

User Guide

Our product is a advertisement auction application which compares a number of key metrics of a given ad campaign. The user is able to see all the key information in either a dashboard format or as a visual representation in a graph format. Comparisons can be made over different time periods (days, weeks, months) and the results can be filtered by age, gender, advertisement context and date range.

| | |
|---------------------------|----------|
| User Guide | 1 |
| Start Screen | 1 |
| Key Metrics Screen | 2 |
| Graph Screen | 2 |
| Filter Screen | 2 |
| FAQs | 3 |

Start Screen

How to open the application

1. Navigate to the folder containing the jar file and double-click the icon.
2. The application will give you an option to choose a saved campaign, or to add a new campaign.


How to create a new campaign

1. Choose a .csv file for the server log, click log, impression log by clicking on the 'Browse..' button.
2. Give the campaign a name before clicking the "Add Campaign"
3. See 'How to choose an existing campaign'.

How to choose an existing campaign


1. Choose a campaign from the drop down menu shown at the top of the application
2. Click 'Load campaign'; upon clicking, the campaign shall be loaded at which point you shall be presented with the key metrics screen.

How to return to the start screen


1. Click the home button  in the top right-hand corner to return to the start screen

Settings Screen

How to change font

1. Click the settings icon  in the top-right corner of the window.
2. Select font style and size from the drop down menu shown.
3. Click 'Apply' to save the settings.

How to change screen size

1. Click the settings icon  in the top-right corner of the window.
2.
 - a. Click 'On' to maximise the application screen size.
 - b. Click 'Off' to reduce the application screen size.
3. Click 'Apply' to save the settings.

Key Metrics Screen

How to change how a bounce is recorded

1. Go to the 'Bounce Filtering' section on the 'Key Metrics' screen.
2.
 - a. To filter by time, choose a time frame from the 'Time' drop-down menu
 - b. To filter by pages viewed, choose a number from the 'Pages' drop-down menu.
3. Click 'Apply' to save the changes.

How to compare key metrics of difference campaigns

1. Navigate down to the bottom of the key metrics screen
2. Select a campaign to compare from the dropdown menu
3. Click 'Apply'

Graph Screen

How to display a graph


1. Click the 'Graphs' tab at the top of the 'Key Metrics' screen.
2. Select the key metric you want to see from the 'Key Metric' drop down menu.
3. Select the time difference you want from the 'Time Granularity' drop-down menu.
4. Click the 'Load' button.
5. The graph will be displayed on the screen.
6. Change the the type of graph by clicking the 'Line', 'Scatter' or 'Histogram' tabs.

How to print a graph

1. See 'How to display a graph' to get your graph set up
2. Once ready, click the 'Print' button on the Graph screen.
3. This will open a window where you choose the location to save your graph

Filter Screen

How to filter data

1. Click the filter button  in the top right-hand corner of the 'Key Metrics' or 'Graphs' screen.
2. You can filter by:
 - Date - click on the first '...' to select the start date and the second '...' to select the end date.
 - Context - tick the specific tick boxes (as many as needed)
 - Audience - tick the specific tick boxes you want for each of the subheadings.

3. Click 'Apply' to filter the key metrics and their graphical representation.

FAQs

What happens if you select a Server Log or Click Log or Impression Log that isn't the right file type?

The file needs to be of type CSV. So if a file is not of type CSV, an error will occur and error message will appear telling you to select an appropriate CSV file for which ever log you are browsing for.

What happens if when creating a new campaign, a file is not selected for either the click log, impression log or server log? Can you still create a campaign?

No, an error message will appear stating that all three logs must be selected and of the right format in order to create a campaign

When filtering the bounce by adjusting bounces can you filter by time and pages separately?

Yes, you able to filter by both time and pages together or filter by time on its own or even by number of pages.

What types of charts are available to select to give a more in depth analysis of the key metric selected over the time granularity?

You are able to choose from Line, Scatter or Histogram. You are the given the ability to move swiftly across graph forms. They are in tab format under the graph section.

What are the minimum software requirements for this application to run?

You need to have sqlite downloaded on your local machine.

What are the storage requirements for this application to run?

You need minimum MB storage space.

What does each key metric mean?

You can click on the 'little i' that appears next to each of the key metric blocks and it gives you an in depth definition of the specific metric.

What happens if you are on the filter screen and you select a start date or end date or even both that is out of range?

It will go to the default date range.