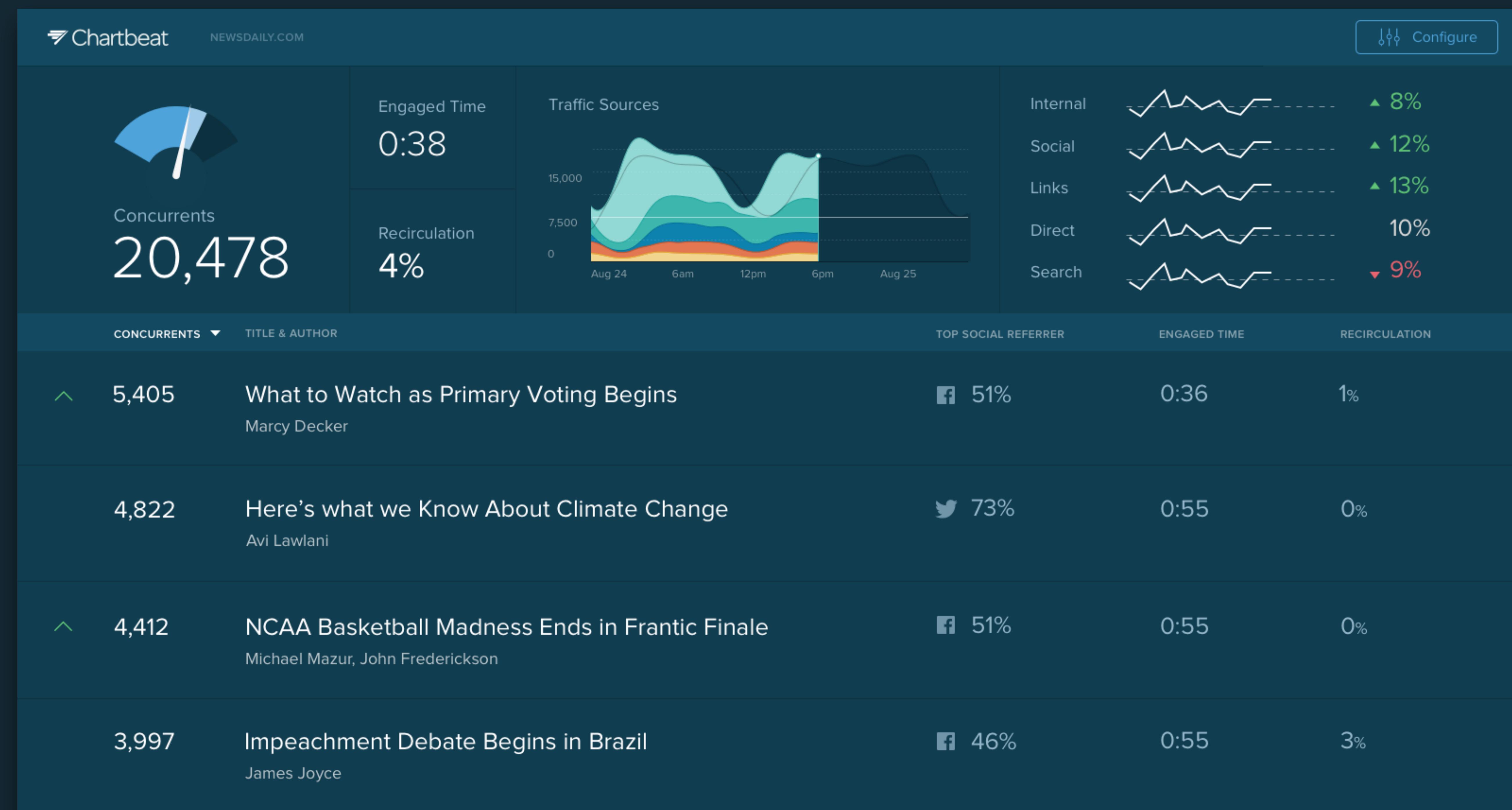


MICHAEL MAZUR

Chartbeat Big Board

Daily at a glance information for editorial teams



01. INTRODUCTION

Big Board

The Big Board tool is targeted towards editorial teams that want to monitor the performance of their articles. Home page programmers, analysts, and writers all use this tool for various reasons.

The screenshot shows the homepage of WIRED.com. At the top, there's a navigation bar with links for BUSINESS, CULTURE, DESIGN, GEAR, SCIENCE, and SECURITY. Below the navigation is a large, stylized 'WIRED' logo. The main content area features a grid of news cards. One card on the left is titled 'INFRASTRUCTURE' with the headline 'Widening Highways Never Fixes Traffic. But Darnit, It Did in Texas' and a timestamp of '7 HOURS'. Another card in the middle right is titled 'HACK BRIEF' with the headline 'Dating Site for 'Beautiful' People Suffers Ugly Breach' and a timestamp of '1 HOUR'. A third card at the bottom right is titled 'SCIENCE' with the headline 'Venezuela's Economic Success Fueled Its Electricity...' and a small image of power lines. To the far right, there's a sidebar titled 'LATEST NEWS' featuring headlines for the Tokyo Olympics logo, Prince's final live show, the new X-Men: Apocalypse trailer, and a web design article. The overall layout is clean and modern, typical of a tech-oriented news website.

02. RESEARCH

User Interviews

I was able to go on site to a large strategic client of ours and perform a contextual inquiry along with several user interviews. I found 3 different persona's that use this tool, the writers, homepage editors, and the data analysts.



03. FINDINGS

Interview Results

The results were fairly interesting, the major ask of all the different user types were unanimously the addition of historical performance.

The numbers didn't have as much meaning to the various groups of people I spoke with unless they had a historical context.

"I am always starting my day by looking at what the competitors are doing, its all one big game!"



John Johnston

Home Page Programmer a

GOALS

- Find a
- Enterta
- Keep lo

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Keep learn

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STATS

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Concurrents

20,478

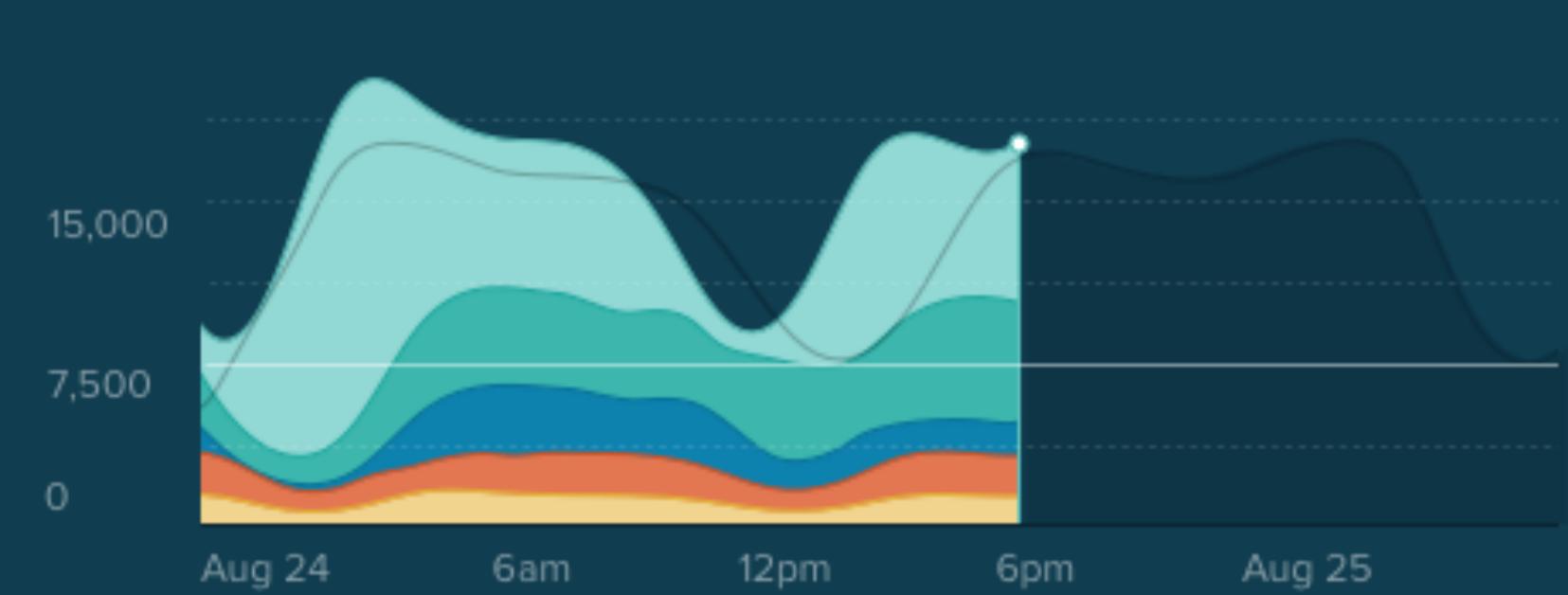
Engaged Time

0:38

Recirculation

4%

Traffic Sources



Internal

▲ 8%

Social

▲ 12%

Links

▲ 13%

Direct

10%

Search

▼ 9%

CONCURRENTS ▾

TITLE & AUTHOR

TOP SOCIAL REFERRER

ENGAGED TIME

RECIRCULATION

5,405	What to Watch as Primary Voting Begins Marcy Decker	51%	0:36	1%
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4,822	Here's what we Know About Climate Change Avi Lawlani	73%	0:55	0%
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4,412	NCAA Basketball Madness Ends in Frantic Finale Michael Mazur, John Frederickson	51%	0:55	0%
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3,997	Impeachment Debate Begins in Brazil James Joyce	46%	0:55	3%
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3,051	Are New Graduates Set up for Career Success? Ashley Kircher	89%	0:55	2%
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2,991	Affordable Health Care: 6 Things to Know Kyle Smith, Susana Bridges	91%	0:55	1%
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2,525	And the World's Busiest Airport Is Renee Solorzano, Devon Johnson	20%	0:55	2%
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Concurrents

20,478

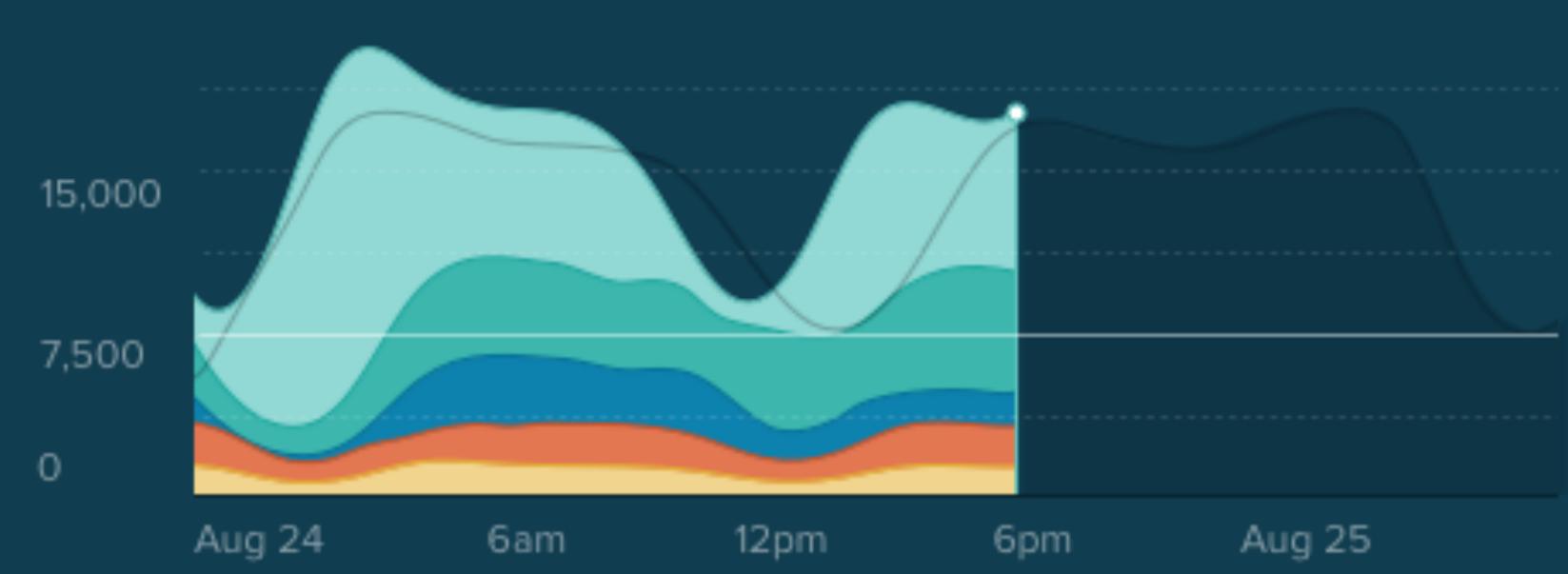
Engaged Time

0:38

Recirculation

4%

Traffic Sources



CONCURRENTS ▾

TITLE & AUTHOR

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Single Domain

Multiple Domains

Sections & Locations

SECTION(S)

4 sections

FILTER BY LOCATION

All

Choose Option

Aggregate Metric Settings

Landing Pages

Aggregate high level metrics



Hide Numbers

Include Landing Pages in metrics



Top Graphs

Include Landing Pages in metrics



Article List Settings

Choose up to 3 metrics to populate your article list.
Star the metric you would like to sort the list by.

Concurrents

Recirculation

Visitors

Social

Engaged Time