

## FOCUS SETTING

To understand the mindset of young result driven affiliates and identify the relevant information that helps them analyze their performance on various ad campaigns using ClickBooth's platform.

## RESEARCH SETTING

- Two focus group interviews (3M, 1F ; 1M, 2F), Ages(18-30)
- Two ClickBooth Affiliate Manager Interviews (1M, 1F)
- Two phases of user testing (2M, 2F; 2M, 3F), Ages (18-30)



## BREAKDOWNS

- Too many hops between offer groups and offer creation
- Too much scrolling
- Confusing icons that do not look clickable

## MISSED OPPORTUNITIES

- Email alerts for approaching targets
- Collapsible columns in reporting
- Ability to share reports

## USER NEEDS

- Ability to **see as much information as possible** in a report simultaneously
- Easy **access of important statistics** on handheld devices
- **Receive alerts** about important events
- Convenience in **editing offers** from offer groups
- **Share reports** with self or others
- **View charts** at ease on devices with small screens

## USER PERSONA 1



DAVID PORTER, Entrepreneur, 22

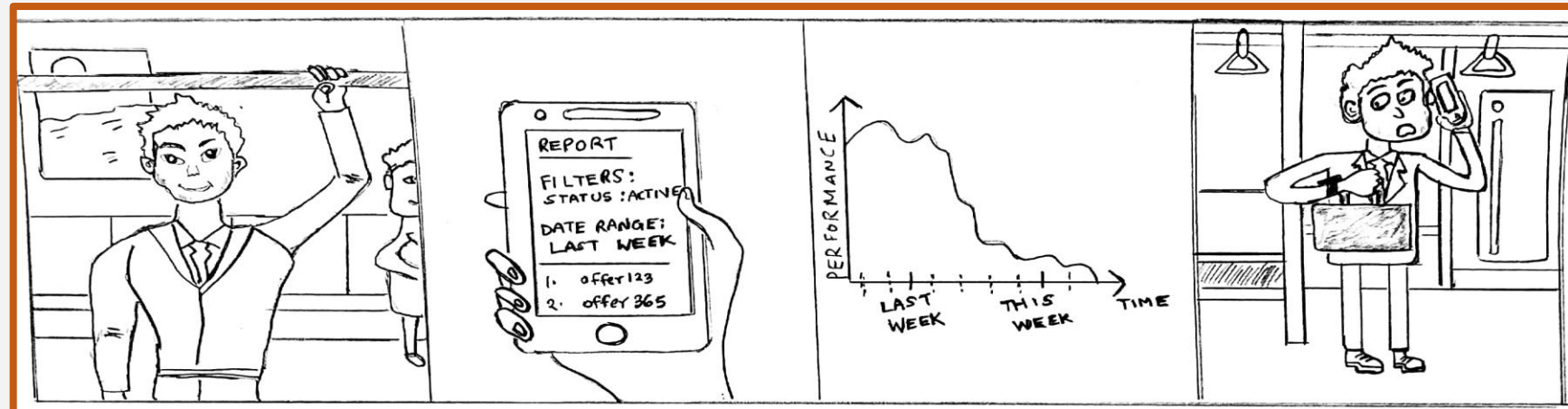
### KEY GOALS

1. Maximize his companies' ROI
2. Minimize the risk of purchasing ad space from sources like Facebook and Google.
3. Strike a good work-life balance

### KEY FRUSTRATIONS

1. He finds it very hard to view the calendar on the mobile site.
2. The black icons that represent web links do not stand out.
3. The reports on the mobile site have a very overwhelming design.

## SCENARIOS AND STORYBOARDS



Richard is traveling back from office.

He is browsing all the active offers that were taken up by the affiliates in the previous week using the 'Status' and 'Date Range' filters offered by ClickBooth's mobile app.

He notices a certain offer has unexpectedly underperformed this week.

He calls up the corresponding affiliate to understand the decrease in performance.



RICHARD BROWN, Manager, 31

### KEY GOALS

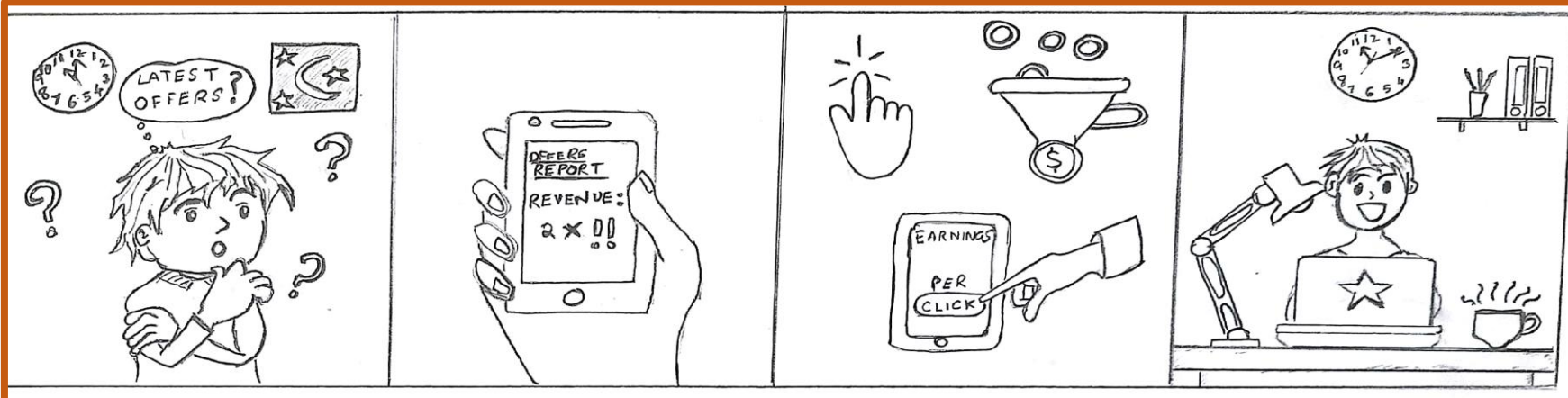
1. Provide best practices and insights to ClickBooth's affiliate clients.
2. Maximize the ROI of the affiliates.

### KEY FRUSTRATIONS

1. Because ads are always live, he has to keep working even beyond office hours.
2. The reports on ClickBooth's mobile site require a lot scrolling to pull data.
3. Everything that is horizontal on the Desktop site becomes vertical on the mobile site.

<https://www.washingtonexec.com/wp-content/uploads/2013/08/Grant-Verstendig-insert.jpg>

[https://onmilwaukee.com/images/articles/ne/newgmstearns/newgmstearns\\_fullsize\\_story1.jpg](https://onmilwaukee.com/images/articles/ne/newgmstearns/newgmstearns_fullsize_story1.jpg)



It's 11 pm and David wants to check how his latest offers are doing.

He quickly checks the offers report offered by ClickBooth's mobile app and finds out that his revenue has doubled overnight!

He wants to see more details like clicks, conversions and EPC for each offer on a bigger screen.

Thanks to the mobile app, he can quick-send the report to himself via email and comfortably see every row and column on his Mac screen.



David is on vacation and does not have access to his personal computer.

He suddenly remembers that one of the offers in the Skin Care vertical is expiring.

Thanks to ClickBooth's mobile app, he can use the search feature to see all the offers related to skin care and update the one that is going to expire

David is happy and can now continue his vacation.

## WIREFRAMES



## Tools Used

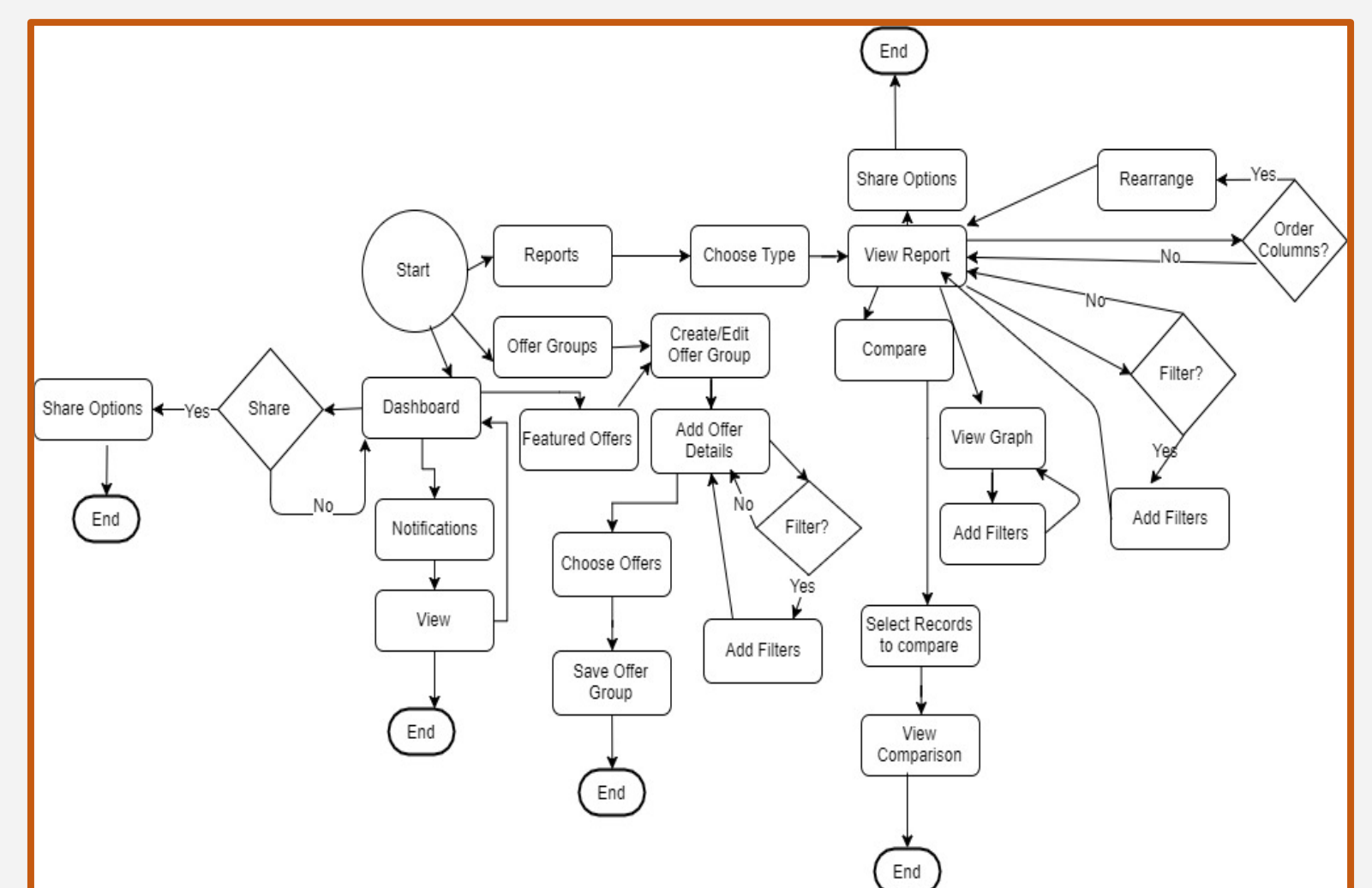
Microsoft Paint  
Draw.io

## Annotations

1	Shows Notifications	9	Enables Column Reordering	17	Check box by clicking once
2	Opens user profile sliding window	10	Textual Filter Search	18	Type in desired redirect link
3	Gives reload and Download options	11	Click to select filter	19	Saves offer group settings
4	Deletes notification	12	Opens Calendar	20	Shares report
5	Goes back to the previous screen	13	Date Range Selector	21	Select one of the two options
6	Widen graph	14	Removes Offer from Offer Group	22	Double click on column name to sort with respect to that column
7	Horizontally scrollable row	15	View offer details by clicking on row	23	Selects where to share
8	Horizontally and Vertically Scrollable Rows	16	Shows priority of offer	24	Click to choose priority

\*Highlighted in Orange are items that were changed/introduced after mid-point.

## Task Flow



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