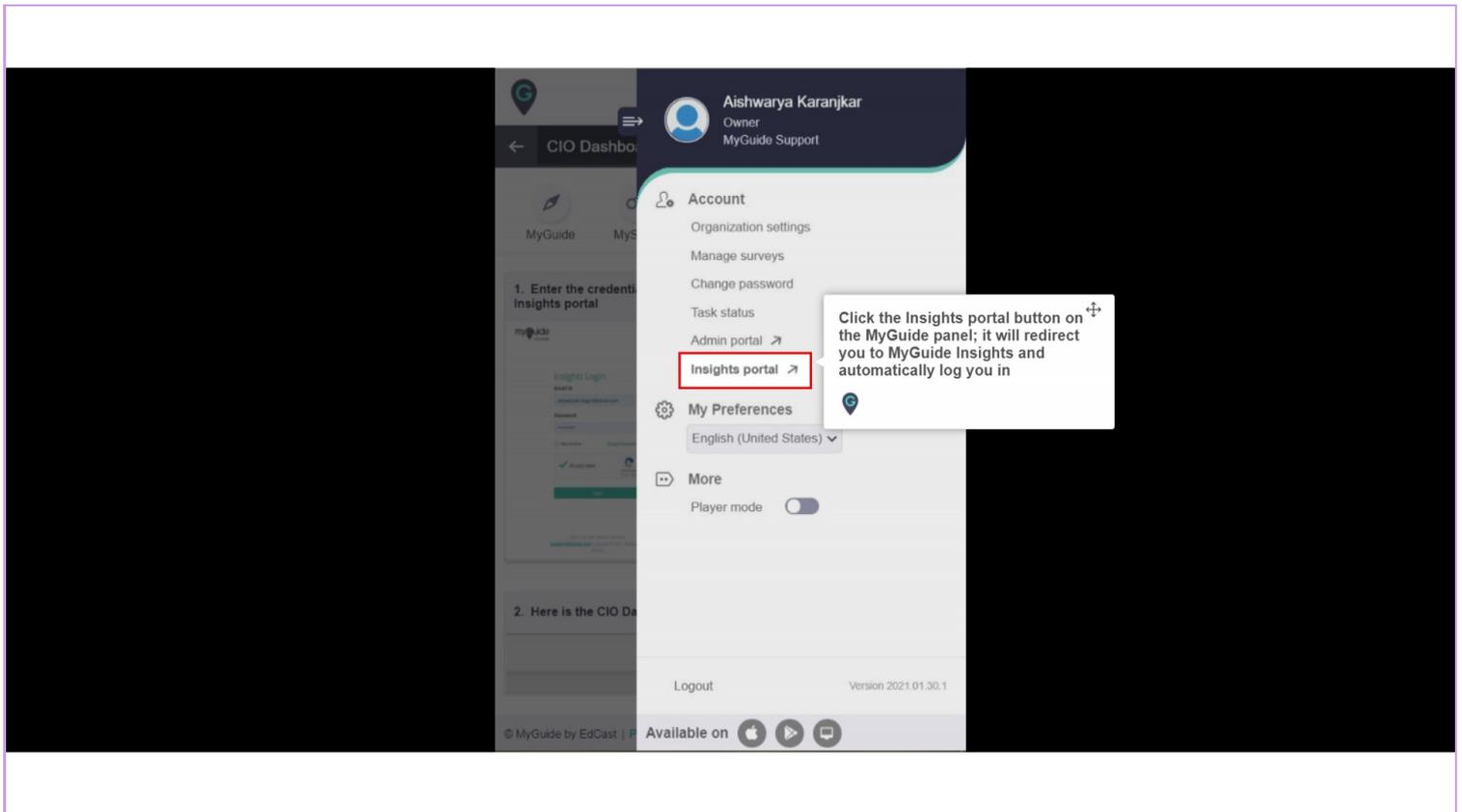




Guide Details Insights

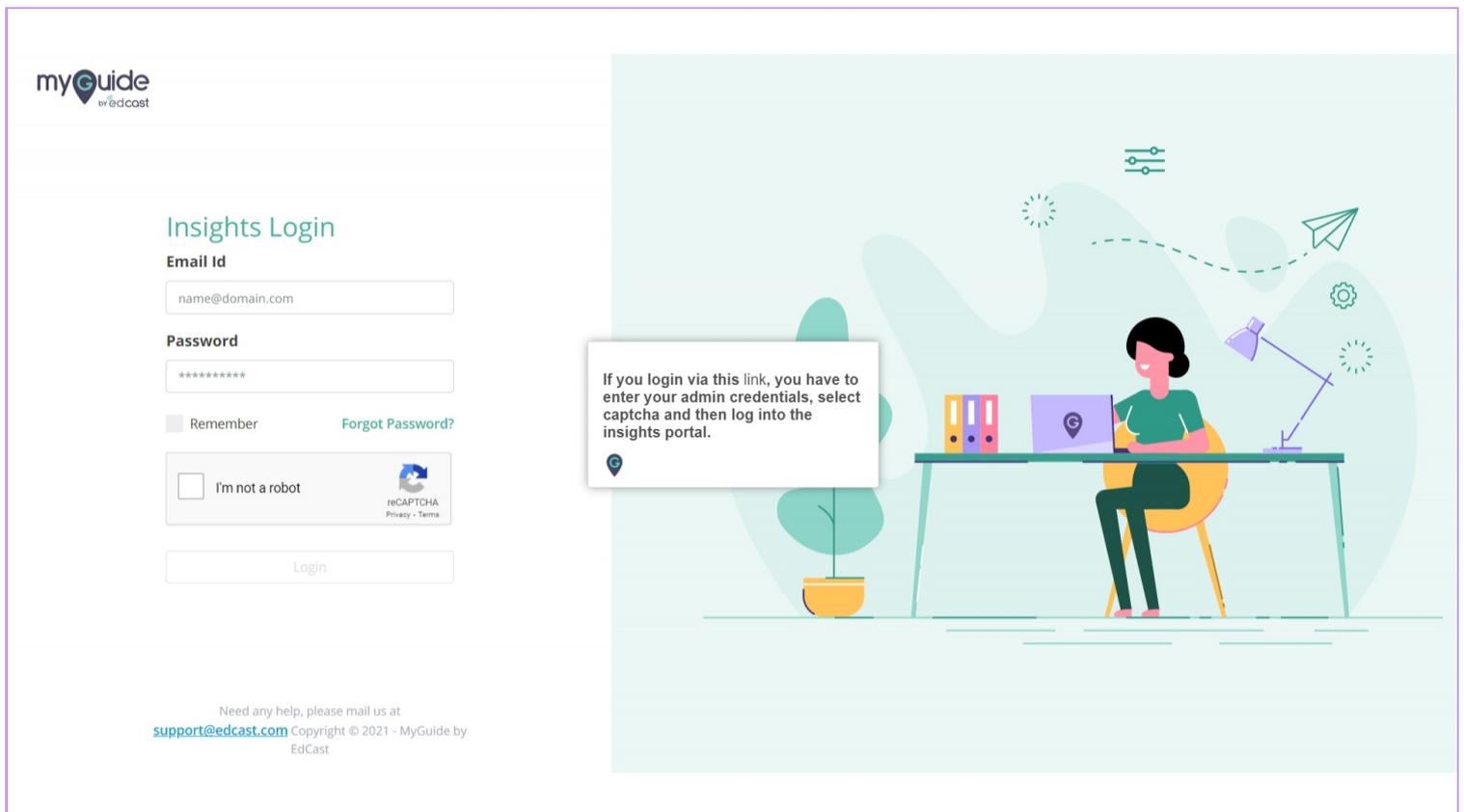
Step: 01

1) Click the Insights portal button on the MyGuide panel; it will redirect you to MyGuide Insights and automatically log you in



Step: 02

If you login via this link, you have to enter your admin credentials, select captcha and then log into the insights portal.



The image shows a screenshot of the 'myGuide by edcast' Insights Login page. The page features a white background with a light blue header containing the logo. The main content area is titled 'Insights Login' and includes the following elements:

- Email Id:** A text input field containing 'name@domain.com'.
- Password:** A text input field with masked characters '*****'.
- Remember:** A checkbox labeled 'Remember'.
- Forgot Password?:** A link for password recovery.
- I'm not a robot:** A checkbox next to a reCAPTCHA logo and the text 'reCAPTCHA Privacy - Terms'.
- Login:** A button to submit the login information.

Below the login form, there is a footer with the text: 'Need any help, please mail us at support@edcast.com Copyright © 2021 - MyGuide by EdCast'.

Overlaid on the right side of the screenshot is an illustration of a person sitting at a desk with a laptop, surrounded by icons representing technology and productivity. A white callout box with a location pin icon points to the login form and contains the text: 'If you login via this link, you have to enter your admin credentials, select captcha and then log into the insights portal.'

Step: 03

Click on "Guide Insights"

The screenshot displays the myGuide Analytics interface for 'Analytics Org Parag Test'. The left sidebar lists navigation options: CIO Dashboard, Guide Insights (highlighted), Guides, GuideMe, ShowMe, TestMe, Survey, Push-notifications & Beacons, Summary, Tooltips, User Engagement, Searches, Export, Survey, and Automation Insights. The main content area features a 'GuideMe' section with an 'Activity' line chart and a 'Completion Ratio' gauge. The activity chart shows 'Total Played' (orange), 'Unique Played' (blue), and 'Completed' (green) counts from 24 Aug 2020 to 19 Feb 2021. The completion ratio is 44%, with 524 Played Count and 232 Completed Count. A callout box points to the 'Guide Insights' menu item.

Category	Count
Played Count	524
Completed Count	232

Step: 04

Click on "Summary"

The screenshot displays the myGuide Analytics interface for 'Analytics Org Parag Test'. The left sidebar contains a navigation menu with items: CIO Dashboard, Guide Insights, Guides, GuideMe, ShowMe, TestMe, Survey, Push-notifications & Beacons, Summary (highlighted), Tooltips, User Engagement, Searches, Export, Survey, and Automation Insights. The main content area shows 'You are here: Guides' and 'Guides' with filters for 'Event Source (1)', 'Published', and a date range of '24 Aug 2020 to 19 Feb 2021'. An 'Export PDF' button is also present. The 'GuideMe' section features an 'Activity' line chart with three series: Total Played (orange), Unique Played (blue), and Completed (green). The chart shows a significant spike in activity around late January 2021. To the right, a 'Completion Ratio' gauge shows 44% completion, with 'Played Versus Completed' counts of 524 and 232 respectively. A callout box with a location pin icon points to the 'Summary' menu item in the sidebar.

Step: 05

Select any workflow from here to see its details

The screenshot displays the myGuide Analytics interface for 'Analytics Org Parag Test'. The left sidebar contains navigation options: CIO Dashboard, Guide Insights, Guides, GuideMe, ShowMe, TestMe, Survey, Push-notifications & Beacons, Summary, Tooltips, User Engagement, Searches, Export, Survey, and Automation Insights. The main content area is titled 'Summary' and 'Guide Summary'. It includes a 'Show Entries' dropdown set to 5, an 'Export' button, and a 'Search Guide' input field. A table lists workflow guides with columns for Guide Name, Guide Played, ShowMe Played, TestMe Played, and Survey. A tooltip is overlaid on the table with the text: 'Select any workflow from here to see its details'. The table data is as follows:

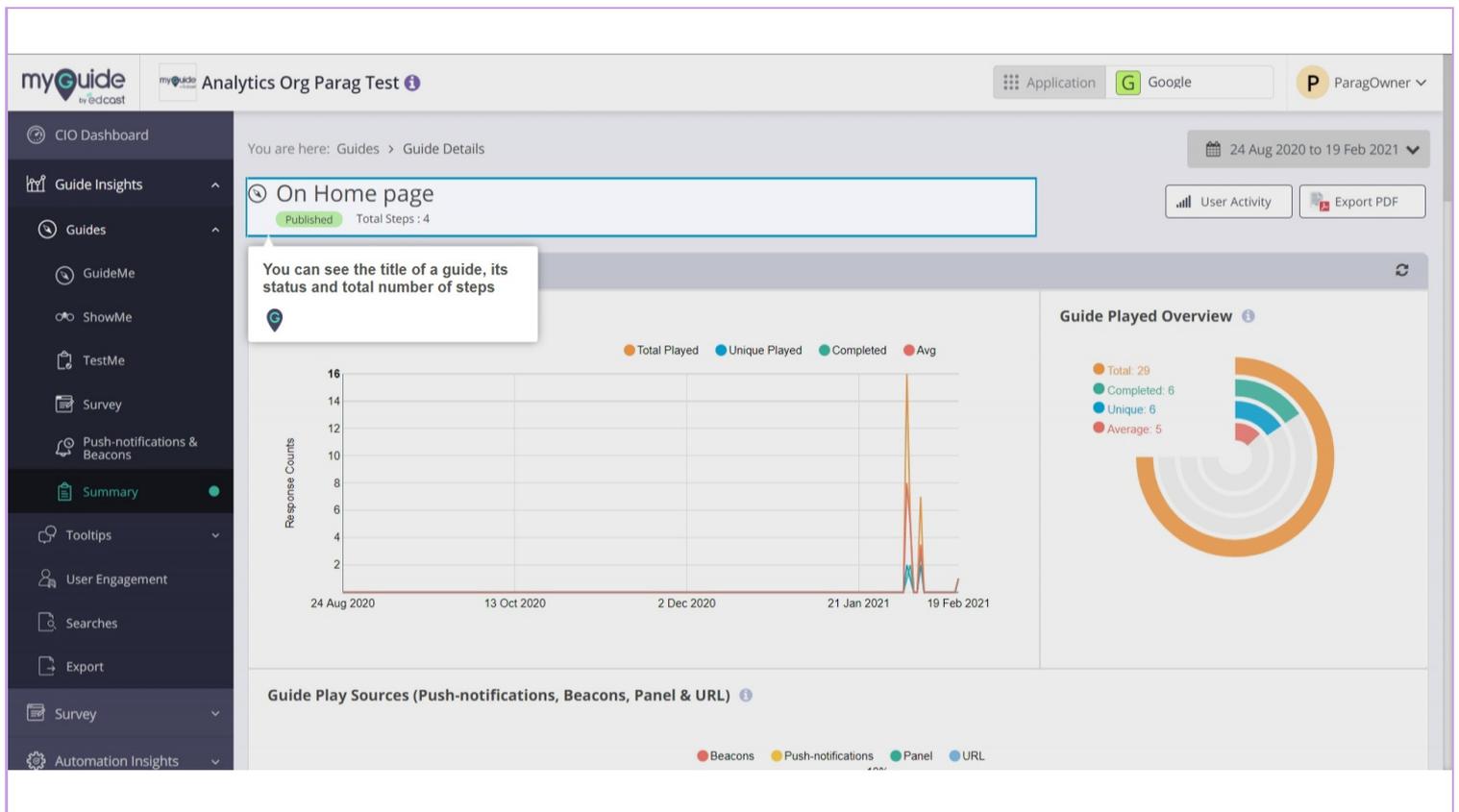
Guide Name	Guide Played	ShowMe Played	TestMe Played	Survey
Workflow guide including all steps published	97	71	1	63
On Home page		13	0	5
msg and tooltip with image		0	0	0
all types of steps here		4	0	24
defect-2: No FFM, No audio published	23	1	2	17

Showing 1 - 5 of 68

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Step: 06

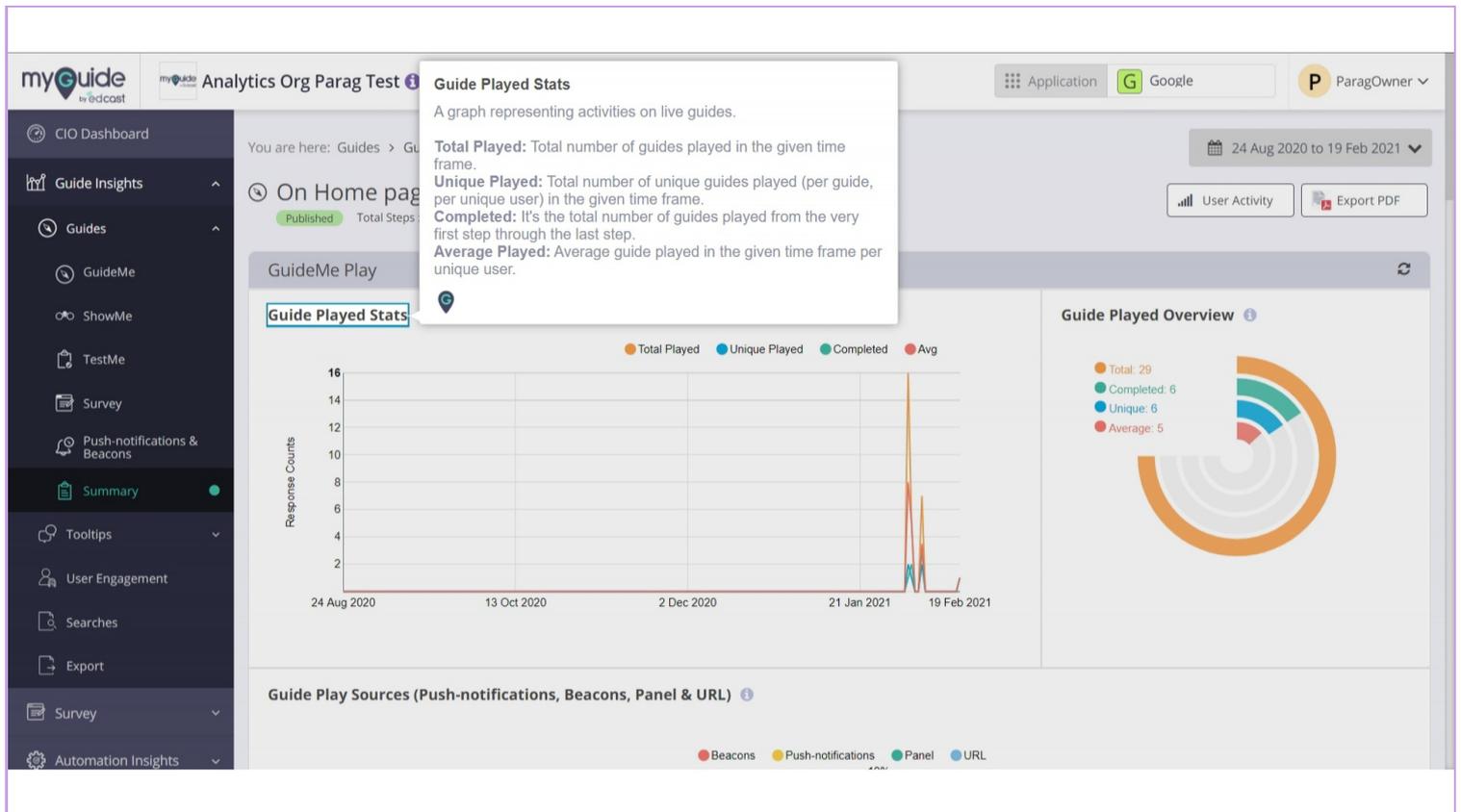
You can see the title of a guide, its status and total number of steps



Step: 07

Guide Played Stats

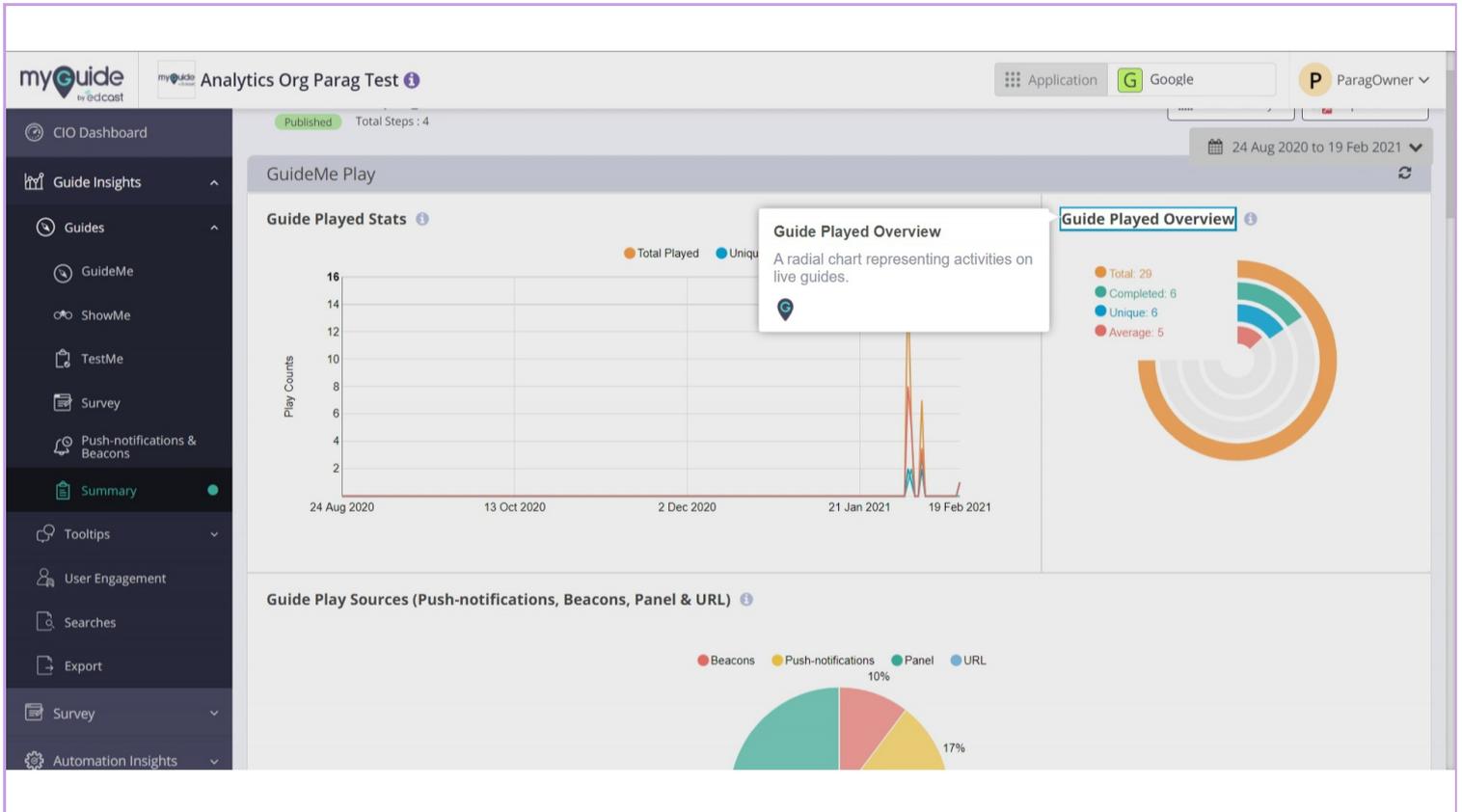
A graph representing activities on live guides. **Total Played:** Total number of guides played in the given time frame. **Unique Played:** Total number of unique guides played (per guide, per unique user) in the given time frame. **Completed:** It's the total number of guides played from the very first step through the last step. **Average Played:** Average guide played in the given time frame per unique user.



Step: 08

Guide Played Overview

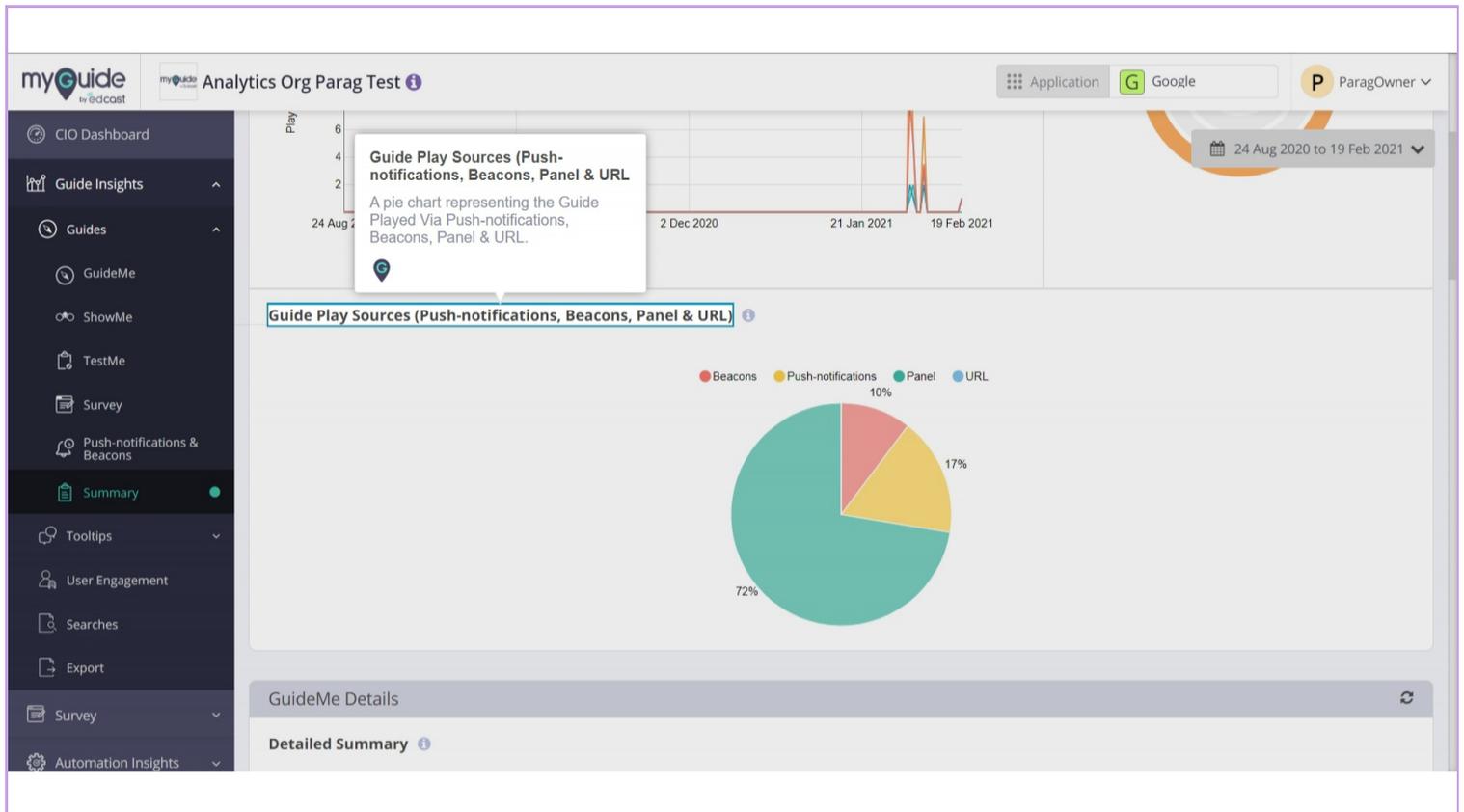
A radial chart representing activities on live guides.



Step: 09

Guide Play Sources (Push-notifications, Beacons, Panel & URL)

A pie chart representing the Guide Played Via Push-notifications, Beacons, Panel & URL.



Step: 10

Detailed Summary

Here is a table representing activities on live guides steps. Step Name: Name of the step. Step Played Count: How many times the step was played. Started From This Step: How many times guide play began from the current step. Ends On This Step: How many times guide play ended on the current step Failed On This Step: How many times guide play interrupted on this step due to errors

The screenshot shows the myGuide Analytics interface for 'Analytics Org Parag Test'. A 'Detailed Summary' tooltip is open, providing a legend for the table below. The table lists four steps: 'Note "Why Choose Us"', 'Note "We Aim Higher"', 'Click on "About"', and a link 'link guide client.js'. The 'Steps Flow' section below the table shows a progress bar for the first step.

Step Name	Step Played Count	Started From This Step	Ends On This Step	Failed On This Step
Note "Why Choose Us"	28	28	9	0
Note "We Aim Higher"	20	1	1	0
Click on "About"	19	0	19	0
link guide client.js				

Step: 11

Select this checkbox to hide deleted steps

The screenshot shows the myGuide Analytics dashboard for 'Analytics Org Parag Test'. The main content area displays a 'Detailed Summary' table with the following data:

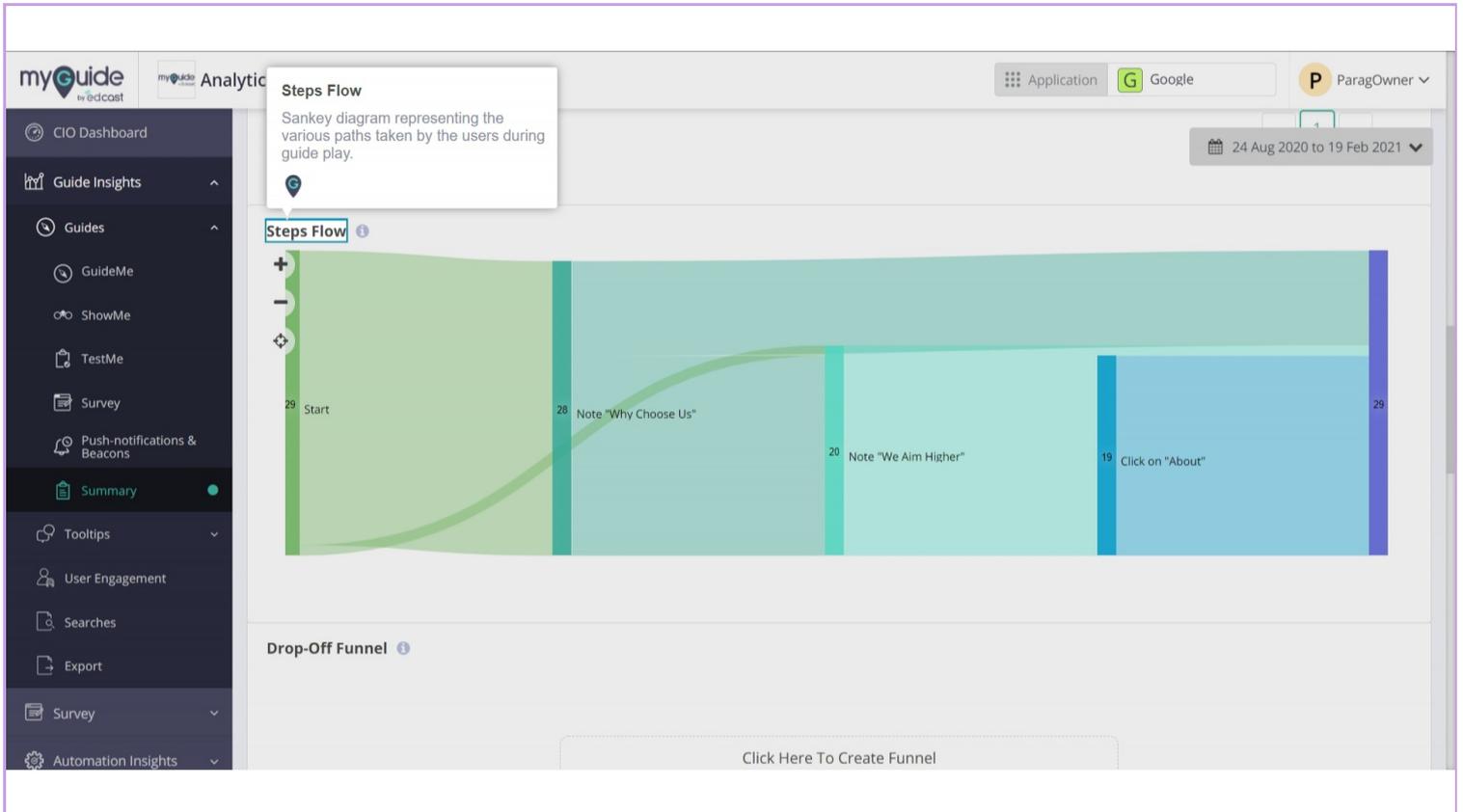
Step Name	Step Played Count	Started From This Step	Ends On This Step	Failed On This Step
Changed Note "Use the Mobile Publisher to create your own bra...	54	54	6	0
Changed: Message step	48	0	3	0
Survey step	45	0	2	0
[image step with no Title/Description]	43	0	33	0
[image step with no Title/Description]	11	1	1	0

A tooltip with the text 'Select this checkbox to hide deleted steps' points to the 'Hide Deleted Steps' checkbox, which is currently unchecked. The interface also shows a date range of '24 Aug 2020 to 19 Feb 2021' and a progress indicator of '87%'.

Step: 12

Steps Flow

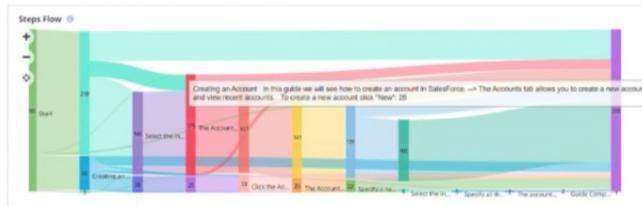
Sankey diagram representing the various paths taken by the users during guide play.



Step: 13

Steps Flow

It is a visual representation that allows you to discover the previous steps that led to or the next steps since a feature's usage. Steps flow is particularly useful when Admins are unsure of how users are navigating the workflow. It represents all the possible scenarios that users followed for a guide.



You can drag a bar and check how many users followed a particular flow. There are multiple flows followed by multiple different users for the steps of a single guide.

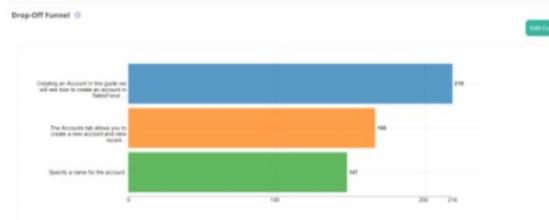


Step: 14

Drop Off Funnel

Drop Off Funnel allows you to measure how users move through a defined series of steps. They can provide a high level of clarity as to where your users "drop-off" when following the guide steps.

It lets the admin review the different combinations of a single flow that the users might have followed.



This funnel ignores any intermediate steps between the selected funnel steps. The funnel is a prescribed sequence of guide steps. The sequence is significant:

- If you have a funnel definition of 1,2,3,4 and the user performs 1,3,4,2, it would only register the visitor through the second step of the funnel and then fall off.
- If the user performs 1,3,4 they would register for the first step and then fall off.

Funnels help the Admins learn where they go from that "drop-off" to better build the guides to keep them in that funnel.

For e.g in the following example when we changed the combination of the steps to 3,2,1 and we can see the drop as compared to the above picture where the step combination of 1,2,3 was followed.

Step: 15

Steps [X]

Guide steps

- Creating an Account: L...
- Click the App Launcher
- Search for "Accounts"
- Click "Accounts"
- The Accounts tab allo...
- Creating an Account: L...
- Specify a name for the...

Funnel steps in order

- 1 Specify a name for the a...
- 2 Creating an Account: In ...
- 3 The Accounts tab allows...

(Please select minimum of 3 steps and maximum of 7 steps to render the funnel)
* Stats for linked guides can be viewed on their respective detail pages.



The red steps signify that they are deleted.

Step: 16

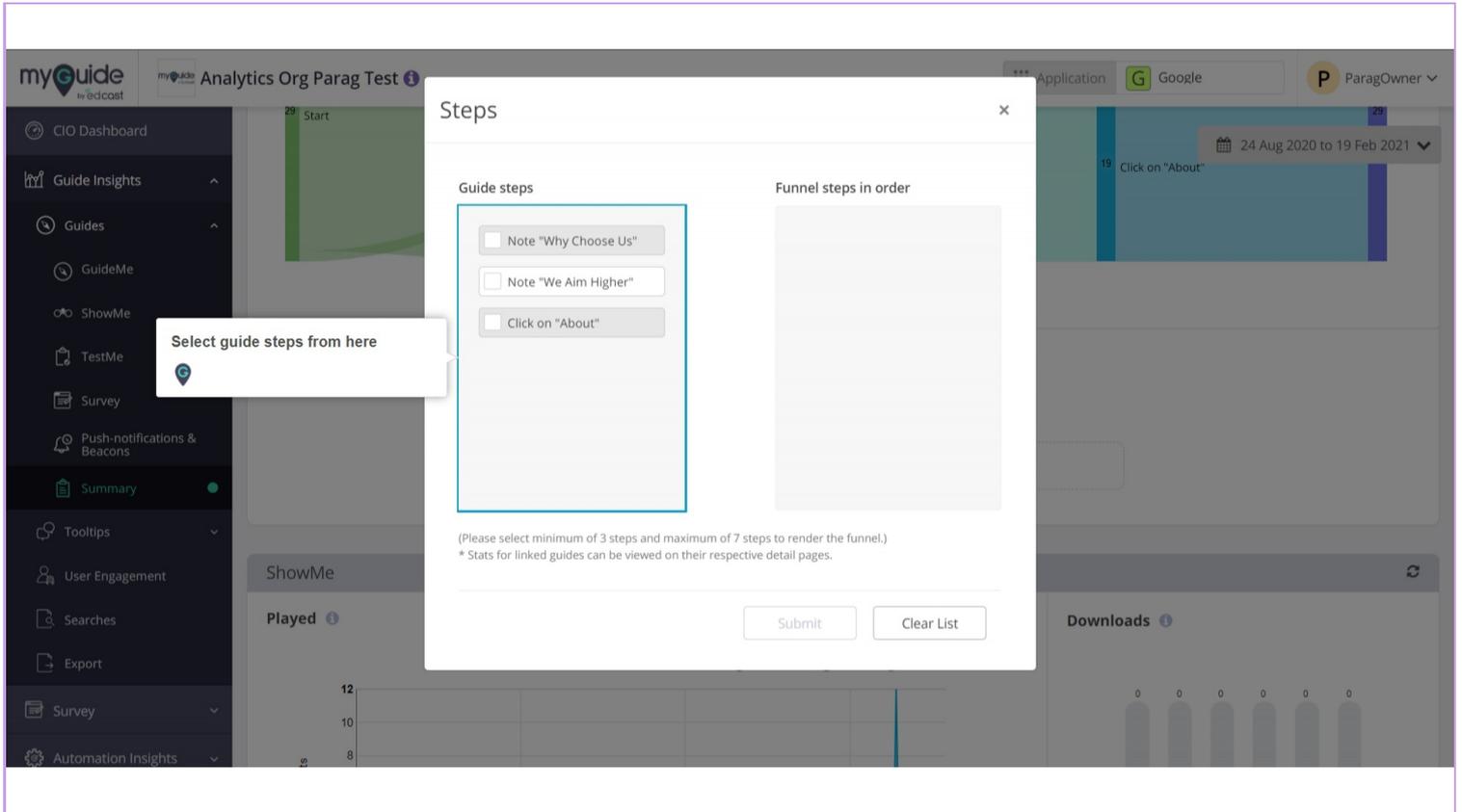
Drop-off funnel

Funnel representation of the selected steps from the current guide. You can select a minimum of 3 steps and a maximum of 7 steps. The order of selection does not matter, as the funnel will be rendered according to the steps order in the guide. [Click here to create a funnel](#)

The screenshot displays the myGuide Analytics interface. The top navigation bar includes the myGuide logo, the user name 'ParagOwner', and a date range selector set to '24 Aug 2020 to 19 Feb 2021'. A left-hand sidebar lists various analytics tools such as 'CIO Dashboard', 'Guide Insights', 'Guides', 'GuideMe', 'ShowMe', 'TestMe', 'Survey', 'Push-notifications & Beacons', 'Summary', 'Tooltips', 'User Engagement', 'Searches', 'Export', 'Survey', and 'Automation Insights'. The main content area is titled 'Drop-Off Funnel' and features a tooltip that reads: 'Drop-off funnel. Funnel representation of the selected steps from the current guide. You can select a minimum of 3 steps and a maximum of 7 steps. The order of selection does not matter, as the funnel will be rendered according to the steps order in the guide. Click here to create a funnel'. Below the tooltip is a button labeled 'Click Here To Create Funnel'. The dashboard also shows a 'ShowMe' section with two charts: 'Played' (a line chart for Slideshows, Videos, and GIFs) and 'Downloads' (a bar chart with six bars, all showing a value of 0).

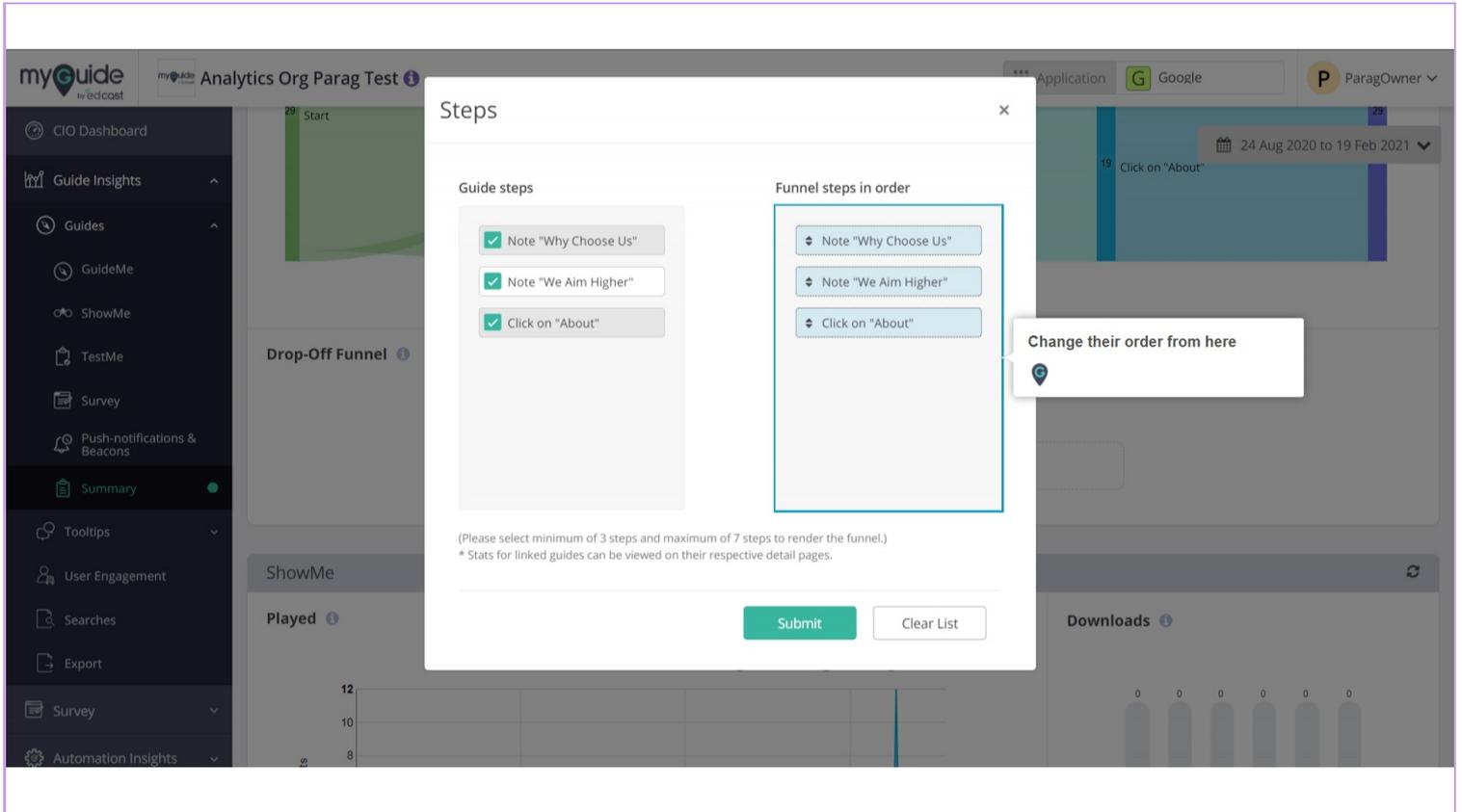
Step: 17

Select guide steps from here



Step: 18

Change their order from here



Step: 19

Select a minimum of 3 steps and a maximum of 7 steps to render the funnel

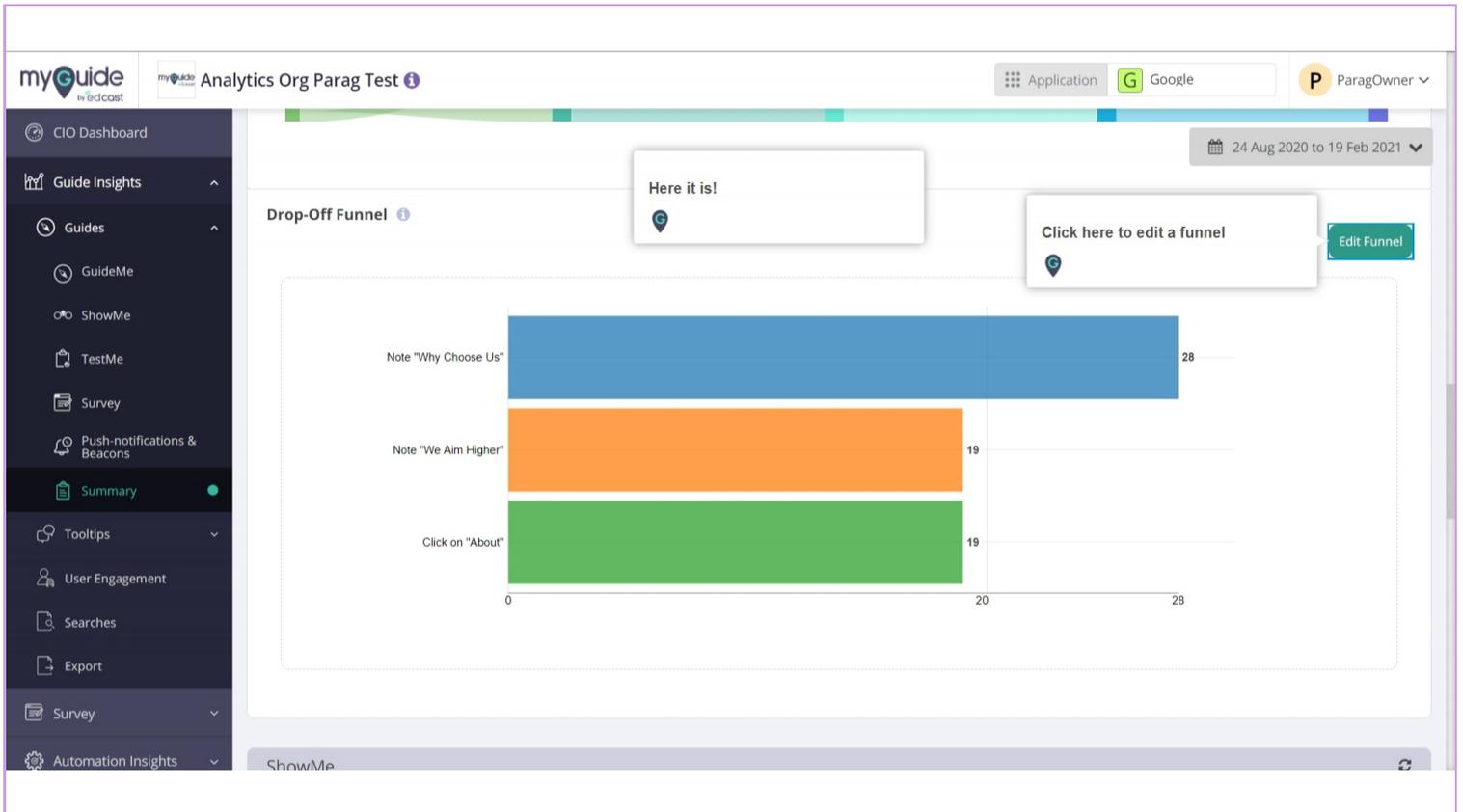
Click on "Submit"

The screenshot shows the 'myGuide' interface with a 'Steps' dialog box open. The dialog box is titled 'Steps' and has a close button (X) in the top right corner. It is divided into two main sections: 'Guide steps' and 'Funnel steps in order'. Under 'Guide steps', there are three items, each with a checked checkbox: 'Note "Why Choose Us"', 'Note "We Aim Higher"', and 'Click on "About"'. Under 'Funnel steps in order', there are three items, each with a dropdown arrow and a plus sign: 'Note "Why Choose Us"', 'Note "We Aim Higher"', and 'Click on "About"'. At the bottom of the dialog, there is a green 'Submit' button. Below the 'Submit' button, there is a small text note: '(Please select minimum of 3 steps and maximum of 7 steps to render the funnel.) * Stats for linked guides can be viewed on their respective detail pages.' A tooltip is positioned over the 'Submit' button, containing the text: 'Select a minimum of 3 steps and a maximum of 7 steps to render the funnel. Click on "Submit"'. The background shows the 'myGuide' dashboard with a sidebar on the left containing various navigation options like 'CIO Dashboard', 'Guide Insights', 'Guides', 'GuideMe', 'ShowMe', 'TestMe', 'Survey', 'Push-notifications & Beacons', 'Summary', 'Tooltips', 'User Engagement', 'Searches', 'Export', 'Survey', and 'Automation Insights'. The main content area shows a 'Drop-Off Funnel' chart and a 'ShowMe' section with a 'Played' chart.

Step: 20

Here it is!

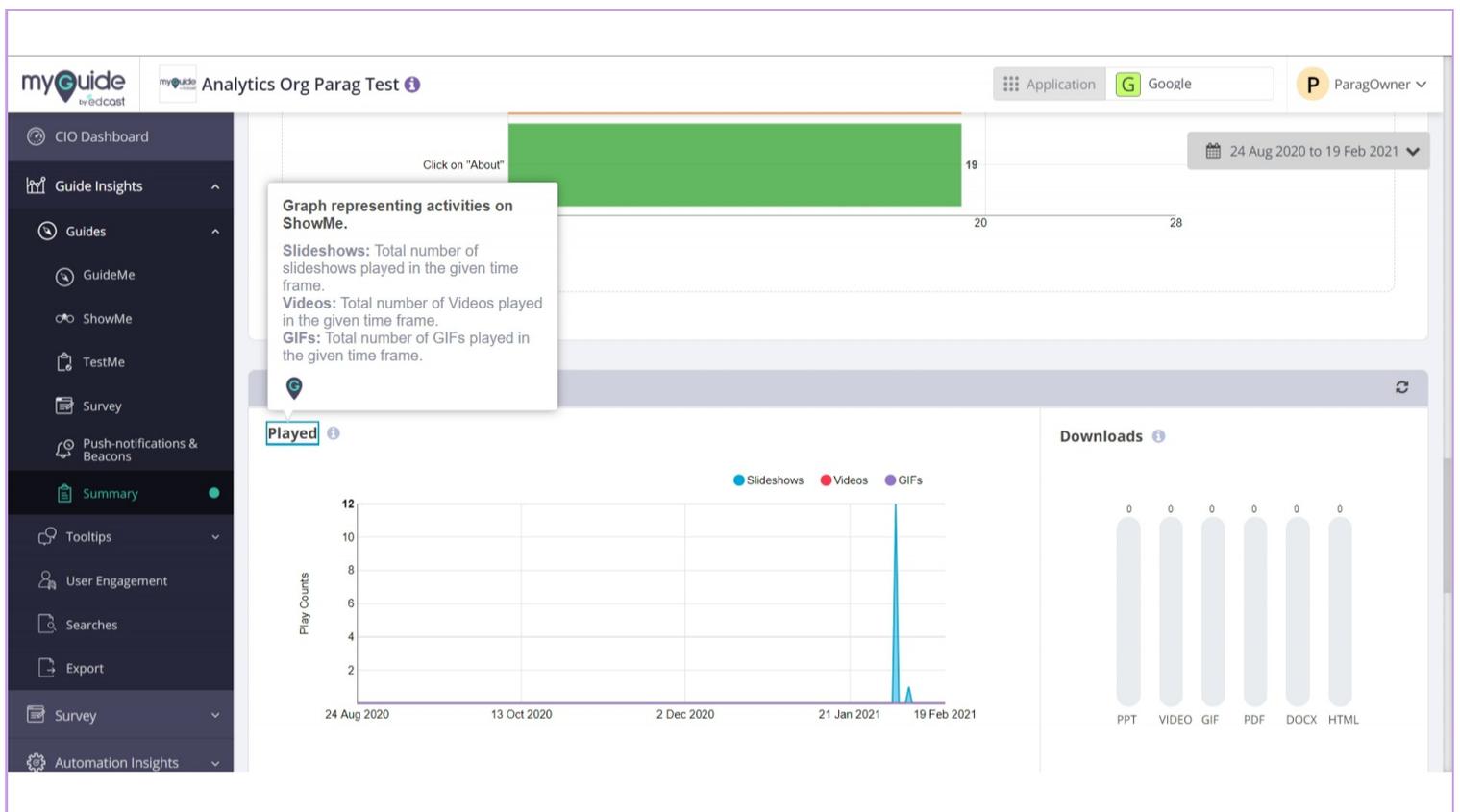
1) Click here to edit a funnel



Step: 21

Graph representing activities on ShowMe.

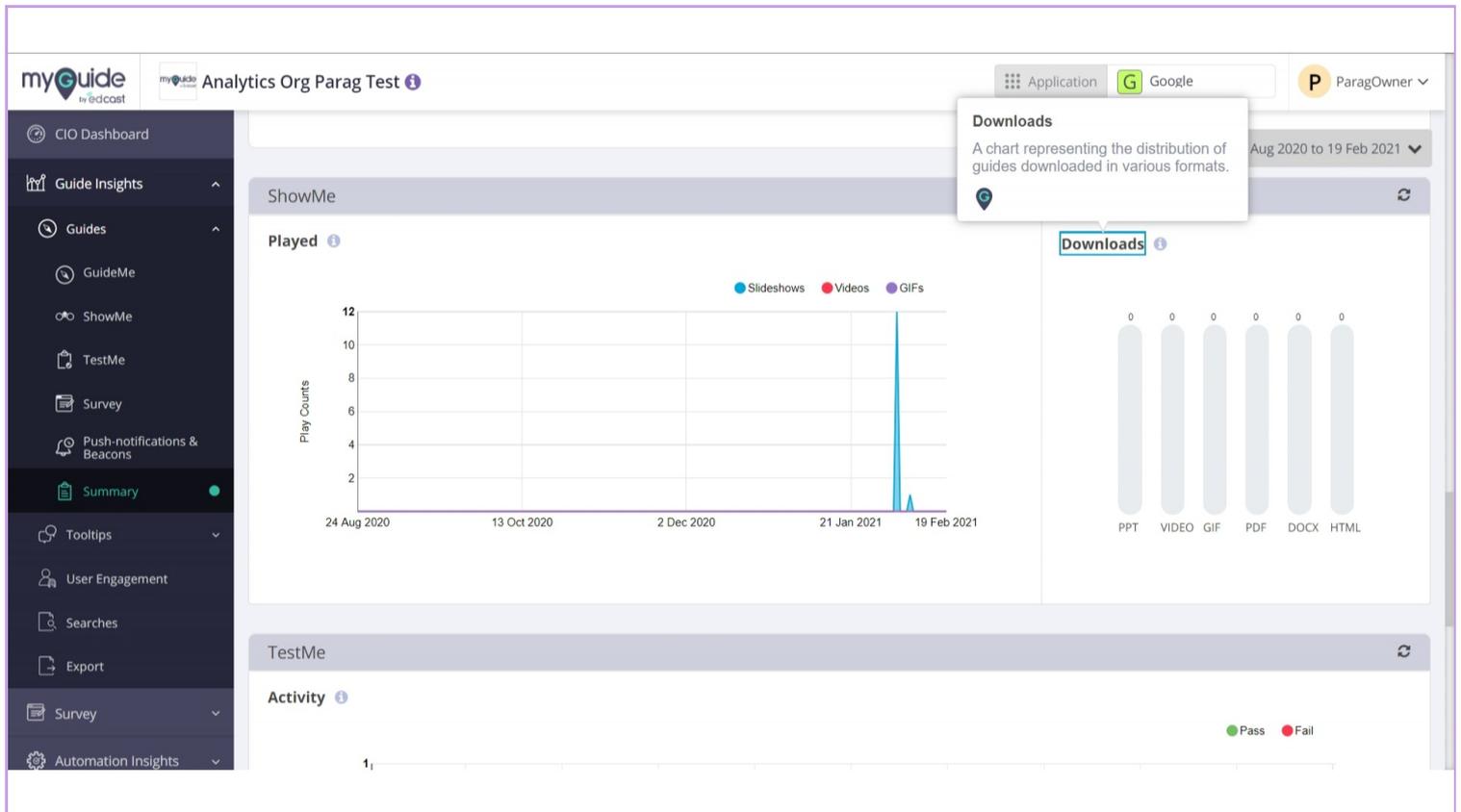
Slideshows: Total number of slideshows played in the given time frame. Videos: Total number of Videos played in the given time frame. GIFs: Total number of GIFs played in the given time frame.



Step: 22

Downloads

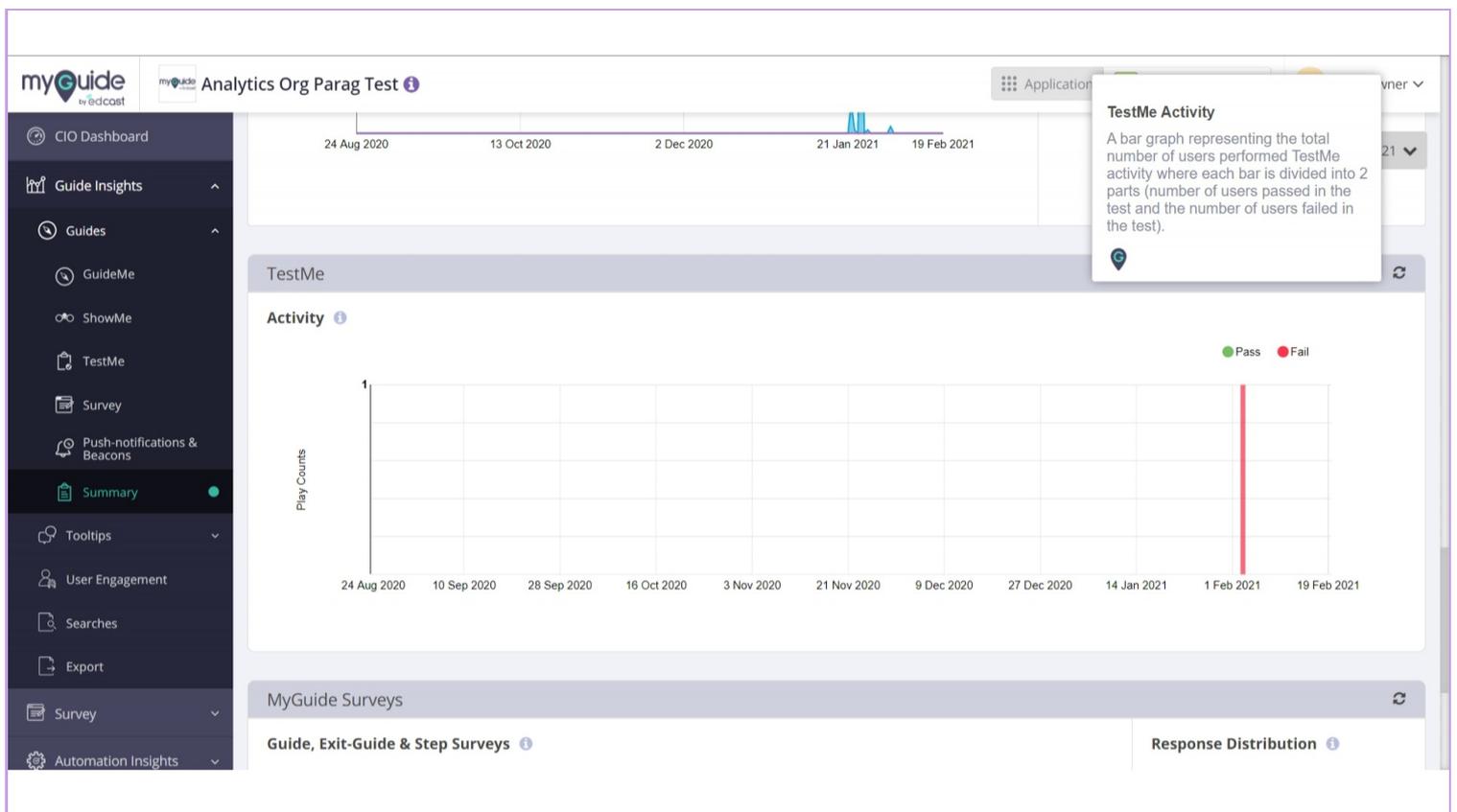
A chart representing the distribution of guides downloaded in various formats.



Step: 23

TestMe Activity

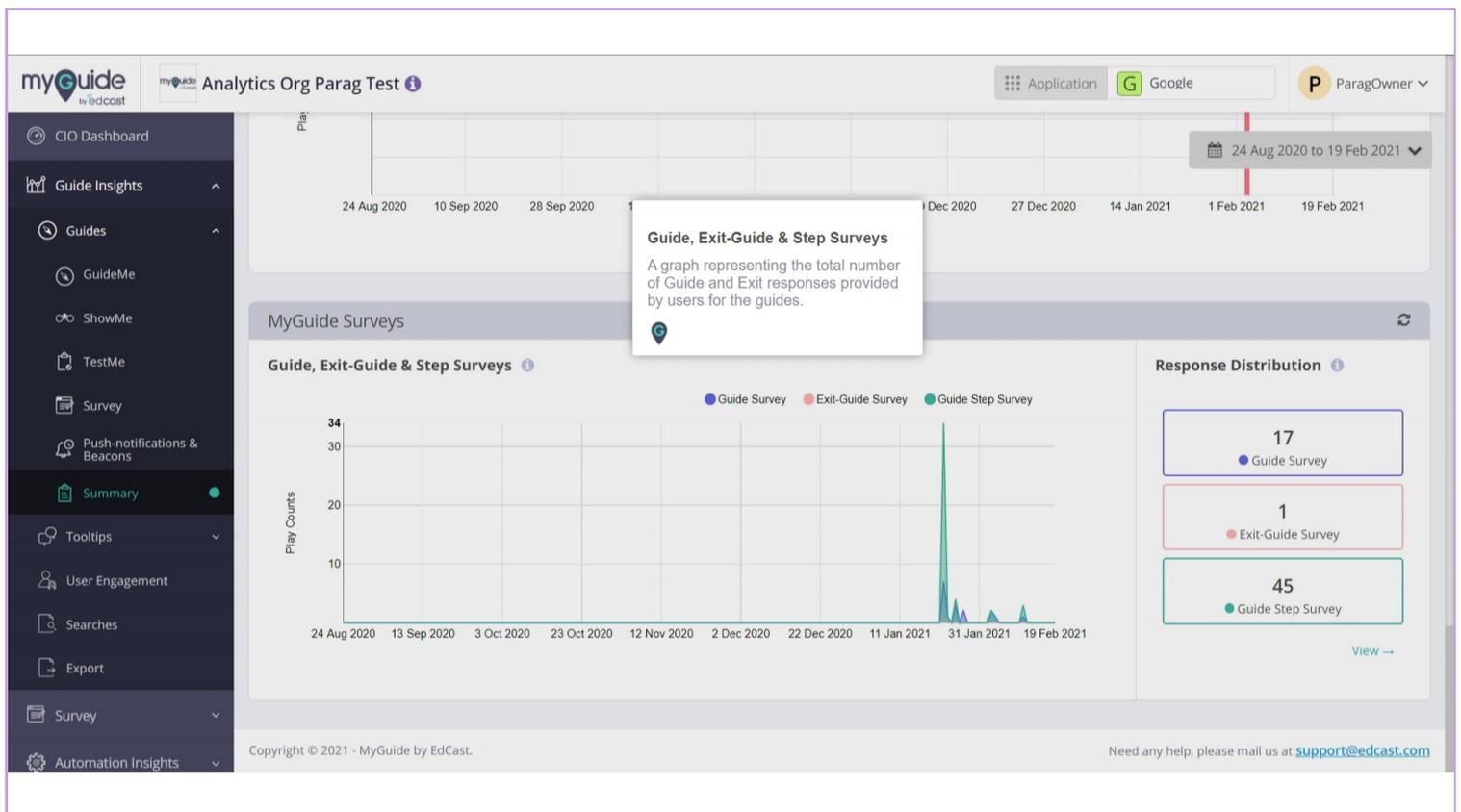
A bar graph representing the total number of users performed TestMe activity where each bar is divided into 2 parts (number of users passed in the test and the number of users failed in the test).



Step: 24

Guide, Exit-Guide & Step Surveys

A graph representing the total number of Guide and Exit responses provided by users for the guides.



Step: 25

Response Distribution

Click on "View"

The screenshot shows the MyGuide by EdCast dashboard for 'Analytics Org Parag Test'. The main content area is titled 'MyGuide Surveys' and displays a line chart for 'Guide, Exit-Guide & Step Surveys'. The chart shows play counts from 24 Aug 2020 to 19 Feb 2021. A 'Response Distribution' popup is displayed over the chart, showing the following data:

Survey Type	Count
Guide Survey	17
Exit-Guide Survey	1
Guide Step Survey	45

The popup also includes a 'View' button and the text 'Click on "View"'. The dashboard footer contains the copyright notice 'Copyright © 2021 - MyGuide by EdCast.' and a 't.com' link.

Step: 26

Guide Survey Questions & Responses

The screenshot displays the 'myGuide by edcast' interface. A modal window titled 'Guide Survey Questions & Responses' is open, showing a list of survey questions. The modal includes a 'Survey Type' dropdown set to 'Guide Survey' and a 'Survey Name' dropdown set to 'New 5 question set'. The questions are as follows:

- Q1. Did you like the guide? (Single Select Type)
- Q2. Describe product in few words. (Text Type)
- Q3. On which platform you use the site? (Multi Select Type)
- Q4. What would you rate us? (Range Type)
- Q5. Will you suggest the guide to your friends? (Yes/No Type)

At the bottom of the modal, there are 'Download' and 'View Online' buttons, separated by 'OR'. A link 'Don't have a Excel viewer?' is also present. The background dashboard shows a sidebar with navigation options like 'CIO Dashboard', 'Guide Insights', 'Guides', 'GuideMe', 'ShowMe', 'TestMe', 'Survey', 'Push-notifications & Beacons', 'Summary', 'Tooltips', 'User Engagement', 'Searches', 'Export', 'Survey', and 'Automation Insights'. The main content area shows a distribution chart with categories like 'Guide Survey' (17), 'Exit-Guide Survey' (1), and 'Guide Step Survey' (45). The footer contains the copyright notice 'Copyright © 2021 - MyGuide by EdCast.' and a support email 'support@edcast.com'.

Step: 27

Select survey type

The screenshot displays the 'myGuide by edcast' interface. A modal window titled 'Guide Survey Questions & Responses' is open. At the top, there are two dropdown menus: 'Survey Type' (set to 'Guide Survey') and 'Survey Name' (set to 'New 5 question set'). Below these, a list of survey types is shown: 'Guide Exit Survey', 'Guide Survey' (highlighted), and 'Guide Step Survey'. A tooltip with the text 'Select survey type' and a location pin icon is positioned over the 'Guide Survey' option. The main area of the modal contains five questions, each with a type and a 'Responses' dropdown:

- Q2. Describe product in few words. (Text Type, Responses)
- Q3. On which platforms you use the site? (Multi Select Type, Responses)
- Q4. What would you rate us? (Range Type, Responses)
- Q5. Will you suggest the guide to your friends? (Yes/No Type, Responses)

At the bottom of the modal, there are two buttons: 'Download' and 'View Online', separated by the word 'OR'. Below the modal, the footer contains the text 'Copyright © 2021 - MyGuide by EdCast.' and 'Need any help, please mail us at support@edcast.com'.

Step: 28

Check the response stats from here

The screenshot displays the 'myGuide by edcast' interface. A modal window titled 'Guide Survey Questions & Responses' is open, showing a survey question: 'Q1. Did you like the guide?' (Single Select Type). The question has three response options: Yes (33%), No (53%), and Neutral (13%). A callout box with a location pin icon points to the 'Response Stats' table, with the text 'Check the response stats from here'.

ANSWER CHOICES	RESPONSES	RESPONSE COUNT
Yes	33.33%	5
No	53.33%	8
Neutral	13.33%	2
TOTAL		15

Don't have a Excel viewer? [View Online](#)

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Step: 29

You can download this data from here

Guide Survey Questions & Responses

Survey Type: Guide Survey | Survey Name: New 5 question set

Q1. Did you like the guide? (Single Select Type)

Response Stats

ANSWER CHOICES	RESPONSES	RESPONSE COUNT
Yes	33.33%	5
No	53.33%	8
Neutral	13%	2
		15

Don't have a Excel viewer?

[Download](#) OR [View Online](#)

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Step: 30

Click on "User Activity"

The screenshot shows the myGuide Analytics interface for 'Analytics Org Parag Test'. The left sidebar contains navigation options: CIO Dashboard, Guide Insights, Guides, GuideMe, ShowMe, TestMe, Survey, Push-notifications & Beacons, Summary (highlighted), Tooltips, User Engagement, Searches, Export, Survey, and Automation Insights. The main content area displays 'GuideMe Play' details for a guide titled 'all types of steps here'. A callout box points to the 'User Activity' button in the top right corner of the main content area. Below the callout, there are two charts: 'Guide Played Stats' (a line chart with zero data) and 'Guide Played Overview' (a gauge chart with zero values for Total, Completed, Unique, and Average). The x-axis for the line chart shows dates from 25 Aug 2020 to 20 Feb 2021.

Step: 31

From here, you can see which user played and completed this guide how many times, and you can also search for a user from here to verify whether he has played this guide or not.

The screenshot displays the myGuide Analytics interface. A modal window titled "Activity Details" is open, showing a search bar for "Search User" and a list of users who have interacted with the guide. The background shows the "Guide Played Stats" section with a line graph and a "Guide Played Overview" section with a circular progress indicator.

User	Played	Completed	Last Played
ParagPlayer test (parag+altp@edcast.com)	25	9	19 Feb 2021 6:17 PM
ParagOwner test (parag+alto@edcast.com)	1	1	18 Feb 2021 2:28 PM

Showing 1 - 2 of 2

From here, you can see which user played and completed this guide how many times, and you can also search for a user from here to verify whether he has played this guide or not.

Thank you

myguide.org