

1) WEEK 4: Design

Initialize Database
Normalize Database
Create Fixtures for testing

← Create Fixtures first testing

2) WEEK 5: Design

Admin Dashboard
B/E framework

Database API
(continuous)

Engineering

B/E Sorting
(for All Dashboard Views)
w/ pagination

B/E Filter
(icon for all views)

B/E cmd for all DB Tables

Exporting

CRON

Automated (and)
email B/E

3) WEEK 6: Dev

ADMIN

API

Source: Tommy Wong

BASIC SETUP OF A CLOUD DATABASE

Bernard Suen

Center for Entrepreneurship

Chinese University of Hong Kong

QUICK RECAP OF PREVIOUS LESSONS

HOME

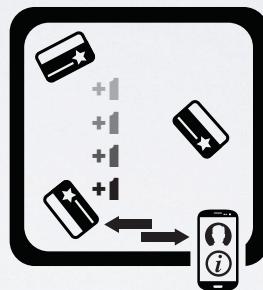


Joins loyalty program, creates a profile & installs phone app.

LOBBY



Given physical loyalty card on check-in — stores profile info, points & doubles as room key.



(Can be done in lobby or room)
Set availability via orientation of card. (Lobby only) Loyalty points awarded to cards at the same table. Table lights up to show activity, interests shown on table & lobby display map. Profiles added to app network.

ROOM

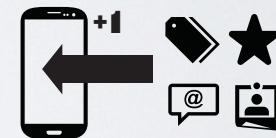
BOOKING

CHECK-IN

MEETUP

RETURN

INTERACTIONS OUTSIDE HOTEL



Prompted by app to tag places visited, ratings & social media for points — added to in-app database of recommendations.

Source: MIT Mobile Experience Lab

Throughout the journey, what customer's pain points did the MIT team have to address?

Which hotel
provides best
deal?

What new
places not to
be missed?

What hotel
services to
be enjoyed?

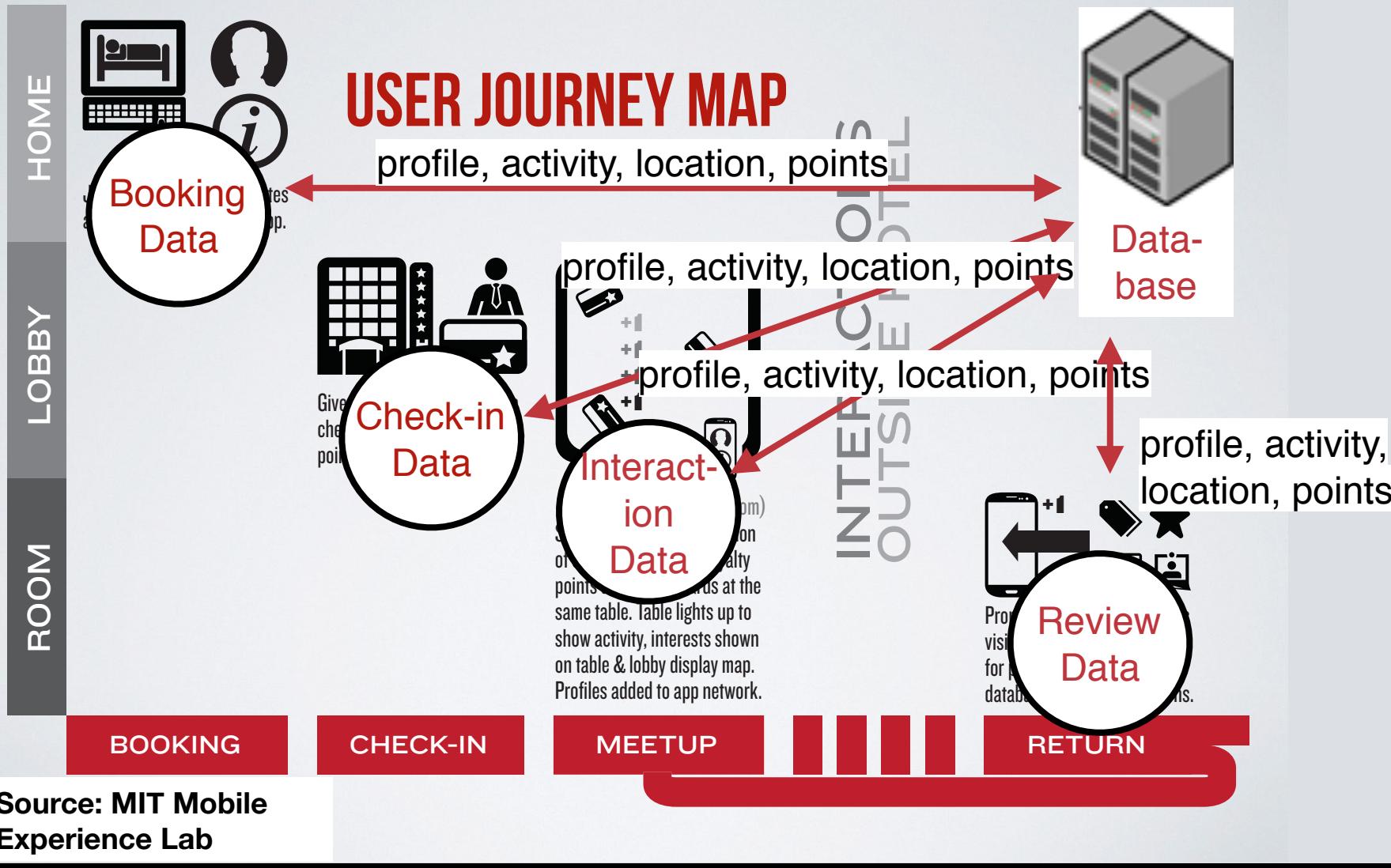
Interesting
people to
meet?

Importing
things to get
done

Opening
hours of hot
destinations

Directions to
get to the
destinations

Bargains and
discounts
available



Throughout the journey, what data points did the MIT team have to plan for?

Hotel booking information and packages

Information of nearby destinations

Hotel services and charges

Guest profile information for matching

Group booking information for the guests

App download and activation

Comments and likes of experience

Rating of companion matched

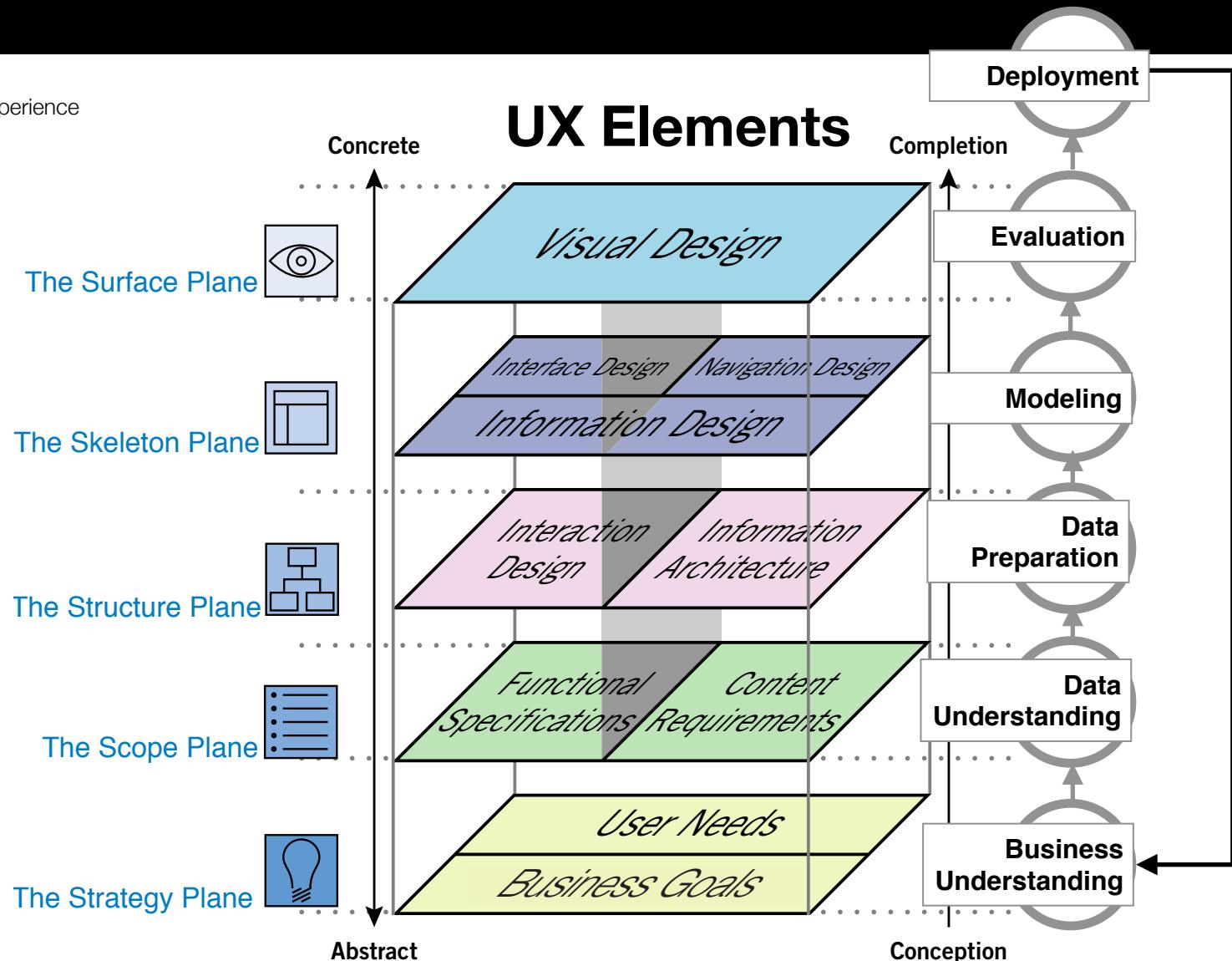
Solution Space

how and
how much

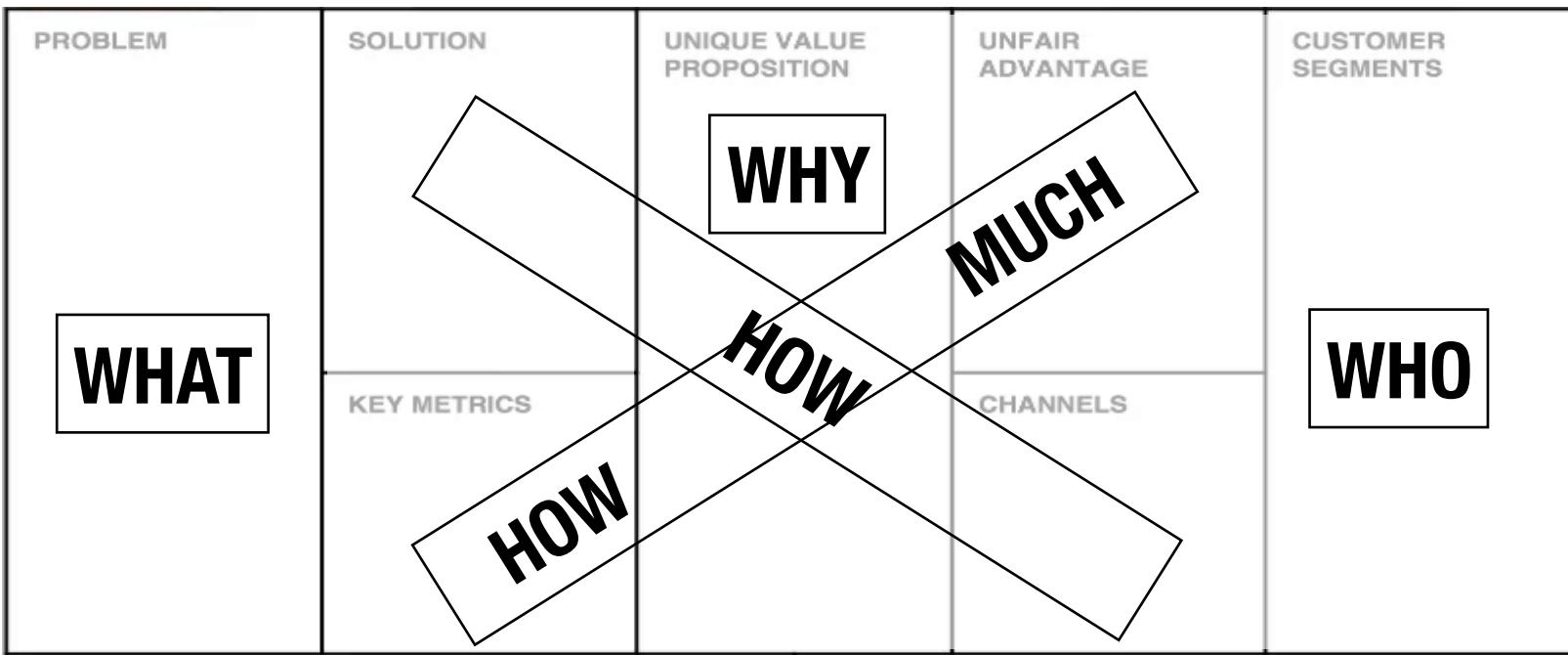
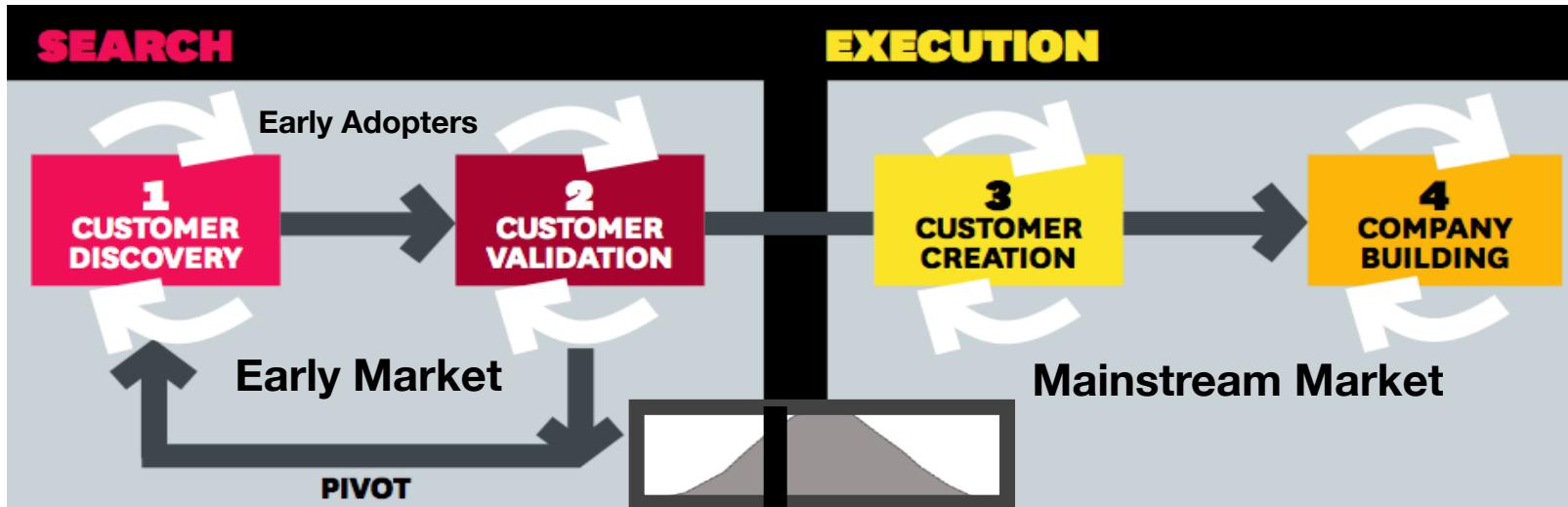
Problem Space

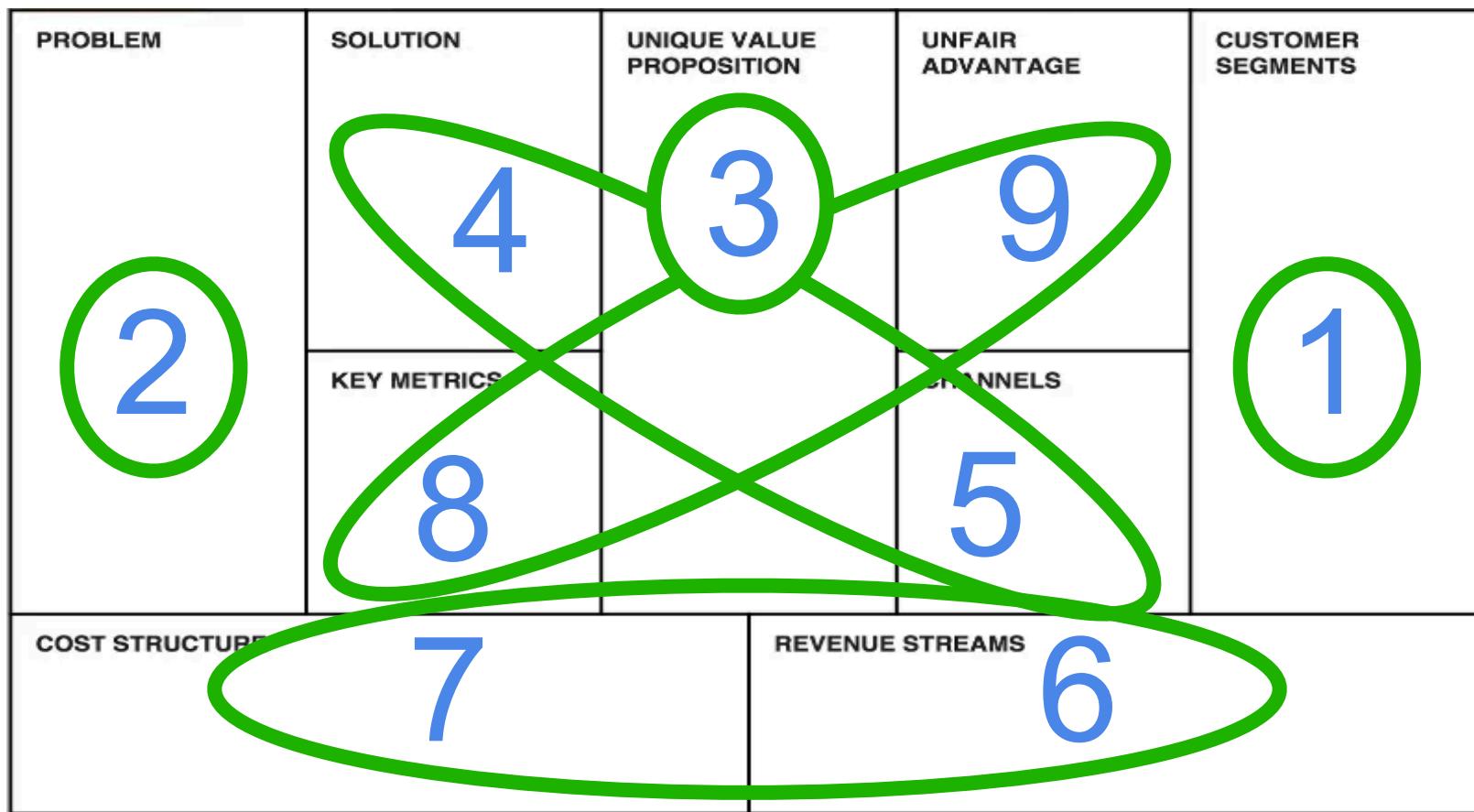
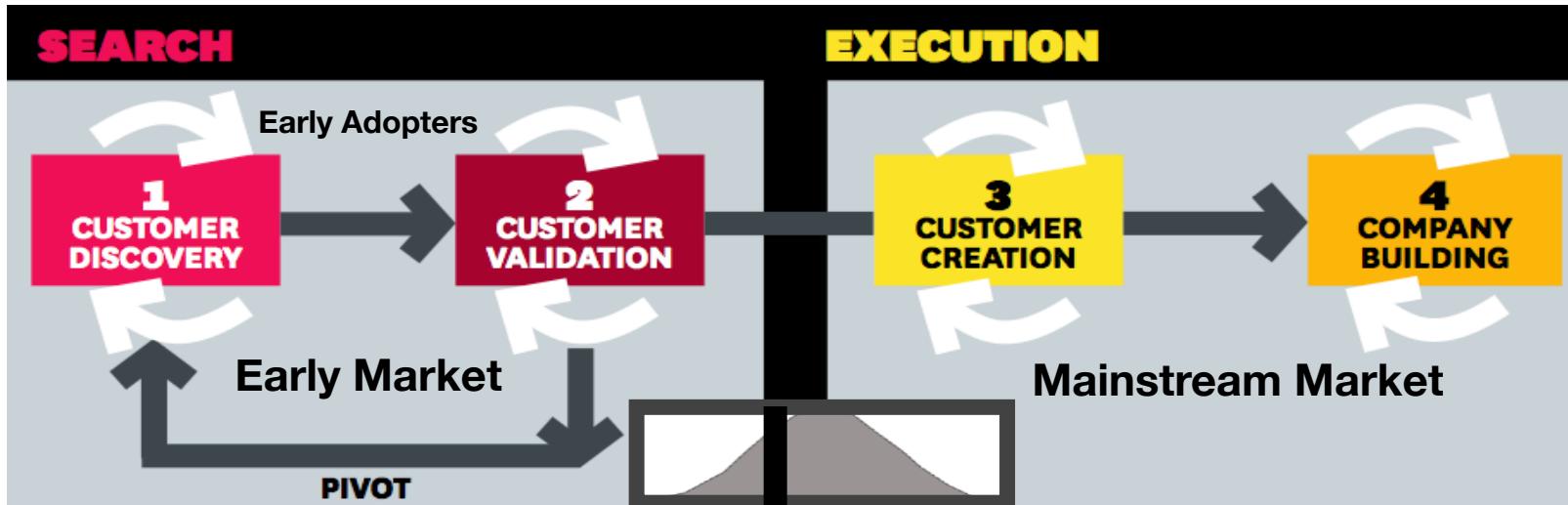
who, what,
and why

Source: Elements of User Experience
by Jesse James Garrett



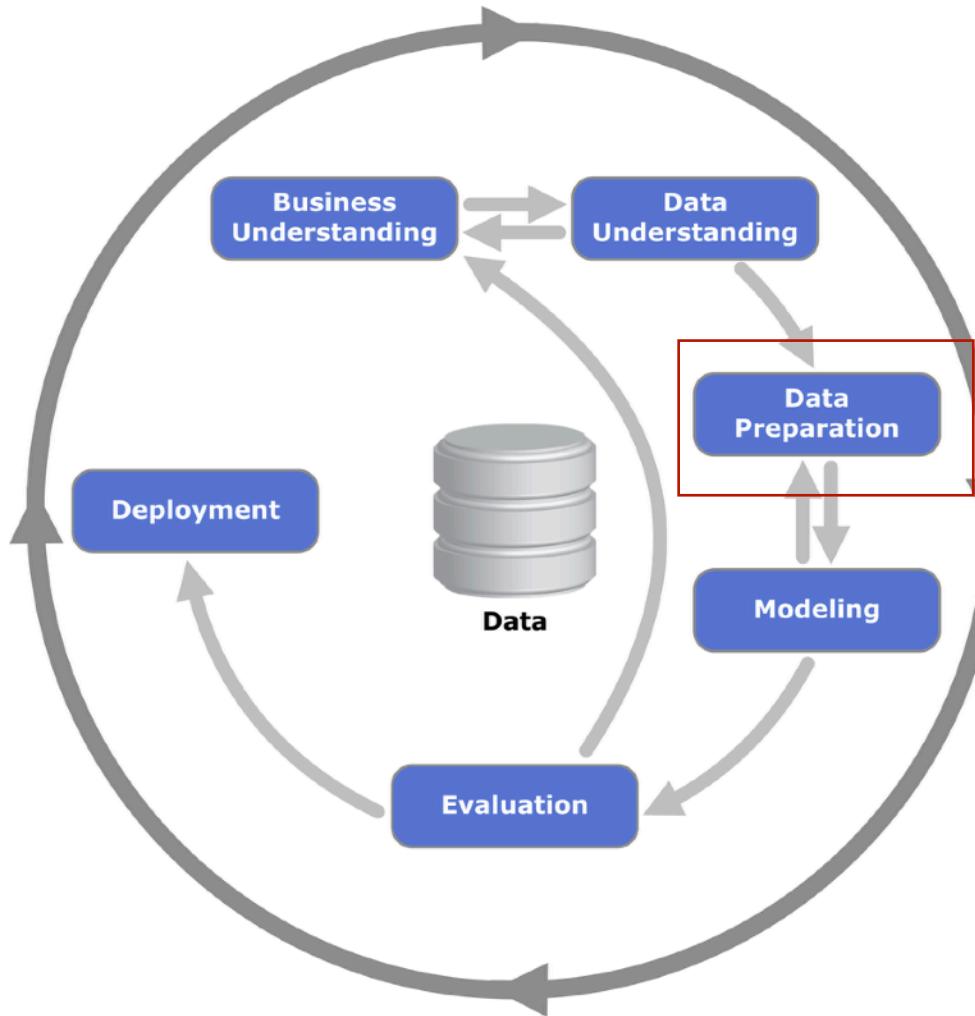
Business Goals





| Business Goals | Data | Metrics |
|-----------------------------------|------------------------------|---|
| Increase market share | Market share data | Increase in returned and new customers stays |
| Increase revenue | Hotel revenue by departments | Increase in revenue by dept by returned and new customers |
| Increase in ROI from new platform | Investment in new platform | ROI calculated |

| User Needs | Data | Metrics |
|-----------------------------|---|--|
| City adventure with friends | Request for New Friends | App download and activation |
| Explore new places | Destination inquiry and recommendation data | Rating of destinations recommended |
| Meet new friends | Profile completion and matching data | Rating of friend recommendation |
| Enjoy good deals | Inquiry of group booking and discount information | Increase in booking through the platform |

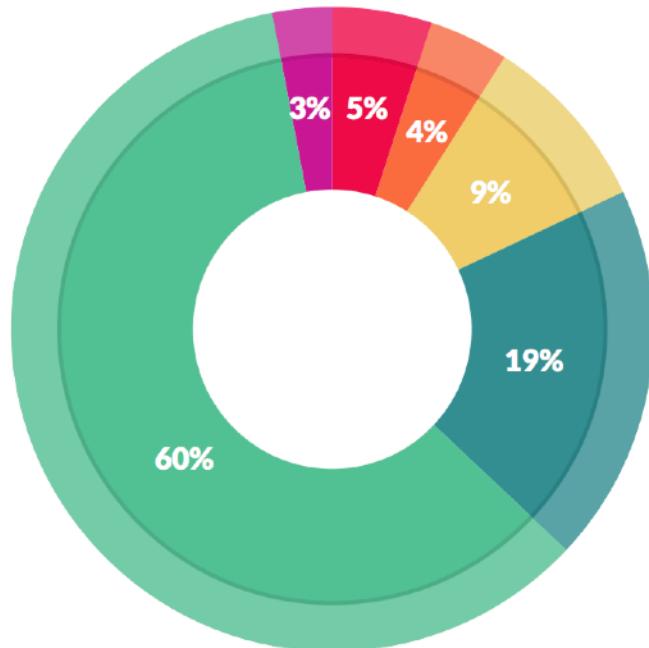


**Our focus for
today's lesson**
Data Collection
Data Cleaning
**Exploratory Data
Analysis**

[https://en.wikipedia.org/wiki/
Exploratory_data_analysis](https://en.wikipedia.org/wiki/Exploratory_data_analysis)

How a Data Scientist Spends Their Day

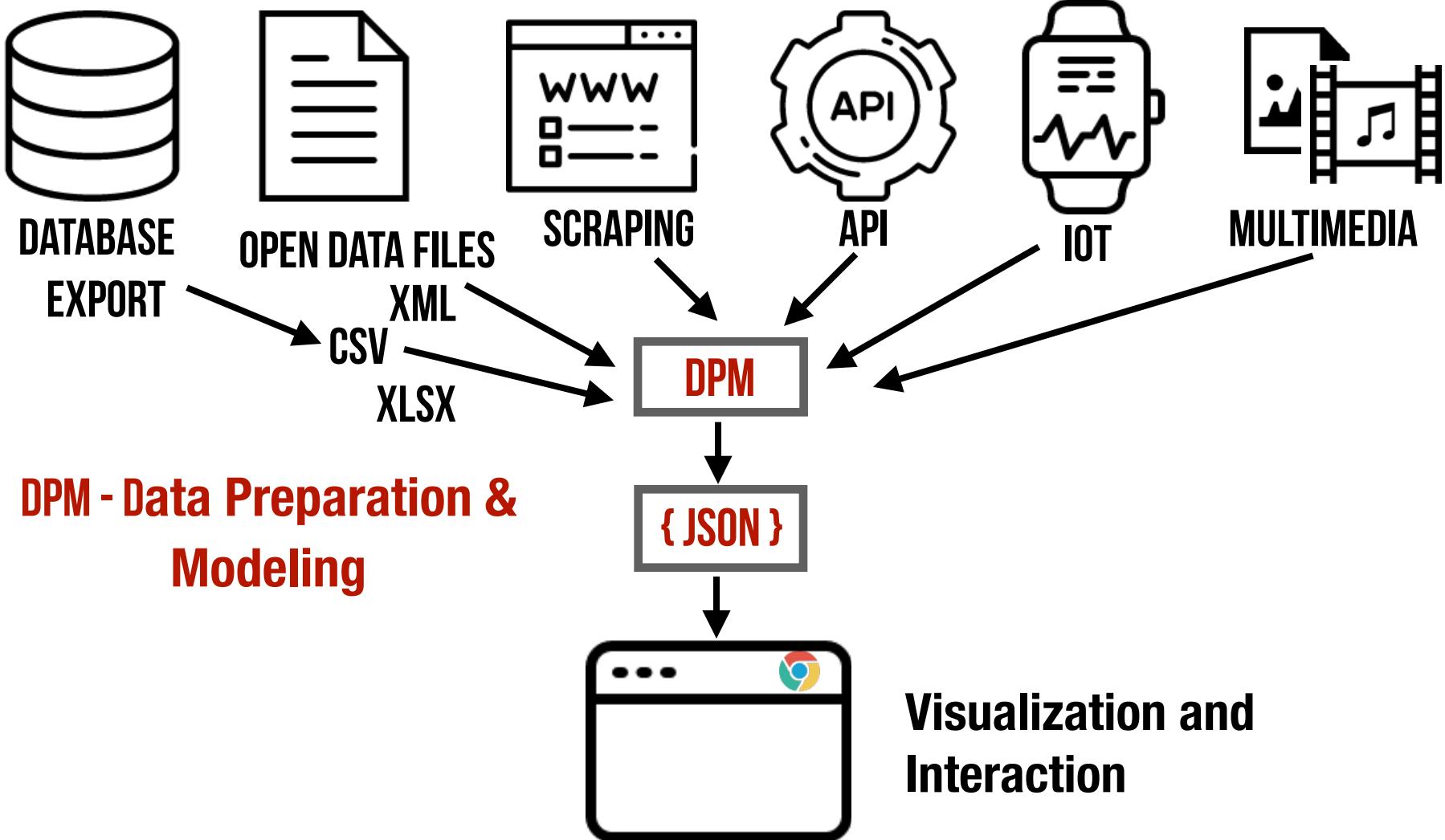
Here's where the popular view of data scientists diverges pretty significantly from reality. Generally, we think of data scientists building algorithms, exploring data, and doing predictive analysis. That's actually not what they spend most of their time doing, however.



What data scientists spend the most time doing

- *Building training sets:* 3%
- *Cleaning and organizing data:* 60%
- *Collecting data sets;* 19%
- *Mining data for patterns:* 9%
- *Refining algorithms:* 4%
- *Other:* 5%

Source: Data Science 2016 Report by CrowdFlower





Scraping multiple pages.

Search entire store here...



My Cart HK\$0.00

NEW IN

WOMEN

MEN

KIDS

FOOTWEAR

APPAREL

ACCESSORIES

BRANDS

SALE

KAKAO FRIENDS X CATALOG

Home ▶ Footwear

SHOP BY

CATEGORY

| | |
|-----------------|-----|
| Sneakers | 406 |
| Casual Footwear | 262 |
| Sandals | 133 |

BRANDS

| | | | |
|------------|-------------|-------|-------------|
| adidas | Age | Asics | Birkenstock |
| BT21 MEETS | Converse | Crocs | |
| CATALOG | Dr. Martens | | |
| Havaianas | Jason Markk | Keen | |

Sort By: Show: Page: <https://eshop.cataloghk.com/footwear.html>

main_template

eshop.c... BROWSE

Catalog HK Online Store Foot https://eshop.cataloghk.com/footwear.html

Select Mode

Select page +

Empty selection1 (0) Delete

Get Data

Click an element on the page to select it.

CATALOG

My Account | Login/ Register

My Cart HK\$0.00

Home ▶ Footwear

Sort By: New Show: 60 Page: 1 2 3 4 5

Filter

CSV/Excel JSON CSV/Excel Wide (beta)

A preview of your data will appear here

Show more data ? Visuals enabled (advanced) ?

API Tutorials Contact

Feedback icon

main_template ::

eshop.c... BROWSE

Select page +
Select footwear (60) - +
Extract name

Get Data

Selection Node: Edit
All elements with class **box-info**
> All **span**s

Wait up to 60 seconds for elements to appear.

Catalog HK Online Store Foot x https://eshop.cataloghk.com/footwear.html

Select Mode

CONVERSE VIP/MEMBER - 10% OFF

CONVERSE VIP/MEMBER - 10% OFF

adidas 30% OFF for 3 20% OFF for 2

Converse Converse adidas

WOMEN CONVERSE BLACK ICE ... WOMEN CONVERSE BLACK ICE ... UNISEX ADIDAS ORIGINALS X_P...

HK\$639.00 HK\$639.00 HK\$699.00

NEW

Filter

CSV/Excel JSON CSV/Excel Wide (beta)

footwear_name

Show more data ? Visuals enabled (advanced) ?

main_template

eshop.c... BROWSE

Select page +
Select footwear +
Extract productt
Relative selection1 (60) - +
Get Data

Selection Node: Edit
> All elements
All elements with class **product-item-link**
 Wait up to 60 seconds for elements to appear.

Catalog HK Online Store Foot x https://eshop.cataloghk.com/footwear.html

CONVERSE VIP/MEMBER - 10% OFF CONVERSE VIP/MEMBER - 10% OFF SPAN

Converse WOMEN CONVERSE BLACK ICE ... WOMEN CONVERSE BLACK ICE ... adidas UNISEX ADIDAS ORIGINALS X_P...

HK\$639.00 HK\$639.00 HK\$699.00

NEW

Filter

CSV/Excel JSON CSV/Excel Wide (beta)

footwear_productt footwear_selection1 footwear_selection1_url

Show more data ? Visuals enabled (advanced) ?

API Tutorials Contact

Feedback icon

main_template

BROWSE

Select page +

Select footwear +

Extract brand

Relative product (60) +

Get Data

Selection Node: [Edit](#)

- > All elements
- All elements with class **product-item-link**

Wait up to seconds for elements to appear.

Catalog HK Online Store Foot x https://eshop.cataloghk.com/footwear.html

Select Mode

CONVERSE VIP/MEMBER - 10% OFF

CONVERSE VIP/MEMBER - 10% OFF

adidas 30% OFF for 3
20% OFF for 2

Converse WOMEN CONVERSE BLACK ICE ... HK\$639.00

Converse WOMEN CONVERSE BLACK ICE ... HK\$639.00

adidas UNISEX ADIDAS ORIGINALS X_P... HK\$699.00

NEW

Filter

CSV/Excel JSON CSV/Excel Wide (beta)

footwear_brand

footwear_product

footwear_product_url

Show more data ? Visuals enabled (advanced) ?

eshop.c... BROWSE

Select page +
 Select footwear +
 Extract brand
 Relative product ↓ +
 Relative selection1 (69) +

Get Data

Selection Node: Edit
 All elements
 All elements with class **price**

Wait up to 60 seconds for elements to appear.

Catalog HK Online Store Foot https://eshop.cataloghk.com/footwear.html

CONVERSE VIP/MEMBER - 10% OFF CONVERSE VIP/MEMBER - 10% OFF

Converse WOMEN CONVERSE BLACK ICE ... HK\$639.00

Converse WOMEN CONVERSE BLACK ICE ... HK\$639.00

adidas 30% OFF for 3 20% OFF for 2 UNISEX ADIDAS ORIGINALS X_P... HK\$699.00

NEW

Filter

CSV/Excel JSON CSV/Excel Wide (beta)

| footwear_brand | footwear_product | footwear_product_url | footwear_selection1 |
|----------------|--------------------------------|----------------------|--------------------------------|
| Converse | WOMEN CONVERSE BLACK ICE ... | HK\$639.00 | UNISEX ADIDAS ORIGINALS X_P... |
| Converse | WOMEN CONVERSE BLACK ICE ... | HK\$639.00 | HK\$699.00 |
| adidas | UNISEX ADIDAS ORIGINALS X_P... | HK\$699.00 | |

Show more data ? Visuals enabled (advanced) ?

API Tutorials Contact

main_template

eshop.c...

BROWSE

...
Select page +
Select footwear +
Extract brand
Relative product +
Relative price (69) +

Get Data

Selection Node: [Edit](#)
 All elements
 All elements with class **price**
 Wait up to **60** seconds for elements to appear.

Catalog HK Online Store Foot ↗ <https://eshop.cataloghk.com/footwear.html>

Select Mode

Get Data

Selection Node: [Edit](#)
 All elements
 All elements with class **price**
 Wait up to **60** seconds for elements to appear.

CSV/Excel **JSON** **CSV/Excel Wide (beta)**

| footwear_brand | footwear_product | footwear_product_url | footwear_price |
|----------------|--------------------------------|----------------------|----------------|
| Converse | WOMEN CONVERSE BLACK ICE ... | HK\$639.00 | |
| Converse | WOMEN CONVERSE BLACK ICE ... | HK\$639.00 | |
| adidas | UNISEX ADIDAS ORIGINALS X_P... | HK\$699.00 | |

Show more data ? Visuals enabled (advanced) ?

main_template

Add action to: page

Select page

Select footwear

Extract brand

Relative product

Relative price (69)

Get Data

Selection Node: Edit

- > All elements
- All elements with class **price**

Wait up to 60 seconds for elements to appear.

Catalog HK Online Store Foot x https://eshop.cataloghk.com/footwear.html

30% OFF for 3
20% OFF for 2

adidas BIG KIDS ADIDAS ORIGINALS SU... HK\$529.00

adidas LITTLE KIDS ADIDAS ORIGINALS ... HK\$429.00

adidas BIG KIDS ADIDAS ORIGINALS SU... HK\$529.00

Select Mode

Sort By: New Show: 60 Page: 1 2 3 4 5

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Filter

CSV/Excel JSON CSV/Excel Wide (beta)

| footwear_brand | footwear_product | footwear_product_url | footwear_price |
|----------------|------------------|----------------------|----------------|
| | | | |

Show more data ? Visuals enabled (advanced) ?

eshop.c... BROWSE

Targets one or more elements for a command (auto-extracts data if possible).

Select page (1)

Select footwear +

Extract brand

Relative product +

Relative price +

New Select Command

Get Data

Selection Node:
1st body

Catalog HK Online Store Foot Catalog https://eshop.catalog...

Select Mode

adidas

BIG KIDS ADIDAS ORIGINALS SU...

HK\$529.00

HK\$529.00

Page: 1 2 3 4 5 >

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Filter

CSV/Excel JSON CSV/Excel Wide (beta)

footwear_brand footwear_product footwear_product_url footwear_price

Show more data ? Visuals enabled (advanced) ?

This screenshot shows a web scraping tool's interface. On the left, a sidebar displays a hierarchical selection node tree under the heading 'Selection Node'. The first node is '1st body'. Below it are several command nodes: 'Select page (1)', 'Select footwear', 'Extract brand', 'Relative product', 'Relative price', and 'New Select Command'. A large green button labeled 'Get Data' is positioned below the tree. To the right of the sidebar is a browser window showing a catalog page from 'Catalog HK Online Store Foot Catalog'. The page features a grid of products, with the top row highlighted in green. A tooltip above the grid says 'Select Mode'. The browser's address bar shows the URL 'https://eshop.catalog...'. At the bottom of the browser window, there are links for 'How to Shop', 'VIP Program', 'Shipping & Delivery', and 'Return & Refund'. The bottom of the interface has tabs for 'CSV/Excel', 'JSON', and 'CSV/Excel Wide (beta)'. It also includes four primary data columns: 'footwear_brand', 'footwear_product', 'footwear_product_url', and 'footwear_price'. At the very bottom, there are two checkboxes: 'Show more data ?' and 'Visuals enabled (advanced) ?'. A blue circular icon with a white speech bubble containing a heart symbol is located in the bottom right corner.

eshop.c... BROWSE

Select page +
Select footwear +
Extract brand
Relative product +
Relative price +
Empty next (0) - +

Get Data

Click an element on the page to select it.

Catalog HK Online Store Foot https://eshop.cataloghk.com/footwear.html

adidas 30% OFF for 3 20% OFF for 2
adidas 30% OFF for 3 20% OFF for 2
adidas 30% OFF for 3 20% OFF for 2

Select Mode

BIG KIDS ADIDAS ORIGINALS SU... LITTLE KIDS ADIDAS ORIGINALS ... BIG KIDS ADIDAS ORIGINALS SU...

HK\$529.00 HK\$429.00 HK\$529.00

Sort By: New Show: 60 Page: 1 2 3 4 5 >

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Filter

SHOPPING

How to Shop
VIP Program
Shipping & Delivery
Return & Refund

CSV/Excel JSON CSV/Excel Wide (beta)

footwear_brand footwear_product footwear_product_url footwear_price

Show more data ? Visuals enabled (advanced) ?

eshop.c... BRO

Click setup

Is  a next page button?

Yes No

Examples of next page buttons



Examples of non next page buttons



Get Data

Loads a new page Uses AJAX

Go to Existing Template main_template

Go to Another Project

Wait up to seconds for page to load

Repeat the Current Template more

CSV/Excel JSON CSV/Excel Wide (beta)

| footwear_brand | footwear_product | footwear_product_url | footwear_price |
|----------------|------------------|----------------------|----------------|
| | | | |

Show more data ? Visuals enabled (advanced) ?

Catalog HK Online Store Foot x +

adidas 30% OFF for Select Mode

BIG KIDS ADIDAS ORIGINALS SU...

HK\$529.00

Page: 1 2 3 4 5 

SIGN UP FOR THE LATEST NEWS !

Enter your email address SUBSCRIBE

Filter

How to Shop
VIP Program
Shipping & Delivery
Return & Refund

CSV/Excel JSON CSV/Excel Wide (beta)

footwear_brand footwear_product footwear_product_url footwear_price



eshop.c... Catalog HK Online Store Foot

Select page +
Select footwear +
Extract brand
Relative product +
Relative price +
Select next
Click each next item (1) and go to main_template
Get Data

Is a next page button?
Yes No

This click takes you to the next page of results. It will repeat the current template (pagination help).
 Repeat the Current Template 0 more time(s). (0 = ∞)

Advanced ▾

Repeat Current Template

SIGN UP FOR THE LATEST NEWS!
Enter your email address SUBSCRIBE

How to Shop
VIP Program
Shipping & Delivery
Return & Refund

CSV/Excel JSON CSV/Excel Wide (beta)
footwear_brand footwear_product footwear_product_url footwear_price

Wait up to 5 seconds for page to load
Repeat the Current Template 0 more

API Tutorials Contact

30% OFF for Z Select Mode
adidas
BIG KIDS ADIDAS ORIGINALS SU...
HK\$529.00
Page: 1 2 3 4 5

Filter

Show more data Visuals enabled (advanced)



eshop.cataloghk.com Project

[Edit project](#)

Your data is ready! Click on the green buttons to download.

Download Data

CSV/Excel ▾

JSON

API

[Report an issue here.](#)

Template Name

Pages Scrapped

main_template

14

All dates and times are in UTC +0000.

Empty file with no results? [Click here](#) to fix.

CSV file too big? Save the JSON file and [click here](#) to convert to CSV.

Run Details

| | |
|-------------|---------------------|
| Status | complete |
| Pages | 14 collected |
| Initialized | 2020-10-28T15:41:35 |

Settings

URL

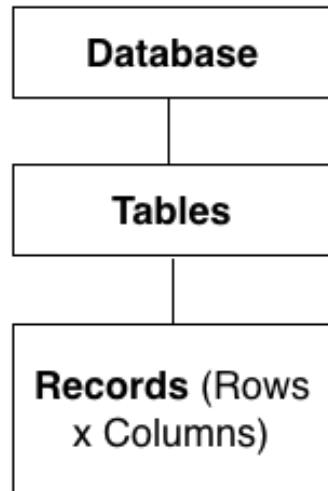
<https://eshop.cataloghk.com/footwear.html>



| | | | |
|----------|--|---|----|
| Converse | WOMEN CONVERSE BLACK ICE CHUCK 70 HI TOP | https://eshop.cataloghk.com/150569539c.html | H |
| Converse | WOMEN CONVERSE BLACK ICE CHUCK 70 HI TOP | https://eshop.cataloghk.com/150569540c.html | H |
| adidas | UNISEX ADIDAS ORIGINALS X_PLR S | https://eshop.cataloghk.com/108fy2852.html | H |
| adidas | UNISEX ADIDAS ORIGINALS SUPERSTAR 2020 PURE | https://eshop.cataloghk.com/108fu9519.html | H |
| adidas | UNISEX ADIDAS ORIGINALS SUPERSTAR 2020 | https://eshop.cataloghk.com/108fu9521.html | H |
| adidas | WOMEN ADIDAS ORIGINALS SUPERSTAR | https://eshop.cataloghk.com/108h69025.html | H |
| adidas | UNISEX ADIDAS ORIGINALS SUPERSTAR 2020 | https://eshop.cataloghk.com/108fw5388.html | H |
| Converse | UNISEX CONVERSE CHUCK 70 HIGH TOP | https://eshop.cataloghk.com/150169336c.html | H |
| Converse | WOMEN CONVERSE CHUCK TAYLOR ALL STAR LIFT LEATHER HIGH TOP | https://eshop.cataloghk.com/150561676c.html | H |
| Converse | WOMEN CONVERSE CHUCK TAYLOR ALL STAR LIFT LEATHER HIGH TOP | https://eshop.cataloghk.com/150561675c.html | H |
| Converse | UNISEX CONVERSE SEASONAL COLOUR VINTAGE CANVAS CHUCK 70 HIGH TOP | https://eshop.cataloghk.com/150169341c.html | H |
| Converse | UNISEX CONVERSE VINTAGE CANVAS CHUCK 70 HIGH TOP | https://eshop.cataloghk.com/150169342c.html | H |
| Converse | UNISEX CONVERSE SEASONAL COLOUR VINTAGE CANVAS CHUCK 70 LOW TOP | https://eshop.cataloghk.com/150169343c.html | H |
| Converse | UNISEX CONVERSE SEASONAL COLOUR VINTAGE CANVAS CHUCK 70 LOW TOP | https://eshop.cataloghk.com/150169344c.html | H |
| Keen | WOMEN KEEN UNEEK SNK | https://eshop.cataloghk.com/1kn1023508.html | HK |
| Age | UNISEX AGE CUT KILLERWHALE | https://eshop.cataloghk.com/1abgrctwhbk011.html | H |
| Keen | WOMEN KEEN UNEEK SNK | https://eshop.cataloghk.com/1kn1023506.html | HK |
| PUMA | WOMEN PUMA CILIA LUX | https://eshop.cataloghk.com/1pu37028215.html | H |
| Age | UNISEX AGE TOP REFLECTIVE AURORA | https://eshop.cataloghk.com/1abrftoprnbk013.html | H |
| Keen | MEN KEEN UNEEK SNK | https://eshop.cataloghk.com/1kn1023500.html | HK |
| Age | UNISEX AGE CUT MA-1 | https://eshop.cataloghk.com/1abmactolbk011.html | H |
| Age | UNISEX AGE CUT REFLECTIVE AURORA | https://eshop.cataloghk.com/1abrfctrnbk011.html | H |

| Sheet 1 | | | |
|---------|----------------|---|---|
| | A | B | C |
| 793 | FUMA | WOMEN FUMA DUVIA AMOUR HERITAGE WNS | https://eshop.cataloghk.com/1pus709470.html |
| 794 | adidas | UNISEX ADIDAS ORIGINALS OZWEEGO | https://eshop.cataloghk.com/108ee7002.html |
| 795 | STARE | WOMEN STARE M4807 ORIGINAL | https://eshop.cataloghk.com/1tsstu91lo006bg.html |
| 796 | BT21 MEETS CAT | WOMEN BT21 MEETS CATALOG COOKY SLIP ON | https://eshop.cataloghk.com/1b1sjdf19bt132pn.html |
| 797 | VANS | UNISEX VANS BRUSHED TWILL STYLE 36 | https://eshop.cataloghk.com/105vn0a3dz3vlq.html |
| 798 | adidas | WOMEN ADIDAS ORIGINALS CONTINENTAL 80 | https://eshop.cataloghk.com/108eg4592.html |
| 799 | Reebok | LITTLE KIDS REEBOK VERSA PUMP FURY | https://eshop.cataloghk.com/101dv8544.html |
| 800 | Reebok | UNISEX REEBOK CLASSIC SLIDE | https://eshop.cataloghk.com/101dv3698.html |
| 801 | Reebok | UNISEX REEBOK CLASSIC SLIDE | https://eshop.cataloghk.com/101dv3697.html |
| 802 | Converse | UNISEX CONVERSE CHUCK TAYLOR ALL STAR LOW TOP | https://eshop.cataloghk.com/150m9007c.html |
| 803 | New Balance | UNISEX NEW BALANCE 200 SLIDES | https://eshop.cataloghk.com/112smf200b1.html |
| 804 | Reebok | BIG KIDS REEBOK ROYAL RIPPLE WHITE/PURPLE | https://eshop.cataloghk.com/101dv4329.html |
| 805 | Reebok | BIG KIDS REEBOK ROYAL RIPPLE WHITE/PINK | https://eshop.cataloghk.com/101dv4328.html |
| 806 | adidas | UNISEX ADIDAS ORIGINALS U_PATH RUN BLACK | https://eshop.cataloghk.com/108g27636.html |
| 807 | adidas | WOMEN ADIDAS ORIGINALS SWIFT RUN W WHITE | https://eshop.cataloghk.com/108d96647.html |
| 808 | VANS | LITTLE KIDS VANS OLD SKOOL BLACK AND WHITE CHECKERBOARD | https://eshop.cataloghk.com/105vn000ex8bw.html |
| 809 | Converse | BIG KIDS CONVERSE STAR COURT 2V OX WHITE | https://eshop.cataloghk.com/150762864c.html |
| 810 | VANS | UNISEX VANS STYLE 36 DECON SF | https://eshop.cataloghk.com/105vn0a3mvlqc5.html |
| 811 | Converse | UNISEX CONVERSE CHUCK 70 HI | https://eshop.cataloghk.com/150162052c.html |
| 812 | adidas | MEN ADIDAS ORIGINALS STAN SMITH CF WHITE | https://eshop.cataloghk.com/108s75187.html |
| 813 | Jason Markk | JASON MARKK ESSENTIAL KIT | https://eshop.cataloghk.com/3ja003500.html |

What is a “database”?



“A **database** is made up of a collection of **tables** which relate to each other for storing and managing data entries (**records**), organised by rows and columns.



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Create, your way

Part spreadsheet, part database, and entirely flexible, teams use Airtable to organize their work, their way.

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Already using Airtable? [Sign in](#)



Tell us a bit about yourself

What will you be using Airtable for?

Select an option ▾

Skip

Continue

14-day pro plan trial ✨

Good news! Your workspace will receive a **14-day free trial** of our **Pro plan**, which includes:

- ✓ Increased record & attachment limits
- ✓ Extended revision & snapshot history
- ✓ Extended functionality with blocks
- ✓ Advanced calendar features
- ✓ Custom branded forms
- ✓ More colors and styling options
- ✓ Personal views

Priority support Not available during trial
And more!





WORKSPACES

[My First Workspace](#) [+ Add a workspace](#)

Please verify your email address by clicking the link sent to
[bernardsuen@hotmail.com](#). [Resend verification email](#)



[Invite your friends and coworkers to earn account credit!](#) [No thanks](#)

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My First Workspace

Pro trial 14 days left

[SHARE](#)

Event Marketing

Digital Content
Calendar

User Studies



Product Launch



Product Planning

Content Marketing
ManagementDigital Video
ProductionDigital Asset
Management

Applicant Tracking



Add a base



WORKSPACES

[My First Workspace](#) [+ Add a workspace](#)

Please verify your email address by clicking the link sent to
[bernardsuen@hotmail.com](#). [Resend verification email](#)



[Invite your friends and coworkers to earn account credit!](#) [No thanks](#)

▼ LEARNING AND RESOURCES

[Guide to Airtable](#) [Video tutorials](#) [Help center](#) [Ask a question](#) [Importing](#) [Understanding views](#) [Advanced linking](#) [What's new](#)

My First Workspace

Pro trial 14 days left

[SHARE](#)

Event Marketing

Digital Content
Calendar

User Studies



Product Launch



Product Planning

Content Marketing
ManagementDigital Video
ProductionDigital Asset
Management

Applicant Tracking



Add a base

Start with a template

Import a spreadsheet

Start from scratch



My First Workspace

Pro trial 14 days left

SHARE**WORKSPACES**

- My First Workspace Trial
- + Add a workspace



Event Marketing

Digital Content
Calendar

User Studies



Product Launch



Product Planning

LEARNING AND RESOURCES

- Guide to Airtable
- Video tutorials
- Help center
- Ask a question
- Importing
- Understanding views
- Advanced linking
- What's new

Content Marketing
ManagementDigital Video
ProductionDigital Asset
Management

Applicant Trac



CI

+ Add a workspace

Add a base

-
-
- Share
- Duplicate base
- Move base to another workspace
- Slack notifications
- Delete base

Untitled Base

HELP ? 🔔

Table 1 ▾

+ SHARE ⚙ BLOCKS

Grid view Hide fields Filter Group Sort Color



| 1 | 2 | 3 | + |
|---|---|---|---|
| 1 | | | |
| 2 | | | |
| 3 | | | |

Try clicking here to expand this record: you'll see all its cells in a spacious form layout, as well as its revision history and any associated comments.

3 records



Untitled Base

SHARE

Blocks

+ Add a block

Table 1

Grid view Hide fields Filter Group Sort Color ...

Name Id Notes Attachments

1

2

3

+

Blocks give your base superpowers.

Sort Countdown Summary Pivot Table

Add a block

3 records

The image shows the Airtable web application interface. On the left, there is a table titled "Table 1" with four columns: Name, Id, Notes, and Attachments. The table contains three records, each with a unique ID and name. The "Notes" and "Attachments" columns are currently empty. The "Attachments" column has a dropdown menu icon. Above the table, there are various navigation and filter tools: Grid view, Hide fields, Filter, Group, Sort, Color, and a three-dot menu. On the right, a sidebar titled "Blocks" is open, featuring a grid of eight colorful icons representing different functions: a circular arrow (refresh), a document, a speech bubble, a clock, a magnifying glass, a globe, a hashtag, and a gear. Below the icons, the text "Blocks give your base superpowers." is displayed, followed by links for "Sort", "Countdown", "Summary", and "Pivot Table". At the bottom of the sidebar is a blue "Add a block" button. A horizontal row of small, semi-transparent circular icons is also visible at the very bottom of the sidebar.

The Field Types Found in Airtable

- | | | |
|---------------------|---------------------|-------------------|
| 1. Single Line Text | 9. Attachment | 17. Created Time |
| 2. Long Text | 10. Checkbox | 18. Modified Time |
| 3. Date | 11. Multiple Select | 19. Formula |
| 4. Phone Number | 12. Single Select | 20. Autonumber |
| 5. URL | 13. Collaborator | 21. Count |
| 6. Number | 14. Duration | 22. Link |
| 7. Currency | 15. Email | 23. Lookup |
| 8. Percent | | 24. Rollup |
| | | 25. Barcode |

A database can be used for representing and tracking people, things, events. and transactions.

- People (e.g. students, employees, customers, donors, volunteers)
- Things (e.g. properties, stocks, products, books)
- Events (e.g. campaigns, courses, conferences)
- Transactions (e.g. billings, orders, tasks, donations)

Learning from examples.

https://airtable.com/universe

Apps Cyberport Bootcamp Blockchain NLP and Chatbot FinTech E-Commerce Classes Development Tools Data Science Machine Learning Music Drupal Cloud Providers Other Bookmark

Airtable Bases Templates Universe HELP

AIRTABLE UNIVERSE

Explore, discover, and share your passion

Sort by featured

CATEGORIES

- Featured
- Arts and culture
- Community and local interest
- Creative production
- Education
- Entrepreneurship
- Fashion and style
- Food and drink
- Government and politics
- Health and self-improvement
- Journalism and publishing
- Marketing and sales
- Nonprofits and volunteering
- Operations
- Product, design, and UX
- Products and consumer reviews
- Professional
- Real estate
- Science and technology
- Sports and games
- Travel and outdoors

P Publish your own!

Cole Haan Creative Operations

Cole Haan Brand Creative is an in-house, full service agency. Our Creative Operations team manages...

Andrew Coulter Enright

Twilio's Lightweight CMS

Tony Mataya

Britannica's Digital Content Management System

Alison Eldridge

Insomniac Events' Staffing Template

Insomniac Events

Home

Search To do list

Sort by featured

CATEGORIES

- Featured
- Arts and culture
- Community and local interest
- Creative production
- Education
- Entrepreneurship
- Fashion and style
- Food and drink
- Government and politics
- Health and self-improvement
- Journalism and publishing
- Marketing and sales
- Nonprofits and volunteering
- Operations
- Product, design, and UX

3 results for To do list



To Do List

#PROFESSIONAL

The old days of scribbling To Do notes in a book that find themselves lost in time are over. Never let any task fall by the wayside again with this Tasklist base. As tasks emerge through...

ClarkeHopkinsClarke 3 years ago



SIMPLE To Do List & Task Management

Simple To Do List & Task Managem...

#CREATIVE PRODU... #ENTREPRENEU... #HEALTH AND SELF-IMPRO...

A simple to do list and task management base for all those tasks you need to manage. This base features an overarching to do list, where you can set due dates, priority levels and categories for...

Natalie Hands 7 months ago

The screenshot shows a public shareable link for an Airtable base. The title card features a decorative border with celestial icons like stars and planets. The main title is "SIMPLE To Do List & Task Management". Below the title, it says "Updated 7 months ago" and "Copied 613 times". There are social sharing buttons for Twitter, Facebook, and LinkedIn, along with a "Copy base" button. The base itself has a yellow header with the title and a sidebar on the left containing navigation links for "To Do's", "To Do List", "Organized By Due Date", "Organized By Priority", "Calendar View", and "Completed Tasks". The main table view shows 8 records with columns for "Name" and "Priority". The records are:

| Name | Priority |
|----------------------|-----------------|
| High priority task 1 | High priority |
| High priority task 2 | High priority |
| Medium priority task | Medium priority |
| Medium priority task | Medium priority |
| Low priority task 1 | Low priority |
| Low priority task 2 | Low priority |
| Task 1 | |
| Task 2 | |

A "Explore the base" button is located at the bottom of the sidebar.

All changes saved

To Do List & Task Management

SHARE BLOCKS

To Do's

Organized By Due Date Hide fields Group Sorted by 1 field

Name Completed Prior... Due Date Category

| 1 | High priority task 1 | | High | 3 February 2019 | Personal | |
|---|------------------------|--|--------|-----------------|----------|--|
| 2 | High priority task 2 | | High | 3 February 2019 | Business | |
| 3 | Medium priority task 1 | | Medium | 4 February 2019 | Wellness | |
| 4 | Medium priority task 2 | | Medium | 4 February 2019 | Social | |
| 5 | Low priority task 1 | | Low | 5 February 2019 | Category | |
| 6 | Low priority task 2 | | Low | 5 February 2019 | Category | |
| 7 | Task 1 | | | 9 February 2019 | | |
| 8 | Task 2 | | | 9 February 2019 | | |
| | + | | | | | |

The screenshot shows a task management application interface with the following elements:

- Header:** "01 To Do List & Task Management" with a checkmark icon.
- Top Right:** HELP, SHARE, BLOCKS, and user profile icons.
- Left Sidebar:** "To Do's" dropdown menu with "Find a view" search bar. Options include:
 - To Do List
 - Organized By Due Date
 - Organized By Priority
 - Calendar View
 - Completed Tasks (selected, indicated by a checkmark)
- Center:** A grid header row with columns: Color, C..., Prior..., Due Date, and Category.
- Bottom Left:** "Add a view:" dropdown with options: Grid, Form, Calendar, Gallery, and Kanban.
- Bottom:** "0 records" message.

- 1. Sort** single or multiple fields.
- 2. Group** entries by a single field or multiple fields to create data segments.
- 3. Filter** entries by single or multiple fields as searching conditions.

Use sort, group, and filter to search for information in a table.

To Do List & Task Management

Organized By Priority

| PRIORITY | Count |
|----------|-------|
| Low | 2 |
| Medium | 2 |
| High | 4 |

Low priority tasks:

| Name | Priority | Due Date | Category |
|---------------------|----------|-----------------|----------|
| Low priority task 1 | Low | 5 February 2019 | Category |
| Low priority task 2 | Low | 5 February 2019 | Category |

Medium priority tasks:

| Name | Priority | Due Date | Category |
|------------------------|----------|-----------------|----------|
| Medium priority task 1 | Medium | 4 February 2019 | Wellness |
| Medium priority task 2 | Medium | 4 February 2019 | Social |

Total: 8 records Sum: 105.0

of hours

Number

Format: Decimal (1.0)

Precision: 1.0

Allow negative numbers:

Cancel Save

20.0

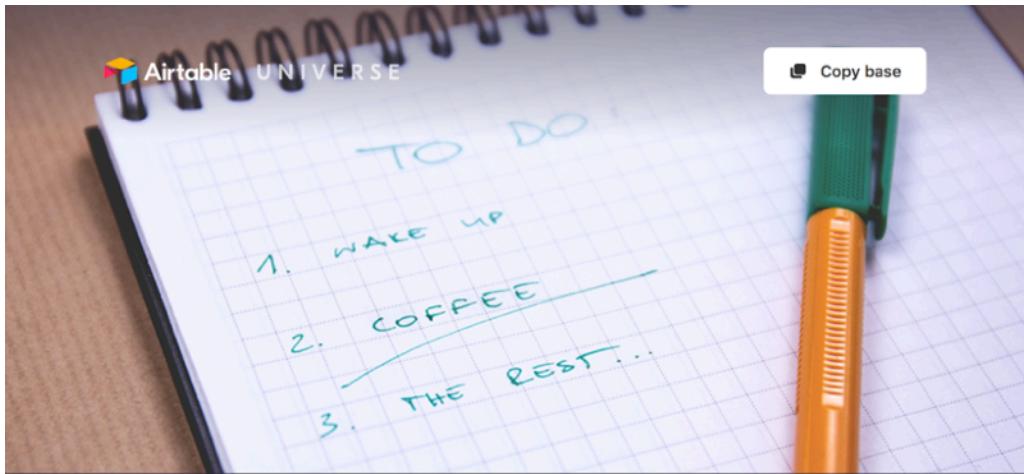
To Do List & Task Management

Organized By Priority

| Name | Priority | Due Date | Category | # of hours |
|------------------------|----------|-----------------|----------|------------|
| Low priority task 1 | Low | 5 February 2019 | Category | 10.0 |
| Low priority task 2 | Low | 5 February 2019 | Category | 20.0 |
| + | | | | |
| Medium priority task 1 | Medium | 4 February 2019 | Wellness | 15.0 |
| Medium priority task 2 | Medium | 4 February 2019 | Social | 20.0 |
| + | | | | |

8 records Sum 105.0

Linking Tables



To Do List

#PROFESSIONAL

The old days of scribbling To Do notes in a book that find themselves lost in time are over. Never let any task fall by the wayside again with this

| PRIORITY | COMPLETED | Task Description |
|----------|-----------|------------------|
| Urgent | ☐ | 1. Urgent task |
| Urgent | ☐ | 2. Urgent task |
| Urgent | ☐ | 3. Urgent task |

| PRIORITY | COMPLETED | Task Description |
|----------|-----------|------------------|
| High | ☐ | 4. High priorit |
| High | ☐ | 5. High priorit |
| High | ☐ | 6. High priorit |

13 records

All changes saved

To Do List

Tasks People +

Priority Rated Hide fields Filter Grouped by 2 fields Sort Color ...

Name C... Date Prior... People involved Comments Attachments

PRIORITY

Urgent Count 4

High Count 3

COMPLETED 3

5 High priority task 1 High

6 High priority task 2 High

7 High priority task 3 High

+

Medium Count 3

COMPLETED 3

8 Medium priority task 1 Medium

14 records

| Name | | C... | Date | Prior... | People involved | Comments | Attachments |
|-----------------|------------------------|---------|------|----------|-----------------|----------|-------------|
| PRIORITY | | | | | | | |
| Urgent | | Count 4 | | | | | |
| High | | Count 3 | | | | | |
| COMPLETED | | 3 | | | | | |
| 5 | High priority task 1 | | | High | | | |
| 6 | High priority task 2 | | | High | | | |
| 7 | High priority task 3 | | | High | | | |
| + | | | | | | | |
| Medium | | Count 3 | | | | | |
| COMPLETED | | 3 | | | | | |
| 8 | Medium priority task 1 | | | Medium | | | |

All changes saved

To Do List

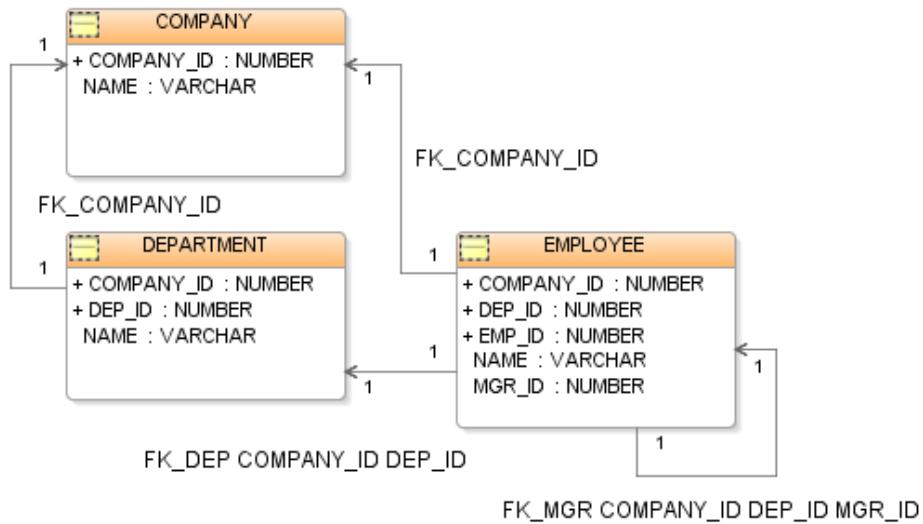
Tasks People +

Main View Hide fields Filter Group Sort Color ...

| | Staff | Tasks |
|---|---------|-------|
| 1 | Amy | |
| 2 | Andy | |
| 3 | Brad | |
| 4 | Clare | |
| 5 | Jessica | |
| 6 | Rebecca | |
| + | | |

Building relationships between tables by using foreign key.

- Every entry in a table should be uniquely defined by a **primary key**.
- Build relationships between tables by making one of the fields in the table as a key linked to the **primary key** of another table.
- The field from the original table is called a **foreign key**.



Source: commons.wikimedia.org

Understanding Views

All changes saved

To Do List

SHARE BLOCKS

Tasks People

Find a view

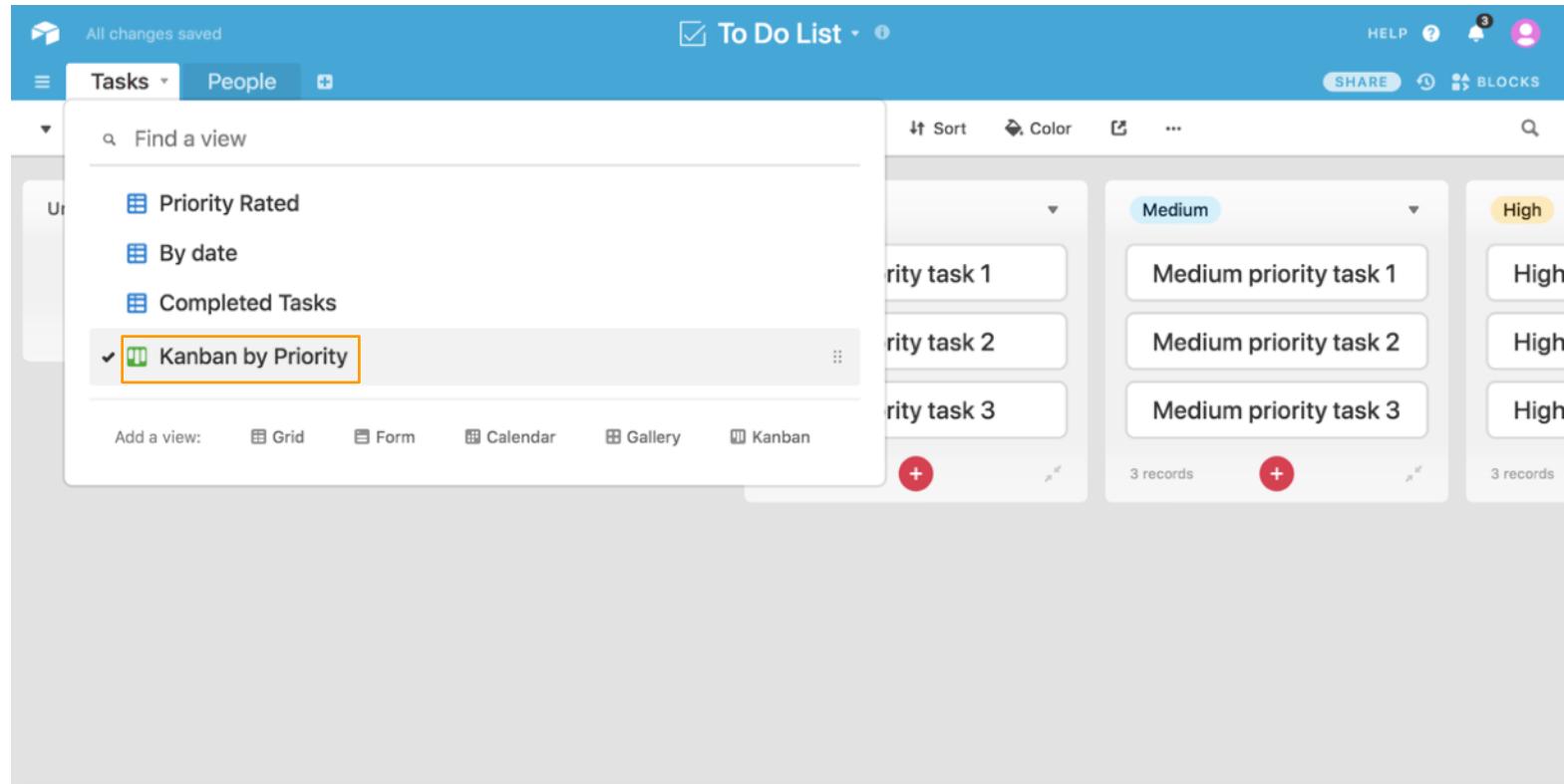
- Priority Rated
- By date
- Completed Tasks
- Kanban by Priority**

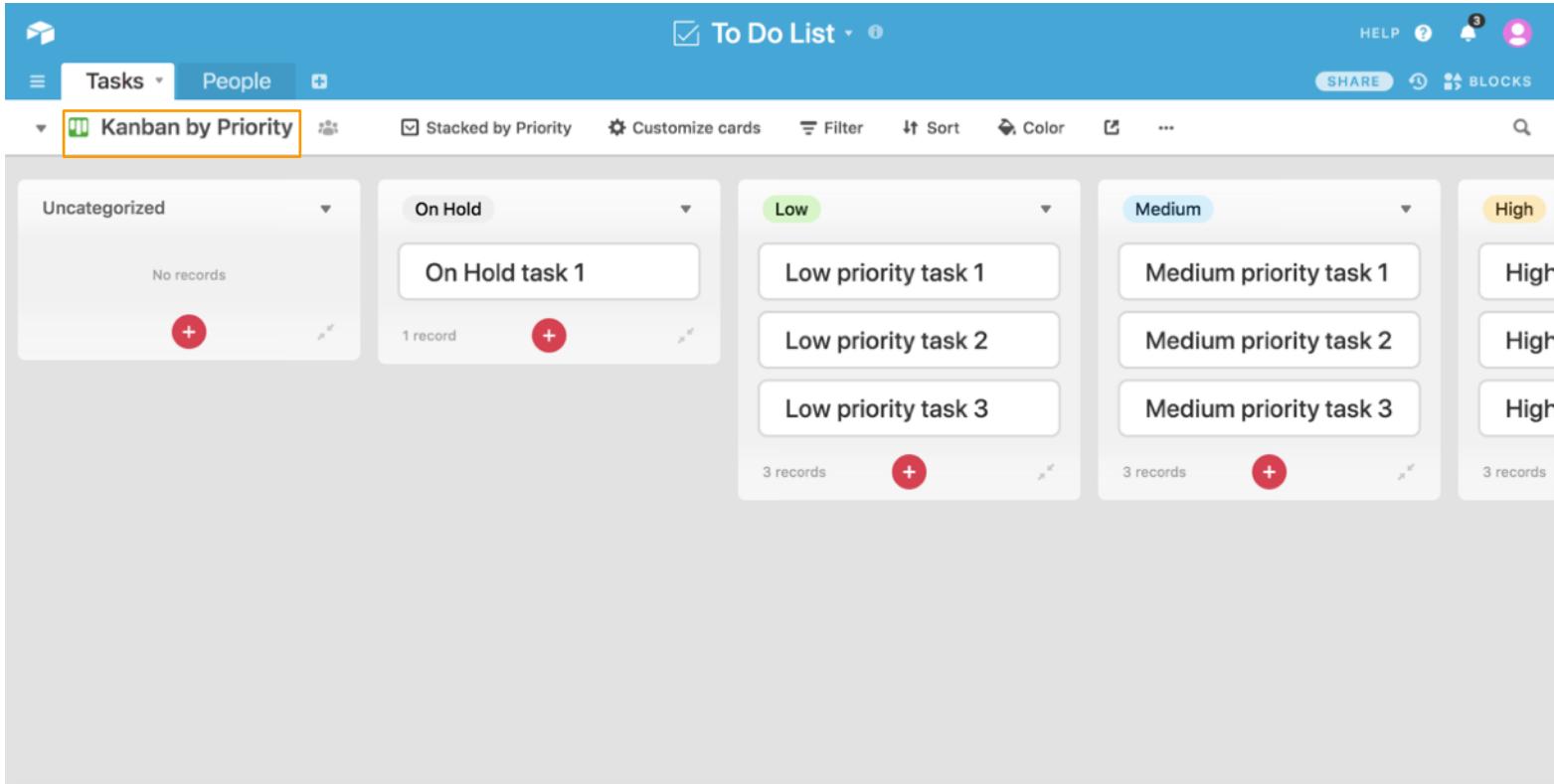
Add a view: Grid Form Calendar Gallery Kanban

Sort Color

| Priority | Task Description | Priority |
|----------|------------------------|----------|
| Medium | Priority task 1 | High |
| Medium | Priority task 2 | High |
| Medium | Priority task 3 | High |
| Medium | Medium priority task 1 | High |
| Medium | Medium priority task 2 | High |
| Medium | Medium priority task 3 | High |

3 records 3 records





To Do List

Tasks People +

Find a view

- Priority Rated
- By date
- Completed Tasks
- Kanban by Priority

Add a view: Grid Form Calendar Gallery Kanban

Form view
Create a shareable form that populates records in your table. Send anyone the form for them to fill out.

Sort Color ...

| Priority | Priority task 1 | Priority task 2 | Priority task 3 | Medium | Medium priority task 1 | Medium priority task 2 | Medium priority task 3 | High | High priority task 1 | High priority task 2 | High priority task 3 |
|----------|-----------------|-----------------|-----------------|--------|------------------------|------------------------|------------------------|------|----------------------|----------------------|----------------------|
| Medium | Priority task 1 | Priority task 2 | Priority task 3 | Medium | Medium priority task 1 | Medium priority task 2 | Medium priority task 3 | High | High priority task 1 | High priority task 2 | High priority task 3 |

3 records 3 records 3 records

SHARE ? BLOCKS

HELP ? 3

 To Do List 1

HELP ?  

SHARE  

Tasks  People 

Form for Entering Tasks  Share form  Open form 

Fields  remove all

Drag and drop fields here to hide

+ Add a field to this table

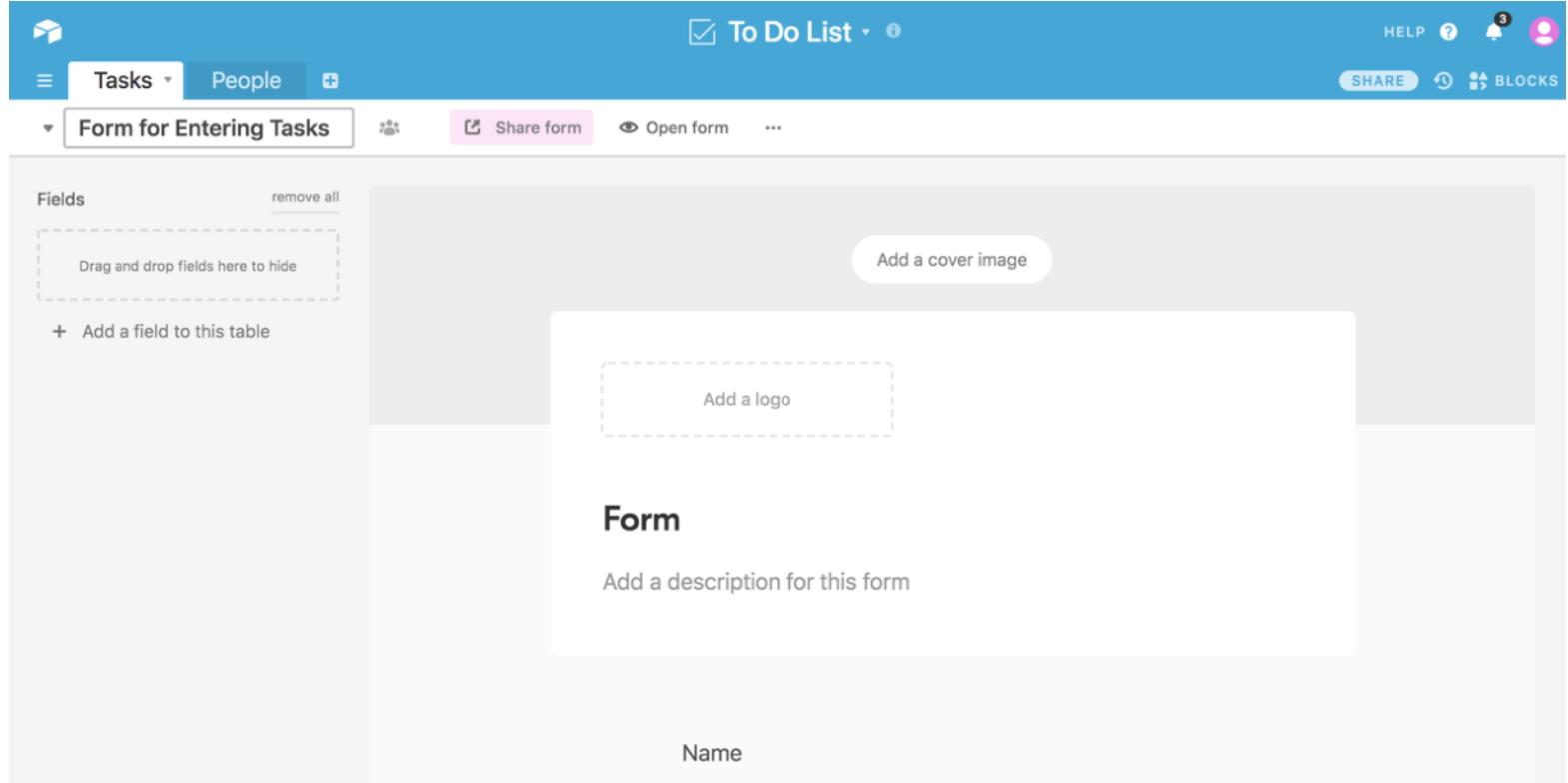
Add a cover image

Add a logo

Form

Add a description for this form

Name



All changes saved

To Do List • 0

HELP 🔎 🔍 3 🔍 🔍 BLOCKS

SHARE

Tasks People +

Form for Entering Tasks 📁 Share form Open form ...

Fields remove all

Drag and drop fields here to hide

+ Add a field to this table

Attachments

Attach file

Drop files here

People involved

+ Add

Submit

This image shows a screenshot of a digital form builder interface. The top navigation bar includes 'All changes saved', a title 'To Do List', and various help and user icons. The main content area is titled 'Form for Entering Tasks' and features a table structure. The first column is labeled 'Fields' and has a placeholder 'Drag and drop fields here to hide'. The second column is a large empty table cell. A callout box titled 'Attachments' contains 'Attach file' and 'Drop files here' buttons. Below the attachments section is a 'People involved' section with a '+ Add' button. At the bottom is a large blue 'Submit' button.

All changes saved

To Do List

Tasks People

Form for Entering Tasks

Share form Open form ...

Fields remove all add all

Attachments

Drag and drop fields here to hide

+ Add a field to this table

Completed

People involved

+ Add

Submit

Create your own form with Airtable

 To Do List 3

HELP 🔎  SHARE 

Tasks People +

Form for Entering Tasks   ...

Fields remove all add all Show Airtable branding

Attachments 

Completed 

Drag and drop fields here to hide

Redirect to URL after the form is submitted

+ Add a field to this table

After the form is submitted:

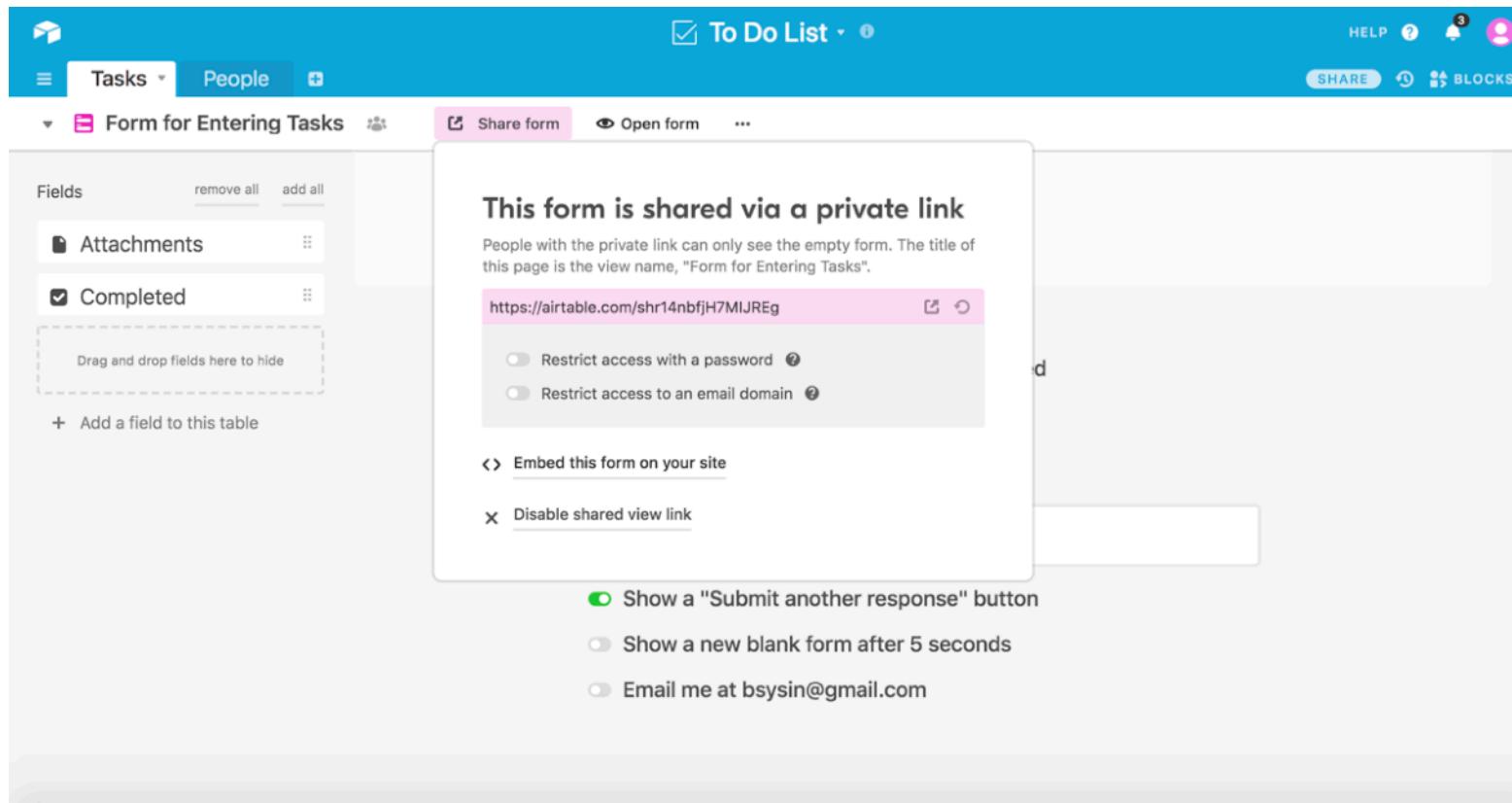
Show this message

Thank you for submitting the form!

Show a "Submit another response" button

Show a new blank form after 5 seconds

Email me at bsysin@gmail.com

A screenshot of the Airtable interface. At the top, there's a blue header bar with the title "To Do List" and a gear icon. Below the header, the navigation bar shows "Tasks" and "People". On the right side of the header, there are "HELP", "SHARE", and "BLOCKS" buttons, along with a user profile icon. The main content area is titled "Form for Entering Tasks". On the left, there's a sidebar for "Fields" with "Attachments" and "Completed" listed. A note says "Drag and drop fields here to hide". Below that is a "+ Add a field to this table" button. The main area shows a "Share form" dialog. It contains the URL "https://airtable.com/shr14nbfjH7MIJREg" and two toggle buttons: "Restrict access with a password" (unchecked) and "Restrict access to an email domain" (unchecked). Below the URL are two buttons: "Embed this form on your site" (with a link icon) and "Disable shared view link" (with a crossed-out link icon). At the bottom of the dialog, there are three radio buttons: "Show a 'Submit another response' button" (selected, indicated by a green circle), "Show a new blank form after 5 seconds" (unchecked), and "Email me at bsysin@gmail.com" (unchecked).

To Do List

Tasks People

Form for Entering Tasks

Fields

Attachments

Completed

Drag and drop fields here to hide

+ Add a field to this table

Share form Open form ...

This form is shared via a private link

People with the private link can only see the empty form. The title of this page is the view name, "Form for Entering Tasks".

<https://airtable.com/shr14nbfjH7MIJREg>

Restrict access with a password ?

Restrict access to an email domain ?

 Embed this form on your site

 Disable shared view link

Show a "Submit another response" button

Show a new blank form after 5 seconds

Email me at bsysin@gmail.com

Form for Entering Tasks

Comments

Name

Date

Priority

0

[Bases](#)[Templates](#)[Universe](#)[HELP](#)

Templates

Use these starter bases to get a jump start on your project. For inspiration from community-published bases, check out Universe.

 Search templates

CATEGORIES

- Featured
- Content production
- Creative
- Event Planning
- Everyday Life
- Groups, Clubs & Hobbies
- HR & Recruiting

**Content calendar****Digital video production****Project Tracker****Marketing campaign tracking****Product catalog****Product Launch****Product Planning****Bug tracker****Event planning****User research****Simple Applicant Tracker**



Bases

Templates

Universe

HELP ?



Templates

Use these starter bases to get a jump start on your project. For inspiration from community-published bases, check out Universe.



Search templates

CATEGORIES

- Featured
- Content production
- Creative
- Event Planning
- Everyday Life
- Groups, Clubs & Hobbies
- HR & Recruiting
- Legal
- Local Business
- Marketing

Event Planning →



Event planning

Even the most organized and experienced event planner can get overwhelmed by managing events....



Event marketing

Hosting events is one of the best ways to engage customers. Use this template to plan meetups, dinners, webinars, an...



Nonprofit Gala

Venues, schedules, speakers—there's a lot that goes in to pulling off a successful event. This template will he...

Everyday Life →



Restaurant Field Guide

For the foodie, an easy way to organize restaurants and reservations. List the



Pet Medical History

Whether you identify as a cat person, or a dog person, or a guinea pig or snake



Apartment Hunting

Where was that place? How much was it? Did it include parking? Pets? What's

Templates

Use these starter bases to get a jump start on your project. For inspiration from community-published bases, check out Universe.



Search templates

CATEGORIES

- Featured
- Content production
- Creative
- Event Planning
- Everyday Life
- Groups, Clubs & Hobbies
- HR & Recruiting
- Legal
- Local Business
- Marketing

Event planning

[Use template](#)

#EVENT PLANNING

Even the most organized and experienced event planner can get overwhelmed by managing events. Successful event planning requires juggling and coordinating many moving parts at a time—from securing the event locations to planning the budget to finalizing the speaker schedule. Most event management software, however, is too rigid to keep up with the fast-paced world of event management.

This event planning template helps you organize all of those important details in one place so you can ensure that everything runs according to plan, whether you're managing corporate events, large scale events like trade shows or conferences, special events like weddings or small-scale social events like family get-togethers. And by creating different views, everyone on your team, from the event manager to the catering manager to the audio-visual equipment team, can see exactly what matters to them, and ignore the rest.

All changes saved

Event planning

SCHEDULE Event locations Topics & themes Speakers & attendees Event staff Sponsors HELP ? 🔔 3 🚙 BLOCKS

Full schedule Hide fields Filter Group Sorted by 2 fields Color ...

| | Activity | Start | End | Notes | Location | Speakers |
|----|---|--------------------|--------------------|--|-------------------------|-------------|
| 1 | Welcome breakfast | 15/11/2019 8:00am | 15/11/2019 9:00am | | President's dining hall | |
| 2 | Opening remarks (Friday) | 15/11/2019 9:00am | 15/11/2019 9:25am | Katina is subbing in for Russell, because... | Grand ballroom | Katina F |
| 3 | Morning keynote (Friday) | 15/11/2019 9:30am | 15/11/2019 10:15am | | Grand ballroom | Matthew |
| 4 | Technology in the household | 15/11/2019 10:30am | 15/11/2019 11:20am | | Pearl room | Stephan |
| 5 | How to make all your devices play nice | 15/11/2019 10:30am | 15/11/2019 11:20am | This session will be led by Deepa | Ruby room | Deepa V |
| 6 | Building an alert system that works for everyone | 15/11/2019 10:30am | 15/11/2019 11:20am | | Sapphire room | Clara R |
| 7 | Workshop for security professionals | 15/11/2019 11:30am | 15/11/2019 12:00pm | | Jade room | Garnet room |
| 8 | Workshop for security novices | 15/11/2019 11:30am | 15/11/2019 12:00pm | | Emerald room | |
| 9 | Lunch (Friday) | 15/11/2019 12:15pm | 15/11/2019 1:30pm | We'll have vegetarian and pescatarian f... | President's dining hall | |
| 10 | Security for all ages — babies, grandparents, and more! | 15/11/2019 1:30pm | 15/11/2019 2:20pm | Belinda's going to need a projector for ... | Jade room | Garnet room |
| 11 | Which security solution is best for you? | 15/11/2019 1:30pm | 15/11/2019 2:20pm | | Emerald room | Stephan |
| 12 | Breakout session (Friday) | 15/11/2019 2:30pm | 15/11/2019 3:20pm | Make sure that post-its are available for... | Sapphire room | |
| 13 | Breakout presentation (Friday) | 15/11/2019 3:30pm | 15/11/2019 3:55pm | | Ruby room | |
| 14 | Afternoon keynote (Friday) | 15/11/2019 4:00pm | 15/11/2019 4:50pm | | Grand ballroom | Stephan |
| 15 | Closing remarks (Friday) | 15/11/2019 5:00pm | 15/11/2019 5:30pm | | Grand ballroom | Katina F |

29 records

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors [SHARE](#) [BLOCKS](#)

Find a view

✓ **Full schedule**

- Calendar**
- Friday schedule (11/15)**
- Saturday schedule (11/16)**

Add a view: Grid Form Calendar Gallery Kanban

| | Color | Notes | Location | Speaker | |
|----|---|--|-------------------------|--|-------------------------|
| 1 | | | President's dining hall | | |
| 2 | | Katina is subbing in for Russell, because... | Grand ballroom | Katina F... | |
| 3 | | | Grand ballroom | Matthew... | |
| 4 | | | Pearl room | Stephan... | |
| 5 | | This session will be led by Deepa | Ruby room | Deepa V... | |
| 6 | | | Sapphire room | Clara Ro... | |
| 7 | | | Jade room | Garnet roo... | |
| 8 | Workshop for security novices | 15/11/2019 11:30am | 15/11/2019 12:00pm | Emerald room | |
| 9 | Lunch (Friday) | 15/11/2019 12:15pm | 15/11/2019 1:30pm | We'll have vegetarian and pescatarian f... | President's dining hall |
| 10 | Security for all ages — babies, grandparents, and more! | 15/11/2019 1:30pm | 15/11/2019 2:20pm | Belinda's going to need a projector for ... | Jade room |
| 11 | Which security solution is best for you? | 15/11/2019 1:30pm | 15/11/2019 2:20pm | | Emerald room |
| 12 | Breakout session (Friday) | 15/11/2019 2:30pm | 15/11/2019 3:20pm | Make sure that post-its are available for... | Sapphire room |
| 13 | Breakout presentation (Friday) | 15/11/2019 3:30pm | 15/11/2019 3:55pm | | Ruby room |
| 14 | Afternoon keynote (Friday) | 15/11/2019 4:00pm | 15/11/2019 4:50pm | | Grand ballroom |
| 15 | Closing remarks (Friday) | 15/11/2019 5:00pm | 15/11/2019 5:30pm | | Katina F... |

 03 Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors [SHARE](#) [BLOCKS](#)

Today November 2019 [Month](#) [2 week](#) [Week](#) [3 day](#) [Day](#) [Find a record](#) [All records](#)

28 29 30 31 1 2 3

4 5 6 7 8 9 10

11 12 13 14 15 16 17

18 19 20 21 22 23 24

25 26 27 28 29 30 1

Welcome breakfast
Nov 15 8:00am

Opening remarks (Friday)
Nov 15 9:00am

Morning keynote (Friday)
Nov 15 9:30am

Technology in the house...
Nov 15 10:30am

How to make all your devi...
Nov 15 10:30am

Building an alert system th...
Nov 15 10:30am +

Workshop for security pro...

[+](#)

| | Space name | Building location | Photo(s) | Description | Max capacity | Scheduled events |
|-----------|-------------------------|-------------------------|----------|--|--------------|--|
| 1 | President's dining hall | 28 Conference Hall Lane | | Dining hall for meals and a large open space for mingling / general events | 350 | Happy hour & networking Lunch (Saturday) Welcome breakfast |
| 2 | Grand ballroom | 20 Organization Way | | Large ballroom that can seat up to 1000 people at max capacity; contains a large stage with professional audio and lighting set up | 1000 | Closing remarks (Saturday) Morning keynote (Saturday) Opening remarks (Saturday) Afternoon keynote (Friday) Morning keynote (Friday) |
| 3 | Pearl room | 25 Conference Hall Lane | | Conference room that can hold up to 250 people | 250 | The successes of home security technology Technology trends in the future |
| 4 | Ruby room | 25 Conference Hall Lane | | Conference room that can hold up to 100 people | 100 | Breakout presentation (Saturday) Breakout presentation (Sunday) Building a safer community How to make all your dreams come true |
| 5 | Sapphire room | 25 Conference Hall Lane | | Conference room that can hold up to 150 people | 150 | Breakout session (Saturday) Breakout session (Sunday) Building an alert system that works for everyone |
| 6 | Emerald room | 12 Organization Way | | Conference room with open air patio | 400 | Best practices for IoT protocols Which security solution is best |
| 8 records | | | | | | Sum 2950 |

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors

Find a view

- All spaces
- Spaces per building
- Location gallery**

Add a view: Grid Form Calendar Gallery Kanban

Location gallery

| Room | BUILDING LOCATION | MAX CAPACITY |
|---------------|-------------------------|--------------|
| Sapphire room | 25 Conference Hall Lane | 150 |
| Emerald room | 12 Organization Way | 400 |
| Garnet room | 12 Organization Way | 500 |
| Ruby room | 25 Conference Hall Lane | 100 |
| Jade room | 12 Organization Way | 200 |

Sapphire room
BUILDING LOCATION
25 Conference Hall Lane
MAX CAPACITY
150

Emerald room
BUILDING LOCATION
12 Organization Way
MAX CAPACITY
400

Garnet room
BUILDING LOCATION
12 Organization Way
MAX CAPACITY
500

Ruby room
BUILDING LOCATION
25 Conference Hall Lane
MAX CAPACITY
100

Jade room
BUILDING LOCATION
12 Organization Way
MAX CAPACITY
200

+

03 Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors SHARE BLOCKS

Location gallery Customize cards Filter Sort Color ...

| President's dining hall | Grand ballroom | Pearl room | Ruby room |
|---|---|--|---|
| A BUILDING LOCATION 28 Conference Hall Lane MAX CAPACITY 350 | A BUILDING LOCATION 20 Organization Way MAX CAPACITY 1000 | A BUILDING LOCATION 25 Conference Hall Lane MAX CAPACITY 250 | A BUILDING LOCATION 25 Conference Hall Lane MAX CAPACITY 100 |
|  |  |  |  |
| Sapphire room | Emerald room | Garnet room | Jade room |
| A BUILDING LOCATION 25 Conference Hall Lane MAX CAPACITY 150 | A BUILDING LOCATION 12 Organization Way MAX CAPACITY 400 | A BUILDING LOCATION 12 Organization Way MAX CAPACITY 500 | A BUILDING LOCATION 12 Organization Way MAX CAPACITY 200 |

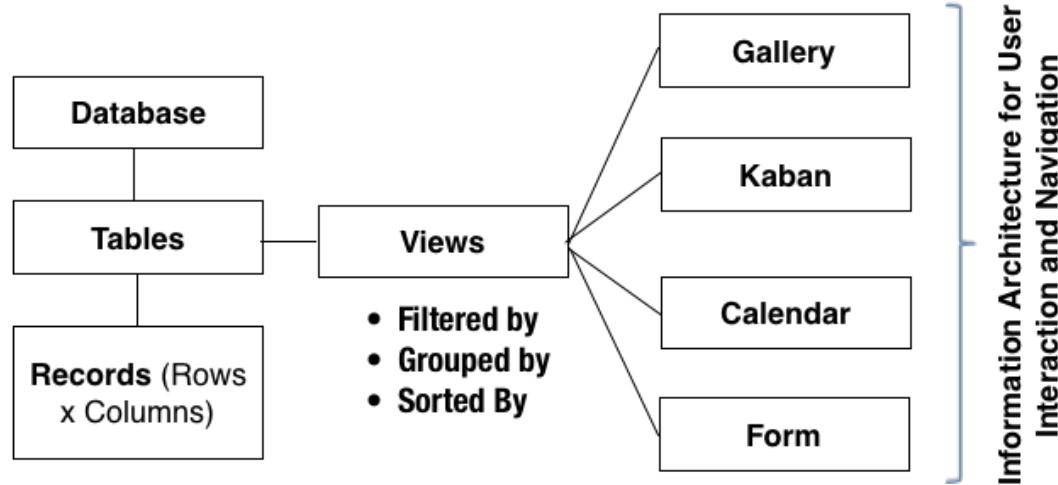
+

- 1. Sort** single or multiple fields.
- 2. Group** entries by a single field or multiple fields to create data segments.
- 3. Filter** entries by single or multiple fields as searching conditions.

Use sort, group, and filter to search for information in a table.

- 1. Grid**
- 2. Kanban**
- 3. Calendar**
- 4. Gallery**
- 5. Form**

Use views to present and capture data in a variety of way to suit different needs.



Advanced Fields

Formula Field

A formula field in Airtable is almost like a formula field in Excel but more restrictive. It can only be applied to the values in the same record (i.e. row).

Event planning

Budget

Item

Estimated Actual Quantity Total cost Total budget Under budget Notes

UNDER BUDGET

Count 5 Sum \$26,550.00 Sum \$26,551.50 Sum 17 Sum \$33,976.50 Sum \$35,000.00

1 Venue rental \$17,000.00 \$16,899.00 1 \$16,899.00 \$17,500.00 ✓

2 Labor (set up, during conference, take down) \$3,500.00 \$3,890.00 1 \$3,890.00 \$4,000.00 ✓

Food \$4,800.00 \$4,675.00 2 \$9,350.00 \$9,500.00 ✓

Speaker honoraria \$250.00 \$250.00 12 \$3,000.00 \$3,000.00 ✓

Miscellaneous supplies \$1,000.00 \$837.50 1 \$837.50 \$1,000.00 ✓

OVER BUDGET

Count 2 Sum \$20.25 Sum \$17.73 Sum 1500 Sum \$9,030.00 Sum \$8,800.00

6 Printed programs \$0.25 \$0.33 1000 \$330.00 \$300.00 ✗

Printing ended up being slightly more than anticipated due to our usage of color.

7 records Sum \$26,570.25 Sum \$26,569.23 Sum 1517 Sum \$43,006.50 Sum \$43,800.00

Event planning

Budget

| Item | Estimated | Actual | Quantity | Total cost | Total budget | Under budget | Notes |
|--|-----------------|-----------------|----------|-----------------|-----------------|--------------|---|
| UNDER BUDGET | | | | | | | |
| Venue rental | \$17,000.00 | \$16,899.00 | 1 | | | | |
| Labor (set up, during conference, take down) | \$3,500.00 | \$3,890.00 | 1 | | | | |
| Food | \$4,800.00 | \$4,675.00 | 2 | | | | |
| Speaker honoraria | \$250.00 | \$250.00 | 12 | | | | |
| Miscellaneous supplies | \$1,000.00 | \$837.50 | 1 | | | | |
| OVER BUDGET | | | | | | | |
| Printed programs | \$0.25 | \$0.33 | 1000 | \$330.00 | \$300.00 | X | Printing ended up being slightly more than anticipated due to our usage of color. |
| 7 records | Sum \$26,570.25 | Sum \$26,569.23 | Sum 1517 | Sum \$43,006.50 | Sum \$43,800.00 | | |

Total cost

Formula

Compute a value in each record based on other fields in the same record. For more information on formulas and a complete function reference, see the [Formula Field Reference](#).

Formula Formatting

Actual * Quantity

Cancel Save

Event planning

Budget

| Item | Estimated | Actual | Quantity | Total cost | Total budget | Under budget | Notes |
|--|-----------------|-----------------|----------|-----------------|-----------------|--------------|---|
| UNDER BUDGET | | | | | | | |
| 1 Venue rental | \$17,000.00 | \$16,899.00 | 1 | \$16,899.00 | \$17,500.00 | | |
| 2 Labor (set up, during conference, take down) | \$3,500.00 | \$3,890.00 | 1 | \$3,890.00 | \$4,000.00 | | |
| 3 Food | \$4,800.00 | \$4,675.00 | 2 | \$9,350.00 | \$9,500.00 | | |
| 4 Speaker honoraria | \$250.00 | \$250.00 | 12 | \$3,000.00 | \$3,000.00 | | |
| 5 Miscellaneous supplies | \$1,000.00 | \$837.50 | 1 | \$837.50 | \$1,000.00 | | |
| OVER BUDGET | | | | | | | |
| 6 Printed programs | \$0.25 | \$0.33 | 1000 | \$330.00 | \$300.00 | ✗ | Printing ended up being slightly more expensive than anticipated due to our usage of color. |
| 7 records | Sum \$26,570.25 | Sum \$26,569.23 | Sum 1517 | Sum \$43,006.50 | Sum \$43,800.00 | | |

Under budget

Formula

Compute a value in each record based on other fields in the same record. For more information on formulas and a complete function reference, see the [Formula Field Reference](#).

Formula **Formatting**

```
IF({Total cost} <= {Total budget},  
"✓","✗")
```

Cancel **Save**

Lookup Field

A lookup field is a foreign key field for looking up another field value through the linked table's primary key.

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors

All topics & themes

| | Topic / theme | Count |
|---|---|-------|
| 1 | Welcome to HomeTech 2019! | 1 |
| 2 | How technology will shape home security | 2 |
| 3 | Building products for families | 3 |
| 4 | Home automation | 4 |
| 5 | Security smart hubs | 1 |
| 6 | Types of home security | 1 |

Field 4

Venue

Find a field type

Duration

Rating

Formula

Rollup

Count

Lookup

Lookup a field on linked records.

Cancel Save

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors

All topics & themes Hide fields Filter Group Sort Color ...

| | Topic / theme | Count |
|---|---|-------|
| 1 | Welcome to HomeTech 2019! | 1 |
| 2 | How technology will shape home security | 2 |
| 3 | Building products for families | 3 |
| 4 | Home automation | 3 |
| 5 | Security smart hubs | 1 |
| 6 | Types of home security | 1 |

A Field 4

Venue

Lookup

Lookup a field on linked records.

Configuration Formatting

Field on this table that links to the records you want to look up

Relevant event(s)

Find a field

Relevant event(s)

Cancel Save

Topic / theme

it(s)

Topic / theme

s (Friday)

Topic / theme

te (Saturday) Morning keynote (Friday)

Topic / theme

SecurTech Security for all ages — babies, grandparents, and more!

Topic / theme

IoT protocols Afternoon keynote (Friday)

Topic / theme

system that works for everyone

Topic / theme

solution is best for you?

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors

All topics & themes Hide fields Filter Group Sort Color ...

| | Topic / theme | Count | Field 4 |
|---|---|-------|---------|
| 1 | Welcome to HomeTech 2019! | 1 | |
| 2 | How technology will shape home security | 2 | |
| 3 | Building products for families | 3 | |
| 4 | Home automation | 3 | |
| 5 | Security smart hubs | 1 | |
| 6 | Types of home security | 1 | |

Venue

Find a field

A Activity

Start

Type

Speaker(s)

Topic / theme

Location

Choose a field

Cancel Save

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors

All topics & themes Hide fields Filter Group Sort Color ...

| | Topic / theme | Count | Field 4 |
|---|---|-------|---|
| 1 | Welcome to HomeTech 2019! | 1 | Venue |
| 2 | How technology will shape home security | 2 | Lookup |
| 3 | Building products for families | 3 | Field on this table that links to the records you want to look up |
| 4 | Home automation | 3 | Relevant event(s) |
| 5 | Security smart hubs | 1 | Schedule table field that you'd like to look up |
| | Types of home security | 1 | Location |

Venue

Lookup

Lookup a field on linked records.

Configuration Formatting

Field on this table that links to the records you want to look up

Relevant event(s)

Schedule table field that you'd like to look up

Location

Cancel Save

All changes saved

Event planning

SCHEDULE | EVENT LOCATIONS | TOPICS & THEMES | SPEAKERS & ATTENDEES | EVENT STAFF | SPONSORS | BIDS | + | SHARE | @ | BLOCKS

All topics & themes

Hide fields | Filter | Group | Sort | Color | Count | Venue | + | ...

| Topic / theme | Relevant event(s) | Count | Venue |
|---|--|-------|---|
| Welcome to HomeTech 2019! | Opening remarks (Friday) | 1 | Grand ballroom |
| How technology will shape home security | Afternoon keynote (Saturday) Morning keynote (Friday) | 2 | Grand ballroom Grand ballroom |
| Building products for families | Case study: Home SecurTech Security for all ages — babies, grandparents, and more! Technology in the household | 3 | Jade room Garnet room Jade room |
| Home automation | Best practices for IoT protocols Afternoon keynote (Friday) How to make all your devices play nice | 3 | Emerald room Grand ballroom Ruby room |
| Security smart hubs | Building an alert system that works for everyone | 1 | Sapphire room |
| Field updated UNDO | Which security solution is best for you? | 1 | Emerald room |

Rollup Field

A rollup field is like a supercharged lookup field which can perform aggregated functions on the looked up values.

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors

Main View 2 hidden fields Filter Group Sort Color Notes

| | Company | Amount | Previous sponsor | Notes |
|---|---|------------|------------------|--|
| 1 | SimplySafe | | | |
| 2 | Wintel Corp | \$1,500.00 | | |
| 3 | Families for a Safer Home | \$4,000.00 | ♥ | Sponsored last year and committed more resources and \$\$\$ for this year's conference |
| 4 | National Association of Neighborhood Associations | \$2,500.00 | ♥ | |
| 5 | E-Z Safe-T | \$2,000.00 | | |
| 6 | PorchCam | \$7,500.00 | ♥ | Primary organizer of the conference |
| 7 | Home SecurTech | \$5,000.00 | ♥ | |
| 8 | Playpen.io | \$1,000.00 | | |
| 9 | Absolute Electric | \$1,000.00 | | Heard about us from our press coverage last week |

of Contacts

Find a field type

% Percent

⌚ Duration

★ Rating

ƒ Formula

🕒 Rollup

≡ Count

Rollup
A rollup allows you to summarize data from records that are linked to this table.

Cancel Save

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors

Main View 2 hidden fields Filter Group Sort Color Notes

| | Company | Amount | Previous sponsor | Notes |
|---|---|------------|------------------|--|
| 1 | SimplySafe | | | |
| 2 | Wintel Corp | \$1,500.00 | | |
| 3 | Families for a Safer Home | \$4,000.00 | ♥ | Sponsored last year and committed more resources and \$\$\$ for this year's conference |
| 4 | National Association of Neighborhood Associations | \$2,500.00 | ♥ | |
| 5 | E-Z Safe-T | \$2,000.00 | | |
| 6 | PorchCam | \$7,500.00 | ♥ | Primary organization that's organizing this conference |
| 7 | Home SecurTech | \$5,000.00 | ♥ | |
| 8 | Playpen.io | \$1,000.00 | | |
| 9 | Absolute Electric | \$1,000.00 | | Heard about us from our press coverage last |

of Contacts

Rollup

A rollup allows you to summarize data from records that are linked to this table. For more information on rollups and a complete function reference, see the Rollup Field Reference.

Rollup Formatting

Field on this table that links to the records you want to summarize

Contact(s)

Cancel Save

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors

Main View 2 hidden fields Filter Group Sort Color ...

| | A Company | d amount | Previous sponsor | Notes |
|---|---|------------|------------------|--|
| 1 | SimplySafe | | | |
| 2 | Wintel Corp | \$1,500.00 | | |
| 3 | Families for a Safer Home | \$4,000.00 | ♥ | Sponsored last year and committed more resources and \$\$\$ for this year's conference |
| 4 | National Association of Neighborhood Associations | \$2,500.00 | ♥ | |
| 5 | E-Z Safe-T | \$2,000.00 | | |
| 6 | PorchCam | \$7,500.00 | ♥ | Primary organization that's organizing this conference |
| 7 | Home SecurTech | \$5,000.00 | ♥ | |
| 8 | Playpen.io | \$1,000.00 | | |
| 9 | Absolute Electric | \$1,000.00 | | Heard about us from our press coverage last |

of Contacts
Find a field
A Name
Speaking at
A Role
Email
Type
Status
Choose a field

Cancel Save

Event planning

Main View | 2 hidden fields | Filter | Group | Sort | Color | ... | # of Contacts | + | # of Contacts | Rollup | # of Contacts | Rollup | # of Contacts | COUNTA(values) | COUNTA(values) | COUNTA(values)

| | Company | Amount | Previous sponsor | Notes | # of Contacts |
|---|---|------------|------------------|--|---------------|
| 1 | SimplySafe | | | | |
| 2 | Wintel Corp | \$1,500.00 | | | |
| 3 | Families for a Safer Home | \$4,000.00 | ♥ | Sponsored last year and committed more resources and \$\$\$ for this year's conference | |
| 4 | National Association of Neighborhood Associations | \$2,500.00 | ♥ | | |
| 5 | E-Z Safe-T | \$2,000.00 | | | |
| 6 | PorchCam | \$7,500.00 | ♥ | Primary organization that's organizing this conference | |
| 7 | Home SecurTech | \$5,000.00 | ♥ | | |
| 8 | Playpen.io | \$1,000.00 | | | |
| 9 | Absolute Electric | \$1,000.00 | | Heard about us from our press coverage last | |

of Contacts

A rollup allows you to summarize data from records that are linked to this table. For more information on rollups and a complete function reference, see the [Rollup Field Reference](#).

Rollup

Field on this table that links to the records you want to summarize

Contact(s)

Enter an aggregation function which rolls up the values in each linked record

COUNTA(values)

Counts the number of non-empty values. This function counts both numeric and text values

INSERT A ROLLUP FUNCTION

COUNTA(values)

Event planning

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors

Main View 2 hidden fields Filter Group Sort Color ...

| | Company | Amount | Previous sponsor | Notes | # of Contacts | |
|---|---|------------|------------------|--|---------------|--|
| 1 | SimplySafe | | | | 0 | |
| 2 | Wintel Corp | \$1,500.00 | | | 3 | |
| 3 | Families for a Safer Home | \$4,000.00 | ♥ | Sponsored last year and committed more resources and \$\$\$ for this year's conference | 3 | |
| 4 | National Association of Neighborhood Associations | \$2,500.00 | ♥ | | 2 | |
| 5 | E-Z Safe-T | \$2,000.00 | | | 3 | |
| 6 | PorchCam | \$7,500.00 | ♥ | Primary organization that's organizing this conference | 2 | |
| 7 | Home SecurTech | \$5,000.00 | ♥ | | 3 | |
| 8 | Playpen.io | \$1,000.00 | | | 2 | |
| 9 | Absolute Electric | \$1,000.00 | | Heard about us from our press coverage last year | 2 | |

 Event planning

HELP ? 🔔 3 🚙

Schedule Event locations Topics & themes Speakers & attendees Event staff Sponsors Block + SHARE ⏱ BLOCKS

Grouped by company 3 hidden fields Filter Grouped by 1 field Sorted by 1 field Color ...

Name Role Email Phone Type Speaker ... Attendee ... +

+ COMPANY Wintel Corp Count 3

| | | | | | Sum 1 | Sum 2 |
|----|----------------|---------------------|-------------------------------------|----------------|----------|-------|
| 18 | Gabriella Lily | Team manager | gabriella@email.com | (123) 456-7890 | Speaker | 1 0 |
| 19 | Kelly Sall | Product | kelly@email.com | (123) 456-7890 | Attendee | 0 1 |
| 20 | Leslie Walker | Marketing associate | leslie@email.com | (123) 456-7890 | Attendee | 0 1 |

+ COMPANY Wintel Corp Count 3

Using Data and UX to Drive Product Specification

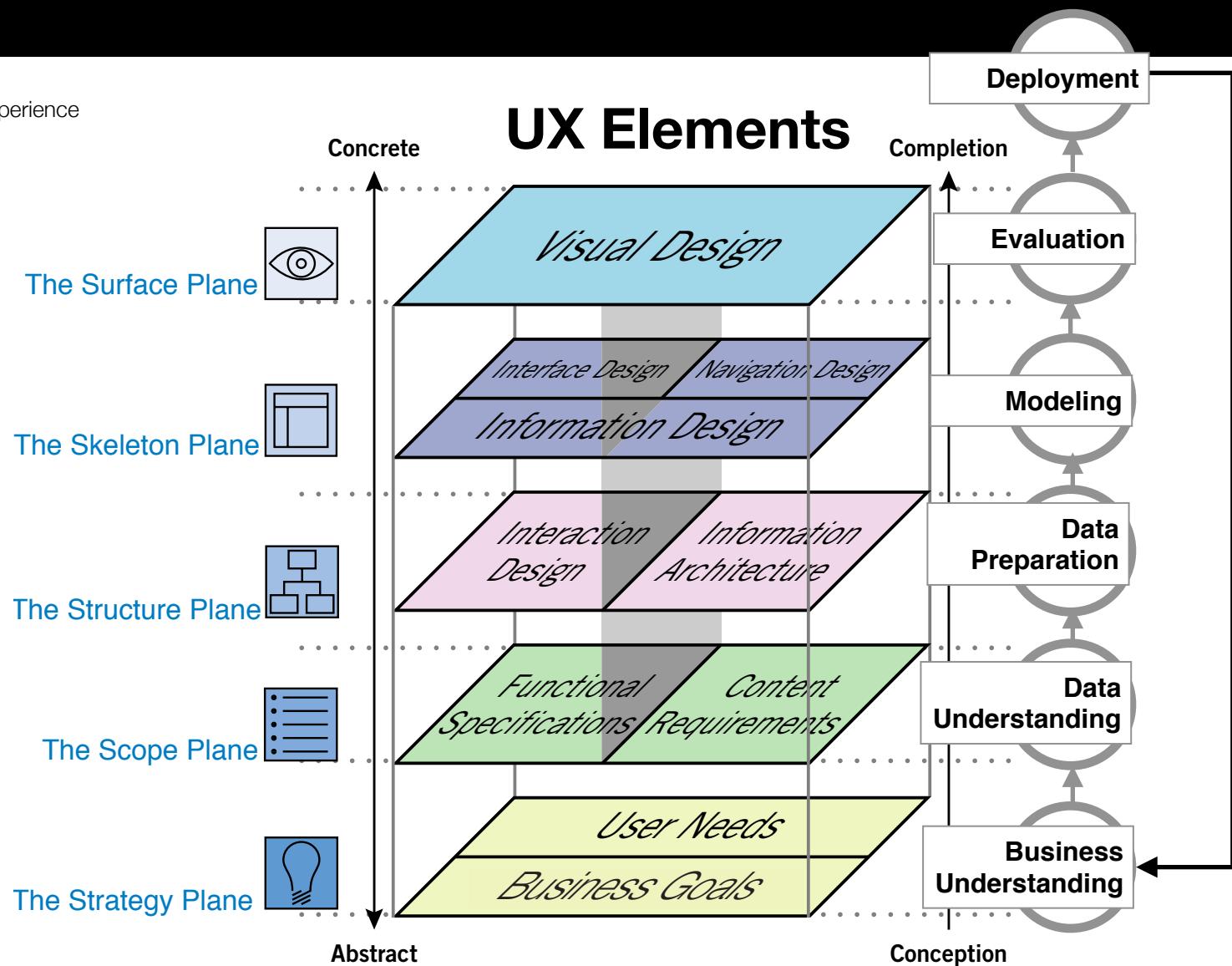
Solution Space

how and
how much

Problem Space

who, what,
and why

Source: Elements of User Experience
by Jesse James Garrett

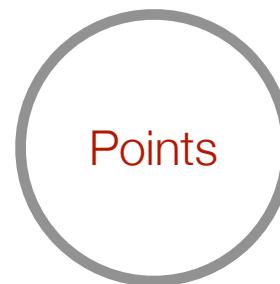
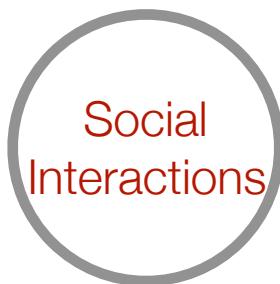


Business Goals

| Business Goals | Data | Metrics |
|-----------------------------------|------------------------------|---|
| Increase market share | Market share data | Increase in returned and new customers stays |
| Increase revenue | Hotel revenue by departments | Increase in revenue by dept by returned and new customers |
| Increase in ROI from new platform | Investment in new platform | ROI calculated |

| User Needs | Data | Metrics |
|-----------------------------|---|--|
| City adventure with friends | Request for New Friends | App download and activation |
| Explore new places | Destination inquiry and recommendation data | Rating of destinations recommended |
| Meet new friends | Profile completion and matching data | Rating of friend recommendation |
| Enjoy good deals | Inquiry of group booking and discount information | Increase in booking through the platform |

Data Entities (e.g. tables) to be Tracked



- e.g.
 - 1st time guests
 - Returning guests
- e.g.
 - Starbuck
 - Bar inside hotel
 - Boston Metropolitan Museum
- e.g.
 - Add friends
 - Take pictures
 - Share rides
 - Split bills
- e.g.
 - Museum tour
 - Bar hopping
 - Scenic picture taking
 - Business meeting
- e.g.
 - Revisit
 - Dine in hotel
 - Shop in hotel
 - Initiate contact
 - Give reviews

Problem Set #2

- Pick an area that interests you and start studying the competition and related market data, including scraping data from the market to learn the business.
- Import one chosen scraped dataset into Airtable and embed the result into a web page to demonstrate your skills.
- Submit the web page link to Slack. Please also include the link of the source data page for origin trace.

Thank you for your time!