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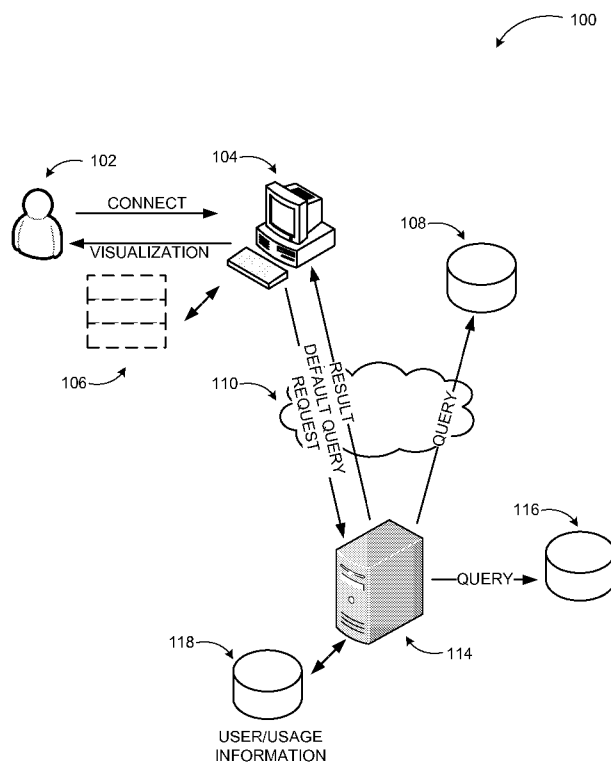
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[Continued on next page]

(54) Title: SMART DEFAULTS FOR DATA VISUALIZATIONS

FIG. 1



(57) Abstract: Smart defaults are provided for data visualization by creating a default layout of rows, columns, filters, and comparable elements that improve a user's experience in finding relevant answers within the data. Usage history of the ways that users look at data in various data sources, user specific information, and inferred relationships between a current user and similar users are used to determine elements relevant to visualization of data for a particular user such that the visualization process may be automatically started, and a relevance model is formed / adjusted based on these factors. Queries may also be executed in a preemptive fashion based on the relevance model and results provided to a requesting user more rapidly enhancing user experience with networked data visualization.



SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

**Published:**

— with international search report (Art. 21(3))

**Declarations under Rule 4.17:**

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))

— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

— as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

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**A. CLASSIFICATION OF SUBJECT MATTER****G06F 17/30(2006.01)i, G06F 17/00(2006.01)i**

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

G06F 17/30; G06Q 99/00; G06F 19/00; G06F 15/00; G06F 3/00; H04N 5/445

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) &amp; Keywords: "user, interface, layout, visualization, relevance, associate"

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

| Category* | Citation of document, with indication, where appropriate, of the relevant passages                 | Relevant to claim No. |
|-----------|----------------------------------------------------------------------------------------------------|-----------------------|
| A         | US 2006-0161313 A1 (KEVIN ROGERS et al.) 20 July 2006<br>See the abstract, paragraphs 8-13.        | 1-15                  |
| A         | US 2007-0250783 A1 (JIANG WU et al.) 25 October 2007<br>See the abstract, paragraphs 42-221.       | 1-15                  |
| A         | US 2006-0224987 A1 (FABRIZIO CAFFARELLI) 05 October 2006<br>See the abstract, paragraphs 8-14.     | 1-15                  |
| A         | US 2007-0174083 A1 (MICHAEL SILVERMAN et al.) 26 July 2007<br>See the abstract, paragraphs 29-129. | 1-15                  |



Further documents are listed in the continuation of Box C.



See patent family annex.

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"&amp;" document member of the same patent family

Date of the actual completion of the international search

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**INTERNATIONAL SEARCH REPORT**

Information on patent family members

International application No.

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| Patent document<br>cited in search report | Publication<br>date | Patent family<br>member(s) | Publication<br>date |
|-------------------------------------------|---------------------|----------------------------|---------------------|
| US 2006-0161313 A1                        | 20.07.2006          | US 7444216 B2              | 28.10.2008          |
| US 2007-0250783 A1                        | 25.10.2007          | None                       |                     |
| US 2006-0224987 A1                        | 05.10.2006          | US 7353462 B2              | 01.04.2008          |
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|                                           |                     | US 7308411 B2              | 11.12.2007          |
|                                           |                     | US 8041737 B2              | 18.10.2011          |