

**Background Questions:**

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Role:	Field of Study / Profession:
Student	Computer Science
Browser you use:	Operating System you use (optional):
chrome	Linux
Have you used a visualization tool before?	If yes, can you specify its name?
Yes	Rational Rose, Excel, PWP

### **Background Scenario**

You are Perry Johnson, a sales representative working for PC4U selling computer. In your company you are responsible for creating dashboards of sales results.  
You are at your office and have opened your dashboard software.

*Note:* In the grading scale, 1 is the lowest and 7 is the highest.

### **Tasks**

#### **Task 1**

It's Monday morning, you get to the office at 9:00 am. As a part of your daily task, you want to review sales figures.

LinDA has started; you want to choose the appropriate dataset.

(Follow up questions)

1. Tell us how easy was it to look for the relevant dataset? And why?

*It was fairly easy. Although UI could be better, the list is clumsy to browse through.*

2. How easy or difficult was the task on a scale of 1-7?

1

2

3

4

5

6

7

## Task 2

You want to create a chart showing the gross profit over time (month). What is the 50<sup>th</sup> data entry in the selected data?

(Follow up question)

1. How would you rate the design to choose the columns on a scale of 1-7? Why?

1                   (2)                   3                   4                   5                   6                   7

Browsing numerous columns is tedious. A grouping or some criteria for search would be helpful.

2. How easy or difficult was it for you to perform this task on a scale of 1-7? Why?

1                   2                   3                   (4)                   5                   6                   7

The VI is not so interactive.

3. How satisfied are you with this preview section on a scale of 1-7? Why?

1                   2                   3                   4                   5                   (6)                   7

### Task 3

You want to see the profit trend over the months as line chart. How has the profit been in the last 4 months of the data we have?

(Follow up question)

1. How easy or difficult was it for you to perform the task on a scale of 1-7?

1                  2                  3                  4                  5                  6                  7

2. How would you rate the navigation to the chart on a scale of 1-7? Why?

1                  2                  3                  4                  5                  6                  7

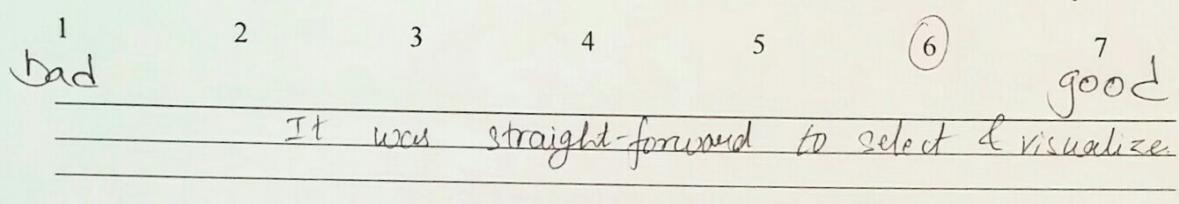
Looks like a cycle, I got confused when taken  
to the previous screen again. Data selection & visualization  
could be on one page itself.

## Task 4

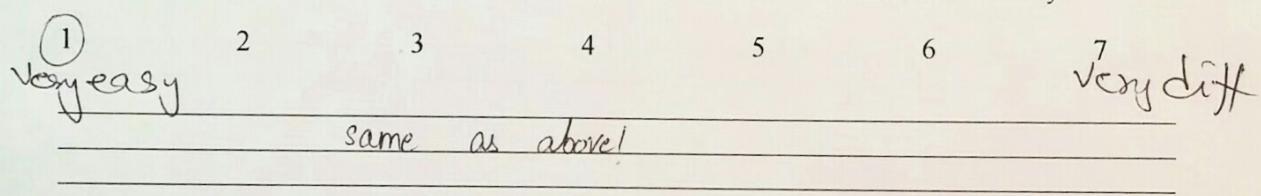
You want to add one more column called brand for a new visualization. Keep the already selected two columns in addition to the new column.

(Follow up question)

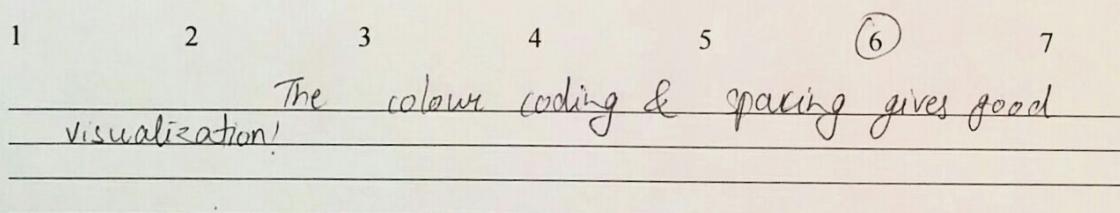
1. How would you rate the design to choose the new column on a scale of 1-7? Why?



2. How easy or difficult was it for you to perform this task on a scale of 1-7? Why?



3. How satisfied are you with this preview section on a scale of 1-7? Why?



### Task 5

You want to see the brand wise contribution to profit as pie chart. Which brands give the highest and lowest profit? You want to change the label display of "gross profit" to "profit in dollars"

(Follow up question)

1. How easy or difficult was it for you to perform the task on a scale of 1-7?

1                   (2)                   3                   4                   5                   6                   7

2. How would you rate the navigation to the chart on a scale of 1-7? Why?

1                   2                   3                   4                   5                   6                   7

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## Task 6

Now you want to access the visualization in future. You want to share these visualizations with your manager who does not use LinDA. Save the current visualization as an image file.

(Follow up question)

1. How easy or difficult was it for you to perform the task on the scale of 1-7?

1                    2                    3                    4                    5                    6                    7

2. How would you rate the navigation to the chart on the scale of 1-7? Why?

1                    2                    3                    4                    5                    6                    7

Looks like a cycle. The text in Horizontal  
Vertical boxes should reflect actual values against which the  
graph has been plotted.

### Task 7

Visualize another dataset of your own and save the chart.

(Follow up question)

1. How easy or difficult was it for you to perform the task on the scale of 1-7?

1                  2                  3                  4                  5                  6                  7

### **Design based questions**

1. What do you think of the labels and the structure of information on the screen? Are they relevant or misleading?

They are relevant; although they could be better.

2. How do the terminology match or differ from what you are familiar with?

Interaction /animations could be added for a better UX.

3. Was there a functionality included that you won't use?

No.

### Wrap-Up Questions

1. Overall, what are your general impressions about the prototype?

It's good, the space utilization could be better.

2. What did you like the most?

Simplicity.

3. What did you like the least?

Interaction with user, clumsiness in objects & their placement on page.

## Post Test Survey

Questions	1	2	3	4	5	6	7
Overall, How useful would this application prototype would be for you?		✓					
Overall, how much functionality was missing from the application that you would like to have?		✓					
Overall, how easy or difficult was it for you to perform the tasks today?	✓						
Overall, how attractive was the user interface?			✓				
Overall, how consistent was the user interface?							✓
Overall, how well did the terminology presented in your prototype match your needs?				✓			
Overall, how satisfied are you with this application prototype?				✓			

- a) Which functionality, if any, was missing from the application?

None.

- b) Would you use this application prototype to help you perform your job? Why?

No, there are much better alternatives.

- c) Would you recommend it to a colleague? Yes/No

No

- d) Please provide any additional feedback here