

# Omar Research Projects (2025)

## Ongoing Projects

Project	Method	Next	Team	Industry Collaborator (Datasets)
Personalization of Consumer Facing Apps	Machine Learning	Data Collection	Dr. Yahya, Qurrat Ul Ain (MS+)	Drahim Fintech App (Data Aquired)
Churn Prediction of Consumer Facing Apps	Machine Learning	Evaluation	Dr. Haitham, Mufti (MS)	Sweater Cars app (Data acquired)
Personalization of product reviews to support decision making in online shopping	Machine Learning	Data Collection	Dr. Mahfoud, Mufti (MS)	Zid (Approval Aquired)
Predicting users preferences in Real Estate applications	Machine Learning	Data Collection	Dr. Hamza, Arefin (MS)	Deel Real Estate App (Approval Aquired)
Arabic Mobile Apps UI Dataset using LLMs	Hybrid (Human Annotations & ML)	Data Collection	Dr. Adel Ahmad, Athar (MS)	..
Predicting player personality using the serious game	Machine Learning	Submission	Dr. Yahia, Dr. Sajjad, Dalai (MS)	..
<b>Enhancing the usability Personalization of serious games</b>	<b>A/B Testing</b>	<b>Conduct Experiment</b>	Dr. Yahia, Dr. Sajjad, Dalai (MS)	..
Usability Framework to automatically evaluate Arabic Mobile Apps	Qualitative	Literature	Dr. Jamaleddin, Athar (MS)	..
Investigating the Effect of AI on Education	Qualitative (surveys)	Data Analysis	External Collabs	..

## HCI Course Projects

- Social Media Privacy -> Submitted
- Make AI Accessible
- Trust in Robotics