

## **No such thing as magic! Enabling chemical insights through user experience**

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Chemical data are taking over chemistry businesses, and are valuable for every chemist no matter the size of their organization. Answering the big questions in chemistry will involve seamless combination of fundamental data sources to augment the expertise of chemistry experts, and enable them to visualize and solve complex challenges. However, even open data can be difficult to use and access for chemistry practitioners who are not experienced in data science. This talk aims to explore solutions to this challenge through seamlessly combining fundamental chemical data sources with user experience in mind.