# !!! posts have been edited directly on the blog

# The domain expert

Our domain expert is Paul, one of the two founders of UXprobe <http://www.uxpro.be>

. This startup targets IT managers and offers services that allow them to improve their application. To achieve this, UXprobe systems track how users interact with the application. The objective is to assess how successful the user is at completing tasks in the application. At the same time, satisfaction is measured right at the moment the user performs an operation. The unique value proposition of UXprobe is to measure success and satisfaction of users of an application, and this satisfaction is assessed in context. Concretely, customers of UXprbe can access a dashboard with metrics of use and satisfaction, and drill down to any operation of a particular user, for a particular session with the software.

# The dataset (1) – Origin

The dataset we are working on is a sample of data provided by UXprobe about one of their customers. This customer offers fleet management for transport companies. Truck drivers use a tablet that runs a software developed in-house. <https://youtu.be/c88zqwCLmYM> This system is a navigation system (TOM TOM), but also handles communication between drivers and the company, manages the transport assignments, supports time management and driving style coaching.

Initially, the software was complex, offered many features and was difficult to operate for the final user (the driver). UXprobe allowed to analyze the way the users interact with the application. Their systems record each operation of the driver with the application. The level of satisfaction of the user is collected by prompting micro-surveys and feedback questions. These micro-surveys are tied with a particular operation in the application, so that the satisfaction can be assessed in the context of a particular use, for a particular user.

Information about use and satisfaction with the system allowed the fleet management company to adapt their software to the needs of the actual users, the truck drivers.

# The dataset (2) – Use data

Our first data set contains about a million of logs. Each log contains: a session identifier, a user identifier, a task name, an event name, a timestamp. When a user starts interacting with the software, he enters a *session*. During that session, the user will want to achieve several actions, such as sending a message for instance. Such an action is called a *task*. To perform a task, the user will interact with the system, and perform some operations, these are called *events.* Events fall into different categories: a screen (a screen pops up), a feature (some menu or action done by the user), an error (error message).

# The dataset (3) – Satisfaction data

The large dataset did not include satisfaction data. We just received a file with feedback information in JSON format. It covers a period from September 2015 to March 2016. It contains 100 measurements of feedback. 47 observations are linked to 4 different tasks.