



ANALYTICS PORTAL USER'S GUIDE

VERSION 1.2

Analytics Portal Dashboard

The analytics portal provides an up-to-the-minute interactive view of the analytic data captured from the PRSONAS™ experience. The examples provided below are for a “typical” analytics portal. Your analytics may include more or less information, based on the experience that has been deployed on your units.

Dashboard Overview

The portal dashboard consists of eight data panes: Range Filter, Interactions by Date, Total Interactions by Date, Interaction by Type, Survey Questions, Total Interactions, Itemized Interactions and Status. Each pane can be resized by hovering over the boundary of that pane and clicking to drag it to the desired height or width. When the portal page is reloaded, the dashboard will return to the default layout. (See Image 01)

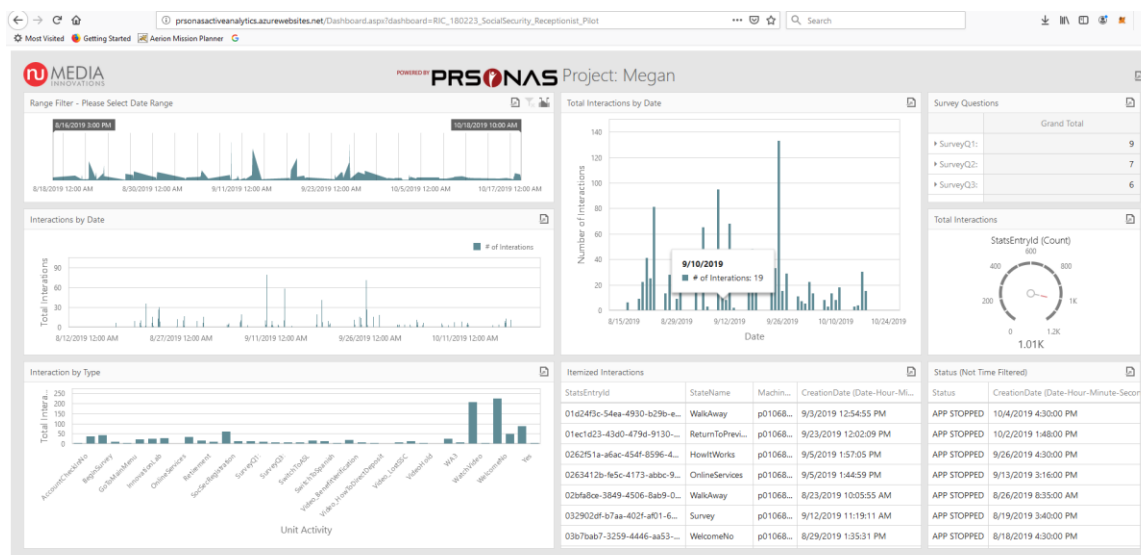




Image 01

Data Panes

Range Filter (Included in all portals)

The Range Filter pane allows you to select the date range of the data that is displaying on the dashboard, and is included in all portals. The date selection will apply to all the data windows except Total Interactions and Status. To change the date range, click on the Date Time Period icon  located on the top right of the pane. When the Select Range box pops up, click the calendar button in the From: field to select the start date and time. Then select the end date and time by clicking the calendar button in the To: field. Click "OK" to save your settings. The selected dates and time of day will be used to filter data in all the other data panes. To restore the date/time range to the default, click the Clear Master Filter icon . (See Image 02)

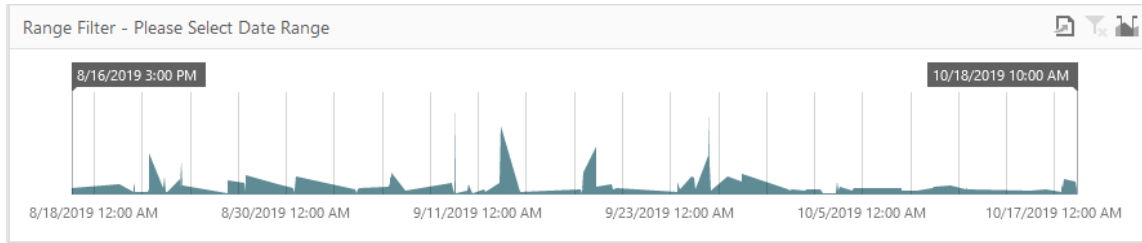


Image 02

Interactions by Date (Included in all portals)

The interactions by Date pane displays by date and hour of day the number of interactions that the experience has logged. If you hover your mouse over an item on the bar chart, the number of interactions for that day and time is displayed for convenience. (See Image 03)

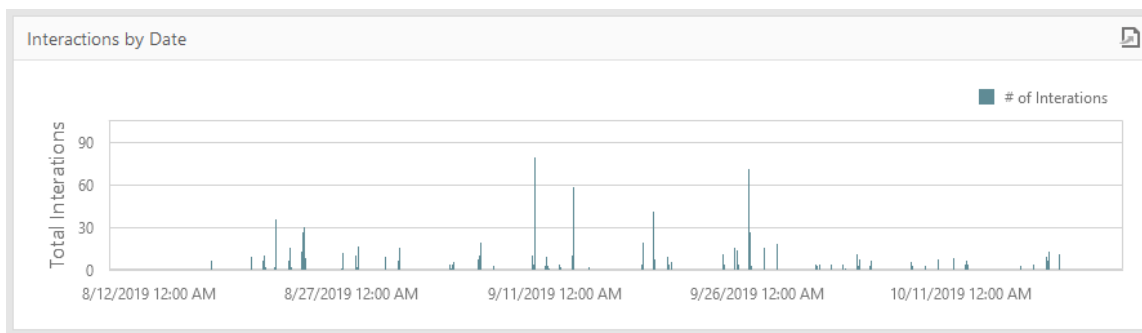


Image 03

Total Interactions by Date (Included in all portals)

The Total Interactions by Date pane is similar to the Interactions by Date pane except that the data shows the total number of interactions for that day (not by hour). If you hover your mouse over an item on the bar chart, the number of interactions for that day is displayed. (See Image 04)

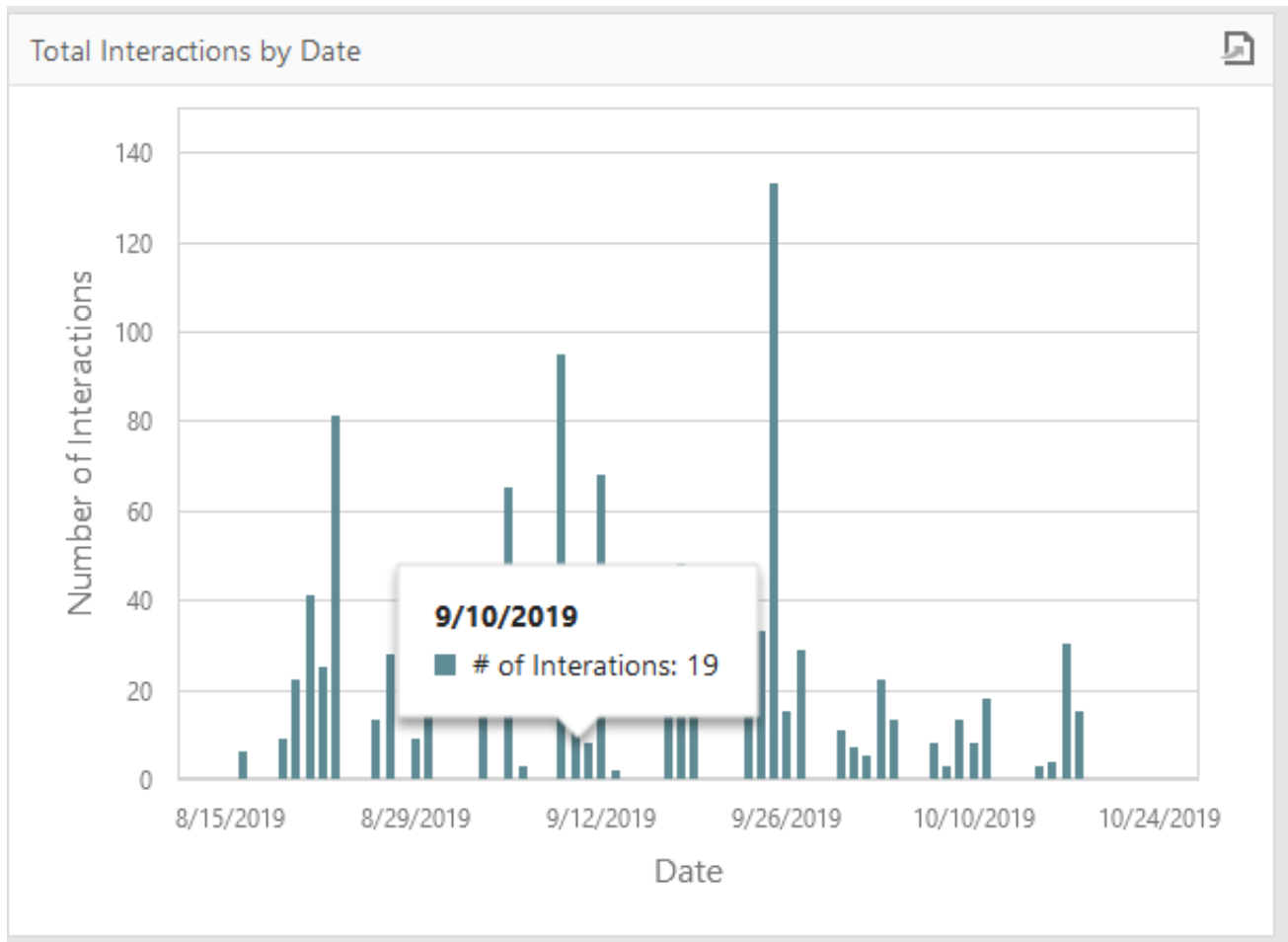


Image 04

Interaction by Type (Unit Activity)

The Interaction by Type pane displays the interactions based on the unit activity capturing how users interact with the experience. The types of interactions are labeled across the bottom of the chart. If you hover your mouse over an item on the bar chart, the number of interactions for the type of interaction is displayed.

Total Interactions

The Total Interactions pane shows the total number of interactions or unit activity in a gauge format from the time the experience was deployed. The Range Filter does not affect the data displayed in this pane. (Image 05)

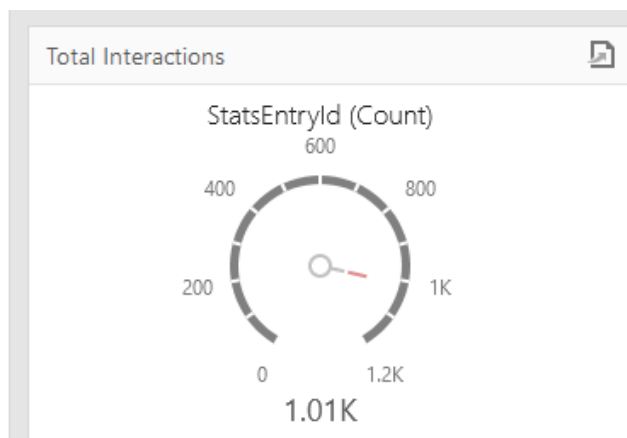


Image 05


Itemized Interactions

The Itemized Interactions pane displays detailed data for each individual interaction including the StatsEntryId, StateName (Type of Interaction), MachineId and CreationDate. Click on any of the column headers to sort by that column.

Status

The Status pane displays the status of the application that is running on the unit from the time the experience was deployed. The status can be APP STOPPED, OFFLINE, or ONLINE. The Range Filter does not affect the data displayed in this pane. Times and status may be reordered by clicking on the associated label.

Exporting Data

Data from the analytics portal can be exported to a spreadsheet, document or image using the Export To icon . To export data, click on an Export To icon, then choose Export to PDF, Export to Excel or Export to Image. Choosing Export to PDF will download a PDF document through the browser. Choosing Export to Excel will download an Excel spreadsheet through the browser. Choosing Export to Image will export a PNG file with the selected data.

If the Export To icon on the top right of the portal window is selected, data for the entire portal will be exported to a spreadsheet with a tab for each of the data panes. If the Export To icon is selected on an individual data pane (ie. From the Interactions by Date pane), the exported data will only include the data contained in that pane. Please note that all rows of the Survey Question pane must be expanded (using the arrow to the left of the question) for the data to be included in the exported data.

Layout Control

Users can control the sizing of the windows displayed on the portal. To resize a window or row of windows, click and hold on a bar separating any two of the displayed windows. Drag the mouse while continuing to hold the left mouse button and the windows will resize. Entire rows may also be resized in this manner. The windows and rows that are resized will depend on which “bar” area the user is selecting. Some basic experimentation will help understand how and what windows can be resized.