**OpenText Analytics**

**10-Step Demo Script – City Taxi Application**

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| Narration | Clicks |
| 1. In this brief showcase, I’ll demo a sample application called “City Taxi”, which will give you a sense for the user experience, what your customers or app users can expect from iHub based content. The demo is live and running on the iHub. | Launch “City Taxi” sample app from iHub |
| 1. City Taxi is an uber style business that provides car services in major metropolitan cities for corporate clients. The company created an online portal for their customers to track usage, quality and performance of the service provided, and they embed interactive visuals as a cornerstone of the user experience. | Select a city from the home page. |
| 1. On the home page we see a dashboard of high level usage metrics, including current summaries, as well as breakdowns by time and service. Its easy for corporate clients to keep up on current usage, as well as to investigate areas of interest or issues. | Point out the charts and summaries on the home dashboard. Mouse over charts to show pop-up information. |
| 1. Here we see a list of warnings, that indicate poor service reviews. To see details you simply click to drill to related information in an iHub report, here in the form of a rider receipt and trip summary | Show WARNINGS list (right side of dashboard). Click the document icon next to any warning to drill down to a detail report. |
| 1. The “trip summary” report displays details about the riders trip, including the low satisfaction rating, and it also includes a depiction of the route taken on a Google Map. iHub integration API’s not only enable seamless embedding of content into your apps, they also allow you to integrate other technologies directly into the content! | Show embedded Google Map. Drag map, zoom, show it is not static but truly live and using data from the report.  Close the Trip Summary report and refocus on the home dashboard. |
| 1. The site also offers real time dashboards that show current trips under way, in this case depicting cars in route as pins on a Google Map that updates every minute. This map is a great example of IoT real time data visualization! | Click menu icon in the upper left banner of the home dashboard, select YOUR DASHBOARDS>any city you prefer. Point out the LIVE MONITORING tab. |
| 1. You can click any of the car icons to see a popup info-window with details about the car and current location. This window is yet another example of integration; it’s a tiny iHub report! | Click any car icon on the map. Click the ‘X’ in the info-window upper right to close. |
| 1. The management dashboard allows you to filter the charts based on selectors, in order to see the metrics from different angles. | Click the RIDERSHIP ANALYSIS tab, click selectors to filter charts. |
| 1. iHub content is inherently interactive, here I’ll run a report for my area by choosing a parameter. | Click menu icon upper left banner, select YOUR REPORTS>TRIP SUMMARY. Select and city and month you prefer, then select RUN REPORT. |
| 1. Once I have the content I can modify it on the fly to answer questions. Suppose I’d like to know the top drivers for premier level cars. I can simply filter the information and I get a list of drivers to recommend! This visual and informative app is powered by the iHub, and arguably for City Taxi, the data is the product! | In the Trip Summary report, filter the SATISFACTION column to 5 stars, then filter the TYPE column to “Luxury”. |