



PRODUCT UPDATE

New-Look User Interface

September 2011



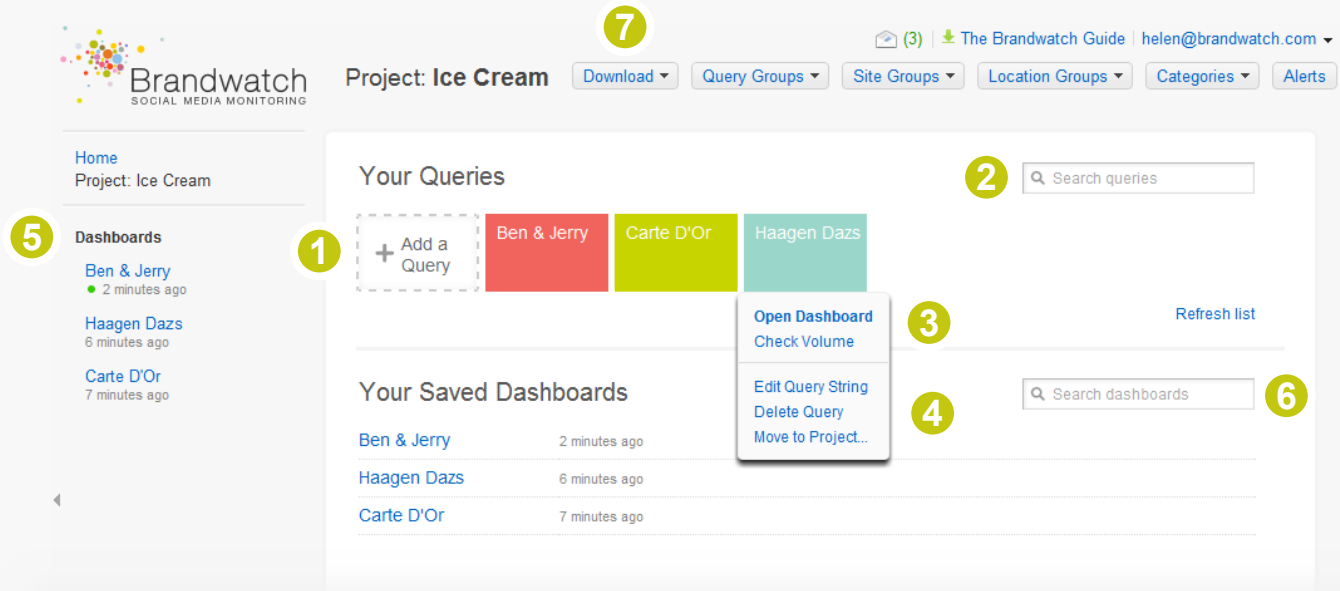
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RE-DESIGN 1: Projects Homepage

The screenshot shows the Brandwatch Projects homepage. At the top right, there is a navigation bar with a user profile icon (3), a link to 'The Brandwatch Guide' (2), and the email 'helen@brandwatch.com'. Below this are dropdown menus for 'Query Groups', 'Site Groups', 'Location Groups', and 'Alerts'. On the left, a sidebar contains a 'Home' link and a 'Project: Ice Cream' link (3). The main content area is titled 'Projects' and features a search bar (1) containing 'ice cream'. Below the search bar is a table with columns for 'Sort by name', 'Description', and actions. The table contains one entry: 'Ice Cream' with a description of 'Training' and a 'Rename or Share' link. A '+ Add new project' button is located at the bottom right of the table. Below the table is a 'Messages' section (4) containing a 'Scheduled Maintenance' alert for June 25th, 2011, and a question 'Is downtime the right type for maintenance alerts?'.

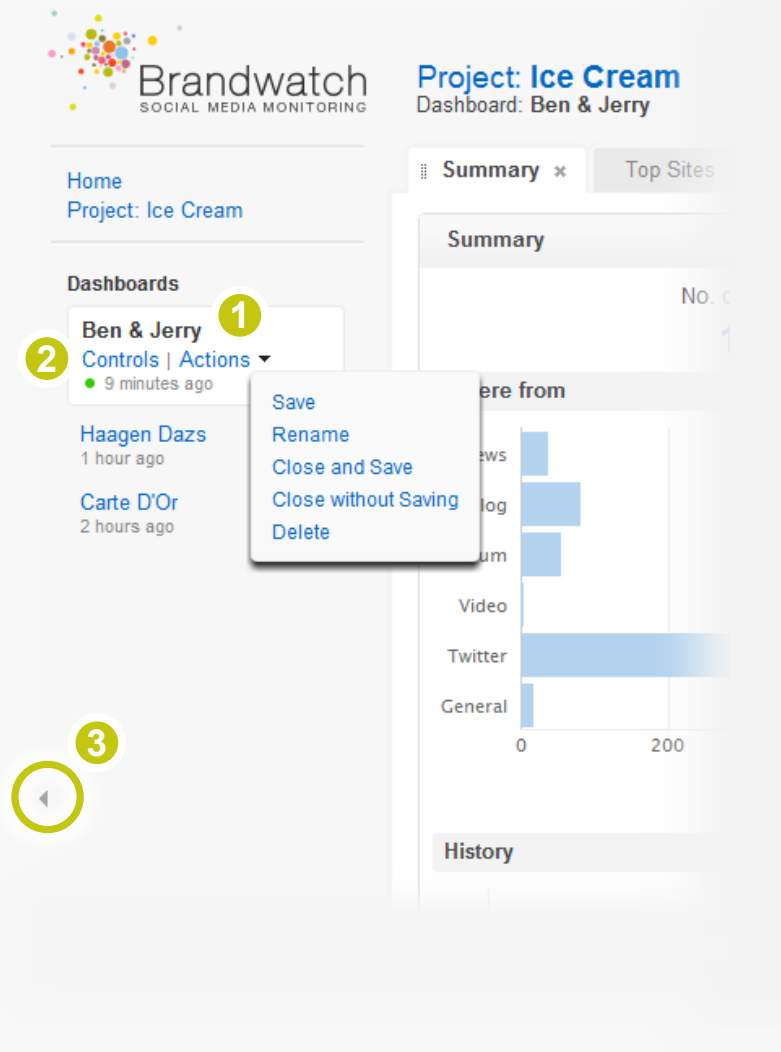
- The projects homepage has been simplified so that it is easier to see where to search for your project (1) or download The Brandwatch Guide (2)
- Click on the project name in the new streamlined panel to open your project (3)
- The Brandwatch notices still appear under the projects list (4)

RE-DESIGN 2: Your Queries



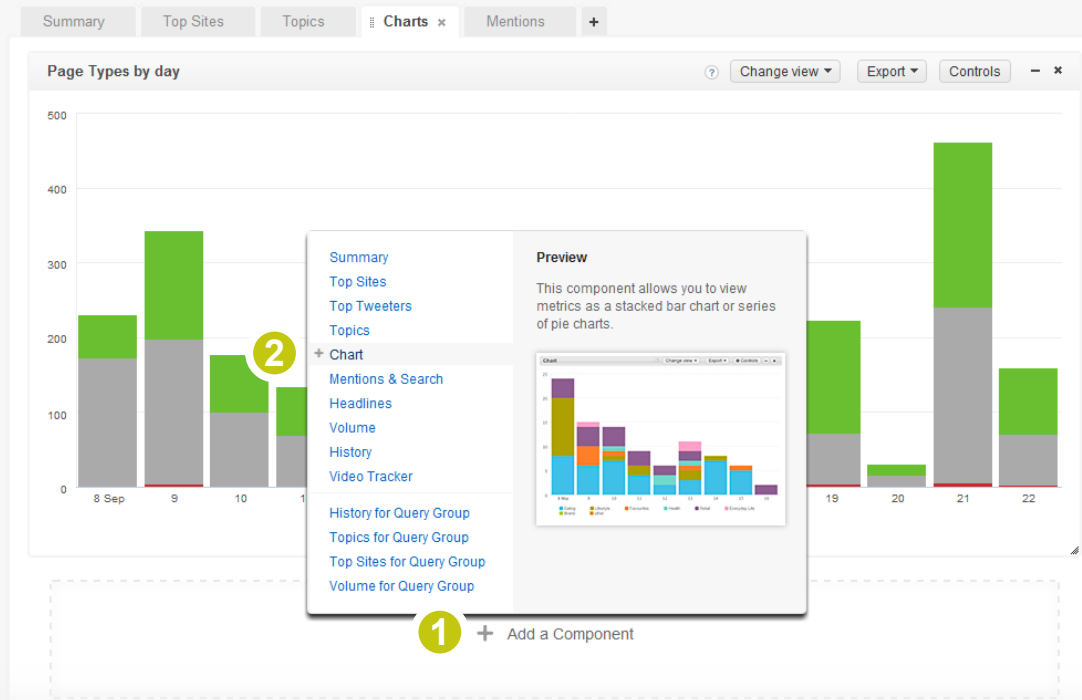
- Click on “Add a Query” to create a new web or Facebook query (1)
- Search for an existing query using the new quick search box (2)
- Click the coloured box of an existing query to open a dashboard or check its volume (3)
- Click on the coloured box of an existing query to edit, delete or move it (4)
- Your saved dashboards appear in a list (5) or can be easily found using the search box (6)
- The data download button is now at the top right of the page (7)

RE-DESIGN 3a: Dashboard



- Click “Actions” to save, rename, close or delete your dashboard **(1)**
- Click “Controls” to open the dashboard controls and filters **(2)**
- Click on the arrow to hide the left-hand panel **(3)**

RE-DESIGN 3b: Dashboard



- Click “Add a Component” to view your choice of components (1)
- Each component has a preview to help you, e.g. chart component preview (2)

CONTACT

You can contact the Brandwatch team via contact@brandwatch.com or call us on +44 (0)1273 234 290

Our website is <http://www.brandwatch.com>

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