

Platform 2nd Release

AI-on-Demand Platform

WP4 Meeting



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Introduction



- In this presentation, we will share the concept developed by LOBA, with support from various partners, for the second version of AloD.
- This concept focuses on standardizing and centralizing information on the platform, while also providing a smoother, more practical, and clearer user experience.
- This proposal was built upon all the user feedback gathered so far, both from the community and the consortium. It was also supported by a new keyword research for more relevant results.
- Following this meeting, WP4 partners will be able to provide feedback on the proposal presented today.

Current Challenges



Gathered from the feedback collection and brainstorming

- **Findability:** The platform needs to be better organized and more accessible in one centralized location.
- **Readability Problems:** The base font is hard to read in longer texts, particularly in the white mode, where links are not visible.
- **Newcomer Support and Collaboration:** Lack of support for AI research newcomers and the need for interdisciplinary collaboration.
- **Confusing Terminology:** Terms like "oD Services" and "Virtual Lab" are unclear to users not involved in the project.

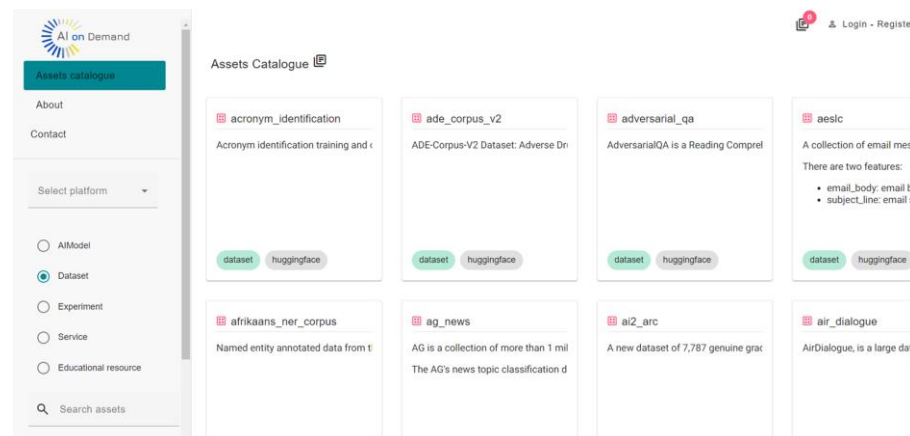
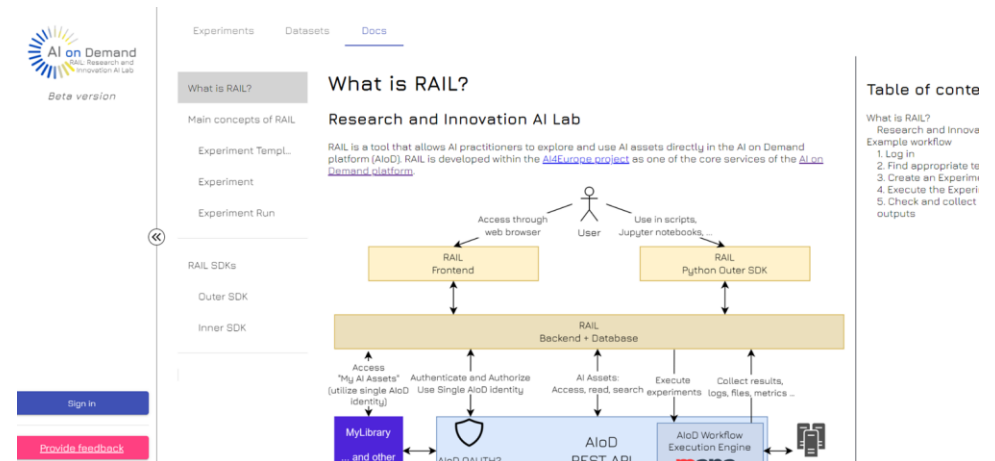
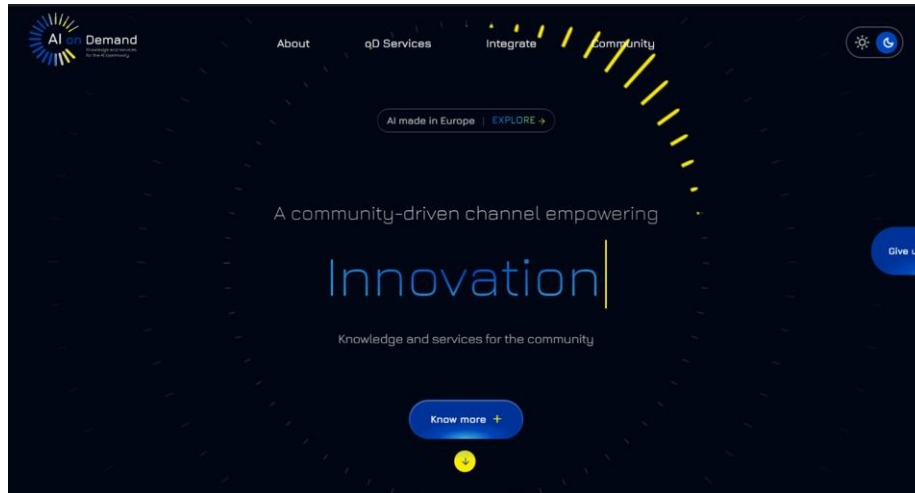
Current Challenges



Gathered from the feedback collection and brainstorming

- **Content Clarity:** Sections like "Featured Products" and the "About" page are confusing and focus more on aesthetics than usability.
- **Inconsistent User Experience:** Navigation and different terms are used across all the platform (e.g., Marketplace, My Library, Catalogue) leading to confusion.
- **Information Overload:** The platform presents too much information at once, making it unclear and overwhelming for users.
- **Visual Appeal:** AloD lacks engaging design elements, making it visually unappealing to users.
- **Personalization and Usability:** The platform does not effectively cater to different user needs, leading to a less compelling user experience.

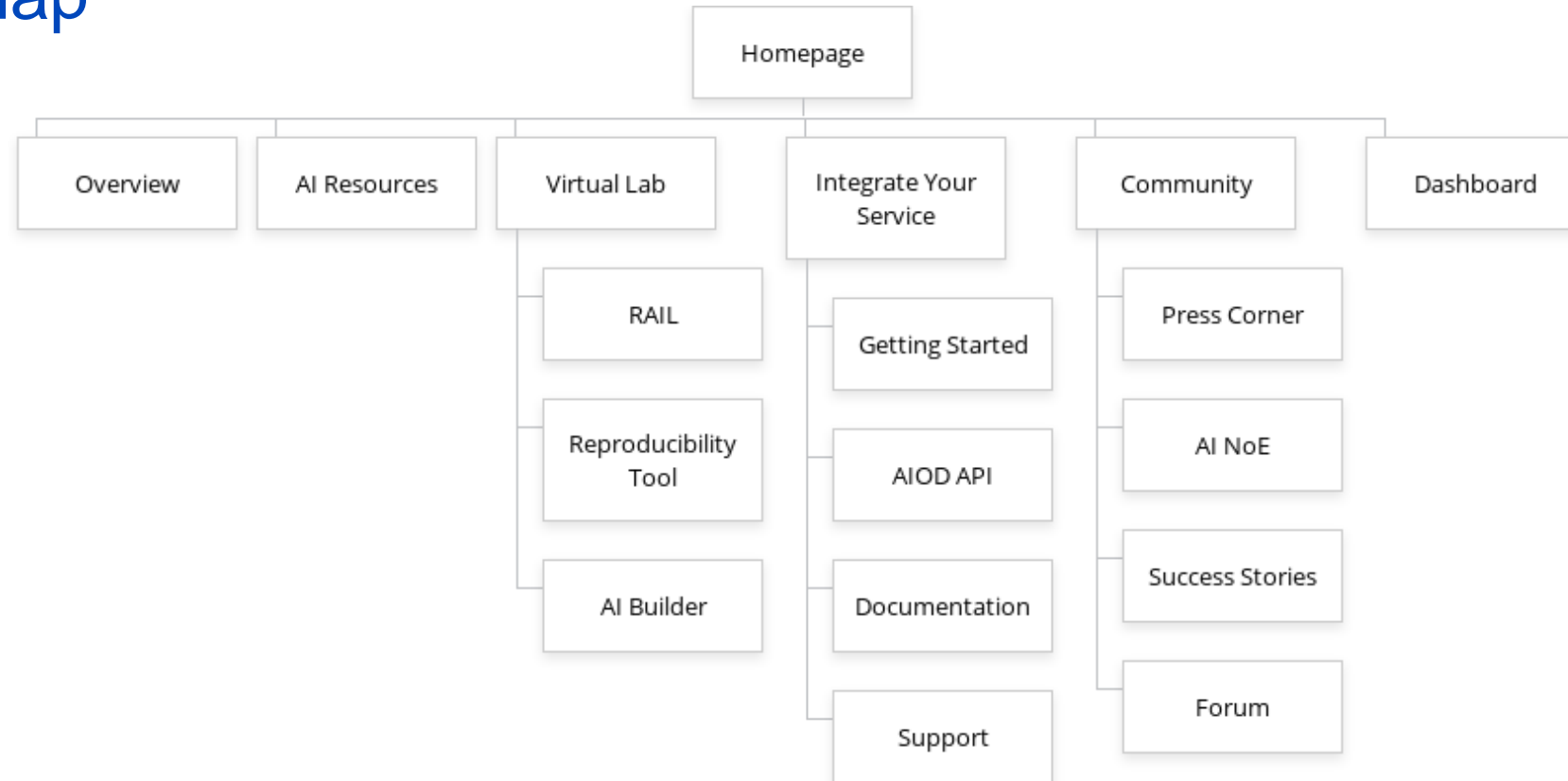
Current Challenges



Proposed Solution



Sitemap



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Proposed Solution



Portal Homepage

- Section 1: Main Banner (Current News/Events)
- Section 2: AI Resources (MyLibrary Assets)
- Section 3: Virtual Lab (RAIL, AI Builder)
- Section 4: Develop Your Tool (Metadata Catalogue)
- Section 5: AI Education (AIDA Resources)
- Section 6: Community (News and Events)

Proposed Solution



Prototype

- Attached in the email.

Proposed Solution



Impact and benefits of the new version

CHALLENGES	SOLUTIONS
Findability	The platform's sections are now more intuitively organized for easier navigation and findability.
Readability Problems	The paragraph font will be reviewed to improve readability.
Confusing Terminology	Clearer terminology and better keyword accessibility will be implemented.
Content Clarity Inconsistent User Experience Information Overload Visual Appeal	All pages and services will follow a standardized layout with a common header, footer, and page structure in line with AloD branding.
Personalization and Usability	A user dashboard will be developed, tailored to their specific needs, interests, and activities, making the platform more user-centred and segmented.

Proposed Solution



Most searched keywords

#	Keyword	Avg. Search (12m)	Territory
1	AI Chatbot	405,000	Europe
2	AI Tools	181,500	Europe
3	Artificial Intelligence Act (Eu AI Act)	61,900	Europe
4	AI Websites	44,400	Europe
5	AI Technologies	36,300	Europe
6	Law and AI	24,900	Europe
7	Best AI	24,600	Europe
8	Gen AI (generative AI)	18,100	Europe
9	AI Platform	5,300	Europe
10	AI Research	3,500	Europe

Forecasting and research platforms: Google & SemRush

Best practice: we are using 1 KW for every 100 words typed on the website (limit of 10)

Link for the Excel: https://docs.google.com/spreadsheets/d/16-7hgMH0-9aywqXDIBFqljPJb83QQEqq_69bcJyNCEs/edit?usp=sharing



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Proposed Solution



To summarise...

- **Improved User Experience:** Better navigation, reliability, and consistency will make the portal more clear and user-friendly.
- **Increased Engagement:** Improved discoverability, presence in search engines, clearer terminology and enhanced accessibility are likely to lead to higher user engagement, particularly among PhD students and researchers.
- **Streamlined Processes:** The new portal will simplify finding all AloD has to offer, aligning with user needs and expectations.
- **Customization and Segmentation:** A new, personalized dashboard will be introduced, tailored to individual needs and interests, further enhancing user engagement by providing targeted content and features.

Next Steps



Feedback collection and brainstorming

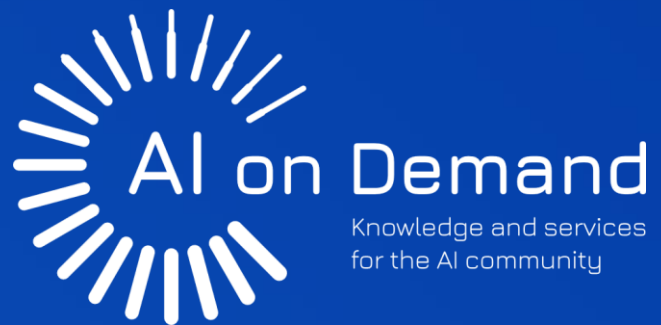
Fill in [this feedback form](#) until the 19th of September.

Next Steps



Await the Review Meeting's feedback

- According to the Review Meeting's conclusions, there should be an internal analysis on whether it is viable or not to move forward with this proposal.



Thank you!