In reference to: **Design thinking: A guide to design better UX components**

Last time period tabular button

Observation: User can select the last number of day/week/month to filter out the report.

Inference:

1. This requires the user to be certain about a time period.
2. To generate general/comparison reports

Custom tabular button

Observation:

1. The user can edit the default time interval which leads to the extra step: Selection of the desired time interval from the calendar interface.
2. The calendars to select ‘From’ and ‘To’ date are not labelled distinctly.

Inference:

1. The date range is selected by selecting ‘From’ & ‘To’ date from dedicated calendars.
2. Since ‘From’ & ‘To’ calendars are not labelled distinctly, a user may try to select ‘From’ & ‘To’ date from the same calendar, if the dates fall into the same month.
3. Analytics are available until the last synced date only, which differs from the current date. This information being hidden, a user often select the current date which leads to a failure.

Compare feature

Each of the Till date, Last time period & custom tabs are provided with a compare option.

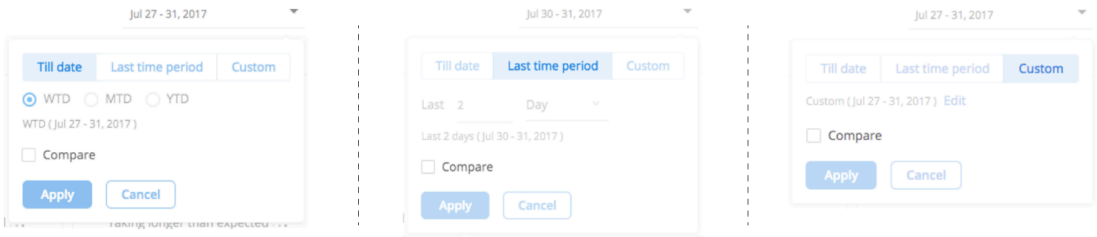

Photo: Compare option(checkbox) allowing user to compare data of two time intervals

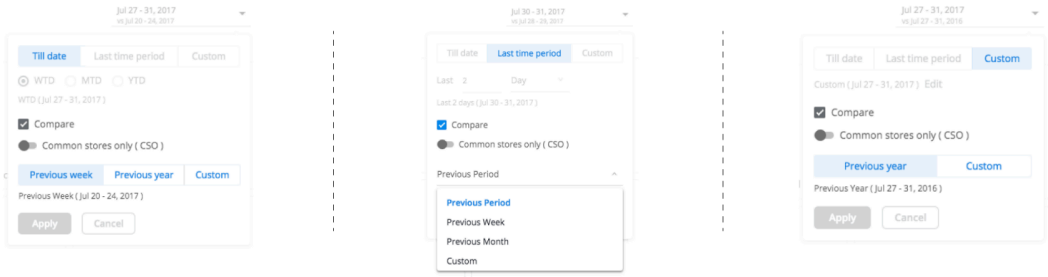

Photo: Compare option checked-in.

Observation:

1. The user is provided with compare option with each Till date, Last time period & Custom tabular buttons.
2. The user can select a tabular button and go through a discrete set of steps to select a date range.
3. Each tabular button has a different parameter to compare dates.
4. The existence of ‘Common stores only’ toggle button.

Inference:

1. The user can compare date while using any of the tabs.
2. In inheritance from the date selection tabs, compare feature will also have three different ways of selecting a date range.
3. ‘Common stores only’: The number of stores may increase for a particular brand over time. It is a desirable case that user wants to compare the analytics only for the stores which are commonly functional during both the selected time periods. So, a toggle button is provided to suffice the aforementioned requirement.
4. These inferences give an idea of the problems a user might be facing and will provide us with valuable insights during User goal assessment.