

Prototype Test Plan: Top Insights

Problem Statement

Bamboo.ai does not support an insights discovery process in a way oriented for advertisers to take action on the most impactful objects.

Bamboo.ai only allows the user to sort their objects by one field at a time within the table view to begin their discovery process.

Background

Top Insights designs will show the six insights (campaigns, ad sets, or ads) that had the biggest impact on the performance of the object (specific account, campaign, ad set, or ad ID) the user is currently viewing.

Hypothesis

Users will prioritize taking action on the Top Insight

- Users will easily view actionable insights (with metrics determined valuable in the PDP) if they are shown the top insights first within the insights view page
- See all of their top 6 insights listed out in full view or one at a time within the two column insights view (with pagination or a scroll through)
- Adding data visualizations to provide additional context to the metric
 - Color cues (red vs green, arrows, icons, etc)
 - Layout/navigation top six listed out or paginated/scroll through view
- User understands rank column within the table and its overall impact/relevance on them taking an action

Test Plan

Method

We'll conduct a 15 min guided walk through the Top Insights Product wireframes. Following the walk through, users will be left with [three questions](#) to guide them through the designs in Invision. The questions address the following major concerns:

- Do the designs guide users to insights they deem actionable?
- Do the visualization take away from or support their ability to interpret the insight?
- Is the information shown impactful enough or at a level of analysis (insights views, table views, breadcrumbs, top insights box) that is useful?

Feedback Objective Goals

Qualitative Feedback

- Stylistic and directional preferences stated in invision
- Additional comments in invision from a self guided user walk through of wireframes (10 mins)
- Notes from 3 questions in google doc
- 1:1 conversations slack and in person (to be documented in this doc)

Quantitative Feedback

- Poll user on preferred direction
- # of user who made it through all artboards

Tools

[Invision](#), slack, and google docs

Users (as a reminder)

Name	Role	Clients	Team
Tony	AM	Lemonaid	Red Pandas
Rianna	Analyst	Canon, Alpha	Red Pandas
Crystal	AM	Adobe, Invoice Simple	Giant Pandas
Colleen	Analyst	CUUP, Canon	Giant Pandas
Zamir	Analyst	Lemonaid, NYT, All Trails	Snow Leopards
Alicia	Analyst	Serena & lily, GetUpside	Snow Leopards

Log

Date: 2/26/2020 & 2/27/2020

Where: [Google doc](#)

Who: Champs users (see table above)

Content: long form feedback to the invision prototypes

Date: 2/26/2020 & 2/27/2020

Where: [Invision](#)

Who: Champs users (see table above)

Content: comments on prototype designs