

Performics

BENCHTOOLS™ Dashboard v1

Version: **DRAFT**
Date: January 2014
Last Modified: Tue Mar 07 2017
Proprietary & Highly Confidential

Change Log

Last Modified: Tue Mar 07 2017

Confidential, For Performics Internal Use Only

2 of 38

DATE	PAGE	CHANGES
3/7	6	change interactions for ad types

DATE	PAGE	CHANGES
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User is viewing the dashboard for the first time....

User Scenario: User is viewing the Search table

Global Nav

<Client Name>
Discover and Manage Competitors

Fast Ca 1.0 Study Name

Dashboard

Presence

Content

Live Montior

Trademark Monitor

Alerts
Alerts Feed | New Alerts

first you must set up your dashboard in 3 easy steps:

1st Click on the Keyword Group Comparison widget to set up your dashboard. With the Keyword Group Comparison you can see how a keyword group is donin compare to another keyword group.

2nd A pop up will appear, select the data criteria (targets, ad types, keywords groups, competitor groups) you're interested in viewing.

3rd The widget will appear showing performance. You can view based on the timeframes (last week, last month, last 3 months) or customize your dates.

lastly, you can create the same widget, multiple times with different data criteria

Widget

+

Keyword Group Comparison

+

Target Comparison

+

Battlefield Section Comparison

+

Potential Threats

Specification Annotations

ID	UI	Event	System Response
1.0	text	on click	ref pg 5-7
2.0	icon	on click	exports both location and section view

Behavior Annotations

1.0	new dashboard tab, ref req doc for biz rules
2.0	post v1 release

User Scenario: User is viewing the Keyword Comparison configuration modal

Global Nav

Keyword Group Comparison Details

Keyword Group Comparison widget allows you to see how strong your brand is doing compared to the top 3 competitors compared to the overall competitor average per keyword group.

Targets

General Search Targets select all 1.0

Desktop

<input type="checkbox"/> google / us - chicago, illinois / english / desktop <input type="checkbox"/> google / us - new york, new york / english / desktop <input type="checkbox"/> google / us - boston, massachusetts / english / desktop	<input type="checkbox"/> yahoo / us / english / desktop <input checked="" type="checkbox"/> bing / us / english / desktop <input type="checkbox"/> youtube / us / english / desktop
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Smartphones

<input type="checkbox"/> yahoo / us - chicago, illinois / english / smartphone / android / at&t <input type="checkbox"/> google / us - new york, new york / english / smartphone / android / at&t	<input type="checkbox"/> google / us - detroit, michigan / english / smartphone / android / at&t
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Tablets

<input type="checkbox"/> google / us - chicago, illinois / english / tablet / ios / at&t	<input type="checkbox"/> yahoo / us - detroit, michigan / english / tablet / ios / at&t
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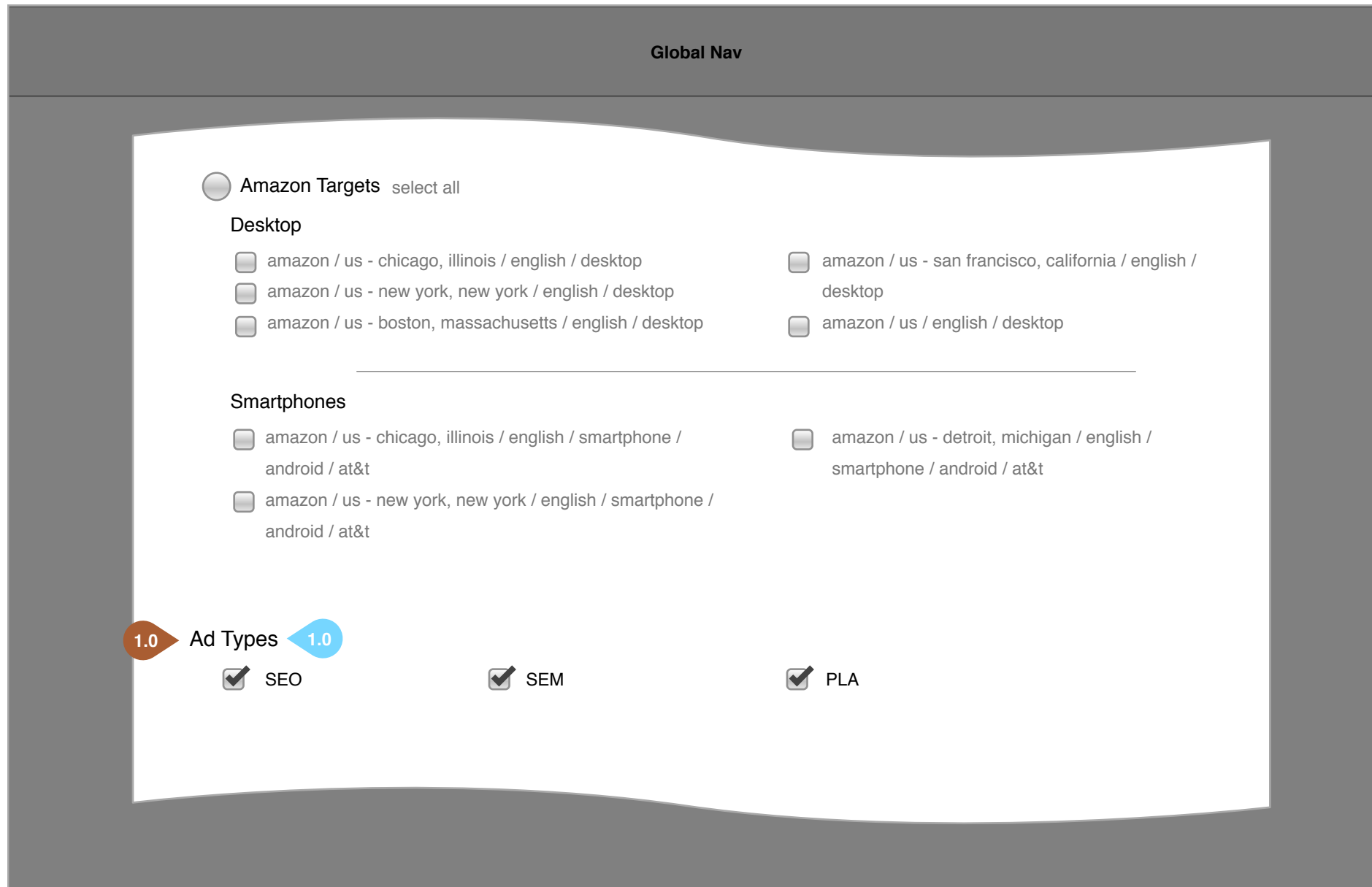
Specification Annotations

ID	UI	Event	System Response
1.0	checkbox	on select	multiselect

Behavior Annotations

1.0	the modal will inherit all targets (and ad types), keyword group and competitor groups for the study
2.0	for all targets categorize by device (desktop, smartphones, tablets) and in alphabetical order by engine

User Scenario: User is viewing the Keyword Comparison configuration modal



Specification Annotations

ID	UI	Event	System Response
1.0	checkbox	on select	multiselect

Behavior Annotations

1.0	use the same interactions as the targets in the filters.... - when "general targets" are selected display SEO, SEM and PLA ad types - when "Amazon targets" are selected dynamically display ad types for Amazon shown here 2.0
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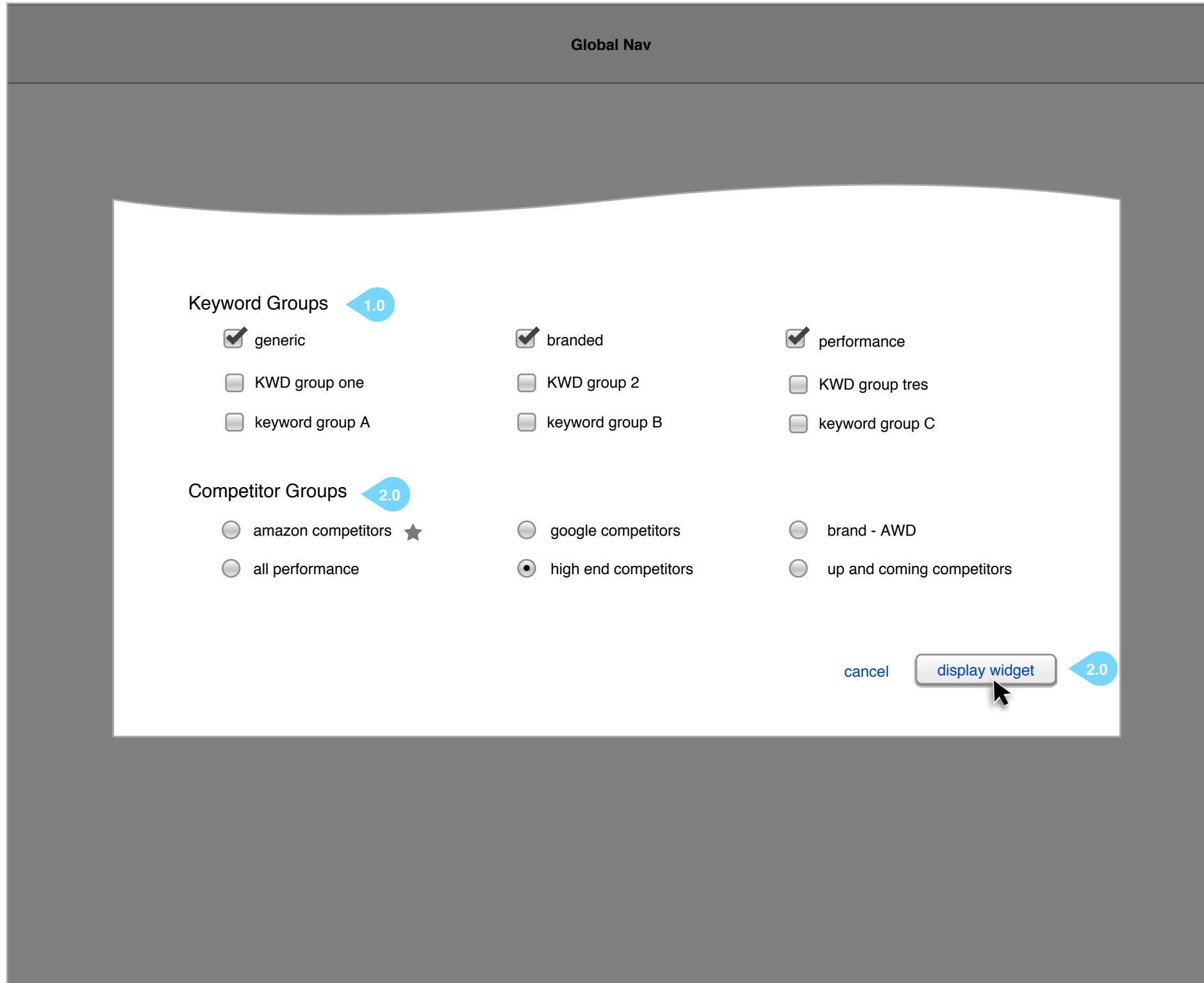
1.0 Ad Types 1.0

- SEO
- SEM
- PLA

2.0 Amazon Ad Types 1.0

- Headline Ads
- Sponsored
- Un-sponsored
- Sponsored Links

User Scenario: User is viewing the Keyword Comparison configuration modal



Specification Annotations

ID	UI	Event	System Response
1.0	checkbox	on select	multiselect
2.0	radio button	on select	single selection
3.0	button	on click	ref pg 8

User Scenario: High level state of the Keyword Comparison widget

The screenshot shows a dashboard with a 'Global Nav' bar at the top. Below it, there's a header area with '<Client Name>' and 'Discover and Manage Competitors'. A sub-header shows 'Fast Cars Study Name'. A navigation bar contains tabs: 'Dashboard', 'Presence', 'Content', 'Live Montior', 'Trademark Monitor', and 'Alerts'. The 'Alerts' tab is active, showing 'Alerts Feed | New Alerts'. Below the tabs, there are date range selectors: 'last week' (Jan 8 - 14, 2017 vs Jan 1 - 7, 2017), 'last month' (Dec, 2016 vs Nov, 2016), and 'custom dates'. A row of radio buttons allows selecting metrics: 'coverage', 'rank', 'unique search ads', 'search estimated spend', and 'search estimated impressions'. The main content area is titled 'Keywords Group Comparison Widget' and shows a comparison for '<bugattiveyron.com>'. It displays four categories: 'average selected keyword groups' (89% vs 88%, +1.2%), 'generic' (60% vs 43%, +28.4%), 'branded' (82% vs 87%, -5.8%), and 'performance' (77% vs 90%, -14.5%). A 'show details' link is on the left and a 'view report' link is on the right. A left sidebar contains four widget options: 'Keyword Group Comparison', 'Target Comparison', 'Battlefield Section Comparison', and 'Potential Threats'. Annotations 1.0-10.0 are placed throughout the interface to highlight specific features.

Specification Annotations

ID	UI	Event	System Response
1.0	icon	on click	ref pg 14
2.0	tab	on click	ref pg 12-13
3.0	icon	on click	ref req doc
4.0	icon	on click	displays the configuration modal (ref pg 5 - 7) with all data criteria selected; when user clicks on "display widget" update the widget with the new data selected
5.0	icon	on click	displays the configuration modal (ref pg 5 - 7) with all data criteria selected; when user clicks on "display widget" display a 2nd widget with the new data selected below this widget
6.0	icon	on click	displays confirmation modal, ref pg 19
7.0	link	on click	ref pg 9 - 10
8.0	link	on click	sends user to the keyword report with the same filters as the widget pre-selected on the report
9.0	radio button	on select	ref req doc
10	icon	drag and drop	ref pgs 21 - 22

Behavior Annotations

1.0	post v1 release
2.0	when the 1st widget is created, display the tabs and selectable metrics
3.0	- display week over week timeframe; all widgets will display week over week performance - ref req doc for when to update the week over week timeframe
4.0	- display month over month timeframe; all widgets will display month over month performance - ref req doc for when to update the month over month timeframe
5.0	display the avg of all selected kwd groups week over week coverage and performance
6.0	for each selected kwd group display week over week coverage and performance
7.0	dynamically display "my brand" in the high level state

User Scenario: Detailed state of the Keyword Comparison widget

Global Nav

<Client Name>
[Discover and Manage Competitors](#)

Fast Cars Study Name

Dashboard
Presence
Content
Live Montior
Trademark Monitor
Alerts Alerts Feed | New Alerts

last week
Jan 8 - 14, 2017 vs Jan 1 - 7, 2017

last month
Dec, 2016 vs Nov, 2016

custom dates
edit ▼

coverage
 rank
 unique search ads
 search estimated spend
 search estimated impressions

Keywords Group Comparison Widget

Keywords Group Comparison for <bing / us / english / desktop> for [multiple ad types](#) for <high end competitors>

keyword groups	bugattiveyron.com	competitor average	top competitors		
average selected keyword groups	89% vs 88% ↑ 1.2%	80% vs 90% ↓ 11.2%	Subaru 91% vs 90% ↑ 1.1%	Benz 90% vs 72% ↑ 20.0%	BMW.com 90% vs 77% ↑ 14.5%
generic	60% vs 43% ↑ 28.4%	72% vs 70% ↑ 2.8%	Audi 89% vs 70% ↓ 21.4%	Benz 85% vs 91% ↑ 6.6%	Corvette.com 72% vs 77% ↑ 6.5%

of keywords **increased** by % | # of keywords **decreased** by %: [go to report](#)

Widget

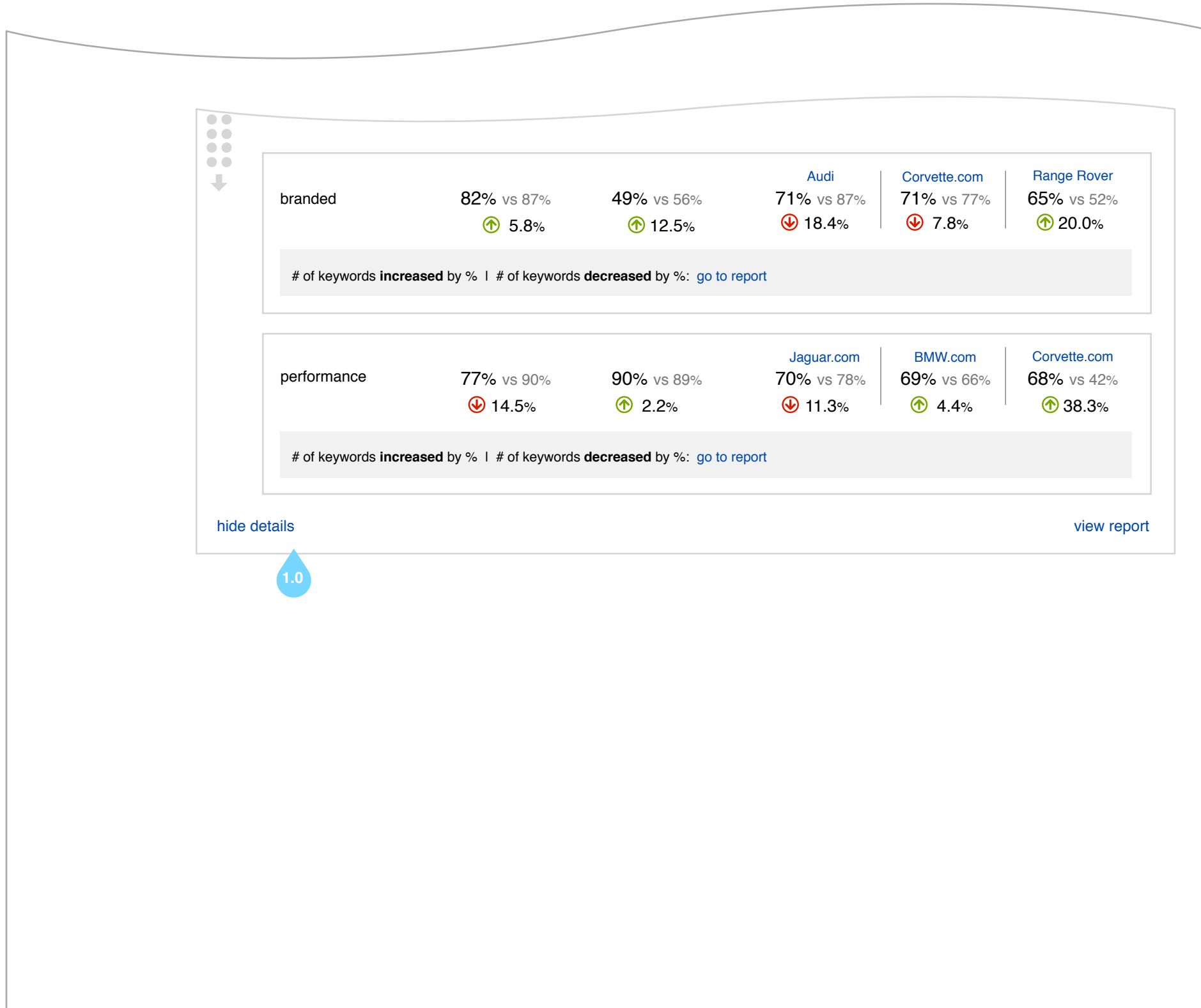
+
Keyword Group Comparison

+
Target Comparison

+
Battlefield Section Comparison

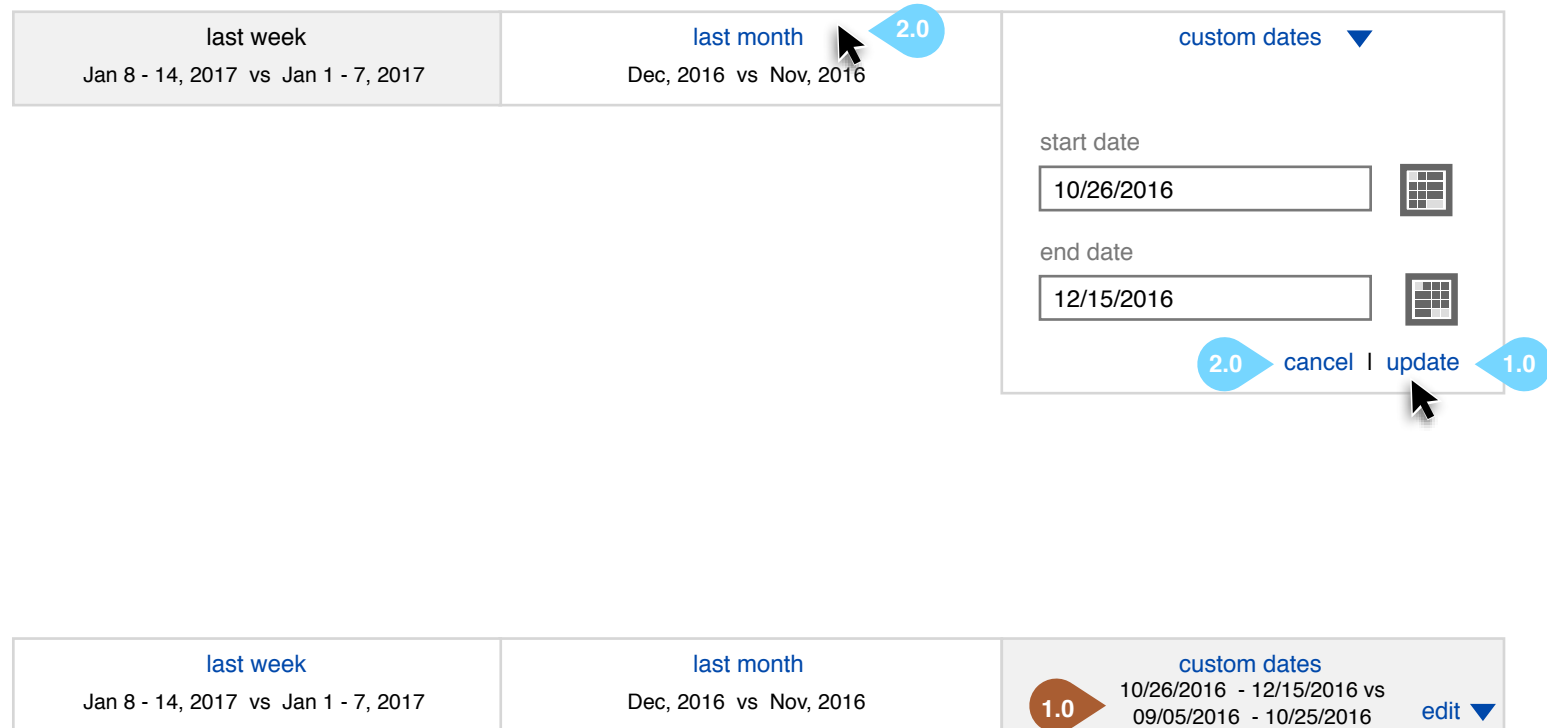
+
Potential Threats

User Scenario: Detailed state of the Keyword Comparison widget



Specification Annotations			
ID	UI	Event	System Response
1.0	text link	on hover	dynamically transions to the high level state widget; ref pg 8

User Scenario: User is creating a custom date



Specification Annotations

ID	UI	Event	System Response
1.0	text link	on click	closes the date picker and the updates the dashboard to reflect the new date, tab displays selected
2.0	any click	on click	- if user clicks outside of the "custom dates" module, closes the module and does not update the dashboard - current interactions apply, for example if user exists outs and relicks "custom dates" the form fields will remember the dates the user entered before they clicked out

Behavior Annotations

1.0	displays the user generated date; system will generate the previous date based on user's created date		
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User Scenario: User is editing a widget title

4.0 Keywords Group Comparison Widget **1.0**

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>
<bugattiveyron.com>

average selected keyword groups	generic	branded	performance
89% vs 88% ↑ 1.2%	60% vs 43% ↑ 28.4%	82% vs 87% ↓ 5.8%	77% vs 90% ↓ 14.5%

[show details](#) [view report](#)

2.0 Keywords Group Comparison Widget **3.0**

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>

17 characters **1.0** **5.0**

average selected keyword groups	generic	branded	performance
89% vs 88% ↑ 1.2%	60% vs 43% ↑ 28.4%	82% vs 87% ↓ 5.8%	77% vs 90% ↓ 14.5%

[show details](#) [view report](#)

Specification Annotations

ID	UI	Event	System Response
1.0	icon	on click	dynamically displays the form field shown here 2.0 with the editable title
3.0	icon	on click	dynamically displays the original state shown here 4.0
5.0	icon	on click	saves the new title name and displays it on the widget

Behavior Annotations

1.0	form field has a 50 character max limit and will count down when user edits the field
------------	---

Widget Title 1

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User Scenario: User does not populate the required title field

✕
✓
✎
📄
🗑️

50 characters

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>
<bugattiveyron.com>

average selected keyword groups	generic	branded	performance
89% vs 88%	60% vs 43%	82% vs 87%	77% vs 90%
⬆️ 1.2%	⬆️ 28.4%	⬆️ 5.8%	⬆️ 14.5%

[show details](#)
[view report](#)

Specification Annotations			
ID	UI	Event	System Response
1.0	icon	on click	displays the error modal shown here 2.0

Behavior Annotations	
1.0	once the 50 character max limit has been reached, form field will not accept any more characters

Widget Name is Required

T-bone shankle short loin, kevin flank pork belly rump shoulder spare ribs hamburger pork chop leberkas drumstick.

[close](#)

User Scenario: User maxes out on the 50 character title limit

Lorem ipsum dolor sit amet, consectetur cras amet

✕
✓
✎
📄
🗑️

00 characters

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>
<bugattiveyron.com>




average selected keyword groups	generic	branded	performance
89% vs 88%	60% vs 43%	82% vs 87%	77% vs 90%
⬆️ 1.2%	⬆️ 28.4%	⬆️ 5.8%	⬆️ 14.5%

[show details](#)
[view report](#)

User Scenario: User only has 2 competitors in their selected competitor group

Behavior Annotations




- 1.0 only display the 2 competitors

Keywords Group Comparison Widget   

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>

average selected keyword groups	generic	branded
89% vs 88% ↑ 1.2%	60% vs 43% ↑ 28.4%	82% vs 87% ↓ 5.8%

[show details](#) [view report](#)

Keywords Group Comparison Widget   

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>

keyword groups	bugattiveyron.com	competitor average	top competitors ^{1.0}	
average selected keyword groups	89% vs 88% ↑ 1.2%	90.5% vs 81% ↓ 11.2%	Subaru 91% vs 90% ↑ 1.1%	Corvette.com 90% vs 72% ↑ 20.0%
generic	60% vs 43% ↑ 28.4%	87% vs 80.5% ↑ 2.8%	Subaru 89% vs 70% ↓ 21.4%	Corvette.com 85% vs 91% ↑ 6.6%
# of keywords increased by % # of keywords decreased by %: go to report				
branded	82% vs 87% ↑ 5.8%	71% vs 77% ↓ 12.5%	Subaru 71% vs 67% ↑ 9.4%	Corvette.com 71% vs 87% ↓ 18.4%
# of keywords increased by % # of keywords decreased by %: go to report				

[hide details](#) [view report](#)

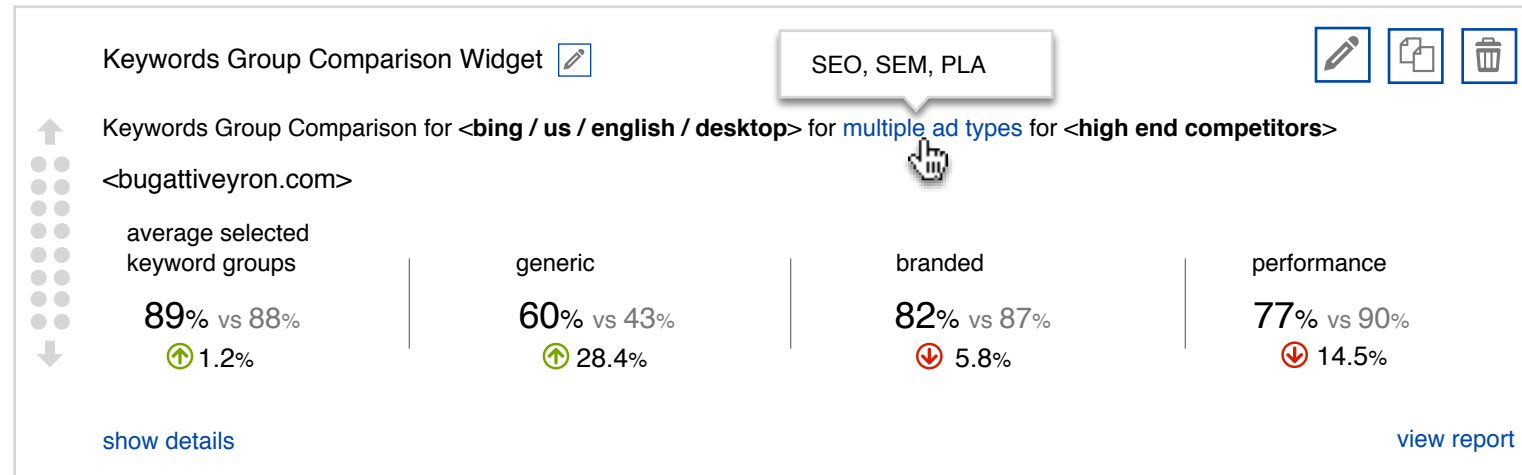
User Scenario: User is deleting is widget

The screenshot shows a dashboard interface with a 'Global Nav' bar at the top. Below it, there's a header area with '<Client Name>' and 'Discover and Manage Competitors'. A sub-header reads 'Fast Cars Study Name'. The main content area has a navigation bar with tabs: 'Dashboard', 'Presence', 'Content', 'Live Montior', 'Trademark Monitor', and 'Alerts'. A date range selector shows 'last week', 'last month', and 'custom dates'. A modal dialog titled 'Delete Widget?' is centered on the screen, with the text: 'Deleting the widget will delete it across the entire dashboard. Are you sure you want to delete it?'. The modal has 'cancel' and 'delete' buttons. A blue callout bubble with '1.0' points to the 'delete' button. The background widget is a 'Keyword Group Comparison' for '<bing / us / english / desktop>' for 'multiple ad types' for '<high end competitors>'. It shows data for '<bugattiveyron.com>' with metrics for 'average selected keyword groups' (89% vs 88%, +1.2%), 'generic' (60% vs 43%, +28.4%), 'branded' (82% vs 87%, -5.8%), and 'performance' (77% vs 90%, -14.5%).

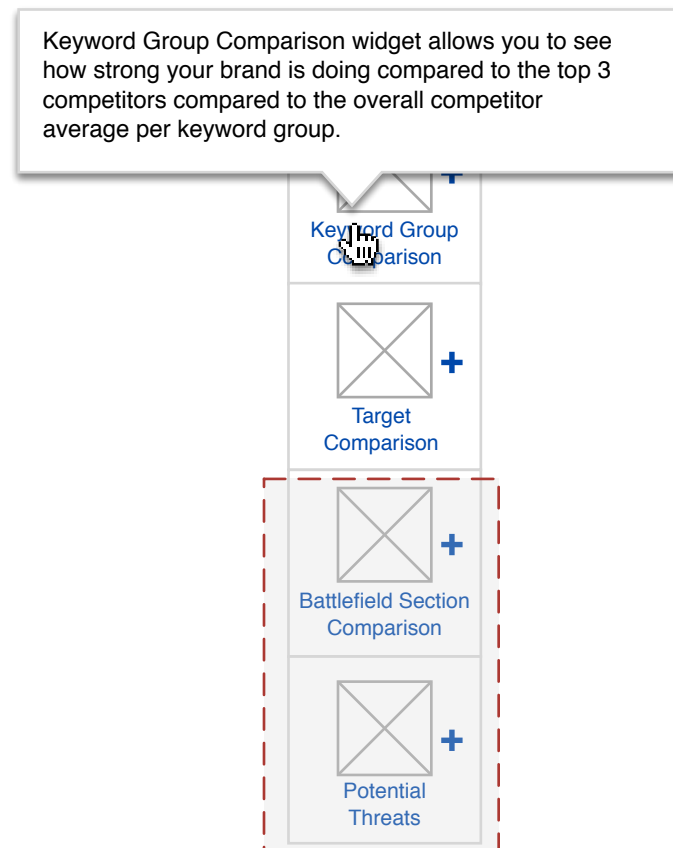
Specification Annotations

ID	UI	Event	System Response
1.0	button	on click	removes the widget from the dashboard

User Scenario: User is hovering over multiple ad types...






User Scenario: User is hovering over widgets...



User Scenario: User is rearranging their widgets

Behavior Annotations

1.0 use icon area to enable drag and drop functionality, ref pgs 22 - 23




Keywords Group Comparison Widget   

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>

<bugattiveyron.com>

average selected keyword groups	generic	branded	performance
89% vs 88%	60% vs 43%	82% vs 87%	77% vs 90%
↑ 1.2%	↑ 28.4%	↓ 5.8%	↓ 14.5%

[show details](#) [view report](#)

Keywords Group Comparison Widget   

Keywords Group Comparison for multiple targets for multiple ad types for <amazon competitors>

<bugattiveyron.com>

average selected keyword groups	KWD group one	KWD group 2
79.5% vs 84.5%	88% vs 91%	71% vs 78%
↓ 6.0%	↓ 4.0%	↓ 9.0%

[show details](#) [view report](#)

1.0



User Scenario: User is rearranging their widgets

Keywords Group Comparison Widget

Keywords Group Comparison for multiple targets for multiple ad types for <amazon competitors>

<bugattiveyron.com>

average selected keyword groups	KWD group one	KWD group 2
79.5% vs 84.5% ↓ 6.0%	88% vs 91% ↓ 4.0%	71% vs 78% ↓ 9.0%

show details view report

Keywords Group Comparison for multiple targets for multiple ad types for <amazon competitors>

<bugattiveyron.com>

average selected keyword groups	KWD group one	KWD group 2
79.5% vs 84.5% ↓ 6.0%	88% vs 91% ↓ 4.0%	71% vs 78% ↓ 9.0%

show details view report

Keywords Group Comparison for multiple targets for multiple ad types for <amazon competitors>

<bugattiveyron.com>

average selected keyword groups	KWD group one	KWD group 2
79.5% vs 84.5% ↓ 6.0%	88% vs 91% ↓ 4.0%	71% vs 78% ↓ 9.0%

show details view report

Keywords Group Comparison for multiple targets for multiple ad types for <amazon competitors>

<bugattiveyron.com>

average selected keyword groups	KWD group one	KWD group 2
79.5% vs 84.5% ↓ 6.0%	88% vs 91% ↓ 4.0%	71% vs 78% ↓ 9.0%

show details view report

Keywords Group Comparison for multiple targets for multiple ad types for <amazon competitors>

<bugattiveyron.com>

average selected keyword groups	KWD group one	KWD group 2
79.5% vs 84.5% ↓ 6.0%	88% vs 91% ↓ 4.0%	71% vs 78% ↓ 9.0%

show details view report

Keywords Group Comparison for multiple targets for multiple ad types for <amazon competitors>

<bugattiveyron.com>

average selected keyword groups	KWD group one	KWD group 2
79.5% vs 84.5% ↓ 6.0%	88% vs 91% ↓ 4.0%	71% vs 78% ↓ 9.0%

show details view report

Keywords Group Comparison for multiple targets for multiple ad types for <amazon competitors>

<bugattiveyron.com>

average selected keyword groups	KWD group one	KWD group 2
79.5% vs 84.5% ↓ 6.0%	88% vs 91% ↓ 4.0%	71% vs 78% ↓ 9.0%

show details view report




Keywords Group Comparison for multiple targets for multiple ad types for <amazon competitors>

<bugattiveyron.com>

average selected keyword groups	KWD group one	KWD group 2
79.5% vs 84.5% ↓ 6.0%	88% vs 91% ↓ 4.0%	71% vs 78% ↓ 9.0%

show details view report

User Scenario: User only has their brand in their competitor group

Keywords Group Comparison Widget   

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>

keyword groups	bugattiveyron.com	competitor average	top competitors
average selected keyword groups	71% vs 65% ↑ 8.0%	1.0	your selected competitor group does not have competitors, go to Manage & Discover Competitors to add competitors
generic	60% vs 43% ↑ 28.4%	2.0	
# of keywords increased by % # of keywords decreased by %: go to report			
branded	82% vs 87% ↑ 5.8%	2.0	
# of keywords increased by % # of keywords decreased by %: go to report			

[hide details](#) [view report](#)

Specification Annotations

ID	UI	Event	System Response
1.0	text link	on click	sends user to Manage & Discover Competitors

Behavior Annotations

1.0	display messaging; reference req doc for correct copy
2.0	leave real estate empty

User Scenario: User is viewing a paused study

Global Nav

<Client Name>
Discover and Manage Competitors

Fast Cars Study Name

Filter
←

Dashboard




Presence

Content

Live Montior

Trademark Monitor

Alerts
Alerts Feed | New Alerts

	05/20/15 - 07/21/15 Yesterday
	3 / 6 Targets SEM 282 / 282 Keywords
	20 / 20 Competitors Google Competitors

Specification Annotations			
ID	UI	Event	System Response
1.0	tab	on click	display the modal shown here 2.0

Paused Study

The dashboard is not available when a study is paused.

User Scenario: User makes a single timeframe change with multiple widgets on the dashboard...

Global Nav

<Client Name> Discover and Manage Competitors

Fast Cars Study Name

Widget

Keyword Group Comparison

Target Comparison

Battlefield Section Comparison

Potential Threats

Dashboard

Presence

Content

Live Montior

Trademark Monitor

Alerts
Alerts Feed | New Alerts

last week
Jan 8 - 14, 2017 vs Jan 1 - 7, 2017

last month
Dec, 2016 vs Nov, 2016

1.0

custom dates
10/26/2016 - 12/15/2016 vs
09/05/2016 - 10/25/2016

edit ▼

coverage

rank

unique search ads

search estimated spend

search estimated impressions

⌵

Keywords Group Comparison Widget ✎ 📄 🗑️

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>

<bugattiveyron.com>

average selected keyword groups	generic	branded	performance
89% vs 88%	60% vs 43%	82% vs 87%	77% vs 90%
⬆️ 1.2%	⬆️ 28.4%	⬇️ 5.8%	⬇️ 14.5%

[show keyword group details](#) [view keyword report](#)

Keywords Group Comparison Widget ✎ 📄 🗑️

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>

<bugattiveyron.com>

average selected keyword groups	generic	branded	performance
89% vs 88%	60% vs 43%	82% vs 87%	77% vs 90%
⬆️ 1.2%	⬆️ 28.4%	⬇️ 5.8%	⬇️ 14.5%

[show keyword group details](#) [view keyword report](#)

Behavior Annotations

1.0 when a user makes changes to the dashboard and affects all widgets, each widget will individually update. shown here **2.0**, allowing the user to navigate outside the dashboard and come back when widgets are updated

User Scenario: User selects a timeframe and ALL widgets do not have data collected...

Global Nav

<Client Name>
Discover and Manage Competitors

Fast Cars Study Name

Dashboard
Presence
Content
Live Montior
Trademark Monitor
Alerts Alerts Feed | New Alerts

last week

Jan 8 - 14, 2017 vs Jan 1 - 7, 2017

last month

Dec, 2016 vs Nov, 2016

custom dates

10/26/2016 - 12/15/2016 vs
09/05/2016 - 10/25/2016

coverage
 rank
 unique search ads
 search estimated spend
 search estimated impressions
 ⌵

Keywords Group Comparison Widget

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>

<bugattive>

Data not available for this widget because the selected criteria does not have data for your selected timeframe.

average selected keyword groups	generic	branded	performance
89% vs 88%	60% vs 43%	82% vs 87%	77% vs 90%
⬆️ 1.2%	⬆️ 28.4%	⬇️ 5.8%	⬇️ 14.5%

show keyword group details view keyword report

Keywords Group Comparison Widget

Keywords Group Comparison for <multiple targets> for <multiple ad types> for <high end competitors>

Data not available for this widget because the selected criteria does not have data for your selected timeframe.

average selected keyword groups	generic	branded
89% vs 88%	60% vs 43%	82% vs 87%
⬆️ 1.2%	⬆️ 28.4%	⬇️ 5.8%

show keyword group details view keyword report

Widget

+
Keyword Group Comparison

+
Target Comparison

+
Battlefield Section Comparison

+
Potential Threats

Behavior Annotations	
1.0	when a user selects a pre-determined timeframe OR a custom timeframe and ALL widget(s) do not meet the timeframe criteria, display message shown here for all widgets 2.0
3.0	disable export function
4.0	display title of each widget
5.0	each icon is accessible

User Scenario: User selects a timeframe and some of the widgets do not have data collected...

Global Nav

<Client Name>
Discover and Manage Competitors

Fast Cars Study Name

Dashboard

Presence

Content

Live Montior

Trademark Monitor

Alerts
Alerts Feed | New Alerts

last week
Jan 8 - 14, 2017 vs Jan 1 - 7, 2017

last month
Dec, 2016 vs Nov, 2016

custom dates
10/26/2016 - 12/15/2016 vs
09/05/2016 - 10/25/2016 edit ▼

coverage
 rank
 unique search ads
 search estimated spend
 search estimated impressions

3.0

4.0

3.0 Keywords Group Comparison Widget
✎ 📄 🗑️

Keywords Group Comparison for <bing / us / english / desktop> for multiple ad types for <high end competitors>

<bugattiveyron>

Data not available for this widget because the selected criteria does not have data for your selected timeframe.

average selected keyword groups	generic	branded	performance
89% vs 88% ⬆️ 1.2%	60% vs 43% ⬆️ 28.4%	82% vs 87% ⬇️ 5.8%	77% vs 90% ⬇️ 14.5%

show keyword group details view keyword report

Keywords Group Comparison Widget
✎ 📄 🗑️

Keywords Group Comparison for <multiple targets> for <multiple ad types> for <high end competitors>

average selected keyword groups	generic	branded
89% vs 88% ⬆️ 1.2%	60% vs 43% ⬆️ 28.4%	82% vs 87% ⬇️ 5.8%

show details view report

+
 Keyword Group Comparison

+
 Target Comparison

+
 Battlefield Section Comparison

+
 Potential Threats

Behavior Annotations	
1.0	when a user selects a pre-determined timeframe OR a custom timeframe and widget(s) do not meet the timeframe criteria, display message shown here 2.0
3.0	no data widgets are still drag and droppable
4.0	export icon will only export widgets with data