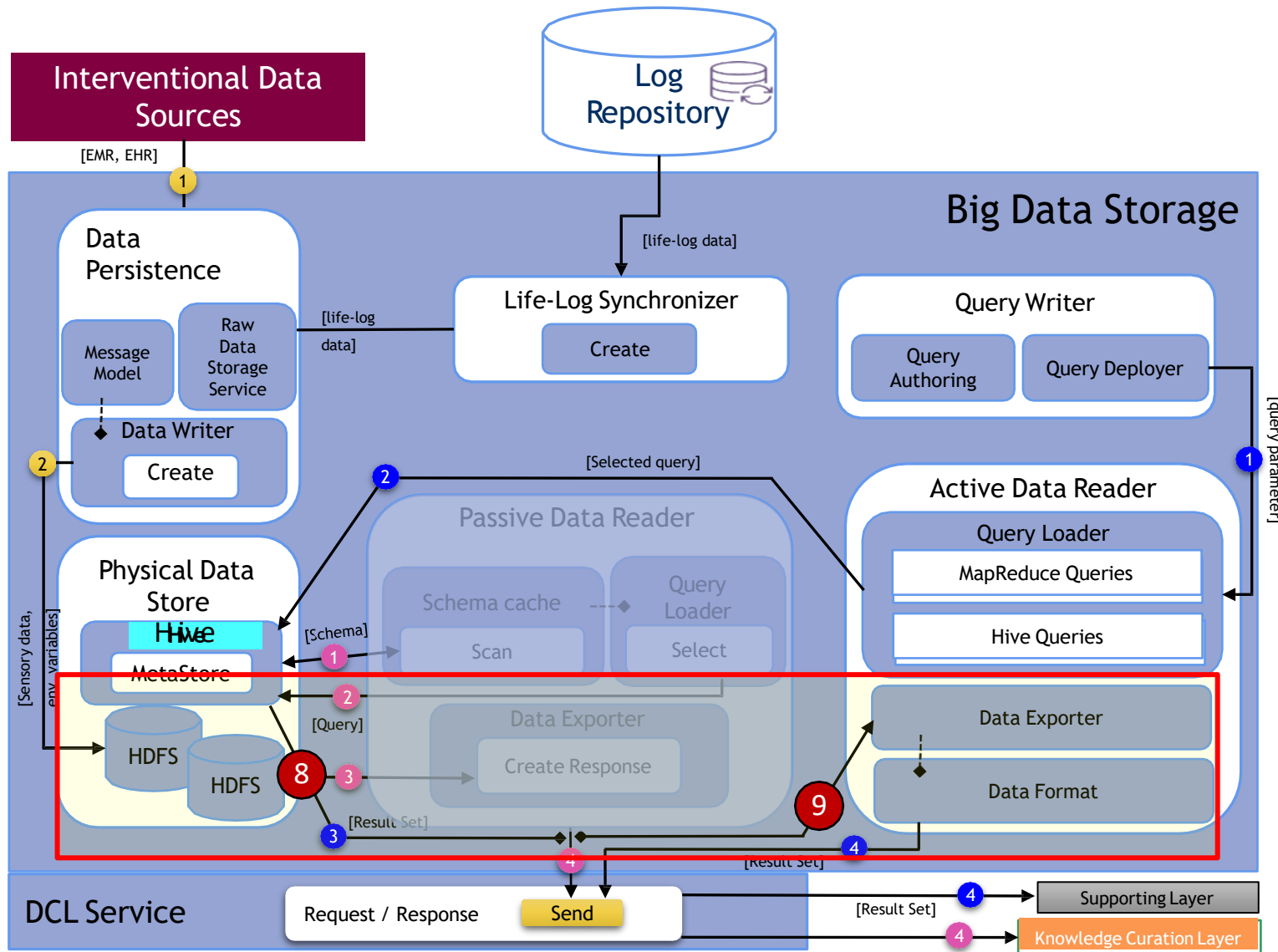
Active Data Reader

- 5 Active Data reader is responsible for handling online data request for data visualization and analytics
- 6 Active data reader selects the query depending upon the query parameters



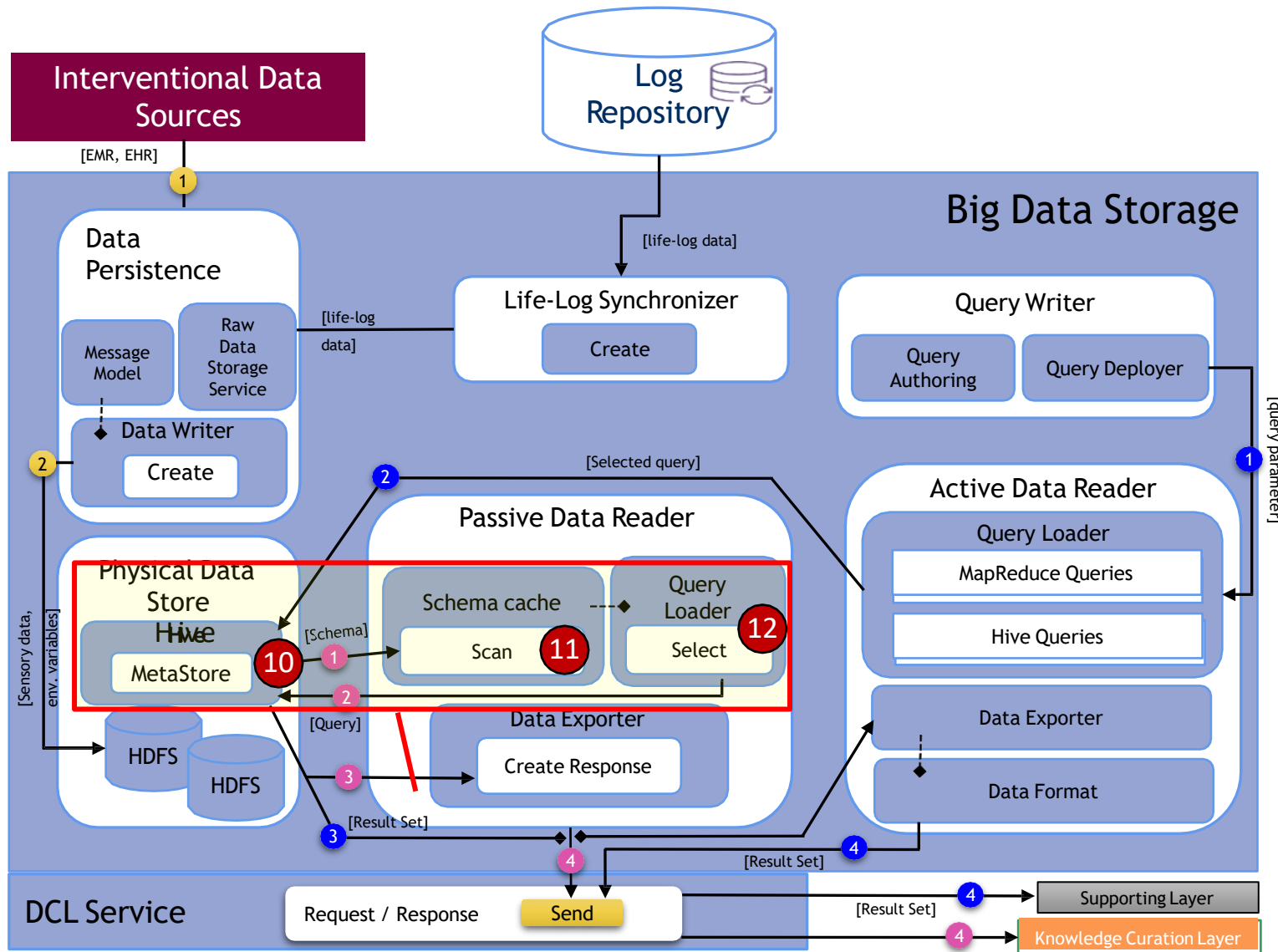
Active Data Reader

- 7 Selected query is sent to Physical Data Store for Execution



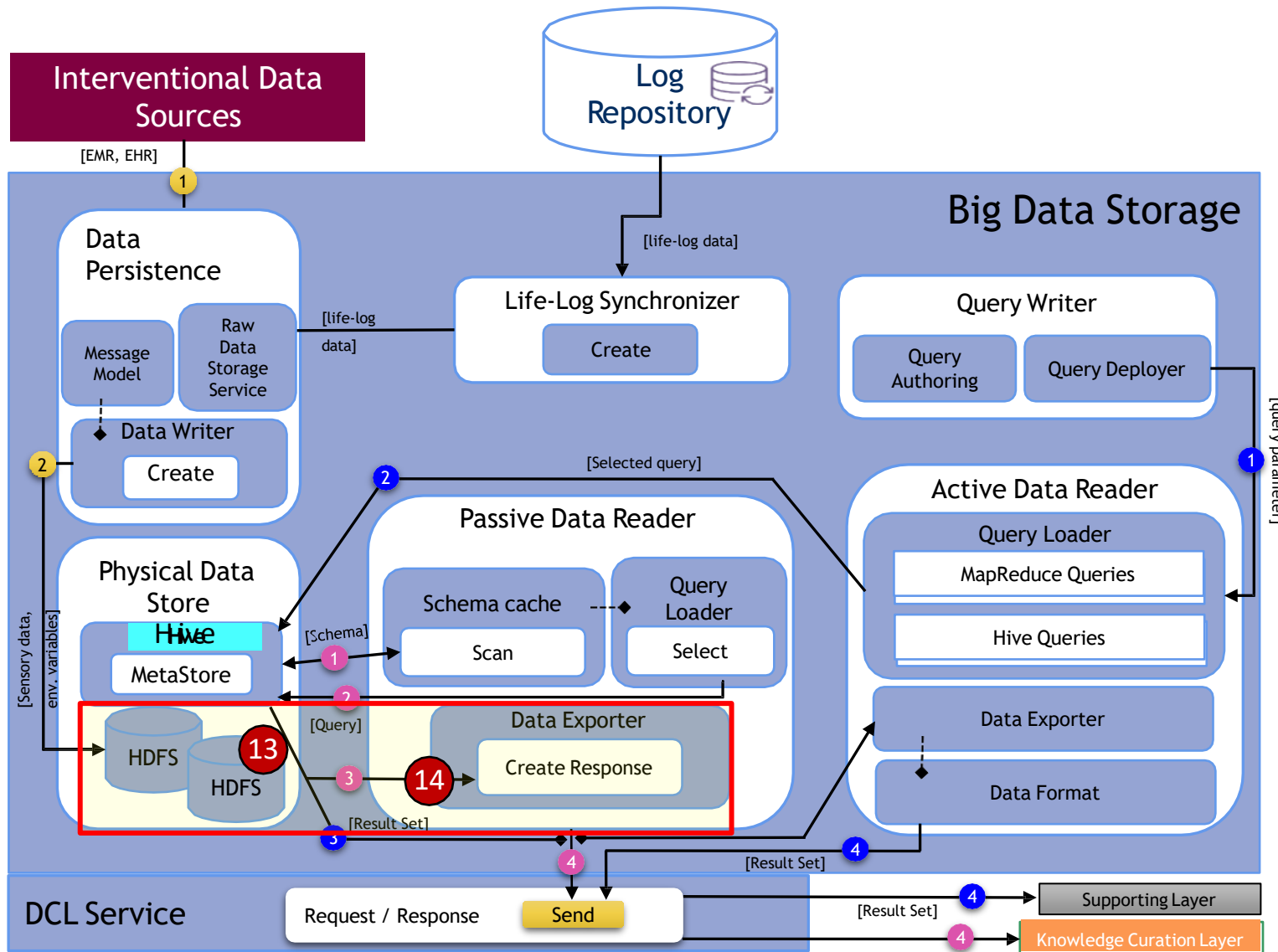
Active Data Reader

- 8 Requested data is returned as a result set to data exporter
- 9 Result set is converted into data message per defined data format and send to analytics



Passive Data Reader

- 10 Scanned and most updated schema from Non-volatile storage is returned to SKA (Core 1).
- 11 SKA (Core 1) selects the parameters from the schema to generate a query and submit to Passive Data Reader
- 12 Passive data reader selects the query and sent to Physical Data Store for execution

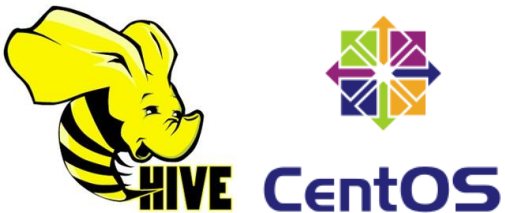


Passive Data Reader

- 13 Required data is returned as a result set to data exporter
- 14 The result set is returned to Structure Knowledge Acquisition



Tools and Technologies



Library	API Details	License
Hive Thrift Server API	Provide a JDBC based Connections to connect the Hive and Hadoop	Apache 2.0 http://www.apache.org/licenses/LICENSE-2.0.txt
Gson API	Used to convert Java Objects into their JSON representation and JSON to Java Objects	Apache 2.0 http://www.apache.org/licenses/LICENSE-2.0.txt
Spring MVC	Used as a Library to Provider a REST based services on the top of the Hadoop.	Apache 2.0 http://www.apache.org/licenses/LICENSE-2.0.txt
JUnit API	JUnit has been important in the development of test-driven development, and is one of a family of unit testing frameworks	Eclipse Public License 1.0 http://www.eclipse.org/legal/epl-v10.html
REST ASSURED	Provide the REST based end points testing.	Eclipse Public License - v 1.0

Contribution

- Storage of **heterogenous data** at Realtime.
- Stream-based **soft real-time** data read for Analytics and Visualization
- Schema-based query selection and execution over **Big Data Storage**

Benefits

- **Temporal backups** of healthlog data for non-volatile storage
- Able to build the **big data ecosystem** that facilitate request from the other layers.

I- MiningMinds platform and core technology

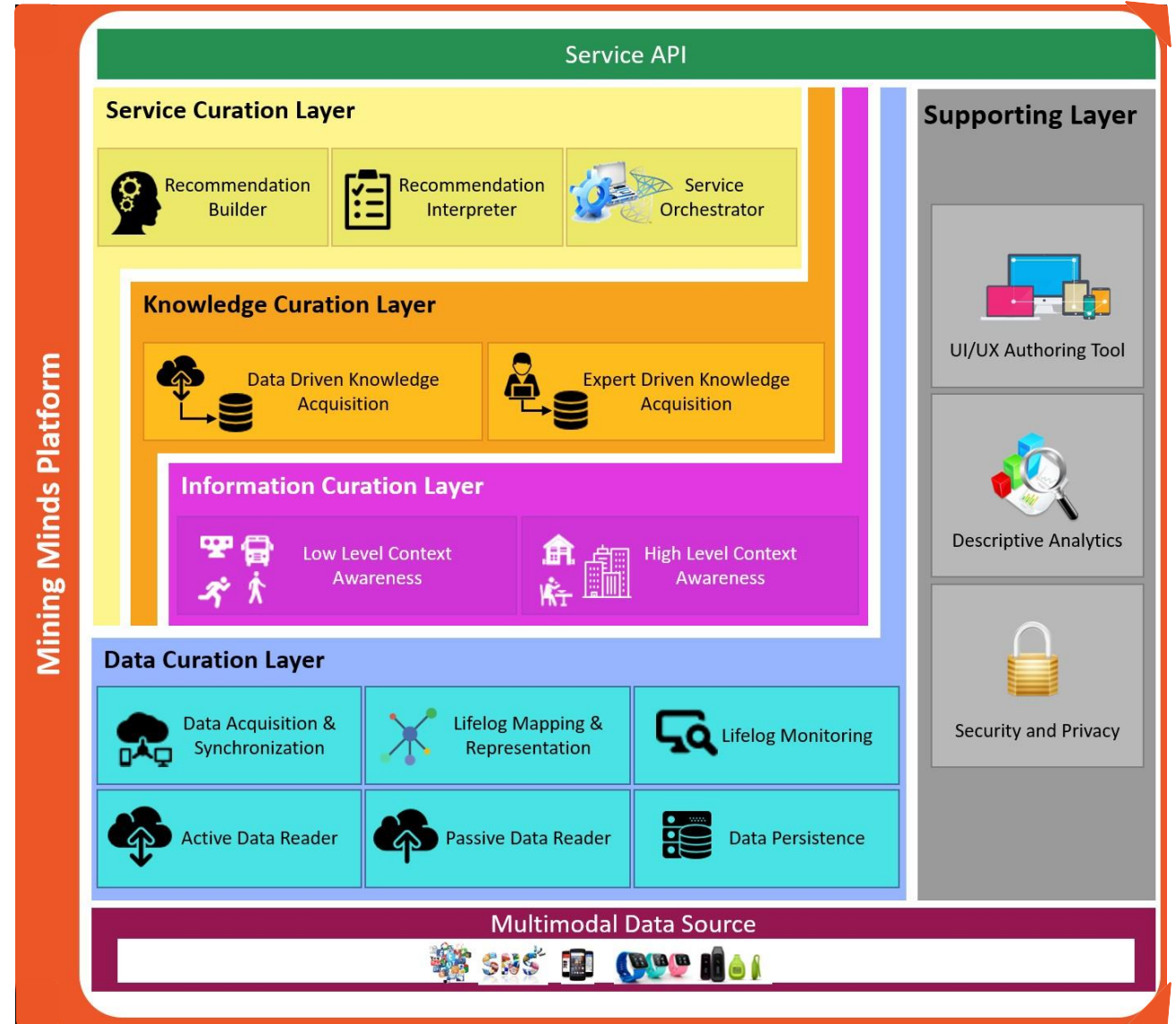
37

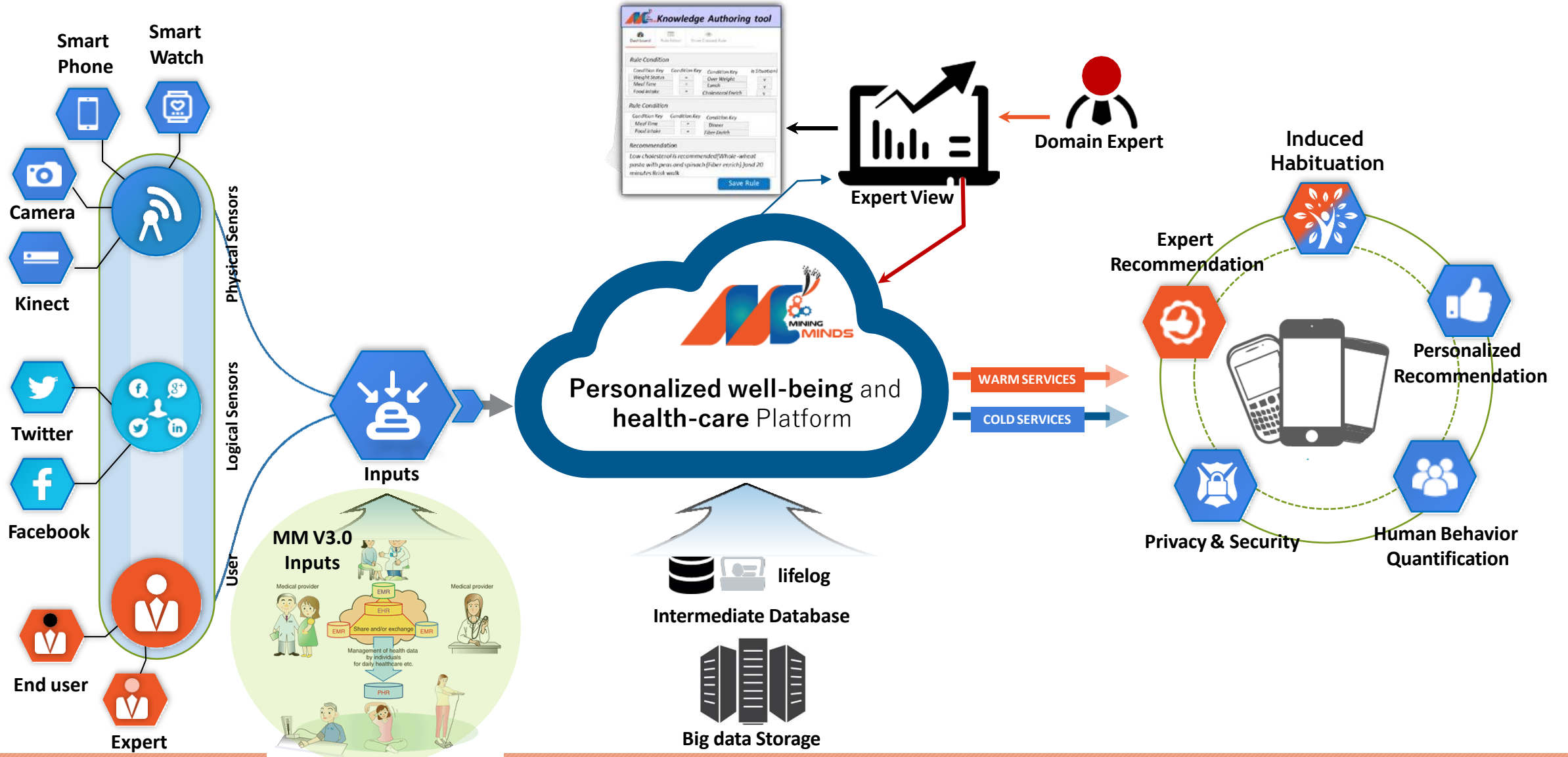
- Most mobile health frameworks are bound to the computational **capabilities of the smartphone**, require continuous **maintenance** and **updates of end-user applications** and normally **trap data** into their devices
- Moreover, multiple systems and applications can be generate similar health data and outcomes leading to **unnecessary redundancy and overcomputation**
- These systems mostly operate on-demand, thus **determinants of health and wellness** states can be also lost if **not registered in a continuous manner**
- Platforms devised to share and integrate health and wellness data **underuse cloud resources**, by only utilizing them for storage

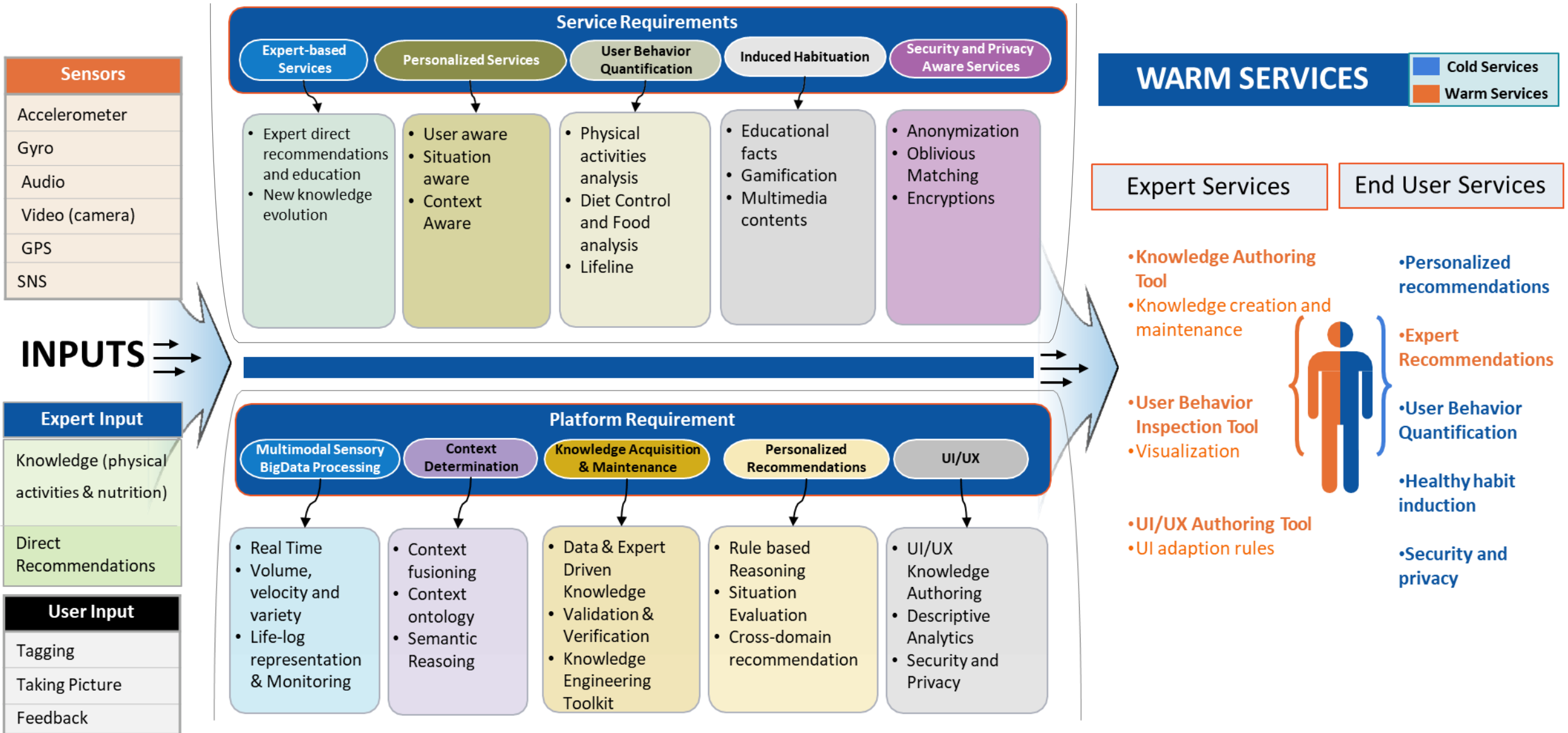


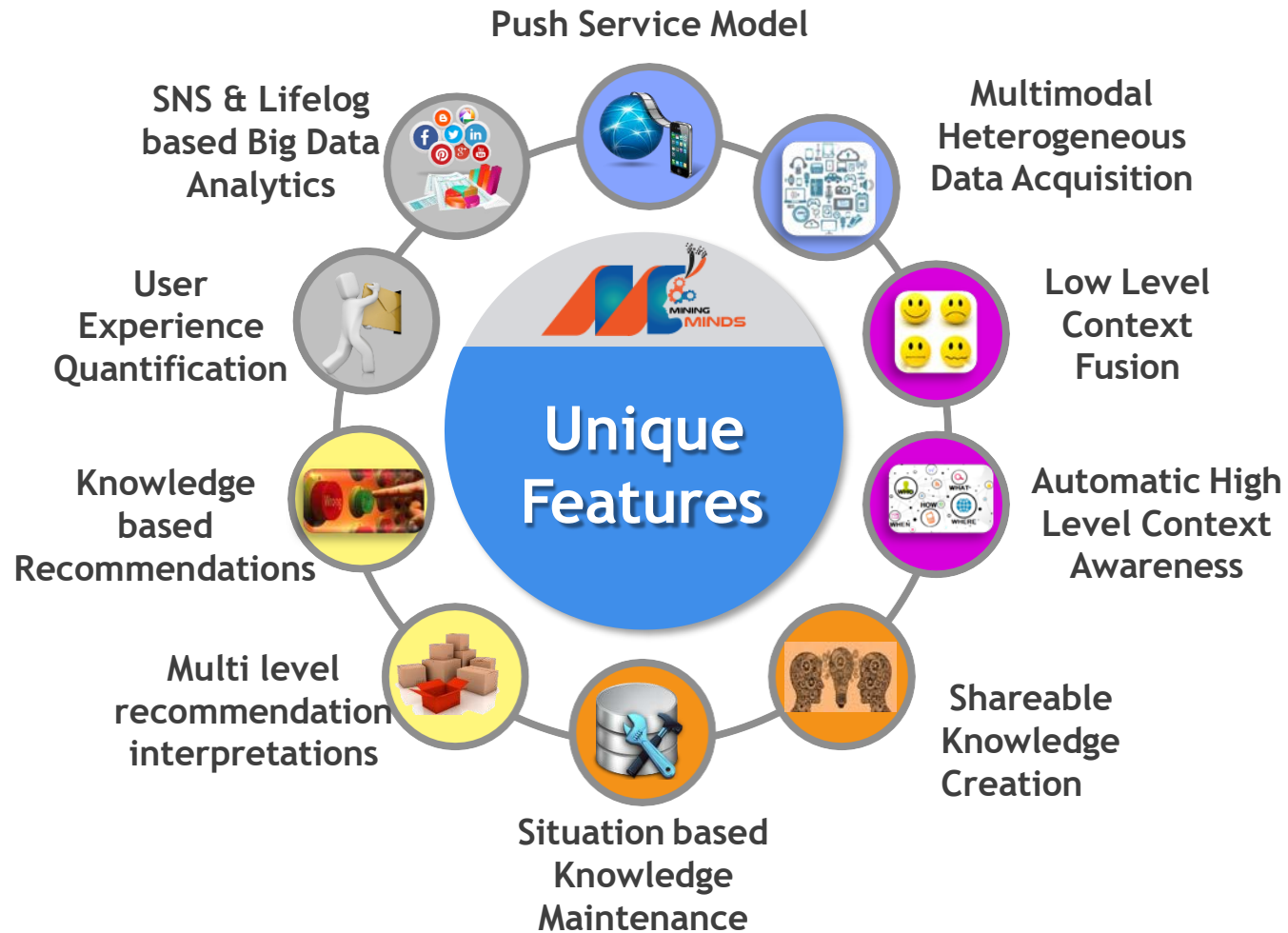
Mining Minds is a novel platform aimed at comprehensively mining **human's daily life** data generated from heterogeneous resources for producing **personalized** health and **wellness** support.

Mining Minds philosophy revolves around the concepts of **data**, **information**, **knowledge** and **service curation**, which refer to the discovery, processing, adaptation and evolution of both contents and mechanisms for the provision of high quality **support** services.









- Supporting Layer
- Services Curation Layer
- Knowledge Curation Layer
- Information Curation Layer
- Data Curation Layer



Lifelog & SNS Analysis with Push-based Expert Notifications

Real-time Life-log Monitoring with Dynamic Situations

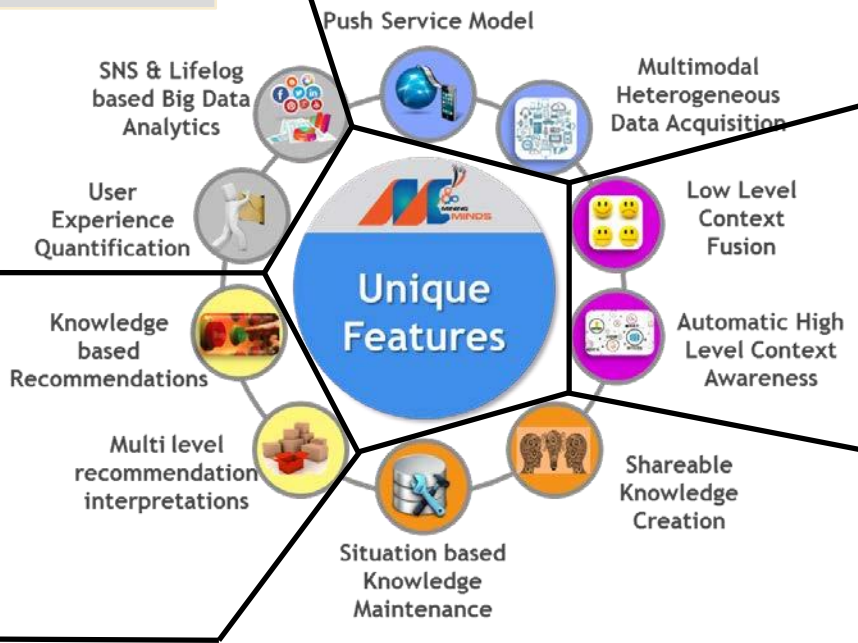
Big Data Storage with Active/Passive Reads for Analytics and Data-Driven Knowledge Learning

UX Analytics Tool for UI Adaptation

Cross-context Interpreted Personalized Recommendations

Situation-based Knowledge Acquisition and Reasoning

Data-driven Knowledge Acquisition from LifeLog Big Data



Multimodal, Multidimensional and Multilevel Context Inference

Machine-learning-driven Activity, Location and Emotion Recognition

Ontology-based High-Level Context Identification

Platforms

- [Google Fit](#)
- [Samsung S Health](#)
- [Microsoft Health](#)
- [Apple Health Kit](#)
- [Open mHealth](#)

Applications

- [NoomCoach](#)
- [Fitbit](#)
- [Argus](#)
- [Runtastic](#)
- [RunKeeper](#)
- [ZombieRun](#)

Services

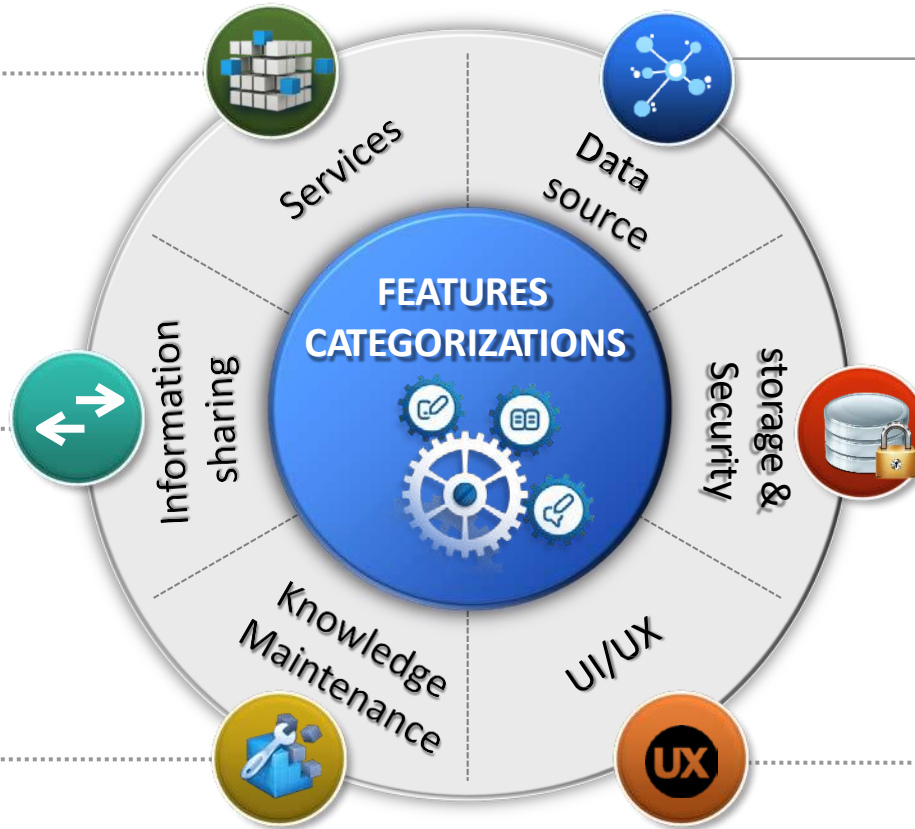
1. Activity Recognition
2. Expert Services
3. Wellness services
4. Personalized recommendations
5. Clinical services
6. SDK/API

Information Sharing

1. With other apps
2. Social media sharing
3. Other users (authorized circle)

Knowledge Maintenance

1. Open knowledge
2. Knowledge acquisition
3. Knowledge evolution



Data Sources

1. Sensory Data
2. User profile
3. IOT
4. Other apps
5. Clinical data
6. Social media

Storage & Security

1. User device storage
2. Cloud storage
3. Bigdata storage
4. Encrypted data storage
5. Anonymized access

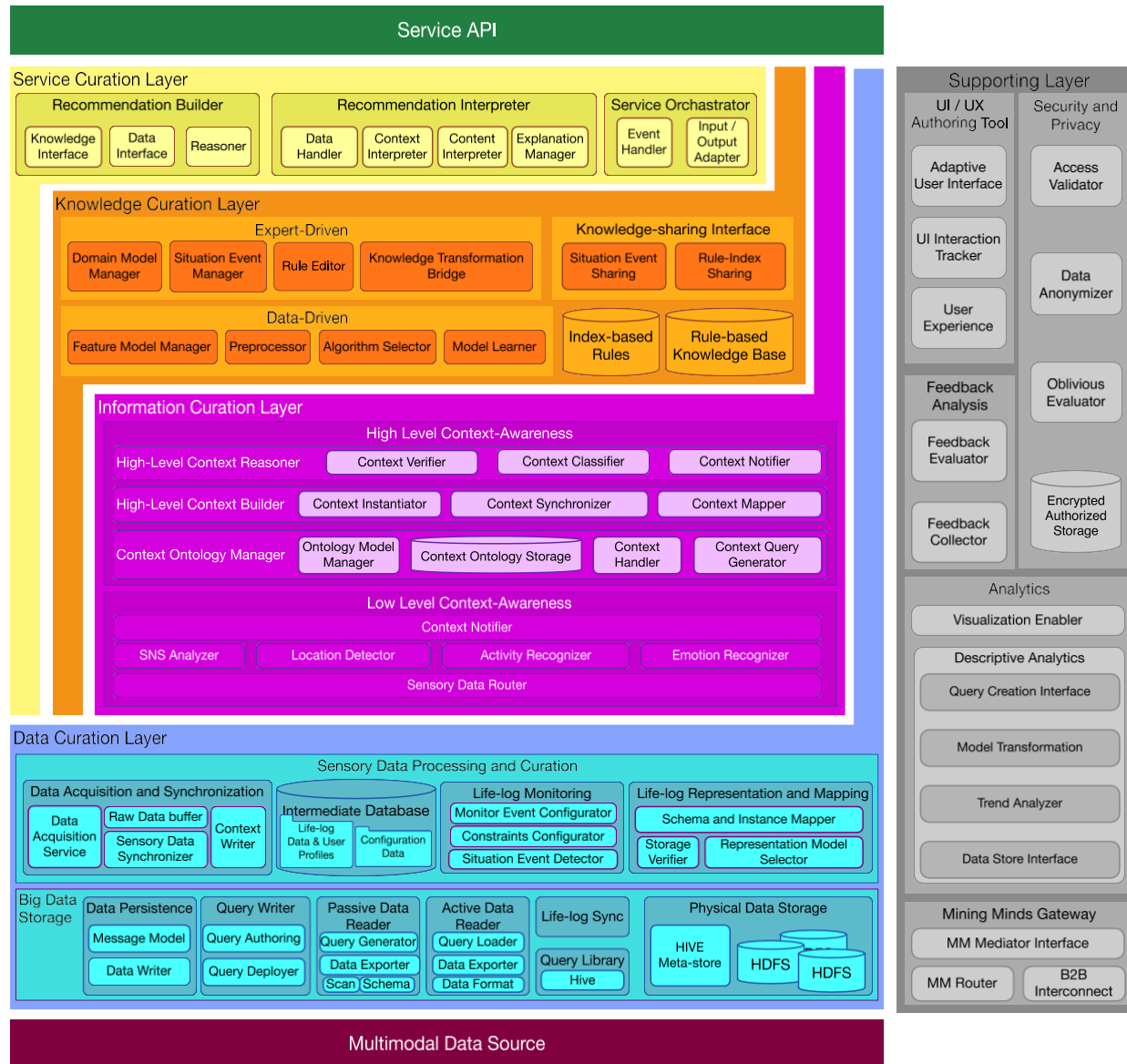
UI/UX

1. User Experience
2. User Modelling
3. Adaptation of UI

Domain Dependent

Domain Transition

Domain Independent



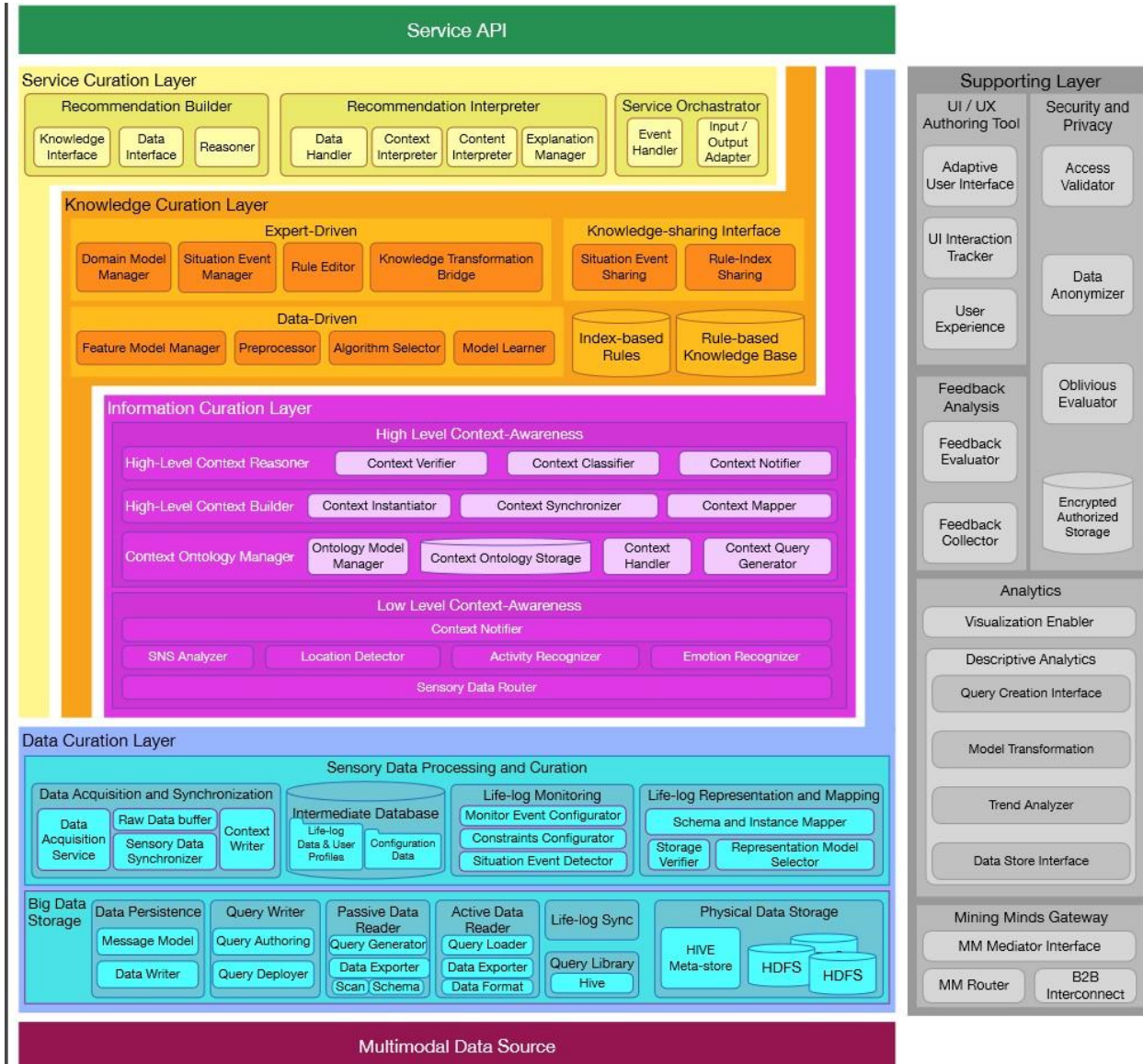
Domain-Centric

Delivers timely and accurate personalized cross-domain recommendation based on domain knowledge and users preferences/context

Creates and maintains health and wellness knowledge using expert-driven and data-driven approaches

Converts the data obtained from the user interaction with the real and cyberworld, into abstract concepts or categories, such as physical activities, emotional states, locations and social patterns, which are intelligently combined to determine and track context and behavior

Provides real-time data acquisition from multimodal data sources and its persistence using big data technologies. Context data are mapped for life-logging and personalized predictions from life-log



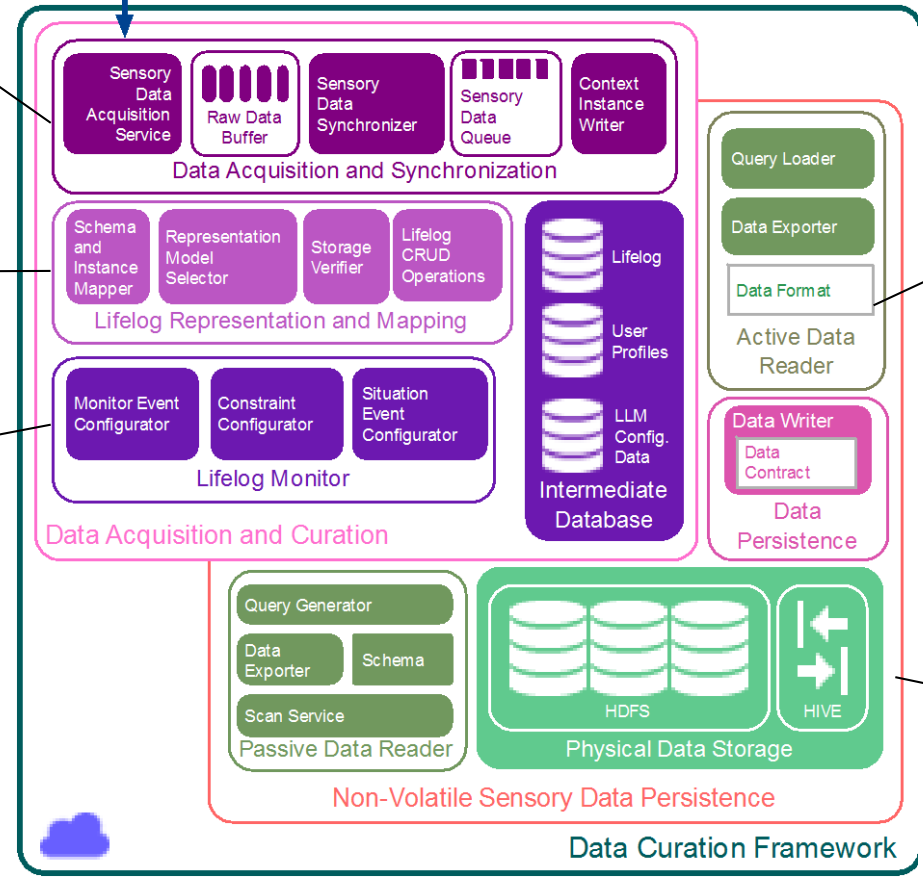
Facilitates information to the users in the most intuitive manner, in a secure environment reflecting their personal needs and preferences



- Data source independent data acquisition
- Synchronization will be trivial as most of the transactional financial data is timestamped

- Lifelog will be context defined, as context can be user spending, user transactions etc.

- Lifelog monitoring will be goal and rule driven as per definition in KCL

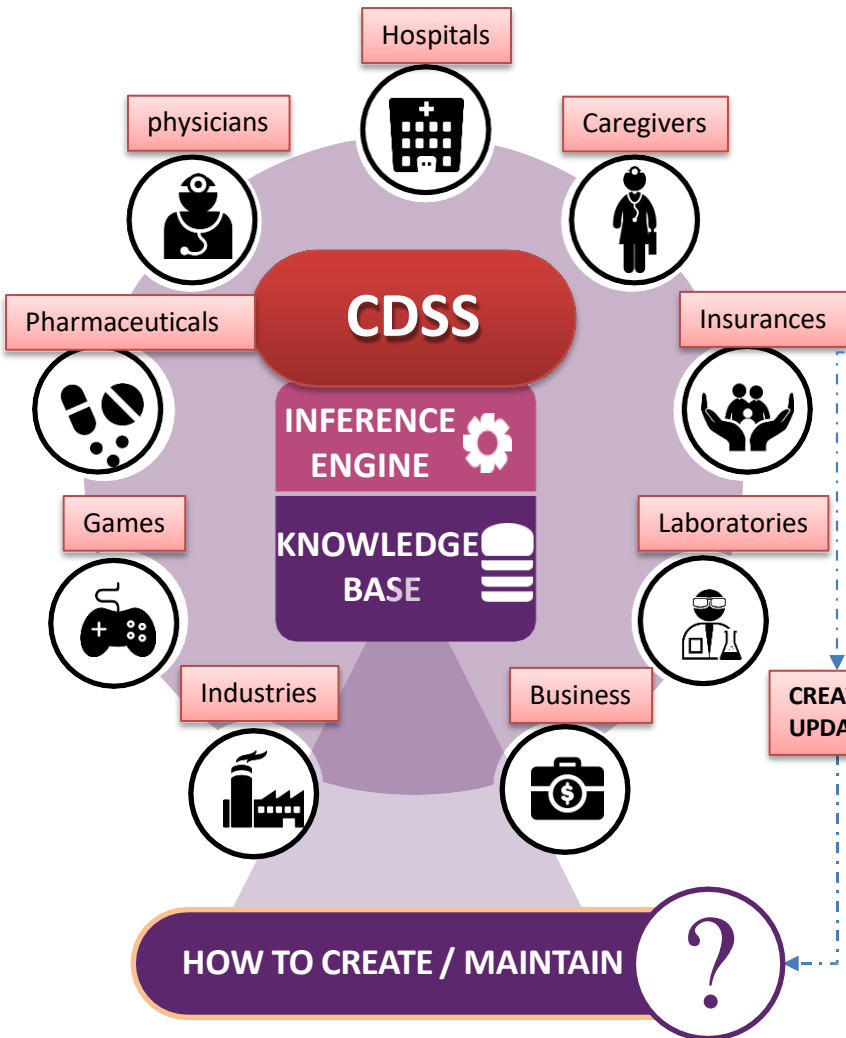


- Accumulated financial data for real-time visualization

- Accumulated financial data for offline data driven rule derivation for KCL

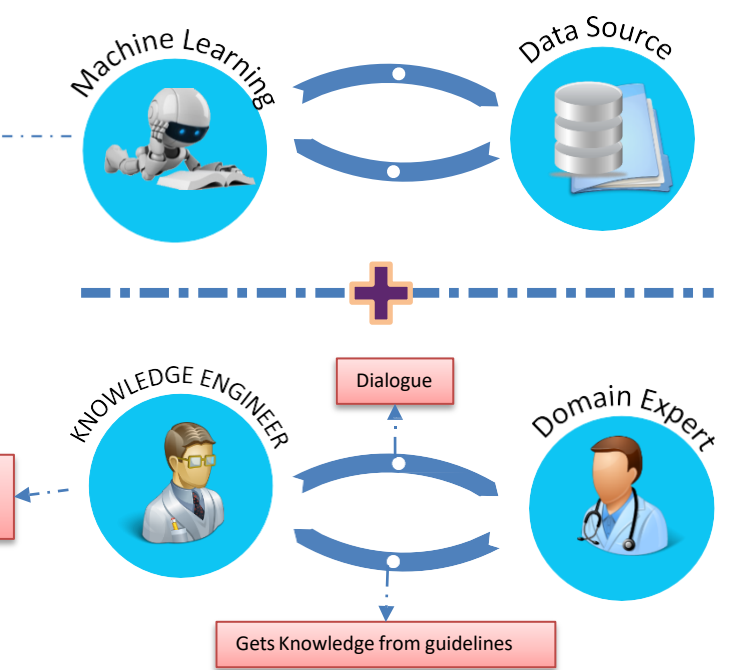
II - Intelligent Medical platform (IMP)

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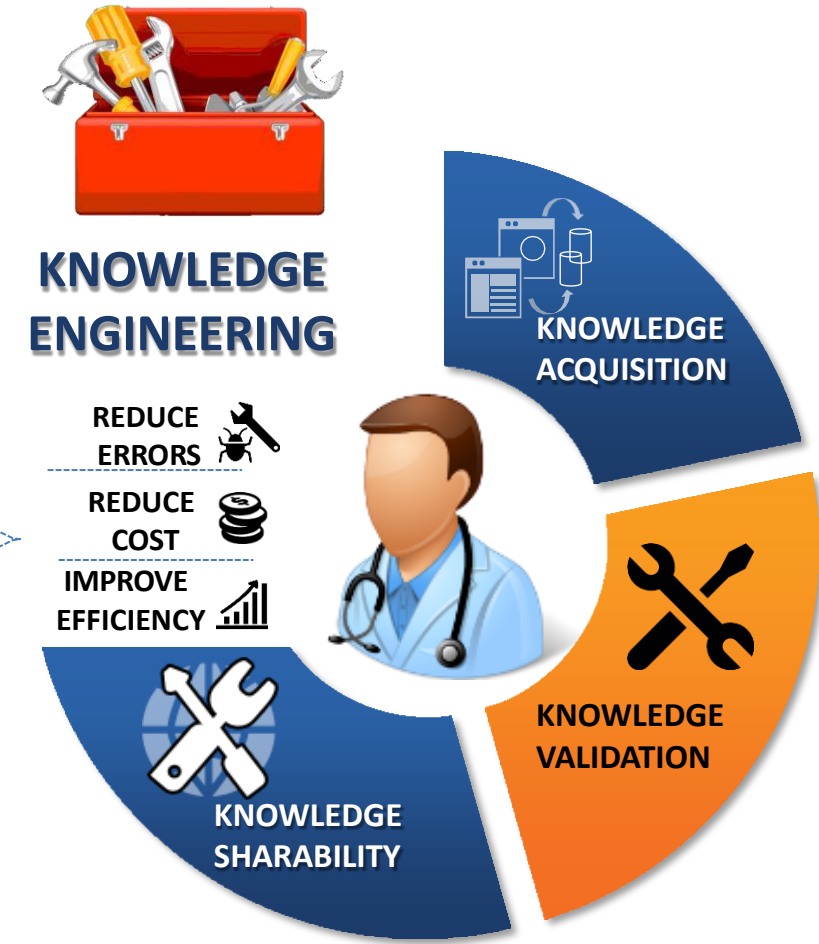
Limitations (Data Driven)

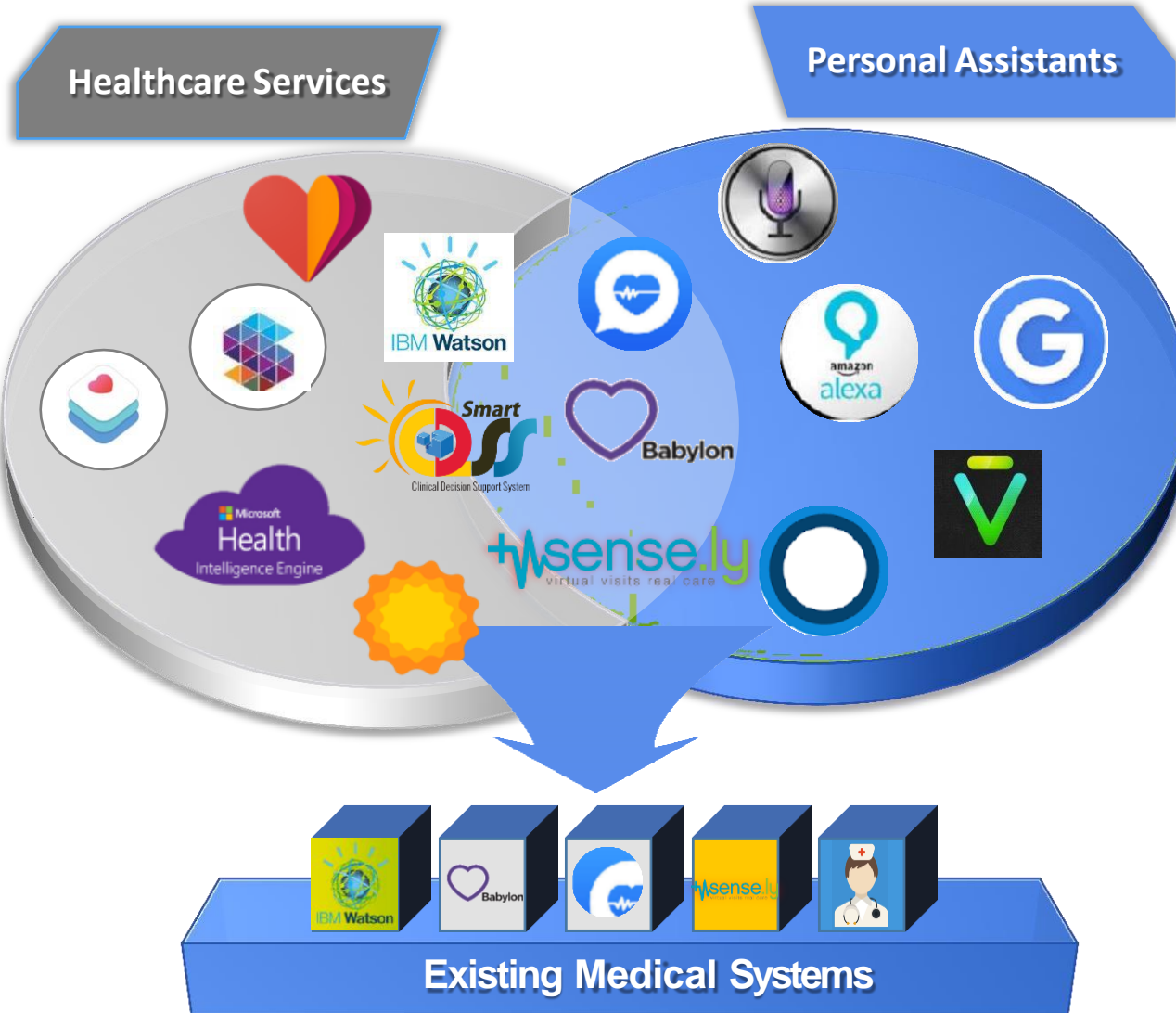
- Lack of Knowledge Validation
- Low accuracy Issue
- Evidence is missing (from standard guidelines)



Limitations (Expert Driven)

- Guidelines are not directly integrated into HIS
- Difficult to validate guidelines from practice datasets





Strength

- Actionable Knowledge
- Empowering the expert user
- Evidence support for domain experts

Weakness

- Non-Interactive
- Rigid Knowledge Structures
- Lack Context-awareness

Personal Assistants

Strength

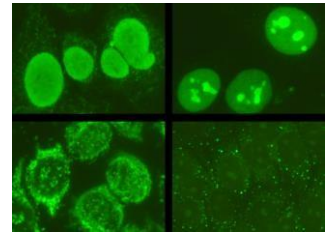
- Highly Interactive
- Natural User Interfaces
- User Engagement

Weakness

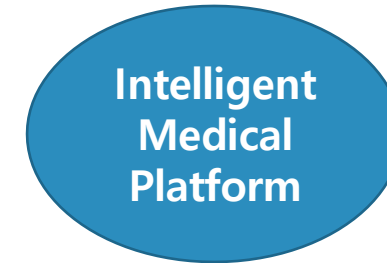
- No Actionable Knowledge
- No Concept of appraised evidence support
- Limited Visual Understanding



Clinical Decision Support Systems



Clinical diagnosis



Patient education

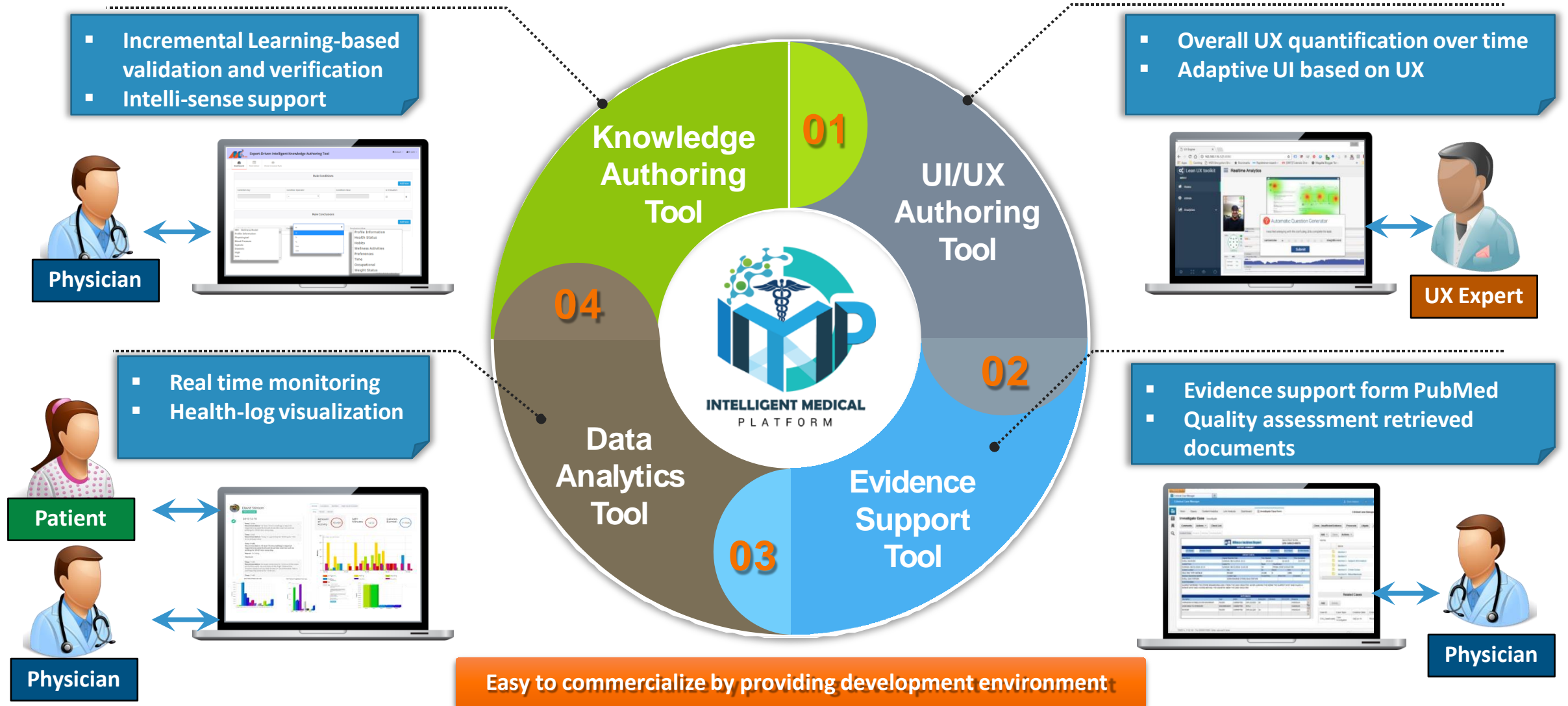


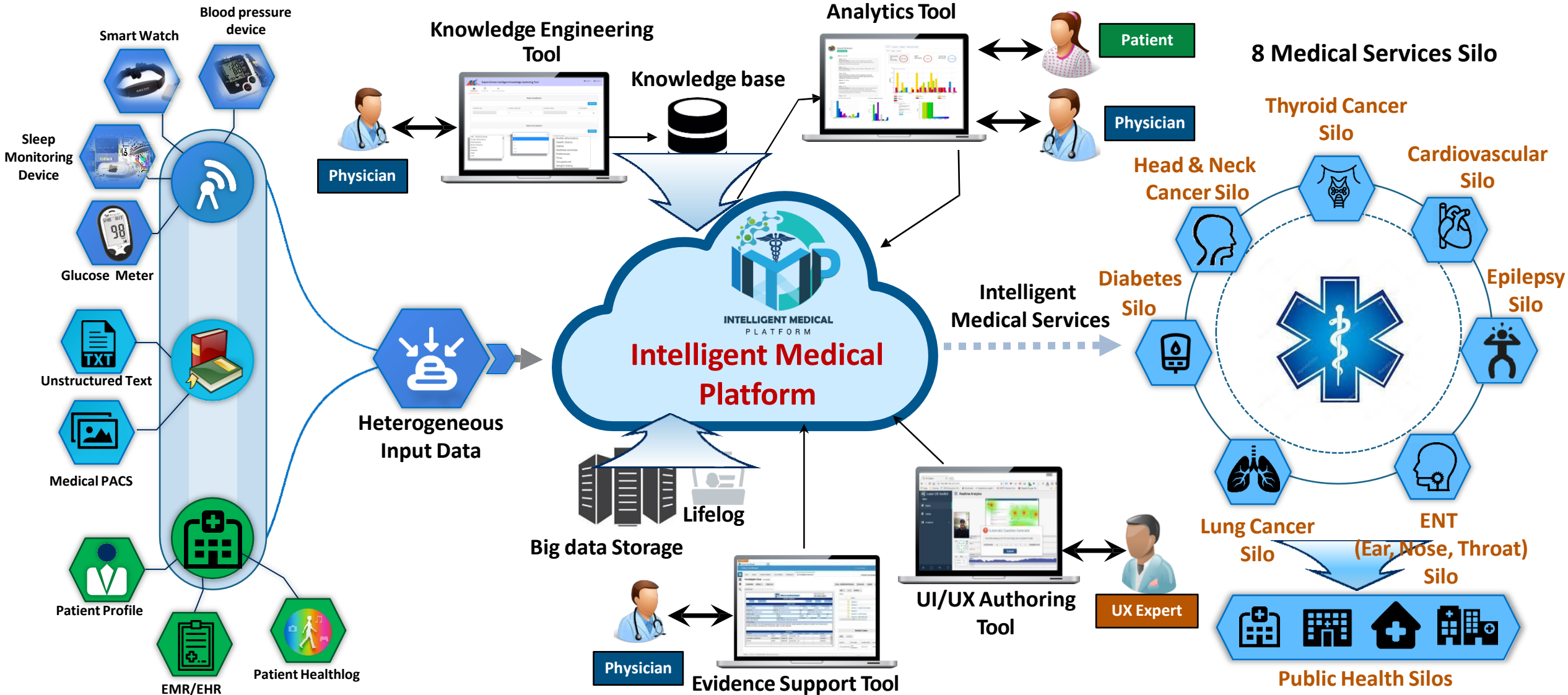
Intelligent communication

Limitations

- ▶ Limitations of Knowledge Acquisition Methods
- ▶ Difficult to construct knowledge by domain experts
- ▶ Minimal Evidence Support
- ▶ Lack of User Interaction
- ▶ Lack of Interoperability for Heterogeneous HIS

- (Data Driven + Human Driven) Knowledge Acquisition
- Support Knowledge Authoring Tools
- Evidence Support from PubMed
- Support UI/UX Tools
- Standard based Interoperability

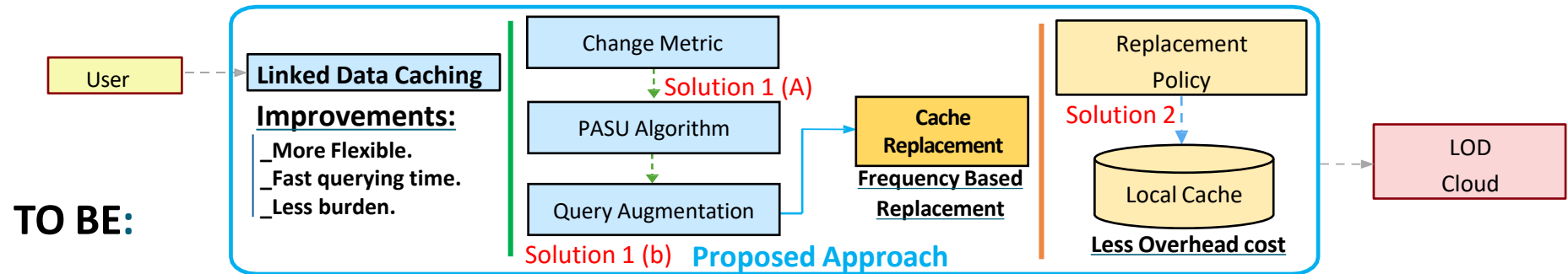
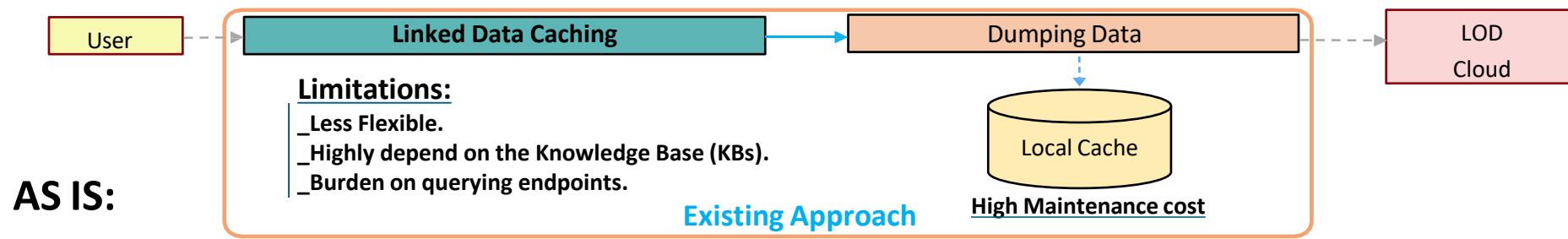




Ph.D. Dissertation Work

55

❑ Ph.D. Dissertation: A Cache Based Method to Improve Query Performance of Linked Open Data Cloud



Total Publications (27)
First Author Publications (18)

● Thesis Contributions

- ◆ Comprehensively utilize client-side Linked Data caching for better query performance.
 - ❖ **Solution 1(a):** Proposed change metric to quantify the evolution of Linked Open Data.
 - ❖ **Solution 1(b):** Proposed query augmentation to alleviate the burden on server.
 - ❖ **Solution 2:** Proposed frequency-based cache replacement to replace less valuable Cache Items.

Linked Data Dynamics

- **Linked Open Data Cloud (LOD)** is a distributed knowledge base on the web that handles a large number of requests from applications consuming these data [1,2].
- Understanding the **evolution** of the Linked Data Cloud (LOD) is important for applications [5,6].
 - ❖ e.g., Query Caching, Web Crawling, and knowledge graph search engines.

Querying

- Traditional ways of **querying** LOD are as follows:
 - ❖ Data Dumps [6].
 - ❖ Querying endpoints [7].

Data Dumps

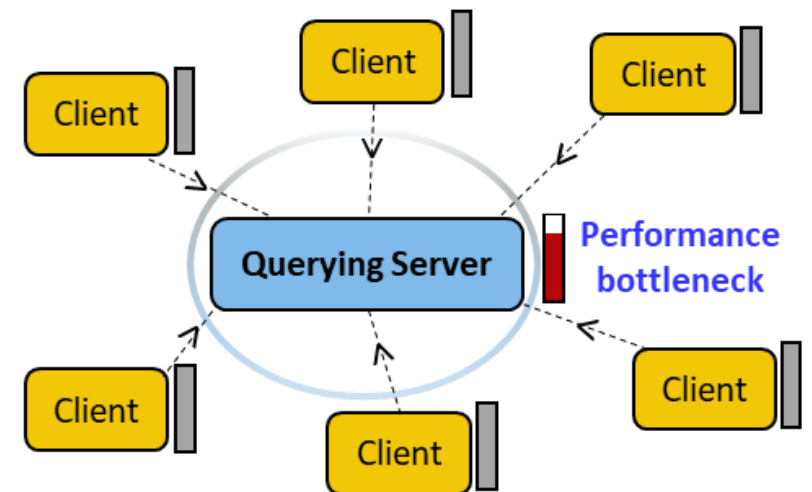
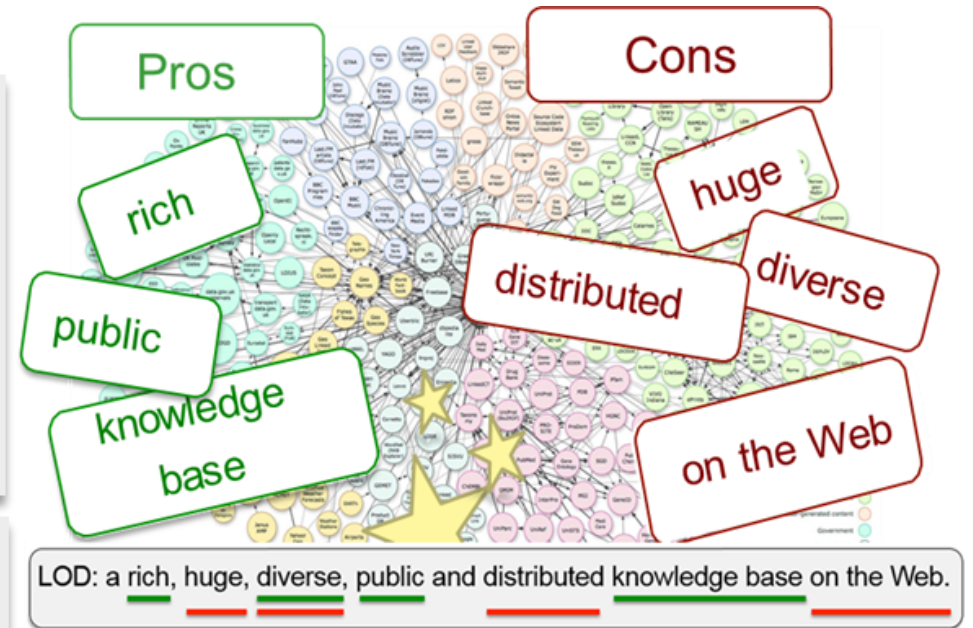
Cons: Dump the data locally and allows to setup own private querying endpoints.

- Out-of-date data
- No longer query the web
- Infrastructure cost

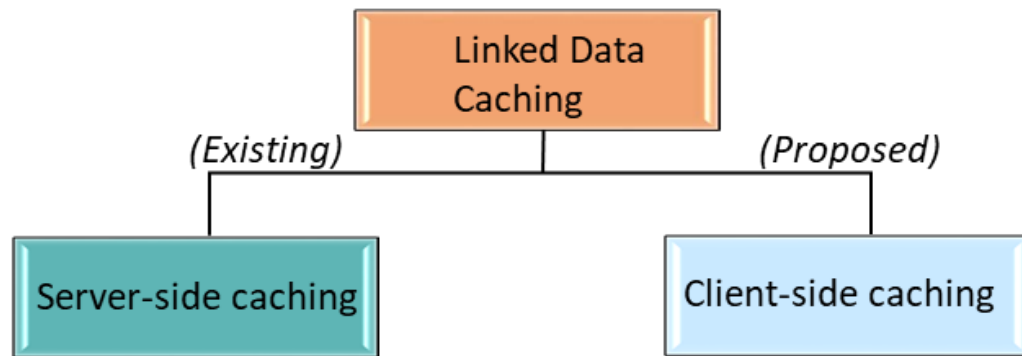
Querying endpoints

Cons: Public endpoints are often unreliable.

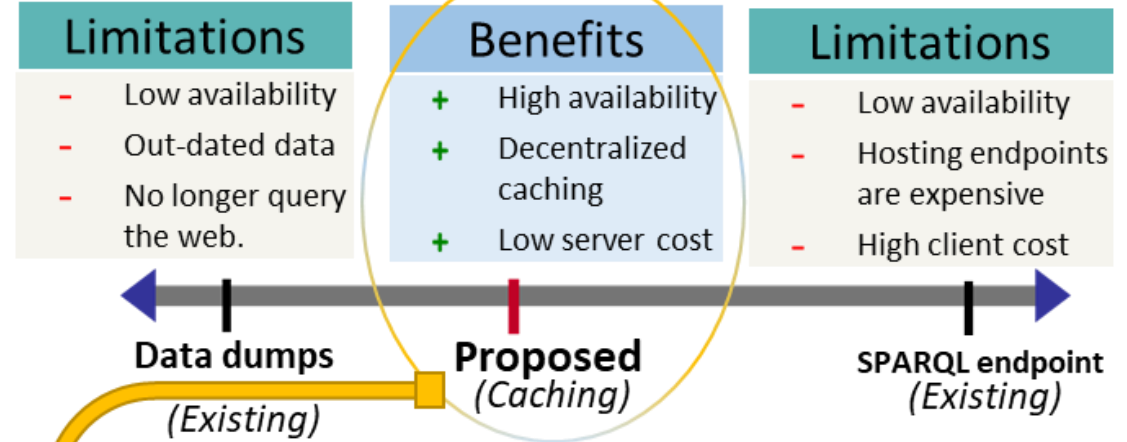
- Low availability (Downtime)
- High querying cost
- Hosting endpoints are expensive



- To unlock the full potential of Linked data sources, we need **flexible** ways to **query** them [8].
- Following **benefits** drive our research:
 - High-availability to the server.
 - High query performance



- + Server manages request from cache
- + Dependent on the database
- Not flexible approach
- High server cost
- Low availability



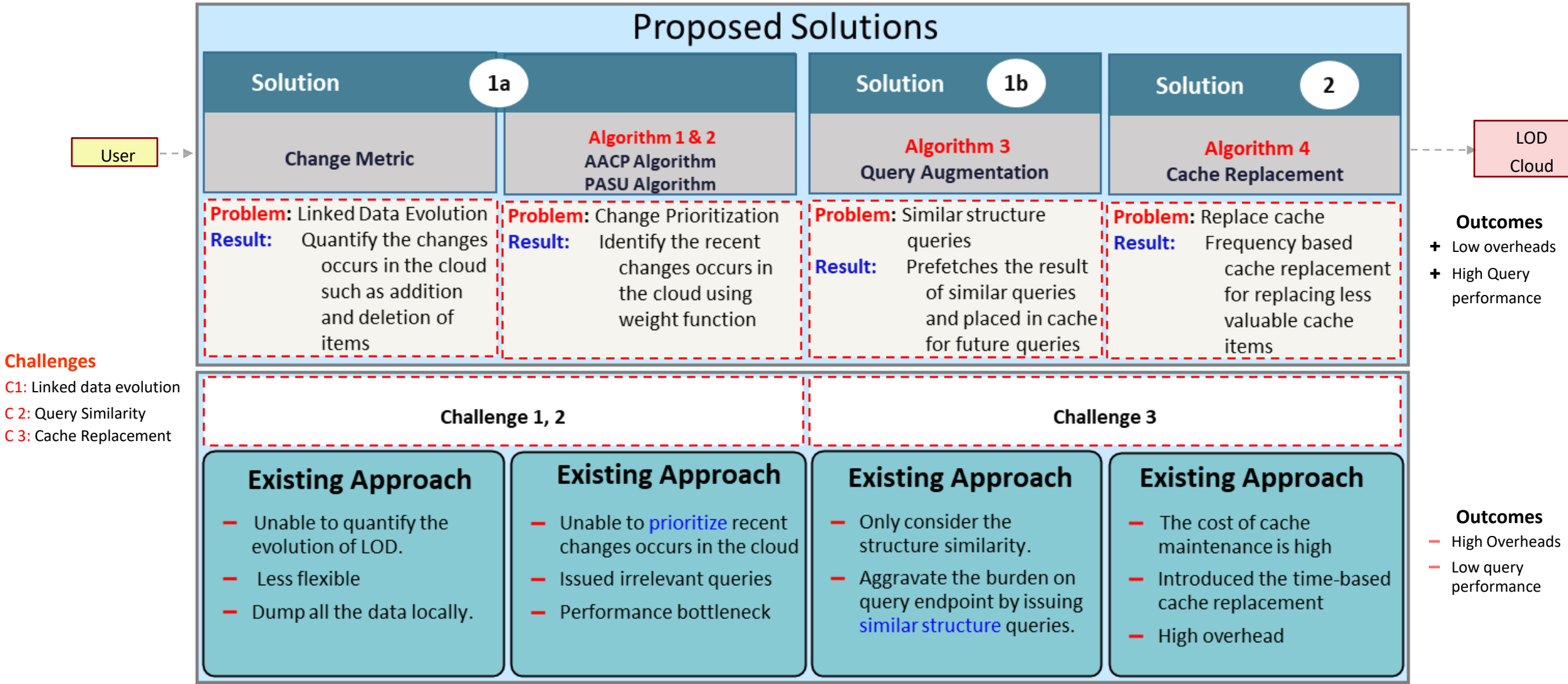
Methodology



- I** Query Prefetching **A** Similar query requests are served from cache
- I** Decentralized caching **A** Higher hit rates

I Idea **A** Advantage

		Existing work problems			
Categories	Methodologies	Advantages	Method	Limitation	Overheads
Query Similarity & Prefetching (Challenge 1&2)	[SQC] Improving the performance of semantic web applications with SPARQL query caching [16]	<ul style="list-style-type: none"> Cache complete triples query results. Introduce a proxy layer to cache repeated query results 	Structure based similarity	Server side caching Only consider repeated queries.	High
	[PFU] Proactive Policy for Efficiently Updating Join Views on Continuous Queries Over Data Streams and Linked Data [11]	<ul style="list-style-type: none"> Proposed maintenance policy that update the cache prior to query execution 	Content based similarity	Server-side caching Only update the local cache at system idle time.	High
	[CIR] Caching intermediate result of SPARQL queries [17]	<ul style="list-style-type: none"> Adaptive cache to store intermediate results of SPARQL queries 	Result based similarity	Client-side caching No cache replacement policy is introduced.	High
	[SDC] Semantic data caching and replacement [18]	<ul style="list-style-type: none"> Proposed a semantic region-based caching and a distance measure to update cache 	Distance based similarity	Server-side caching Only considered the structure similarity while creating a semantic region.	High
	[CAS] Towards content aware SPARQL caching for semantic web application [19]	<ul style="list-style-type: none"> Introduced a query containment which evaluated whether a query can be answered from cache or not. 	Content based similarity	Client-side caching Containment checking is computationally expensive task.	High
Cache Replacement (Challenge 3)	[GAW] Graph-aware, workload-adaptive SPARQL query caching [20]	<ul style="list-style-type: none"> Work-load adaptive caching to reduce the SPARQL query response time 	Result based similarity	Server-side caching Time based cache replacement	High
	[Autosparql] Let user query your knowledge base [21]	<ul style="list-style-type: none"> Proposed machine learning approach to leverage the query processing. 	Structure based similarity	Server-Side Caching The feature modeling approach in their work is time consuming	High
Query Similarity, prefetching & Cache Replacement	Proposed method	<p style="text-align: center;">○</p> <p>(Alleviate burden on querying endpoints by identifying queries learnt from client historical patterns)</p>	<p style="text-align: center;">○</p> <p>(Distance based similarity & Frequency based cache replacement)</p>	<p style="text-align: center;">○</p> <p>(Local data Cache need to be updated during system idle time)</p>	Low



Current Research Activities

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□ Exploring Computational Complexity of Ride-Pooling Problems

We report the computational complexity of real-world ride-pooling problems & trace the:

- search space sizes,
- computation times,
- ride-pooling performance,
- and properties of underlying shareability graphs.

To overcome the curse of dimensionality for real-size demand patterns, the utility-driven search space method is applied to effectively explore only attractive shared rides and avoid unnecessary searches for acceptable computation time

$$\Delta U = U^s - U^{ns} = \beta^c \lambda l + \beta^t \left(t - \beta^s \left(t^s + \beta^d t^d \right) \right)$$

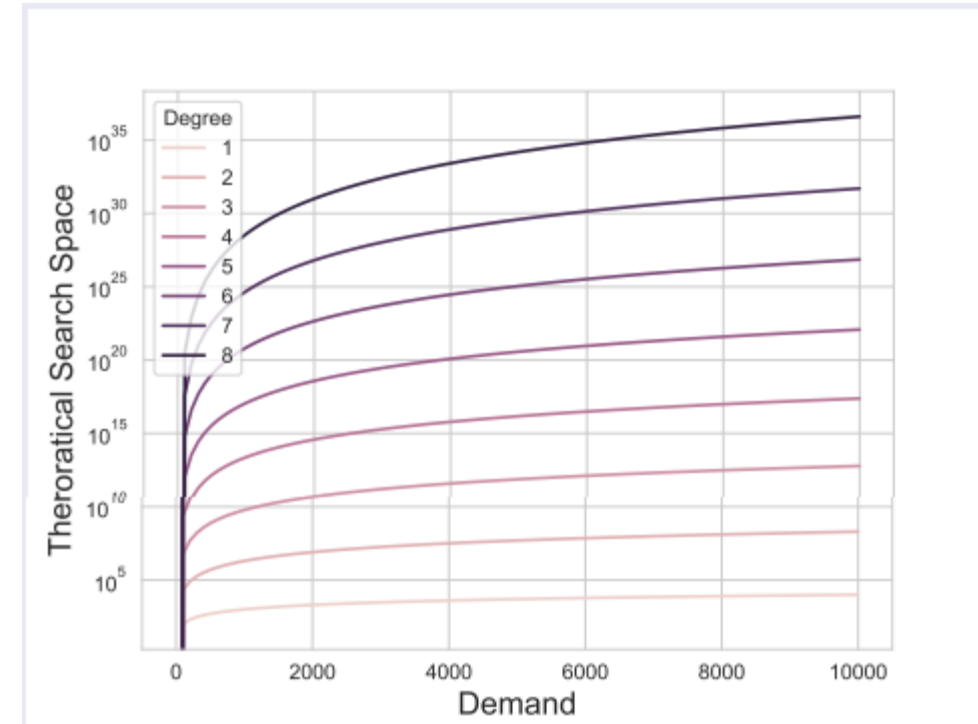
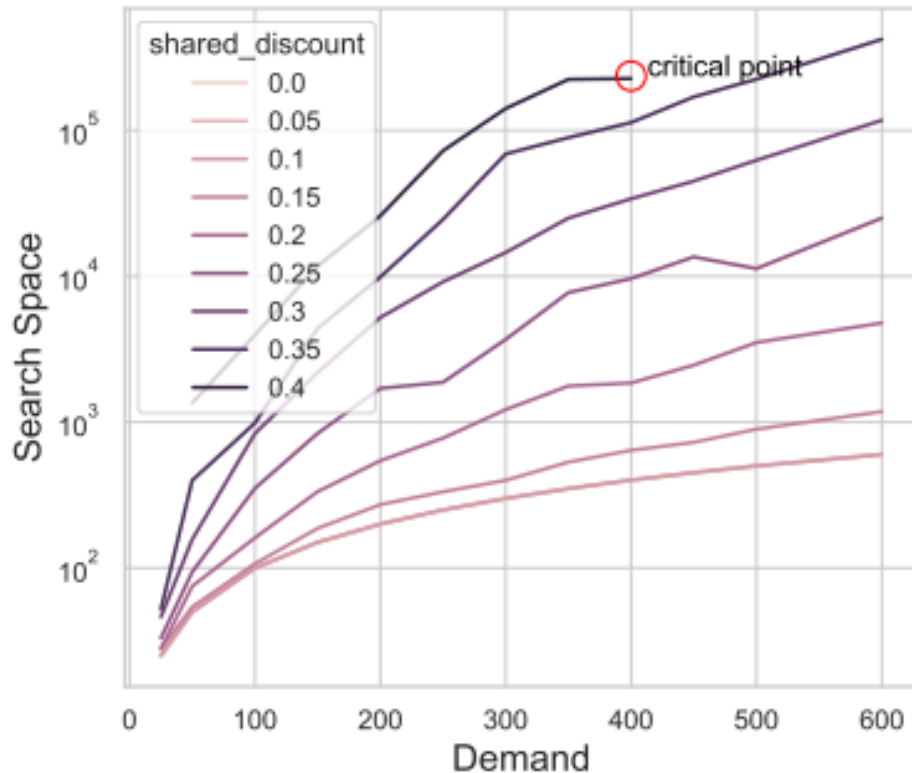
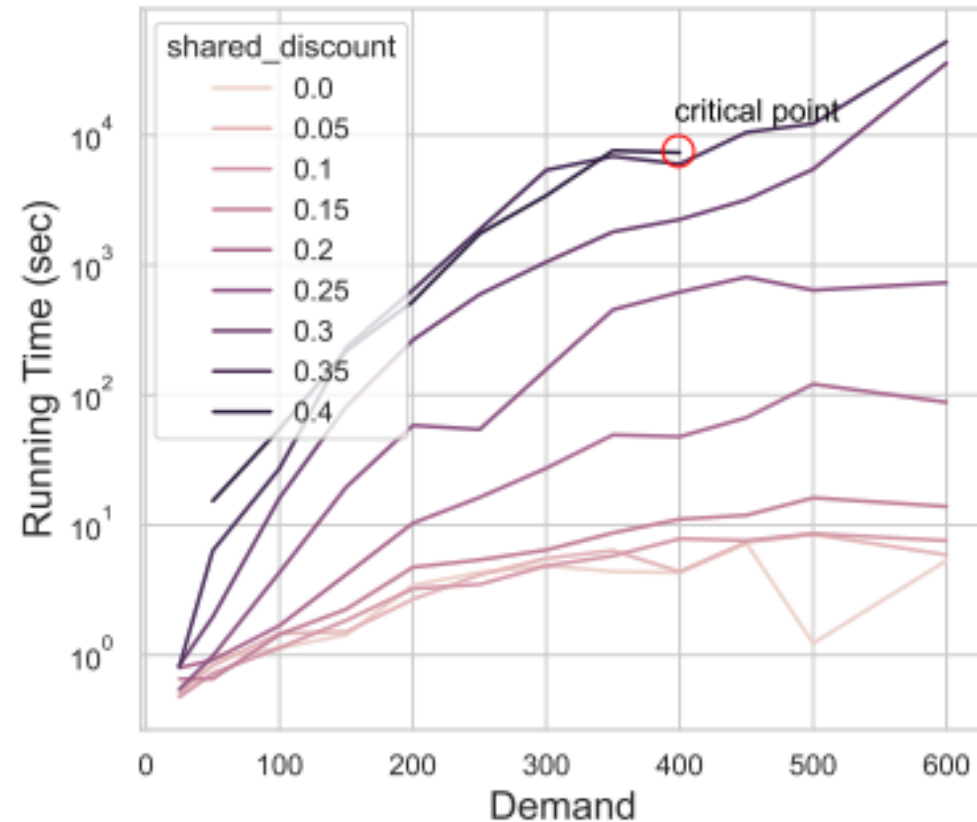


Figure: Theoretically computed search space of ride-pooling problems

Accepted: Exploring Computational Complexity of Ride pooling Problems TRB Annual Meeting, January 8-12, 2023, in Washington, DC



(a) Number of feasible rides explored and (search-space) increases with the demand levels (x-axis) and the discount offered (line colours).



(b) Running time needed to solve ride-pooling problems. It grows significantly with the demand size (x-axis), yet much sharper growth is visible with increasing the discount (line colours).

The shared discount has the greatest impact on the running time and search space, until it reaches a critical point and from the computational complexity perspective it becomes intractable.

Thank you

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Appendix

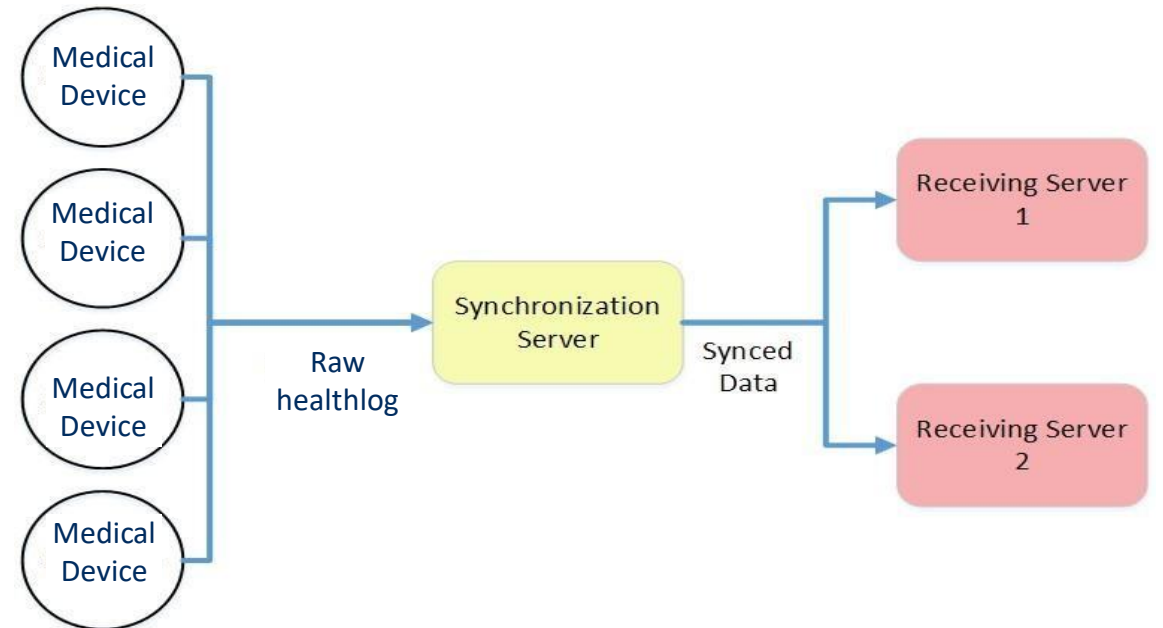
65

III - Lean UX Platform For User Experience Evaluation of any Digital Artifacts

66

- Scenario

- 4 medical devices sensors sending data to Synchronization Server
 - Initial sending period: randomly inside a window size.
 - Window size: 3 seconds.
 - Data size: randomly.
 - File attached: yes, 1KB.
- Procedure
 - Synchronization Server syncs data before sending to 2 different receiving servers.
- Receiving server
 - Implemented in nodeJS.
 - Receive synced json data, then parse it.
- Purpose: check that whether the synchronization works properly after refractoring or not.



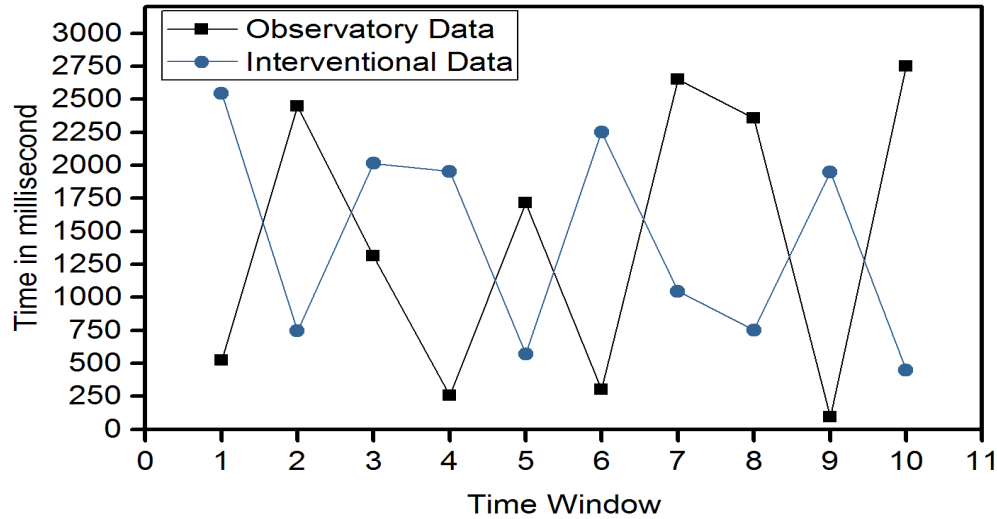


Fig 1. Showing the Data synchronization testing per time-window

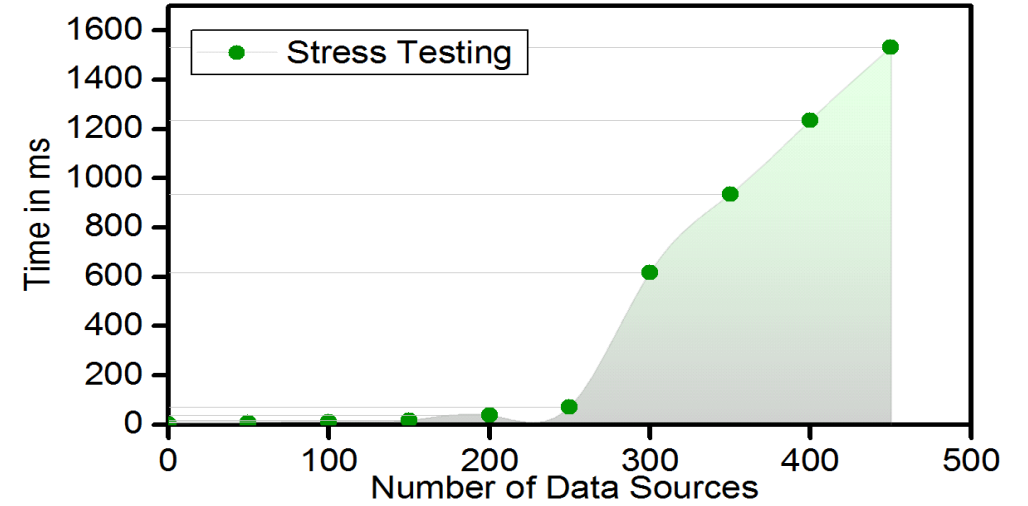


Fig 2. Stress Testing of Scalability

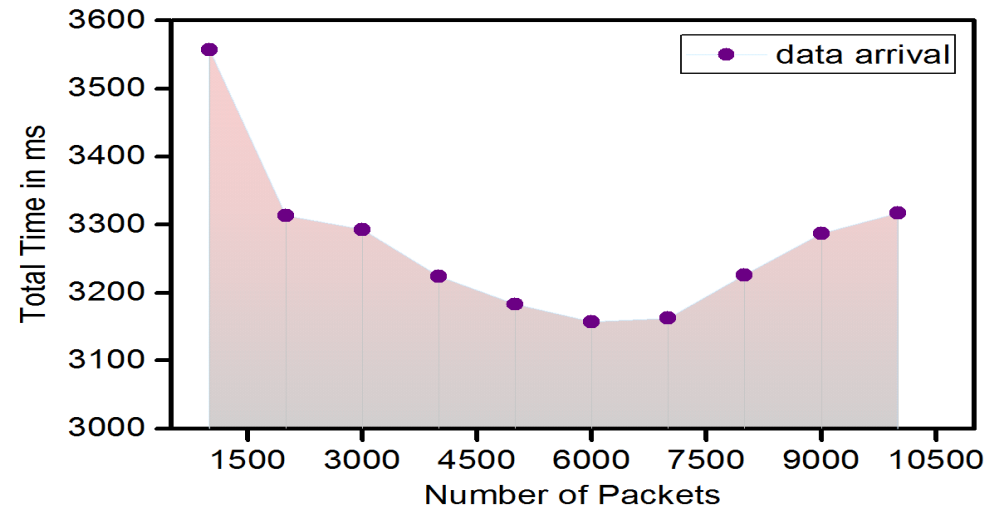


Fig 3. Performance Testing

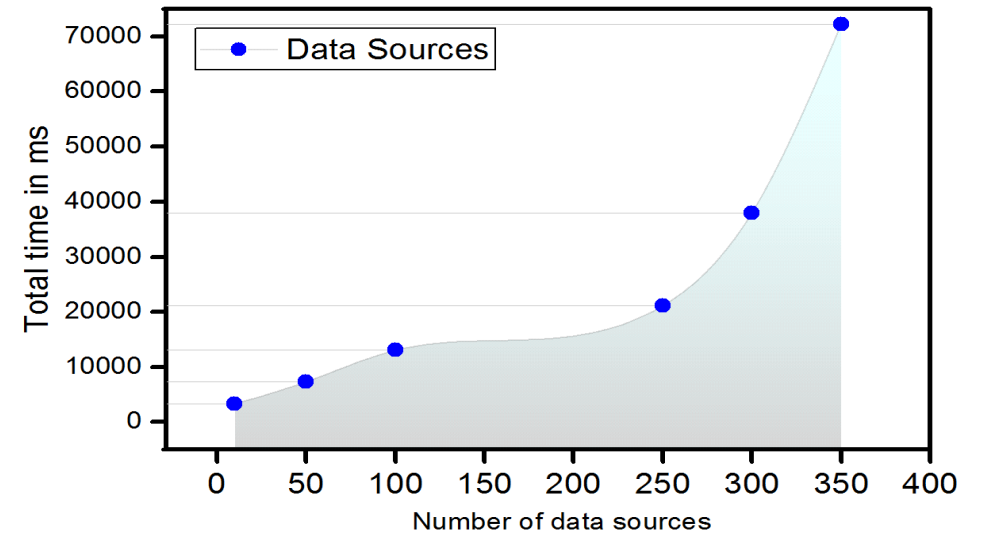
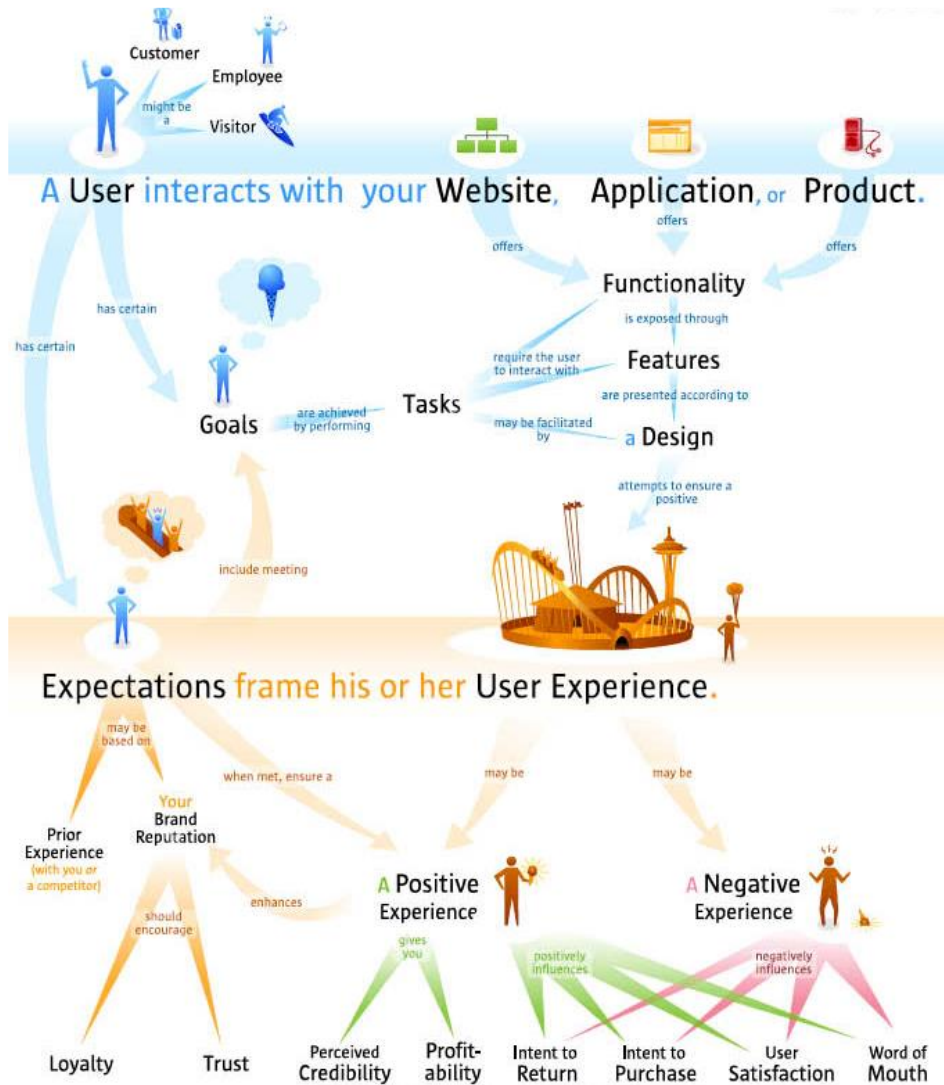


Fig 4. Scalability Testing



User Experience

- The overall experience a person has when interacting with any artifacts
 - Subjective, holistic, emotional, long-term

- The better your user experience, the more likely it is people will want to do business with you



How do you improve user experience?

- Measure how satisfied users are when they interact with your company

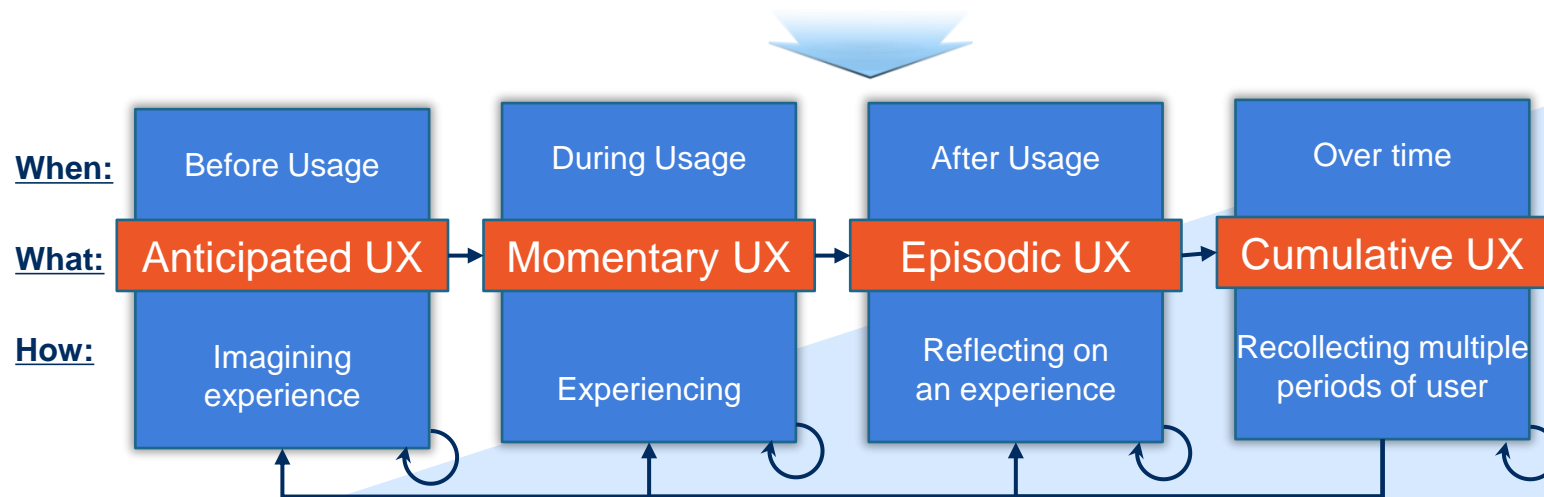


• Law, Effie L-C., and Paul van Schaik. "Modelling user experience—An agenda for research and practice." (2010): 313-322.

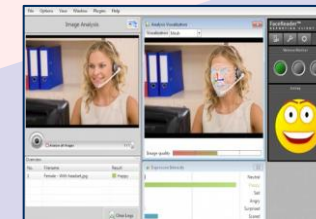
User experience (UX) evaluation

- User experience (UX) evaluation refers to a collection of methods, skills and tools utilized to uncover how a person perceives a digital artifacts before, during and after interacting with it.

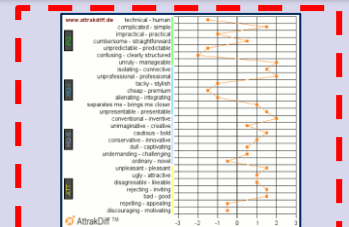
- Different methods (**implicit and explicit**) and **technologies** used to **collected data** in order **measure** the certain **aspect** of **user experience** belongs to



How to evaluate user experience?



Observation



self-reporting

subjective nature



Psychophysiological measurements

Existing UX Evaluation Methods

Laborious

- Experience clip
- Repertory Grid Technique (RGT)
- Semi-structured experience interview
- 3E (Expressing Experiences and Emotions)
- Emotion Cards
- Experience Sampling Method (ESM)
- UX Curve
- AXE (Anticipated eXperience Evaluation)
- Day Reconstruction Method

High Fidelity Prototype

- 2DES
- Emotion Sampling Device (ESD)
- Day Reconstruction Method
- Long term diary study

Basic Emotions

- Emotion Sampling Device (ESD)
- Differential Emotions Scale (DES)
- Physiological arousal via electrodermal activity
- Facereader
- Positive and Negative Affect Scale (PANAS)
- PrEmo
- EMO2

Biasedness

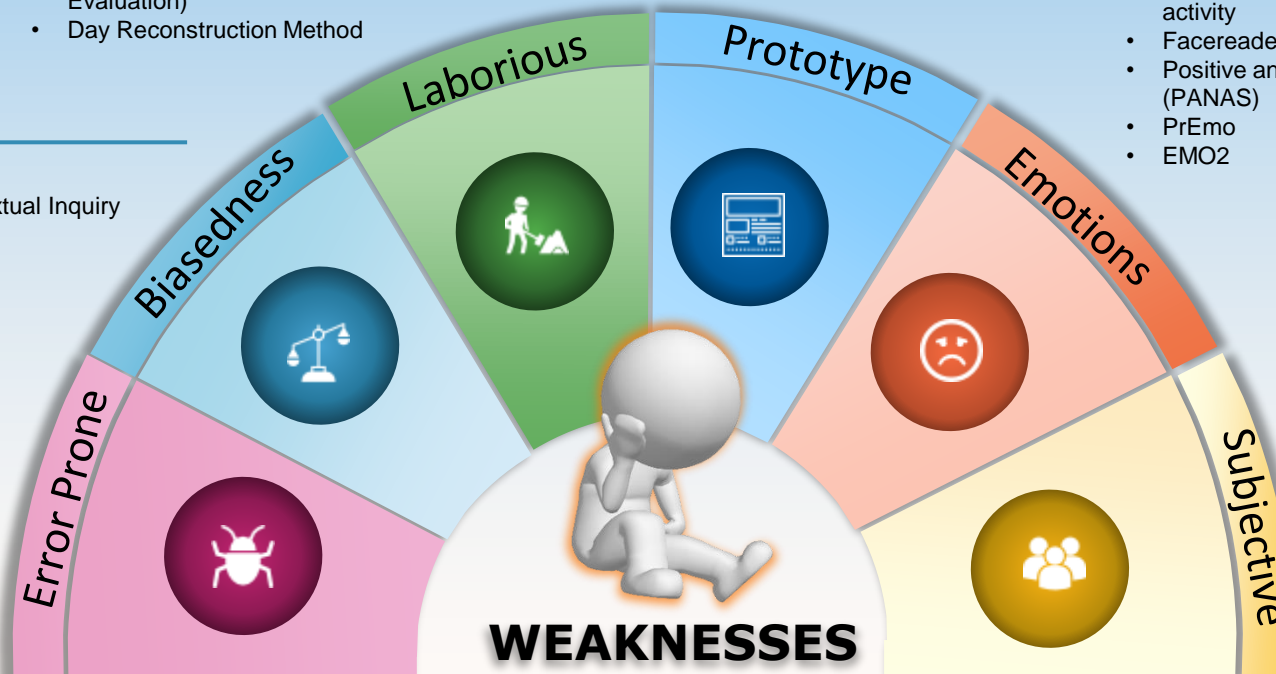
- EMO2
- Experiential Contextual Inquiry
- Immersion

Error Prone

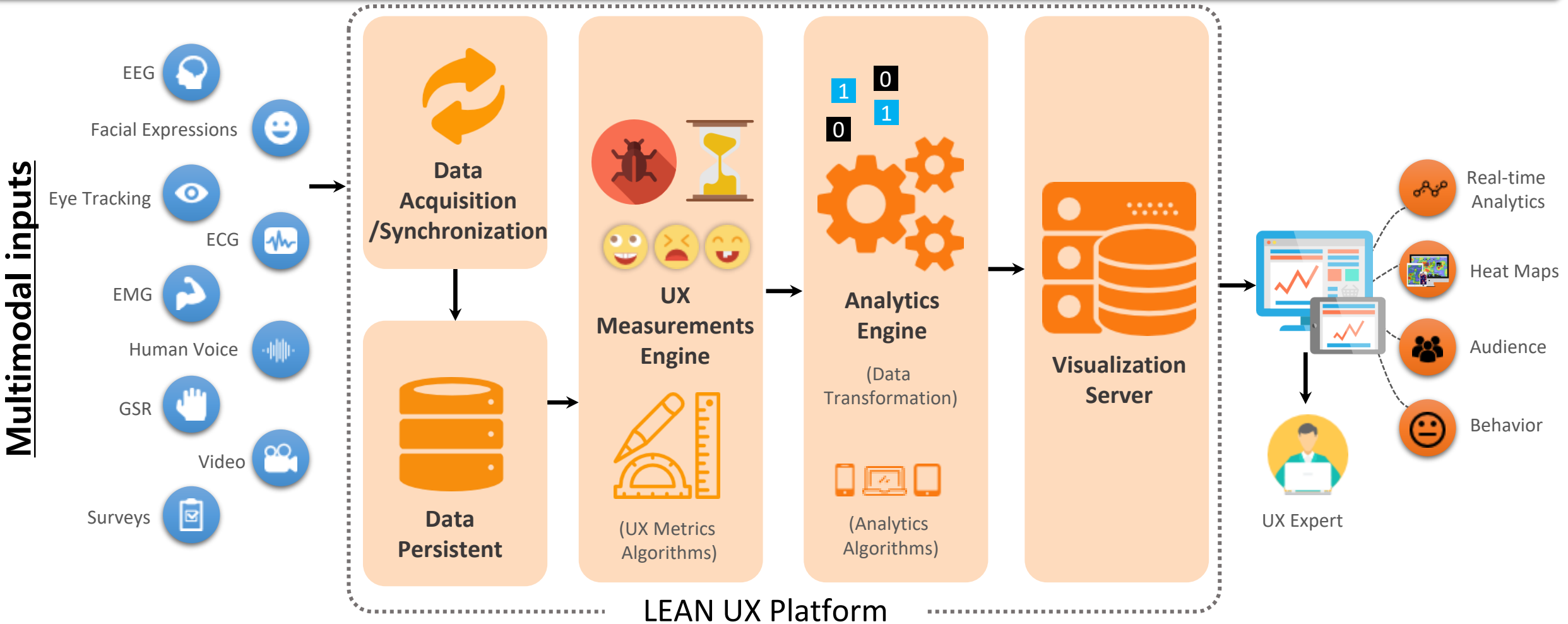
- Emofaces
- Feeltrace
- Context-aware ESM
- 3E (Expressing Experiences and Emotions)
- Emotion Cards
- Experience Sampling Method (ESM)
- UX Curve
- AXE (Anticipated eXperience Evaluation)

Subjective

- Geneva Appraisal Questionnaire
- Positive and Negative Affect Scale (PANAS)
- PrEmo
- ServUX questionnaire
- Aesthetics scale
- Affect Grid
- Attrak-Work questionnaire
- Exploration test
- Hedonic Utility scale (HED/UT)
- I.D. Tool
- Game experience questionnaire (GEQ)
- AttrakDiff
- Audio narrative
- SUMI

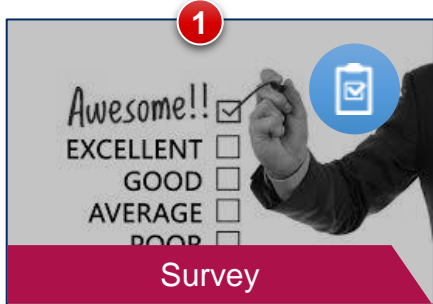


"Lean UX core technologies and platform" that combines the different measurements by acquiring the complete picture of user emotional experience."



Explicit measures

1




Awesome!!
EXCELLENT
GOOD
AVERAGE
POOR

Survey

Sophisticated survey methodologies with advanced biometrics

Observations measures

2



Tracking User Interactions

Track the user interaction while using the system

Implicit measures

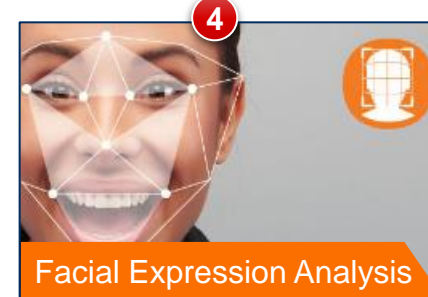
3



Multi-modal Data Sync

Multi-modal data acquisition and synchronization

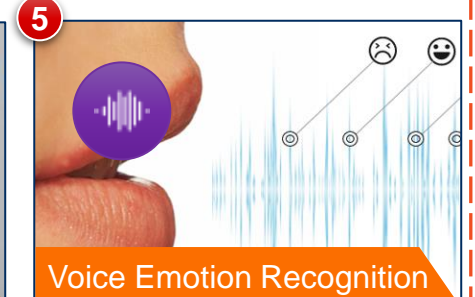
4



Facial Expression Analysis

Gain deeper insights into human emotional reactions

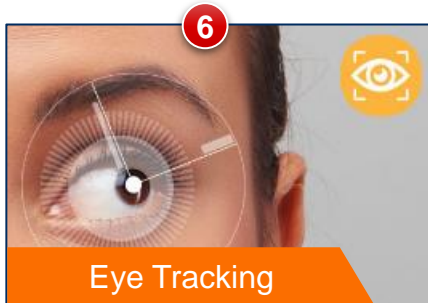
5



Voice Emotion Recognition

Detect emotional and motivational processes

6



Eye Tracking

Detect the drivers of attention in real life & lab environments

7



Electroencephalography

Detect emotional and motivational processes

8



Galvanic Skin Response

Measure emotional arousal & stress by measuring changes in the conductivity of the skin

9



UX Model

Creation of UX Model from online user reviews

10



Analytics

All synchronized data streams is real time visualized in combination with stimuli. Individual or aggregated.

