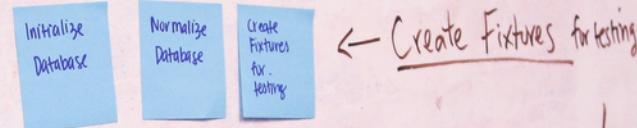


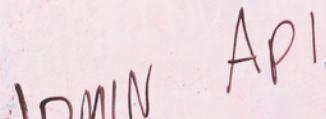
1) WEEK 4: Design



2) WEEK 5: Design



3) WEEK 6: Dev



Source: Tommy Wong

DECISION MAKING APPROACH TO DASHBOARD DESIGN

Bernard Suen

Center for Entrepreneurship

Chinese University of Hong Kong

Recap

1. Overview of **qualitative** and **quantitative** UX research methods.
2. Obtain **qualitative insights** on user needs (**why**) through **usability studies with 5 users**.
3. Obtain **quantitative validations** of user adoption and conversion (**what**) through **A/B test with statistically significant sample size aggregated over a period of time at a given confident level**.

	Qualitative	Quantitative
Attitudinal	<ul style="list-style-type: none">- Interview- Focus Group	<ul style="list-style-type: none">- <i>Post-test Satisfaction Survey</i>
Behavioral	<ul style="list-style-type: none">- <i>Usability Test</i>- <i>Contextual Inquiry</i>	<ul style="list-style-type: none">- <i>Usability Measures</i>- <i>A/B Test</i>- <i>Analytics</i>- <i>Funnel Metrics</i>

Assumptions to be Tested

- ✓ **What is the most important information to the target user? How should the information should be displayed (look and position) to increase interaction?**
- ✓ **Is the chosen page the landing page? If yes, where is the source for referring the page?**
- ✓ **What does the user expect to see and do on the page?**
- ✓ **What does the user expect to do next?**
- ✓ **Does the page provide the means for doing that?**

Topics

- [E-commerce](#)
- [Intranets](#)
- [Mobile & Tablet](#)
- [User Testing](#)
- [Web Usability](#)
- [Writing for the Web](#)

[See all topics](#)

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- [UX Debt: How to Identify, Prioritize, and Resolve](#)
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- [F-Shaped Pattern For Reading Web Content \(original study\)](#)
- [Design Thinking 101](#)
- [10 Best Intranets of 2017](#)
- [The Distribution of Users' Computer Skills: Worse Than You Think](#)
- [UX Research Cheat Sheet](#)
- [When and How to Create Customer Journey Maps](#)

Why You Only Need to Test with 5 Users

by Jakob Nielsen on March 19, 2000

Topics: User Testing

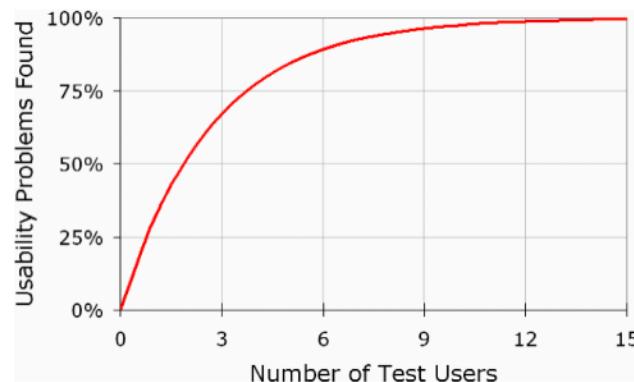
Summary: Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.

Some people think that usability is very costly and complex and that user tests should be reserved for the rare web design project with a huge budget and a lavish time schedule. Not true. Elaborate usability tests are a waste of resources. The best results come from testing no more than 5 users and running as many small tests as you can afford.

In earlier research, Tom Landauer and I showed that the number of usability problems found in a usability test with n users is:

$$N(1-(1-L)^n)$$

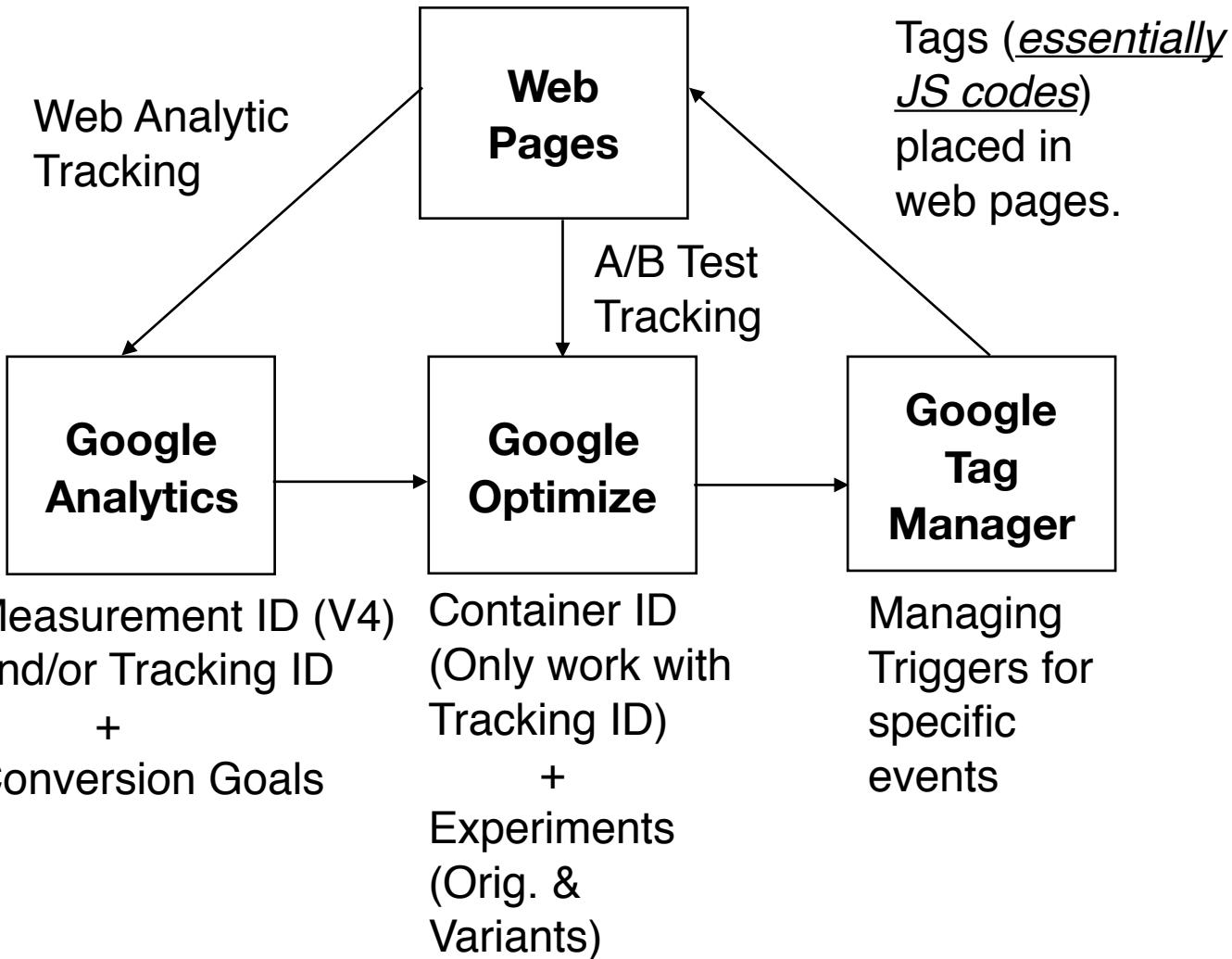
where N is the total number of usability problems in the design and L is the proportion of usability problems discovered while testing a single user. The typical value of L is 31%, averaged across a large number of projects we studied. Plotting the curve for $L = 31\%$ gives the following result:



How to Test with Users in a Usability Study?

1. Find **representative** users (persona).
2. Ask to perform **realistic tasks**.
3. **Shut up** while the user is performing the task and observe.
4. **Never** provide any **hints** or **leads** to guide their actions. You want to observe their **natural** tendency.
5. Request users to **speak aloud** while performing the tasks. **Obtain approval** for recording the session.
6. **Record** the session (e.g. screen recording using Zoom) for later analysis.

Setup A/B Test in Google Optimise.





Details

Reporting

🕒 Running

Edit

End

⋮

Started manually: Thu, Nov 5, 2020, 11:47 AM GMT+8

Expiration scheduled: Wed, Feb 3, 2021, 11:47 AM GMT+8

🎯 Targeting and variants

Variants

What do you want to test?

Original

👤 0

50% weight

Preview ▾

View

⋮

Variant 1

👤 0

50% weight

Preview ▾

Changes (1)

View

⋮

Editor page: <https://dev-demo5961.pantheonsite.io/>

Page targeting

Where should this experience run on your website?

Analytics | All accounts > Data Driven Product & S... | All Web Site Data | Try searching “Any anomalies in sessions this month?”

Nov 5, 2020 - Nov 5, 2020

WordPress Workshop

Running

Conversions / Page Metrics | Export | This report is based on 100% of sessions. [Learn more](#) | Greater precision

All Users 100.00% Experiment Sessions | + Add Segment

Explorer

Calculated Bounce Rate vs. Select a metric

Original | Variant 1

Day Week Month

13 Experiment Sessions | 3 days of data | 100% users included

Status: Running

Primary Dimension: Variant

Plot Rows

Variant	Experiment Sessions	Experiment Bounces	Calculated Bounce Rate
Original	5	2	40.00%
Variant 1	8	5	62.50%

Show rows: 10 | Go to: 1 | 1 - 2 of 2

The screenshot displays a Google Analytics experiment report for a 'WordPress Workshop'. The left sidebar shows navigation links like Home, Customization, Reports, Realtime, Audience, Acquisition, Behavior (selected), Experiments (selected), Conversions, Attribution (BETA), Discover, and Admin. The main area shows a line chart titled 'Wordpress Workshop' with the status 'Running'. The chart compares 'Original' (blue line) and 'Variant 1' (orange line) sessions. Variant 1 starts at 40.00% and ends at 62.50%, while the original starts at 40.00% and ends at 20.00%. A table below the chart provides detailed data for each variant. A red box highlights the chart area, another highlights the table, and a third highlights the overall report summary on the right.

Today's Agenda

1. What is Key Performance Index (**KPI**)?
2. How to design a **dashboard** to communicate KPI?
3. **3 Use Cases** of dashboard for your final project
 - Google Analytics dashboard (for web team)
 - User dashboard (for end-user and customer)
 - Operation dashboard (for business staff)
4. **Implementation** of dashboard in Google Analytics,
Airtable + Datawrapper, and JQuery/Airtable API +
dataviz libraries

Key Performance Index

A Good KPI Must:

- Be a calculated number; RAPR
- Be comparable over time
- Track Events which *Cause* performance, not just the *Effect*
- Be related to business goals and objectives

Key Performance Indicators

- a. Set goals and quantify outcome for meeting the goals
- b. Outcome should be actionable behaviour that can be observed by humans or machines
- c. Track causes not only effects to understand the “why” as well as the “how”
- d. Determine measurement period
- e. Determine unit of measurement
- f. Derive metrics and KPI from units of measurement

Dashboard Design Principle:
To delight and to inform.

1. General Dashboard Design Principles

- a. **Determine the user** (**who**--target audience) and his/her needs (**why**--purpose) in using the product/service (**what** medium and content)
- b. **Make sure you have the right metrics** (i.e. KPI) including its data preparation before you begin designing the dashboard (basic units of measure vs. ratios/formula)
- c. **Choose the right chart type and encoding principles**
- d. **Provide context suitable for the medium** (e.g. desktop vs. mobile)
- e. **Makes every pixel counts. Less is more.**

2. Dashboard Types (By Management Level)

- a. **Operational** – How often (hourly, daily, weekly, monthly) to see historical and current figures such as page views, average session duration time, bounce rates.
- b. **Tactical** – Explore with interactive and drill-down capabilities to see the details such as user acquisition by channels, content and behaviour flow through website
- c. **Strategic** – Conversion and financial data such as conversion rate and financial ratios.

4. Make Data Relevant to the User

- a. **Provide context** (e.g. medium and background) to understand the pre-condition of the data source
- b. **Profile user** (e.g. demographics data)

5. Simplify the Dashboard

- a. Group and show the data with the purpose to make it easy for the user to take action with the knowledge from the data
- b. Simplify but not distort relationship (remove unnecessary noise in the data that may cause confusion)
- c. Use of interactivity to drill down to details instead of showing too much information up front

6. Frequency of Update

- a. Real-time vs. Occasional
- b. Hourly, Daily, Weekly, Monthly

Data-Ink Ratio

Design Principles

5. Consider your medium.

Real estate is even more precious. Hide secondary data.



<https://www.youtube.com/watch?v=RtKDSfWFQIA>

Lesson learned:

1. Minimalism at play — every pixel counts. Nothing more, nothing less.
2. Consider the medium, which provides the context and constraint for communicating the key message and supporting the interactions. Make sure your dashboard works on mobile phone as well as the desktop.
3. Help to declutter the screen so the audience can focus on the most important elements on the page without distractions.

Implementation of Dashboard

1. 3 use cases of dashboard for your final project

- **Google Analytics dashboard** (e.g. new vs. returning, campaigns, users rates, conversion rates, bounce rates used for back-end web tracking)
- **User dashboard** (e.g. daily rates used for front-end UX)
- **Operation dashboard** (e.g. other back-end analytics such as profit ratio, average daily sales, AI based predictive analytics such as future loan default rate)

2. Implementation of a dashboard using:

- **Google Analytics (back-end for operations)**
- **Airtable + Airtable Apps (back-end operatons)**
- **JQuery/Airtable API/JS Dataviz libraries (front-end for users)**

Google Analytic Dashboard

Acquisition Dashboard

Where do
users come
from?

Channels

+

Behaviour Dashboard

What do
people click
and see?

Flow

+

Conversion Dashboard

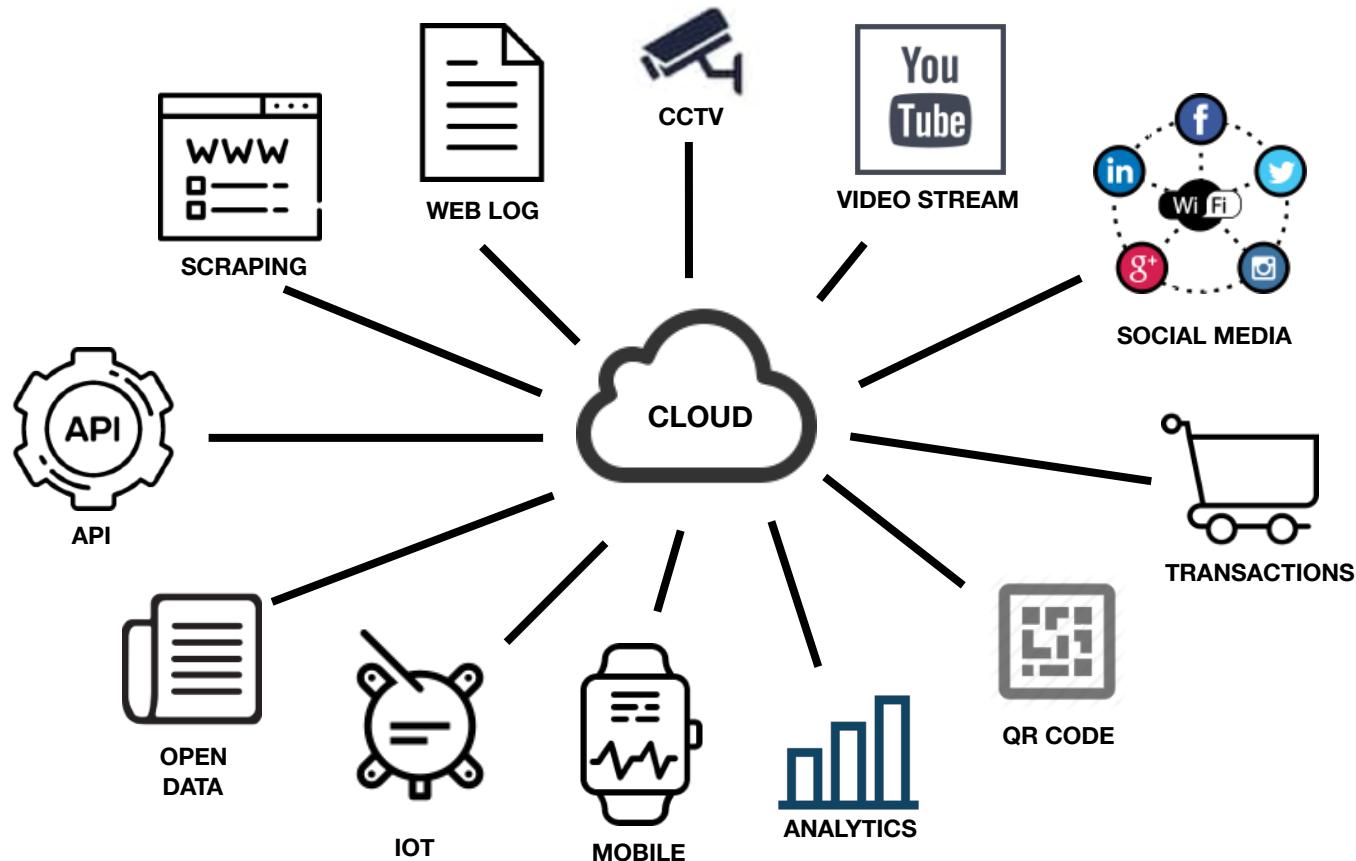
Have they
been
engaged ?

Goal Loyalty

Google Analytic Dashboard

for Tracking Acquisition

Use of UTM Codes for Campaign Tracking



What are UTM Codes (parameters)?

1. **UTM** codes or parameters are used to describe and tag the characteristics of a digital marketing channel **URL link**.
2. Typical **channels** include email, social media, SEO, web pages/blogs, and events.
3. The most important parameters include the source, medium, and URL of a channel source.
4. When people click on the link, the **parameters in the link** will be sent to Google for tracking.
5. Google Analytics can uses these **tags** for classifying and tracking the flow of traffic from the various **channel sources** to the designated web page.

Demos & Tools

Autotrack

Account Explorer

Campaign URL Builder

Dimensions & Metrics Explorer

Embed API

Basic Dashboard

Multiple Views

Interactive Charts

Working with Custom Components

Third Party Visualizations

Server-side Authorization

Enhanced Ecommerce

Hit Builder

Polymer Elements

Query Explorer

Request Composer

Spreadsheet Add-on

Tag Assistant

Usage Trends New!

Resources

Campaign URL Builder

This tool allows you to easily add campaign parameters to URLs so you can track [Custom Campaigns](#) in Google Analytics.

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. <https://www.example.com>)

* Campaign Source

The referrer: (e.g. [google](#), [newsletter](#))

Campaign Medium

Marketing medium: (e.g. [cpc](#), [banner](#), [email](#))

Campaign Name

Product, promo code, or slogan (e.g. [spring_sale](#))

Campaign Term

Identify the paid keywords

How To Implement UTM Parameters

So now you know what they are; how do you implement them? It's really simple actually! Using the [Google Analytics URL builder](#), all you need to do is fill in the form and click 'Submit' and Hey Presto! So for the example above, the form would look as follows:

Step 1: Enter the URL of your website.

Website URL *

(e.g. <http://www.urchin.com/download.html>)

Step 2: Fill in the fields below. **Campaign Source**, **Campaign Medium** and **Campaign Name** should always be used.

Campaign Source *

(referrer: google, citysearch, newsletter4)

Campaign Medium *

(marketing medium: cpc, banner, email)

Campaign Term

(identify the paid keywords)

Campaign Content

(use to differentiate ads)

Campaign Name *

(product, promo code, or slogan)

Click and Ta-Da!

* Required field

source: <https://ga-dev-tools.appspot.com/campaign-url-builder/>

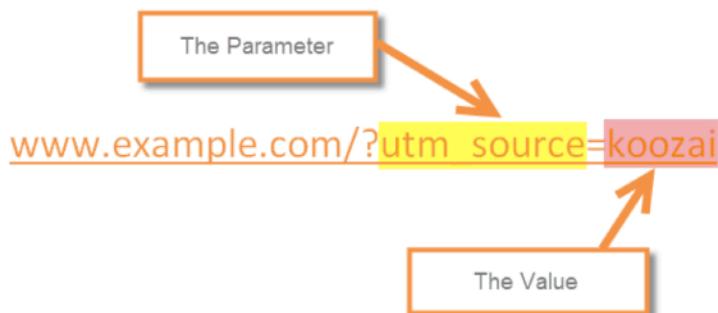
What Is A UTM Parameter?

UTM stands for Urchin Tracking Module; the format used by Google to track your unique URLs.

So what actually are they? Let's start with the basics – Generally speaking, anything succeeding a question mark (?) within a URL is a parameter, for example:



A UTM parameter is a tag added to the end of a URL which, once clicked, sends data back to Google Analytics allowing you to track which elements of your online marketing strategy are most effective. A UTM parameter is made up of the parameter and its value:



There are 5 key UTM parameters used for campaign tracking within Google Analytics, 3 of which are required, 2 which are optional.

Required

- *utm_source* – Used to describe where the traffic is coming from, for example the name of the website displaying your adverts or the newsletter name.
- *utm_medium* – Used to describe the specific element, for example you may refer to banner placements or sizes dependant on which aspect you are split testing. Or it could be a product image in the newsletter case.
- *utm_campaign* – This refers to the overall campaign you are running. For example, if the new campaign you are launching is for a new phone (e.g. the K00z) then your campaign may be called 'K00z_launch'

Optional

- *utm_term* – This is used for paid search to determine the particular keyword you were bidding on for that specific ad. For example, an ad for the term 'SEO services' would be tagged 'utm_term=seo_services'
- *utm_content* – Used for split testing to differentiate between type A and type B.

So say we include a 200 x 100 banner within our monthly Koozmail email, which is advertising jobs at Koozai, the URL with UTM parameter would look as follows:

Example:

www.example.com/?utm_source=koozmail&utm_medium=200x100banner&utm_campaign=jobs

Source: <https://www.koozai.com/blog/analytics/utm-parameters/>

Traffic source dimensions

Source: Every referral to a web site has an origin, or source. Possible sources include: "google" (the name of a search engine), "facebook.com" (the name of a referring site), "spring_newsletter" (the name of one of your newsletters), and "direct" (users that typed your URL directly into their browser, or who had bookmarked your site).

Medium: Every referral to a website also has a medium. Possible medium include: "organic" (unpaid search), "cpc" (cost per click, i.e. paid search), "referral" (referral), "email" (the name of a custom medium you have created), "none" (direct traffic has a medium of "none").

Keyword: When SSL search is employed, Keyword will have the value (*not provided*).

Campaign is the name of the referring AdWords campaign or a custom campaign that you have created.

Content identifies a specific link or content item in a custom campaign. For example, if you have two call-to-action links within the same email message, you can use different Content values to differentiate them so that you can tell which version is most effective.

source:support.google.com

SOURCES	MEDIUM	CAMPAIGN	URL (e.g. http://x.com)
event	qrcode	epin18114	http://ybsuen.github.io?utm_source=event&utm_medium=qrcode&utm_campaign=epin181114
facebook	cpc	jg180320	http://ybsuen.github.io?utm_source=facebook&utm_medium=cpc&utm_campaign=jg180320
mailchimp	email	jg180320	http://ybsuen.github.io?utm_source=mailchimp&utm_medium=email&utm_campaign=jg180320
google	organic, cpc	jg180320	http://ybsuen.github.io?utm_source=google&utm_medium=organic&utm_campaign=jg180320

Another **UTM** Case Study

Campaign Traffic by Acquisition Channels

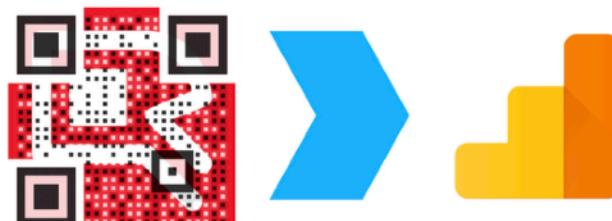
- 1. Web, email, QR code, social media promotion
(using UTM code)**
- 2. Registration invitation (e.g. Airtable form as a
conversion goal)**
- 3. Registration and payment tracking**
- 4. Event attendance**
- 5. Post-event evaluation (e.g. onsite Airtable form as
a conversion goal)**
- 6. Score keeping (conversion metrics)**

Create successful mobile marketing campaigns with QR Codes

HOME QR CODE MANAGEMENT LANDING PAGES QR CODE TIPS

Tracking QR Codes with Google Analytics

Leave a reply



[Free QR Code Generator](#)

<https://blog.qrd.by/2017/12/19/tracking-qr-codes-with-google-analytics/>

Our [QR Code Tracking](#) platform has detailed tracking capabilities of your QR Code scans like which mobile device has scanned your QR Code where and when. However, sometimes you want to include QR Codes in a bigger marketing campaign with various sources managed in your Google Analytic account.

To send QR Code scans to your Google Analytic account simple add your GA Tracking ID in your account settings:

CATEGORIES

[Business Card](#) [Designer QR Code](#)

[Examples and ideas](#) [QR Code](#)

[QR Code Printing](#) [QR Code Reader](#)

[QR Code Tracking](#)

[Offline](#)



Solutions Pricing Sign In [Register Free Account](#)

Free QR Code Generator

- Dynamic QR Codes
- with logo
- trackable
- free analytics
- do not expire

URL

vCard

Text

Track a QR Code

More QR Codes

paste an url to create your first qr code...

Complete Guide
for using QR Codes

Productfolder
with features & prices

This website uses necessary cookies to ensure that our website is ideally usable. We do not use additional cookies that process personal data without your prior consent [cookie policy](#) [OK](#)

Embed API

Basic Dashboard

Multiple Views

Interactive Charts

Working with Custom Components

Third Party Visualizations

Server-side Authorization

Enhanced Ecommerce
Updated!

Hit Builder

Query Explorer

Request Composer

Spreadsheet Add-on

Tag Assistant

Usage Trends

Enter the website URL and campaign information

Fill out the required fields (marked with *) in the form below, and once complete the full campaign URL will be generated for you. *Note: the generated URL is automatically updated as you make changes.*

* Website URL

The full website URL (e.g. `https://www.example.com`)

* Campaign Source

The referrer: (e.g. `google`, `newsletter`)

* Campaign Medium

Marketing medium: (e.g. `cpc`, `banner`, `email`)

* Campaign Name

Product, promo code, or slogan (e.g. `spring_sale`)

Campaign Term

Identify the paid keywords

Campaign Content

Share the generated campaign URL

Use this URL in any promotional channels you want to be associated with this custom campaign

`https://dc.cuhkcfe.io/?utm_source=CUHK%20Campus%20Billboard&utm_medium=QR%20Code&utm_campaign=qr_2020_11_09`

Set the campaign parameters in the fragment portion of the URL (not recommended).

 Copy URL

 Convert URL to Short Link (authorization required)

More information and examples for each parameter

The following table gives a detailed explanation and example of each of the campaign parameters. To learn more, check out the links in the [related resources](#) section below.

Campaign Source	Required.
<code>utm_source</code>	Use <code>utm_source</code> to identify a search engine, newsletter name, or other source. <i>Example:</i> <code>google</code>

SOURCES	MEDIUM	CAMPAIGN	URL (e.g. http://x.com)
CUHK Campus Billboard	QR Code	qr_2020_11_09	http://ybsuen.github.io?utm_source=CUHK%20Campus%20Billboard&utm_medium=QR%20Code&utm_campaign=qr_2020_11_09
facebook	cpc	jg180320	http://ybsuen.github.io?utm_source=facebook&utm_medium=cpc&utm_campaign=jg180320
mailchimp	email	jg180320	http://ybsuen.github.io?utm_source=mailchimp&utm_medium=email&utm_campaign=jg180320
google	organic, cpc	jg180320	http://ybsuen.github.io?utm_source=google&utm_medium=organic&utm_campaign=jg180320



Solutions Pricing Sign In [Register Free Account](#)

Free QR Code Generator

- QR Dynamic QR Codes
- With logo
- Trackable
- Free analytics
- Do not expire

URL

vCard

Text

Track a QR Code

More QR Codes

Campus%20Billboard&utm_medium=QR%20Code&utm_campaign=qr_2020_11_09

Hint: You are using an URL that is too long

- QR codes with long URLs can be decoded less by your Smartphone than shortened URLs.
- Create a free account to create optimally-readable QR codes with your URL automatically shortened

This website uses necessary cookies to ensure that our website is ideally usable. We do not use additional cookies that process personal data without your prior consent [cookie policy](#) [OK](#)



Free QR Code Generator

Solutions

Pricing

Sign In

Register Free Account

Dynamic Designer QR Code



& does not expire



Create your free **Designer QR Code** with your logo.



Change the URL anytime
without reprinting the QR Code

[Register Free Account](#)

Static QR Code



[Download QR Code](#)

Complete Guide
for using QR Codes

Productfolder
with features & prices

This website uses necessary cookies to ensure that our website is ideally usable. We do not use additional cookies that process personal data without your prior consent [cookie policy](#) OK

Marketing Campaign Tracking

HELP ? 🔔 🔍

	Campaigns	Ad Sets & Creative	UTM Builder	Platform Summary	Customer Stage	SHARE	AUTOMATIONS	APPS
	Main View	...	Hide fields	Filter	Group	Sort	Color	Share view
	Completed Link (incl. UTM Code)		Website URL	utmSnippet	Medium	Source	Campaign	
1	www.porchcam.com/product?utm_medium=search&utm_source=Google		www.porchcam.com/product	?utm_medium=search&utm_source=Google	search	Google	Google-securityCamera-2016-09-01	
2	www.porchcam.com/homesecurity?utm_medium=social&utm_source=Facebook		www.porchcam.com/homesecurity	?utm_medium=social&utm_source=Facebook	social	Facebook	Facebook-homeSecurity-2017-10-01	
3	www.porchcam.com/homesecurity?utm_medium=social&utm_source=Twitter		www.porchcam.com/homesecurity	?utm_medium=social&utm_source=Twitter	social	Twitter	Twitter-homeSecurity-2016-10-03	
4	www.porchcam.com/product?utm_medium=social&utm_source=Facebook		www.porchcam.com/product	?utm_medium=social&utm_source=Facebook	social	Facebook	Facebook-retargeting-2017-09-26	
5	www.porchcam.com/product?utm_medium=social&utm_source=Facebook		www.porchcam.com/product	?utm_medium=social&utm_source=Facebook	social	Facebook	Facebook-homeowners-2017-10-10	
6	www.porchcam.com/homesecurity?utm_medium=search&utm_source=Google		www.porchcam.com/homesecurity	?utm_medium=search&utm_source=Google	search	Google	Google-homeSecurity-2016-10-10	
7	www.porchcam.com/product?utm_medium=display&utm_source=Google		www.porchcam.com/product	?utm_medium=display&utm_source=Google	display	Google	Google-retargeting-2016-10-10	
8	www.porchcam.com/addons?utm_medium=social&utm_source=Facebook		www.porchcam.com/addons	?utm_medium=social&utm_source=Facebook	social	Facebook	Facebook-addons-2017-10-24	
9	www.porchcam.com/homesecurity?utm_medium=social&utm_source=Facebook		www.porchcam.com/homesecurity	?utm_medium=social&utm_source=Facebook	social	Facebook	Facebook-homeSecurity-2017-10-10	
10	www.porchcam.com/product?utm_medium=social&utm_source=Facebook		www.porchcam.com/product	?utm_medium=social&utm_source=Facebook	social	Facebook	Facebook-homeowners-2017-10-10	
11	dc.cuhkcfe.io?utm_medium=qrcode&utm_source=CUHKCampus		dc.cuhkcfe.io	?utm_medium=qrcode&utm_source=CUHKCampus	qrcode	CUHK Campus	CUHK Campus-CUstudents-2020	
+								

11 records



Try searching for "site content"

Success.



Traffic Sources

0 keywords

Create Shortcut BETA

Home

Customization

REPORTS

Realtime

Overview

Locations

Traffic Sources

Content

Events

Conversions

Audience

Acquisition

Behavior

Conversions

Right now

1

active users on site

CAMPAIGN

100%

Viewing: Active Users Pageviews (Last 30 min)

Metric Total: 1



Medium	Source	Active Users
1. QR Code	CUHK Campus Billboard	1 100.00%

Pageviews

Per minute

1.5

1.0

0.5

-26 min

-21 min

-16 min

-11 min

-6 min

-1 min

Per second

1.5

1.0

0.5

-60 sec

-45 sec

-30 sec

-15 sec

Setting up Acquisition Dashboard in GA

What is Acquisition in GA?

Analytics All accounts > Google Merchandise St... 1 Master View ▾ Try searching for "audience overview"

Home Customization Reports Realtime Audience Acquisition Overview + Add Segment Oct 29, 2020 - Nov 4, 2020

All Users 100.00% Users

Primary Dimension: Default Channel Grouping Conversion: eCommerce

Top Channels

Channel	Percentage
Direct	81.2%
(Other)	7.2%
Display	4.8%
Affiliates	1.5%
Organic Search	1.2%
Referral	0.8%
Paid Search	0.5%
Social	0.2%

Users

Date	Users
Oct 30	3,000
Oct 31	1,800
Nov 1	1,500
Nov 2	2,500
Nov 3	2,800
Nov 4	2,500

Conversions

Date	Ecommerce Conversion Rate
Oct 30	0.15%
Oct 31	0.10%
Nov 1	0.05%
Nov 2	0.02%
Nov 3	0.15%
Nov 4	0.05%

Acquisition

- Overview
- All Traffic
- Google Ads
- Search Console
- Social
- Campaigns

Behavior

Attribution BETA

Discover

Admin

https://analytics.google.com/analytics/web/?utm_source=demoaccount&utm_medium=demoaccount&utm_campaign=demoaccount#/report/trafficsources-overview/a54516992w87479473p92320289/

Analytics | All accounts > Google Merchandise St... 1 Master View ▾ Try searching for "audience overview"

Customization

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Overview

All Traffic

Channels

Treemaps

Source/Medium

Referrals

Google Ads

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Primary Dimension: Default Channel Grouping ▾ Source / Medium Source Medium Other

Plot Rows Secondary dimension ▾ Sort Type: Default ▾ advanced

Default Channel Grouping	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	14,577 % of Total: 100.00% (14,577)	12,565 % of Total: 100.06% (12,558)	17,547 % of Total: 100.00% (17,547)	47.30% Avg for View: 47.30% (0.00%)	4.68 Avg for View: 4.68 (0.00%)	00:03:02 Avg for View: 00:03:02 (0.00%)	0.09% Avg for View: 0.09% (0.00%)	16 % of Total: 100.00% (16)	\$1,166.15 % of Total: 100.00% (\$1,166.15)
1. Direct	12,000 (81.15%)	10,984 (87.42%)	13,995 (79.76%)	48.14%	4.49	00:02:51	0.09%	13 (81.25%)	\$975.65 (83.66%)
2. (Other)	1,072 (7.25%)	651 (5.18%)	1,391 (7.93%)	28.04%	6.33	00:04:52	0.22%	3 (18.75%)	\$190.50 (16.34%)
3. Display	646 (4.37%)	598 (4.76%)	727 (4.14%)	77.99%	2.55	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
4. Affiliates	394 (2.66%)	331 (2.63%)	482 (2.75%)	62.24%	2.39	00:02:08	0.00%	0 (0.00%)	\$0.00 (0.00%)
5. Organic Search	363 (2.45%)	0 (0.00%)	518 (2.95%)	37.07%	6.54	00:04:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
6. Referral	283 (1.91%)	0 (0.00%)	400 (2.28%)	24.75%	9.89	00:06:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
7. Paid Search	24 (0.16%)	1 (0.01%)	29 (0.17%)	41.38%	4.55	00:02:13	0.00%	0 (0.00%)	\$0.00 (0.00%)
8. Social	5 (0.03%)	0 (0.00%)	5 (0.03%)	40.00%	2.20	00:02:10	0.00%	0 (0.00%)	\$0.00 (0.00%)

Show rows: 10 Go to: 1 1 - 8 of 8

This report was generated on 11/5/20 at 7:30:18 PM - Refresh Report



Performance

EXPORT

Search type: Web

Date: Last 3 months

+ NEW

Last updated: 5 hours ago

- Overview
- Performance**
- URL inspection

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Coverage

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Core Web Vitals

Mobile Usability

Security & Manual Actions

Legacy tools and reports

Links

Settings

Submit feedback

 Total clicks

2.32K

 Total impressions

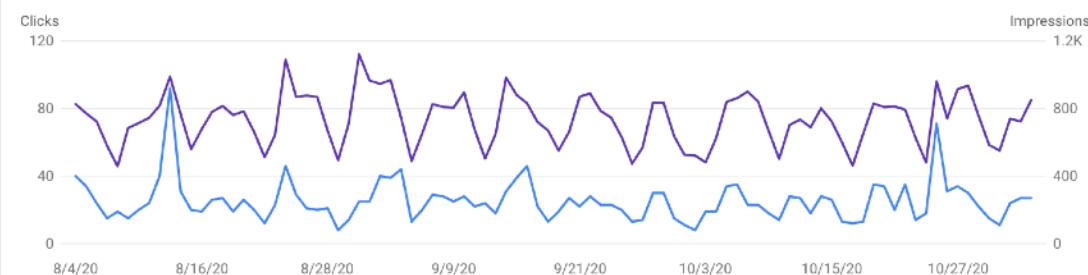
67.7K

 Average CTR

3.4%

 Average position

20.1



QUERIES

PAGES

COUNTRIES

DEVICES

SEARCH APPEARANCE

DATES

Query

↓ Clicks

Impressions

黎鈞國

130

428

Analytics | All accounts > Master

Try searching for "acquisition overview"

Search Console

Clicks vs. Select a metric

Clicks

Date	Clicks
Oct 30	~18
Oct 31	~12
Nov 1	~25
Nov 2	~27
Nov 3	~5
Nov 4	~5

Primary Dimension: Landing Page

Secondary dimension

Landing Page	Acquisition					Behavior			Conversions		
	Impressions	Clicks	CTR	Average Position	Sessions	Bounce Rate	Pages / Session	Goal Completions	Goal Value	Goal Conversion Rate	
/	3,829 % of Total: 100.00% (3,829)	100 % of Total: 100.00% (100)	2.61% Avg for View: 2.61% (0.00%)	20 Avg for View: 20 (0.00%)	203 % of Total: 59.88% (339)	62.56% Avg for View: 65.19% (-4.03%)	2.50 Avg for View: 2.33 (7.17%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)	0.00% Avg for View: 0.00% (0.00%)	
1. /	222 (5.80%)	10 (10.00%)	4.50%	28	22 (10.84%)	13.64%	5.86	0 (0.00%)	\$0.00 (0.00%)	0.00%	
2. /what-is-design-thinking/?lang=zh-hant	204 (5.33%)	3 (3.00%)	1.47%	4.4	14 (6.90%)	71.43%	1.64	0 (0.00%)	\$0.00 (0.00%)	0.00%	
3. /speaker/stan-tang/?lang=zh-hant	163 (4.26%)	7 (7.00%)	4.29%	9.5	7 (3.45%)	100.00%	1.00	0 (0.00%)	\$0.00 (0.00%)	0.00%	
4. /design-thinking-for-education/	152 (3.97%)	1 (1.00%)	0.66%	37	3 (1.48%)	0.00%	5.67	0 (0.00%)	\$0.00 (0.00%)	0.00%	
5. /?lang=zh-hant	142 (3.71%)	8 (8.00%)	5.63%	12	18 (8.87%)	38.89%	3.67	0 (0.00%)	\$0.00 (0.00%)	0.00%	

https://analytics.google.com/analytics/web/?authuser=0#/report/acquisition-sc-landingpages/a127046476w185879553p195729480/

All accounts > Data Driven Product & S...

All Web Site Data

Try searching “Users today”

Analytics

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- Share your insights

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Google Analytics Acquisition Overview

Google Analytics Behaviors Overview

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Behaviors Overview

Dashboards

CREATE

All Shared Private Search

Name Creation Date Type

BS Conversion Dashboard Nov 5, 2020 Private

BS User Acquisition Dashboard Nov 5, 2020 Private

Show rows 10 1 - 2 of 2

Attribution BETA

Discover

Admin

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All accounts > Data Driven Product & S...

Analytics All Web Site Data ▾

Try searching for "site content"

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Customization

Blank Canvas

Starter Dashboard

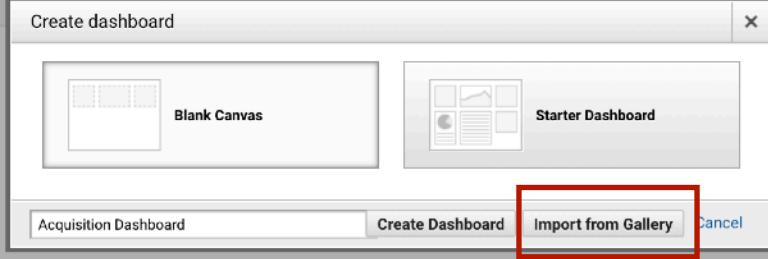
Acquisition Dashboard

Create Dashboard

Import from Gallery

Cancel

This is not working currently.



CREATE**All Solutions**

Imported Solutions

My Solutions

Sort by

- Most popular
- Latest
- Highest rating

Filter by type

- Show all types
- Attribution Model
- Audience Definition
- Channel Grouping
- Custom Report
- Dashboard
- Goal
- Segments

Filter by ranking

- Show unrated

Filter by category

- Show all categories
- Acquisition
- Analytics Academy
- Branding
- Campaign
- Conversion
- Display Advertising
- Ecommerce
- Engagement

Acquisition Snapshot [Dashboard]

Import[Back to list](#) [Flag inappropriate](#)

By Loves Data



+ 14,583

53



Import from here instead.

Description

The Acquisition Snapshot Dashboard gives you a complete view of all your inbound traffic, including paid search, organic search, referrals, campaigns and more. This dashboard allows you to quickly evaluate and compare your traffic acquisition efforts in a single dashboard.

- organic
- (none)
- referral
- cpc
- email
- Other



Rating

4.7

(25)



Additional information

Imports
14,583**Created**

Oct 9, 2013

Updated

Oct 9, 2013

Company

Loves Data

Type

Dashboard

Categories

Referral Acquisition	Paid Search undefined	Social undefined	Organic Search undefined
-------------------------	--------------------------	---------------------	-----------------------------

Comments (0)

<https://analytics.google.com/analytics/gallery/#posts/search/>



Try searching “Top channels by users”

Success.



 **A Dashboard configuration was shared with you.**

Please choose a view from your Google Analytics account to import this configuration.

Select a view

Acquisition Overview

Create Cancel



Try searching "Top channels by users"

A Dashboard configuration was shared with you.

Please choose a view from your Google Analytics account to import this configuration.

Select a view

Search

All Web Site Data

CUHK Classes

- Classroom2 Demo Site UA-71445513-3
- All Web Site Data
- Data Driven Product & Services Class UA-71445513-2
 - All Web Site Data
- EPIN 1020 UA-71445513-4
- All Web Site Data
- JOUR 2076 UA-71445513-8
- All Web Site Data

Create

All accounts > Data Driven Product & S...

Try searching “Any anomalies in sessions this month?”

Success.

Analytics All Web Site Data ▾

3

?

...

Analytics

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All Shared Private Search

Name	Creation Date	Type
Acquisition Overview	Nov 5, 2020	Private
BS Conversion Dashboard	Nov 5, 2020	Private
BS User Acquisition Dashboard	Nov 5, 2020	Private

Show rows 10 1 - 3 of 3

Attribution BETA

Discover

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<https://analytics.google.com/analytics/web/?authuser=0#/a71445513w134457198p138641330/report/dashboard>

Analytics | All accounts > Data Driven Product & S... | All Web Site Data | Try searching “Any anomalies in sessions this month?”

Home | Customization | Dashboards | Custom Reports | Saved Reports | Custom Alerts | Realtime | Audience | Acquisition | Behavior | Conversions | Attribution BETA | Discover | Admin

Oct 29, 2020 - Nov 4, 2020 | Customize Dashboard | Delete Dashboard

Acquisition Overview

+ Add Widget | Share | Email | Export | All Users 100.00% Sessions | + Add Segment

Visits by Source / Medium	
Source / Medium	Sessions
(direct) / (none)	180
4s5h3.r.ah.d.sendibm4.com / referral	71
google / organic	17
optimize.google.com / referral	12
changerzcl.github.io / referral	6
baidu / organic	5
I.facebook.com / referral	4
superpwa / superpwa	3
CUHK Campus Billboard / QR Code	2

Visits by Source

300 Sessions

Attribution BETA

Discover

Admin

Direct Visits
180
% of Total: 60.00% (300)

Visits by Campaign (excluding CPC)
superpwa (blue), qr_2020_11_09 (green)

Analytics All accounts > Data Driven Product & S... All Web Site Data ▾ Try searching “Any anomalies in sessions this month?”

Home Customization Dashboards Custom Reports Saved Reports Custom Alerts

Realtime Audience Acquisition Behavior Conversions

Attribution BETA Discover Admin

Acquisition Overview

+ Add Widget Share Email Export Oct 29, 2020 - Nov 4, 2020

All Users 100.00% Sessions

Visits by Source / Medium

- Source / Medium (direct) / (none)
- 4s5h3.r.ah.d.sendibm4.com
- google / organic
- optimize.google.com / referer
- changerzcl.github.io / referral
- baidu / organic
- I.facebook.com / referral
- superpwa / superpwa
- CUHK Campus Billboard / Q

Direct Visits
180 % of Total: 60.00% (300)

Visits by Campaign (excluding CPC)

superpwa qr_2020_11_09

Widget Settings

Widget title: Visits by Source

Standard:

2.1 METRIC	TIMELINE	GEOMAP	TABLE	PIE
BAR				

Real-time:

2.1 COUNTER	TIMELINE	GEOMAP	TABLE

Create a pie chart showing:

Sessions grouped by Source

Save Cancel Clone widget Delete widget

Analytics | All accounts > Data Driven Product & S... All Web Site Data ▾

Try searching for "site content"

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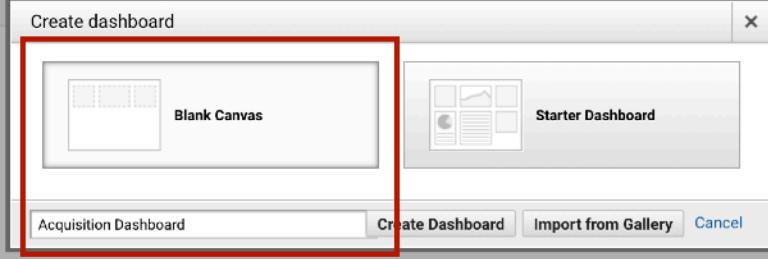
Try searching for "site content"

Create dashboard

Blank Canvas

Starter Dashboard

Acquisition Dashboard Create Dashboard Import from Gallery Cancel



Analytics | All accounts > Data Driven Product & S... | All Web Site Data | Try searching for "audience overview"

Home | Customization | Dashboards | Custom Reports | Saved Reports | Custom Alerts | REPORTS | Realtime | Audience | Acquisition | Behavior | Conversions | Attribution BETA | Discover | Admin

Oct 29, 2020 - Nov 4, 2020 | Customize Dashboard | Delete Dashboard

BS User Acquisition Dashboard

+ Add Widget | Share | Email | Export

All Users
100.00% Sessions

Add a Widget

Widget title: Standard:

Standard:

2.1 METRIC	Timeline	Geomap	Table	Pie
Bar				

Real-time:

2.1 COUNTER	Timeline	Geomap	Table

Show the following metric: Filter this data:

Save Cancel Clone widget

The screenshot shows a 'BS User Acquisition Dashboard' in Google Analytics. A modal window titled 'Add a Widget' is open, overlaid on the main dashboard. The modal has several input fields and dropdown menus. The 'Widget title:' field contains 'New Widget'. The 'Standard:' dropdown is set to an empty value. Below this, there are two rows of five widgets each. The first row contains: '2.1 METRIC' (selected), 'Timeline', 'Geomap', 'Table', and 'Pie'. The second row contains: 'Bar' (disabled). Below these rows are sections for 'Real-time:' data, which include: '2.1 COUNTER', 'Timeline', 'Geomap', and 'Table'. Under the 'Show the following metric:' heading, there is a dropdown menu with 'Add a metric' selected. Under the 'Filter this data:' heading, there is a button 'Add a filter'. At the bottom of the modal are 'Save' and 'Cancel' buttons, and a 'Clone widget' link.

Analytics | All accounts > Data Driven Product & S... | All Web Site Data | Try searching “Users today”

Home | Customization | Dashboards | Custom Reports | Saved Reports | Custom Alerts | Realtime | Audience | Acquisition | Behavior | Conversions | Attribution BETA | Discover | Admin

BS User Acquisition Dashboard | Oct 29, 2020 - Nov 4, 2020 | + Add Widget | Share | Email | Export | Customize Dashboard | Delete Dashboard

All Users 100.00% Sessions | + Add Segment

Visits by Source / Medium

(direct) / (none) 60%
google / organic 5.7%
optimize.google.com / referral 4.7%
changerzcl.github.io / referral 4%
Other 23.7%

Source / Medium	Percentage
(direct) / (none)	60%
4s5h3.r.ah.d.sendibm4.com / referral	23.7%
google / organic	5.7%
optimize.google.com / referral	4.7%
changerzcl.github.io / referral	4%
Other	4%

Search Engines

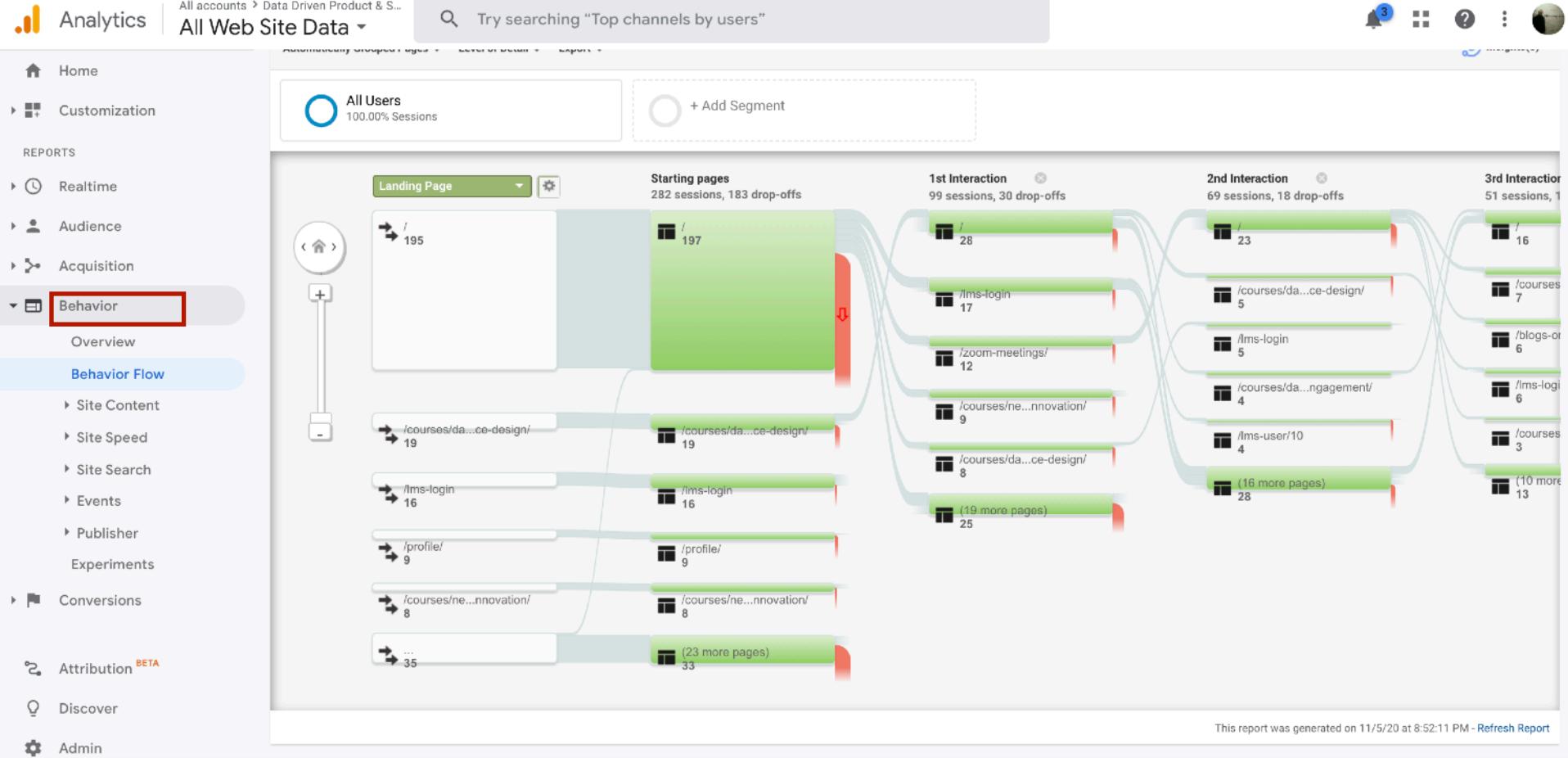
Sessions

Source	Sessions
google	17.5
baidu	5.0

Traffic Sources: Geography Breakdown

Unique Visitors

Google Analytic Dashboard for Tracking Behaviour & Content





- Conversion
- Display Advertising
- Ecommerce
- Engagement
- Enhanced Ecommerce
- Lead Generation
- Mobile
- Organic Search
- Paid Search
- Publishing
- Referral
- Site Optimization
- Social
- Support

Seolius Analysis Efficiency

By Seolius Europe Feb 20, 2014

★★★★★ (29) 6,088

• Content Efficiency [liste les pages ayant le plus de succès] • Google AdWords [affiche la performance de vos campagnes AdWords] • Hostname [affiche la performance de tous vos sous-domaines/domaines liés à votre code de suivi Analytics] • Landing Pages [li...]



More by Seolius Europe

Content Analysis Dashboard

By Vagelis Varfis | Nudge Digital Mar 14, 2014

★★★★★ (143) 182,065

This Content Analysis Dashboard is all about analysing and providing insightful data that will help you evaluate the efficiency of the content in your website. Based on these widgets you will be able to see which one of the pages are underperforming/overper...



More by Vagelis Varfis | Nudge Digital

New Google Analytics User Starter Bundle

By The Google Analytics Team Sep 20, 2013

★★★★★ (200) 354,736

A bundle of the must-have dashboards, custom reports and segments for any new Google Analytics user. Includes: Really Engaged Traffic segmentation analysis, Visitor Acquisition Efficiency analysis, Mobile metrics by hour segment, SEO: Referring Pages custom...



More by The Google Analytics Team

Comments (57)

By Maggie Vega on Feb 13, 2014

Thanks!

By channa on May 24, 2014

piz thank

By on Jun 1, 2014

Gracias por la ayuda

By cabdi on Aug 20, 2014

<https://www.facebook.com/pages/runsheegtvcom/281526445362196?ref=hl>

By Addy C on Oct 10, 2014

I'm new to the Solutions Gallery - where are the links for the starter bundle?

By Addy C on Oct 10, 2014

Sorry disregard - I found the "import" button on the previous page.

By Dukbe Mayo on Nov 8, 2014

All accounts > Data Driven Product & S...
All Web Site Data ▾

Analytics

Try searching for "acquisition overview"

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Dashboards

CREATE

Name	Creation Date	Type
Content Analysis Dashboard	Nov 5, 2020	Private
Acquisition Overview	Nov 5, 2020	Private
BS Conversion Dashboard	Nov 5, 2020	Private
BS User Acquisition Dashboard	Nov 5, 2020	Private

All Shared Private Search

Show rows 10 1 - 4 of 4

Attribution BETA

Discover

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<https://analytics.google.com/analytics/web/?authuser=0#/dashboard/gLNk9EvaTCmK5VWNObBt9g/a71445513w134457198p138641330/>

Analytics | All accounts > Data Driven Product & S... | All Web Site Data | Try searching for "acquisition overview" | 3 | : | :

Content Analysis Dashboard | Oct 29, 2020 - Nov 4, 2020 | Customize Dashboard | Delete Dashboard

+ Add Widget | Share | Email | Export | All Users 100.00% Sessions | + Add Segment

Pageviews and Unique Pageviews by Page Title

Page Title	Pageviews	Unique Pageviews
Courses - Design & Code	544	233
Design & Code	127	99
Data Driven Product and Service Design - Design & Code	62	46
New Media Business Model and Innovation - Design & Code	41	27
Blogs - Design & Code	33	17
Zoom Meetings and Webinars - Design & Code	33	24
Data and Stories for Social Engagement - Design & Code	30	16
Profile - Design & Code	21	15

Avg. Time on Page and Bounce Rate by Page Title

Page Title	Avg. Time on Page	Bounce Rate
AJAX Requests with Token Authentication - Design & Code	00:19:06	0.00%
Embed Airtable Coding Everywhere	00:04:23	100.00%
Design Thinking & Data Visualization - Design & Code	00:04:21	100.00%
COVID-19: The Great Accelerator of Work and Learning - Design & Code	00:04:04	100.00%
C3 vs. D3: Best of Both Worlds - Design & Code	00:03:03	100.00%
Data Driven Product and Service Design - Design & Code	00:02:34	35.00%
Zoom Meetings and Webinars - Design & Code	00:02:29	16.67%
Courses - Design & Code	00:02:11	61.19%
New Media Business Model and Innovation - Design & Code	00:01:44	22.22%
Hello world! Coding Everywhere	00:01:32	0.00%

Contact Page (Goal 1 Completions) and Contact ...

Landing Page	Learn About Usability (Goal 1 Completions)	Learn About Usability (Goal 1 Conversion Rate)
There is no data for this view.		

Pageviews by Country / Territory

Country / Territory	Pageviews
Hong Kong	980
China	62.8%
United States	21.3%
Japan	2.1%
Taiwan	1.0%
United Arab Emirates	1.0%
Other	1.0%



- Show all categories
- Acquisition
- Analytics Academy
- Branding
- Campaign
- Conversion
- Display Advertising
- Ecommerce
- Engagement
- Enhanced Ecommerce
- Lead Generation
- Mobile
- Organic Search
- Paid Search
- Publishing
- Referral
- Site Optimization
- Social
- Support

By GIANT DATA JUN 20, 2018



More by GIANT DATA

This is a collection of Segments, Dashboards, and Custom Reports to help you see how users are interacting with the Consent Pop up. You will be able to use these to identify: How many users are Opting In, Out or Ignoring the pop-up Where these users are...



5. In-App Selector **User Behaviour** (Am2016)

By XXMOXX Mar 1, 2016



More by XXMOXX

5. In-App Selector **User Behaviour** (Am2016)



SWS - **User Behaviour**

By paddy-temp Dec 4, 2014



More by paddy-temp



Content & **User Behaviour** | tecset

By Tim@tecset Apr 1, 2017



More by Tim@tecset

Top pages, landing pages, bounces, time spent on page



Basic Site Overview

By gabriel00000 Apr 9, 2015



More by gabriel00000

This basic dashboard covers the main sources of traffic, **user** profile and insite **behaviour**



All accounts > Data Driven Product & S...

All Web Site Data

Try searching for "site content"

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CREATE

Name	Creation Date	Type
User Behaviour	Nov 5, 2020	Private
Content Analysis Dashboard	Nov 5, 2020	Private
Acquisition Overview	Nov 5, 2020	Private
BS Conversion Dashboard	Nov 5, 2020	Private
BS User Acquisition Dashboard	Nov 5, 2020	Private

Show rows 10 1 - 5 of 5

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User Behaviour

Oct 29, 2020 - Nov 4, 2020

+ Add Widget | Share | Email | Export | Customize Dashboard | Delete Dashboard

All Users
100.00% Sessions | + Add Segment

User Sources

Default Channel Grouping	Sessions	% New Sessions
Direct	180	68.33%
Referral	89	2.25%
Organic Search	22	31.82%
(Other)	5	40.00%
Social	4	0.00%

Search Keywords Used

Keyword	Sessions	% New Sessions
(not provided)	22	31.82%

Most Pages Viewed

Page	Pageviews	Unique Pageviews
/	546	235

Google Analytic Dashboard for Tracking Conversion

The image shows the Google Analytics Admin interface. On the left, there's a vertical sidebar with various icons. At the bottom of this sidebar, a gear icon is highlighted with a red circle. The main area is divided into three columns: **Account**, **Property**, and **View**. Each column has a header with a create button (+ Create Account, + Create Property, + Create View) and a dropdown arrow. The **Account** column contains links for Account Settings, User Management, All Filters, Change History, and Trash Can. The **Property** column contains links for Property Settings, User Management, Tracking Info, PRODUCT LINKING (Google Ads Linking, AdSense Linking, Ad Exchange Linking), and All Products. The **View** column contains links for View Settings, User Management, Goals (which is circled in red), Content Grouping, Filters, Channel Settings, Ecommerce Settings, and Calculated Metrics BETA.

Analytics

ADMIN **USER**

Account [+ Create Account](#)

Property [+ Create Property](#)

View [+ Create View](#)

Account Settings

User Management

All Filters

Change History

Trash Can

Property Settings

User Management

Tracking Info

PRODUCT LINKING

Google Ads Linking

AdSense Linking

Ad Exchange Linking

All Products

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics **BETA**

HOME REPORTING CUSTOMIZATION ADMIN

Administration > View Goals

CfE Website / http://hksec.hk / hksec.hk

VIEW

hksec.hk

+ NEW GOAL Import from Gallery Search

Goal	Id	Past 7 day conversions	Recording
Duration Count	Goal ID 1 / Goal Set 1	100	ON
Registration Page	Goal ID 2 / Goal Set 1	25	ON

18 goals left

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

 Analytics

ADMIN **USER**

View [+ Create View](#)

 View Settings

 User Management

Goals 

 Content Grouping

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 Ecommerce Settings

 Calculated Metrics **BETA**

 1

View schedule Viewed calendar or deadlines

ENGAGEMENT

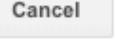
Media play Played interactive media, like a video, slideshow, or product demo

Share / social connect Shared to a social network or emailed

Newsletter sign up Signed up for newsletter or mailings

Smart Goal Smart Goal not available.
Measure the most engaged visits to your website and automatically turn those visits into Goals. Then us
improve your Google Ads bidding. [Learn more](#)

Custom

2 Goal description



HOME

REPORTING

CUSTOMIZATION

ADMIN

VIEW

hksec.hk

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Goal setup

Edit

Custom

Goal description

Name

Click the Contact Page Button|

Goal slot ID

Goal Id 3 / Goal Set 1 ▾

Type

- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal Smart Goal not available.

Measure the most engaged visits to your website and automatically turn those visits into Goals. Then use those Goals to improve your AdWords bidding. [Learn more](#)

Continue

Cancel

VIEW

hksec.hk ▾

 View Settings User Management Goals Content Grouping Filters Channel Settings Ecommerce Settings Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

 Goal setup[Edit](#)

Custom

 Goal description[Edit](#)

Name: Click the Contact Page Button

Goal type: Destination

 Goal details

Destination

 Equals to

://dev-com5961-demo.pantheonsite.io/stanley4/theme/contact.html



Case sensitive

For example, use My Screen for an app and /thankyou.html instead of www.example.com/thankyou.html for a web page.

Value optional

 OFF

Assign a monetary value to the conversion.

Funnel optional

 OFF

Specify a path you expect traffic to take towards the destination. Use it to analyze the entrance and exit points that impact your Goal.

[Verify this Goal](#)

See how often this Goal would have converted based on your data from the past 7 days.

HOME

REPORTING

CUSTOMIZATION

ADMIN

Success.

CfE Website / http://hksec.hk / hksec.hk

VIEW

hksec.hk

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA Goal setup

Edit

Custom

 Goal description

Edit

Name: *Click the Contact Page Button*
Goal type: *Destination* Goal details

Edit

Done

CfE Website / http://hksec.hk / hksec.hk

VIEW

hksec.hk ▾

 View Settings

 User Management

 Goals

 Content Grouping

 Filters

 Channel Settings

 Ecommerce Settings

 Calculated Metrics BETA

+ NEW GOAL		Import from Gallery	Search	
<input type="checkbox"/>	Goal	Id	Past 7 day conversions	Recording
<input type="checkbox"/>	Click the Contact Page Button	Goal ID 3 / Goal Set 1	0	 ON
<input type="checkbox"/>	Duration Count	Goal ID 1 / Goal Set 1	100	 ON
<input type="checkbox"/>	Registration Page	Goal ID 2 / Goal Set 1	25	 ON

17 goals left

HOME REPORTING CUSTOMIZATION ADMIN

Search reports & help

Overview

Registration Page (Goal 2 Completions) vs. Select a metric

Hourly Day Week Month

● Registration Page (Goal 2 Completions)

10

5



Goal Completions

159

Goal Value

HK\$0.00

Goal Conversion Rate

3.43%

Total Abandonment Rate

56.08%

Duration Count (Goal 1 Completions)

121

Registration Page (Goal 2 Completions)

38

Conversions

Goals

Overview

Goal URLs

Reverse Goal Path

Funnel Visualization

Goals

Goal Completion Location

Source / Medium

Goal Completion Location

- [/event/hksec-2016-registration](#)
- [/event/hksec-2016-mixer-gathering-1](#)
- [/hksec2016-official-documents](#)

Goal Completions % Goal Completions

41 25.79%

8 5.03%

8 5.03%

Search reports & help

Behavior

Overview

Behavior Flow

Site Content

Site Speed

Site Search

Events

Publisher

Experiments

In-Page Analytics

Conversions

Goals

Overview

Goal URLs

Reverse Goal Path

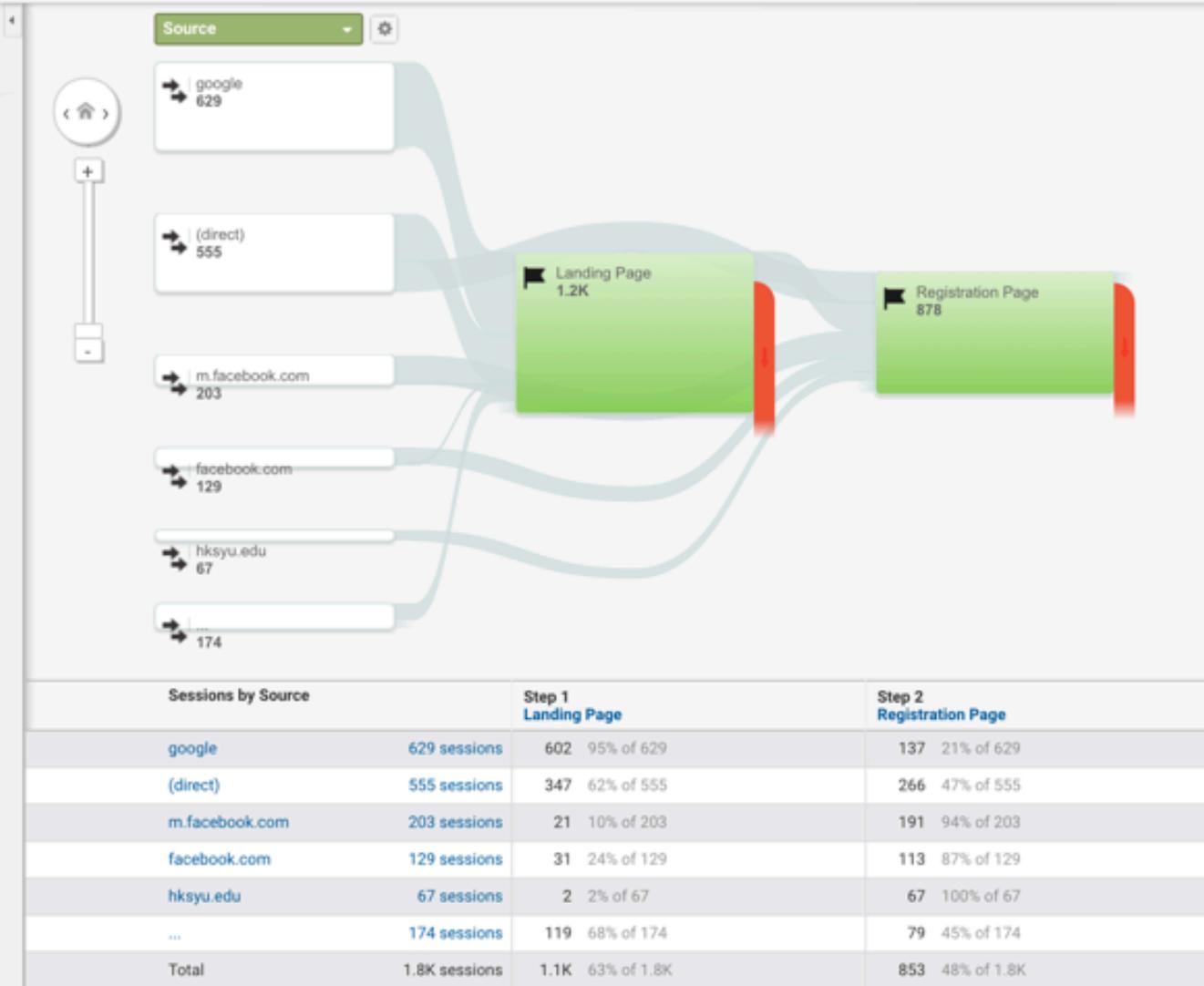
Funnel Visualization

Goal Flow

Ecommerce

Multi-Channel Funnels

Attribution



Conversion Goals Used in Dashboard **and Google Optimize**

Analytics | All accounts > Data Driven Product & S... | All Web Site Data | Try searching "Top countries by users" | 3 | ? | ...

BS Conversion Dashboard | Oct 29, 2020 - Nov 4, 2020 | Customize Dashboard | Delete Dashboard

Customization

- Dashboards** (highlighted with a red box)
- Custom Reports
- Saved Reports
- Custom Alerts

REPORTS

- Realtime
- Audience
- Acquisition
- Behavior
- Conversions

Attribution BETA

Discover

Admin

Home

Customization

BS Conversion Dashboard

+ Add Widget | Share | Email | Export

All Users 100.00% Sessions | + Add Segment

Goal Conversion Rate

Goal Conversion Rate

Date	Goal Conversion Rate (%)
Oct 30	40.00
Oct 31	30.00
Nov 1	20.00
Nov 2	35.00
Nov 3	30.00
Nov 4	20.00

Most Active Day of the Week by Device

Pageviews

Day of Week	Pageviews
Sunday	~350
Monday	~180
Friday	~150
Thursday	~130
Saturday	~100
Tuesday	~80
Wednesday	~60

More than once per week visitors

Users | Pages / Session

Date	Users	Pages / Session
Oct 30	15	25
Oct 31	10	20
Nov 1	25	28
Nov 2	20	22
Nov 3	18	18
Nov 4	10	15

Most Engaging Traffic Sources

Source / Medium	Sessions	Pages / Session
(direct) / (none)	180	2.61
4s5h3.r.ah.d.sendibm4.com / referral	71	4.07
google / organic	17	3.94
optimize.google.com / referral	12	10.75

Traffic Sources

Source / Medium	Sessions
(direct) / (none)	180
4s5h3.r.ah.d.sendibm4.com / referral	71
baidu / organic	17

Visits and Goal Completions by City

City	Sessions	Goal Completions
(not set)	226	47
Hangzhou	17	5
Guangzhou	17	5
Shanghai	11	6
Los Angeles	9	7
Guizhou	7	4

All accounts > GA4 WP Test 2

All Web Site Data ▾

Analytics

Try searching “Top channels by users”

Success.

ADMIN USER

View + Create View

All Web Site Data

View Settings

View User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Multi-Channel Funnels Settings

Custom Channel Grouping

+ NEW GOAL Import from Gallery Search

Goal Id Type Past 7 day conversions Recording

Embed Airtable Page Goal ID 1 / Goal Set 1 Destination 0 ON

Show rows 10 1 - 1 of 1

The screenshot shows the Google Analytics Admin interface. On the left, there's a sidebar with various settings like View, Content Grouping, Filters, etc. A red box highlights the 'Goals' section. The main area shows a table of goals. One goal is highlighted with a red box and labeled 'Embed Airtable Page'. The table columns are: Goal, Id, Type, Past 7 day conversions, and Recording. The recording switch for this goal is set to 'ON'. At the bottom, there are pagination controls showing '1 - 1 of 1'.

All accounts > GA4 WP Test 2

All Web Site Data ▾ Try searching “Top channels by users”

Analytics ADMIN USER

View + Create View

All Web Site Data

View Settings

View User Management

Goals **2**

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

PERSONAL TOOLS & ASSETS

Segments

Annotations

Multi-Channel Funnels Settings

Custom Channel Grouping

Goal description Edit
Name: *Embed Airtable Page*
Goal type: *Destination*

Goal details

Destination

Equals to Case sensitive

For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Value optional
 ON HK\$HKD
Assign a monetary value to the conversion. *Learn more about Goal Values*. For a transaction, turn the Goal Value off and use Ecommerce tracking and reports to see Revenue. *Learn more about Ecommerce Transactions*.

Funnel optional
 ON

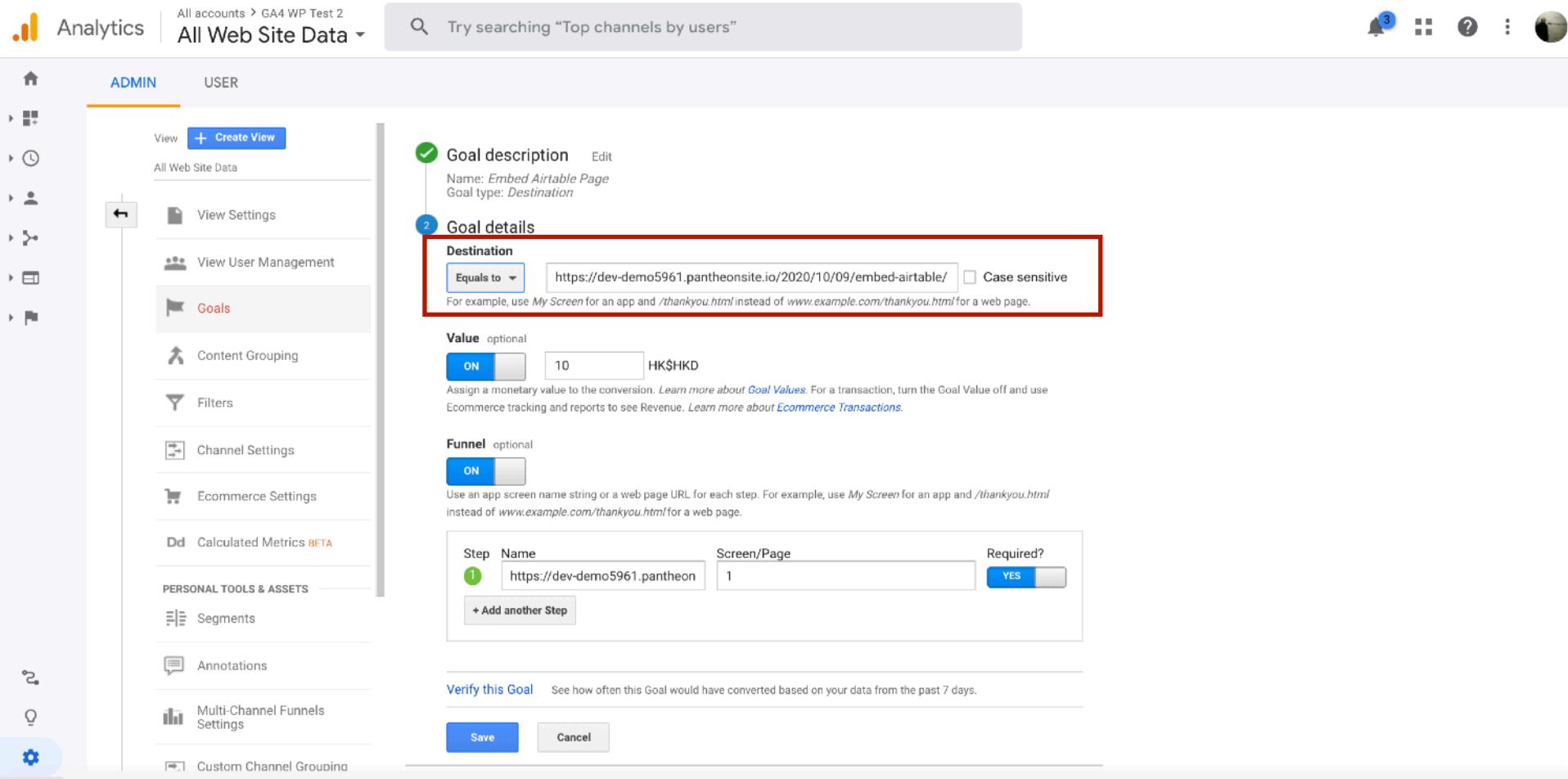
Use an app screen name string or a web page URL for each step. For example, use *My Screen* for an app and */thankyou.html* instead of *www.example.com/thankyou.html* for a web page.

Step	Name	Screen/Page	Required?
1	https://dev-demo5961.pantheon	1	<input checked="" type="checkbox"/> YES

+ Add another Step

Verify this Goal See how often this Goal would have converted based on your data from the past 7 days.

Save Cancel



This screenshot shows the Google Analytics Admin interface for a property named 'GA4 WP Test 2'. The left sidebar is titled 'ADMIN' and contains various management options like 'View', 'Create View', 'User Management', and 'Goals'. The 'Goals' section is currently selected, indicated by a red box around the '2' icon. The main content area displays a goal named 'Embed Airtable Page' with a 'Destination' type. A red box highlights the 'Destination' settings, which include a URL input field containing 'https://dev-demo5961.pantheonsite.io/2020/10/09/embed-airtable/' and a 'Case sensitive' checkbox. Below this, there are sections for 'Value' (set to 10 HK\$HKD) and 'Funnel' (set to ON). A table lists a single funnel step with the URL 'https://dev-demo5961.pantheon'. At the bottom, there's a 'Verify this Goal' section and 'Save' and 'Cancel' buttons.



Optimize

dev-demo5961.pantheonsite.io

WordPress Workshop (1)

A/B test



Details

Reporting

Objectives

The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

[Add experiment objective ▾](#)

Settings

Optimize installation

Not verified: Before starting your experience, verify that Optimize is correctly installed (recommended).

[View instructions](#)[Check installation](#)

Email Notifications

Receive important notifications about this experience. [Learn more](#)



Traffic allocation

Percentage of all visitors eligible for this experience.

100.0%

←  Optimize | dev-demo5961.pantheonsite.io
WordPress Workshop (1) A/B test

Details Reporting

 Objectives 

The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE

- [Choose from list](#)
- [Create custom](#)

 Settings

 **Optimize installation** 

Not verified: Before starting your experience, verify that Optimize is correctly installed (recommended).

[View instructions](#) [Check installation](#)

 **Email Notifications** 

Receive important notifications about this experience. [Learn more](#) 

 **Traffic allocation**

Percentage of all visitors eligible for this experience. **100.0%** 

Opt



Choose an objective

Details

Report

Object

The we

PRIMA

Add e

Setting

Optim

Not ver

Email M

Receive

Traffic

Percent

Close

Name

Type

Description

	Embed Airtable Page (Goal 1 Completions)
--	--

Google Analytics Goal

Destination

	Bounces
--	---------

System

Bounces is the number of single-page visits.

	Pageviews
--	-----------

System

Pageviews is the total number of pages viewed. Repeated views of a single page are counted.

	Session Duration
--	------------------

System

The length of a session in seconds. A session lasts as long as there is continued activity.



Optimize

dev-demo5961.pantheonsite.io

WordPress Workshop (1)

A/B test



Details

Reporting

Objectives ?

The website functionality you wish to optimize. [Learn more](#)

PRIMARY OBJECTIVE



Embed Airtable Page (Goal 1 Completions)

Google Analytics Goal



ADDITIONAL OBJECTIVES

[Add additional objective ▾](#)

Settings

Optimize installation ⚠

Not verified: Before starting your experience, verify that Optimize is correctly installed (recommended).

[View instructions](#)

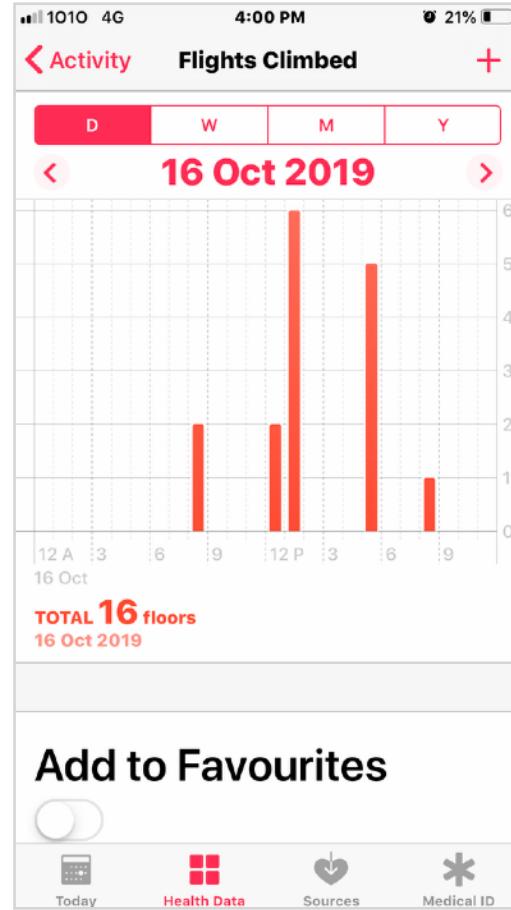
[Check installation](#)

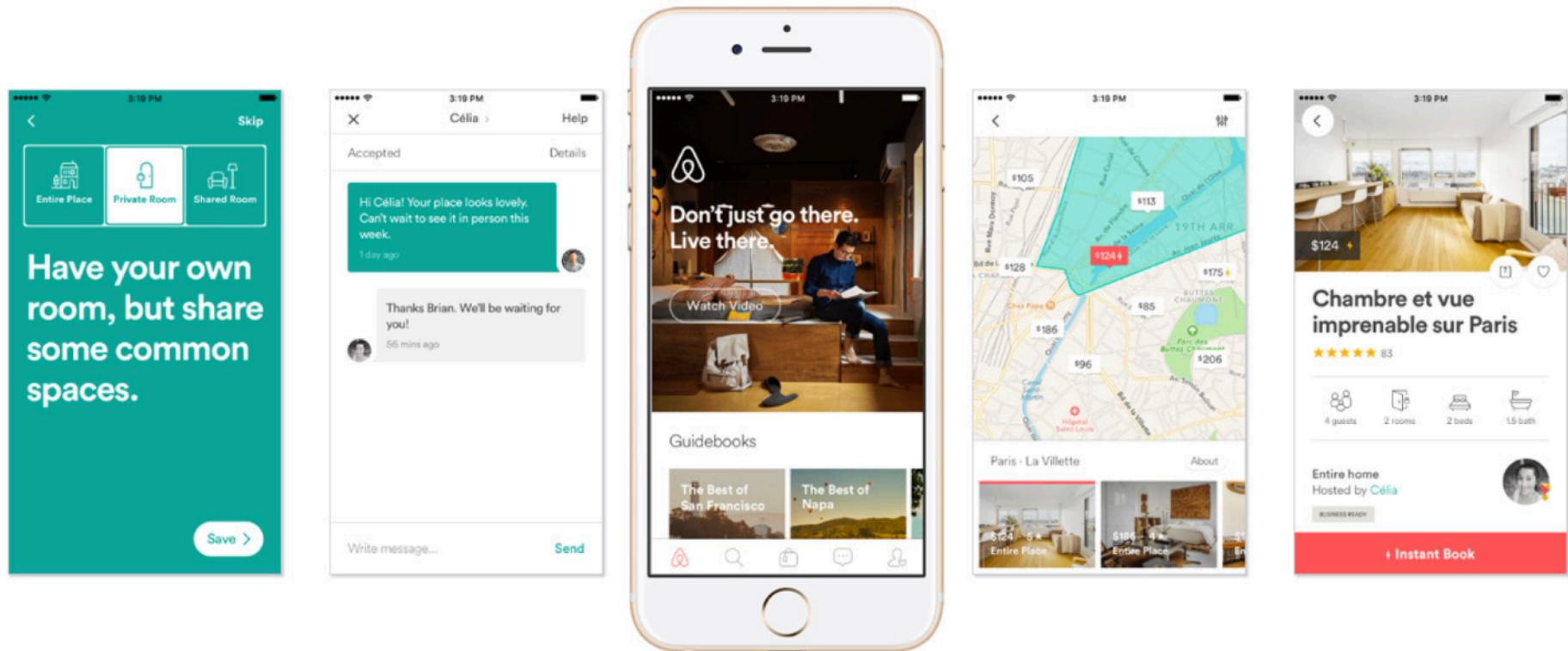
Email Notifications ?

Receive important notifications about this experience. [Learn more](#)



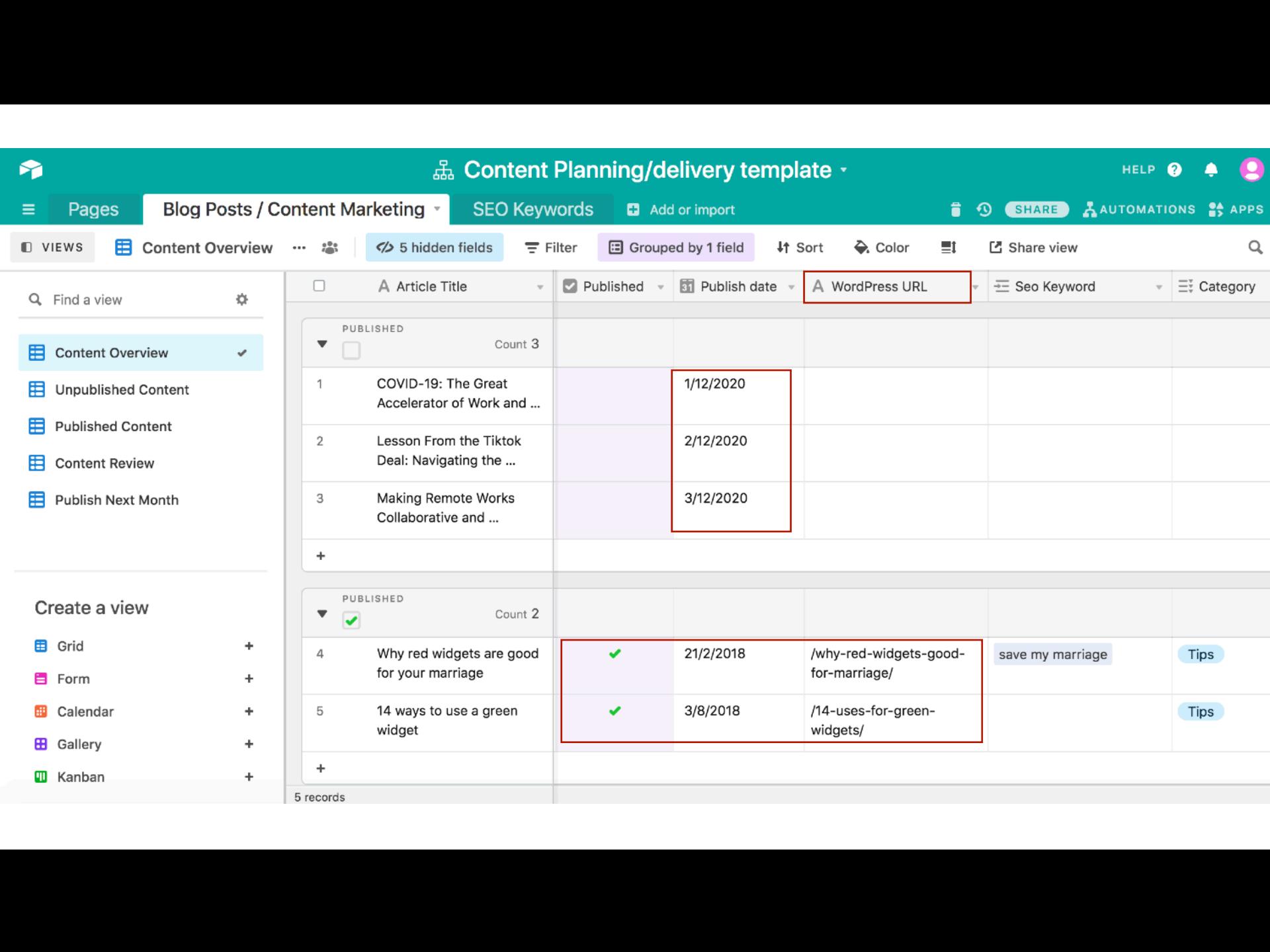
User Dashboard





Source: Airbnb

Operation Dashboard



Content Planning/delivery template

HELP ? 🔔 🙋



Pages

Blog Posts / Content Marketing

SEO Keywords

SHARE

AUTOMATIONS

APPS



VIEWS

Content Overview

Find a view

Content Overview

Unpublished Content

Published Content

Content Review

Publish Next Month

Create a view

Grid



Form



Calendar



Gallery



Kanban

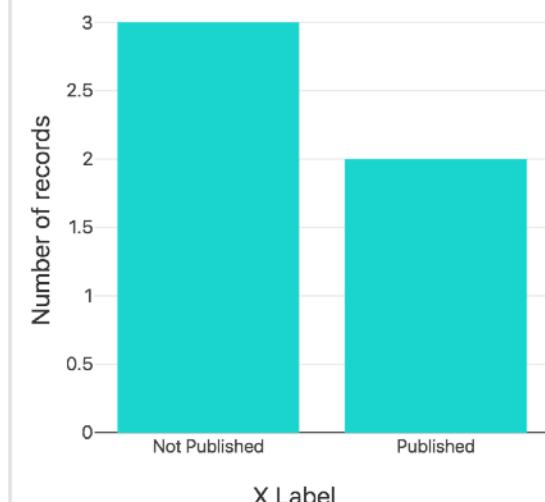


	Article Title	Published	X Label	Publish date
PUBLISHED				
1	COVID-19: The Great Accelerator of Work and ...	Not Published		1/12/2020
2	Lesson From the Tiktok Deal: Navigating the ...	Not Published		2/12/2020
3	Making Remote Works Collaborative and ...	Not Published		3/12/2020
+ PUBLISHED				
4	Why red widgets are good for your marriage	Published		21/2/2018
5	14 ways to use a green widget	Published		3/8/2018
+ 5 records				

Dashboard 1

+ Install an app

Chart



Summary

All changes saved

Content Planning/delivery template

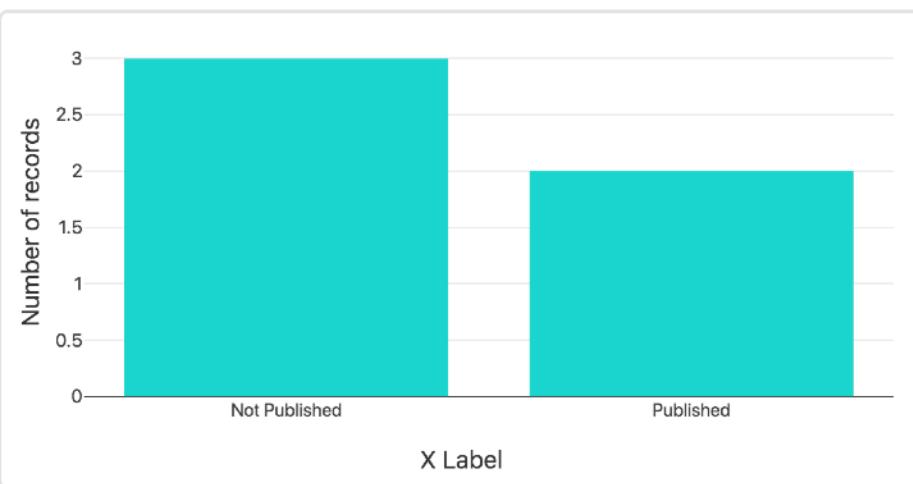
HELP ? 🔔 🚫

AUTOMATIONS APPS

Dashboard 1

+ Install an app ⋮

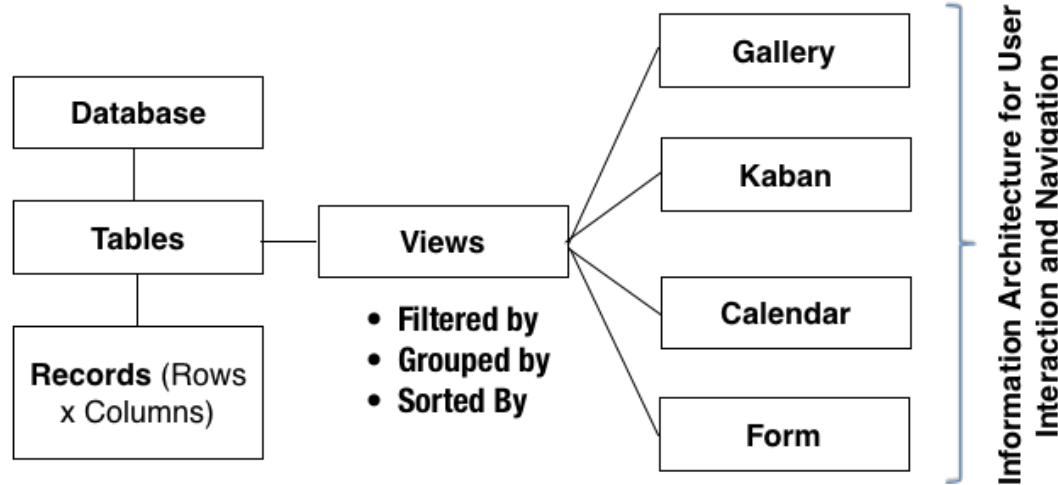
Chart ▾



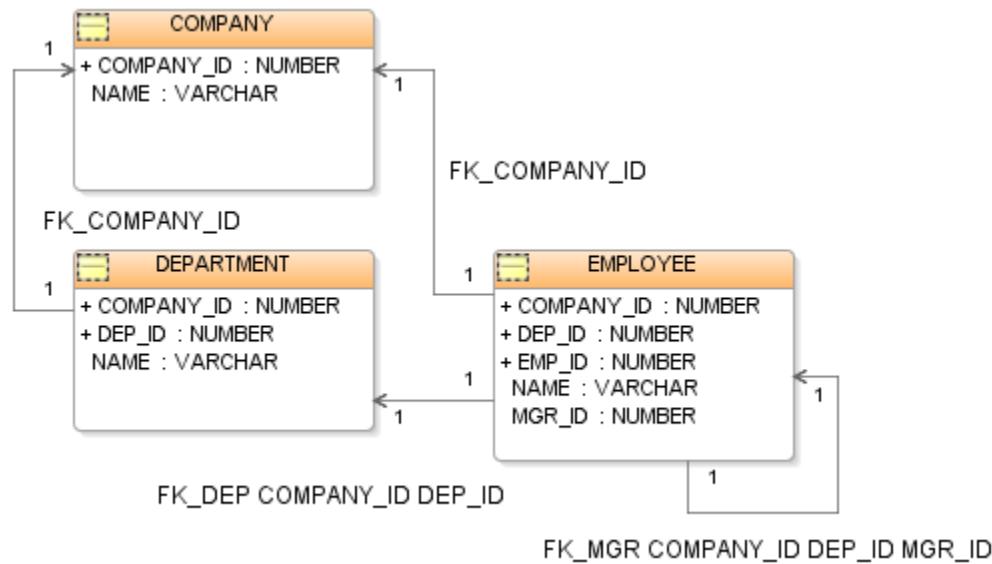
Summary ▾



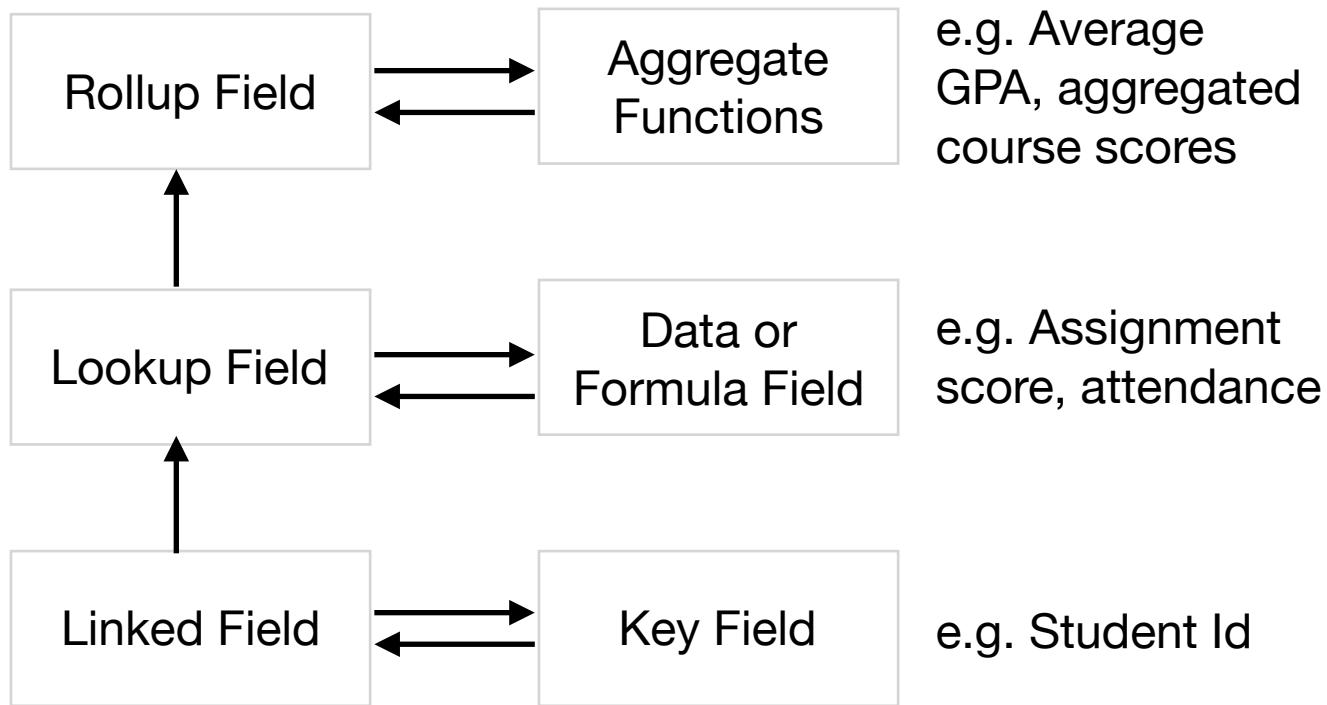
Dashboard in Airtable

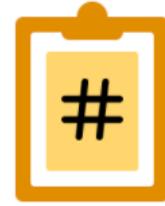


Link Field Provides the Foundation for Building Data Model



Source: commons.wikimedia.org

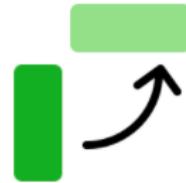




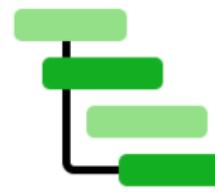
Description Summary



Chart



Pivot table



Gantt

Open Refine Import

HELP ? 🔔 🔍



Product

Roll-up

Venues

Users

sw_product



SHARE

AUTOMATIONS

APPS

VIEW

Grid view



Hide fields

Filter

Group

Sort

Color



Share view



Find a view



Grid view



Create a view

Grid



Form



Calendar



Gallery



Kanban



	A company	A product_code	Roll-up	A product_no	A geocode2	A json
1	Phillips	radiot	radio	5	Groningensingel 14...	http://maps.googleapis.com
2	Phillips	radio	radio	43	Groningensingel 14...	http://maps.googleapis.com
3	Phillips	computer	computer	3	Groningensingel 14...	http://maps.googleapis.com
4	Phillips	computer	computer	34	Groningensingel 15...	http://maps.googleapis.com
5	Phillips	computer	computer	12	Groningensingel 15...	http://maps.googleapis.com
6	Phillips	radio	radio	23	Groningensingel 15...	http://maps.googleapis.com
7	Akzo	tv	tv	43	Leeuwardenweg 17...	http://maps.googleapis.com
8	Akzo	tv	tv	12	Leeuwardenweg 17...	http://maps.googleapis.com
9	Akzo	computer	computer	5	Leeuwardenweg 18...	http://maps.googleapis.com
10	Akzo	radio	radio	34	Leeuwardenweg 18...	http://maps.googleapis.com
11	Akzo	tablet	tablet	5	Leeuwardenweg 18...	http://maps.googleapis.com
12	Akzo	tablet	tablet	9	Leeuwardenweg 18...	http://maps.googleapis.com
13	Akzo	computer	computer	8	Leeuwardenweg 18...	http://maps.googleapis.com
14	Phillips	radio	radio	56	Delfzijlstraat 54, ar...	http://maps.googleapis.com
15	Phillips	tv	tv	67	Delfzijlstraat 55, ar...	http://maps.googleapis.com

25 records

Open Refine Import

HELP ? 🔔



Product

Roll-up

Venues

Users

sw_product



SHARE

AUTOMATIONS

APPS

VIEW

Radio



Hide fields

1 filter

Group

Sort

Color



Share view



Find a view



Grid view

Radio



TV

Computer

Tablet

Create a view

Grid



Form



Calendar



Gallery



Kanban



	A Name	product_no	Notes	Attachments	linked-to-product
1	radio	23, 34, 56, 4, 43, 5			Phillips Phillips Unilever
+					



Open Refine Import ▾

HELP ? 🔔 🚙



AUTOMATIONS APPS

Dashboard 1

+ Install an app

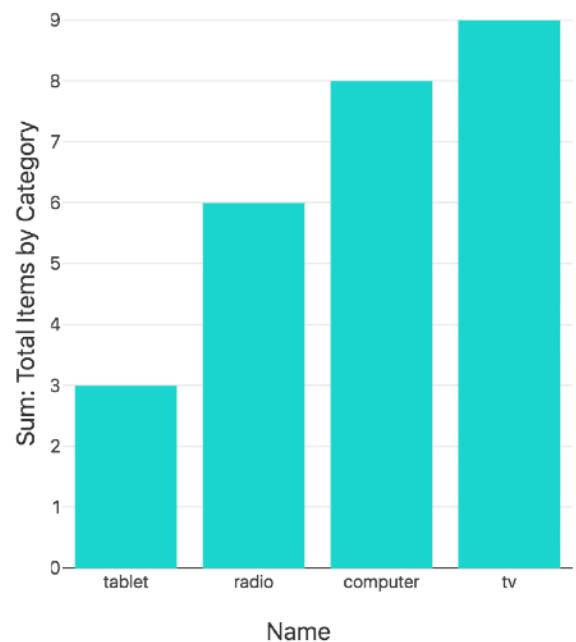


Description ▾

Product Dashboard by Category

This simple dashboard demonstrates how easy it is to use [Airtable chart](#), summary, and [description](#) application to create visual layout to communicate important product information.

Chart ▾



Summary ▾

Summary ▾

Summary ▾

Summary ▾

8

Computer

6

Radio

3

Tablet

9

TV

2018年網路視頻平台自製節目信息

HELP ? 🔔 🚙



節目基本信息 ▾

播出進度

贊助商

評分

觀眾評價

媒體影評



SHARE

AUTOMATIONS

APPS



Grid view



Hide fields

Filter

Grouped by 1 field

Sort

Color



Share view



	A 節目名稱...	海報	製作平台	類型	簡介	播出平台	A 導演	A 編劇	A 主演	首播
▼	製作平台									
▼	騰訊視頻 Count 5									
1	奇遇人生		騰訊視頻	真人秀 旅行類 紀實	《奇遇人生》是騰訊視頻推...	騰訊視頻	/	/	阿雅 / 春夏 / 徐熙娣 / 窦骁 ...	9/25
2	心動的信號		騰訊視頻	真人秀 情感類	《心動的信號》是由騰訊視...	騰訊視頻	陈智雄	张岑	姜思达 / 朱亚文 / 张雨绮 / ...	8/26
3	幸福三重奏		騰訊視頻	真人秀 情感類	《幸福三重奏》是由騰訊視...	騰訊視頻	李睿 / 张航希	张越 / 金若...	徐熙媛 / 汪小菲 / 蒋勤勤 / 陈建...	7/4/2018
4	明日之子		騰訊視頻	選秀 音樂類	《明日之子》第二季是騰訊...	騰訊視頻	黄洁	彭聆	李宇春 / 吴青峰 / 华晨宇 / ...	6/30
5	創造101		騰訊視頻	選秀 真人秀 音樂類	《創造101》是騰訊視頻出...	騰訊視頻	孙莉	芦林	黃子韬 / 陈嘉桦 / 张杰 / 胡彦斌 ...	4/21

+

製作平台	愛奇藝視頻 Count 4									
▼	愛奇藝視頻 Count 4									
6	Hi室友		愛奇藝視頻	真人秀	《Hi室友》是一档全新纪实...	愛奇藝視頻	林诗翊 / 纪...	王维莉团队	金星 / 陈立农 / 周洁琼 / 王...	9/26
7	奇葩說		愛奇藝視頻	脫口秀 喜劇類	《奇葩說》是一檔由愛奇藝...	愛奇藝視頻	/	/	马东 / 蔡康永 / 高晓松 / 李...	9/21
8	中國新說唱		愛奇藝視頻	音樂類 選秀 真人秀	《中國新說唱》是2018年...	愛奇藝視頻	车澈	卢璟辉 / 唐...	吴亦凡 / 姚中仁 / 张震岳 / ...	7/14
9	偶像練習生		愛奇藝視頻	選秀 真人秀 音樂類	《偶像練習生》為愛奇藝2...	愛奇藝視頻	陈刚	曹薇	张艺兴 / 李荣浩 / 王嘉尔 / ...	1/19

9 records



2018年網路視頻平台自製節目信息

HELP ? 🔍 🔔 🌐

AUTOMATIONS APPS

Dashboard 1

+ Install an app ⋮

Description ▾

2018年網路視頻平台自製節目信息

2018年度腾讯视频及爱奇艺节目播出进度评估。

Pivot table ▾

類型								Total
	音樂類	情感類	脫口秀	喜劇類	旅行類	紀實類	Total	
騰訊視頻	2	2	-	-	1	1	5	
愛奇藝視頻	2	-	1	1	-	-	4	
Total	4	2	1	1	1	1	9	

Summary ▾

5

Summary ▾

1

2018年網路視頻平台自製節目信息

HELP ? 🔔 🙋



AUTOMATIONS APPS

Dashboard 1

+ Install an app ...

5

騰訊視頻

4

愛奇藝視頻

Chart ▾



Chart ▾



2018年網路視頻平台自製節目信息

HELP ? 🔍 🔔 🙏



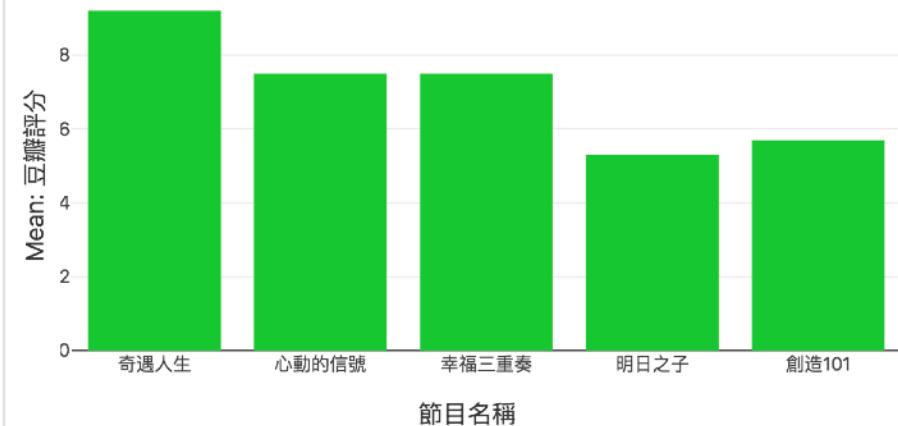
AUTOMATIONS APPS

Dashboard 1

+ Install an app ⋮

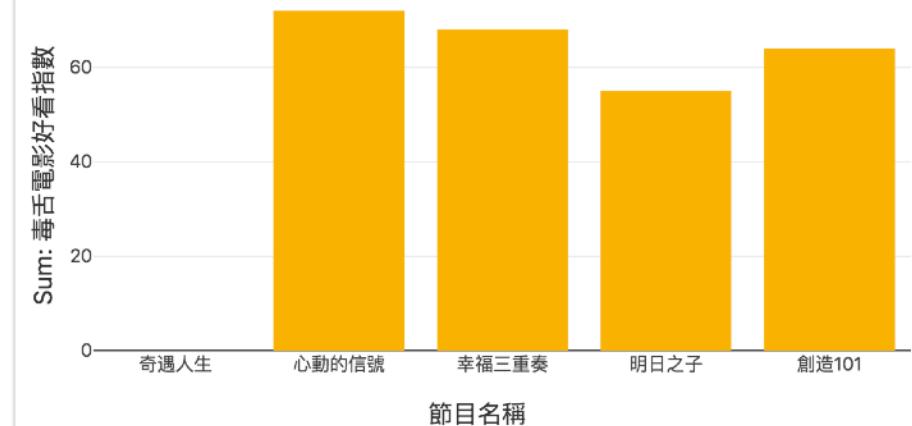
騰訊視頻

Chart ▾



愛奇藝視頻

Chart ▾



Gantt ▾

2018年網路視頻平台自製節目信息

HELP ? 🔍 🔔 🔘



节目基本信息

播出进度

赞助商

评分

观众评价

媒体影评



SHARE

AUTOMATIONS

APPS



Grid view



Hide fields

Filter

Grouped by 1 field

Sort

Color



Share view



	A 篇目名称...	主演	31 首播日期	31 完畢日期	A 更新時間	# 季数	# 總集数	(L) 单集片长	三 播出进度
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製作平台									
騰訊視頻	Count 5								
1	奇遇人生	阿雅 / 春夏 / 徐熙娣 / 窦驥 ...	9/25/2018	11/25/2018	每週二20:00	1	10	0:55	奇遇人生
2	心動的信號	姜思達 / 朱亞文 / 張雨綺 / ...	8/26/2018	10/28/2018	每週日20:00	1	10	1:20	心動的信號
3	幸福三重奏	若... 徐熙媛/汪小菲/蔣勤勤/陳建...	7/4/2018	9/12/2018	每週三20:00	1	11	1:30	幸福三重奏
4	明日之子	李宇春 / 吳青峰 / 华晨宇 / ...	6/30/2018	9/14/2018	每週五20:00...	2	12	1:50	明日之子
5	創造101	黃子韜/陳嘉桦/張杰/胡彥斌...	4/21/2018	9/3/2018	每週六20:00	1	10	2:00	創造101
+									

製作平台									
愛奇藝視頻	Count 4								
6	Hi室友	团队 金星 / 陳立农 / 周洁琼 / 王...	9/26/2018	10/12/2018	每週三12:00	1	10	1:20	Hi室友
7	奇葩說	马东 / 蔡康永 / 高晓松 / 李...	9/21/2018	12/18/2018	每週五、六20:....	5	24	1:20	奇葩說
8	中國新說唱	唐... 吴亦凡 / 姚中仁 / 张震岳 / ...	7/14/2018	10/6/2018	每週六20:00	2	13	1:40	中國新說唱
9	偶像練習生	张艺兴 / 李荣浩 / 王嘉尔 / ...	1/19/2018	4/13/2018	每週五20:00	1	12	1:30	偶像練習生
+									

9 records

31 首播日期

31 完畢日期

9/25/2018 11/25/2018

8/26/2018 10/28/2018

7/4/2018 9/12/2018

6/30/2018 9/14/2018

4/21/2018 9/3/2018

9/26/2018 10/12/2018

9/21/2018 12/18/2018

7/14/2018 10/6/2018

1/19/2018 4/13/2018

2018年網路視頻平台自製節目信息

HELP ? 🔍 🔔 🚫



Gantt ▾

⟳ ⏪ ⏴ ⏵ ⏷ ⏸ ⏹ ⏺

🔍 Find a record

Q3 2018

31 No unscheduled records

September 13 20 27 3 10 17 24 October 1 8 15 22 29 November 5

偶像練習生



創造101

明日之子

幸福三重奏

中國新說唱

心動的信號

奇葩說

奇遇人生

Hi室友

心動的信號

奇葩說

奇遇人生

Hi室友



2018年網路視頻平台自製節目信息

HELP ? 🔍 🔔 🚫



Gantt ▾

⟳ ⏪ ⏵ ⏶ ⏴ ⏹ ×

Find a record



Q3 2018

No unscheduled records

偶像練習生

創造101

明日之子

幸福三重奏

中國新說唱

心動的信號

奇葩說

奇遇人生

Hi室友

9 16 23 30 6 13 20 27 3 10 17 24 1 8

August

September

Zoom

Quarter ▾

Today

October

偶 像 練 習 生

創 造 101

明 日 之 子

幸 福 三 重 奏

中 國 新 說 唱

心 動 的 信 號

奇 差 品 說

奇 遇 人 生

Hi 室 友

中國新說唱

心動的信號

奇葩說

奇遇人生

Hi室友



Dashboard in JQuery/Airtable API/ JS Dataviz Libraries

Basic Structure of a JavaScript Function

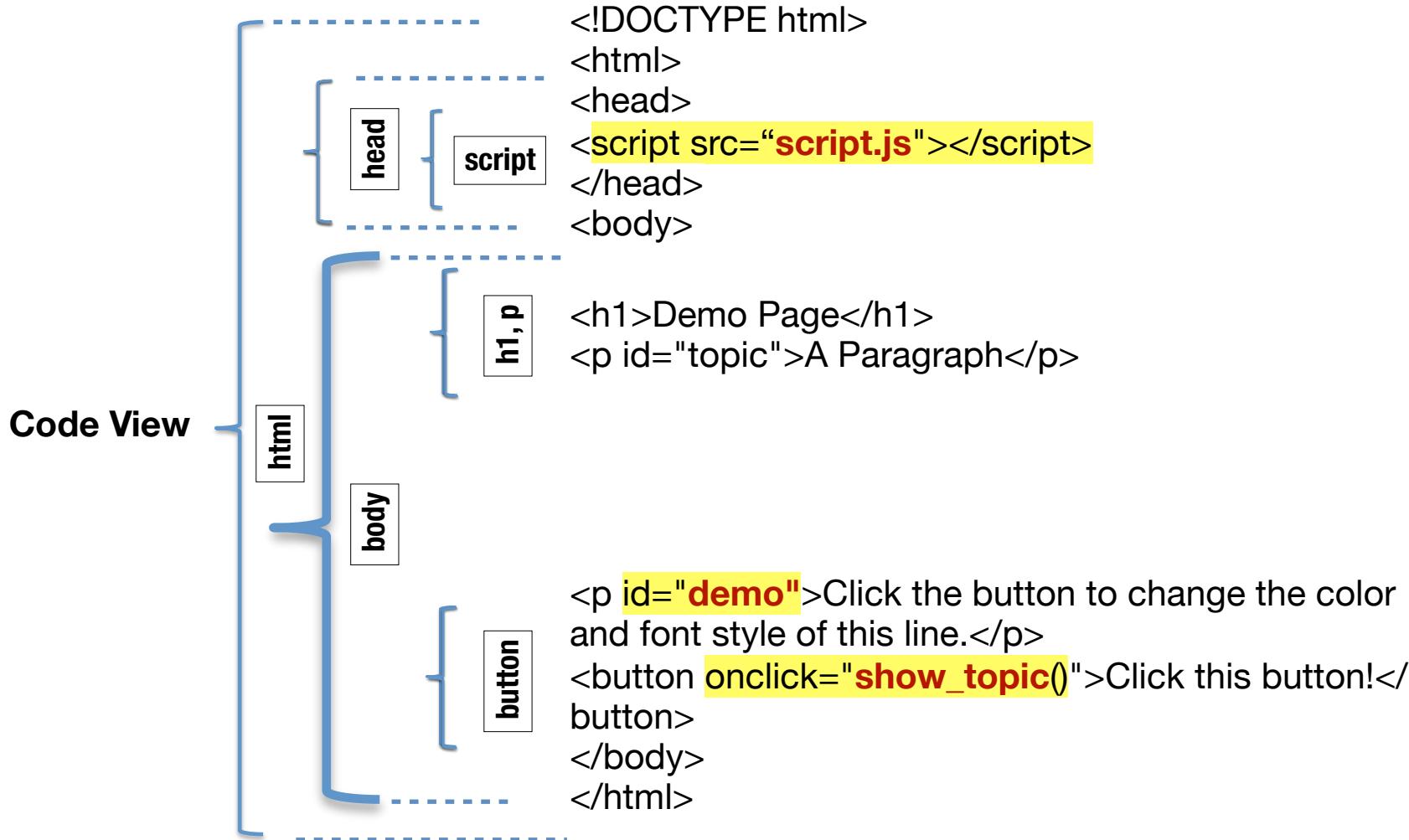
```
<head>
<script>
function function_name(parameter1, parameter 2...){
    Embed data type variables, input/output commands and
    logical and mathematical operators in the function to
    compute and return values.
}
</script>
</head>
```

optional parameters



Code View

```
<!DOCTYPE html>
<html>
<head>
<script>
function show_topic() {
    var x = document.getElementById("demo");
    x.style.fontSize = "25px";
    x.style.color = "red";
}
</script>
</head>
<body>
<h1>Demo Page</h1>
<p id="demo">Click the button to change the color and font
style of this line.</p>
<button onclick="show_topic()">Click this button!</button>
</body>
</html>
```





Plugins Contribute Events Support JS Foundation



Your donations help fund the continued development and growth of jQuery.

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Lightweight Footprint

Only 30kB minified and gzipped. Can also be included as an AMD module



CSS3 Compliant

Supports CSS3 selectors to find elements as well as in style property manipulation



Cross-Browser

Chrome, Edge, Firefox, IE, Safari, Android, iOS, and more



Download jQuery

v3.3.1

The 1.x and 2.x branches no longer receive patches.

[View Source on GitHub →](#)

[How jQuery Works →](#)

What is jQuery?

jQuery is a fast, small, and feature-rich JavaScript library. It makes things like HTML document traversal and manipulation, event handling, animation, and Ajax much simpler with an easy-to-use API that works across a multitude of browsers. With a combination of versatility and extensibility, jQuery has changed the way that millions of people write JavaScript.

Other Related Projects



Resources

- [jQuery Core API Documentation](#)
- [jQuery Learning Center](#)
- [jQuery Blog](#)
- [Contribute to jQuery](#)
- [About the jQuery Foundation](#)
- [Browse or Submit jQuery Bugs](#)

A Brief Look

Basic jQuery Structure & Syntax

This means:

When the HTML document (i.e. DOM) is loaded
(i.e. `$(document).ready` event), add the following
jQuery functions (in orange) to your javascripts

```
$(document).ready(function() {
```

Your jQuery functions go inside here.

```
});
```

The following code demonstrates the basic structure of a **jQuery function**. The **selector** and **method** are two ingredients used to define a jQuery function:

```
$("<selector>").<method>('event',function(){  
    The actual script goes here.  
});
```

Example:

```
$("button#hide_h2").on('click',function(){  
    $("h2").hide();  
});
```

```
$(document).ready(function() {  
    $("button#hide_h2").on('click',function(){  
        $("h2").hide();  
    });  
  
    $("button#show_h2").on('click',function(){  
        $("h2").show();  
        $("h2").css("color","blue");  
        $("h2").html("You clicked me.");  
    });  });
```

adipiscing elit.
Phasellus eu
ligula
consequat nisl
tempor
ultricies.

adipiscing elit.
Phasellus eu
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consequat nisl
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ultricies.

nisl tempor ultricies.

Send

box 4

Lorem ipsum dolor
sit amet,
consectetur
adipiscing elit.
Phasellus eu ligula
consequat nisl
tempor ultricies.

box 5

Lorem ipsum dolor
sit amet,
consectetur
adipiscing elit.
Phasellus eu ligula
consequat nisl
tempor ultricies.

box 6

Lorem ipsum dolor
sit amet,
consectetur
adipiscing elit.
Phasellus eu ligula
consequat nisl
tempor ultricies.

Event	Month	Day	Venue
Lesson 5	Oct	5th	Online
Lesson 6	Oct	12th	Online
Lesson 7	Oct	19th	Online
Lesson 8	Oct	26th	Online

I'm here.

```
<tr>
    <td>Lesson 8</td>
    <td>Oct</td>
    <td>26th</td>
    <td>Online</td>
</tr>
</table>
<button id='submitBtnHide' type='button'>Hide</button>
<button id='submitBtnShow' type='button'>Show</button>
<br>
<div id='answer'>I'm here.</div>
```

box 4

box 5

box 6

```
<script>
    document.getElementById('submitBtn').addEventListener('click', sayHello);
    function sayHello() {
        var username = document.forms[0].username.value;
        var password = document.forms[0].pwd.value;
        alert("Hello " + username + "! Your password is " + password + '.');
    }

    $(document).ready(function() {
        $("button#submitBtnHide").on("click",function() {
            $("#answer").hide();
        });

        $("button#submitBtnShow").on("click",function() {
            $("#answer").show();
            $("#answer").css("color","blue");
            $("#answer").html("You clicked me.");
        });
    });
</script>
```

Send

Event	Month	Day	Venue
Lesson 5	Oct	5th	Online
Lesson 6	Oct	12th	Online
Lesson 7	Oct	19th	Online
Lesson 8	Oct	26th	Online

Hide Show
I'm here.

adipiscing elit.
Phasellus eu
ligula
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nisl tempor ultricies.

Send

box 4

Lorem ipsum dolor
sit amet,
consectetur
adipiscing elit.
Phasellus eu ligula
consequat nisl
tempor ultricies.

box 5

Lorem ipsum dolor
sit amet,
consectetur
adipiscing elit.
Phasellus eu ligula
consequat nisl
tempor ultricies.

box 6

Lorem ipsum dolor
sit amet,
consectetur
adipiscing elit.
Phasellus eu ligula
consequat nisl
tempor ultricies.

Event	Month	Day	Venue
Lesson 5	Oct	5th	Online
Lesson 6	Oct	12th	Online
Lesson 7	Oct	19th	Online
Lesson 8	Oct	26th	Online

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Send

box 4

Lorem ipsum dolor
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box 5

Lorem ipsum dolor
sit amet,
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Phasellus eu ligula
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tempor ultricies.

box 6

Lorem ipsum dolor
sit amet,
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Phasellus eu ligula
consequat nisl
tempor ultricies.

Event	Month	Day	Venue
Lesson 5	Oct	5th	Online
Lesson 6	Oct	12th	Online
Lesson 7	Oct	19th	Online
Lesson 8	Oct	26th	Online

Hide

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You clicked me.

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Key JQuery Features

- a. **DOM manipulation** using `$(“selector_name”).action`
(e.g. `$(“H1”).html(“Good morning!”);`
`$(“H1”).css(“color”, “red”);`)
- b. **Event handling** using click, keypress and other events
(e.g. `$(“button#ok”).click(function() {...});`)
- c. **Visual effects** such as show, hide, fade, slideup (e.g. `$(“#section”).fadeIn(3000);`)
- d. **UI enhancement** such as draggable, droppable (e.g.
`$(“#object”).draggable();`)
- e. **GetJSON** request to obtain API data (e.g. Airtable)

Working with JSON and JQuery

JS Array and Object Revisited

More Advanced JS Data Structures: **Array** and **Object**

- **Array** - a list of elements e.g.

```
var fruits = ["apple", "grape", "pear"];
```

```
var student_list = [ ]; // empty student list;
```

- **Object** - a collection of properties represented in **name:values** pairs
e.g.

```
var students {  
    student_id: 1155115511;  
    student_fname: "Bernard";  
    student_lname: "Suen";  
    student_major: "New Media";  
}
```

Let try out an example in Chrome console

```
> students = [];
> student1 = {name:'Peter Chan', id:'1001'};
> student2 = {name:'David Li', id:'1002'};
> student3 = {name:'Joyce Xu', id:'1003'};
> students.push(student1);
> students.push(student2);
> students.push(student3);
```



Push objects
into the array to
form an array of
objects.

Handling JS Object & Array in a Loop

The screenshot shows a web browser window with the Google homepage loaded. The DevTools sidebar is open, displaying the following log entries:

- 17:25:20.426 SW registered
- 17:26:54.913 var student1 = {name:'John',id:1001};
- 17:26:54.918 undefined
- 17:27:13.330 var student2 = {name:'Mary',id:1002};
- 17:27:13.335 undefined
- 17:28:15.340 student3 = {name:'David',id:1003};
- 17:28:15.346 ▶ {name: "David", id: 1003}
- students = [];

The screenshot shows a web browser window with the Google homepage loaded. The browser's address bar and various toolbars are visible at the top. Below the address bar, there is a horizontal navigation bar with links to various categories like Apps, Cyberport Bootca..., Blockchain, NLP and Chatbot, FinTech, E-Commerce, Classes, Development Tools, Data Science, Machine Learning, Music, Drupal, and Cloud Providers. To the right of these links, there are icons for Gmail, Images, and other browser controls.

The main content area displays the classic Google logo. Below the logo is a search bar with the placeholder "Search Google or type a URL".

At the bottom of the screen, the developer tools are open, specifically the Console tab. The sidebar on the left of the console shows log levels: 23 messages (info), 2 user messages (warning), 0 errors (success), 4 warnings (warning), 14 info (info), and 5 verbose (verbose). The main pane of the console shows the following JavaScript output:

```
> 0: {name: "John", id: 1001}
  length: 1
  > __proto__: Array(0)

> 17:45:10.195 students.push(student2);
< 17:45:10.206 2

> 17:45:19.164 students.push(student3);
< 17:45:19.169 3

> 17:45:23.621 students;
< 17:45:23.629 ▶(3) [{} , {} , {}] ⓘ
  > 0: {name: "John", id: 1001}
  > 1: {name: "Mary", id: 1002}
  > 2: {name: "David", id: 1003}
  length: 3
  > __proto__: Array(0)
```

The screenshot shows a web browser window with the Google homepage loaded. At the top, there's a search bar and a navigation bar with various bookmarks like 'Cyberport Bootca...', 'Blockchain', 'NLP and Chatbot', etc. Below the search bar is a toolbar with icons for Gmail, Images, and other utilities.

The main content area features the classic Google logo. Below it is another search bar. The bottom half of the screen is occupied by the developer tools' DevTools panel. The tabs at the top of the panel are Elements, Console, Sources, Network, Performance, Memory, Application, Security, Audits, and JavaScript Profiler. The Console tab is currently selected.

In the left sidebar of the DevTools, there are summary statistics: 6 messages, 1 user message, 0 errors, 2 warnings, 2 info, and 2 verbose. The main content area of the DevTools shows the following log entries:

```
> 17:40:25.934 students.push[student2];
< 17:40:25.939 undefined
> 17:40:28.751 students.push[student3];
< 17:40:28.756 undefined
> 17:40:31.102 students.push[student3];
< 17:40:31.107 undefined
> 17:40:37.113 students
< 17:40:37.116 []
    length: 0
    > __proto__: Array(0)
> 17:41:33.699 students;
< 17:41:33.705 []
> for (i = 0; i<4; i++) {document.write(students[i].name + "/" + students[i].id + "<br>");}
```

The last line of code, `> for (i = 0; i<4; i++) {document.write(students[i].name + "/" + students[i].id + "
");}`, is highlighted with a red rectangular box.

Handling JS Object & Array in a Loop

Using JQuery + JQuery DataTable

Javascript sourced data

Using DataTables

Examples

[Basic initialisation](#)[Advanced initialisation](#)[Styling](#)

Data sources

[API](#)[Ajax](#)[Server-side](#)[Plug-ins](#)

Manual

Reference

Extensions

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At times you will wish to be able to create a table from dynamic information passed directly to DataTables, rather than having it read from the document. This is achieved using the `data Option` in the initialisation object, passing in an array of data to be used (like all other DataTables handled data, this can be arrays or objects using the `columns.data Option`).

A `table Tag` must be available on the page for DataTables to use. This examples shows an empty `table Tag` element being initialised as a DataTable with a set of data from a Javascript array. The columns in the table are dynamically created based on the `columns.title Option` configuration option.

Show `10` entries

Search:

Name	Position	Office	Extn.	Start date	Salary
Airi Satou	Accountant	Tokyo	5407	2008/11/28	\$162,700
Angelica Ramos	Chief Executive Officer (CEO)	London	5797	2009/10/09	\$1,200,000
Ashton Cox	Junior Technical Author	San Francisco	1562	2009/01/12	\$86,000
Bradley Greer	Software Engineer	London	2558	2012/10/13	\$132,000
Brenden Wagner	Software Engineer	San Francisco	1314	2011/06/07	\$206,850
Brielle Williamson	Integration Specialist	New York	4804	2012/12/02	\$372,000

https://datatables.net/examples/data_sources/js_array.html

Get DataTables

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[Purchase](#)

Caesar Vance	Pre-Sales Support	New York	8330	2011/12/12	\$105,450
Cedric Kelly	Senior Javascript Developer	Edinburgh	6224	2012/03/29	\$433,060
Charde Marshall	Regional Director	San Francisco	6741	2008/10/16	\$470,600
Colleen Hurst	Javascript Developer	San Francisco	2360	2009/09/15	\$205,500

Showing 1 to 10 of 36 entries

Previous 1 2 3 4 Next

[Javascript](#) [HTML](#) [CSS](#) [Comments \(0\)](#)

The Javascript shown below is used to initialise the table shown in this example:

```

1 var dataSet = [
2   [ "Tiger Nixon", "System Architect", "Edinburgh", "5421", "2011/04/25", "$320,800" ],
3   [ "Garrett Winters", "Accountant", "Tokyo", "8422", "2011/07/25", "$170,750" ],
4   [ "Ashton Cox", "Junior Technical Author", "San Francisco", "1562", "2009/01/12", "$86,000" ],
5   [ "Cedric Kelly", "Senior Javascript Developer", "Edinburgh", "6224", "2012/03/29", "$433,000" ],
6   [ "Airi Satou", "Accountant", "Tokyo", "5407", "2008/11/28", "$162,700" ],
7   [ "Brielle Williamson", "Integration Specialist", "New York", "4804", "2012/12/02", "$372,000" ],
8   [ "Herrod Chandler", "Sales Assistant", "San Francisco", "9608", "2012/08/06", "$137,500" ],
9   [ "Rhona Davidson", "Integration Specialist", "Tokyo", "6200", "2010/10/14", "$327,900" ],
10  [ "Colleen Hurst", "Javascript Developer", "San Francisco", "2360", "2009/09/15", "$205,500" ],
11  [ "Sonya Frost", "Software Engineer", "Edinburgh", "1667", "2008/12/13", "$103,600" ],
12  [ "Jena Gaines", "Office Manager", "London", "3814", "2008/12/19", "$90,560" ],
13  [ "Quinn Flynn", "Support Lead", "Edinburgh", "9497", "2013/03/03", "$342,000" ],
14  [ "Charde Marshall", "Regional Director", "San Francisco", "6741", "2008/10/16", "$470,600" ],
15  [ "Haley Kennedy", "Senior Marketing Designer", "London", "3597", "2012/12/18", "$313,500" ],
16  [ "Tatyana Fitzpatrick", "Regional Director", "London", "1965", "2010/03/17", "$385,750" ],
17  [ "Michael Silva", "Marketing Designer", "London", "1581", "2012/11/27", "$198,500" ],
18  [ "Paul Byrd", "Chief Financial Officer (CFO)", "New York", "3059", "2010/06/09", "$725,000" ],
19  [ "Gloria Little", "Systems Administrator", "New York", "1721", "2009/04/10", "$237,500" ],
20  [ "Bradley Greer", "Software Engineer", "London", "2558", "2012/10/13", "$132,000" ],
21  [ "Dai Rios", "Personnel Lead", "Edinburgh", "2298", "2012/09/26", "$217,500" ],
22  [ "Jenette Caldwell", "Development Lead", "New York", "1937", "2011/09/03", "$345,000" ],
23  [ "Yuri Berry", "Chief Marketing Officer (CMO)", "New York", "6154", "2009/06/25", "$675,000" ],
24  [ "Caesar Vance", "Pre-Sales Support", "New York", "8330", "2011/12/12", "$106,450" ],
25  [ "Doris Wilder", "Sales Assistant", "Sydney", "3023", "2010/09/20", "$85,600" ],
26  [ "Angelica Ramos", "Chief Executive Officer (CEO)", "London", "5797", "2009/10/09", "$1,200,000" ],
27  [ "Gavin Joyce", "Developer", "Edinburgh", "8822", "2010/12/22", "$92,575" ],

```

https://datatables.net/examples/data_sources/js_array.html

```

8      [ "Herrod Chandler", "Sales Assistant", "San Francisco", "9608", "2012/08/06", "$137,500" ],
9      [ "Rhona Davidson", "Integration Specialist", "Tokyo", "6200", "2010/10/14", "$327,900" ],
10     [ "Colleen Hurst", "Javascript Developer", "San Francisco", "2360", "2009/09/15", "$205,500" ],
11     [ "Sonya Frost", "Software Engineer", "Edinburgh", "1667", "2008/12/13", "$103,600" ],
12     [ "Jena Gaines", "Office Manager", "London", "3814", "2008/12/19", "$90,560" ],
13     [ "Quinn Flynn", "Support Lead", "Edinburgh", "9497", "2013/03/03", "$342,000" ],
14     [ "Charde Marshall", "Regional Director", "San Francisco", "6741", "2008/10/16", "$470,600" ],
15     [ "Haley Kennedy", "Senior Marketing Designer", "London", "3597", "2012/12/18", "$313,500" ],
16     [ "Tatyana Fitzpatrick", "Regional Director", "London", "1965", "2010/03/17", "$385,750" ],
17     [ "Michael Silva", "Marketing Designer", "London", "1581", "2012/11/27", "$198,500" ],
18     [ "Paul Byrd", "Chief Financial Officer (CFO)", "New York", "3059", "2010/06/09", "$725,000" ],
19     [ "Gloria Little", "Systems Administrator", "New York", "1721", "2009/04/10", "$237,500" ],
20     [ "Bradley Greer", "Software Engineer", "London", "2558", "2012/10/13", "$132,000" ],
21     [ "Dai Rios", "Personnel Lead", "Edinburgh", "2290", "2012/09/26", "$217,500" ],
22     [ "Janette Caldwell", "Development Lead", "New York", "1937", "2011/09/03", "$345,000" ],
23     [ "Yuri Berry", "Chief Marketing Officer (CMO)", "New York", "6154", "2009/06/25", "$675,00" ],
24     [ "Caesar Vance", "Pre-Sales Support", "New York", "8330", "2011/12/12", "$106,450" ],
25     [ "Doris Wilder", "Sales Assistant", "Sydney", "3023", "2010/09/20", "$85,600" ],
26     [ "Angelica Ramos", "Chief Executive Officer (CEO)", "London", "5797", "2009/10/09", "$1,20" ],
27     [ "Gavin Joyce", "Developer", "Edinburgh", "8822", "2010/12/22", "$92,575" ],
28     [ "Jennifer Chang", "Regional Director", "Singapore", "9239", "2010/11/14", "$357,650" ],
29     [ "Brenden Wagner", "Software Engineer", "San Francisco", "1314", "2011/06/07", "$206,850" ],
30     [ "Fiona Green", "Chief Operating Officer (COO)", "San Francisco", "2947", "2010/03/11", "$" ],
31     [ "Shou Itou", "Regional Marketing", "Tokyo", "8899", "2011/08/14", "$163,000" ],
32     [ "Michelle House", "Integration Specialist", "Sydney", "2769", "2011/06/02", "$95,400" ],
33     [ "Suki Burks", "Developer", "London", "6832", "2009/10/22", "$114,500" ],
34     [ "Prescott Bartlett", "Technical Author", "London", "3606", "2011/05/07", "$145,000" ],
35     [ "Gavin Cortez", "Team Leader", "San Francisco", "2860", "2008/10/26", "$235,500" ],
36     [ "Martena Mccray", "Post-Sales support", "Edinburgh", "8240", "2011/03/09", "$324,050" ],
37     [ "Unity Butler", "Marketing Designer", "San Francisco", "5384", "2009/12/09", "$85,675" ],
38   ];
39
40   $(document).ready(function() {
41     $('#example').DataTable( {
42       data: dataSet,
43       columns: [
44         { title: "Name" },
45         { title: "Position" },
46         { title: "Office" },
47         { title: "Extn." },
48         { title: "Start date" },
49         { title: "Salary" }
50       ]
51     } );
52   });

```

https://datatables.net/examples/data_sources/js_array.html

Class Exercise Link

JQuery DataTable ([http://www.webslesson.info/2016/07/
show-json-data-in-jquery-datatables.html](http://www.webslesson.info/2016/07/show-json-data-in-jquery-datatables.html))

Let's walkthrough the codes.

```
<body>
    <br /><br />
    <div class="container">
        <h1 align="center">Show JSON Data in Jquery Datatables</h3><br />
        <h3 align="center">Employee Database</h3><br />
        <table id="data-table" class="table table-bordered">
            <thead>
                <tr>
                    <th>Name</th>
                    <th>Gender</th>
                    <th>Designation</th>
                </tr>
            </thead>
        </table>
    </div>
</body>
```

THE HTML TABLE

```
$(document).ready(function() {
```

JQuery document ready event

```
});
```

```
$document.ready(function() {  
    $('#data-table').DataTable({  
        "ajax" : "employee_data.json",  
        "columns" : [  
            { "data" : "name" },  
            { "data" : "gender"},  
            { "data" : "designation"}  
        ]  
    });  
});
```

JS objects of array of objects. →

→ **Data source**

→ **Data format**

THE JQuery Codes

Let's walkthrough the JSON data.

THE JSON DATA

```
{  
  "data" : [  
    {  
      "name": "Michael Bruce",  
      "gender": "Male",  
      "designation": "System Architect"  
    },  
    {  
      "name": "Jennifer Winters",  
      "gender": "Female",  
      "designation": "Senior Programmer"  
    },  
    {  
      "name": "Donna Fox",  
      "gender": "Female",  
      "designation": "Office Manager"  
    },  
  ]  
}
```

Convert JSON to CSV
(<https://codebeautify.org/jsonviewer>)

JSON Viewer★

Save & Share

```
1 {  
2   "data": [  
3     {  
4       "name": "Michael Bruce",  
5       "gender": "Male",  
6       "designation": "System Architect"  
7     },  
8     {  
9       "name": "Jennifer Winters",  
10      "gender": "Female",  
11      "designation": "Senior Programmer"  
12    },  
13    {  
14      "name": "Donna Fox",  
15      "gender": "Female",  
16      "designation": "Office Manager"  
17    },  
18    {  
19      "name": "Cynthia E. Folmar",  
20      "gender": "Female",  
21      "designation": "Pharmacy technician"  
22    },  
23    {  
24      "name": "Charles E. Drexler",  
25      "gender": "Male",  
26      "designation": "Pamphlet binding worker"  
27    },  
28    {  
29      "name": "Andre F. Morris",  
30      "gender": "Male",  
31      "designation": "Respiratory therapy  
technician"  
Ln: 159 Col: 5
```

Result mode:

tree

Load Url

Browse

Tree Viewer

2 Tab Space

Beautify



See Why Pros Prefer PlanGrid

Blueprints in Your Pocket. Get the Entire Team on the Current Set, Wherever They Are.

Minify

Validate

object ► data ► 0 ►

object {1}

▼ data [31]

0 {3}
name : Michael Bruce
gender : Male
designation : System Architect

► 1 {3}
► 2 {3}
► 3 {3}
► 4 {3}
► 5 {3}
► 6 {3}
► 7 {3}
► 8 {3}
► 9 {3}
► 10 {3}
► 11 {3}
► 12 {3}
► 13 {3}
► 14 {3}
► 15 {3}
► 16 {3}

Show JSON Data in Jquery Datatables

Employee Database

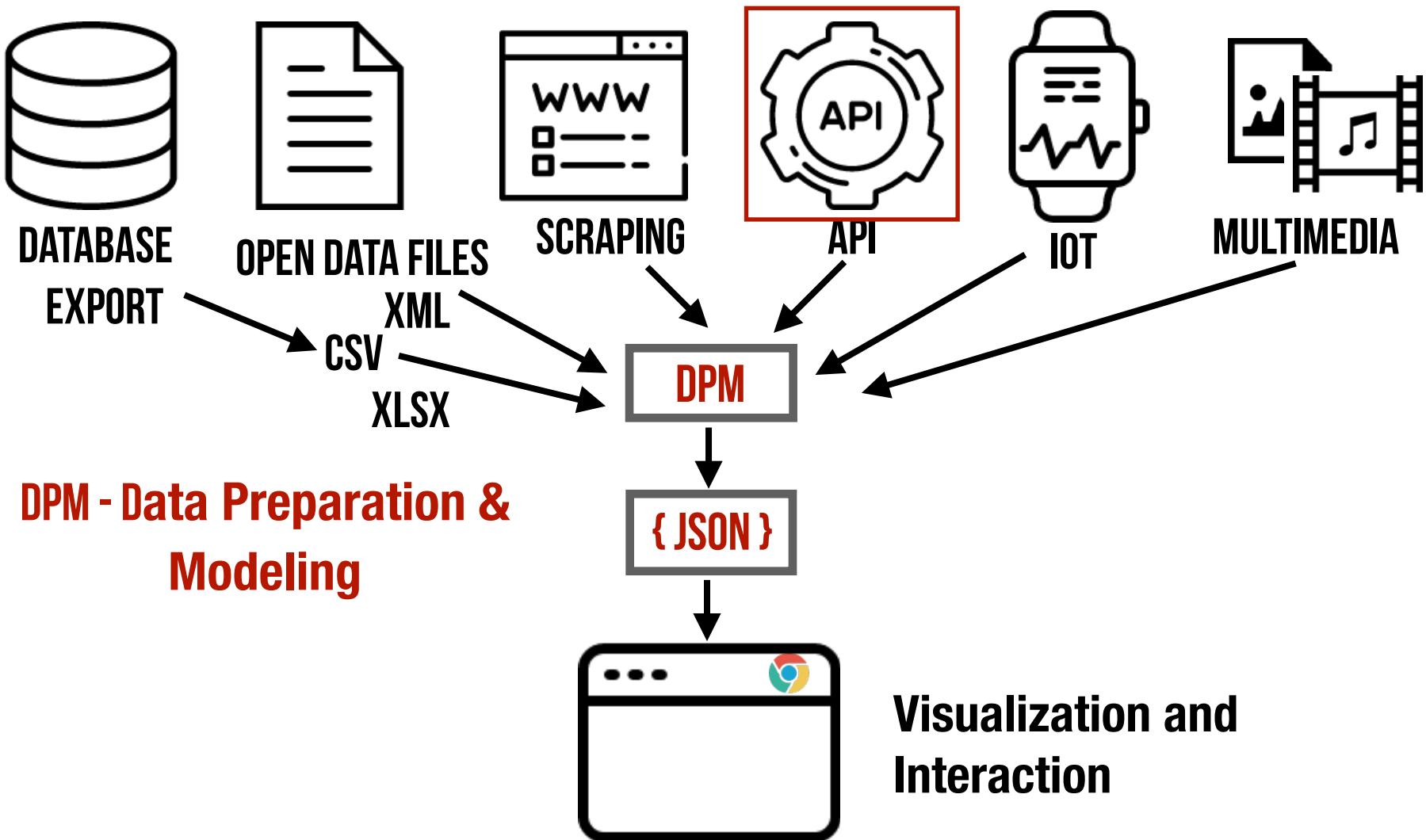
Show 10 entries

Search:

Name	Gender	Designation
Andre F. Morris	Male	Respiratory therapy technician
Antionette J. Ellard	Female	Power plant distributor
Antonia K. Vogl	Female	Psychiatrist
Art D. Steiner	Male	Camp director
Barbara W. Ibarra	Female	Regional geographer
Brenda J. Fowler	Female	Radio equipment installer
Carol T. McDill	Female	Power distributor
Charles E. Drexler	Male	Pamphlet binding worker
Cheryl P. Mahn	Female	Credit manager
Christina R. Relin	Female	Cost engineer

0

<https://ybsuen.github.io/com5961/assignment09/json-datable.html>



**Create Another Airtable Account for Sharing API
With View-only Rights**

Open Refine Import

HELP ? 🔔

SHARE AUTOMATIONS APPS

Share Open Refine Import

Read only invite link for @intchnigence.com

<https://airtable.com/invite/l?inviteId=invlJBx8l0BhE> created a year ago

Base collaborators

geys1010 wuyisun
geys1010@hkdesign.org

joined 7 months ago

B Suen

bernard@intchnigence.com

joined a year ago

Workspace collaborators

YiuSin Suen
bsysin@gmail.com

joined 3 years ago

This workspace also has 39 base collaborators (on other bases) that do not have access to this base.

Shared base link

Sum 26

4 records

Open Refine Import

SHARE AUTOMATIONS APPS

Product Roll-up

Radio 4 hidden

	Name	link
1	radio	Phillip
2	computer	Phillip
3	tv	Phillip
4	tablet	Unile
+		

Share Open Refine Import

This entire base can be viewed by anyone with the base share link. 4 views can be viewed by anyone with the associated view share link. 3 collaborators can see this base when signed in.

Invite by email Invite by link

bernard@cuhk.edu.hk Read only

View only account for accessing API Send invite

Import your Google contacts

Invite links ?

✉ Read only invite link for @intechnigence.com
<https://airtable.com/invite/l?invitedId=invlJBx8lOBhE> created a year ago Read only ×

Base collaborators ?

 geys1010 wuyisun
geys1010@hkdesign.org joined 7 months ago Read only ×

Sum 26

Open Refine Import

HELP ? 🔔



SHARE AUTOMATIONS APPS



Share Open Refine Import

x

Base collaborators



bernard@cuhk.edu.hk

bernard@cuhk.edu.hk

invited a few seconds ago

Read only

x



geys1010 wuyisun

geys1010@hkdesign.org

joined 7 months ago

Read only

x



B Suen

bernard@intchnigence.com

joined a year ago

Read only

x

Workspace collaborators



YiuSin Suen

bsysin@gmail.com

joined 3 years ago

Owner

This workspace also has 39 base collaborators (on other bases) that do not have access to this base.

Shared base link

4 records

Sum 26

Activating the Airtable API (In the **view-only account)**

Open Refine Import

HELP ? 🔍

Product Roll-up Venues Users sw_product

VIEWS Grid view ⚙️

Find a view

Grid view Radio TV Computer Tablet

	A Name	Total Items by Category
1	radio	6
2	computer	8
3	tv	9
4	tablet	3

4 records Sum 26

bernard@cuhk.edu.hk

Account

Notification preferences >

Upgrade

Tell a friend

Connected accounts

Log out



ACCOUNT

[Overview](#)

Get \$10 in credit for every person you invite.

You've been awarded credit for inviting 2 users

- ✓ You received \$2 in credit for installing the mobile app.

[Referrals and credits →](#)

API

This is your personal API key. It's required in order to use the [Airtable API](#).

.....

[Regenerate API key](#)[Delete key](#)

WORKSPACES

[Suenlab](#)

PRO PLAN

[Class Demo](#)

FREE PLAN

[Student Projects 2018-19](#)

FREE PLAN

[Example Bases](#)

FREE PLAN

[HKDC Programmes](#)

FREE PLAN

[Suen Lab Extra](#)

FREE PLAN

[MEL Programme](#)

FREE PLAN

➤ GOOGLE CONTACTS INTEGRATION

 Allow Airtable to import your Google Contacts. ⓘ

Make it easy to invite your contacts to collaborate in Airtable.

➤ GOOGLE DRIVE INTEGRATION

 Link your Airtable account to Google Drive.

You'll be able to create and open Airtable bases from Google Drive

Open Refine Import

HELP ? 🔔 4

	A company	A product_code	A product_no	A geocode2	A json	A gender	A name	+
1	Phillips	radio	5	Groningensingel 14...	http://maps.googleapis.com/maps/api/geocode/json?address=Groningensingel+14,+Groningen&sensor=false	m	p. jansen	
2	Phillips	radio	43	Groningensingel 14...	http://maps.googleapis.com/maps/api/geocode/json?address=Groningensingel+14,+Groningen&sensor=false	m	p. hansen	
3	Phillips	computer	3	Groningensingel 14...	http://maps.googleapis.com/maps/api/geocode/json?address=Groningensingel+14,+Groningen&sensor=false	m	j. Gansen	
4	Phillips	computer	34	Groningensingel 15...	http://maps.googleapis.com/maps/api/geocode/json?address=Groningensingel+15,+Groningen&sensor=false	m	p. mansen	
5	Phillips	computer	12	Groningensingel 15...	http://maps.googleapis.com/maps/api/geocode/json?address=Groningensingel+15,+Groningen&sensor=false	m	p. fransen	
6	Phillips	radio	23	Groningensingel 15...	http://maps.googleapis.com/maps/api/geocode/json?address=Groningensingel+15,+Groningen&sensor=false	m	p. franssen	
7	Akzo	tv	43	Leeuwardenweg 17...	http://maps.googleapis.com/maps/api/geocode/json?address=Leeuwardenweg+17,+Leeuwarden&sensor=false	m	p. bansen	
8	Akzo	tv	12	Leeuwardenweg 17...	http://maps.googleapis.com/maps/api/geocode/json?address=Leeuwardenweg+17,+Leeuwarden&sensor=false	m	p. vansen	
9	Akzo	computer	5	Leeuwardenweg 18...	http://maps.googleapis.com/maps/api/geocode/json?address=Leeuwardenweg+18,+Leeuwarden&sensor=false	m	p. bransen	
10	Akzo	radio	34	Leeuwardenweg 18...	http://maps.googleapis.com/maps/api/geocode/json?address=Leeuwardenweg+18,+Leeuwarden&sensor=false	m	p. janssen	
11	Akzo	tablet	5	Leeuwardenweg 18...	http://maps.googleapis.com/maps/api/geocode/json?address=Leeuwardenweg+18,+Leeuwarden&sensor=false	f	I. rokken	
12	Akzo	tablet	9	Leeuwardenweg 18...	http://maps.googleapis.com/maps/api/geocode/json?address=Leeuwardenweg+18,+Leeuwarden&sensor=false	f	I. lokken	
13	Akzo	computer	8	Leeuwardenweg 18...	http://maps.googleapis.com/maps/api/geocode/json?address=Leeuwardenweg+18,+Leeuwarden&sensor=false	f	I. mokken	
14	Phillips	radio	56	Delfzijlstraat 54, ar...	http://maps.googleapis.com/maps/api/geocode/json?address=Delfzijlstraat+54,+Delfzijl&sensor=false	f	I. mokken	
15	Phillips	tv	67	Delfzijlstraat 55, ar...	http://maps.googleapis.com/maps/api/geocode/json?address=Delfzijlstraat+55,+Delfzijl&sensor=false	f	I. mokken	
16	Phillips	tv	21	Delfzijlstraat 56, ar...	http://maps.googleapis.com/maps/api/geocode/json?address=Delfzijlstraat+56,+Delfzijl&sensor=false	f	I. mokken	
17	Van Houten	computer	45	Delfzijlstraat 57, ar...	http://maps.googleapis.com/maps/api/geocode/json?address=Delfzijlstraat+57,+Delfzijl&sensor=false	f	I. sokken	

Open Refine Import

HELP ?



4

Product Roll-up Venues Users sw_product +

Grid view Hide fields Filter Group Sort Color ...

	A company	A product_code	A product_no	A geocode2	A json	A gender	A name	+
1	Phillips	radio	5	Groningensingel 14...	http://maps.googleapis.com ...	m	p. jansen	
2	Phillips	radio	43	Groningensingel 14...	http://maps.googleapis.com ...	m	p. hansen	
3	Phillips	computer	3	Groningensingel 14...	http://maps.googleapis.com ...	m	j. Gansen	
4	Phillips	computer	34	Groningensingel 15...	http://maps.googleapis.com ...	m	p. mansen	
5	Phillips	computer	12	Groningensingel 15...	http://maps.googleapis.com ...	m	p. fransen	
6	Phillips	radio	23	Groningensingel 15...	http://maps.googleapis.com ...	m	p. franssen	
7	Akzo	tv	43	Leeuwardenweg 17...	http://maps.googleapis.com ...	m	p. bansen	
8	Akzo	tv	12	Leeuwardenweg 17...	http://maps.googleapis.com ...	m	p. vansen	
9	Akzo	computer	5	Leeuwardenweg 18...	http://maps.googleapis.com ...	m	p. bransen	
10	Akzo	radio	34	Leeuwardenweg 18...	http://maps.googleapis.com ...	m	p. janssen	
11	Akzo	tablet	5	Leeuwardenweg 18...	http://maps.googleapis.com ...	f	l. rokken	
12	Akzo	tablet	9	Leeuwardenweg 18...	http://maps.googleapis.com ...	f	l. lokken	
13	Akzo	computer	8	Leeuwardenweg 18...	http://maps.googleapis.com ...	f	l. mokken	
14	Phillips	radio	56	Delfzijlstraat 54, ar...	http://maps.googleapis.com ...	f	l. mokken	
15	Phillips	tv	67	Delfzijlstraat 55, ar...	http://maps.googleapis.com ...	f	l. mokken	
16	Phillips	tv	21	Delfzijlstraat 56, ar...	http://maps.googleapis.com ...	f	l. mokken	
17	Van Houten	computer	45	Delfzijlstraat 57, ar...	http://maps.googleapis.com ...	f	l. sokken	

- [Help center](#)
- [Show onboarding tips](#)
- [Keyboard shortcuts](#)
- [API documentation](#)
- [Pricing](#)
- [What's new](#)
- [Webinars](#)
- [Contact us](#)

API documentation

	ROLL-UP TABLE	curl	JavaScript																
INTRODUCTION	Fields			<input checked="" type="checkbox"/> show API key															
RATE LIMITS	Each record in the <code>Roll-up</code> table contains the following fields:																		
AUTHENTICATION																			
PRODUCT TABLE																			
ROLL-UP TABLE	<table><thead><tr><th>FIELD NAME</th><th>TYPE</th><th>DESCRIPTION</th><th>EXAMPLE VALUES</th></tr></thead><tbody><tr><td><code>Name</code></td><td>Text</td><td>string A single line of text.</td><td>"radio" "computer" "tv" "tablet"</td></tr><tr><td><code>Notes</code></td><td>Long text</td><td>string Multiple lines of text, which may contain "mention tokens", e.g. <code><airtable:mention id="menEli9oBaGX3DseR">@Alex</airtable:mention></code></td><td>"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque vel accumsan orci. Fusce interdum ipsum nec neque iaculis congue. Vivamus bibendum quam at sollicitudin vestibulum. Nunc suscipit nisl sit amet enim hendrerit pellentesque. Curabitur non fermentum orci."</td></tr><tr><td><code>Attachments</code></td><td>Attachment</td><td>array of attachment objects Each attachment object may contain the following properties. To see which fields</td><td>EXAMPLE VALUE []</td></tr></tbody></table>	FIELD NAME	TYPE	DESCRIPTION	EXAMPLE VALUES	<code>Name</code>	Text	string A single line of text.	"radio" "computer" "tv" "tablet"	<code>Notes</code>	Long text	string Multiple lines of text, which may contain "mention tokens", e.g. <code><airtable:mention id="menEli9oBaGX3DseR">@Alex</airtable:mention></code>	"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque vel accumsan orci. Fusce interdum ipsum nec neque iaculis congue. Vivamus bibendum quam at sollicitudin vestibulum. Nunc suscipit nisl sit amet enim hendrerit pellentesque. Curabitur non fermentum orci."	<code>Attachments</code>	Attachment	array of attachment objects Each attachment object may contain the following properties. To see which fields	EXAMPLE VALUE []		
FIELD NAME	TYPE	DESCRIPTION	EXAMPLE VALUES																
<code>Name</code>	Text	string A single line of text.	"radio" "computer" "tv" "tablet"																
<code>Notes</code>	Long text	string Multiple lines of text, which may contain "mention tokens", e.g. <code><airtable:mention id="menEli9oBaGX3DseR">@Alex</airtable:mention></code>	"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque vel accumsan orci. Fusce interdum ipsum nec neque iaculis congue. Vivamus bibendum quam at sollicitudin vestibulum. Nunc suscipit nisl sit amet enim hendrerit pellentesque. Curabitur non fermentum orci."																
<code>Attachments</code>	Attachment	array of attachment objects Each attachment object may contain the following properties. To see which fields	EXAMPLE VALUE []																
FIELDS																			
List records																			
Retrieve a record																			
Create records																			
Update records																			
Delete records																			
VENUES TABLE																			
USERS TABLE																			
SW_PRODUCT TABLE																			
ERRORS																			

[INTRODUCTION](#)[RATE LIMITS](#)[AUTHENTICATION](#)[PRODUCT TABLE](#)[ROLL-UP TABLE](#)

Fields

List records

Retrieve a record

Create records

Update records

Delete records

[VENUES TABLE](#)[USERS TABLE](#)[SW_PRODUCT TABLE](#)[ERRORS](#)

AUTHENTICATION

Airtable uses simple token-based authentication. To generate or manage your API key, visit your [account](#) page. **Your API key carries the same privileges as your user account, so be sure to keep it secret!**

You can authenticate to the API by providing your API key in the HTTP authorization bearer token header. Alternatively, a slightly lower-security approach is to provide your API key with the `api_key` query parameter.

All API requests must be authenticated and made over HTTPS.

PRODUCT TABLE

Fields

Each record in the `Product` table contains the following fields:

FIELD	TYPE	DESCRIPTION
NAME	Text	string

[curl](#)[JavaScript](#) show API key

EXAMPLE USING BEARER TOKEN (RECOMMENDED)

```
$ curl https://api.airtable.com/v0/appKIU0zkdHt3AVTL/Product \
-H "Authorization: Bearer keycj6dRwXwYLEjiv"
```

EXAMPLE USING QUERY PARAMETER

```
$ curl https://api.airtable.com/v0/appKIU0zkdHt3AVTL \
/Product?api_key=keycj6dRwXwYLEjiv
```

EXAMPLE VALUES

```
{"records": [ {"id": "rec3HT1JWHJkWzOW9", "fields": { "company": "Van Houten", "product_code": "tv", "product_no": "56", "geocode2": "Delfzijlstraat 58, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Delfzijlstraat+58%2C+arnhem%2C+the+netherlands", "gender": "f", "name": "l. wokken"}, "createdTime": "2019-10-20T13:27:55.000Z"}, {"id": "rec3raoMoTAUiT8qB", "fields": { "company": "Van Houten", "product_code": "radio", "product_no": "23", "geocode2": "Delfzijlstraat 61, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Delfzijlstraat+61%2C+arnhem%2C+the+netherlands", "gender": "f", "name": "l. dokken"}, "createdTime": "2019-10-20T13:27:55.000Z"}, {"id": "rec50XNS5jyVFVpVt", "fields": { "company": "Akzo", "product_code": "tv", "product_no": "12", "geocode2": "Leeuwardenweg 179, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Leeuwardenweg+179%2C+arnhem%2C+the+netherlands", "gender": "m", "name": "p. vansen"}, "createdTime": "2019-10-20T13:27:55.000Z"}, {"id": "rec5NDqIL9M4lTcCw", "fields": { "company": "Phillips", "product_code": "radio", "product_no": "23", "geocode2": "Groningen singel 152, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?"}]}]
```

Airtable table data in JSON format.

JSON Viewer☆

Save & Share

```
1 [{"records": [{"id": "rec3HT1JWHJKWzOW9", "fields": {"company": "Van Houten", "Product code": "tv", "Number": "56", "geocode2": "Delfzijlstraat 58, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Delfzijlstraat+58%2C+arnhem%2C+the+netherlands", "Gender": "f", "name": "l. wokken"}, "createdTime": "2019-10-20T13:27:55.000Z"}, {"id": "rec3raoMoTAUiT8qB", "fields": {"company": "Van Houten", "Product code": "radio", "Number": "23", "geocode2": "Delfzijlstraat 61, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Delfzijlstraat+61%2C+arnhem%2C+the+netherlands", "Gender": "f", "name": "l. dokken"}, "createdTime": "2019-10-20T13:27:55.000Z"}, {"id": "rec50XNS5jyVFVpVt", "fields": {"company": "Akzo", "Product code": "tv", "Number": "12", "geocode2": "Leeuwardenweg 179, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Leeuwardenweg+179%2C+arnhem%2C+the+netherlands", "Gender": "m", "name": "p. vansen"}, "createdTime": "2019-10-20T13:27:55.000Z"}, {"id": "rec5NDqIL9M4lTcCw", "fields": {"company": "Phillips", "Product code": "radio", "Number": "23", "geocode2": "Groningsingel 152, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Groningsingel+152%2C+arnhem%2C+the+netherlands", "Gender": "m", "name": "p. franssen"}]}]
```

Ln: 1 Col: 1

Result mode:

tree

Load Url

Browse

Tree Viewer

2 Tab Space

Beautify



object ► records ►

object {1}

records [25]

- 0 {3}
- 1 {3}
- 2 {3}
- 3 {3}
- 4 {3}
- 5 {3}
- 6 {3}
- 7 {3}
- 8 {3}
- 9 {3}
- 10 {3}
- 11 {3}
- 12 {3}
- 13 {3}
- 14 {3}
- 15 {3}
- 16 {3}

<https://codebeautify.org/jsonviewer>

JSON Viewer☆

Save & Share

Sample       

```
1  [{"records": [{"id": "rec3HT1JWHJkWzOW9", "fields": {"company": "Van Houten", "Product code": "tv", "Number": "56", "geocode2": "Delfzijlstraat 58, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Delfzijlstraat+58%2C+arnhem%2C+the+netherlands", "Gender": "f", "name": "l. wokken"}, "createdTime": "2019-10-20T13:27:55.000Z"}, {"id": "rec3raoMoTAUiT8qB", "fields": {"company": "Van Houten", "Product code": "radio", "Number": "23", "geocode2": "Delfzijlstraat 61, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Delfzijlstraat+61%2C+arnhem%2C+the+netherlands", "Gender": "f", "name": "l. dokken"}, "createdTime": "2019-10-20T13:27:55.000Z"}, {"id": "rec50XNS5jyVFVpVt", "fields": {"company": "Akzo", "Product code": "tv", "Number": "12", "geocode2": "Leeuwardenweg 179, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Leeuwardenweg+179%2C+arnhem%2C+the+netherlands", "Gender": "m", "name": "p. vansen"}, "createdTime": "2019-10-20T13:27:55.000Z"}, {"id": "rec5NDqIL9M4lTcCw", "fields": {"company": "Phillips", "Product code": "radio", "Number": "23", "geocode2": "Groningsingel 152, arnhem, the netherlands", "json": "http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Groningsingel+152%2C+arnhem%2C+the+netherlands", "Gender": "m", "name": "p. franssen"}]}]
```

Ln: 1 Col: 1

Result mode:

tree 

Load Url

Browse

Tree Viewer

2 Tab Space 

Beautify



View 

object ► records ► 0 ► fields ►

object {1}

records [25]

0 {3}

id : rec3HT1JWHJkWzOW9

fields {7}

company : Van Houten

Product code : tv

Number : 56

geocode2 : Delfzijlstraat 58, arnhem, the neth

json : <http://maps.googleapis.com/maps/api/geocode/json?sensor=false&address=Delfzijlstraat+58%2C+arnhem%2C+the+netherlands>

Gender : f

name : l. wokken

createdTime : 2019-10-20T13:27:55.000Z

1 {3}

2 {3}

3 {3}

4 {3}

<https://codebeautify.org/jsonviewer>

Airtable Embedded Grid View

Hide fields Filter Group Sort ...

	company	product_code	product_no	geocode2	json	gender	name
15	Phillips	tv	67	Delfzijlstraat 55, ar...	http://maps.googleapis.com/maps/api/geocode/json?address=Delfzijlstraat+55,+arnhem&sensor=false	f	I. mokken
16	Phillips	tv	21	Delfzijlstraat 56, ar...	http://maps.googleapis.com/maps/api/geocode/json?address=Delfzijlstraat+56,+arnhem&sensor=false	f	I. mokken
17	Van Houten	computer	45	Delfzijlstraat 57, ar...	http://maps.googleapis.com/maps/api/geocode/json?address=Delfzijlstraat+57,+arnhem&sensor=false	f	I. sokken
18	Van Houten	tv	56	Delfzijlstraat 58, ar...	http://maps.googleapis.com/maps/api/geocode/json?address=Delfzijlstraat+58,+arnhem&sensor=false	f	I. wokken
19	Van Houten	tv	65	Delfzijlstraat 59, ar...	http://maps.googleapis.com/maps/api/geocode/json?address=Delfzijlstraat+59,+arnhem&sensor=false	f	I. kokken
20	Van Houten	computer	21	Delfzijlstraat 60, ar...	http://maps.googleapis.com/maps/api/geocode/json?address=Delfzijlstraat+60,+arnhem&sensor=false	f	I. Bokken
21	Van Houten	radio	23	Delfzijlstraat 61, ar...	http://maps.googleapis.com/maps/api/geocode/json?address=Delfzijlstraat+61,+arnhem&sensor=false	f	I. dokken
22	Unilever	computer	3	Jourestraat 23, arn...	http://maps.googleapis.com/maps/api/geocode/json?address=Jourestraat+23,+arnhem&sensor=false	f	I. gokken
23	Unilever	tablet	4	Jourestraat 24, arn...	http://maps.googleapis.com/maps/api/geocode/json?address=Jourestraat+24,+arnhem&sensor=false	f	I. stokken
24	Unilever	tablet	6	Jourestraat 25, arn...	http://maps.googleapis.com/maps/api/geocode/json?address=Jourestraat+25,+arnhem&sensor=false	f	I. rokken
25	Unilever	tablet	8	Jourestraat 26, arn...	http://maps.googleapis.com/maps/api/geocode/json?address=Jourestraat+26,+arnhem&sensor=false	f	I. rokken

Airtable GetJSON

Airtable API Demo

Using jQuery getJSON and
Airtable API for fun!

Airtable is a wonderful spreadsheet-like database with many useful features for data modeling and basic analytics. When used with other data visualization libraries, it can be a great tool for rapid prototyping

Show Table	Show Total	Clear Tables		
Show 10 entries		Search: <input type="text"/>		
Company↑↓	Product↓	Number↓	Geo Code ↑↓	JSON
Akzo	tv	12	Leeuwardenweg 179, arnhem, the netherlands	http://maps.googleapis.com/maps/api/geocode/json? sensor=false&address=Leeuwardenweg+179%2C+arnhem
Akzo	radio	34	Leeuwardenweg 181, arnhem, the netherlands	http://maps.googleapis.com/maps/api/geocode/json? sensor=false&address=Leeuwardenweg+181%2C+arnhem
Akzo	tv	43	Leeuwardenweg 178, arnhem, the netherlands	http://maps.googleapis.com/maps/api/geocode/json? sensor=false&address=Leeuwardenweg+178%2C+arnhem

Using jQuery getJSON and Airtable API for fun!

Airtable is a wonderful spreadsheet-like database with many useful features for data modeling and basic analytics. When used with other data visualization libraries, it can be a great tool for rapid prototyping

Show Table	Show Total	Clear Tables
Show 10 entries	Search:	
Product	Total Amount	
computer	8	
radio	6	
tablet	3	
tv	9	

Showing 1 to 4 of 4 entries

Previous 1 Next

Airtable GetJSON

Airtable API Demo

Using jQuery getJSON and Airtable API for fun!

Airtable is a wonderful spreadsheet-like database with many useful features for data modeling and basic analytics. When used with other data visualization libraries, it can be a great tool for rapid prototyping

Show Table

Show Total

Clear Tables

```
<div class="container">
<div class="row">
  <div class="col-xs-12 col-sm-12 col-md-12">
    <h1>Airtable GetJSON</h1>
    <div class="card" style="width: 18rem;">
      <div class="card-body">
        <h5 class="card-title">Airtable API Demo</h5>
        <p id="welcome" class="card-text">Using jQuery getJSON and Airtable API for fun!</p>
      </div>
    </div><!-- end card -->
    <div class="well"><p id="demo">Airtable is a wonderful spreadsheet-like database with many useful features for ...
    <!-- Sign and date the page, it's only polite! -->
    <div>
      <button type="button" class="btn btn-warning" id='get_data'>Show Table</button>
      <button type="button" class="btn btn-warning" id='get_data2'>Show Total</button>
      <button type="button" class="btn btn-warning" id='clear_tables'>Clear Tables</button>
    </div>
    <div class="table-responsive">
      <table id="table1" width="100%" class="table table-bordered"></table> table1 (product )
    </div><!-- table responsive -->
    <div class="table-responsive">
      <table id="table2" width="100%" class="table table-bordered"></table> table2 (roll-up)
    </div><!-- table responsive -->
  </div><!-- end col -->
</div><!--end row -->
</div><!-- container -->
```

Open Refine Import ▾

HELP ? 🔍 🔔 🔑

Product

Roll-up

Venues

Users

sw_product



SHARE



AUTOMATIONS



APPS

Grid view



	A company	A product_code	A product_no	A geocode2	A json	A gender	A name
1	Phillips	radiot	5	Groningensingel 14...	http://maps.googleapis....	m	p. jansen
2	Phillips	radio	43	Groningensingel 14...	http://maps.googleapis....	m	p. hansen
3	Phillips	computer	3	Groningensingel 14...	http://maps.googleapis....	m	j. Gansen
4	Phillips	computer	34	Groningensingel 15...	http://maps.googleapis....	m	p. mansen
5	Phillips	computer	12	Groningensingel 15...	http://maps.googleapis....	m	p. fransen
6	Phillips	radio	23	Groningensingel 15...	http://maps.googleapis....	m	p. franssen
7	Akzo	tv	43	Leeuwardenweg 17...	http://maps.googleapis....	m	p. bansen
8	Akzo	tv	12	Leeuwardenweg 17...	http://maps.googleapis....	m	p. vansen
9	Akzo	computer	5	Leeuwardenweg 18...	http://maps.googleapis....	m	p. bransen
10	Akzo	radio	34	Leeuwardenweg 18...	http://maps.googleapis....	m	p. janssen
11	Akzo	tablet	5	Leeuwardenweg 18...	http://maps.googleapis....	f	l. rokken
12	Akzo	tablet	9	Leeuwardenweg 18...	http://maps.googleapis....	f	l. lokken
13	Akzo	computer	8	Leeuwardenweg 18...	http://maps.googleapis....	f	l. mokken
14	Phillips	radio	56	Delfzijlstraat 54, ar...	http://maps.googleapis....	f	l. mokken
25 records							

Airtable API endpoint

JQuery
getJSON
API request sent
to Airtable

table1

```
$("button#get_data").click(function() {  
    var dataSet = [];  
    var items = [];  
    var i = 0;  
    $('.table-responsive').show();  
    var airtable_read_endpoint = "https://api.airtable.com/v0/appKIU0zkdHt3AVTL/Product?api_key=keycj6dRwXwYLEjiv";  
    $.getJSON(airtable_read_endpoint, function(result) {  
        $.each(result.records, function(key,value) {  
            items = [];  
            items.push(value.fields['company']);  
            items.push(value.fields['product_code']);  
            items.push(value.fields['product_no']);  
            items.push(value.fields['geocode2']);  
            items.push(value.fields['json']);  
            items.push(value.fields['gender']);  
            items.push(value.fields['name']);  
            dataSet.push(items);  
            console.log(items);  
        }); // end .each  
        console.log(dataSet);  
  
        $('#table1').DataTable({  
            data: dataSet,  
            retrieve: true,  
            columns: [  
                { title: "Company",  
                    defaultContent:"",}  
                { title: "Product",  
                    defaultContent:"",}  
                { title: "Number",  
                    defaultContent:"",}  
                { title: "Geo Code",  
                    defaultContent:"",}  
                { title: "JSON",  
                    defaultContent:"",}  
                { title: "Gender",  
                    defaultContent:"",}  
                { title: "Name",  
                    defaultContent:""},  
            ]  
        });  
    }); // end .getJSON
```

Set up data format to
display data in the div
specified by the selector
'#table1'.

Airtable API endpoint

JQuery getJSON API request sent to Airtable

```
$("button#get_data").click(function() {  
    var dataSet = [];  
    var items = [];  
    var i = 0;  
    $('.table-responsive').show();  
    var airtable_read_endpoint = "https://api.airtable.com/v0/appKIU0zkdHt3AVTL/base id/table?API key=keycj6dRwXwYLEjiv";  
    $.getJSON(airtable_read_endpoint, function(result) {  
        $.each(result.records, function(key,value) {  
            items = [];  
            items.push(value.fields['company']);  
            items.push(value.fields['product_code']);  
            items.push(value.fields['product_no']);  
            items.push(value.fields['geocode2']);  
            items.push(value.fields['json']);  
            items.push(value.fields['gender']);  
            items.push(value.fields['name']);  
            dataSet.push(items);  
            console.log(items);  
        }); // end .each  
        console.log(dataSet);  
  
        table1 $("#table1").DataTable( {  
    data: dataSet,  
    retrieve: true,  
    columns: [  
        { title: "Company",  
        defaultContent:"",}  
        { title: "Product",  
        defaultContent:"",}  
        { title: "Number",  
        defaultContent:"",}  
        { title: "Geo Code",  
        defaultContent:"",}  
        { title: "JSON",  
        defaultContent:"",}  
        { title: "Gender",  
        defaultContent:"",}  
        { title: "Name",  
        defaultContent:""}  
    ]  
});  
}); // end .getJSON
```

base id table

Product api_key=keycj6dRwXwYLEjiv";

table fields

Set up data format to display data in the div specified by the selector '#table1'.

Open Refine Import

HELP ?

SHARE

AUTOMATIONS

APPS

Product Roll-up Venues Users sw_product +

Radio ... 5 hidden fields Filter Group Sort Color Share view

Name Total Items by Category

	A Name	Total Items by Category
1	radio	6
2	computer	8
3	tv	9
4	tablet	3
+		
4 records		Sum 26

```
$("button#get_data2").click(function() {  
    var items = [];  
    var i = 0;      Airtable API endpoint  
    var airtable_read_endpoint = "https://api.airtable.com/v0/appKIU0zkdHt3AVTL/base id/Roll-up?api_key=keycj6dRwXwYLEjiv";  
    var dataSet = [];  
    $.getJSON(airtable_read_endpoint, function(result) {  
        $.each(result.records, function(key,value) {  
            items = [];  
            items.push(value.fields['Name']);  
            items.push(value.fields['Total Items by Category']);  
            dataSet.push(items);  
            console.log(items);  
        }); // end .each  
        console.log(dataSet);  
  
        table2 = $('#table2').DataTable({  
            data: dataSet,  
            retrieve: true,  
            columns: [  
                { title: "Product",  
                  defaultContent:""},  
                { title: "Total Amount",  
                  defaultContent:"" },  
            ]  
        } );  
    }); // end .getJSON  
}); // end button
```

table

API key

JQuery

getJSON

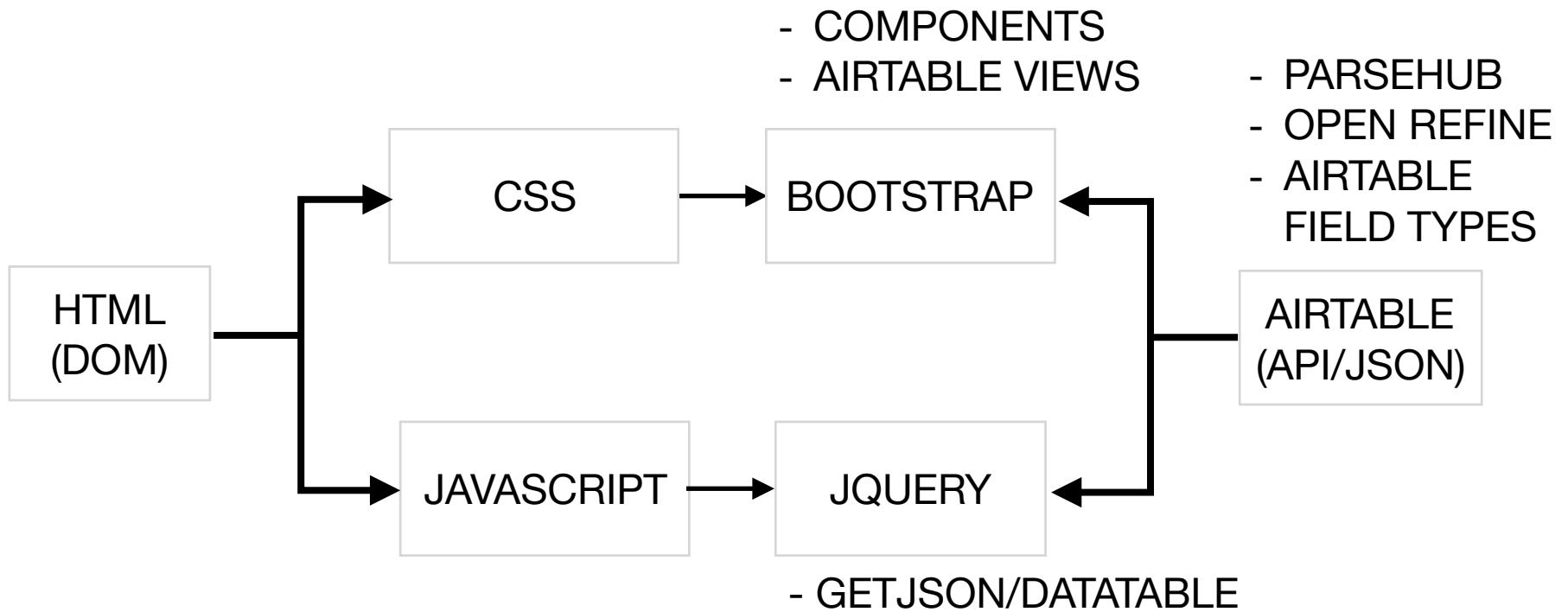
API request sent to Airtable

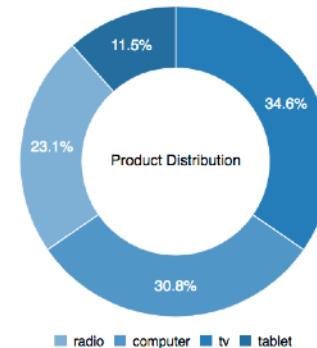
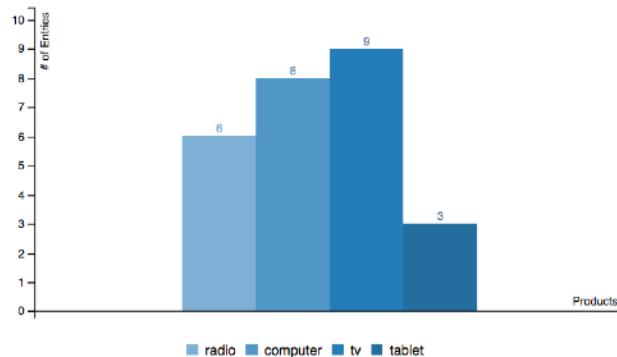
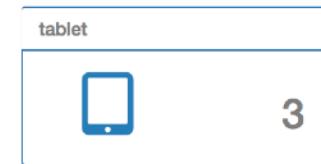
table fields

Set up data format to display data in the div specified by the selector '#table2'.

**Clearing the data loaded
into the selectors when the
'clear_tables' button is
clicked.**

```
$("button#clear_tables").click(function() {
    // $('.table-responsive').toggle();
    if ( $.fn.DataTable.isDataTable('#table1') ) {
        $('#table1').DataTable().destroy();
        $('#table1').empty();
    }
    if ( $.fn.DataTable.isDataTable('#table2') ) {
        $('#table2').DataTable().destroy();
        $('#table2').empty();
    }
}); // end clear tables
```

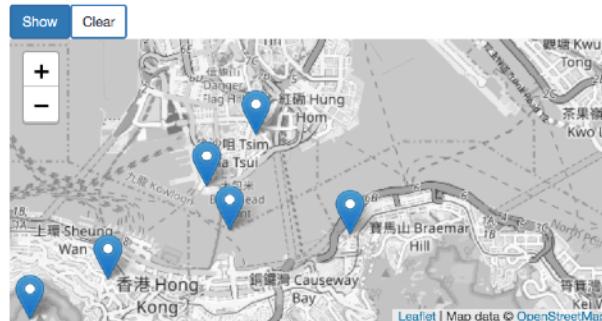




Show 10 entries Search:

Name	Total Entries
computer	8
radio	6
tablet	3
tv	9

Showing 1 to 4 of 4 entries Previous 1 Next



The End

Problem Set #8

- a. Design a **low-fidelity** prototype in **Figma** with information architecture and wire-frames based on feedback from usability study on competitor.
- b. Compare your prototype with the competitor's website to highlight **improvements** made.
- c. Prepare a **usability test plan**.
- d. Conduct a **usability study** according to the test plan on your improved prototype **with 5 users** and record the results.
- e. Write up your analysis (at least two pages).

Problem Set #9

- a. Based on the usability study result on your low-fidelity prototype, prepare a **high-fidelity** prototype using **HTML/CSS/JS**.**
- b. Test with 5 new users to obtain feedback on your improved design.**
- c. Conduct an **A/B test (with one variant)** using **Google Optimize**.**