Sprint 1

T24

Increment 1

As the ad agency, I want the system to accept .CSV files in the specified format as input so that the software can display it to our clients.

As the user, I want the system to be able to display the quantity of key ad metrics over time so that I can analyse the data effectively.

As the user, I want the system to display a chart for each metric given to it so that I can visualise all the possible metrics.

As a user I want the system to let me define the data associated with bounces so that I can select the data most relevant to me.

Increment 2

As the user I want the system to allow me to change the time interval on each chart and for it to adjust in real time so that our clients can have greater control over the data displayed.

As a user I want the system to display the distribution of click costs so that I can see where my money is being spent.

As the user I want the system to allow charts to be filtered according to information such as date, demographic and context of the advertisement so I can see who is looking at our ads.

As a user I want high configurability in the time metrics available so I have more choice in how I display my data.

Increment 3

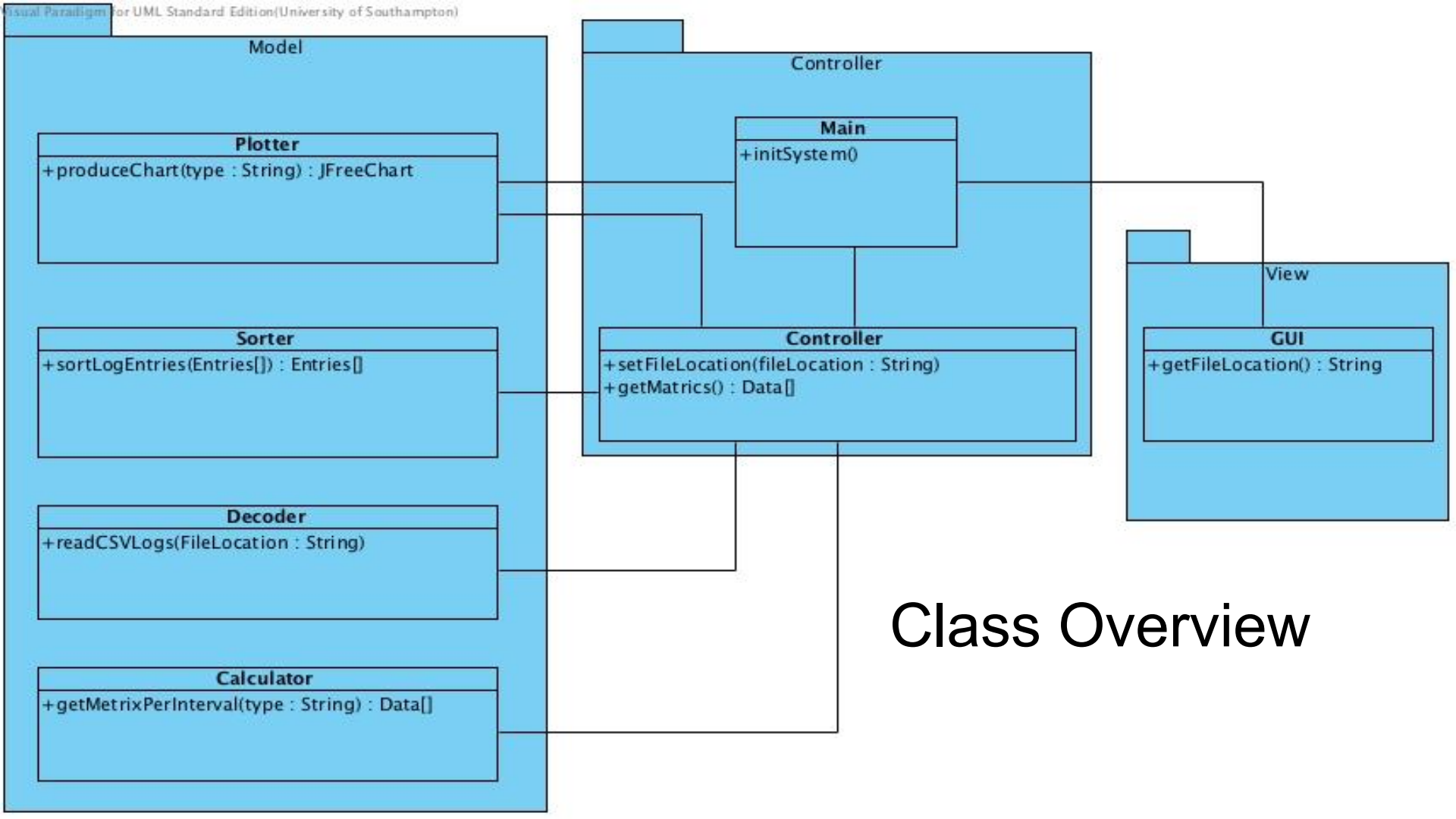
As a user I want the system to be able to cope with very large data sets without affecting performance so that I can view any amount of data.

As the ad agency I want the software to quick and responsive in use so that our clients can use if efficiently.

As a user I want the system to be able to display multiple graphs and to be able to manipulate them independently so that I can compare the data more comprehensively.

As a user I want to be able to save the graphs created so that I can use them externally for presenting data.

As the ad agency I want the system including the charts generated to look stylish and fit-for-purpose so that it improves how our clients feel about the system.

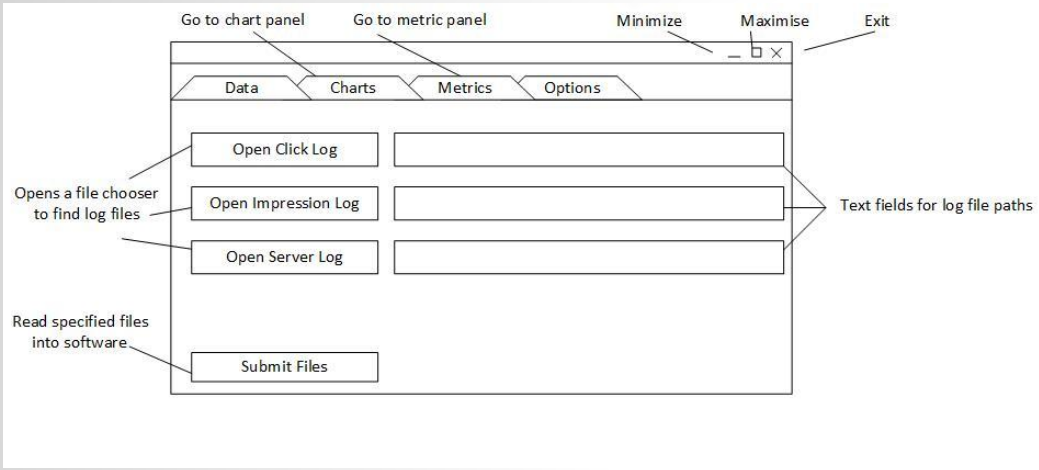


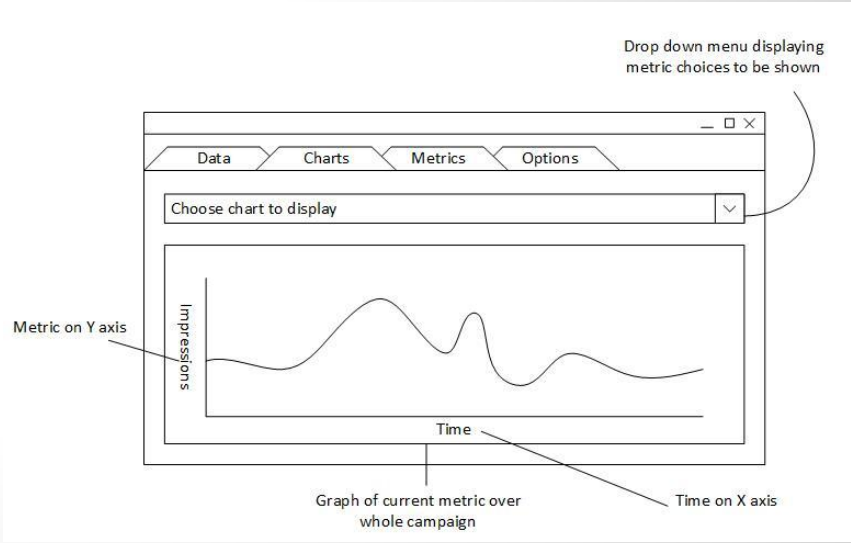
Class Overview

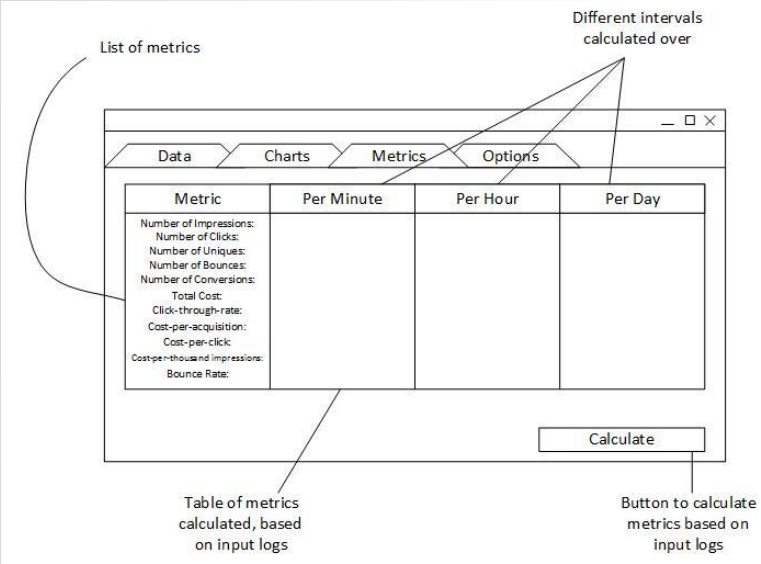
Design Decisions

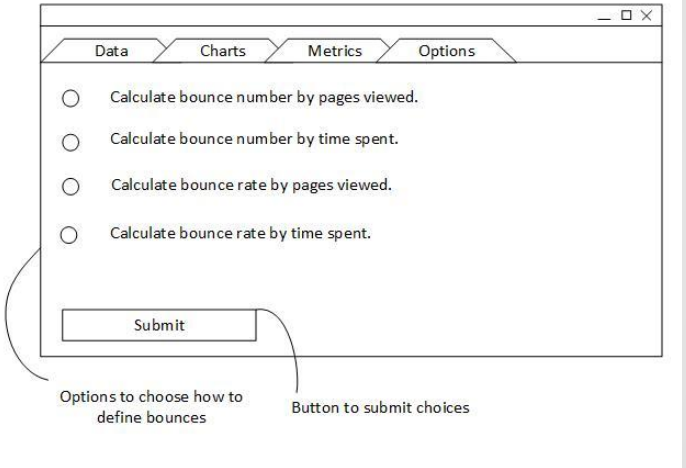
- Used a Model View Controller pattern
- Pre-written Interfaces for efficient collaboration
- Made own csv parser rather than use a library
- Used an array of Hashtables to store data
- Used GridBagLayout for enhanced configurability in GUI design
- Used JavaFree for plotting charts

Storyboard


Go to chart panel
Go to metric panel
Minimize
Maximise
Exit
Data
Charts
Metrics
Options
Open Click Log
Open Impression Log
Open Server Log
Opens a file chooser to find log files
Text fields for log file paths
Read specified files into software
Submit Files


Drop down menu displaying metric choices to be shown
Data
Charts
Metrics
Options
Choose chart to display
Metric on Y axis
Impressions
Time
Graph of current metric over whole campaign
Time on X axis


List of metrics
Different intervals calculated over
Data
Charts
Metrics
Options
Metric
Per Minute
Per Hour
Per Day
Number of Impressions:
Number of Clicks:
Number of Uniques:
Number of Bounces:
Number of Conversions:
Total Cost:
Click-through-rate:
Cost-per-acquisition:
Cost-per-click:
Cost-per-thousand impressions:
Bounce Rate:
Calculate
Table of metrics calculated, based on input logs
Button to calculate metrics based on input logs


Data
Charts
Metrics
Options
Calculate bounce number by pages viewed.
Calculate bounce number by time spent.
Calculate bounce rate by pages viewed.
Calculate bounce rate by time spent.
Submit
Options to choose how to define bounces
Button to submit choices

Scenario 1

- Jules opens our software and clicks on the button to choose the Click Log.
- A window is displayed allowing her to navigate to the Click Log and open it.
- She does the same for the Impression Log and Server Log.
- She clicks the ‘Submit’ button and navigates to the ‘Metrics’ tab.
- She clicks the ‘Calculate’ button and views the calculated metrics from the logs.
- She wants to change what defines a bounce so clicks the ‘Bounce Definition’ button.

This has all been completed in Increment 1.

Scenario 2

- Bill opens up the software and is presented with the data screen.
- Bill presses the ‘Open’ button for each of the logs and chooses the relevant file in the log chooser.
- He clicks submit, and changes to the ‘Charts’ tab.
- Bill then chooses ‘Number of Impressions’ and the time interval, then the relevant chart is displayed.
- He opens up a second chart and filters the first for only impressions that occurred during March by teenagers, and the second only during April by females aged 25-39.
- He then chooses a save option and is allowed to choose where to save the chart.

Completed in Increment 1:

- Bill opens up the software and is presented with the data screen.
- Bill presses the ‘Open’ button for each of the logs and chooses the relevant file in the log chooser.
- He clicks submit, and changes to the ‘Charts’ tab.
- Bill then chooses ‘Number of Impressions’ and the time interval, then the relevant chart is displayed.

Burndown Chart