Google Analytics

PERSONA: Mark Marketer
28 years old

EZ DASHBOARD

MARK'S SITUATION
- GA generates detailed statistics about the visits to a website.
- Mark depends on a programmer to get his job done.
- Mark needs to go to GA to check his data.

MARK'S GOAL
- Mark wants to be able to use GA's features on his own.
- Mark wants to be able to import GA's data in his own website and share with others.

OUR SOLUTION
- We build the Gadash 2.0, which powers the new EZ Dashboard. The EZ Dashboard provides an easy way to produce charts.
- Mark is now able to create and export a set of charts and share it with others.

Osama Ahmad   Laurent Jacquot   Raul Plascencia   Derek Vo   Juliano Yi

FIVEGUYS