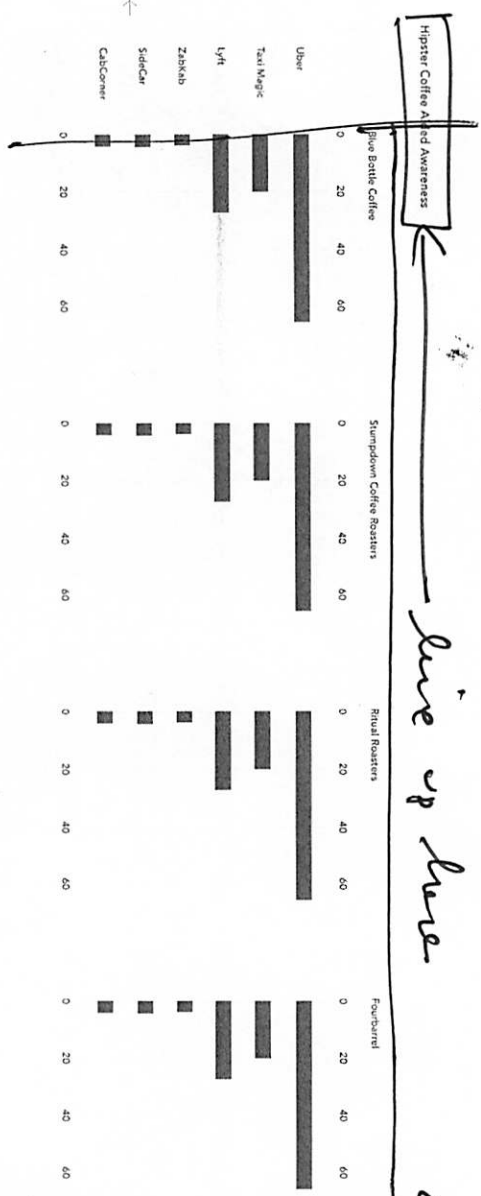


EDIT | ANALYZE

Filters: [All](#) | [New filter](#) | [Another filter](#) | [Long format filter](#) | [Valid](#) (12,555) | [Missing](#) () | [Weight](#) (weight)

Unaided Awareness of On-Demand Taxi Services

When you think of on-demand taxi services, which companies come to mind?



live up here

horizontal
 rule?
 delete?

scroll

fix position

proposing the use of blue as the dragged object comes from the accordion, which uses blue as the highlight colour

Brand Tracking Demo - Firm's Test

Unaided Awareness of On-demand Taxi Services
Aided Awareness of On-demand Taxi Services
Hipster Coffee Unaided Awareness
Hipster Coffee Aided Awareness
Purchase Consideration and Behaviour
Technology Inventory
Demographics

Filters: A new filter? Another filter x Long filter filter filter /

Wald: 10.555 Missing: 0 Weight: weight

Make row value

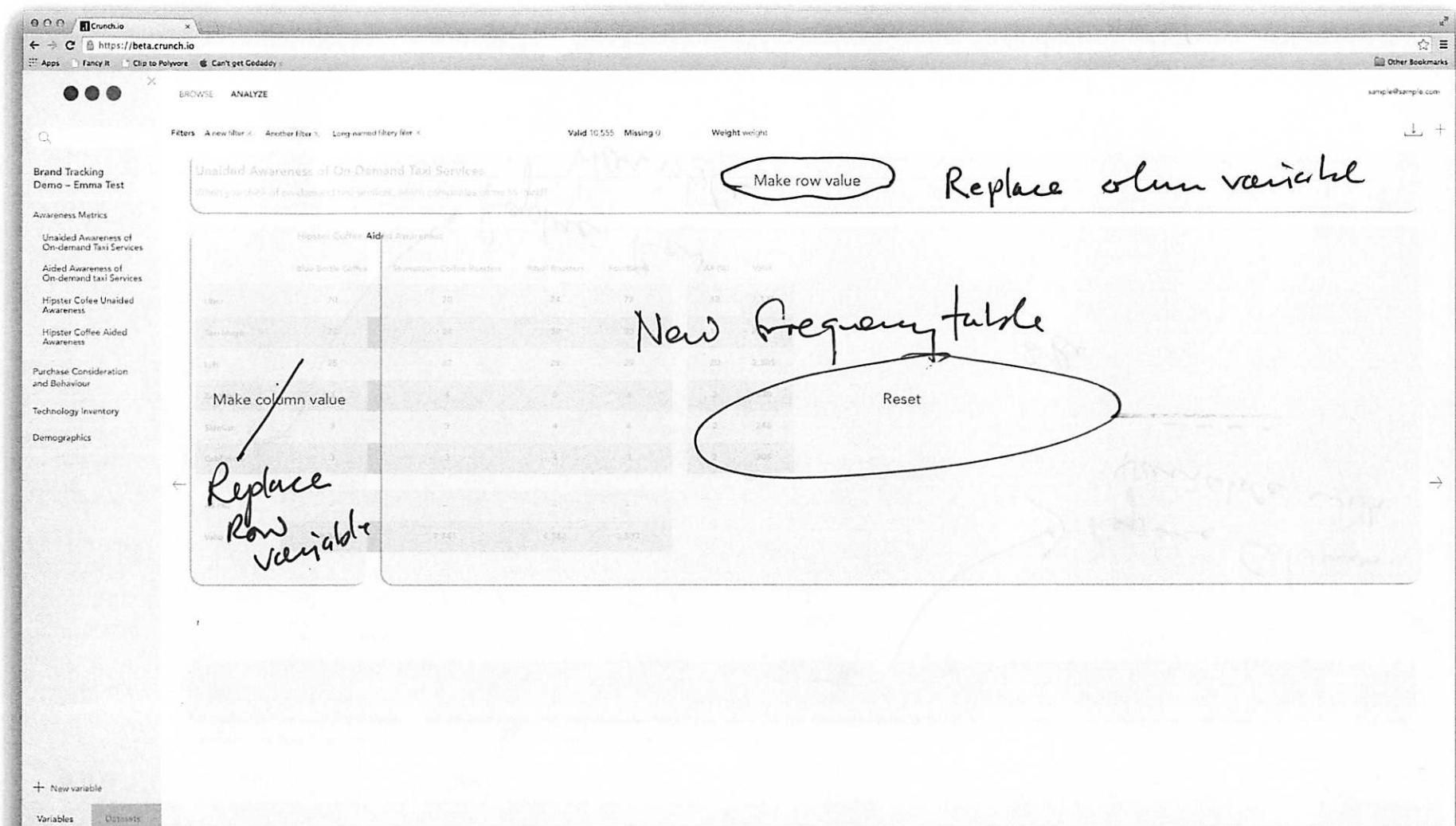
Make column value

Reset

Replace Row Variable

Replace Column Variable with

ANALYZE MODE: Drag new value hovers, rollover state



ANALYZE MODE: Drag new value hovers

[Browse](#)
[Analyze](#)

Filters: [All](#) [New](#) [Deleted](#) [Archived](#) [Long name](#) [Short name](#) [Valid](#) [Missing](#) [Weight](#)

Unaided Awareness of On-Demand Taxi Services

When you think of on-demand taxi services, which companies come to mind?

| | Hipster Coffee Aided Awareness | Blue Bottle Coffee | Stumptown Coffee Roasters | Road Roasters | Four Barrel | All (%) | Valid |
|------------|--------------------------------|--------------------|---------------------------|---------------|-------------|---------|-------|
| Uber | 70 | 70 | 74 | 72 | 58 | 7,131 | |
| Taxi Magic | 22 | 24 | 32 | 33 | 18 | 2,227 | |
| Lyft | 25 | 27 | 29 | 29 | 20 | 2,505 | |
| Zimko | 3 | 4 | 6 | 6 | 3 | 338 | |
| Seacat | 3 | 3 | 4 | 4 | 2 | 244 | |
| Chickster | 3 | 3 | 4 | 3 | 2 | 305 | |
| All (%) | - | - | - | - | - | - | |
| Valid | 9,264 | 7,441 | 4,383 | 3,532 | | | |

[New variable](#)

[Variables](#)

[Table](#)
[Chart](#)
[Filter](#)
[Sort](#)
[Zoom](#)
[Reset](#)

Updated filter bar design using panels to separate each filter and the option to delete filters using a X button

The screenshot shows the Crunchio web application interface. The browser address bar displays <https://beta.crunchio.io>. The interface includes a navigation bar with 'BROWSE' and 'ANALYZE' tabs. Below the navigation bar, there is a filter bar with three panels: 'A new filter', 'Another filter', and 'Long named filter filter'. The main content area displays a table titled 'Unaided Awareness of On-Demand Taxi Services' with the subtitle 'When you think of on-demand taxi services, which companies come to mind?'. The table lists various taxi services and their corresponding percentages. To the right of the table, there are two vertical panels, each titled 'Next variable', with horizontal lines indicating a sequence of variables. The interface also includes a sidebar on the left with categories like 'Brand Tracking', 'Awareness Metrics', 'Purchase Consideration and Behaviour', 'Technology Inventory', and 'Demographics'. At the bottom left, there is a '+ New variable' button and a 'Variables' tab.

| | % |
|------------|----|
| Uber | 58 |
| Taxi Magic | 18 |
| Lyft | 20 |
| ZabKab | 3 |
| SideCar | 2 |
| CabCorner | 2 |

BROWSE MODE: Simple table

Crunch

UX redesign walkthrough
22/6/2014
