

# Report proposal and wireframe

Based on the meeting with the stakeholder, here are the preliminary proposals for TheLook eCommerce's 2017 website traffic report:

## Visualizations

There will be four visualizations in the report. Each visualization represents one of the key areas identified by the marketing team during the stakeholder meeting. The primary purpose of each visualization as well as the visualization type that will be used to convey the insights is as follows:

1. The top five browsers used by website visitors
  - Purpose: Understanding browser usage can help tailor ad campaigns to the browsers where the target audience spends the most time. In addition, by analyzing historic browser usage, the marketing team can spot trends and anticipate possible shifts in the data.
  - Visualization type: Bar chart
2. Total number of unique visitors to the website
  - Purpose: The total number of unique visitors over different time periods conveys how many individual users are accessing the website over a period of time. By reviewing historical data, the marketing team can gain insights into how their audience has grown over time.
  - Visualization type: Scorecard
3. Total number of transactions during the Jazzy July campaign
  - Purpose: Understanding the number of transactions during a past campaign, such as the Jazzy July campaign, can help determine the campaign's effectiveness. In addition, by showing the change over time during the two week Jazzy July campaign period, analysts can spot trends in the customers' behavior. This can help them refine the future Jazzy July campaigns to be more successful.
  - Visualization type: Line graph
4. Location of visitors by country
  - Purpose: By understanding the country where visitors are located, the marketing team can make informed decisions about which locations they should target with ad campaigns.
  - Visualization type: Table

## Accessibility and usability recommendations

The key considerations for the accessibility and usability of the report include:

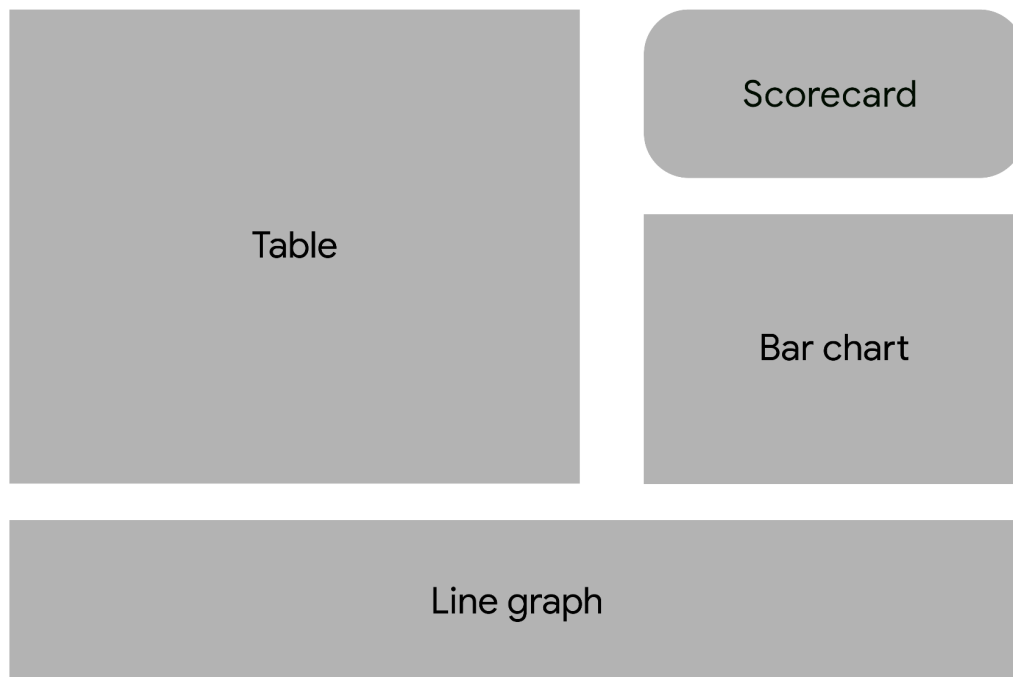
- Ensure visualizations are clearly labeled.
- Make the table the biggest element and have it take up most of the left side of the report.
- Have each visualization use a different color palette.
- Make the line chart small since this information is not interesting.
- Add a title to each visualization to help clarify the information the report is conveying.
- Add as much interactivity as possible to keep the users engaged and help them get the most out of the data.

## Wireframe layout and color palette

### Proposed layout

The key considerations for the layout for the report include:

- The table should be the largest and on the right.
- The line graph should be narrow and at the bottom.
- The scorecard and bar chart should be stacked on the right.

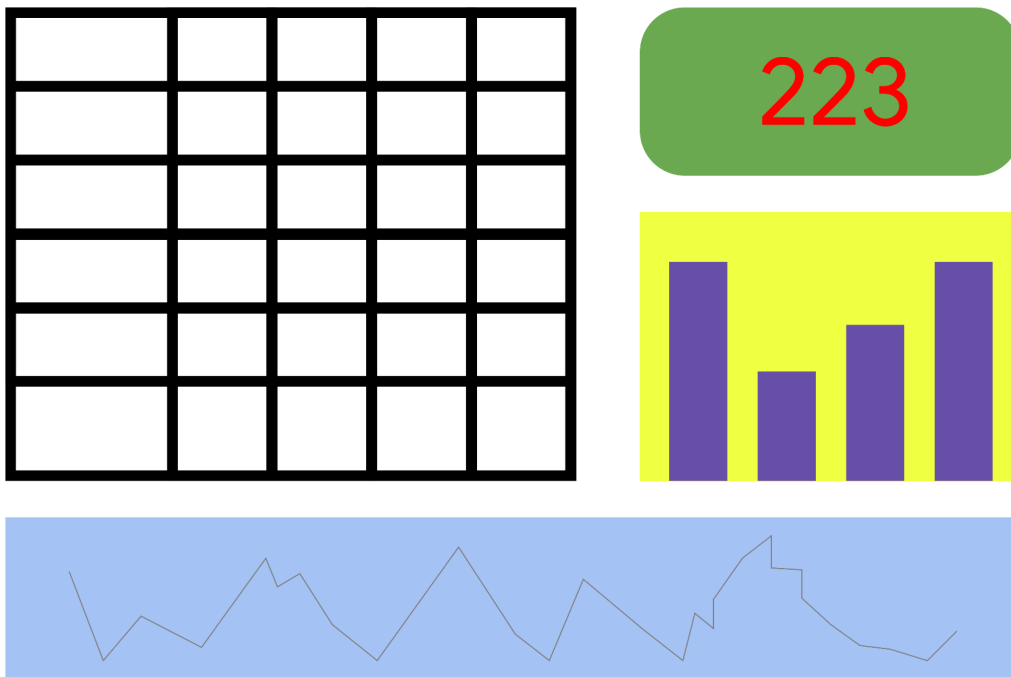


[Alt text: Layout of a report showing a large table taking up most of the left half of the report, a very narrow line graph at the bottom, and a scorecard and bar chart on the right.]

## Proposed color palette

The key considerations for the color palette for the report include:

- The table should be black and white.
- The scorecard should be green with red numbers.
- The bar chart should be high-contrast yellow and purple.
- The line chart should be light blue with a gray line and low contrast.



[Alt text: Layout of a report showing a table with a black and white color palette, a scorecard with a red and green color palette, a bar chart with a yellow and purple color palette, and a line graph with a blue background and a narrow gray line that has very little contrast.]