

...news release...news release...news release...news release...news release...news release...news release...

For Immediate Release

DataSalon launches major redesign of MasterVision service

Customer insight experts DataSalon announce the redesign of their MasterVision service, which provides publishers with complete insight into customer interactions – from article submissions, through journals subscriptions and book sales, to usage and turnaways.

Oxford, UK, 15 June 2022—DataSalon announced today a major redesign of their flagship product, MasterVision, creating consistency across their product portfolio and improving accessibility for those using it on tablets and mobile devices.

The redesign brings MasterVision in line with DataSalon’s newer PaperStack service, which is beneficial to those publishers using both products. It has enabled DataSalon to pull into MasterVision features that have already been tried and tested in PaperStack, such as smart content loading and a responsive design which ensures that each page of the site displays in the best way for the screen width available.

Smart content loading is invaluable in a service like MasterVision which is based on so many large data tables. Each of these is now displayed as a single scrollable table – without any negative effect on performance, because only the data actually seen on the screen is downloaded at any one time.

The clean new look, with neat icons and an uncluttered feel, works well on all screens including tablets and mobile devices, as does the responsive design, which includes a different table display that kicks in at narrow screen widths in order to avoid vertical scrolling. The responsive design is equally beneficial for those working on desktops with a large screen, ensuring that full use is made of the width available – this is ideal for MasterVision features such as dashboards packed with interactive charts, and the family tree-style view of relationships between organisations.

Jon Monday, Technical Director of DataSalon, commented: *"It's been satisfying creating a consistent look and feel across our products, and being able to make full use of recent developments in web technology. With clients increasingly accessing our products via mobile devices, MasterVision is now being used in ways we could never have imagined when it was first developed back in 2006, and we're confident that the new design provides full support and an enjoyable user experience for all our users."*

About DataSalon

DataSalon are the experts in customer insight for publishers. We pride ourselves on excellent service, and our cloud-based services are fast, flexible, and backed by first-class support. Many of the world’s biggest scholarly publishers rely on DataSalon to help drive new sales, inform future strategy, and provide accurate insight to the whole organization. www.datasalon.com

Media Contact

Jillian Monahan, Communications Director, DataSalon
Email: info@datasalon.com