Help Document

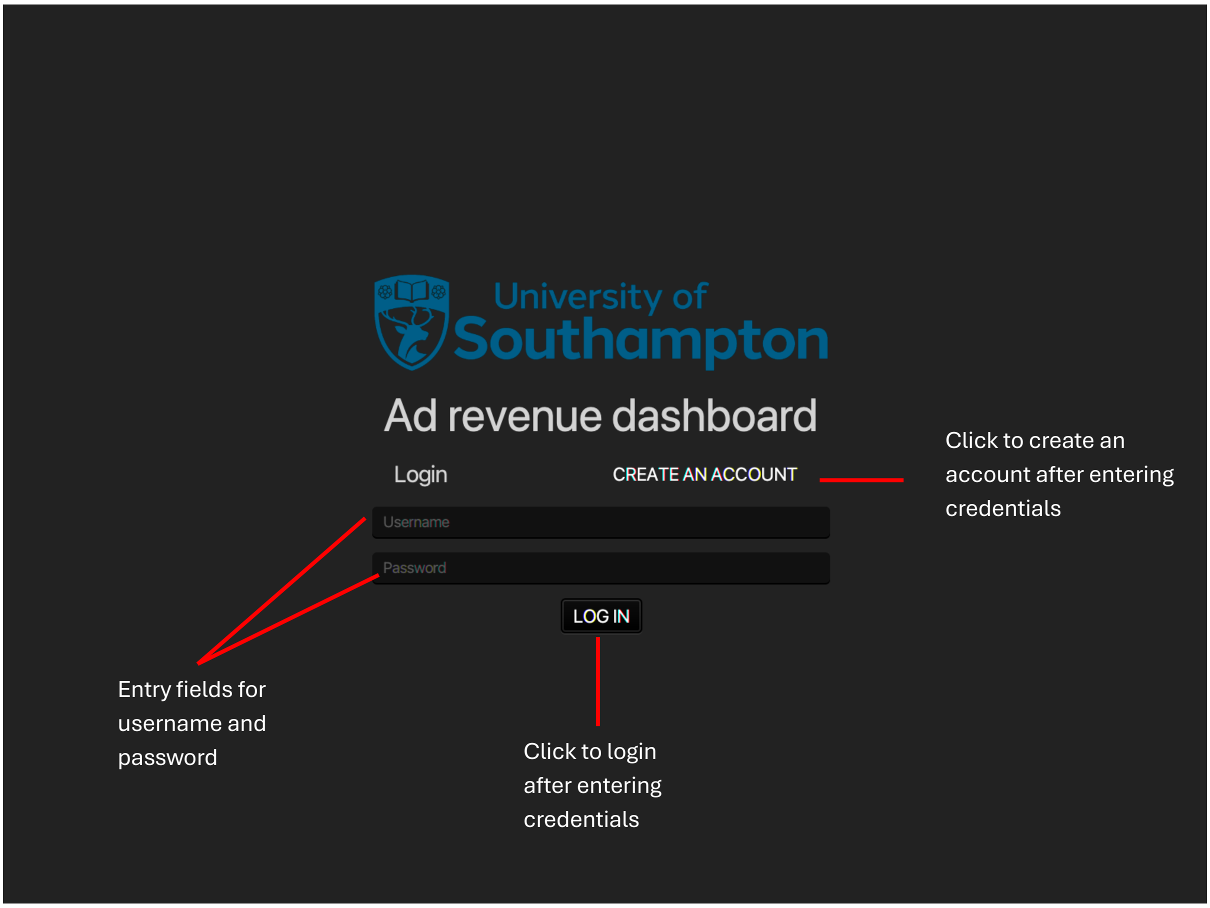
Login Page

When you first open the application, you'll land on the **Login Page**, where you can either sign in to an existing account or create a new one. To **create an account**, follow these steps:

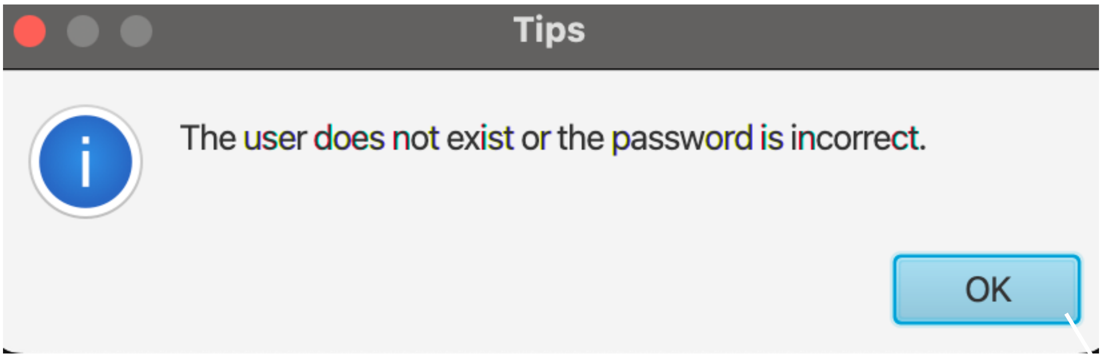
- Enter your desired **username** and **password** in the respective fields.
- Click **Create an Account**.
  Once your details are accepted, you'll be taken directly to the main dashboard.

If you already have an account, simply enter your credentials and click **Login**. Should your username not match any existing account, or your password be incorrect, you'll see an error dialog stating:

"User does not exist, or password is incorrect."
Click **OK** to dismiss the message and return to the login screen.



Login screen



Return to login screen

Error message displayed from invalid login credentials

Main Dashboard

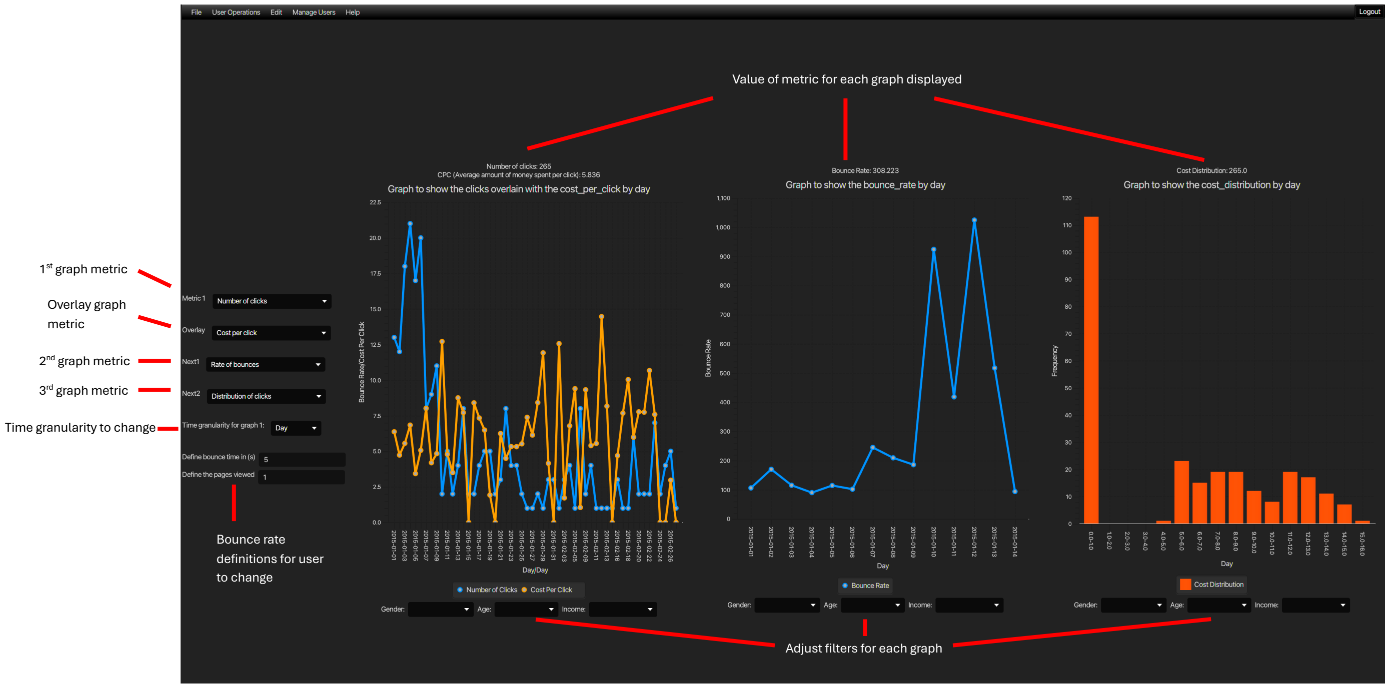
After logging in, the **Dashboard Screen** can display three side-by-side graphs of key metrics. Above each graph, you'll see the current value of that metric for the selected time period. Below each graph are filters for **Gender**, **Age**, and **Income**—use these to narrow down the data shown.

On the right, three dropdown menus let you choose which metrics to display in each graph. If you select **Bounce Rate** as one of your metrics, two additional prompt boxes will appear:

- **Time Threshold**: Define the minimum time on page (e.g., 30 seconds) before a visit is considered a bounce.
- **Page-View Threshold**: Define the maximum number of pages viewed (e.g., 1) before a visit is considered a bounce.

If you want to compare two metrics on the same axes for the first graph, click the **Overlay Metric** button; the second metric will layer over the first for easier comparison.

Below these controls is the **Time Granularity** dropdown. Use it to view your graphs by **Day**, **Hour**, or **Month**, depending on how detailed you want your analysis to be.



Main dashboard screen

File Menu

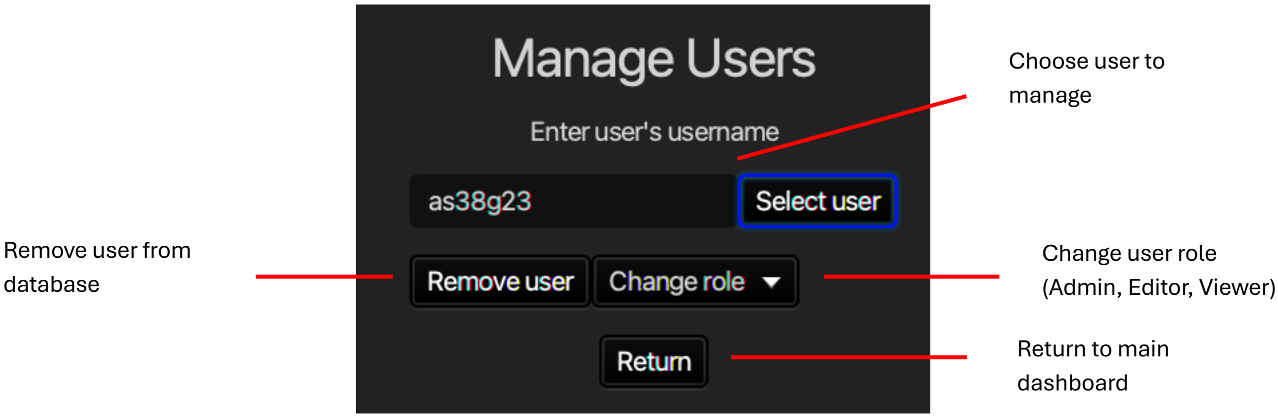
At the top left of the main dashboard, the **File** menu gives you data-management options:

- **Import**: Upload new impression, click, or log files to use as input data.
- **Export**: Save the current set of charts in either **CSV** or **PDF** format.
- **Exit**: Close the application. When you choose Exit, a confirmation prompt appears—click **OK** to quit or **Cancel** to stay.

User Operations & Management

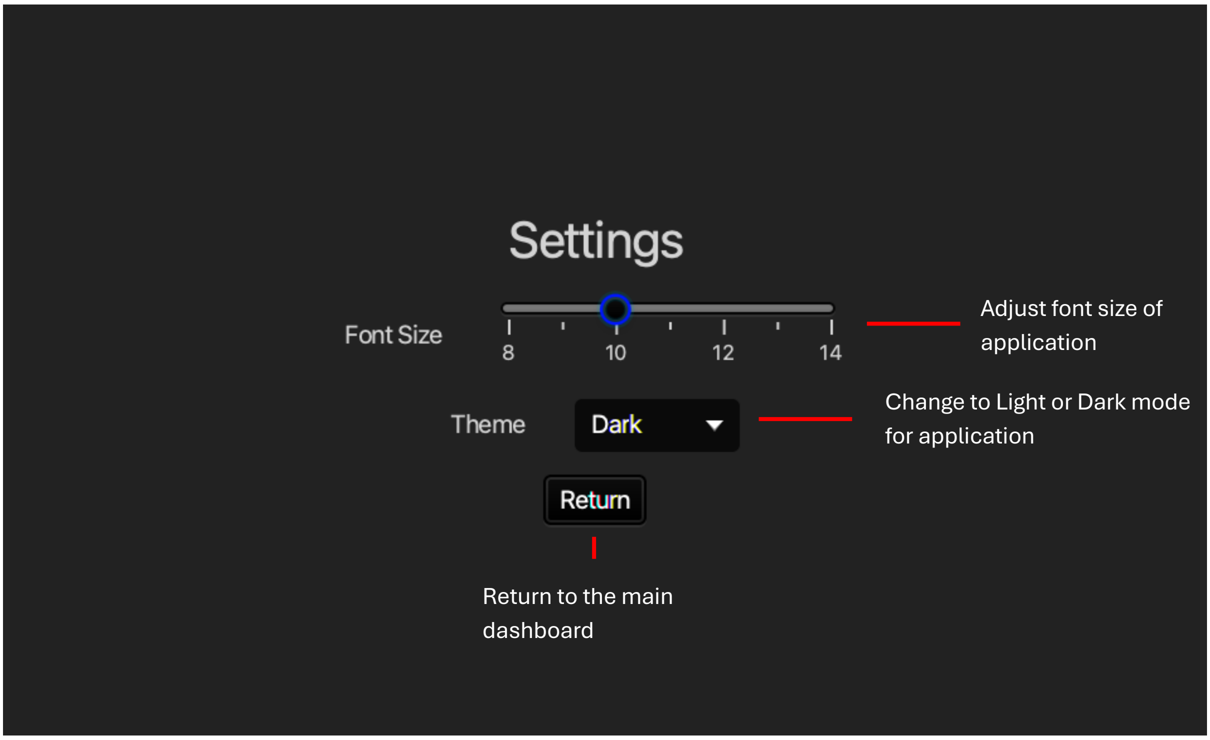
Next to File is the **User Operations** menu, where you can export a record of all user actions (like logins and exports) as a CSV or PDF.

Click the **Manage Users** option at the top of the dashboard, and then **User Manager** to open a user-administration panel. Here you can change individual user roles or remove users from the database entirely.



User Manager screen

Help Document and Settings
Finally, if you ever need to view this guidance from the main dashboard, click the **Help Document** button at the top of the dashboard, and then click Manual to revisit this guide. Otherwise, if you want to change the settings, click **Settings** from this **Help** tab.



Settings screen