

Report Central / Report Viewer

Scenario Context:

Manufacturer: For this session, imagine you are named Jesse, an Account Manager for Nabisco, focused in particular on their pretzel snack Mister Salty. You need to check how the product is performing so there are a few report templates and guided flows that you want to run. Specifically, you want to be able to view the Product Performance guided flow.

Retailer: For this session, imagine you are named Jesse, a Retail Category Manager for a prominent retailer, focused on snacks. You need to check how a certain product is performing so there are a few report templates and guided flows that you want to run. You specifically want to be able to view the Product Performance guided flow.

Prototype link: [RC / RV link](#) [Storyboard link](#)

Key Definitions

Report Central

Report Central is a reporting hub to advertise NielsenIQ curated reporting content to users, easy access point for report creation/editing and ability to discover all reports and guided flows. It should act as a repository of templates for the user that is separate from the initial landing page/dashboard. The reports and guided flows that will be populated in this page will allow the user to dive deeper into the data to help answer specific business questions or flow through an analytical path.

Guided Flow

A group of report templates (multiple pages) assembled in an organized sequence to answer specific business questions, helping the user through a pre-defined analytical path.

Report Template

A single page view of one or more visualizations or grids of facts focused on answering one or more business question(s) - without the actual data content yet populated (no dimensional data selections associated)

Hypothesis and Goals

Research Objective 1: Test the effectiveness of Report Central.

- **Hypothesis:** Users think how Report Central is organized is intuitive and helpful.
- Can the user determine what items are most likely to be in each section?
- Is the user able to understand the purpose of Report Central from the way it is organized?

Research Objective 2: Test if the filtering menus make sense.

- **Hypothesis:** Users understand how filtering works in Report Central.
- Does the user recognize the pill buttons are filters?
- Does the user understand the pencil icon is indicating them to edit what filters they can use?
- Can the user recognize that the page will filter based on their filter selection?
- Is the user able to filter the page based on asset type?

Research Objective 3: Test the idea of navigating using the 'Film Strip'.

- **Hypothesis:** Users understand the idea of navigating using the 'film strip'.
- Does the user understand the filmstrip is a flow of reports?
- Does the user understand there are more reports than just what is showing in the viewport?
- Does the user understand they can move forward by selecting a report in the filmstrip?

Research Objective 4: Test if the icons in the toolbar make sense to the user.

- **Hypothesis:** User understands tools in the toolbar.
- Does the user understand why the toolbar is there?
- Can the user understand what some (or all) the icons are for?
- Does the user understand by selecting a report (or all) the toolbar updates?

Testing Points:

1. Report Central Entry Point
 - a. React to what you're seeing on the screen. Tell me what you think each area is doing or showing. Try to get a sense of the initial impression of the page and its purpose.
 - b. What are your impressions of this page? What do you think it does? What is its purpose?
 - i. Would you favorite your most used report templates and guided flows?

- ii. What do you expect to find in a recently opened section?
 - 1. Do you feel that you'd need a recently opened section to find reports easily?
- 2. Report Central Filter Menu Setup
 - a. How would you filter the page?
 - b. What types of things do you expect to be able to filter on?
 - c. What do you expect the pencil icon does?
 - d. How would you go about changing the filters?
 - i. *Expectation: User clicks the pencil icon to change their selections.*
- 3. Report Central Filtering
 - a. What would you do to find the 'Product Performance' guided flow?
 - i. *Expectation: User clicks on the Guided Flow filter bubble.*
 - ii. *Also acceptable, the user attempts to search for 'Product Performance'.*
- 4. Opening a Guided Flow
 - a. Now that you've found the Product Performance guided flow, how would you expect to open the Guided flow?
 - i. **Any of the following is appropriate.**
 - 1. *Expectation: Use the select icon.*
 - 2. *Expectation: Click on the title.*
 - 3. *Expectation: Through the Kebob Menu.*
 - 4. *Expectation: Through the quick view menu.*
- 5. Report Viewer
 - a. What are your impressions of this page? What do you think it does? What is its purpose?
 - i. **Any of the following is appropriate.**
 - 1. *Expectation: It is a film strip*
 - 2. *Expectation: Click on the cards/reports to navigate*
 - 3. *Expectation: I see a toolbar that I can use to edit filmstrip/cards*
- 6. Make changes to a flow
 - a. How would you make edits to the filmstrip?
 - i. *Expectation: User clicks on toolbar. Names some of the tools*
- 7. Add a report
 - a. Q: There are 18 reports in this guided flow.... How would you bring in another report to make it 19?
 - i. *Expectation: User sees + to add*
- 8. User understands how to find insights to their report
 - Q: NIQ is offering a brief analytical summary for the user about their reports overall health/status.... where on the UI do you think this might be?
 - a. *Expectation: User sees insights button*

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