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Background Questions:

Role:	Field of Study / Profession:
Student	Business Informatics
Browser you use:	Operating System you use (optional):
Chrome	Windows 8

1 2 3 4 5 6 7
very bad → very good → rating of design?

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.

1 Support given

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.

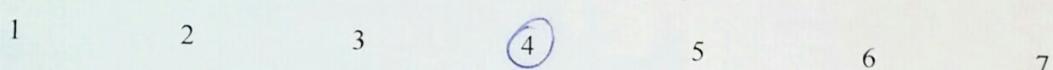
(Follow up questions)

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

Mid - difficulty due to the high amount of datasets to choose from

=> scroll function, larger font-size

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



Task 2

You want to create a chart showing the gross profit over time (month). What is the 50th 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
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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
---	---	---	---	---	---	---

This was clear stated

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

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Good preview, but Month/Year could be displayed better

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

*not able to choose visualization directly in the menu, have to
move dimensions into specific axes*

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?

1	2	3	4	5	6	7
---	---	---	---	---	---	---

easy to handle

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
---	---	---	---	---	---	---

easy to add new column, easy to follow icons on the screen

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

1	2	3	4	5	6	7
---	---	---	---	---	---	---

choose of colors for different brands + legend

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

displaying current name of the label

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

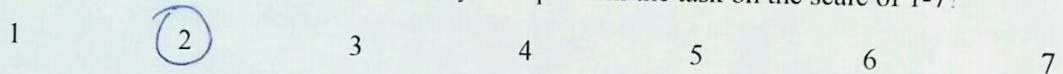
best Directly displayed on chart screen \Rightarrow self-explaining

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?



Design based questions

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

Relevant, good to use mixture of labels & icons

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

Terminology matches with experience of other visualization tools

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

Wrap-Up Questions

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

good prototype: easy to handle, covers all functionality (expected)

I was self-explaining to fulfil tasks

2. What did you like the most?

Naming / Design of hyperlinks (labels + icons)

3. What did you like the least?

diagram

* saving ~~old~~ selection when changing bar type

Post Test Survey

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

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

X

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

Yes, Because it is easy to handle. "Learning by doing" w/o teaching

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

Yes

- d) Please provide any additional feedback here
