

1.1 Mobile Dashboard

- The default view upon opening the App

Status bar:

- The **status bar** displays important information the device and the current environment i.e.: C and Connection type: E.g.: Verizon / WiFi
 - Persistent – at top of screen

Time Interval Selection Tools

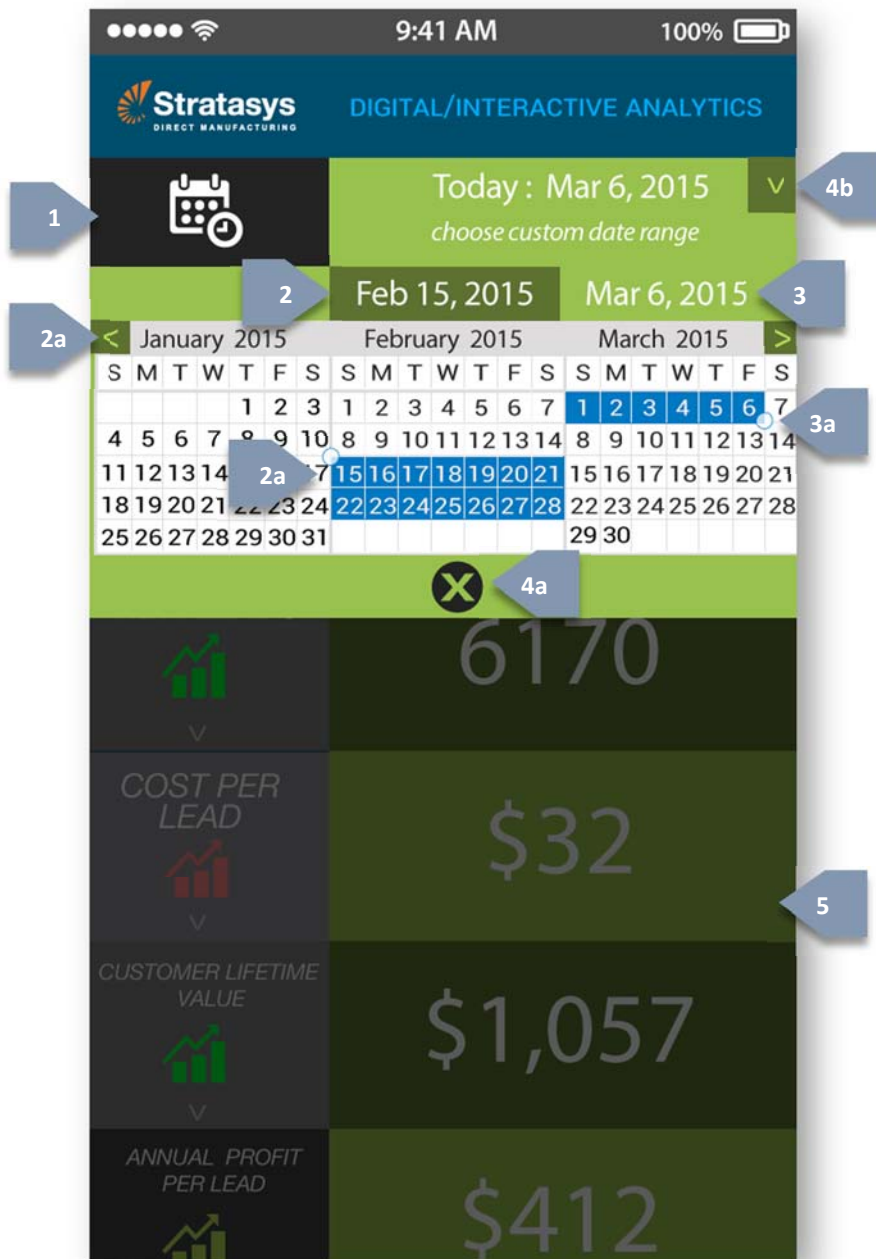
- Tap the **Calendar** icon to select a custom date range.
 - Tap the **Green bar** to select one of the preset time intervals
 - Tap the **Blue bar** to select one of the two comparative time interval presets.
 - This Time Interval section does not scroll – it remains persistent at the top of the UI.

Channel Selection: Tap the “hamburger” to see a dropdown list of channels available for review.

- The Channel Select section does not scroll – it remains persistent at the top of the UI.

Channel KPI's : Scroll (up and down) through the selected channel key performance indicators. These are the top level strategic indicators that show the data “at-a-glance”.

- Use color and iconography for immediate ‘read’ of status and interpretation for user.



2.1 – Calendar

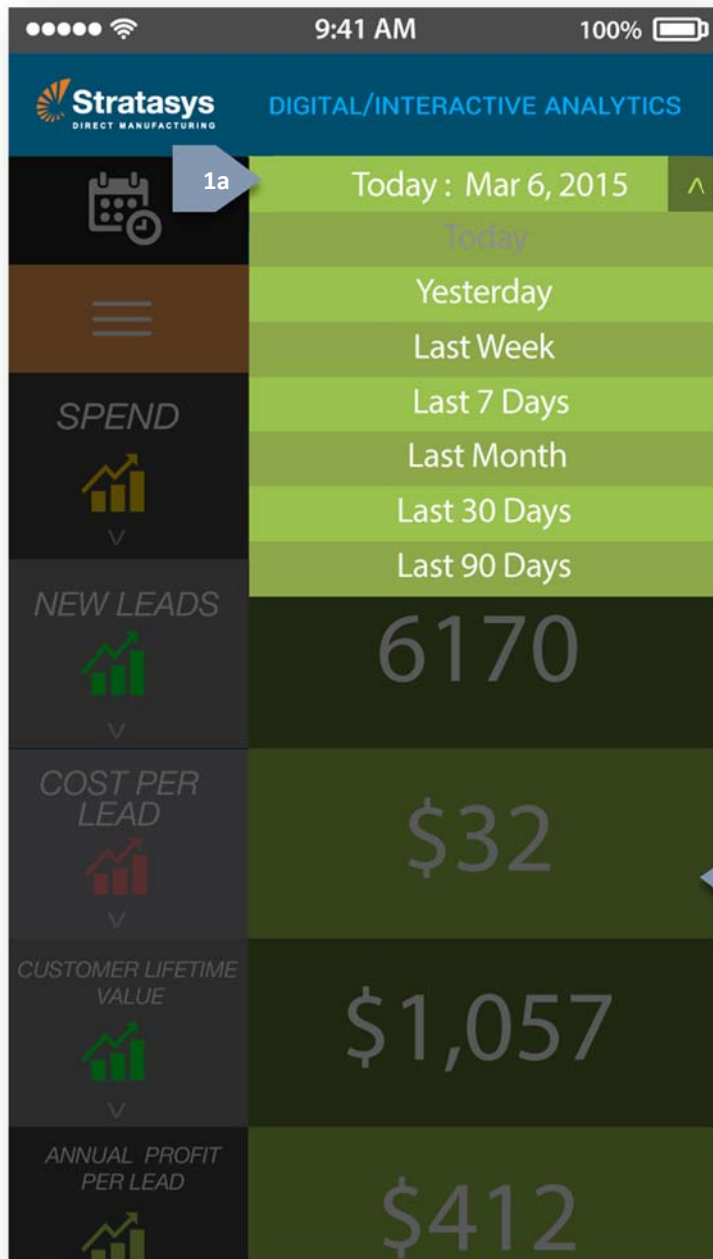
- Selecting a custom time interval

Calendar Icon

- Tapping the **Calendar Icon** opens a calendar wizard used to specify a custom time interval.

Calendar Navigation Tools

- Tap Date to set the “From” date
- Use the arrows to Scroll to the “From” date and tap date in calendar to set.
- Tap this field to set the “To” date
- Use the arrows to scroll to the “To” date and tap date in calendar to set.
- Tap X to close the Custom Time Interval Wizard.
- The selected time interval dates appear in this section as the time interval is selected.
- A semi-transparent overlay darkens the UI and disables accidental tapping while in the time interval wizard.



2.2 – Time Interval Pre-sets

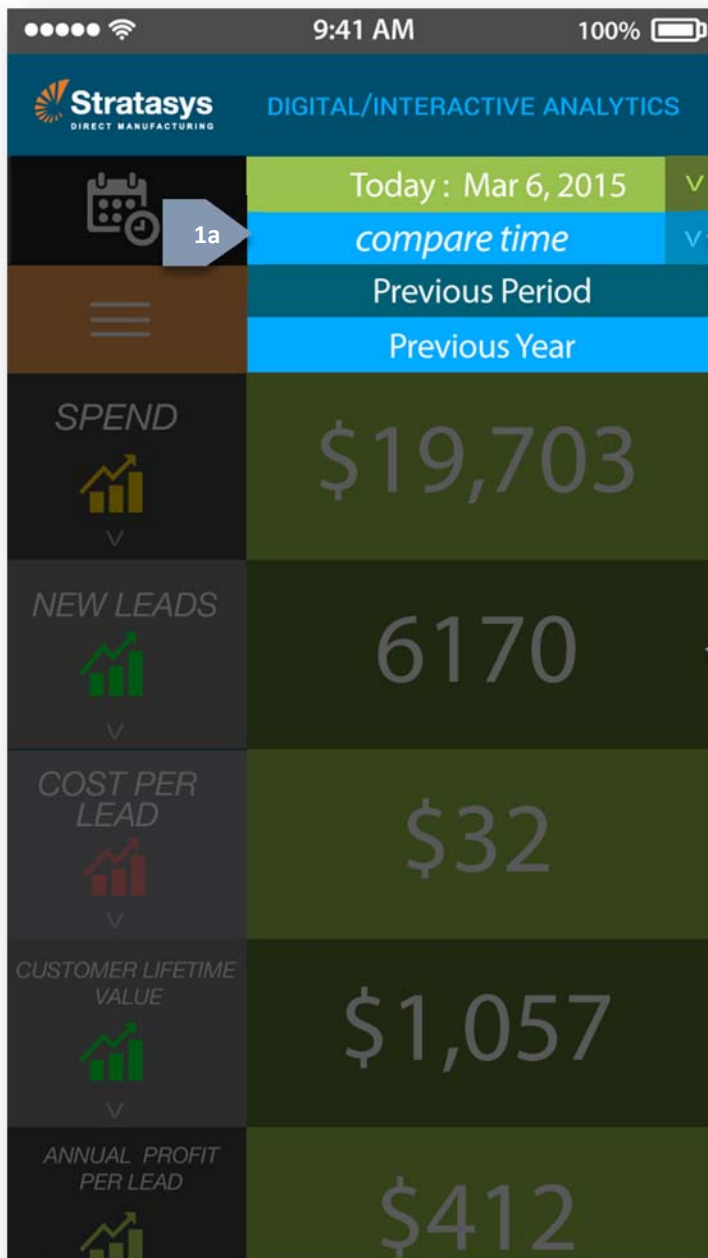
- Selecting a pre-set time interval

Set Active Pre-set

- Tap the **Green bar** to open a list of Time Interval pre-sets.
- Tap the UP arrow to close the pre-set list.

Time Interval Pre-set List

- Tap a pre-set to select
- Currently active pre-set is greyed out.
- A semi-transparent overlay darkens the UI and disables accidental tapping while in the pre-set interval selection wizard.



2.3 – “Compare Time” Pre-sets

- Selecting a pre-set time interval for comparison

1a

Set Active Pre-set

- Tap the **Blue bar** to open a list of Comparative Time Interval pre-sets.

1b

- Tap the UP arrow to close the pre-set list.

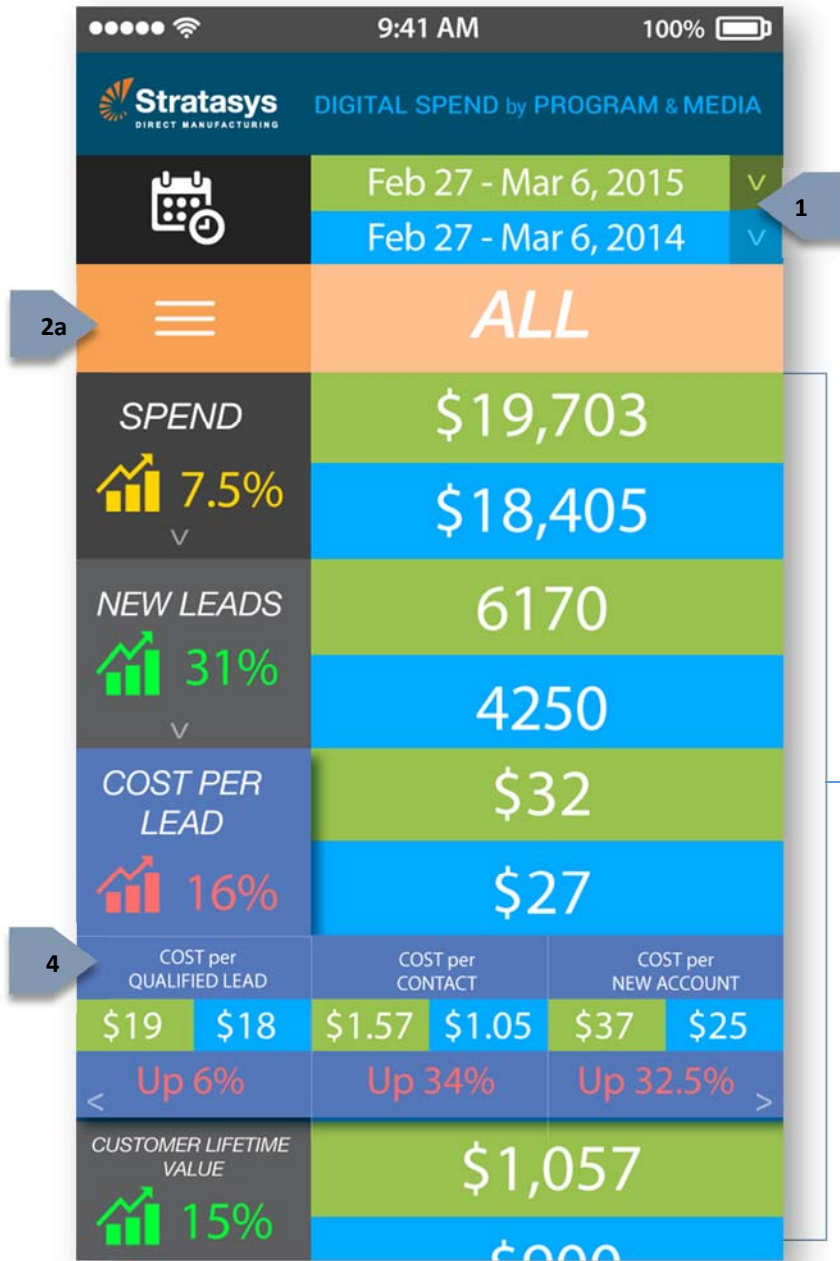
2

Comparative Time Interval Pre-set List

- Tap a pre-set to select: Comparison time interval appears in Blue bar. Toggle between the two pre-set options.

3

- A semi-transparent overlay darkens the UI and disables accidental tapping while in the pre-set interval selection wizard.



3.0 – Full Dashboard

- 1 • Active Dashboard – customized by user
- 2a • Selected and Comparative Time Intervals
- 3 • Strategic KPI's comparisons using selected time intervals
- 4 • Tactical KPI's for selected Strategic KPI

