

COMP2211 - Increment 1 Documentation

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TEAM 17

1 Key Design Artifact

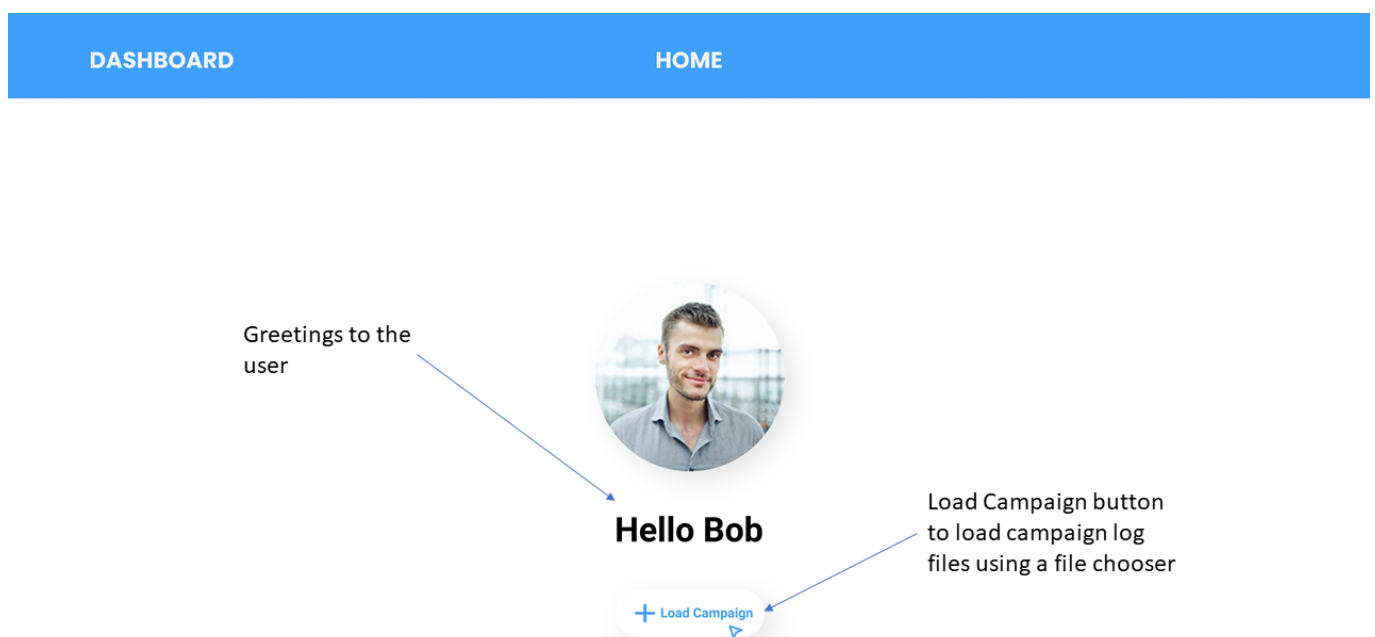
We produced a wireframe prototype for our application. Please see this link for the prototype.

2 Discussion of key design choices

We opted for a simplistic approach that can narrate the maximum amount of information about a campaign

- To load a campaign, a file chooser will be used to input the campaign log files
- To display key metrics of a campaign, we displayed the graph of the metrics with their name, since visualisation of trends is more understandable.
- A sidebar with important functions is used to limit the number of efforts to carry out recurring tasks.
- Clicking on any metric graph will open a new window displaying all relevant details appertaining to that metric.
- A description is included to eliminate the need for big prior knowledge to operate the application.
- Filters are used to analyse the metric under conditions.
- Filter's details will be overlaid and displayed in a specific area for neatness.
- Each filter category is assigned its own overlaid detail screen.
- Both keyboard input and selection from calendar are used to choose dates.
- Sliders are used to choose values and ranges as it updates in real time as we move them.
- Scroll lists are used since it can display more than one option at a time.
- A table with relevant data will be included to show all information to the user.
- Side to side view comparison of metrics using filters are limited to 2.

3 Key Storyboards



Side Buttons

Compare campaigns function

Settings button to for example change the graph colours and font size and colour

Histogram of Click Costs

Key Metrics in graph form

User profile icon



Click on Load Campaign button to open a file chooser to select campaign log files

Graph Control Function for the histogram

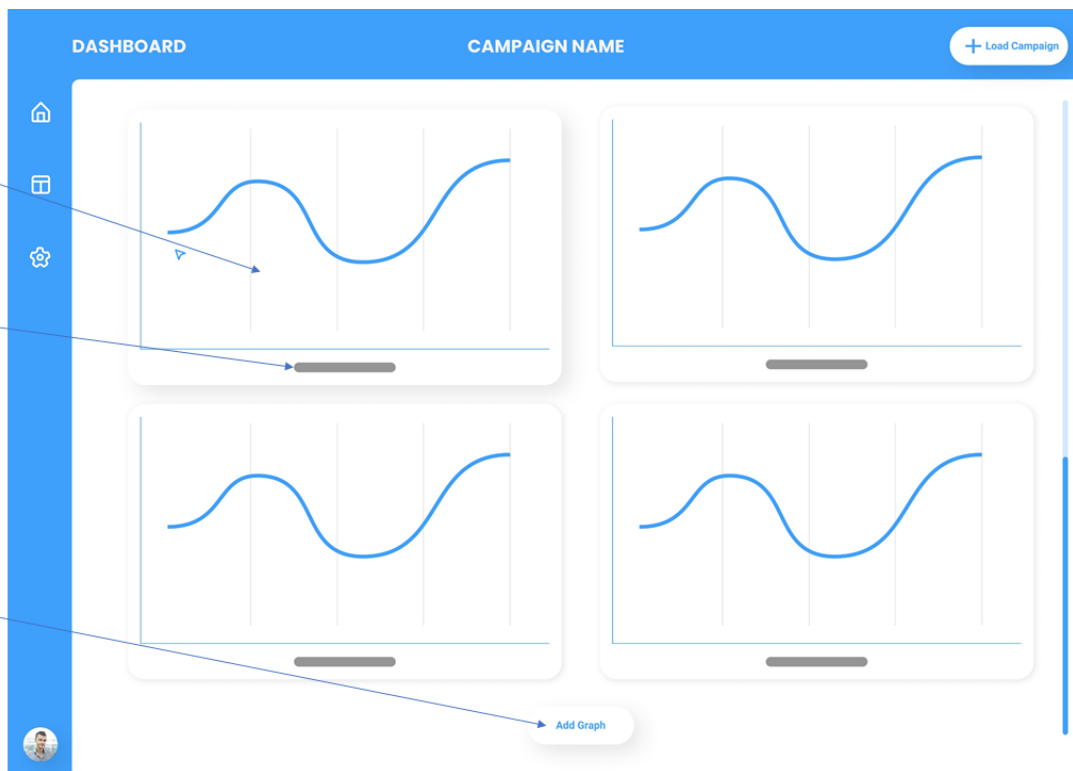
Statistics on Click log

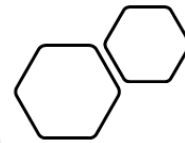
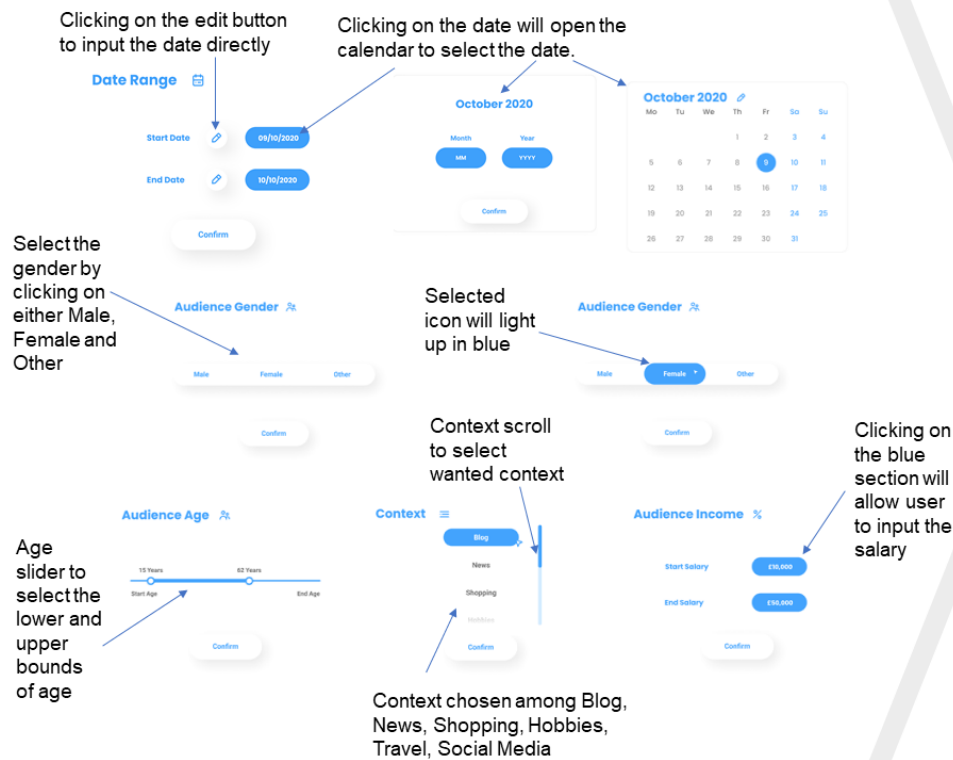
Scroll Bar used to view key metrics below

Each graph represents a metric. Clicking on the graph will display the relevant details to the specific metric

Metric Name

Button to display more graph metrics





FILTERS

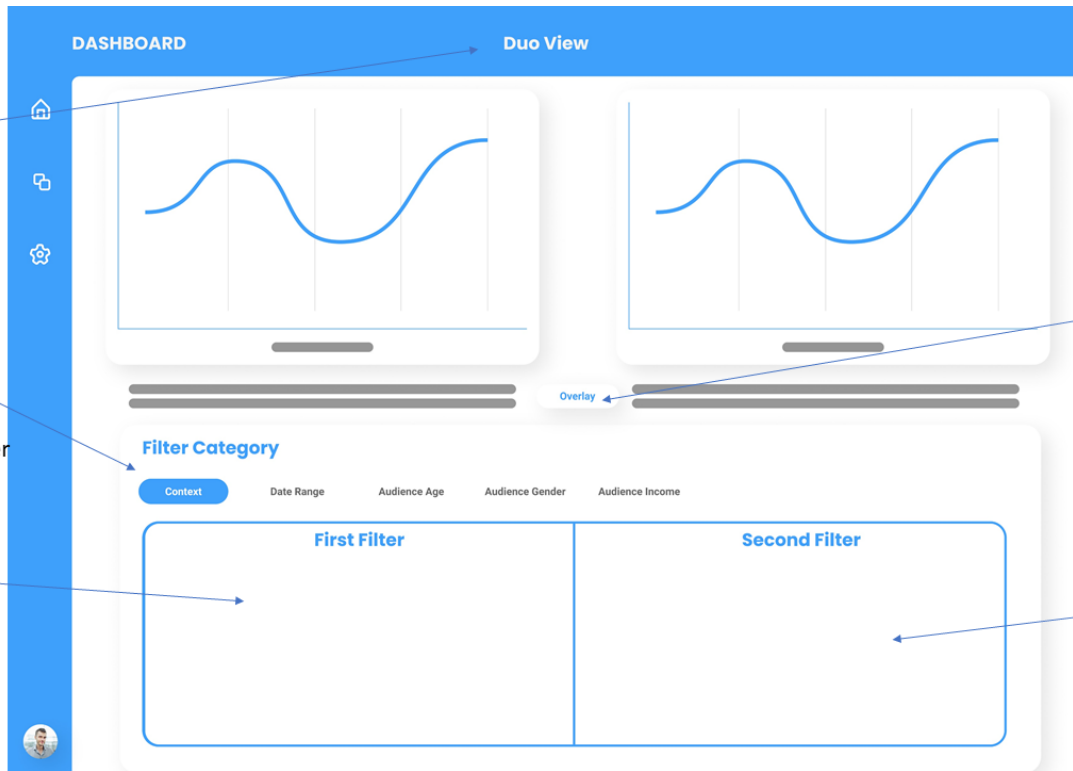
The panels will be displayed in the dedicated filter area on the detailed view of metrics to allow the user to choose their filter values.

Selecting specific filters will open respectively linked panels

Duo View displays the two charts side to side view for comparison

Filter Category to select wanted filter

First filter detail selection affecting left graph



Overlay button to merge and display the graphs

Second filter detail selection affecting right graph

Overlay View displays the two charts in overlay manner for comparison

Filter Category to select wanted filter

First filter detail selection affecting graph in blue



Metric Name

Colour code key

Duo button to separate and display the graphs side to side

Second filter detail selection affecting graph in purple

4 MVC UML Diagram

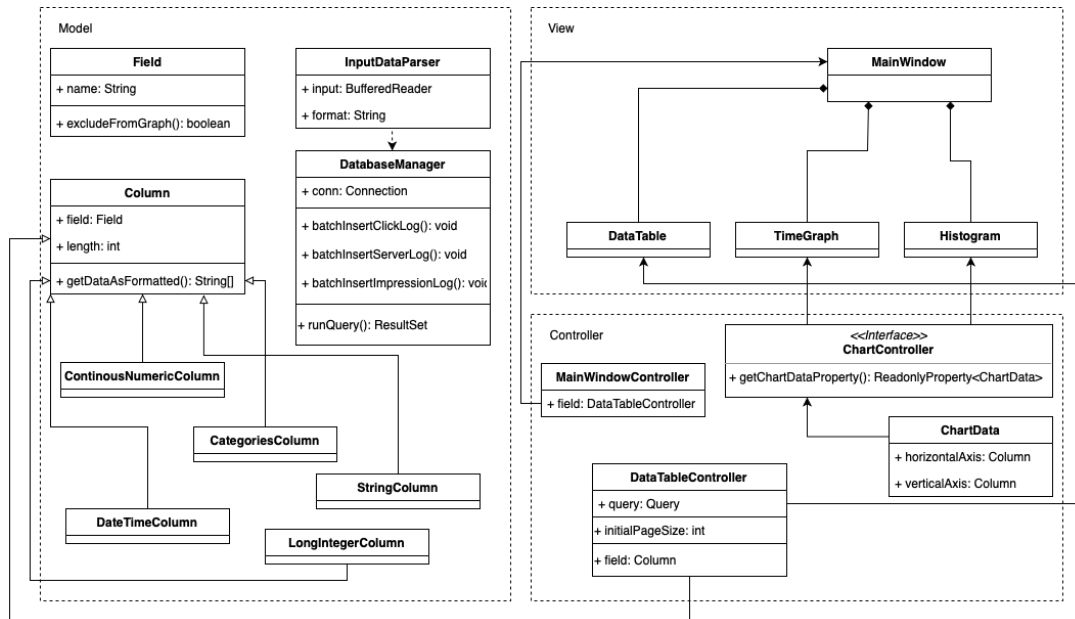


Figure 1: Basic UML Diagram of the project

5 Key Scenarios

General Scenario

- Jennifer opens the dashboard and loads the campaign using the "load campaign button"
- The UI updates to include a histogram and a couple of predefined graphs
- She sees the histogram of click costs with the detailed statistics for all the data on the right where she can change the time range using the buttons and the histogram updates
- She can scroll to see more graphs that the data has generated corresponding to each key metric
- She clicks on a small graph to open the detailed view where she sees the metric name and with a relevant description, statistics and a table of data
- She can filter the graph using filters and change the time granularity
- On the side bar, she can click on:
 - settings to open settings page
 - side to side view to compare graphs on two filters

Increment 1 Scenario

- Jennifer opens the dashboard
- The campaign view is displayed.
- Jennifer sees a histogram and a table for key metrics

6 Product Planning for next increment

6.1 Sprint plan

Task 1 ("Must have")

Define the bounce in the UI
(Story 9) Small

Task 2 ("Must have")

Filter metric graphs by context
(Story 7) Small

Task 3 ("Must have")

Filter metric graphs by audience segments
(Story 7) Medium

Task 4 ("Must have")

Filter metric graphs by date range
(Story 7) Medium

Task 5 ("Must have")

UI for multi graph functionality
(Story 8) Medium

Task 6 ("Must have")

Overlay graphs for comparison
(Story 8) Large

Task 7 ("Must have")

Filter side by side graphs with different time ranges
(Story 8) Medium

Task 8 ("Must have")

Control time granularity of graphs using slider
(Story 6) Large

Task 9 ("Must have")

Control time granularity of graphs using textbox
(Story 6) Large

Task 10 ("Should have")

Open save dialog
(Story 11) Extra Small

Task 11 ("Should have")

Save charts as images
(Story 11) Extra Small

Task 12 ("Could have")

Link to Google Analytics
(Story 13) Extra Large

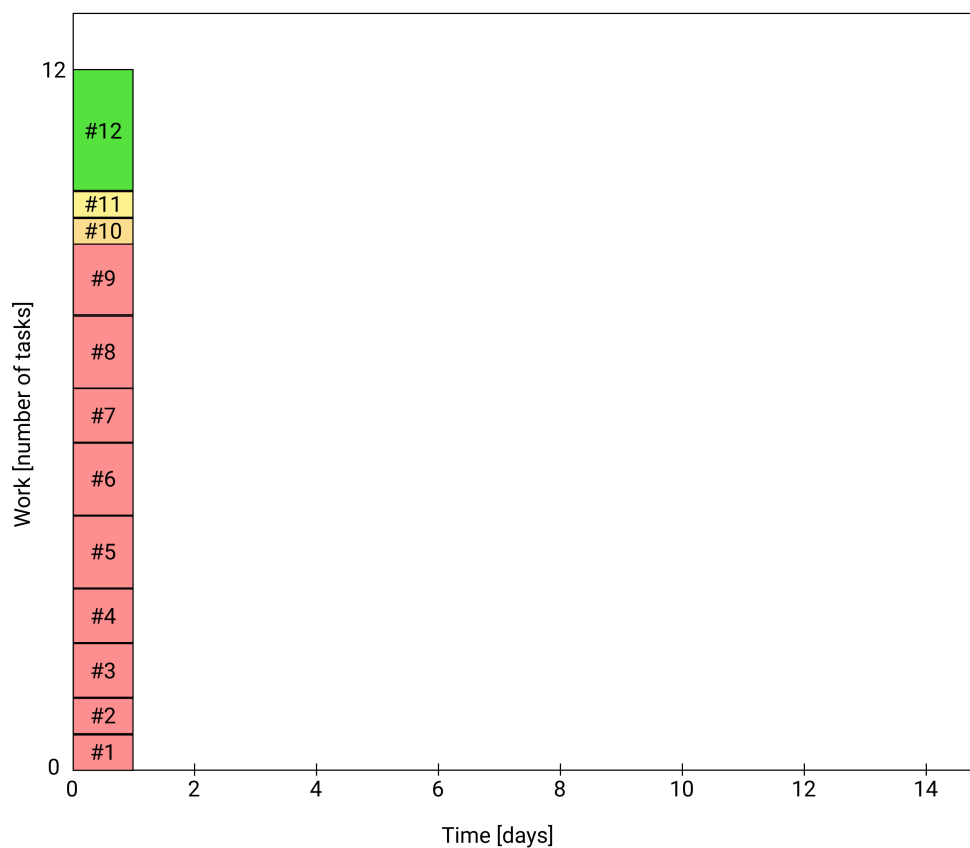
Task duration explanation:

- Extra Small - < 2 hours
- Small - 2-4 hours
- Medium - 4-8 hours
- Large - 8-12 hours
- Extra Large - > 12 hours

6.2 Task details

Task no	Story no	T-Shirt size	Expected time [hours]	Assignee(s)
1	9	Small	2-4	Ammar Tarajia
2	7	Small	2-4	Konrad Sobczak
3	7	Medium	4-8	Konrad Sobczak
4	7	Medium	4-8	Christos Protopapas
5	8	Medium	4-8	Karthik Nooli, Sharan Umavassee
6	8	Large	8-12	Karthik Nooli, Sharan Umavassee
7	8	Medium	4-8	Konrad Sobczak
8	6	Large	8-12	James Scarse
9	6	Large	8-12	James Scarse
10	11	Extra Small	8-12	Sharan Umavassee
11	11	Extra Small	8-12	Sharan Umavassee
12	13	Extra Large	> 12	Ammar Tarajia

6.3 Day zero burndown chart



7 Responses to feedback

7.1 Stakeholder Analysis [1]

Organisational unit	Name	Type	Contribution to the project
Client	Director	Secondary	Owner, oversees investment into marketing and will make decisions per the performance of campaigns
	Brand Analyst	Primary	Employee for the client that analyses the current marketing strategy for campaign performance
Marketing Agency	Digital Strategist	Primary	Manages the online presence of campaigns and plans marketing strategies through digital channels for clients
	Account Manager	Primary	Liaises with clients to ensure that they are satisfied with the service provided by the agency, providing information on how campaigns are performing
	Marketing Director	Secondary	Makes decision per data obtained from dashboard and ensures that advertisements placed for the client are performing effectively, guides the overall marketing process
	Marketing Analyst	Primary	Analyses the data from the ads and finds ways to make them perform better
	System Administrator	Facilitating	Runs, maintains and configures the system
	Ad Viewer / Customer	Tertiary	Prospective customer, provides data by clicking or not clicking on the ad
	Website with Ad (placement)	Tertiary	The developer of the website that hosts the ad is affected by the quality and performance of ads hosted on their website
	Development Team	Facilitating	Manages and fixes the issues in the application, introduces new features

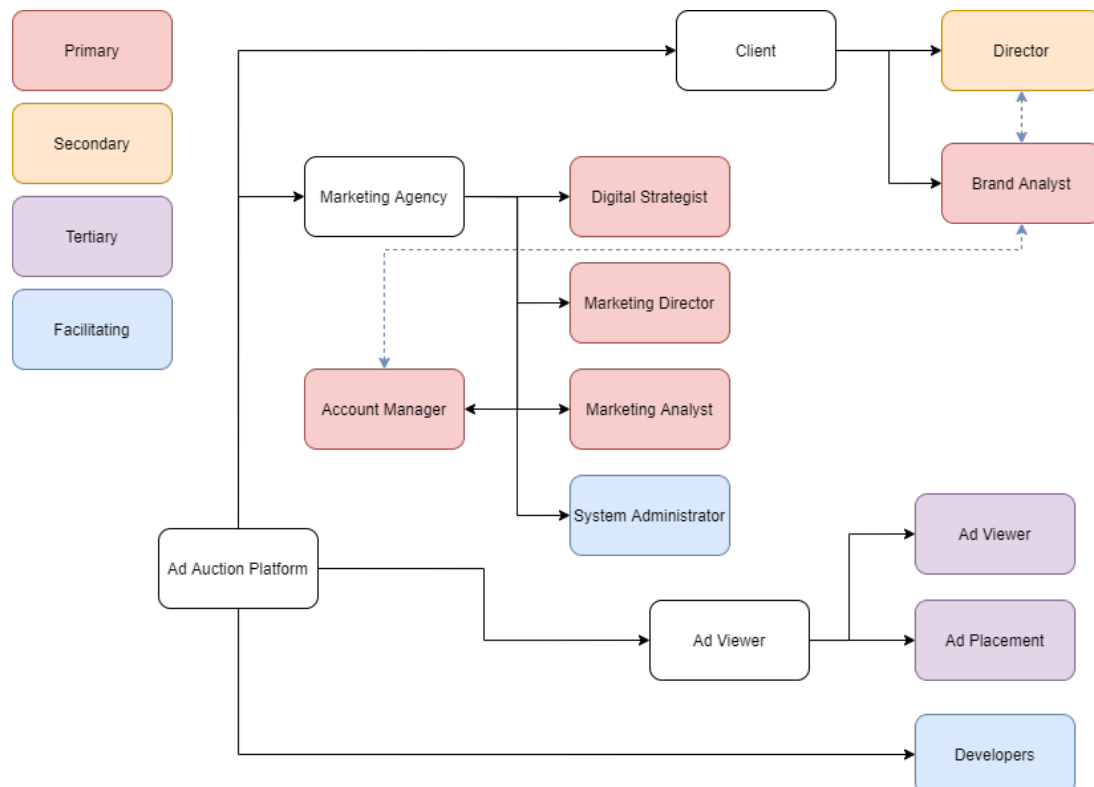


Figure 2: Stakeholder diagram

7.2 Revised Product Planning for increment 1

7.2.1 Sprint plan

Task 1 ("Must have")

Parse CSV file
(Story 1) Medium

Task 2 ("Must have")

CRUD to SQLite
(Story 1) Medium

Task 3 ("Must have")

Create a window that is responsive
(Story 2) Extra Small

Task 4 ("Must have")

Design the interface structure
(Story 2) Medium

Task 5 ("Must have")

Create a table to display metrics
(Story 3) Small

Task 6 ("Must have")

Metrics table should be able to compare the different fields
(Story 3) Small

Task 7 ("Must have")

Display a graph for the different metrics
(Story 4) Medium

Task 8 ("Must have")

Display a graph for the histogram of clicks
(Story 5) Medium

Task 9 ("Must have")

Construct an intermediary data model and controller system
(Story 1) Large

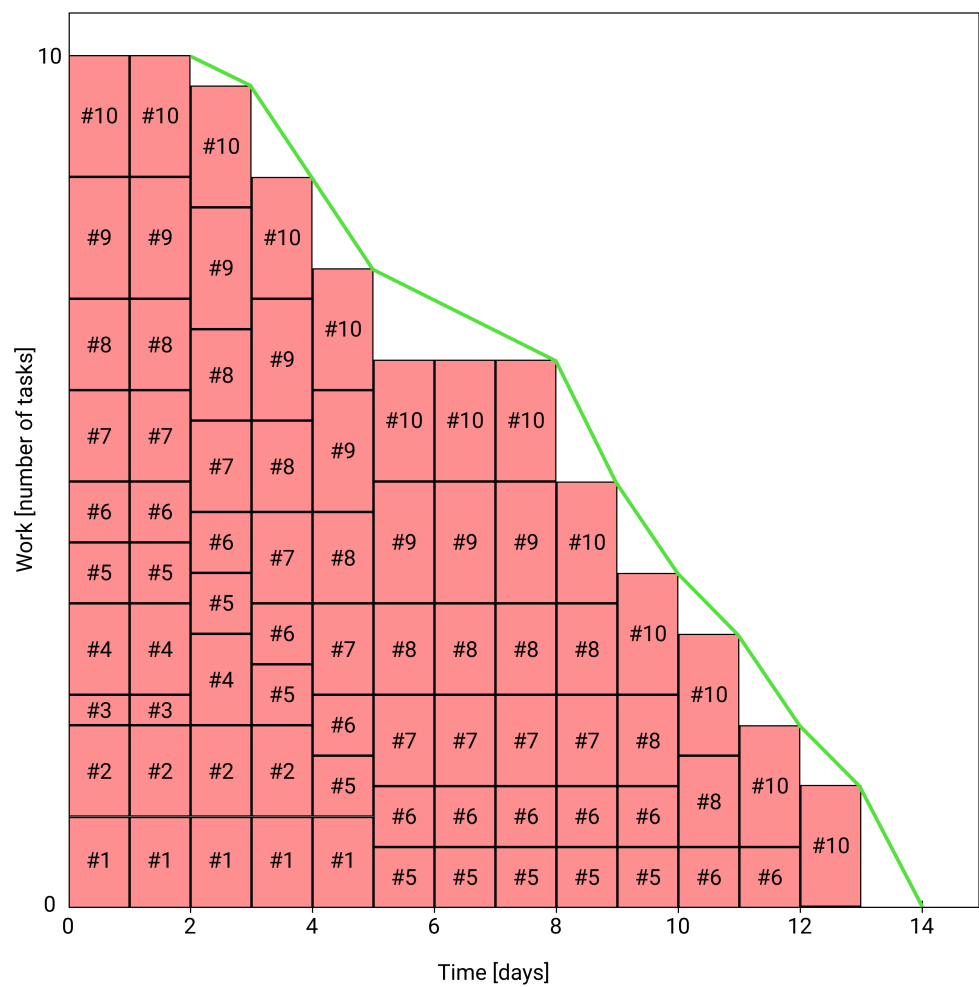
Task 10 ("Must have")

Construct queries to calculate metrics
(Story 1) Large

7.2.2 Task details

Task no	Story no	T-Shirt size	Time [hours]		Assignee(s)
			Expected	Actual	
1	1	Medium	4-8	4	Konrad Sobczak
2	1	Medium	4-8	8	Christos Protopapas
3	2	Extra Small	< 2	2	Ammar Tarajia, James Scrase
4	2	Medium	4-8	8	Sharan Umavassee, Karthik Nooli
5	3	Small	2-4	4	James Scarse, Karthik Nooli
6	3	Small	2-4	4	James Scrase, Karthik Nooli
7	4	Medium	4-8	8	Ammar Tarajia, James Scrase
8	5	Medium	4-8	8	Ammar Tarajia, James Scrase
9	1	Large	8-12	12	James Scrase, Sharan Umavassee
10	1	Large	8-12	12	Christos Protopapas, Konrad Sobczak

8 Burndown chart for Increment 1



References

[1] “The Different Job Roles In A Design, Advertising Or Marketing Agency”. en-GB. In: *Shoko Press* (). URL: <http://www.shokopress.com/the-different-job-roles-in-a-design-advertising-or-marketing-agency/> (visited on 02/26/2021).