

Revision 12.02.2010 – Sue Ann Harkey

**DASHBOARD WAVE 0**

**UX WIREFRAMES BEHAVIORS SPEC**

Campaign performance <span style="float: right;">?</span>							
Date: Last 7 days <span style="float: right;">Change columns</span>							
Campaign <span style="float: right;">▲</span>	Status	Impressions	% Changes: Clicks	CTR %	Avg. CPC	Conversions	Trends: Clicks
Accessories	Active	241,000	-45%	500	500	500	
In-store	Active	500	-5%	500	500	500	
Promotions	Paused	8,500	unch	500	500	500	
Men's shoes	Active	190,500	+30%	500	500	500	
Women's shoes	Active	20,500	+60%	500	500	500	
All campaigns	N/A	500,500	+10%	500	500	500	

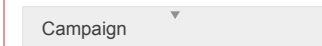
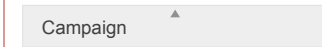
### Grid column headers:

#### 1) Mouse over states



normal state = gradation display  
 - Clicking on button area activates that column as the sorting column

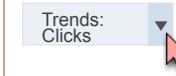
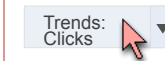
#### Sorted column indicators



Normal Sorted states = flat grey background

- Arrow at top pointing up = ascending
- Arrow at top pointing down = descending
- Only 1 column header can maintain a sorted state at a time
- On Split buttons clicking on button area activates that column as the sorting column

#### Split button mouse overs



2) Button Mouse over state = blue with exposed arrow as dropdown activator

- Upon click of dropdown menu indicator arrow opens said dropdown

- Columns with menu options include:

- % Change: X
- Trends: X
- Background displays under option on mouse-over
- Options display in alphabetical order
- Clicks = default selection for column
- Column headers text wraps onto 2 lines
- Yellow checkbox indicates current selection upon open

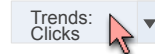
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normal state

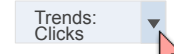
normal



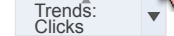
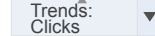
Button mouse hover



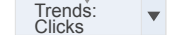
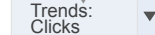
dropdown mouse hover



Ascending sorted



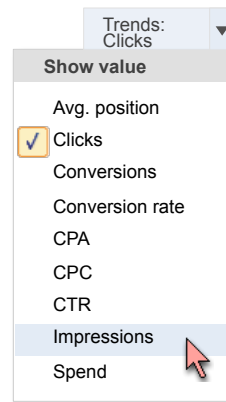
Descending sorted



Default Campaign Performance gadget columns TBD:  
 (Yossi recommends these 8)

- Campaign
- Status
- Impressions (with bar graph)
- % Change: Clicks (with bar graph)
- CTR%
- Avg. CPC
- Conversions
- Trends (Sparkline)

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# 'Clicks' columns

Campaign performance

Date: Last 7 days ▾ Change columns

Campaign	Status	Clicks	% Changes: Clicks	CTR	Avg. CPC	Conversions	Trends: Clicks
Accessories	Active	241,000	-45%	500	500	500	
In-store	Active	500	-5%	500	500	500	
Promotions	Paused	8,500	unch	500	500	500	
Men's shoes	Active	190,500	+30%	500	500	500	
Women's shoes	Active	20,500	+60%	500	500	500	
All campaigns	N/A	500,500	+10%	500	500	500	

Campaign performance

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Men's shoes	Active	190,500	+30%	500	500	500
Women's shoes	Active	20,500	+60%	500	500	500
All campaigns	N/A	500,500	+10%	500	500	500

5 Clicks etc. Campaign Performance:  
 Lines = 4px  
 MIN length = 65px (default)  
 MAX length = 180  
 Grey = HEX #D9D9D9  
 Blue = HEX #558ED5

Depletion%: Spend & Budget  
 Lines = 4px  
 MIN length = 65px (default)  
 MAX length = 180  
 Grey = HEX #D9D9D9  
 Green = HEX #009900

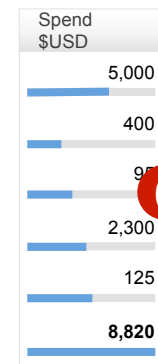
Campaign Performance:  
 Lines = 4px  
 MIN length = 65px (default)  
 MAX length = 180  
 Grey = HEX #D9D9D9  
 Red = HEX #C00000

Campaign Performance:  
 Lines = 4px  
 MIN length = 65px (default)  
 MAX length = 180  
 Grey = HEX #D9D9D9  
 Green = HEX #009900

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## Clicks Column: Campaign Performance grid

- 1) Click Column header  
- no dropdown options
- 2) Clicks graph  
- numbers(#) are left aligned include ',' on thousands.  
- Blue bar represents #'s – 65px default MIN length, 180px = MAX length  
- Grey bar represents total and is relational to #'s Vs. total  
- Total blue bar is same length as grey bar in rows, 65px default MIN length, 180px = MAX length  
- Total row text is bold
- 3) Clicks graph enlarged with expanded column width  
- Graph expands horizontally on column expansion to 65px default MIN length, 180px = MAX length
- 4) -When total number of columns exceed total gadget width, 600px, system adds horizontal scroll bar and pushing columns on the far right out of view.
- 5) Grid bar chart specs
- 6) Same bar graph is used for all numeric and currency fields TBD.



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# % Change Column

Campaign	Status	Clicks	% Changes: Clicks	CTR	Avg. CPC	Conversions	Trends: Clicks
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Campaign	Status	Clicks	% Changes: Impressions	CTR	Avg. CPC	Conversions	Trends: Impr.
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Campaign performance

Date: Last 7 days Change columns

Campaign	Status	Clicks	% Changes: Clicks	CTR	Avg. CPC	Conversions	Trends: Clicks
Accessories	Active	241,000	-45%	500	500	500	
In-store	Active	500	-5%	500	500	500	
Promotions	Paused	8,500	unch	500	500	500	
Men's shoes	Active	190,500	+30%	500	500	500	
Women's shoes	Active	20,500	+60%	500	500	500	
All campaigns	N/A	500,500	+10%	500	500	500	

Campaign performance

Date: Last 7 days Change columns

Campaign	Status	Clicks	% Changes: Clicks	CTR	Avg. CPC	Conversions
Accessories	Active	241,000	-45%	500	500	500
In-store	Active	500	-5%	500	500	500
Promotions	Paused	8,500	unch	500	500	500
Men's shoes	Active	190,500	+30%	500	500	500
Women's shoes	Active	20,500	+60%	500	500	500
All campaigns	N/A	500,500	+10%	500	500	500

## % Change Column: Campaign Performance

- 1) % Change Column header
  - Split button with dropdown (See menu options below)
  - Selected variable option displays in column header 2<sup>nd</sup> line text after '':
  - Some options will be abbreviated TBD**
- 2) % Change graph
  - numbers(#) are Right aligned include '+' and '-' and '%' as shown
  - Grey bar represents +&- 100% value, center line represents 0 between +&-
  - Red bar represents negative values
  - green bar represents positive values
  - Total bar = total % change (see Young's functional specifications for details)
- 3) % Change graph enlarged with expanded column width
  - Graph expands horizontally on column expansion to MIN default = 65px, MAX = 180
- 4) -When total number of columns exceed total gadget width 600px system adds horizontal scroll bar pushing columns on the far right out of view
- 5) Tool Tips on % Change cells mouse over displays more details: date range, change%, Difference of amount.

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**% Change: Clicks**  
 Last 7 days (Oct 24 - Oct 30)  
 Change of: +30%  
 Difference of: 2,000 clicks

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% Change: Clicks	▼
Show value	
Avg. position	
<input checked="" type="checkbox"/> Clicks	
Conversions	
Conversion rate	
CPA	
CPC	
CPM	
CTR	
Impressions	
Spend	

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# Trends (Sparkline) Column

Campaign	Status	Clicks	% Change: Clicks	CTR	Avg. CPC	Conversions	Trends: Clicks
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Campaign	Status	Clicks	Trends: Impressions	CTR	Avg. CPC	Conversions	Trends: Impr.
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Campaign performance

Date: Last 7 days Change columns

Campaign	Status	Clicks	% Changes: Clicks	CTR	Avg. CPC	Conversions	Trends: Clicks
Accessories	Active	241,000	-45%	500	500	500	
In-store	Active	500	-5%	500	500	500	
Promotions	Paused	8,500	unch	500	500	500	
Men's shoes	Active	190,500	+30%	500	500	500	
Women's shoes	Active	20,500	+60%	500	500	500	
All campaigns	N/A	500,500	+10%	500	500	500	

4



Campaign performance

Date: Last 7 days Change columns

Campaign	Status	Clicks	% Changes: Clicks	CTR	Avg. CPC	Conversions	Trends: Clicks
Accessories	Active	241,000	-45%	500	500	500	
In-store	Active	500	-5%	500	500	500	
Promotions	Paused	8,500	unch	500	500	500	
Men's shoes	Active	190,500	+30%	500	500	500	
Women's shoes	Active	20,500	+60%	500	500	500	
All campaigns	N/A	500,500	+10%	500	500	500	

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- Trends: Clicks
- Show value
- Avg. position
  - Clicks
  - Conversions
  - Conversion rate
  - CPA
  - CPC
  - CTR
  - Impressions
  - Spend

## Trends Column: Campaign Performance

- 1) Trends Column header
  - Split button with dropdown (See menu options below)
  - Fixed width column = 55px
  - Selected option displays in column header wrapped text after ':'. **Some options will be abbreviated TBD**
- 2) Trends graph (see spec for details)
  - Displays 'area graph' in cell
  - See Notebook for HEX and style details
- 3) Mouse-over detail of Trends graph displays more detailed enlarged view
  - column title
  - date range
  - Min / Max values of said metric
  - See Notebook for HEX and style details
- 4) Trends graph enlarged with expanded column width
  - Graph expands horizontally only on column expansion to MIN default = 55px, MAX = 180

Campaign performance

Date: Last 7 days Change columns

Campaign	Status	Impressions	% Changes: Clicks	CTR %	Avg. CPC	Conversions	Trends: Clicks
Accessories	Active	241,000	-45%	500	500	500	
In-store	Active	500	-5%	500	500	500	
Promotions	Paused	8,500	unch	500	500	500	
Men's shoes	Active	190,500	+30%	500	500	500	
Women's shoes	Active	20,500	+60%	500	500	500	
All campaigns	N/A	500,500	+10%	500	500	500	

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Campaign performance

Date: Last 7 days Change columns

Campaign	Status	Impressions	% Changes: Clicks	CTR %	Avg. CPC	Conversions	Trends: Clicks
Accessorie...	Active	241,000	-45%	500	500	500	
In-store	Active	500	-5%	500	500	500	
Promotions	Paused	8,500	unch	500	500	500	
Men's shoe...	Active	190,500	+30%	500	500	500	
Women's shoes	Active	20,500	+60%	500	500	500	
All campai...	--	500,500	+10%	500	500	500	

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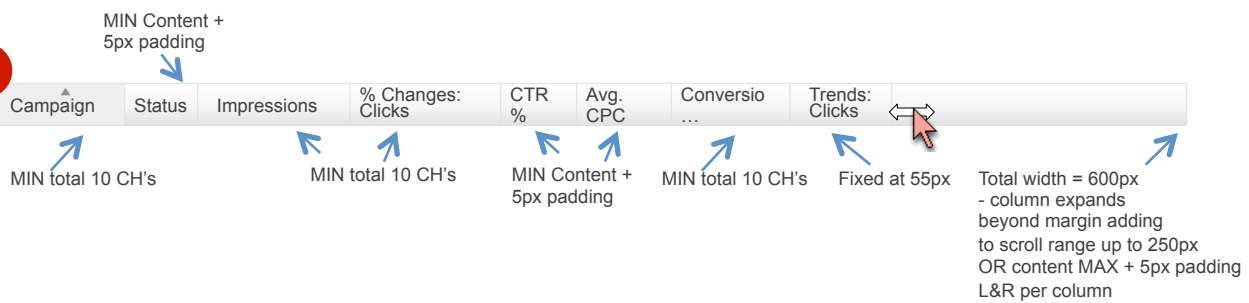
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### Columns behavior on Grids (ala Windows Finder)

- 1) **Default columns order TBD.**  
Column options and default widths listed in alphabetical order:
  - Account = 150px
  - Avg. CPC = 60px
  - Campaign = 150px (mandatory)
  - Clicks = 50px
  - Conversions = 75px
  - CPC = 50px
  - CPM = 50px
  - CTR% = 50px
  - Impressions = 75px
  - Status = 60px
  - Spend 60px
  - Trends: X = 55 (fixed width)
  - % Change: X = 75px
- 2) MIN column size = total 10 characters including '...' + cell padding of 5px L&R.
  - Sort indicator centered in resized cell.
  - IF column content is less then total 10 characters the column width defaults to content + 5px padding L&R
  - MAX column width = 250pxs OR when content is greater then 250pxs width = 's content 5px padding L&R
  - If column contains icon on Left margin icon is retained in MIN CH width
- 3) When columns are reduced in width all columns move Left. Blank space displays on Right when columns are moved Left.
- 4) Mouse over text displays full content of reduced cell
- 5) Bar graphs enlarge when column is expanded. See 'Clicks' and '% Change' specs
- 6) Trends: X column is fixed width at 55px. Area graphs does not expand with column, instead there is a mouse-over detail of graph. See Trend Column spec

# Add / remove columns to chart on Grids

Campaign performance ?

Date: Last 7 days Change columns

Campaign	Status	Clicks	% Changes: Clicks	CTR	Avg. CPC	Conversions	Trends: Clicks
Accessories	Active	241,000	-45%	500	500	500	
In-store	Active	500	-5%	500	500	500	
Promotions	Paused	8,500	unch	500	500	500	
Men's shoes	Active	190,500	+30%	500	500	500	
Women's shoes	Active	20,500	+60%	500	500	500	
All campaigns	N/A	500,500	+10%	500	500	500	

Campaign performance ?

Date: Last 7 days Change columns

**Add / remove columns**

<input type="checkbox"/> Account	<input checked="" type="checkbox"/> Conversions	<input checked="" type="checkbox"/> Impressions	<input checked="" type="checkbox"/> % Changes
<input checked="" type="checkbox"/> Avg. CPC	<input checked="" type="checkbox"/> CPC	<input checked="" type="checkbox"/> Status	
<input checked="" type="checkbox"/> Campaign	<input type="checkbox"/> CPM	<input type="checkbox"/> Spend	
<input checked="" type="checkbox"/> Clicks	<input checked="" type="checkbox"/> CTR	<input checked="" type="checkbox"/> Trends (Sparkline)	

Campaign	Status	Clicks	% Changes: Clicks	CTR	Avg. CPC	Conversions	Trends: Clicks
Accessories	Active	241,000	-45%	500	500	500	
In-store	Active	500	-5%	500	500	500	
Promotions	Paused	8,500	unch	500	500	500	
Men's shoes	Active	190,500	+30%	500	500	500	
Women's shoes	Active	20,500	+60%	500	500	500	
All campaigns	N/A	500,500	+10%	500	500	500	

## Add / remove columns on Grids

- 1) Access 'Add / remove columns' from Tool Bar 'Change columns' button
- 2) Upon click system displays 'Add / remove columns' Edit Panel pushing the grid down the screen
- 3) Column options: all display in alphabetical order. The default column 'Campaign' can not be removed so displays in non-editable state. Columns that were displaying in the grid have their checkbox selected.
- 4) Data: is updated live upon select or deselect of column checkboxes in the grid below the Edit Panel
- 5) Submit buttons: Upon select of 'Apply' system retains changes and closes Edit Panel. Updates to data are performed live upon selection or deselection of checkboxes. Upon submit of 'Cancel' system closes Edit Panel without updating data in grid reverting to same array upon opening of Edit Panel

Cont. on next slide

## Cont. from previous slide: Add / remove columns to chart

Campaign performance ?

Date: Last 7 days Change columns

Campaign	Status	Clicks	% Changes: Clicks	CTR	Avg. CPC	Conversions	Spend
Accessories	Active	241,000	-45%	500	500	500	150
In-store	Active	500	-5%	500	500	500	350
Promotions	Paused	8,500	unch	500	500	500	75
Men's shoes	Active	190,500	+30%	500	500	500	90
Women's shoes	Active	20,500	+60%	500	500	500	225
<b>All campaigns</b>	<b>N/A</b>	<b>500,500</b>	<b>+10%</b>	<b>500</b>	<b>500</b>	<b>500</b>	<b>890</b>

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### Add / remove columns: on Grids only

- 1) Example of additional column added to grid via the 'Add / remove columns' Edit Panel on previous slide
- 2) System adds horizontal scroll bar when additional column exceeds max gadget width of 600px. New columns are added in their default order positions ala Campaigns tab behavior. (Display order TBD)
- 3) Columns that can not fit in max width of 600px are accessible via the horizontal scroll bar

Note: We need to establish the column order for Campaign Performance gadget. To compare, the column order for Campaigns tab is listed below:

- Campaign
- Ad groups
- Monthly budget
- Status
- Spend
- Clicks
- Impressions
- CTR%
- Avg. position
- Conversion
- Avg. CPC
- Avg. CPM
- Negative keywords

Note: campaigns 'Select columns' dropdown lists columns in their display order. To be consistent we would list the columns for Campaign Performance gadget in their display order TBD.