MAKING BUSINESS INTELLIGENCE COLLABORATIVE

BACKGROUND
Enginuity provides web-based business intelligence software for its clients to gather, share and comment on up-to-date developments in their business sector. This project focused on improvements for the tool, which included new features and the development of a visually appealing interface. The product pulls articles from the Internet using a search tag cloud and allows users to comment, indicate relevance and share ideas.

UOIT undergraduate and graduate students came up with ideas and answered research questions concerning usability. They helped redevelop the software so there would be categories/topics that could be marked visually and easily refreshed. The added features filter the interface more effectively, facilitate collaboration of ideas and encourage reading of material.

Specific design goals included selecting an appropriate layout for the document collection that is well-organized. The ordering is easily recognizable – incorporating collaborative awareness within the visualization and showing correlation between documents.

OUTCOMES
Enginuity Group now has better techniques and programming tools so its software can be more effective, more user-friendly and increasingly marketable. UOIT students were able to conduct studies and answer research questions concerning visualization research through the ARC-funded opportunity.

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ABOUT FEDDEV ONTARIO
The Federal Economic Development Agency for Southern Ontario (FedDev Ontario) was created as part of Canada’s Economic Action Plan to support businesses and communities in southern Ontario as part of the Applied Research and Commercialization (ARC) Initiative. ARC is a pilot program designed to address the gap between small- and medium-size enterprises and post-secondary institutions. Launched in 2010, ARC’s goal is to accelerate innovation, improve productivity, create jobs and contribute to the creation of globally competitive Ontario companies with fewer than 1,000 employees.

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