

Research and strategy company from Latvia seeks technological solutions for eye tracking and emotion mapping solution with data analysis and visualization functionality for integration in online research activities and sessions.

Summary

Profile type	Company's country	POD reference
Technology request	Latvia	TRLV20220714006
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement with technical assistance Research and development cooperation agreement	• World
Contact Person	Term of validity	Last update
<u>AGNESE KORE</u>	14/07/2022 14/07/2023	26/07/2022

General Information

Short summary

Latvian research, strategy and marketing project company is looking for eye tracking and emotion mapping solution with data analysis and visualization functionality for integration in online research activities and sessions. The company is looking for partners under technical cooperation agreement to develop and integrate eye tracking and emotion mapping solution with data analysis and visualization functionality for online research activities and recorded research sessions.

Full description

Latvian company is specializing in research, analysing and consulting in user experience, strategy, marketing and sales processes of companies ranging from startups to well-known established businesses in different industries.

One of the areas in which the company wants to innovate relates to human sensory reception reading, analysis and visualization in online sessions and video materials of research sessions.

The company is focused on offering the following services:

- User experience research of client's services and products.
- Product and service development strategy consulting.
- Market acquisition and sales strategy development, based on research.
- UX (User experience)/ UI (User Interface) Design.

- Hiring participants in research projects that meet the needs of the client.
- Custom research and consultancy services.

The company has high expertise in numerous research and strategy methodologies for understanding users, designing and prototyping systems, to face the user needs regarding the value, usability, adaptability and desirability of the client's product or services.

The company's highly experienced employees take an active and creative role in every project and align strategy with client's goals while creating long-term partnerships.

The company is looking for partners under technical cooperation agreement to develop and integrate eye tracking and emotion mapping solution with data analysis and visualization functionality for online research activities and recorded research sessions.

Advantages and innovations

Advantages:

- High quality research and analysis.
- Hiring participants suitable for the client project and data base of already recruited participants.
- Knowledgeable and highly qualified specialists who will delve into the task of each client.
- Dynamic response to client's business needs.
- Creation of projects tailored to specific customer's needs, with the possibility of further research and planning of additional activities and adjusting to any future requirements.
- Excellent price-quality ratio.
- Highly skilled and motivated team.

Stage of development

Concept stage

IPR Status

No IPR applied

Sustainable Development goals

- **Goal 17: Partnerships to achieve the Goal**

Partner Sought

Expected role of the partner

Potential partners are start-ups, scale-ups from or any other companies from any country, with knowledge and/or expertise in eye tracking and emotion mapping solution with data analysis and visualization functionality.

Suitable companies are invited to propose their expertise. After being selected, the goal is to co-develop a pilot project to test the technology solution, under technical cooperation agreement.

Type of partnership

Commercial agreement with technical assistance

Research and development cooperation agreement

Type and size of the partner

- **R&D Institution**
- **Big company**
- **SME 11-49**
- **SME 50 - 249**
- **SME <=10**

Dissemination

Technology keywords

- **01003006 - Computer Software**
- **11008 - Creative services**
- **01003018 - User Interfaces, Usability**
- **11009 - Creative products**

Targeted countries

- **World**

Market keywords

- **02007025 - Consulting services**
- **02007016 - Artificial intelligence related software**
- **02007004 - Program development tools/languages**
- **02007006 - Other system software**

Sector groups involved