

Approachable Analytics for SAS Users

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Abstract

As our world becomes increasingly data rich, tools for understanding that data must move out of the lab and into boardrooms, conference rooms, and ultimately living rooms. Analytics software must become increasingly useable, understandable, and approachable. In this project, we analyzed the SAS Visual analytics explorer, measured the experience delivered by the visuals or components and developed a prototype with our proposed changes

1 Introduction

SAS Visual Analytics explorer enables you to gain insight from all of your data, no matter the size of your data, with no need to subset or sample the data. SAS It is an integrated suite of web applications that offers intuitive, drag-and-drop interactions, rapid, highly visual responses, and role-based access to functionality.

2 Different phases of the project

During the first phase we conducted a survey on the existing UI with 10 participants. The participants had diverse skillset and background. The survey was intended to collect the users view about the existing UI. The survey results were analyzed in detail to understand the pros and cons of the existing UI. After making a detailed survey, we developed a new prototype in phase 2 and in phase 3 we evaluated the design-prototype with the new set of users as well as the participants of the initial survey. During the second phase, a sophisticated prototype

was designed with the intention to address the shortcomings of the existing UI. Some of the shortcomings that we addressed are

- * approachable UI
- * color scheme of UI (background)
- * ease of using
- * a modular approach that will facilitate the actual work flow.

The design also aims to carry forward the advantages of the existing UI. During the last phase, we evaluated the prototype that we designed with 20 participants, with 50% of them were new and 50% of them were the participants of the old survey. The survey aims to get the users' view about the new UI prototype when compared to the older one. The enhanced features in our prototype were :

- * A pleasant color scheme
- * A less complex interface
- * A more modular design.

The preliminary analysis of the survey results showed that the users were pretty comfortable using the new prototype. They found the modular design to be helpful in navigating through the UI. Our prototype did indeed succeed in making the interface more approachable.

3 Future Work

Based on the surveys conducted by us ,we conclude that the new prototype does not differ from the existing one in terms of functionality,but is more user friendly easier to work with. The future work on the prototype would involve improving the aesthetics of the prototype and having a working implementation of the same.