

Start

1. Report Central Entry Point

Q: What are your impressions of this page? What do you think it does? What is its purpose?

RC 1

The screenshot displays the NielsenIQ Discover interface. At the top, a navigation bar includes the NielsenIQ Discover logo, the text "Monitor my business", and a menu with "Choose a template", "Build a table", and "Find my stuff". On the right side of the navigation bar, there are icons for a notification bell, the user name "Taylor", a profile icon, and a help icon. Below the navigation bar is a "Filter Templates By" section with four filter buttons: "Report Templates", "Guided Flows", "Retail Measurement", and "OmniSales". The main content area is divided into three sections: "My favorites", "Recommended", and "Recently open". Each section contains a grid of report template cards. The "My favorites" section has six cards; the first is titled "Product Performance" and features a line chart, while the others are titled "Header Text". The "Recommended" section has six cards, all titled "Header Text". The "Recently open" section also has six cards, all titled "Header Text". Each card includes a star icon for favoriting, a plus icon for adding, and a "New" badge on some cards. An arrow on the left points to the "My favorites" section with the text "Would you favorite your most used report templates and guided flows?". Another arrow on the left points to the "Recently open" section with the text "What do you expect to find in a recently opened section?".

→
Would you favorite your most used report templates and guided flows?

→
What do you expect to find in a recently opened section?

2. Report Central Filter Menu Setup

RC 2

NielsenIQ Discover Monitor my business Choose a template Build a table Find my stuff Taylor

Filter Templates By

Report Templates Guided Flows Retail Measurement **OmniSales**

My favorites [View all](#)

- Product Performance
- Header Text
- Header Text
- Header Text
- Header Text
- Header Text

Recommended [View all](#)

- Header Text
- Header Text
- Header Text
- Header Text
- Header Text
- Header Text

Recently open [View all](#)

- Header Text
- Header Text
- Header Text
- Header Text
- Header Text
- Header Text

What do you expect these filters to do?

How would you go about changing the filters?

Expectation: User clicks the pencil icon to change their selections.

What is a Guided flow mean to you?

Now that you know what a guided flow is... could you visually distinguish it on the screen?

Expectation: Purple outline in card

3. Report Central Filtering

RC 3

NielsenIQ Discover Monitor my business Choose a template Build a table Find my stuff Taylor

Filter Templates By

Report Templates **Guided Flows** Retail Measurement OmniSales

My favorites [View all](#)

- Product Performance
- Header Text
- Header Text
- Header Text
- Header Text
- Header Text

Recommended [View all](#)

- Header Text
- Header Text
- Header Text
- Header Text
- Header Text
- Header Text

Recently open [View all](#)

- Header Text
- Header Text
- Header Text
- Header Text
- Header Text
- Header Text

How would you change your view to only see guided flows?

Expectation: User clicks on the Guided Flow filter bubble.

4. Opening a Guided Flow

RC 4

How would you open the Guided flow?

Expectation:
Click on the title
Through the Keobob Menu
Quick view
add

5. Report Viewer

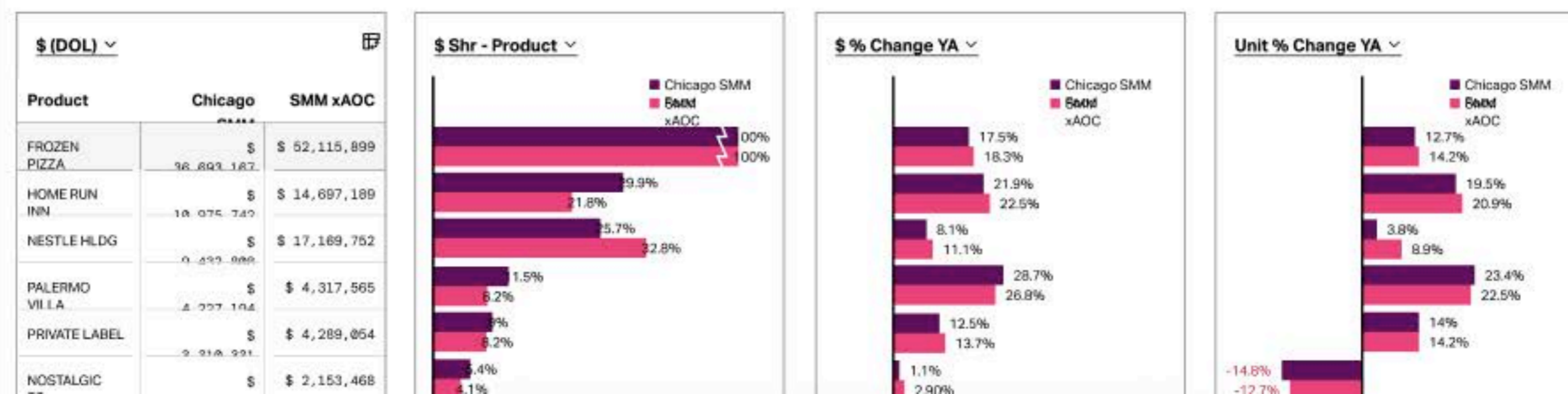
Q: What are your impressions of this page? What do you think it does? What is its purpose?

RV 5

Expectation:
It is a film strip
Click on the cards to navigate
I see a toolbar that I can use to edit filmstrip/cards

Sales Overview

Compare Sales of Cat food, Top 9 Brands in Chicago SMM & SMM xAOC during 12 we 28-Jan-2017 vs. Year Ago

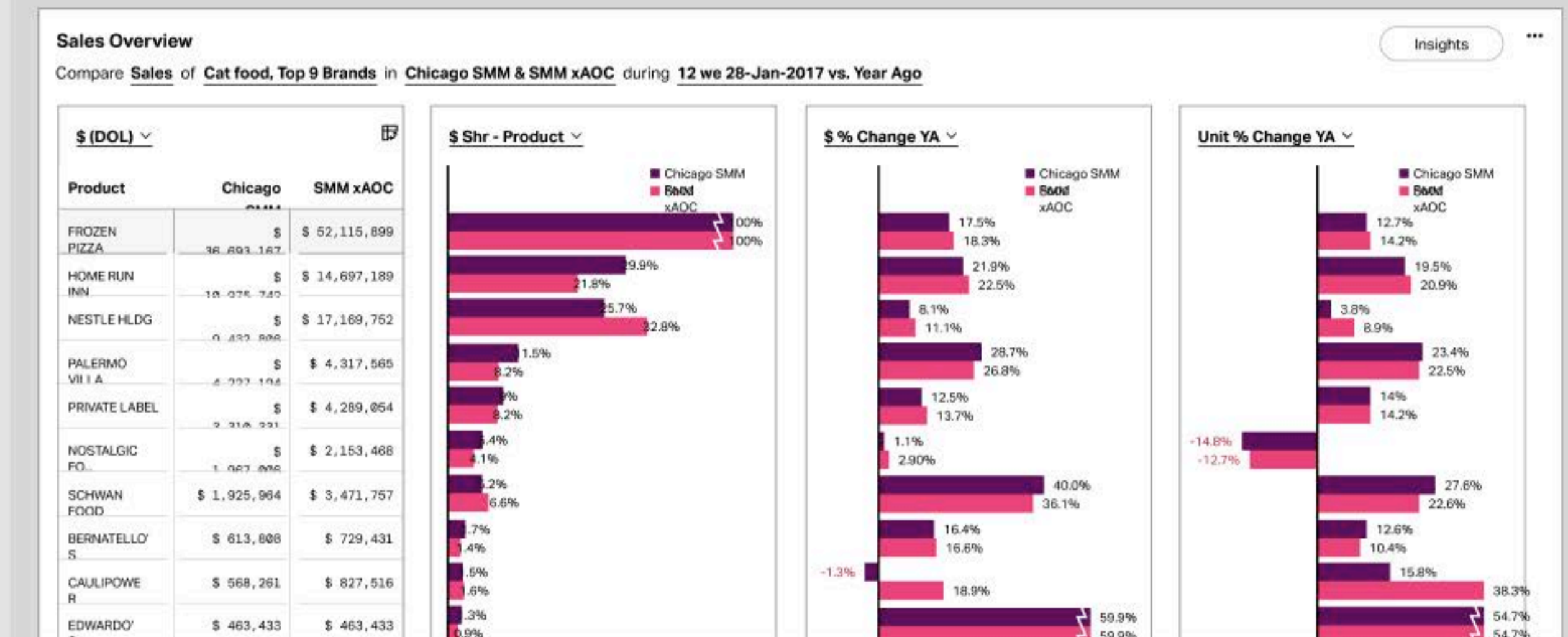


6. Make changes to a flow

RV 6

How would you make edits to the filmstrip?

Expectation: User clicks on toolbar. Names some of the tools.

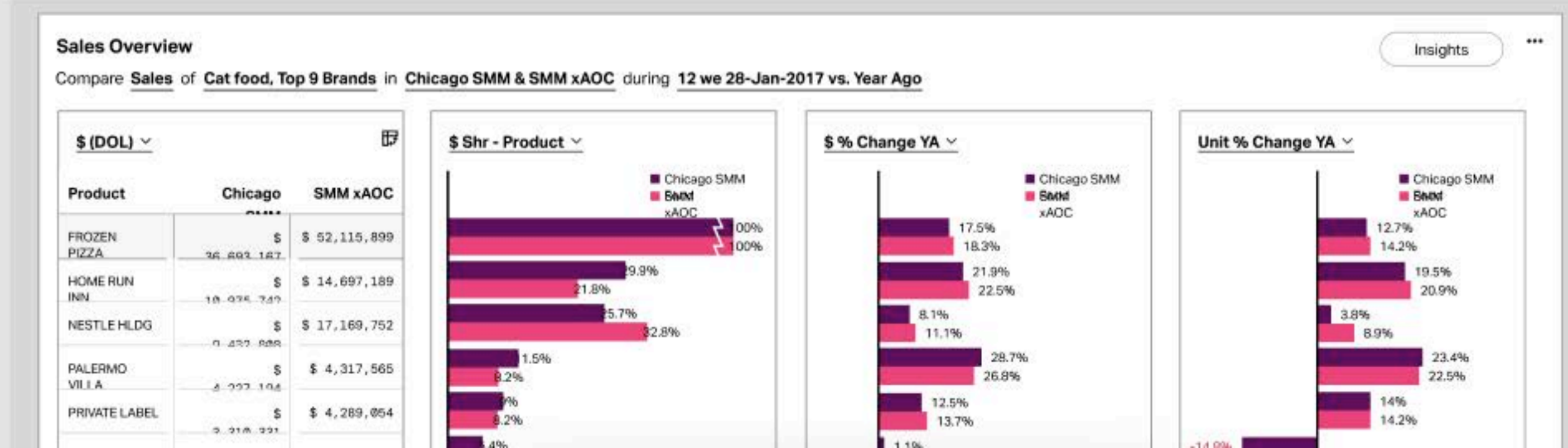


7. Add a report

RV 7

There are 18 reports in this guided flow.... How would you bring in another report to make it 19?

Expectation: User sees + to add



8. User understands how to find insights to their report

RV 8

NielsenIQ Discover Monitor my business Choose a template Build a table Find my stuff Taylor

Product Performance 18 reports

Select all [Icons]

Sales overview
 Trend share & sales
 Sales overview
 Trend share & sales
 Volume decomp
 Performance due to drivers tree



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?

Expectation: User sees insights button

Sales Overview Insights

Compare Sales of Cat food, Top 9 Brands in Chicago SMM & SMM xAOC during 12 we 28-Jan-2017 vs. Year Ago

Product	Chicago	SMM xAOC
FROZEN PIZZA	\$ 38,603,167	\$ 52,115,899
HOME RUN ININ	\$ 18,075,740	\$ 14,697,189
NESTLE HLDG	\$ 9,437,888	\$ 17,169,752
PALERMO VIIA	\$ 6,797,104	\$ 4,317,565
PRIVATE LABEL	\$ 2,318,221	\$ 4,289,054
NOSTALGIC FOOD	\$ 1,067,000	\$ 2,153,468
SCHWAN FOOD	\$ 1,925,964	\$ 3,471,757
BERNATELLO'S	\$ 613,808	\$ 729,431
CAULIPOWER	\$ 568,261	\$ 827,516
EDUARDO'S	\$ 463,433	\$ 463,433

\$ Shr - Product

\$ % Change YA

Unit % Change YA