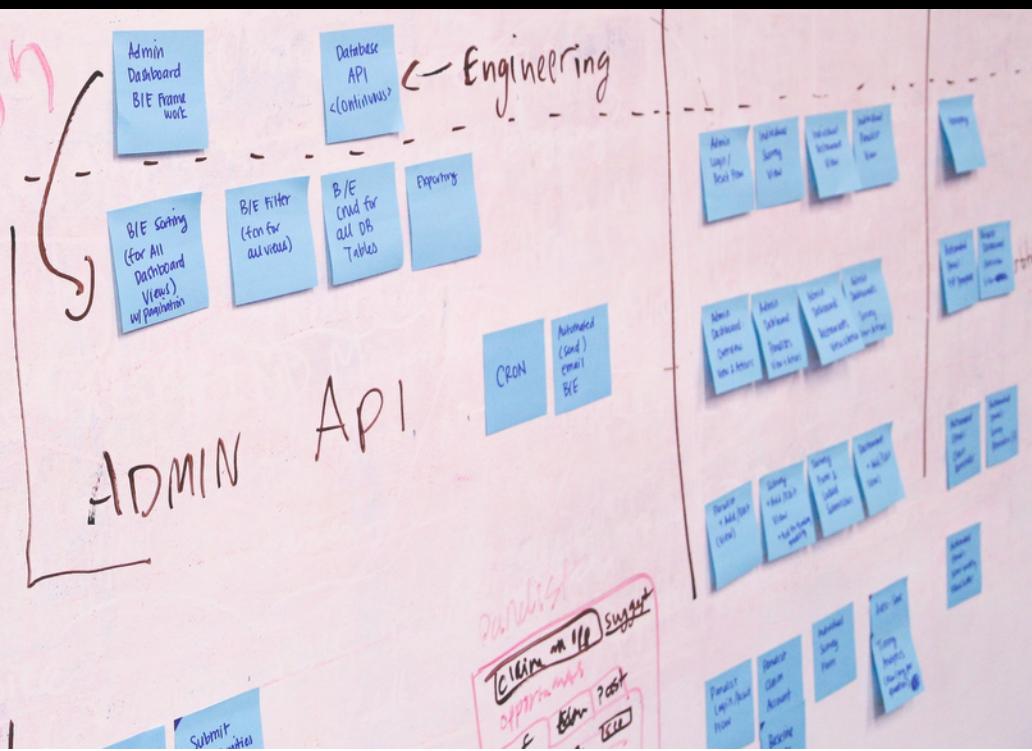


WEEK 5: Design

WEEK 6: Dev

WEEK 7: Dev

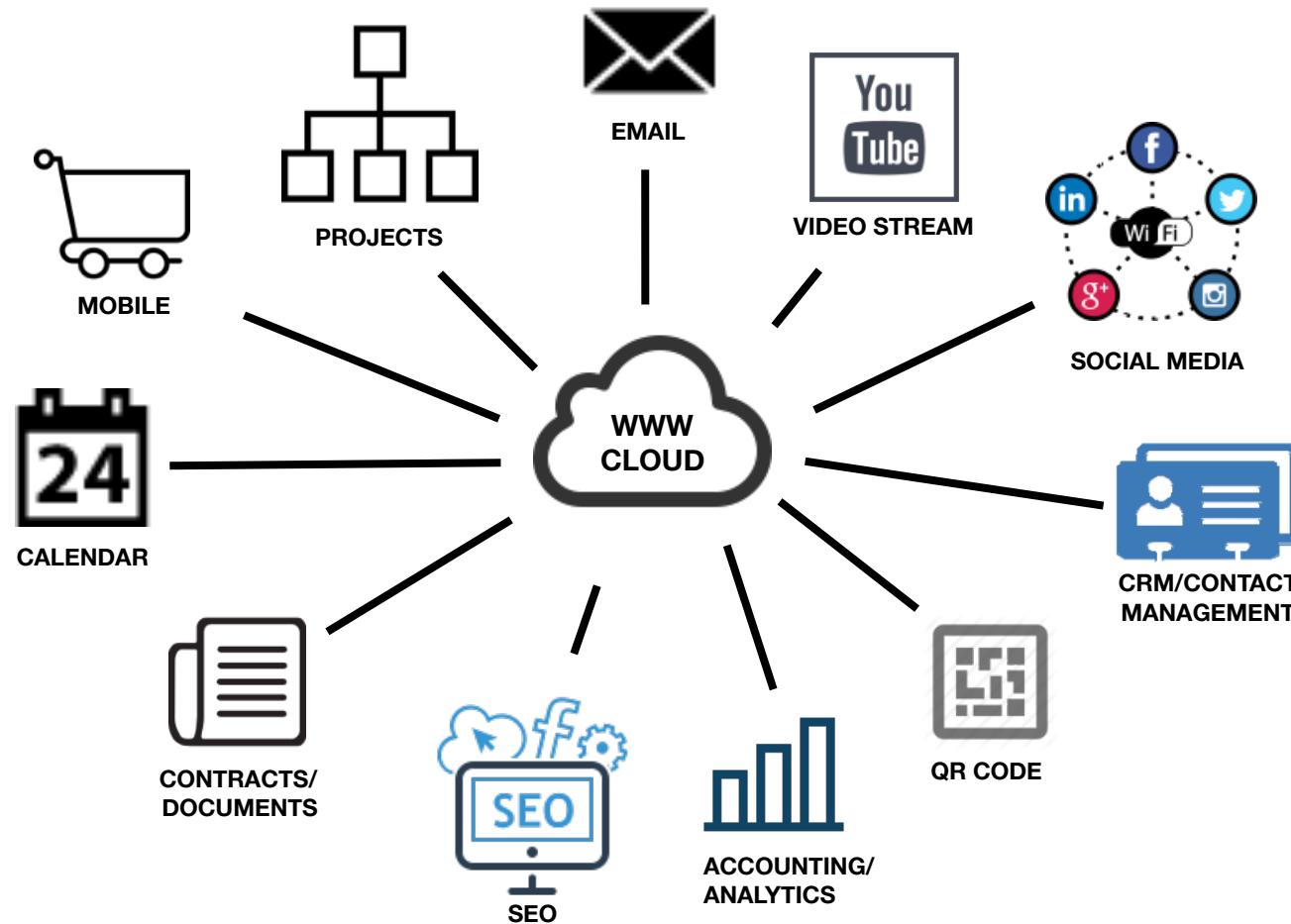


Bernard Suen
Intechnigence Limited
Fotan, Hong Kong

**DIGITAL LITERACY WORKSHOP FOR
DESIGN ENTREPRENEURS**



What Needs to be Moved to the Cloud



What is a “database”?

“A database is an organized collection of data, stored and accessed electronically. Database designers typically organize the data to model aspects of reality in a way that supports processes requiring information, such as (for example) modeling the availability of rooms in hotels in a way that supports finding a hotel with vacancies.”

Wikipedia

Set Up Your First Database



Product Blocks Templates Universe Pricing Sign in [Sign up](#)

Create, your way

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

Enter your email address

[Get started](#)

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](#)

▼ 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 Management



Digital Video Production



Digital 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

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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



Class Management



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

+ Add a workspace

Add a base

Class Management

HELP ?



+ SHARE BLOCKS

Table 1

Grid view Hide fields Filter Group Sort Color ...

1		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.				
2						
3						
+						



3 records

Class Management ▾

SHARE

Blocks

+ Add a block

Table 1

Grid view Hide fields Filter Group Sort Color ...

A Course ID A Course Title Notes Attachments

Course ID

1
2
3
+

3 records

Course ID

Course Title

Notes

Attachments

Blocks give your base superpowers.

ORT COUNTDOWN SUMMARY PIVOT TABLE

Add a block

The image shows a screenshot of a 'Class Management' application. On the left, there is a table titled 'Table 1' with columns for Course ID, Course Title, Notes, and Attachments. The table contains three rows of data. At the bottom left, it says '3 records'. On the right, there is a sidebar titled 'Blocks' with a heading 'Blocks give your base superpowers.' Below this, there are several colored icons representing different block types: orange (refresh), blue (document), red (speech bubble), cyan (clock), purple (magnifying glass), yellow (globe), and teal (hash). At the bottom of the sidebar, there is a row of smaller, semi-transparent circular icons representing various functions like filters, search, and more.

 Reconnecting... 

Class Management ▾

HELP ?  

Courses ▾

 SHARE   BLOCKS

 Grid view  Hide fields  Filter  Group  Sort  Color   ...

 Create empty table
 Import a spreadsheet

  A	Course ID	A Course Title	 Notes	 Attachments	
1			Course ID		
2					
3					
+ 					

Trying to reconnect... please check your internet connection

3 records





Reconnecting... ☰

Class Management ▾

HELP ? 🔔



Courses

Students

+ SHARE ⓘ BLOCKS



Trying to reconnect... please check your internet connection

Saving... ☁

Class Management ▾

HELP ? 🔔

Courses Students

Grid view Hide fields Filter Group Sort Color ...

	Course ID	Course Title	Notes	Attachments	
1	com5961	Data Driven Product & Service Design	Course ID		+
2					
3					
+ Add					

3 records



Louisa from Airtable

Welcome to Airtable!

Here's some other resources to get you started:

Thumbs up, thumbs down, confetti, play button, lightbulb, star, smiley face, and a small circular icon.



Class Management ▾

HELP ?



Courses

Students ▾

SHARE



BLOCKS



Grid view Hide fields Filter Group Sort Color ...

	Name	Notes	Attachments
1	Customize field type		
2	Rename field		
3	Edit field description		
4	Duplicate field		
+	Insert right		
	Sort A → Z		
	Sort Z → A		
	Add filter		
	Group by this field		

Field moved to trash UNDO

4 records





Class Management ▾

HELP ? 🔔

Courses Students ▾

SHARE BLOCKS

Grid view Hide fields Filter Group Sort Color



	A Student ID	Notes	Attachments	+ Add field
1				
2				
3				
4				
+				



4 records

All changes saved

Class Management

HELP ? 🔔 

Courses Students

+ SHARE ⏱ BLOCKS

Grid view Hide fields Filter Group Sort Color ...

	A Student ID	A Notes	Attachments	A Field 4
1				
2				
3				
4				
+				

Field 4

A Single line text

A single line of text. You can optionally prefill each new cell with a default value:

Default text

Enter default text

Cancel Save

4 records





Class Management ▾

HELP ? 🔔



Courses

Students ▾

SHARE 🔍 BLOCKS



Grid view Hide fields Filter Group Sort Color ...

	A Student ID	Notes	Attachments	A Field 4
1				
2				
3				
4				
+				

Student Name|

A Single line text

A single line of text. You can optionally prefill each new cell with a default value:

Default text

Enter default text

Cancel Save

4 records



From Tables to Views



Bases

Templates

Universe

HELP ? 🔍



Search Universe

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

Publish your own!

AIRTABLE UNIVERSE

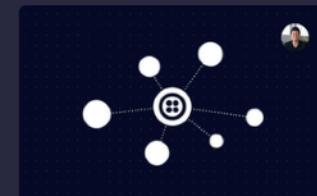
Explore, discover, and share your passion

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



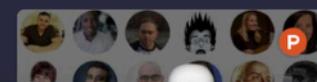
Britannica's Digital Content Management System

Alison Eldridge



Insomniac Events' Staffing Template

Insomniac Events



Project Tracker

Main View | Hide fields | Filter | Grouped by 1 field | Sort | Color | ...

Design Projects | Tasks | Clients | +

SHARE | BLOCKS | HELP | ? | 🔔 | 🙏

Design Projects

A. Name	Complete	Phase	Project Photos	Category	Client	Project Lead	Project Team	Kickoff
CATEGORY								
Brand Identity Count 9								
1 NYC Parks Brand Identity	✓	Prototyping		Brand Identity	New York City Parks	Chuck Harrison	Emily Pilloton, Eddie Opara	15/9/2017
2 Second Home Brand Identity	✓	Research		Brand Identity	Second Home	Jasper Morrison	Chuck Harrison, Anishka Clarke	25/9/2017
3 443 Greenwich Brand Identity		Prototyping		Brand Identity	Metro Loft	Gail Anderson	Gail Anderson, Patricia Urquiola	28/9/2017
4 Codecademy Brand Identity		Prototyping		Brand Identity	Codecademy	Chuck Harrison	Anishka Clarke, Patricia Urquiola	6/10/2017
5 Mohawk Brand Identity	✓	Testing		Brand Identity	Mohawk	Emily Pilloton	Patricia Urquiola	12/10/2017
6 Tea Packaging		Problem Definition		Brand Identity	Bigelow Tea	Patricia Urquiola	Emily Pilloton, Jasper Morrison	16/10/2017
7 MIT Media Lab Logo	✓	Testing		Brand Identity	Massachusetts Institute of Tech	Emily Pilloton	Anishka Clarke	17/10/2017
8 MOMA Brand Identity	✓	Prototyping		Brand Identity	Museum of Modern Art	Gail Anderson	Eddie Opara, Naoto Fukasawa	24/10/2017
9 Showing you how the integration wor...		Prototyping		Brand Identity	GRiD Systems Corporation	YiuSin Suen		
+								
CATEGORY								
Industrial Design Count 2								
10 Ultimate Utility Bike				Industrial Design	Oregon Manifest	Gail Anderson	Naoto Fukasawa	4/10/2017
11 C17 Bike Saddle	✓			Industrial Design	Brooks England	Chuck Harrison	Chuck Harrison	11/10/2017
+								
CATEGORY								
Healthcare Design Count 2								
12 Hand Hygiene System	✓			Healthcare Design	SwipeSense	Chuck Harrison	Jasper Morrison	21/9/2017
13 HGH Injection Device	✓			Healthcare Design	Eli Lilly and Company	Gail Anderson	Emily Pilloton	5/10/2017
+								
18 records								

Project Tracker

Design Projects Tasks Clients +

SHARE ⏱ BLOCKS 🔍

Find a view

Main View

- Incomplete projects by leader
- Completed projects
- Project calendar
- Due dates only
- Gallery
- Kanban
- Form

Add a view: Grid Form Calendar Gallery Kanban

Project Photos	Category	Client	Project Lead	Project Team	
	Brand identity	New York City Parks	Chuck Harrison	Emily Pilloton, Eddie Opara	15/9/2017
	Brand identity	Second Home	Jasper Morrison	Chuck Harrison, Anishka Clarke	25/9/2017
	Brand identity	Metro Loft	Gail Anderson	Gail Anderson, Patricia Urquiola	28/9/2017
	Brand identity	Codecademy	Chuck Harrison	Anishka Clarke, Patricia Urquiola	6/10/2017
	Brand identity	Mohawk	Emily Pilloton	Patricia Urquiola	12/10/2017
	Brand identity	Bigelow Tea	Patricia Urquiola	Emily Pilloton, Jasper Morrison	16/10/2017
	Brand identity	Massachusetts Institute of Tech	Emily Pilloton	Anishka Clarke	17/10/2017
	Brand identity	Museum of Modern Art	Gail Anderson	Eddie Opara, Naoto Fukasawa	24/10/2017
	Brand identity	GRiD Systems Corporation	YiuSin Suen		

CATEGORY
Industrial Design Count 2

Ultimate Utility Bike		Industrial Design	Oregon Manifest	Gail Anderson	Naoto Fukasawa	4/10/2017
C17 Bike Saddle	✓	Industrial Design	Brooks England	Chuck Harrison	Chuck Harrison	11/10/2017

CATEGORY
Healthcare Design Count 2

Hand Hygiene System	✓	Healthcare Design	SwipeSense	Chuck Harrison	Jasper Morrison	21/9/2017
HGH Injection Device	✓	Healthcare Design	Eli Lilly and Company	Gail Anderson	Emily Pilloton	5/10/2017

18 records

Project Tracker

Design Projects Tasks Clients +

Project calendar Using "Kickoff date" field Filter Sort Color ...

Today < > October 2017 Month 2 week Week 3 day Day Q Find a record All records

Mon	Tue	Wed	Thu	Fri	Sat	Sun
25 Second Home Brand Identity	+ 26	27	28 443 Greenwich Brand Ident...	29	30	1
2	3 Compass Notebook Compu...	4 Ultimate Utility Bike	5 HGH Injection Device	6 Codecademy Brand Identity	7	8
9	10 C17 Bike Saddle	11 PalmPad	12 Mohawk Brand Identity	13	14	15
16 Tea Packaging	17 MIT Media Lab Logo	18 Melon Headband	19	20	21	22
23 MOMA Brand Identity	24	25	26	27	28	29
30	31	1	2	3	4	5

Tea Packaging Oct 16, 2017 

C17 Bike Saddle Oct 11, 2017 

Second Home Brand Ide... Sep 25, 2017 

Ultimate Utility Bike Oct 4, 2017 

Compass Notebook Com... Oct 3, 2017 

MOMA Brand Identity Oct 24, 2017 

PalmPad Oct 11, 2017 

Codecademy Brand Iden... Oct 6, 2017 

Convertible 2260 Laptop Sep 20, 2017 

443 Greenwich Brand Id... 

Project Tracker

Design Projects Tasks Clients +

SHARE BLOCKS

Gallery Customize cards Filter Sort Color ...

NYC Parks Brand Identity

COMPLETE ✓

PHASE Prototyping

PROJECT PHOTOS

Convertible 2260 Laptop

COMPLETE ✓

PHASE

PROJECT PHOTOS

Hand Hygiene System

COMPLETE ✓

PHASE

PROJECT PHOTOS

Second Home Brand Ident...

COMPLETE ✓

PHASE Research

PROJECT PHOTOS

443 Greenwich Brand Ide...

COMPLETE ✓

PHASE Prototyping

PROJECT PHOTOS

Compass Notebook Comp...

COMPLETE ✓

PHASE

PROJECT PHOTOS

Codecademy Brand Identity

COMPLETE ✓

Popular programming languages to learn

HTML & CSS

JavaScript

jQuery

Node.js

Angular.js

React.js

PHP

MySQL

Java

Python

C/C++

Java Script

Ultimate Utility Bike

COMPLETE ✓

HGH Injection Device

COMPLETE ✓

PHASE

PalmPad

COMPLETE ✓

PHASE

C17 Bike Saddle

COMPLETE ✓

PHASE

Mohawk Brand Identity

COMPLETE ✓

PHASE

+

Project Tracker

Design Projects Tasks Clients +

Kanban Stacked by Phase Customize cards Filter Sort Color ...

Uncategorized

Convertible 2260 Laptop
COMPLETE ✓

Research

Second Home Brand Ide...
COMPLETE ✓

Problem Definition

Tea Packaging
1 record +

Ideation

No records +

Prototyping

443 Greenwich Brand Id...
2 records +

Testing

mit media lab
MIT Media Lab Logo
COMPLETE ✓

Mohawk Brand Identity
COMPLETE ✓

9 records +

5 records +

2 records +

<https://airtable.com/tblbZlxfg8uuk2O3x/viwItXQhtUPszSfW6/recdZb9L3SVN4Ey1K>

Project Tracker

Design Projects Tasks Clients +

Form 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

Complete

Phase

Exercise #1

Brief

- Track individual contact and company he/she belongs.
- Keep contact business cards, picture, telephone #, birthdate, and memorable incidents.
- Be able to classify contact by stage, frequency of contact, and type.
- Be able to classify company by region, industry, and district.
- Schedule meetings with contact and show on calendar.
- Track individual interaction with contact by location, activity, date, and discussion topics.

Recap of “Airtable” and
the “database” Concept

1. Creating a database (called a “Base” in Airtable)
2. Create a table or import from a spreadsheet (e.g. csv file)
3. Add fields to the table and customise field type.
4. Build relationships between fields and tables.
5. Create views (calendar, kasan, gallery, and form views)

6. A database is a collection of tables.
7. A table is a collection of records (rows) with each record containing information about one unique entity (e.g. student, class, product)
8. A record is collection of fields (columns) with each field representing an attribute of the entity.
9. A key field is a unique attribute for differentiating one record from another (e.g. student id)

Project Management with Ease on the Web

Useful Tools for Project Management, Document Tracking, and Project-based Messaging

- **Airtable** - Can be used for Project Scheduling and Document Tracking.
- **Slack** - for team collaboration and project management
(can be downloaded from <https://slack.com/>)

分工架構

Product/
Service
產品/
服務

Stage
階段

Deliverable
成果

Task
任務

Men/
Material/
Machine
人選/物
料/工具

Exercise #2

Brief

- Track individual staff and project he/she get assigned to.
- Use the contact table created in previous exercise for staff tracking.
- Be able to classify staff by seniority, duration with company, and skills with contract PDF copy stored.
- Be able to classify project by region, project price, industry, stage, and customer with project proposal/agreement stored.
- Schedule project meetings and show on calendar.
- Track individual task by status, product/service code, start-date, end-date, materials/tools and hours taken.

Short Break



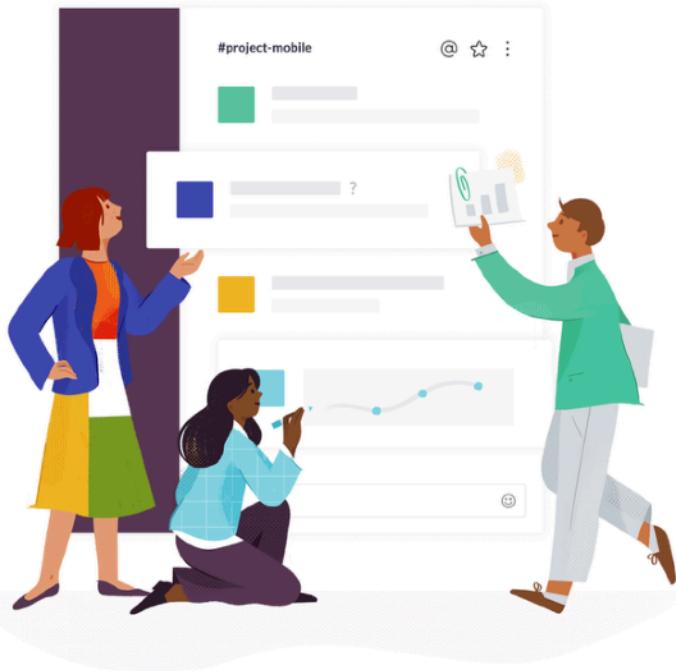
Why Slack?

Solutions

Resources

Pricing

Your Workspaces



Where Work Happens

When your team needs to kick off a project, hire a new employee, deploy some code, review a sales contract, finalize next year's budget, measure an A/B test, plan your next office opening, and more, Slack has you covered.

[GET STARTED](#)

Already using Slack? [Sign in](#).

nobigdeal 
Intechnigence



All Threads

Channels



general

internal_documents

marketing_team

random

Direct Messages



slackbot

Intechnigence (you)

Suen

Yiusin

+ Invite People



Apps

#general

☆ | ✉ 3 | 🔍 0 | Company-wide announcements and work-based matters



Can you all see the messages in the #general channel?



Yiusin 4:03 PM

Yes, I can.



Intechnigence 4:03 PM

I can too.

Friday, July 13th



Search



Wednesday, August 8th



Yiusin 11:37 PM

Hi there!



Intechnigence 11:43 PM

I need to call a meeting!



Intechnigence 11:50 PM

hi

Thursday, August 16th



Intechnigence 8:29 PM

Hi, everyone!

We're going to get this project.

The project from HKDC.



Message #general

@ ☺

nobigdeal  

Intchnigence 

All Threads

Channels  

general 

internal_documents 

marketing_team 

random 

Direct Messages  

slackbot 

Intchnigence (you) 

Suen 

Yiusin 

+ Invite People

Apps  

#general

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Friday, July 13th



Search



Jump to date ...

Invite new members to join ...

View channel details

Additional options ...

Notification preferences ...

Mute #general

Add an app

Wednesday, August 8th

 Yiusin 11:37 PM

Hi there!

 Intchnigence 11:43 PM

I need to call a meeting!

 Intchnigence 11:50 PM

hi

Thursday, August 16th

 Intchnigence 8:29 PM

Hi, everyone!

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The project from HKDC.



Message #general



nobigdeal  

 Intechnigence

 All Threads

Channels 

- # general
- # internal_documents
- # marketing_team
- # random

Direct Messages 

- slackbot
- Intechnigence (you)
-  Suen
-  Yiusin

+ Invite People 

Apps 

#general

 |  3 |  0 | Company-wide announcements and work-based matters

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Friday, July 13th



Search



 Your Files

 All Files

 Workspace Directory

 Help

 What's New 

 Keyboard Shortcuts

Wednesday, August 8th

 Yiusin 11:37 PM

Hi there!

 Intechnigence 11:43 PM

I need to call a meeting!

 Intechnigence 11:50 PM

hi

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The project from HKDC.



Message #general



nobigdeal  

 Intchnigence

 All Threads

Channels 

- # general
- # internal_documents
- # marketing_team
- # random

Direct Messages 

- slackbot
-  Intchnigence (you)
-  Suen
-  Yiusin

+ Invite People 

Apps 

#general

☆ | 8 3 | 0 | Company-wide announcements and work-based matters

Friday, July 13th

 Can you all see the messages in the #general channel.

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Hi there!

 Intchnigence 11:43 PM

I need to call a meeting!

 Intchnigence 11:50 PM

hi

Thursday, August 16th

 Intchnigence 8:29 PM

Hi, everyone!

We're going to get this project.

The project from HKDC.



Message #general

   Hide Channel Details

 Search

@ ⭐ ⋮

About #general

 Channel Details

 Highlights

 Pinned Items

 3 Members

 Shared Files

 Notification Preferences

Exercise #3

Brief

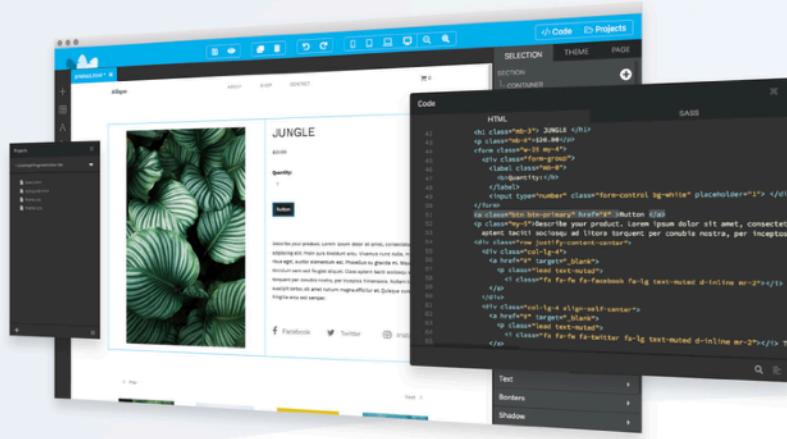
- Add at least three people to your Slack space as members.
- Create a public channel for announcement and file download.
- Place an Airtable link into a channel and invite members to a view.
- Send direct message to one of the members and receive an acknowledgement in return.

Web Development with Free WYSIWYG Tool

- **Pingendo** - for composition of Bootstrap-based web templates and pages (can be downloaded from <https://pingendo.software.informer.com/2.1/> - for PC or <http://macdownload.informer.com/pingendo/2.1/> - for Mac)
- **GitHub Desktop** - for version control and tracking of documents (can be downloaded from <https://desktop.github.com>)

Bootstrap 4 builder for design and development

Pingendo makes things easy to design and extendable by developers at the same time.

[How it works](#)[Download now, it's free](#)

Design while coding



Ready-to-use templates



Future-proof

<https://getbootstrap.com/>



Bootstrap

Build responsive, mobile-first projects on the web with the world's most popular front-end component library.

Bootstrap is an open source toolkit for developing with HTML, CSS, and JS. Quickly prototype your ideas or build your entire app with our Sass variables and mixins, responsive grid system, extensive prebuilt components, and powerful plugins built on jQuery.

[Get started](#)

[Download](#)

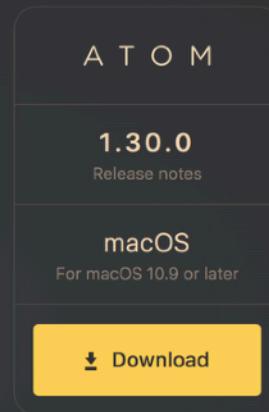
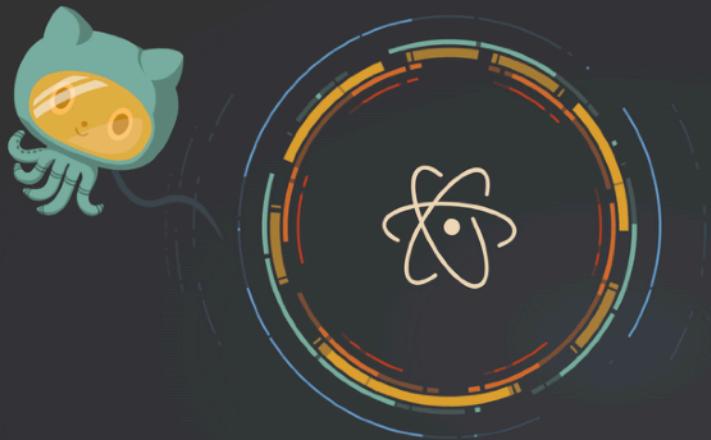
Currently v4.1.3



URL REFERENCES FOR FREE BOOTSTRAP TEMPLATES

1. <https://bootstraptaste.com/page/3/>
2. <https://startbootstrap.com/template-categories/all/>
3. <http://blacktie.co/>
4. <https://adminlte.io/blog/10-Free-Responsive-Bootstrap-Templates-For-2016>
5. <http://fontawesome.io/>
6. <https://www.pexels.com/>
7. https://www.iconfinder.com/iconsets/30_Free_Black_ToolBar_Icons

Lunch Break



By downloading, you agree to the [Terms and Conditions](#).

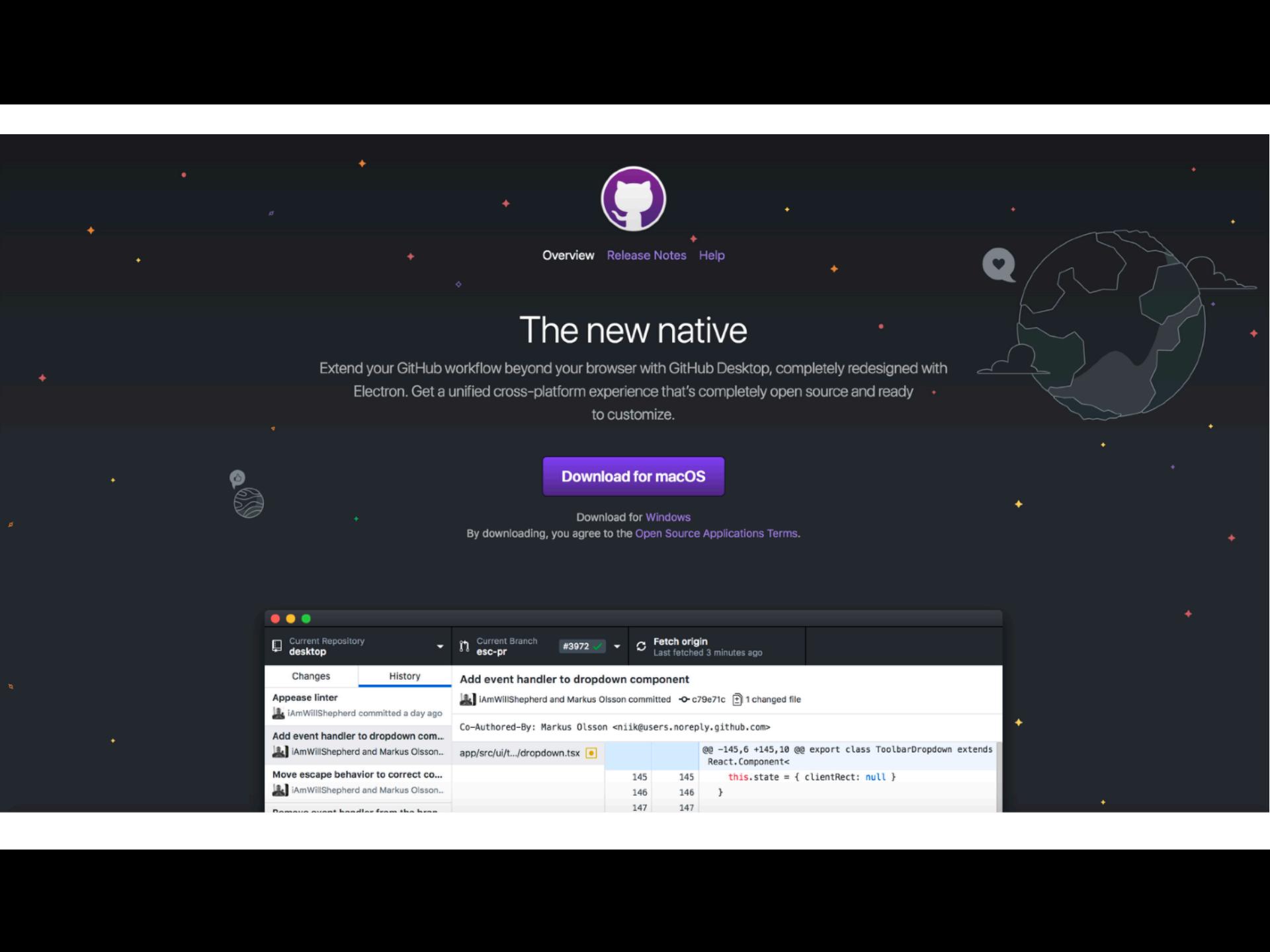
[Other platforms](#) [Try Atom Beta](#)

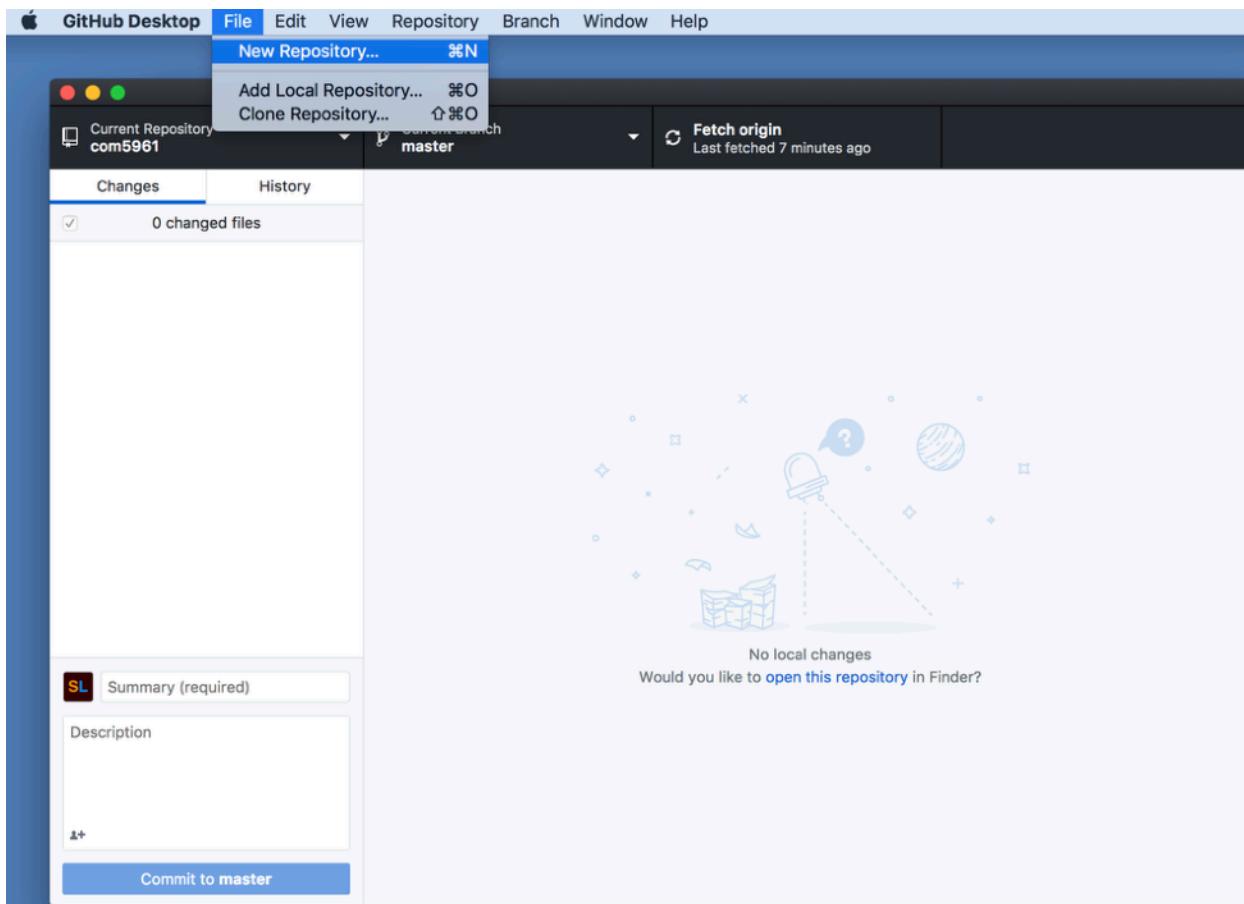
A hackable text editor for the 21st Century

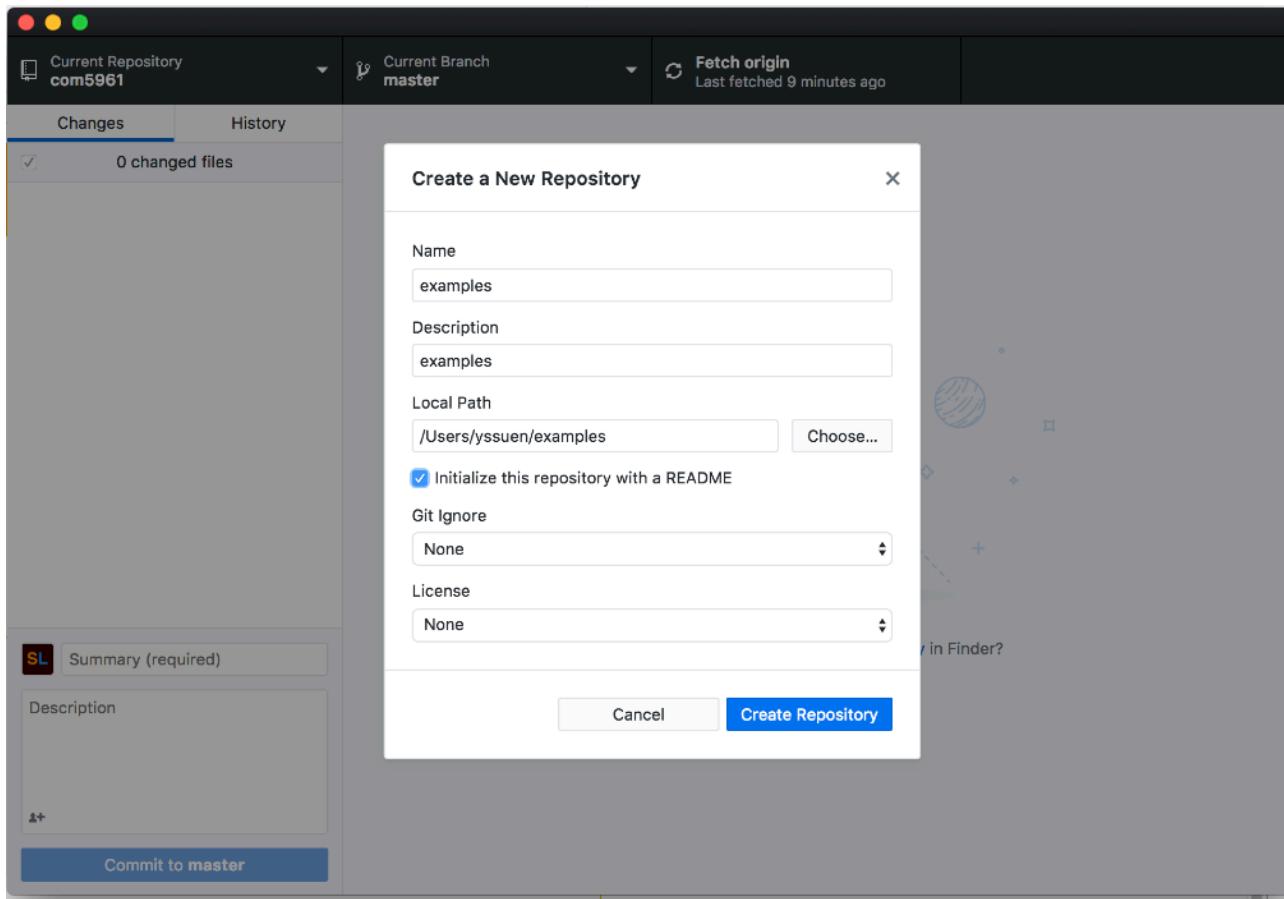
[Real-time collaboration](#)

[IDE features](#)

[Git and GitHub integration](#)







Exercise #4

Brief

- Create three web pages based on modification of a chosen Bootstrap templates.
- Embed Airtable views into web page as content.
- Allow sharable Airtable form for others to enter information into one of the views.
- Upload your web pages to [github.io](#) for free hosting.

Understand and Track Your Customers with
Free Analytic Tools

Analytics

Tag Manager

Optimize

Data Studio

Surveys

Attribution

Audience Center

Analytics 360 Suite



Turn insights into action.

Get stronger results across all your sites, apps, and offline channels. Google Analytics Solutions offer marketing analytics products for businesses of all sizes to better understand your customers.

“Google’s analytics products helped us improve engagement by 33% and click-throughs by 21% for content promotions on

Analytics

Tag Manager

Optimize

Data Studio

Surveys

Attribution

Audience Center

Analytics 360 Suite

Overview

Capabilities

Features

Compare

Mobile Access

Success Stories

Resources



Improve the
customer
experience with
digital analytics.

Google Analytics gives you the digital analytics tools you need to analyze data from all touchpoints in one place, for a deeper understanding of the customer experience. You can then share the insights that matter with your whole organization.

SIGN UP FOR FREE

OBTAINING GOOGLE ANALYTIC TRACKING ID

Analytics

ADMIN **USER**

Account [+ Create Account](#)

- Account Settings
- User Management
- All Filters
- Change History
- Trash Can

Property [+ Create Property](#)

- Property Settings
- User Management
- .js Tracking Info** .
- PRODUCT LINKING**
 - Google Ads Linking
 - AdSense Linking
 - Ad Exchange Linking
- All Products
- Postbacks
- Audience Definitions
- Custom Definitions
- Data Import

View [+ Create View](#)

- View Settings
- User Management
- Goals
- Content Grouping
- Filters
- Channel Settings
- Ecommerce Settings
- Calculated Metrics BETA
- PERSONAL TOOLS & ASSETS**
 - Segments
 - Annotations
 - Attribution Models
 - Custom Channel Grouping BETA

Loading...

? **!** **≡**



ADMIN

USER

Account [+ Create Account](#)

- [Account Settings](#)
- [User Management](#)
- [All Filters](#)
- [Change History](#)
- [Trash Can](#)

Property [+ Create Property](#)

- [Property Settings](#)
- [User Management](#)
- [Tracking Info](#)
- [Tracking Code](#) **Tracking Code**
- [Data Collection](#)
- [Data Retention](#)
- [User-ID](#)
- [Session Settings](#)
- [Organic Search Sources](#)
- [Referral Exclusion List](#)
- [Search Term Exclusion List](#)
- [PRODUCT LINKING](#)
- [Google Ads Linking](#)
- [AdSense Linking](#)
- [Ad Exchange Linking](#)
- [All Products](#)
- [Postbacks](#)

View [+ Create View](#)

- [View Settings](#)
- [User Management](#)
- [Goals](#)
- [Content Grouping](#)
- [Filters](#)
- [Channel Settings](#)
- [Ecommerce Settings](#)
- [Calculated Metrics BETA](#)
- [PERSONAL TOOLS & ASSETS](#)
- [Segments](#)
- [Annotations](#)
- [Attribution Models](#)
- [Custom Channel Grouping BETA](#)
- [Custom Alerts](#)

 Analytics

ADMIN USER

Property [+ Create Property](#)

[Property Settings](#)

[User Management](#)

[Tracking Info](#)

Tracking Code

- Data Collection
- Data Retention
- User-ID
- Session Settings
- Organic Search Sources
- Referral Exclusion List
- Search Term Exclusion List

PRODUCT LINKING

- Google Ads Linking
- AdSense Linking
- Ad Exchange Linking

All Products

[Postbacks](#)

Tracking ID UA-20477509-1

Status Receiving traffic in past 48 hours.
1 active users right now. See details in [real-time traffic reports](#).

[Send test traffic](#) [?](#)

Website Tracking

Global Site Tag (gtag.js)

This is the Global Site Tag (gtag.js) tracking code for this property. Copy and paste this code as the first item into the <HEAD> of every webpage you want to track. If you already have a Global Site Tag on your page, simply add the `config` line from the snippet below to your existing Global Site Tag.

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-20477509-1"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('config', 'UA-20477509-1');
</script>
```

The Global Site Tag provides streamlined tagging across Google's site measurement, conversion tracking, and remarketing products – giving you better control while making implementation easier. By using gtag.js, you will be able to benefit from the latest dynamic features and integrations as they become available. [Learn more](#)

Google Tag Manager

Our free tool Google Tag Manager can help you add tags to your site if you have many analytics and tracking tags. Consider using Google Tag Manager if:

- You use multiple analytics and ad performance tracking tools that require site tags.
- Adding tags to your website slows down your ability to run marketing campaigns.

[Learn how to get started with Google Tag Manager](#).

DEFINING CONVERSION GOALS

 Analytics

1



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



ADMIN

USER



View

+ Create View

+ NEW GOAL

Import from Gallery

Search

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics RFTA

	Goal	Id	Goal Type	Past 7 day conversions
<input type="checkbox"/>	Download GEM Report	Goal ID 1 / Goal Set 1	Destination	0

19 goals left



ADMIN

USER

View

+ Create View

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

- 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 use this information to improve your Google Ads bidding. [Learn more](#)

 Custom**Continue**

Cancel

2 Goal description

Analytics

ADMIN USER

View + Create View

View Settings

User Management

Goals

Content Grouping

Filters

Channel Settings

Ecommerce Settings

Calculated Metrics BETA

Segments

Annotations

Attribution Models

Custom Channel Grouping BETA

Goal setup Edit
Custom

Goal description

Name: Checking Out My Favourite Page Goal ID 2 / Goal Set 1

Type:

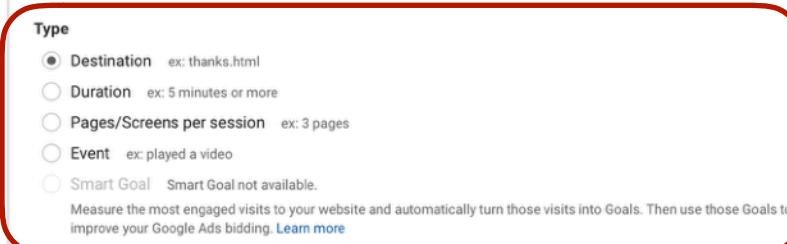
- Destination ex: thanks.html
- Duration ex: 5 minutes or more
- Pages/Screens per session ex: 3 pages
- Event ex: played a video
- Smart Goal Smart Goal not available.

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

Continue Cancel

Goal details Edit

Cancel



Exercise #5

Brief

- Add Google Analytics tracking ID into the three web pages created in the previous exercise.
- Update your web pages hosted github.io and begin tracking.

Short Break

Free Email and Content Marketing Tools

[Why Mailchimp?](#)[What You Can Do](#) ▾[Pricing](#)[Resources](#) ▾[Log In](#)[Sign Up Free](#)

Your business was born for this

Become the brand you want to be with smarter marketing built for big things.

[Sign Up Free](#)



Campaigns

Templates

Lists

Reports

File Manager

Create

Bernard
Chinese University of Ho...

Help



Campaigns

[Create Campaign](#) [Recent](#) [Ongoing](#) [Draft](#) [Completed](#) [Create Folder](#) Find a campaign by name, type, or listSort by [Last updated ▾](#)

December, 2017 (1)

- COMM5940
Regular · COMM5961 2017
Sent Mon, December 18th, 2017 9:48 pm to 30
recipients by you

Sent

60.0%
Opens33.3%
Clicks

October, 2017 (1)

- Tips for Role Playing Presentation
Regular · DEMO LIST
Sent Fri, October 13th, 2017 6:33 pm to 40
recipients by you

Sent

70.0%
Opens12.5%
Clicks



Campaigns

Templates

Lists

Reports

File Manager

Create

Bernard
Chinese University of Ho...

Help



Campa

Recent

Ongoing

Draft

Completed

Create Folder

**Email**

Design and send automated or regular emails to your contacts.

**Ad**

Create an ad for Facebook or Instagram or use Google's network to retarget potential customers across the web.

**Landing Page**

Create a landing page to collect new contacts, promote a product, or offer a discount.

**Postcard**

Design and send printed postcards to reach your contacts around the world.

**Signup form**

Add a pop-up or embedded form to your website to collect subscribers.



Search our available campaign types

**Build relationships that last beyond the holidays**

First impressions matter, so greet your latest subscribers and thank new customers—automatically.

[Set Up A Welcome Automation](#)

Thanks for signing up!

Fred

Fall into savings with 20% off your next purchase



We can help you find and create the campaigns you need. [Let us guide you](#)

Create Campaign

Last updated



Campaigns Templates Lists Reports File Manager

Create

B

Bernard
Chinese University of Ho...

Help



Campa

- Recent
- Ongoing
- Draft
- Completed
- Create Folder



Regular

Automated

Plain-text

A/B Test

Create an email

Keep your subscribers engaged by sharing your latest news, promoting a line of products, or announcing an event.

Campaign Name

Begin

[Cancel](#)



Campaigns

Templates

Lists

Reports

File Manager

Create

Bernard
Chinese University of Ho...

Help



Campa

- Recent
- Ongoing
- Draft
- Completed

[Create Folder](#)[Embedded form](#)[Pop-up form](#)[Signup landing page](#)

Grow your list with a signup form

Create an embedded form that matches your website's brand, so you can attract new contacts and boost engagement.

DEMO LIST



You'll be able to segment your list by signup source to target people who subscribe from your embedded form.

[Begin](#)[Cancel](#)



Templates

Content Manager**Create Template**

Folders ▾

Sort by ▾

Newest first ▾

Search saved templates

**Demo Class A Announcement**

Last edited on Sep 28, 2017 11:38 pm by Bernard Suen

Code your own

Edit**Demo Class B Announcement**

Last edited on Sep 28, 2017 6:23 am by Bernard Suen

Code your own

Edit

[Desktop](#) [Mobile](#) [Inbox](#)

[View this email in your browser](#)

Class Announcement for COM5961.

Now that you've selected a template, you'll define the layout of your email and give your content a place to live by adding, rearranging, and deleting content blocks.

When you're ready to change the look of your email, take a look through the "design" tab to set background colors, borders, and other styles.

*Copyright © *ICURRENT_YEARI* *ILIST:COMPANYI*, All rights reserved.
IIFNOT:ARCHIVE_PAGEI *ILIST:DESCRIPTIONI**

Our mailing address is:
IHTML:LIST_ADDRESS_HTML *IEND:IFI*

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

IIF:REWARDSI *IHTML:REWARDSI* *IEND:IFI*

[Create a template](#)[Help](#)

Select a starting point for your template

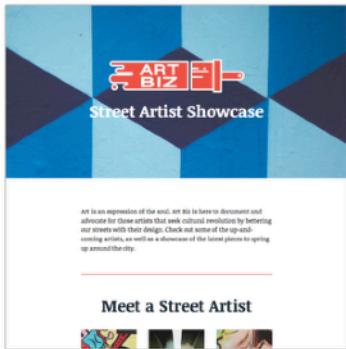
[Layouts](#) [Themes](#) [Code your own](#)

All

Search themes

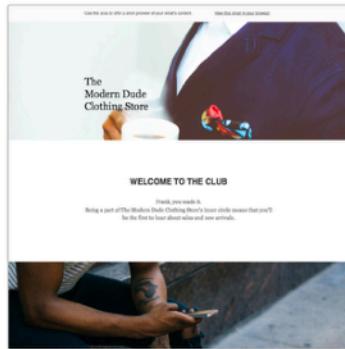
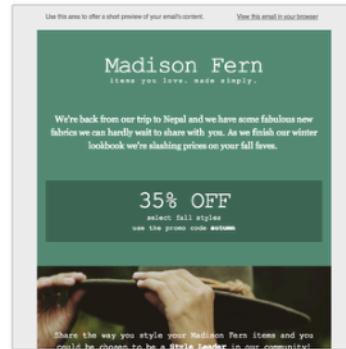
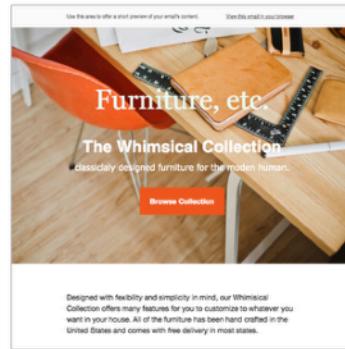
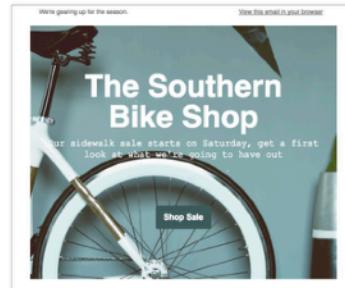


Featured



An expression of the soul, art is here to document and advocate for these artists that seek cultural revolution by beautifying our streets with their design. Check out some of the up-and-coming artists, as well as a showcase of the best pieces in spring up across the city.

Meet a Street Artist

[Art Newsletter](#)[Member Welcome](#)[Monthly Contest](#)[New Collection](#)

This season is important to us here at The Southern Bike Shop, we walk implicitly all year to be able to roll out our fall collection and now it's finally here! We've got new Brand X, other bike things, and some tools to make bikes ride smoother.

[Sale Announcement](#)

E-commerce



Lists

Create List

Sort by

Custom order ▾

**DEMO LIST**

Created Sep 15, 2017 11:55 pm

49

Subscribers

50.7%

Opens

3.8%

Clicks

**Stats**



Create List

List details

List name

Default *From email address*

Default *From name*

Campaign URL settings

[https://mailchi.mp/\[xxxxxx\]](https://mailchi.mp/[xxxxxx]) (generate randomly)

To customize your [campaign URLs](#), upgrade to a paid account and verify a domain.

Remind people how they signed up to your list

Write a short reminder about how the recipient joined your list.

Company / organization

Chinese University of Hong Kong

Address



Stats ▾ Manage contacts ▾ Add contacts ▾ Signup forms Settings ▾

Add a subscriber

Import contacts

Toggle Columns ▾

Export List

1 - 10 of 50



Filter by Tags ▾

View Segment ▾

New Segment

▼	Email Address	First Name	Last Name	Birthday	Tags	Email Marketing	Source	Contact Rating	Date Added	Last C
<input type="checkbox"/>	115500021@...com.hk	Tony	Chen			Subscribed	API - Generic	★★★★★	5/17/18 8:50AM	5/17/18
<input type="checkbox"/>	bernard@...com.hk	Bernard	Ho			Subscribed	Unknown	★★★★★	9/15/17 11:55PM	9/15/17
<input type="checkbox"/>	louis@...com.hk	Louis	Ho			Subscribed	API - Generic	★★★★★	11/19/17 10:21PM	11/19/17
<input type="checkbox"/>	isabella@...com.hk	Isabella	Ho			Subscribed	API - Generic	★★★★★	9/29/17 12:17AM	9/29/17
<input type="checkbox"/>	115510222@...com.hk	Frank	Ho			Subscribed	API - Generic	★★★★★	9/19/17 2:07AM	9/19/17
<input type="checkbox"/>	115500100@...com.hk	Mary	Ho			Subscribed	API - Generic	★★★★★	9/19/17 9:59PM	9/19/17
<input type="checkbox"/>	isabel@...com.hk	Isabel	Ho			Subscribed	API - Generic	★★★★★	9/20/17 2:18AM	9/20/17
<input type="checkbox"/>	115510224@...com.hk	Allen	Ho			Subscribed	API - Generic	★★★★★	9/20/17 2:22AM	9/26/17
<input type="checkbox"/>	stephen@...com.hk	Stephen	Ho			Subscribed	API - Generic	★★★★★	9/20/17 2:35AM	9/20/17
<input type="checkbox"/>	115510272@...com.hk	Hector	Ho			Subscribed	API - Generic	★★★★★	9/21/17 3:07AM	9/21/17

DEMO LIST 49

Stats ▾ Manage contacts ▾ Add contacts ▾ Signup forms Settings ▾ Q

Add subscriber

Want to subscribe more than one person at a time? [Import a list](#)

Email Address *

First Name

Last Name

Birthday

 /

Tags





List Import DEMO LIST

Help Exit ▾

Where do you want to import contacts from?

CSV or tab-delimited text file

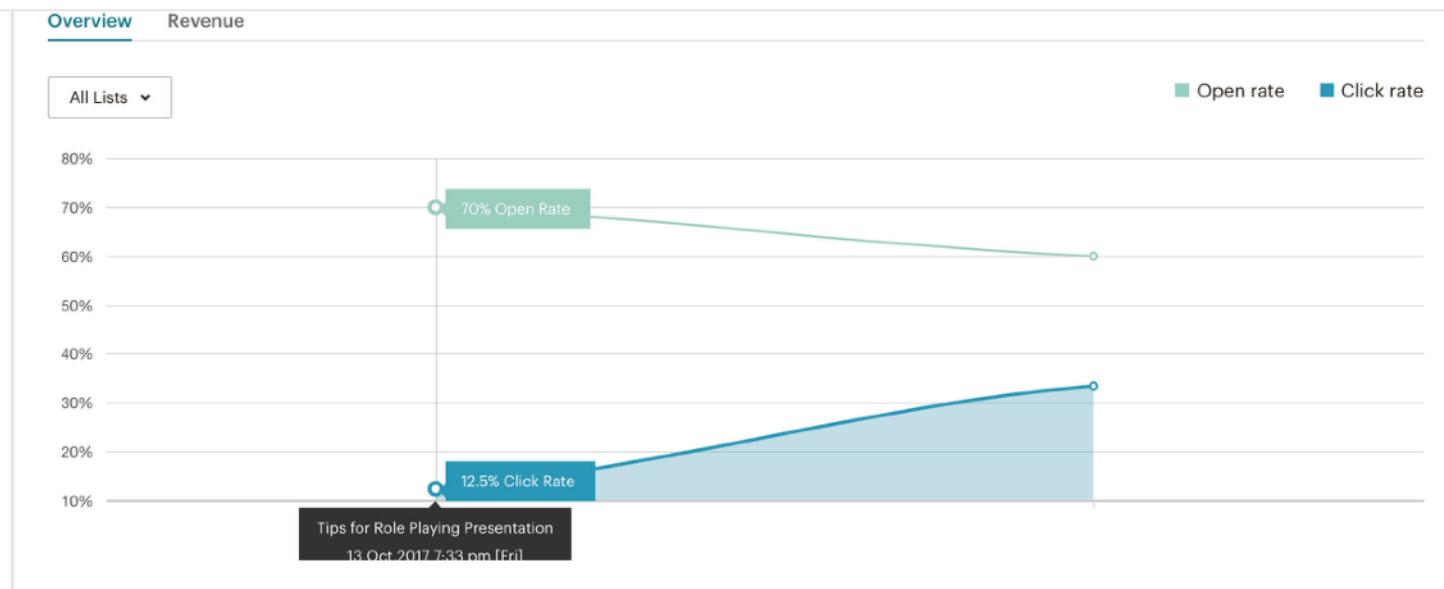
Import contacts from .csv or .txt files

Copy/paste from file

Copy and paste contacts from .xls or .xlsx files

Integrated service

Import contacts from services like Google Contacts, Salesforce, Zendesk, and more. [Learn more](#)



<input type="checkbox"/>	Folders ▾	Filter ▾					Download All Reports
<input type="checkbox"/>	COMM5940		30 Subscribers	60.0% Opens	33.3% Clicks	View Report ▾	
	Regular • COMM5961 2017		Sent on Mon, Dec 18, 2017 9:48 pm				
<input type="checkbox"/>	Tips for Role Playing Presentation		40 Subscribers	70.0% Opens	12.5% Clicks	View Report ▾	
	Regular • DEMO LIST		Sent on Fri, Oct 13, 2017 7:33 pm				



Campaigns Templates Lists **Reports** File Manager

Create



B Bernard
Chinese University of Ho...



Help

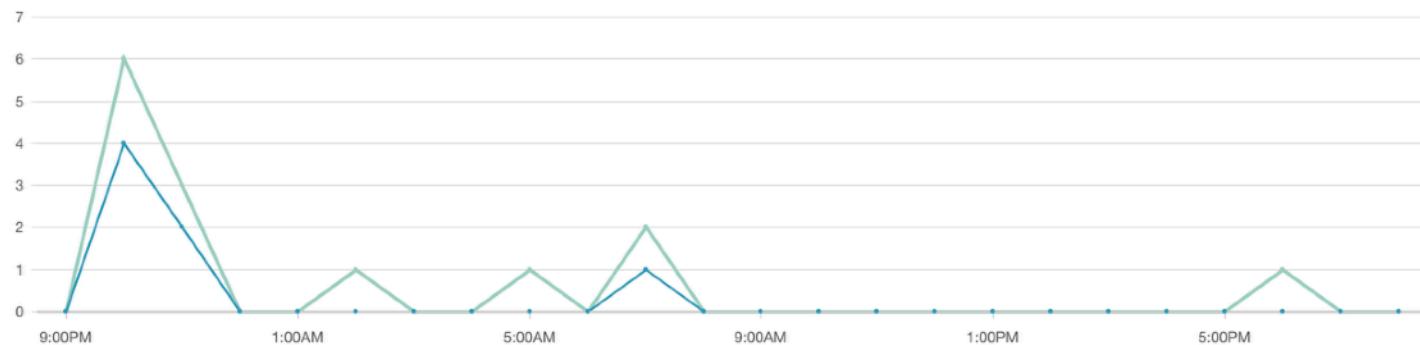


Opened	Clicked	Bounced	Unsubscribed

Successful deliveries	30 100.0%	Clicks per unique opens	55.6%
Total opens	68	Total clicks	17
Last opened	9/19/18 2:01AM	Last clicked	1/17/18 2:31AM
Forwarded	0	Abuse reports	0

24-hour performance

Opens Clicks



Top links clicked

Exercise #6

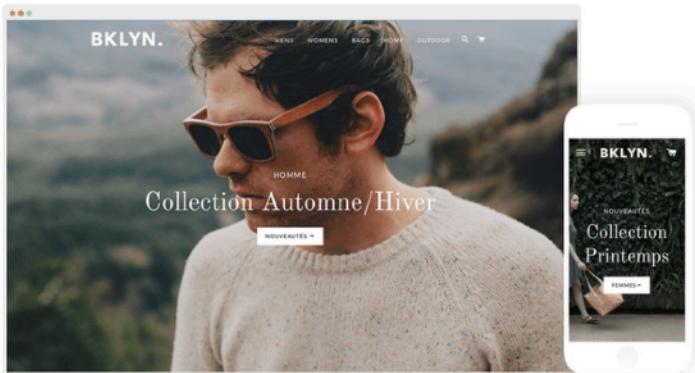
Brief

- Create a campaign by using a chosen template.
- Export an Airtable table (with test accounts) as CSV file to be imported into Mailchimp for mailing list creation.
- Run a campaign by sending out emails using the imported list.
- Embed a Mailchimp subscription form into your one of your web pages and update Github.
- Test the subscription to see if it works.

E-Commerce Integration

✓ You're logged out

What's next



Find the perfect theme for your online store

Explore our free and paid themes to find the right look and feel for your store.

[Visit the Theme Store](#)

How can we help?

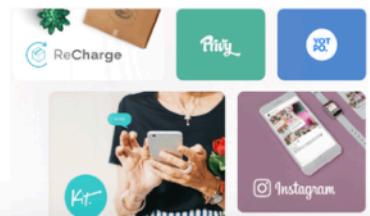
Reach out to our award-winning support team to get the answers you need.

[Visit the Help Center](#)



Shopify app store

The Shopify App Store has over 2,200 apps to help you start, manage, and





WAYS TO SELL ▾ PRICING BLOG RESOURCES ▾

Help Center ▾ Log in

Get started

Log in to your Shopify store

Store address
Store address

.myshopify.com

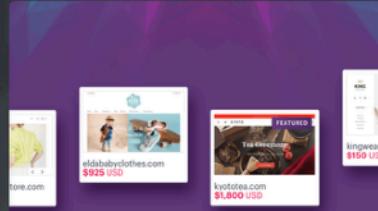
Email address
Email address

Password

[Forgot?](#)

Remember me

[Log in](#)



EXCHANGE

Buy and sell businesses with
Exchange by Shopify

[Browse stores for sale](#)

Welcome to Shopify, Bernard.

You have 13 days left of your trial

[Select a plan](#)

Get ready to sell online. Try these tips to get started.

[...](#)[!\[\]\(3a15380be9534dd9b33c9fe97ed89d2a_img.jpg\) Add product](#)[Add your first product](#)

You can add physical items, digital downloads, services, or anything else you dream up.

[!\[\]\(c72f3dec6818b5400069a03d5325e4e3_img.jpg\) Customize theme](#)[!\[\]\(7425059c41c6acc1a579b1e559414fbe_img.jpg\) Add domain](#)[Add product](#)[Learn more about products](#)

Add a product to start selling

[...](#)

Take the first step to launching your store. Add physical items, digital downloads, services, or anything else you dream up.

You have 13 days left in your trial

[Select a plan](#)[All channels](#)[Today](#)

TOTAL SALES

Today

There were no sales during this time.

[View dashboard](#)

TOTAL SALES BREAKDOWN

Today

There were no sales during this time.

TOTAL SALES BY CHANNEL

Today

There were no sales during this time.

TOP PRODUCTS

Today

There were no products sold during this time.

PAYOUT SCHEDULE

[View all payouts](#)

ACTIVITY

Bernard Suen added payment provider: Pay Pal Express Checkout
November 8, 2018 at 2:13 AM GMT+8



Collection was published: [Home page](#).
November 8, 2018 at 2:13 AM GMT+8



Bernard Suen changed first name from DIP-Demo to Bernard for Bernard Suen
Bernard Suen changed last name from Admi





Unsaved changes

[Discard](#)[Save](#)

- Home
- Orders
- Products

[All products](#)[Transfers](#)[Inventory](#)[Collections](#)[Gift cards](#)

- Customers

- Analytics

- Marketing

- Discounts

- Apps

SALES CHANNELS

[Online Store](#)[◀ Products](#)

Add product

Title

Short Sleeve T-Shirt

Description



Images

[Upload image](#)

Drop files to upload

Product availability

[Manage](#)

Available on 1 of 1 channels and apps

Online Store



Organization

Product type

Product type

Vendor

Nikola's Electrical Supplies

Collections

 Search for collections

Add this product to a collection so it's easy to find in your store.

Tags

[View all tags](#)

Vintage, cotton, summer

You have 13 days left in your trial

[Select a plan](#)

Settings

https://dip-demo.myshopify.com/admin/products/new

Most Visited Getting Started 惠瀨 AVANT-GARDE... Create interactive c... hkdc_dt_event phot...

Discard Save

Unsaved changes

Add product

Products

Title: Short Sleeve T-Shirt

Description:

Product availability: Available on 1 of 1 channels and apps

Online Store

Organization

Product type: Product type

Vendor: Nikola's Electrical Supplies

Collections

Search for collections

Add this product to a collection so it's easy to find in your store.

Tags: View all tags

Vintage, cotton, summer

Images

Upload image

Drop files to upload

You have 13 days left in your trial Select a plan

Settings

Customers

[Import customers](#)

Understand your customers

When a customer places an order, you'll find their details and purchase history here.

[Add customer](#)[Import customers](#)

-  Home
-  Orders
-  Products
-  Customers
-  Analytics
-  Marketing
-  Discounts
-  Apps

SALES CHANNELS



Online Store

[Customers](#)

Add customer

Customer overview

First name Last name Email Phone number  Customer accepts marketing Customer is tax exempt

Address

The primary address of this customer

First name Last name Company

You have 13 days left in your trial

[Select a plan](#)

Themes

 View your store

Current theme

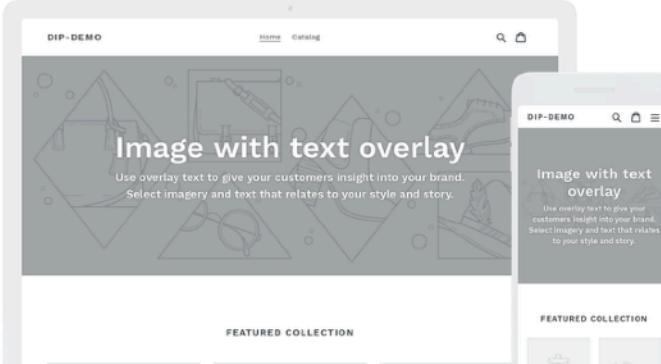
This is the theme customers see when they visit your store.

Debut

Showcase your brand and products with Debut, our signature theme.

Actions 

Customize



More themes

Manage your store's themes. Add and publish themes to change your online store's appearance.

 Upload theme



Free themes

Explore Shopify's free themes, all designed to offer the best home page customization.

Explore free themes



Shopify Theme Store

Browse free and selected paid themes using search and filter tools.

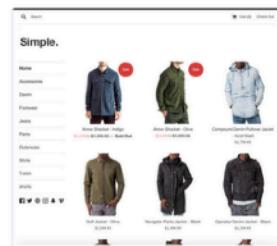
Visit Theme Store



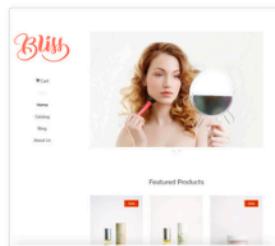
- Home
- Orders
- Products
- Customers
- Analytics
- Marketing
- Discounts
- Apps

- SALES CHANNELS
- Online Store
 - Themes
 - Blog posts
 - Pages
 - Navigation
 - Domains
 - Preferences

Explore free themes



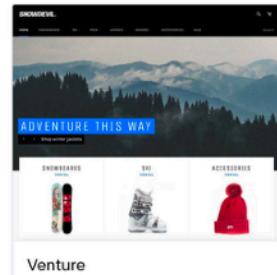
Simple



Pop



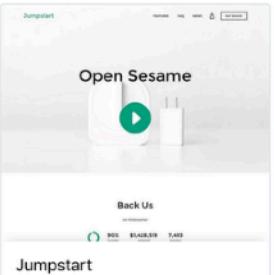
Boundless



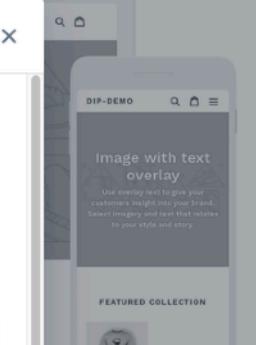
Venture



Debut



Jumpstart



Close

You have 13 days left in your trial

Select a plan

Pages

[Add page](#)

Add pages to your online store

Write clear page titles and descriptions to improve your search engine optimization (SEO) and help customers find your website.

[Add page](#)

« Online store

Preferences

Title and meta description

The title and meta description help define how your store shows up on search engines.

Homepage title

0 of 70 characters used

Homepage meta description

Enter a description to get a better ranking on search engines like Google

0 of 320 characters used

Google Analytics

Google Analytics enables you to track the visitors to your store, and generates reports that will help you with your marketing.

[Learn more about Google Analytics.](#)

Google Analytics account (how do I set this up?)

Paste your code from Google here

Facebook Pixel

Facebook Pixel helps you create ad campaigns to find new customers that look

Facebook Pixel ID (how do I set this up?)

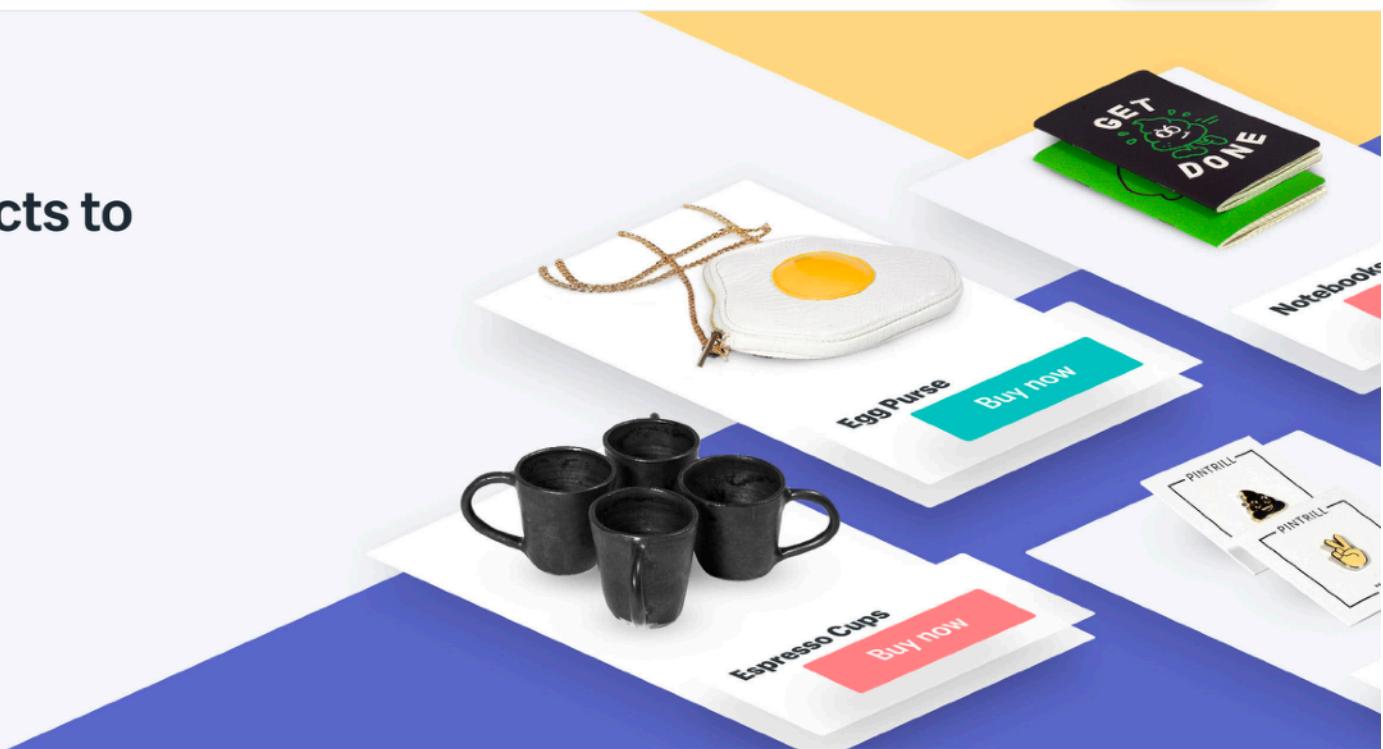
Paste your Facebook Pixel ID here

You have 13 days left in your trial

Select a plan

SHOPIFY BUY BUTTON

Add your products to any site or blog



Shopify Buy Button lets merchants generate an embeddable product card and checkout that can be placed on any type of website.

 Enter your email address

Get started

Free 14-day trial, no credit card required.

Settings

 General View and update your store details	 Taxes Manage how your store charges taxes	 Sales channels Manage the channels you use to sell your products and services
 Payment providers Enable and manage your store's payment providers	 Locations Manage the places you stock inventory, fulfill orders, and sell products.	 Account Manage your accounts and permissions
 Checkout Customize your online checkout process	 Notifications Manage notifications sent to you and your customers	 Billing Manage your billing information and view your invoices
 Shipping Manage how you ship orders to customers	 Files Upload images, videos, and documents	 Legal Manage your store's legal pages

-  Home
-  Orders
-  Products
-  Customers
-  Analytics
-  Marketing
-  Discounts
-  Apps

- SALES CHANNELS 
-  Online Store 
 -  Themes
 - Blog posts
 - Pages
 - Navigation
 - Domains
 - Preferences

More themes

Manage your store's themes. Add and publish themes to change your online store's appearance.

[Upload theme](#)

Theme name

Last saved

Debut

-

[Actions](#)  [Customize](#)

Free themes

Explore Shopify's free themes, all designed to offer the best home page customization.

[Explore free themes](#)

Shopify Theme Store

Browse free and selected paid themes using search and filter tools.

[Visit Theme Store](#)[Learn more about themes.](#)

The theme has been published. 

You have 13 days left in your trial

Select a plan

-  Settings

- Home
- Orders
- Products
- Customers
- Analytics
- Marketing
- Discounts
- Apps

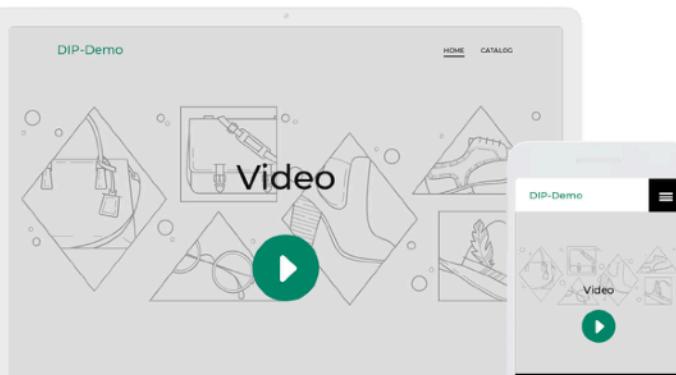
- SALES CHANNELS
- Online Store
 - Themes
 - Blog posts
 - Pages
 - Navigation
 - Domains
 - Preferences

Customize theme

Publish Jumpstart

 Your password page is enabled. It can be disabled after publishing.

Are you sure you want to publish **Jumpstart**? This will replace your current theme **Simple**.

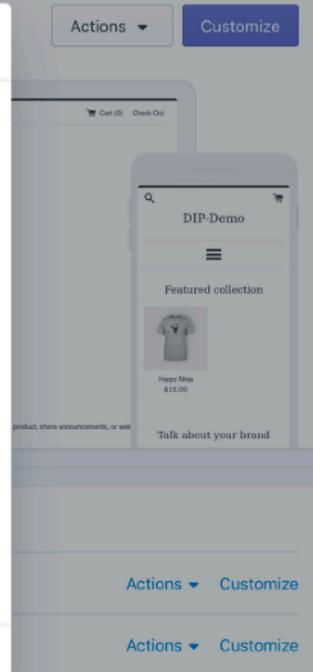


Cancel

 Free themes

You have 13 days left in your trial

Select a plan

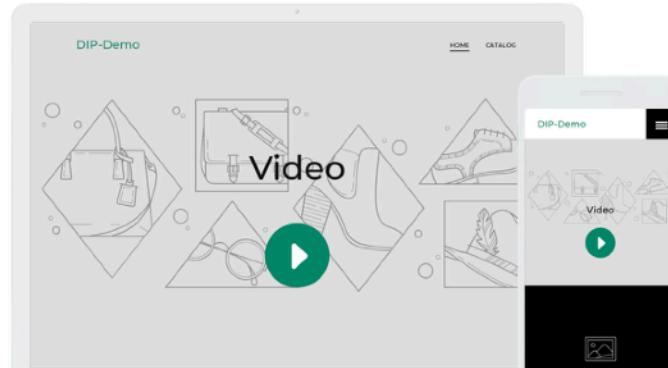


-  Home
-  Orders
-  Products
-  Customers
-  Analytics
-  Marketing
-  Discounts
-  Apps

- SALES CHANNELS 
-  Online Store 
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 - Pages
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 - Preferences

This is the theme customers see when they visit your store.

Added just now



More themes

Manage your store's themes. Add and publish themes to change your online store's appearance.

 Upload theme

Theme name

Last saved

Simple

-

 Actions 

Preview

Publish

Debut

-

 Actions 

Rename

Duplicate

Download theme file

Edit code

 Free themes

Explore Shopify's free themes, all designed for the best home page customization.

 Shopify Theme Store

Browse free and selected paid themes using our filters.

You have 13 days left in your trial

Select a plan

Start selling for just \$9/month

Buy buttons are great if you're not ready to start a fully-featured online store, or you just want to sell a few products on your existing website.

For just \$9/month you can now use the Shopify platform to sell your products using buy buttons. As part of this plan you also have access to features including Shopify POS, the app store, and 24/7 support. When you're ready, you can quickly and easily upgrade to a full online store.

[Sign up to use the Buy Button](#)

Exercise #7

Brief

- Create two products.
- Create one customer.
- Pick a theme to display your products.
- Try to put products into a shopping cart.

The End