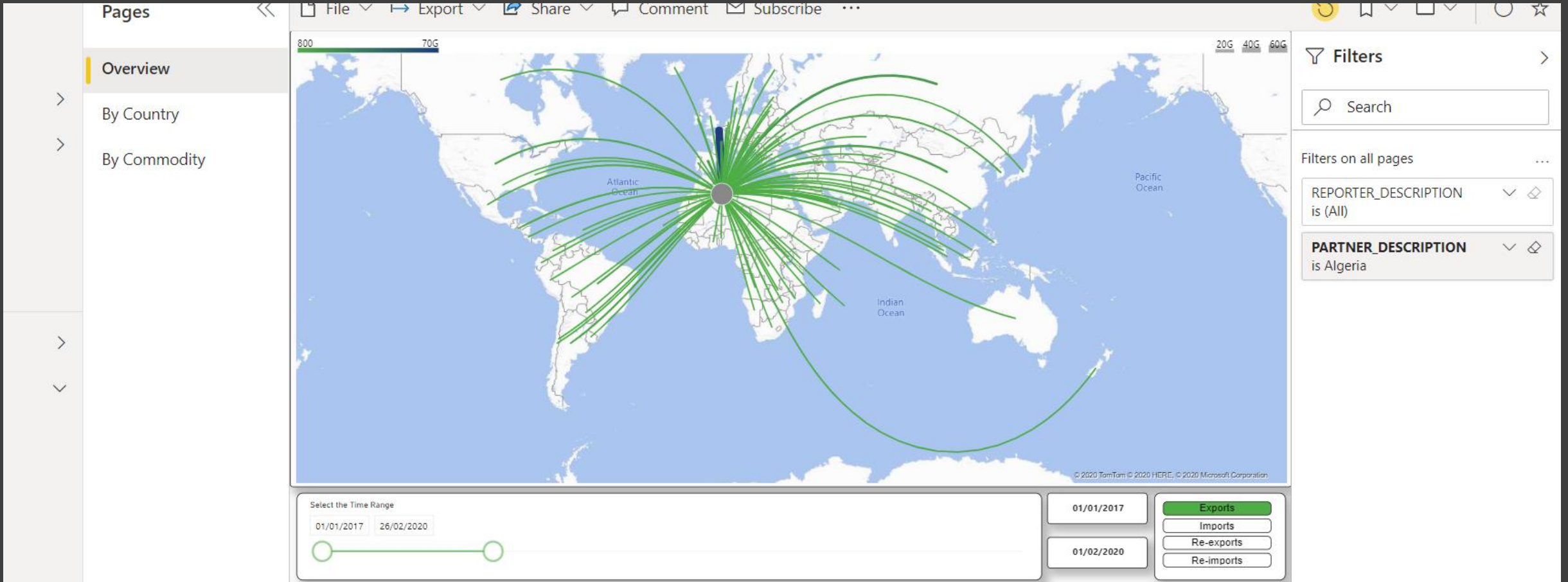# Export Compass

Doing stuff with Data☺

Nov 2020

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Summary

- As a technology demonstration, it has progressed quickly and shows genuine potential to improve peoples access to data and jobs.

- People appreciate the opportunities that this raises

- They need it to be more focused to their jobs

- The various data sets can be confusing. They need to be separated into logical groups that make sense to users

- Labelling needs to be in Plain English and show more context

- All data on a page needs, to be able to cross filtered

Simplifying the pages, is the easiest way to achieve all of these

Welcome to Export Compass

The latest version of Export Compass is called [Export Compass Tabular1](#)

https://app.powerbi.com/groups/40b25330-caf2-49cf-aa0b-025e8430a4a5/reports/f54ad1e9-d132-4fc7-ac81-59472e83dbc5/ReportSection6583e71e974e83994424?tenant=50374495-fdde-4d04-bc5c-574982680e19

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Hypotheses

To structure testing, we applied 3 Hypotheses to the research:

Hypothesis 1

- It will make peoples jobs easier

Hypothesis 2

- It will make accessing data easier

Hypothesis 3

- The layout will make sense to people

The test notes allow retrospective application of new Hypotheses up to a point

Hypothesis 1: Partially Supported

Hypothesis: It will make peoples jobs easier

Findings:

- The fundamental components have the potential to make jobs easier for people BUT

- The current Page Layout makes that too confusing unless you use it daily

Recommendations:

- Use the current components in simplified Page Layouts

Hypothesis 2: Supported

Hypothesis: It will make accessing data easier

Findings:

- The individual components are fantastic, and when understood, were routinely praised for their potential to make data easier to access, without having to go into a number of other systems

- It does make accessing data easier

- It does make accessing data faster

Recommendations:

- Keep the current components and re-use them in simplified Page Layouts

Hypothesis 3: Not supported

Hypothesis: The layout will make sense to people

Findings:

- The Page Layouts made sense until they were used, and then the complication of what Cross Filters with what, quickly made them too confusing to be useful

- Page Filter was also confused with Cross Filtering. This would be evident on a simplified page but with the current layout it just added to the confusion
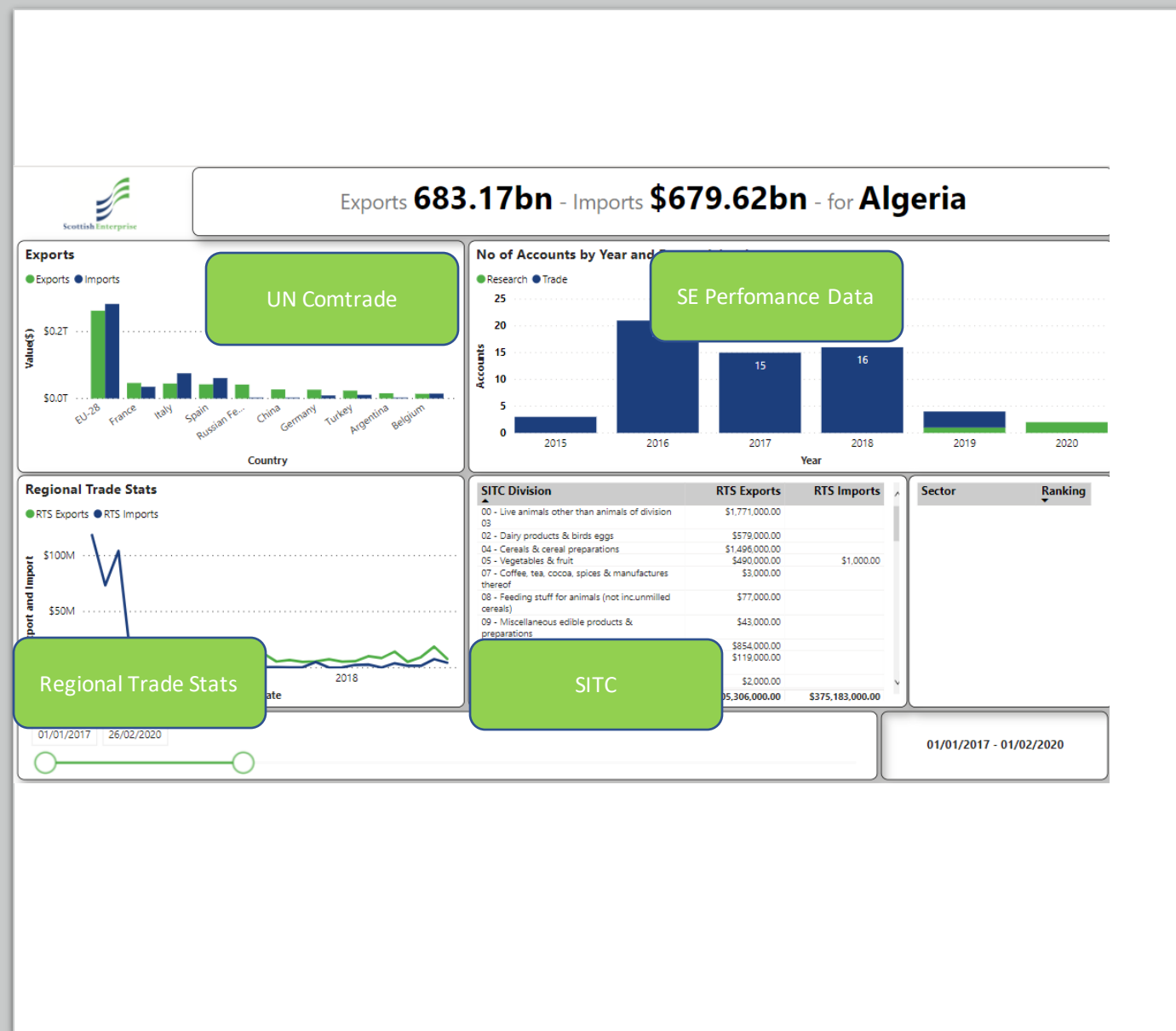
Recommendations:

- Keep the current components and re-use them in simplified Page Layouts

Data Sources Country

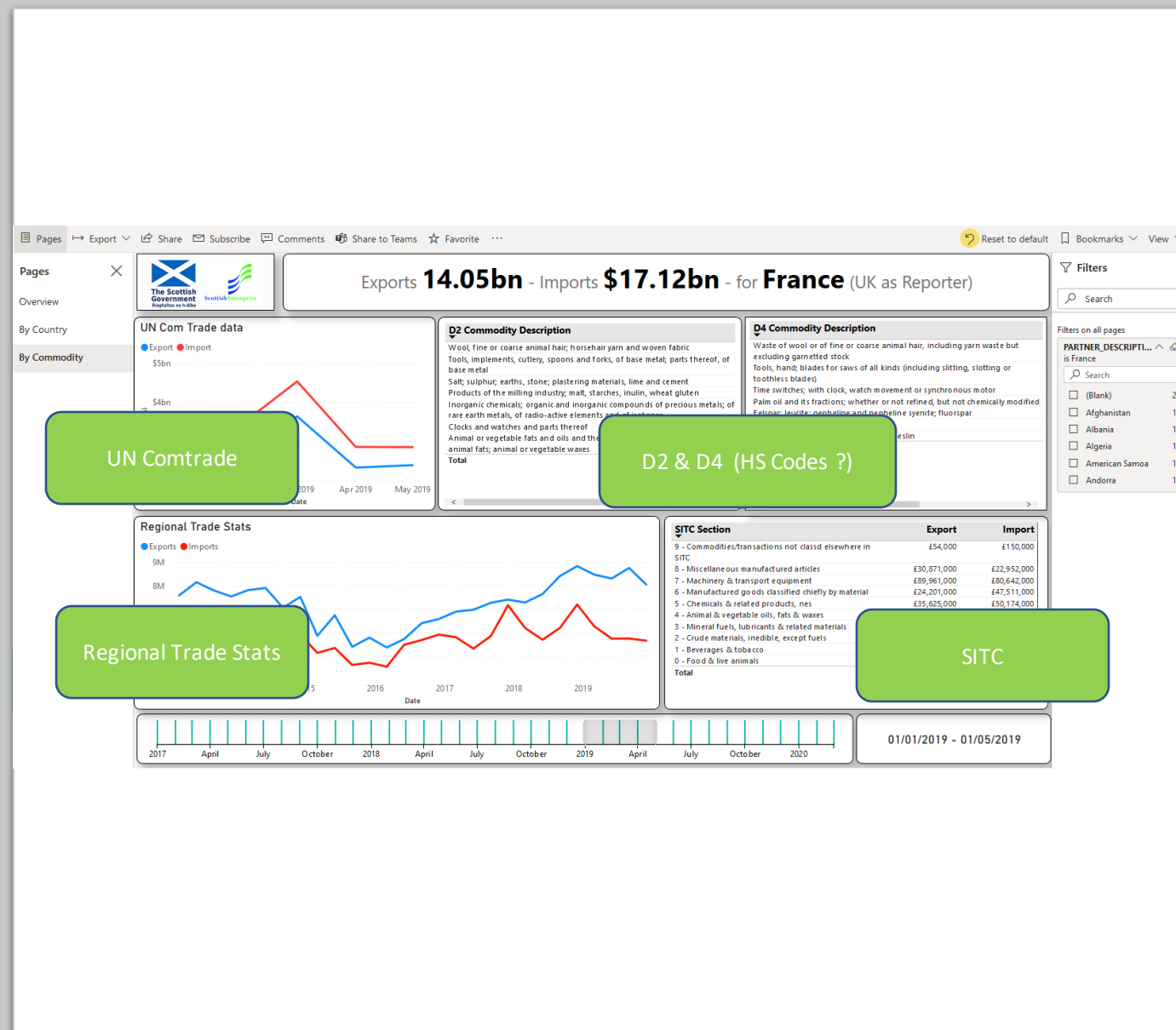Export Compass pulls together data from:

1. HMRC (RTS)

2. UN Comtrade

3. Scottish Enterprise Export Performance Data

4. Export Statistics Scotland

Data Sources Commodity

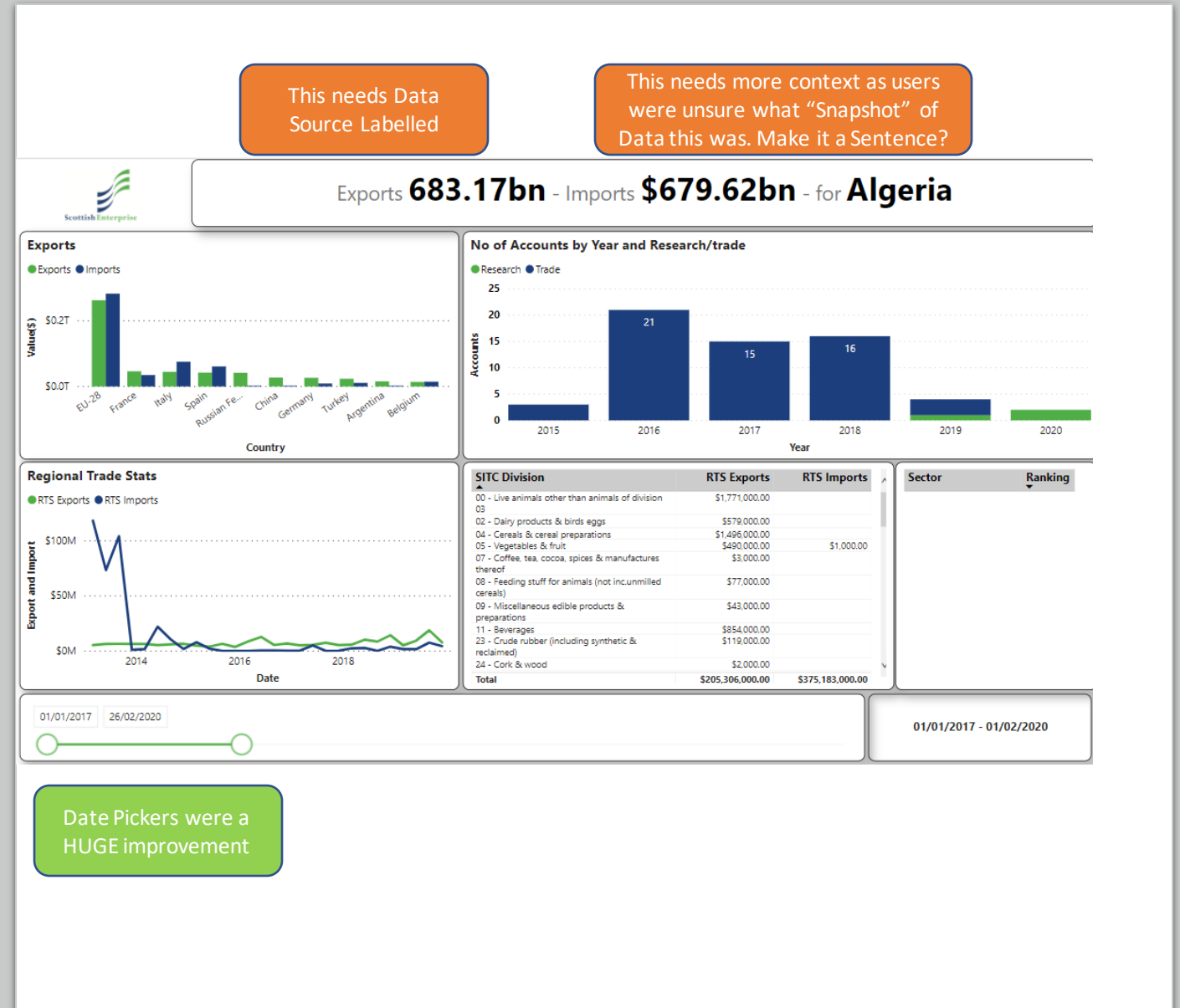Export Compass pulls together data from:

1. HMRC (RTS)

2. UN Comtrade

3. Scottish Enterprise Export Performance Data

4. Export Statistics Scotland

The Basics

Top bar is a bit confusing as it lacks context
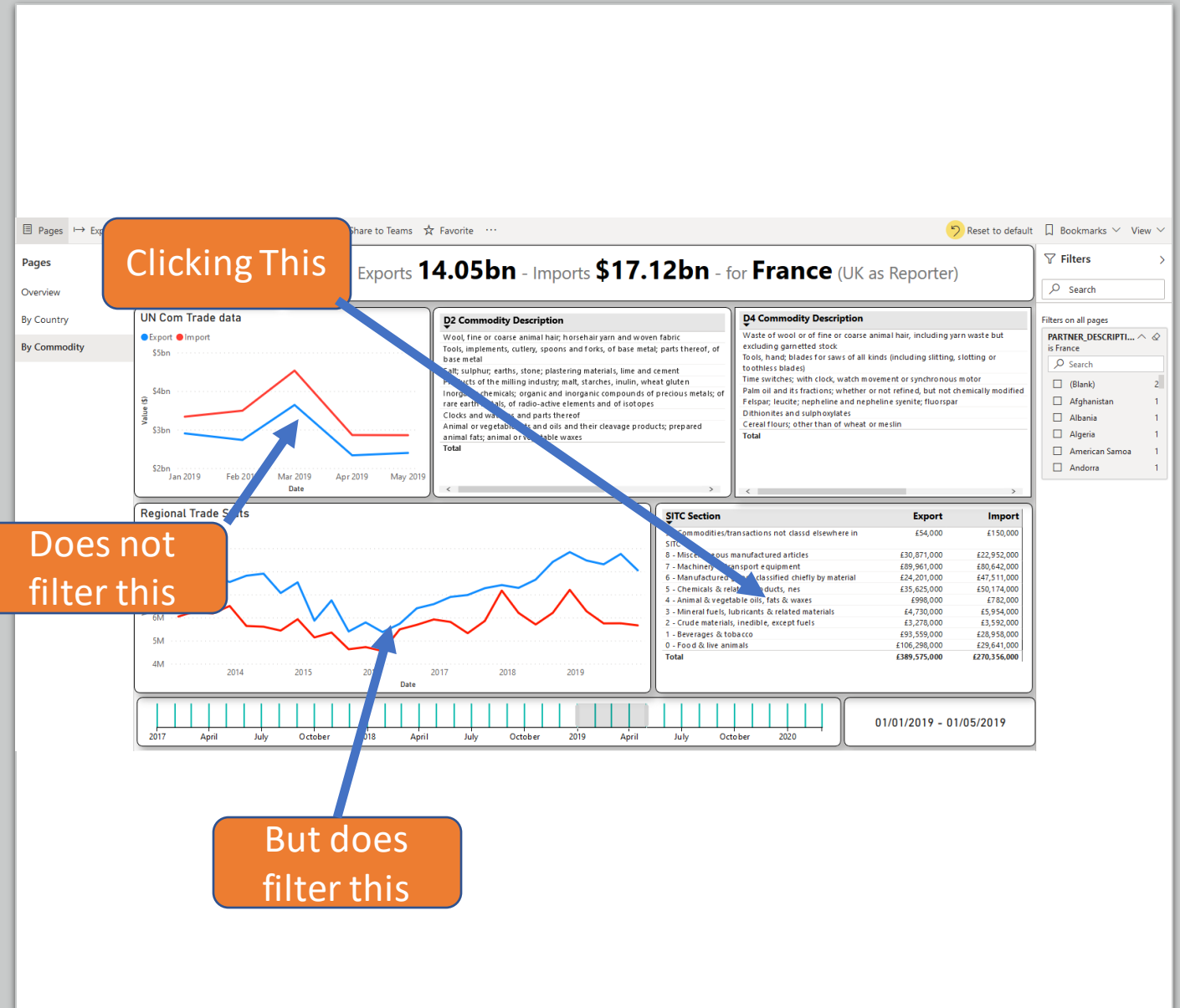
The Date Picker which has been added is superb

Pages

- The country and Commodity pages put a lot of data sources together that cause confusion due to them not Cross Filtering.

- This means that Filtering one pane May or May-Not filter the other panes

Filters

- Filters require a bit of learning

- Once they are understood they are quite powerful

- But filtering (Reducing Options in a pane), and selecting (choosing one of the remaining options) are not as understood.

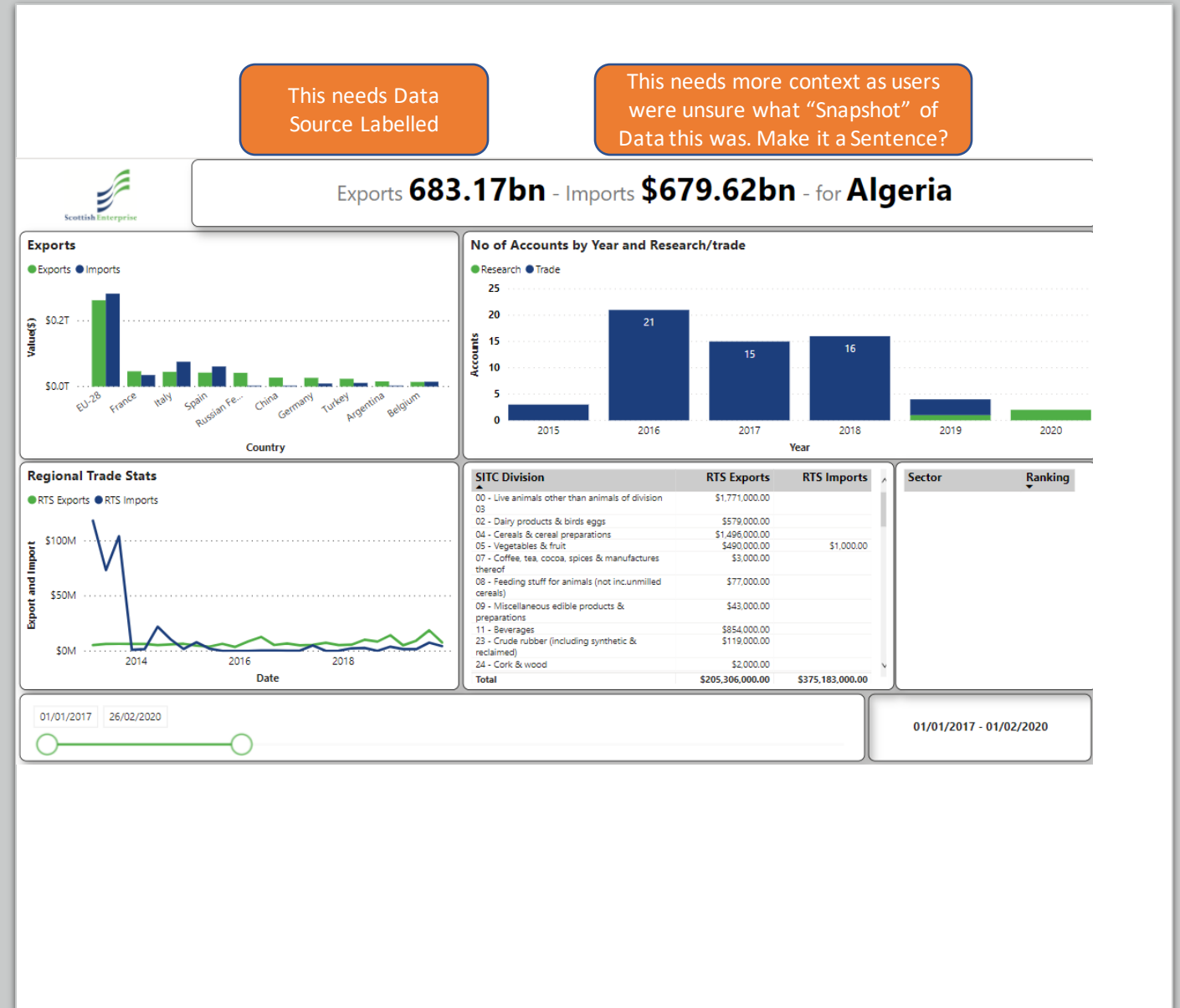- Pane, vs Page Filtering is also confusing

Language

People wanted Plainer English.
Some examples of unclear language vs expected language is

- Accounts vs Companies

- D2 & D4   vs   HS

- Regional Stats vs
  HMRC Scottish Regional Data

There was also a need for contextual language in the header, to make it clearer what the figures represent

Cross filter vs Filter

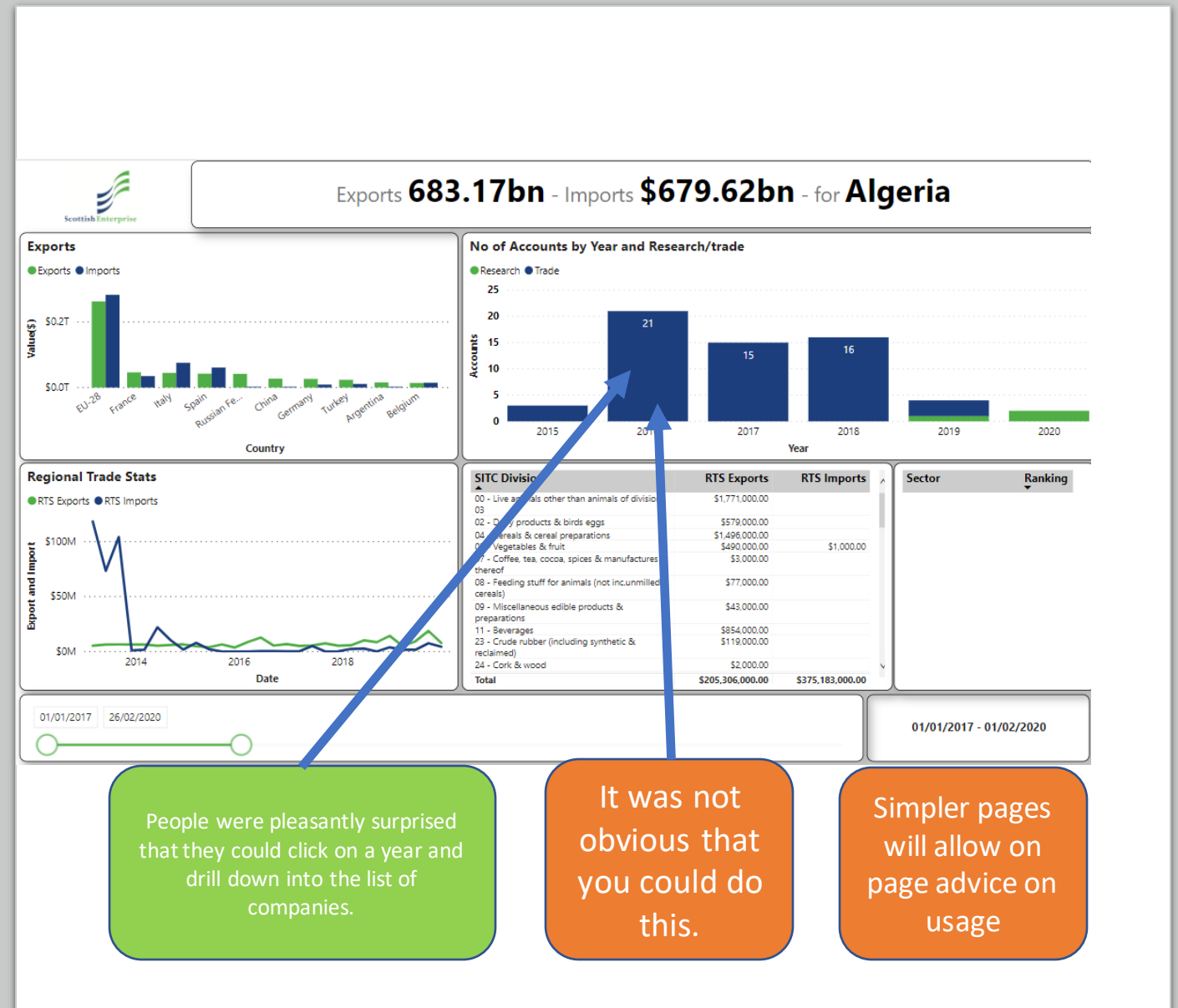- Filtering of a Pane will reduce the options shown on that Pane

    BUT

- Until one of those Remaining Pane options is clicked, it will not Cross Filter other Panes (If they are Cross Filterable)

- People assumed that Cross Filtering would filter EVEYTHING else on the page. This is not the case.
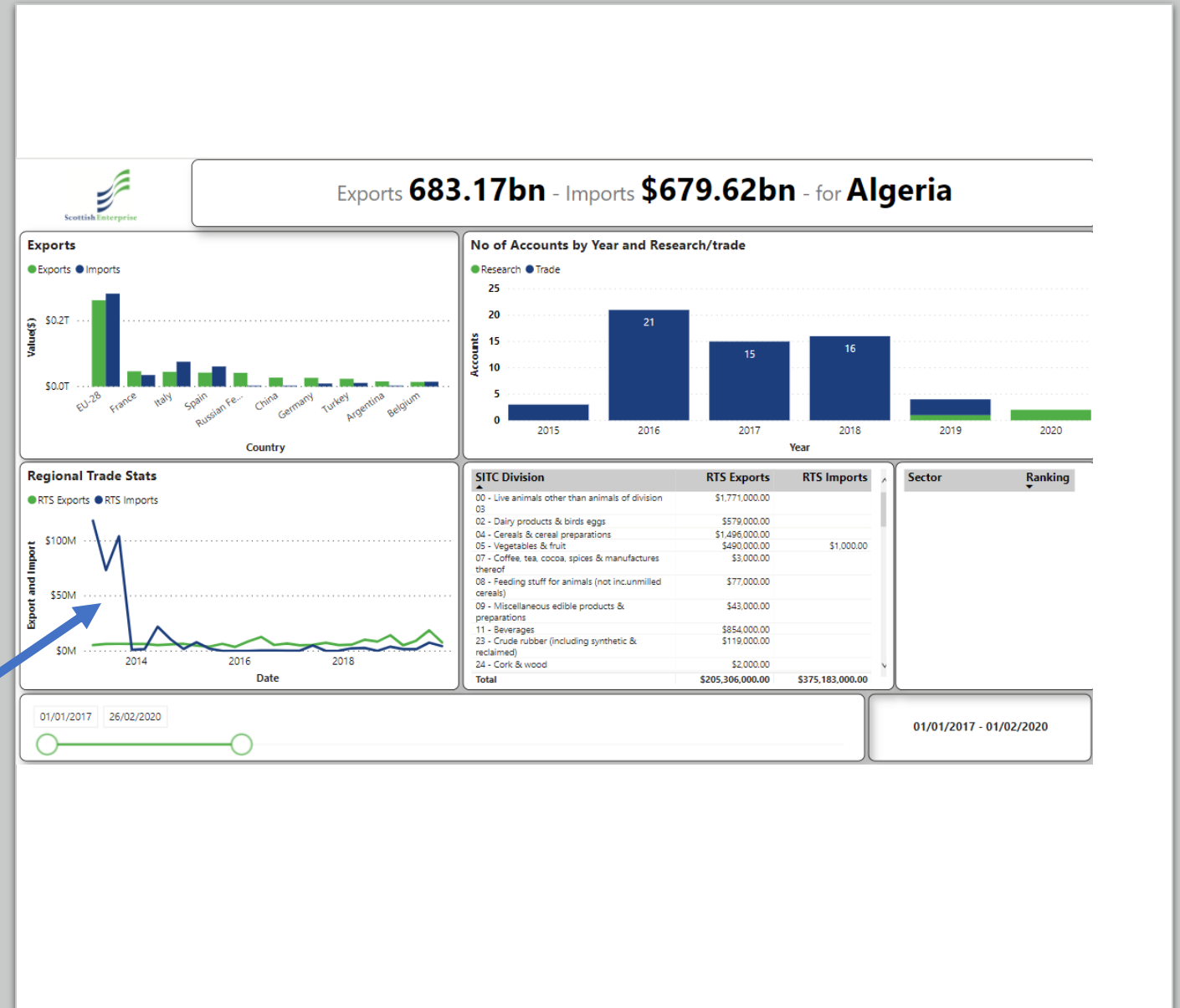
Filter panel vs Cross Filtering vs Clicking on graph data point

- The right hand filter panel filters options in a pane or Page level properties

- Cross Filtering will take a property selected in a pane (Such as a SITC CommodityCode) and filter other panes by this where possible.

- Clicking on certain graphs will allow you to drill down into a deeper level of data
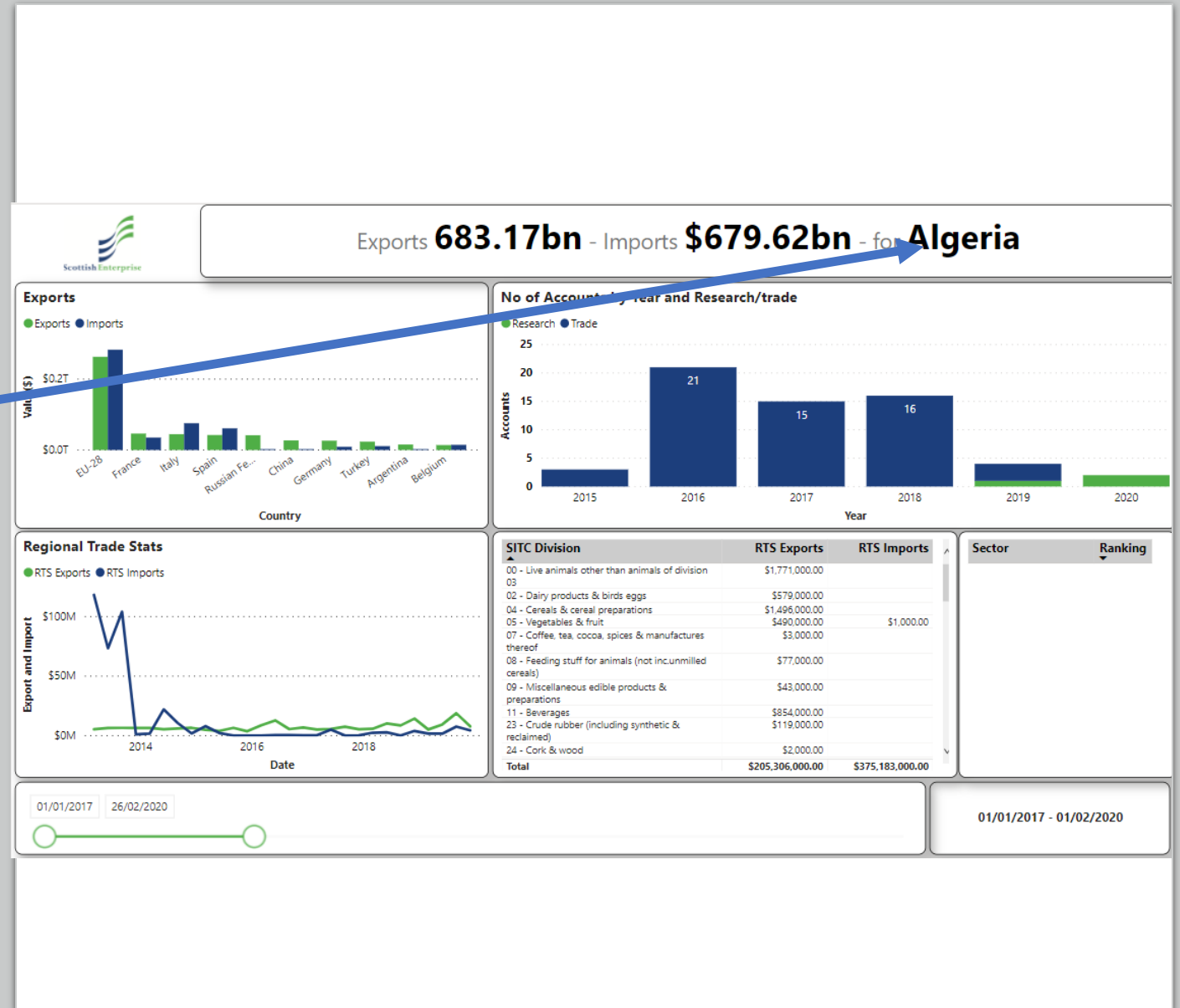
More detail – But hidden

- Another example of Drilling down is the Regional Stats which allows you to click on a year and get summary stats for that year.

- The graph is a plain line and lacks indicators for the years (such as a circle, square, diamond etc...).
These would act as an indicator that there is something that can be clicked, and would also make it easier to actually select the year
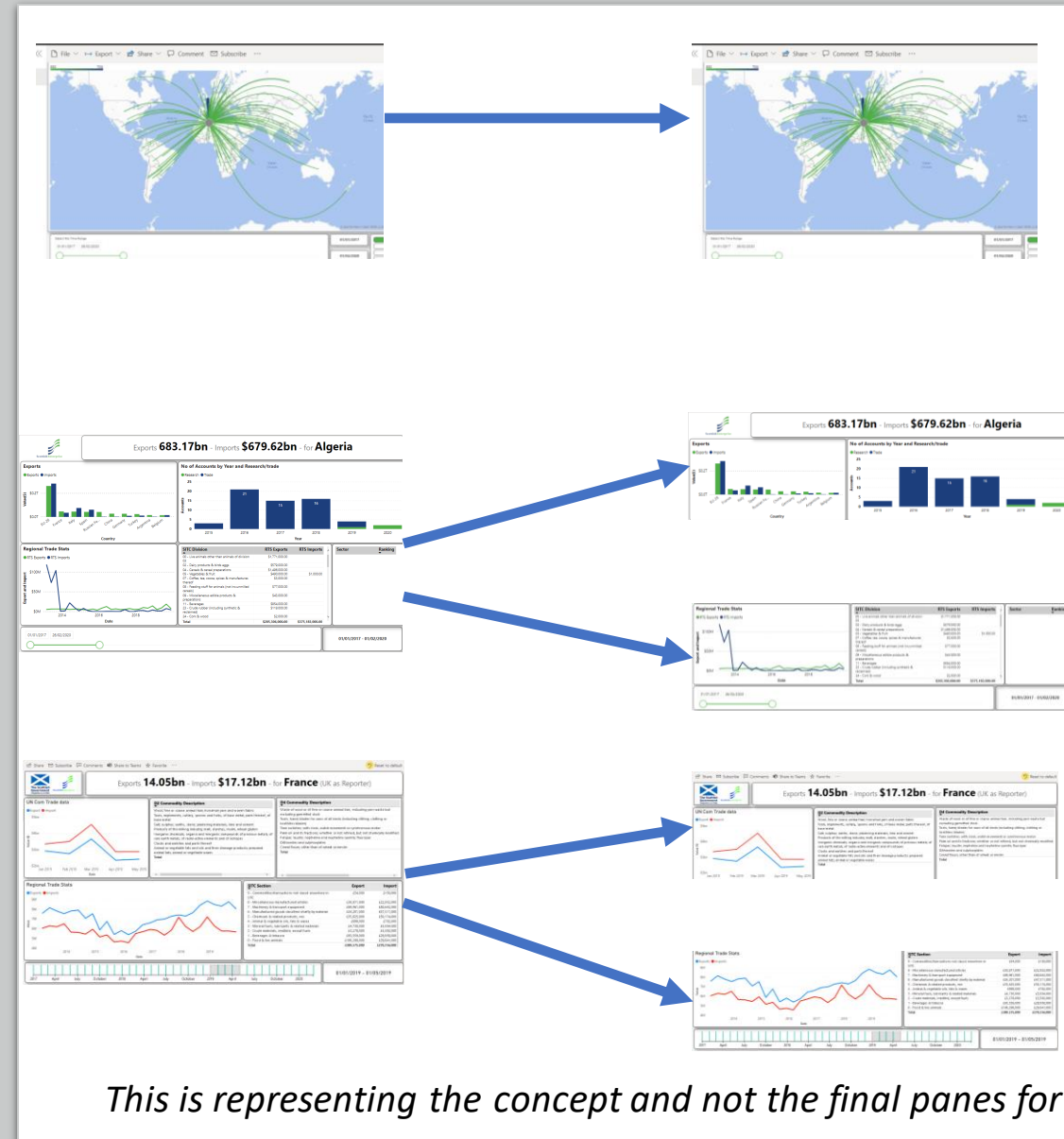
Bugs

- The header bar has a Bug/Feature when no Country is selected. It defaults to the top of the country list which is Afghanistan.

- If Filters are applied, that preclude any Afghanistan data from the set, then it will take the first country that does have data, such as Algeria in this case.

- All this is while actually showing data for the entire world.

Recomendations

- Split the 3 pages out into a least 5 pages and only show data on each page that can be cross filtered.

- Identify Job Roles where this tool might be used and identify the data sets that are most important to each role.

- Consider page design in light of this Job Role information

This is representing the concept and not the final panes for each page

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