



WebPlatform.org

# Analytics Dashboard 1.0

## UX Design Document

*Created By Gabriela Viana*

Wireframes v.1.3. 06/03/2012

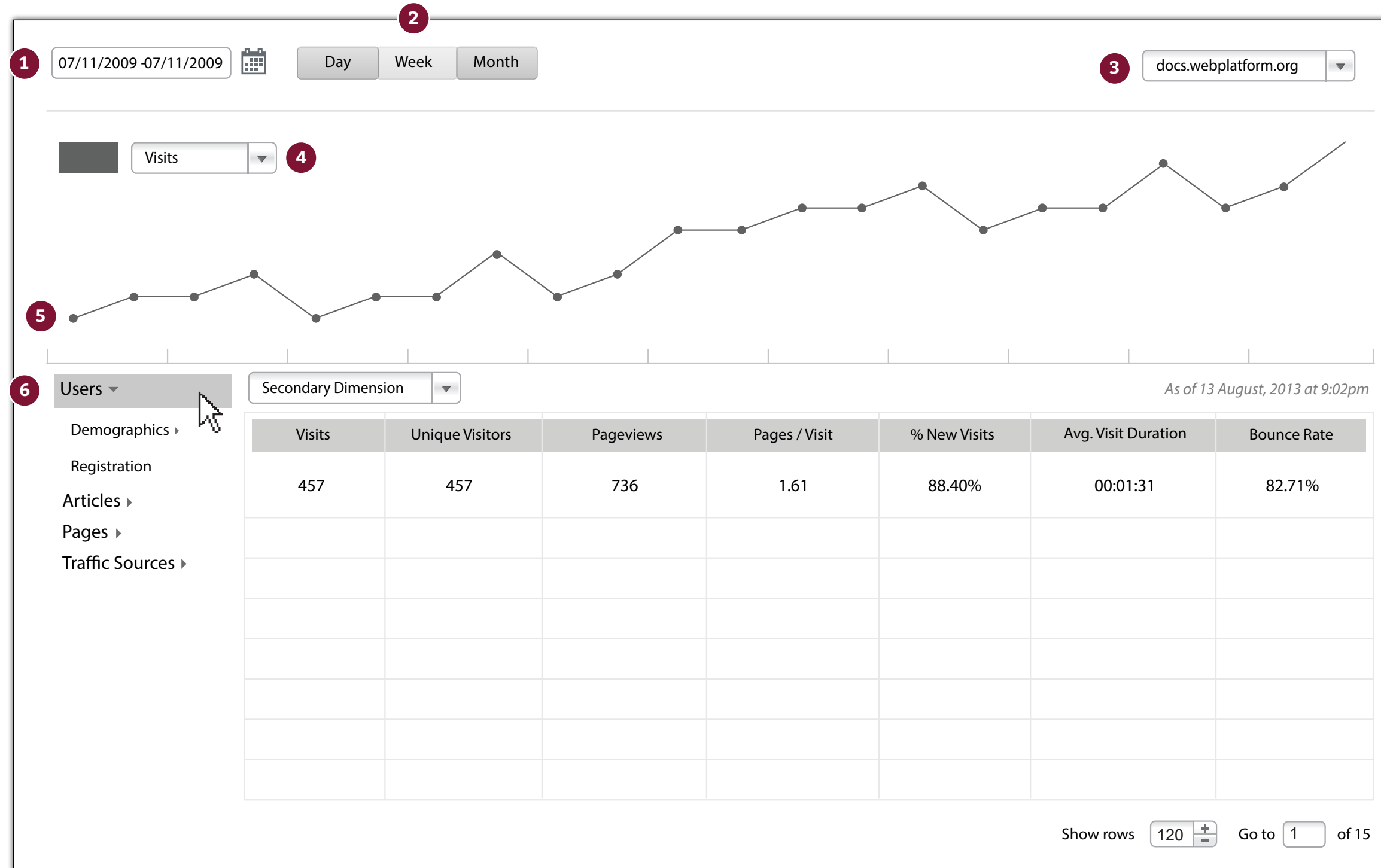
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# 1. Analytics

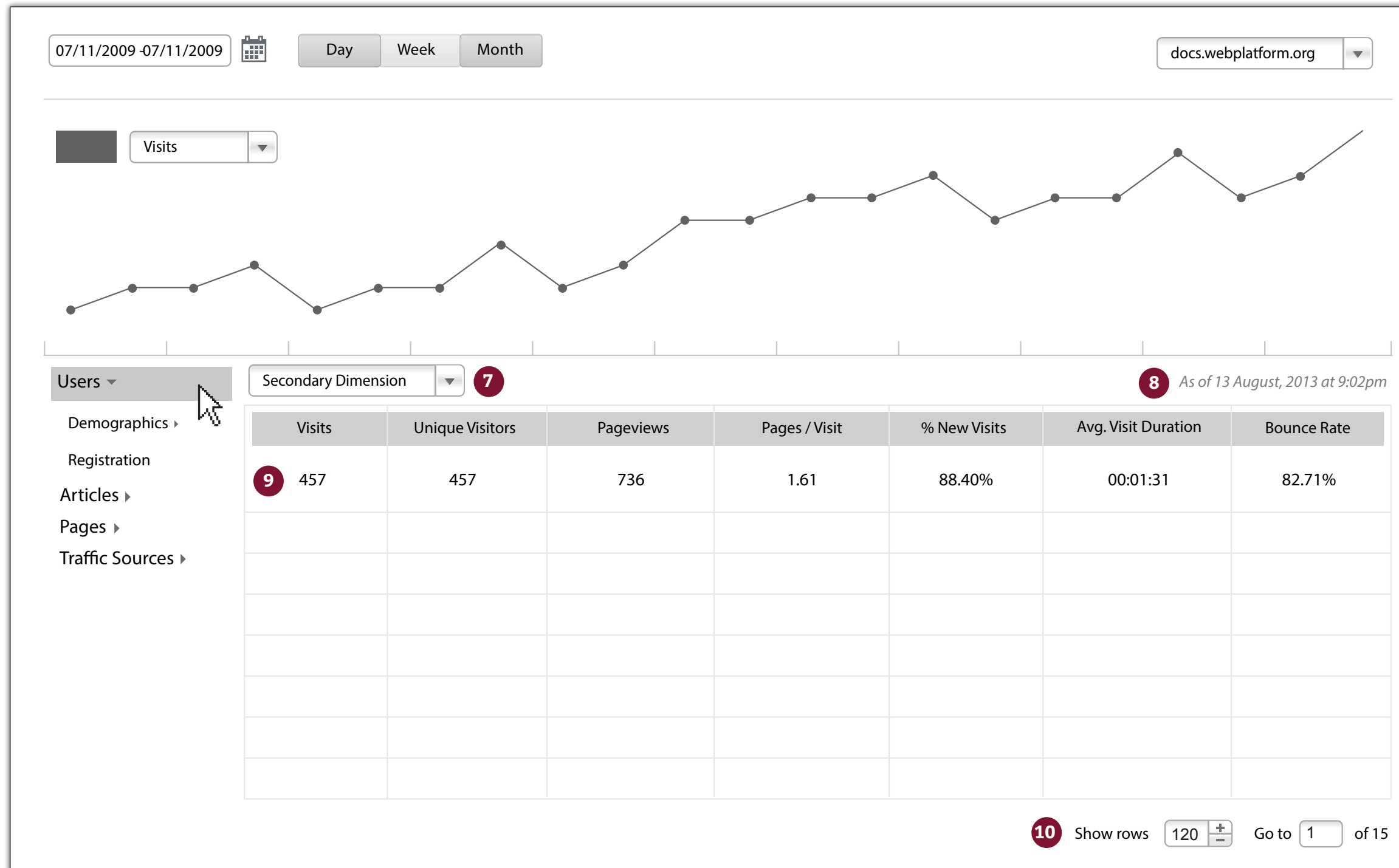
## Interface Description



- 1** Date range selection (interaction with details will be presented on next wireframes version)
- 2** Time granularity: The user can select to see by day, by week or by month
- 3** Switch websites: The user can switch across websites
- 4** Select Metric: The user can select another metric to compare with the actual selected metric
- 5** Graph: The user can see the graph through a time period (interaction to be detailed on next wireframes version)
- 6** Menu selection for dimensions: The user can select different dimentions to look for. (interaction to be detailed on next wireframes)



## Interface Description



- 7 Secondary dimension: The user can select a secondary dimension to look at. (interaction to be detailed on next wireframes)
- 8 As of: It displays the time the report was generated
- 9 Table: The user can see the raw data of the dimensions and metrics
- 10 Pagination: User can add more rows to the table or navigate through the pages.



## The Menu for Dimensions

07/11/2009 -07/11/2009 

Day
Week
Month

Visits
▼

Users ▼

Secondary Dimension ▼

As of 13 August, 2013 at 9:02pm

Country	Visits	Pageviews	% New Visits	Avg. Visit Duration	Bounce Rate
<div style="display: flex; align-items: center; justify-content: center;"> <span style="font-size: 1.2em; margin-right: 5px;">3</span> <span>72 COUNTRIES</span> </div>	736	1.61	88.40%	00:01:31	82.71%
<div style="display: flex; align-items: center; justify-content: center;"> <span style="font-size: 1.2em; margin-right: 5px;">4</span> <span>Canada</span> </div>	736	1.61	88.40%	00:01:31	82.71%
United States	736	1.61	88.40%	00:01:31	82.71%
Portugal	736	1.61	88.40%	00:01:31	82.71%
France	736	1.61	88.40%	00:01:31	82.71%
Englad	736	1.61	88.40%	00:01:31	82.71%
Spain	736	1.61	88.40%	00:01:31	82.71%
	736	1.61	88.40%	00:01:31	82.71%

Show rows

120

+
-
Go to

1

of 15

1

2

3

4

1 The menu for the Dimensions allows the user to drilldown the information that will be displayed on the table and the graph

2 In the example, the user selects the Location dimension.

3 The information is displayed on the table. The user can see the totals for each metric and its correspondent dimensions

4 As well, the drilldown of dimensions and metrics

**Note: The numbers and totals are for illustration purpose. No real data is displayed.**



### Selecting another Dimension

07/11/2009 -07/11/2009 
Day Week Month

Edition
▼

Users ▾

**Articles** 1

Pages ▾

Traffic Sources ▾

Secondary Dimension ▼
As of 13 August, 2013 at 9:02pm

Articles	Edition	Status	Article View	Unique Article Views	Avg. Time on Article	Entrances	Bounce Rate	% Exit
172 ARTICLES	40 EDITIONS	50 (90%) PUBLISHED	1.61	88.40%	00:01:31	789	86.40%	76%
Article 1		On edition	736	1.61	00:01:31	736	88.40%	82.71%
Article 2		Pending	736	1.61	00:01:31	736	88.40%	82.71%
Article 3		Published	736	1.61	00:01:31	736	88.40%	82.71%
Article 4		Refused	736	1.61	00:01:31	736	88.40%	82.71%

Show rows

120

+  
-

Go to

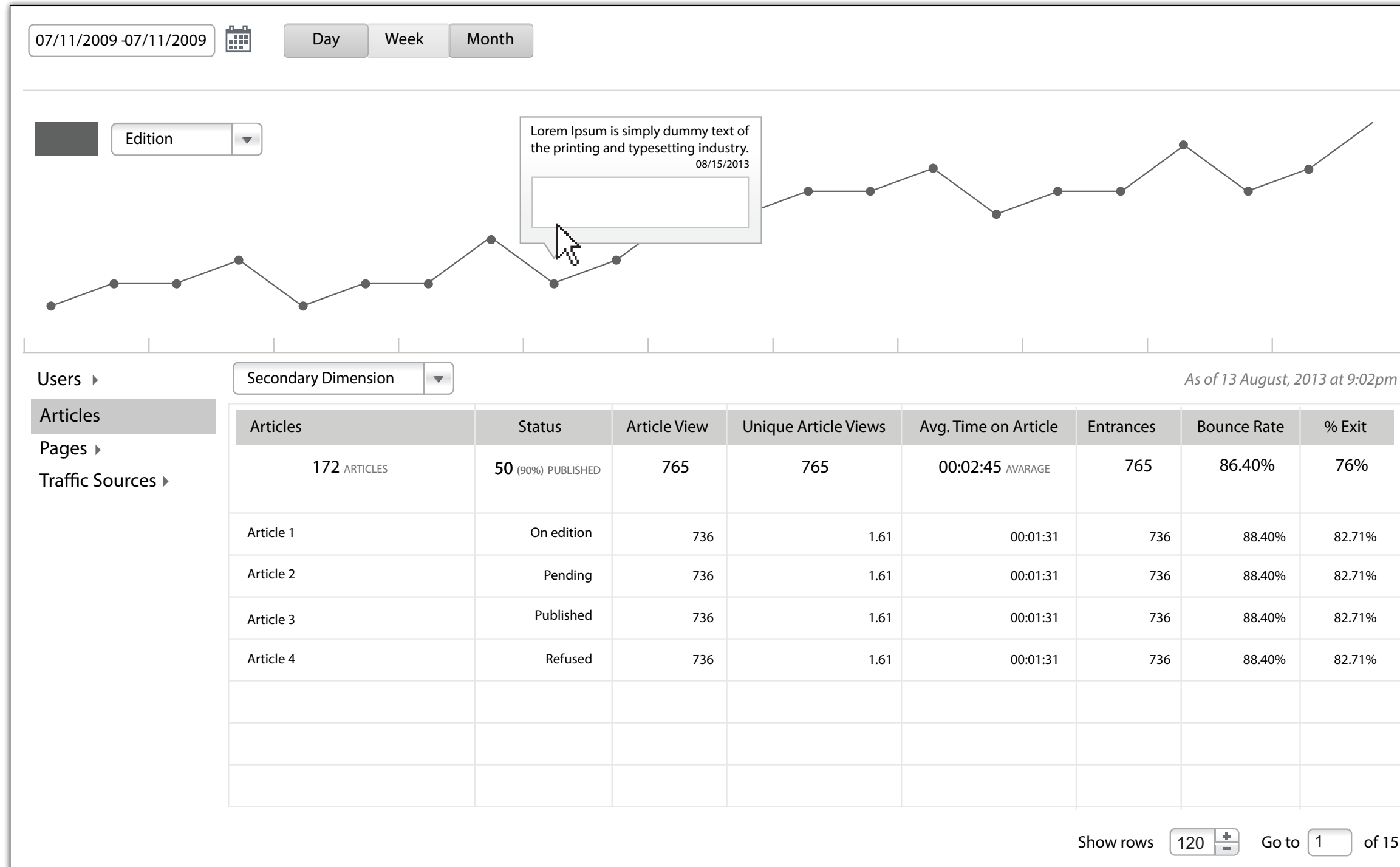
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**1** The user can select another Dimension. In this case, he selects the dimension "Articles" and the information about the articles is displayed



## Adding/reading comments



1 A visual indication will identify that there is a comment on the graph. The user then, can click on it and the comment will be displayed.

If the user wants to add a comment, he clicks on the white rectangle and types. Once he finishes typing, he presses "enter" and the information is added

Note: More interactions on the *Comment Component* such as edit and delete a comment will be presented on next wireframes version)





## Selecting a Secondary Dimension

07/11/2009 -07/11/2009 

Day
Week
Month

Edition
▼

- Users ▾
- Articles
- Pages ▾
- Traffic Sources ▾

Secondary Dimension
▼

- Users ▾
- Demographics ▾
- Location 1
- Language
- Articles

*As of 13 August, 2013 at 9:02pm*

Status	Article View	Unique Article Views	Avg. Time on Article	Entrances	Bounce Rate	% Exit
50 (90%) PUBLISHED	765	765	00:02:45 <small>AVERAGE</small>	765	86.40%	76%
On edition	736	1.61	00:01:31	736	88.40%	82.71%
Pending	736	1.61	00:01:31	736	88.40%	82.71%
Published	736	1.61	00:01:31	736	88.40%	82.71%
Refused	736	1.61	00:01:31	736	88.40%	82.71%

Show rows

120

+

-

Go to

1

of 15

**1** The user can select a Secondary Dimension. In order to do so, he clicks on the dropdown and selects another dimension.



### Selecting a Secondary Dimension

07/11/2009 -07/11/2009 

Day
Week
Month

Status
▼

Users ▶

**Articles**

Pages ▶

Traffic Sources ▶

Location
▼

As of 13 August, 2013 at 9:02pm

Articles	Country	Status	Article View	Unique Article Views	Avg. Time on Article	Entrances	Bounce Rate	% Exit
172 ARTICLES	72 COUNTRIES	50 (90%) PUBLISHED	765	765	00:02:45 AVERAGE	765	86.40%	76%
Article 1	Canada	On edition	736	1.61	00:01:31	736	88.40%	82.71%
Article 2	United States	Pending	736	1.61	00:01:31	736	88.40%	82.71%
Article 3	Portugal	Published	736	1.61	00:01:31	736	88.40%	82.71%
Article 4	France	Refused	736	1.61	00:01:31	736	88.40%	82.71%

Show rows

120
+/-

Go to

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**1** Once the user selects another Dimension, for instance, to see Articles with Locations then, the user can know which article has been more read in which country



Thank You



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