

— A CLEARER VIEW OF WHAT MATTERS

A healthier website. A clearer way forward.

What changed, what it means for your customers, and where to focus next.



PREPARED FOR
Northstar Studio
Sample client

REPORTING PERIOD
1–30 September 2026
Illustrative full month

PREPARED BY
Hoppla.
Sample edition

01 / WHAT NEEDS YOUR ATTENTION

A stable month. One gap worth closing.

Most services remained available. A short portal interruption is resolved; certificate renewal is the next preventative action.

SAMPLE DATA / This is a design example, not an assessment of Hoppla or a real client. The reporting period is illustrative.

Website availability	Confirmed incidents	Priority action
99.98%	2	1
8 minutes of downtime	Both resolved	Certificate renewal

What changed

The main website recorded an eight-minute interruption. The customer portal had a separate eighteen-minute incident. The API remained available throughout the sample period.

Average website response time fell from 310 ms in August to 260 ms in September. This describes the monitored endpoint; it does not measure the full browser experience.

Why it matters

Availability is back to normal, but an upcoming certificate expiry creates a preventable risk. Confirming renewal now gives the team time to act before customers are affected.

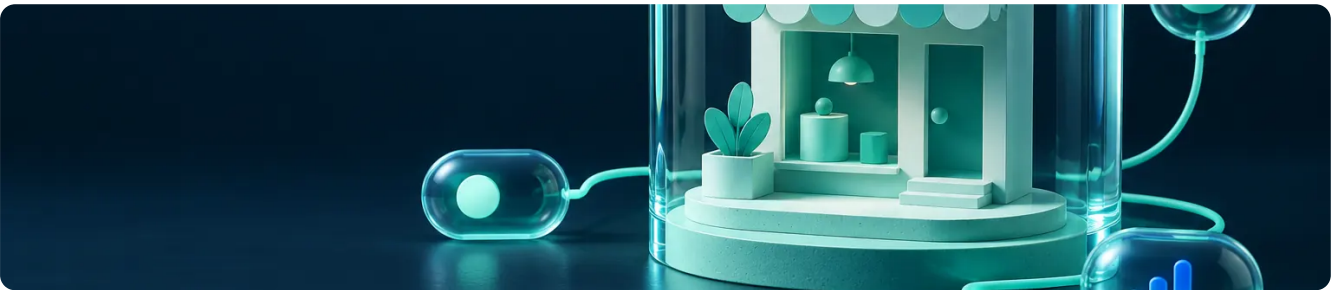
THE FIRST DECISION

Confirm certificate renewal.

Owner: Platform lead
Due: 2 October 2026

Check renewal automation for portal.northstar.example and verify the replacement certificate is served correctly.

Example expiry: 12 October 2026. Twelve days after the reporting period ends.



The goal: keep the service dependable and make the next action easy to understand.

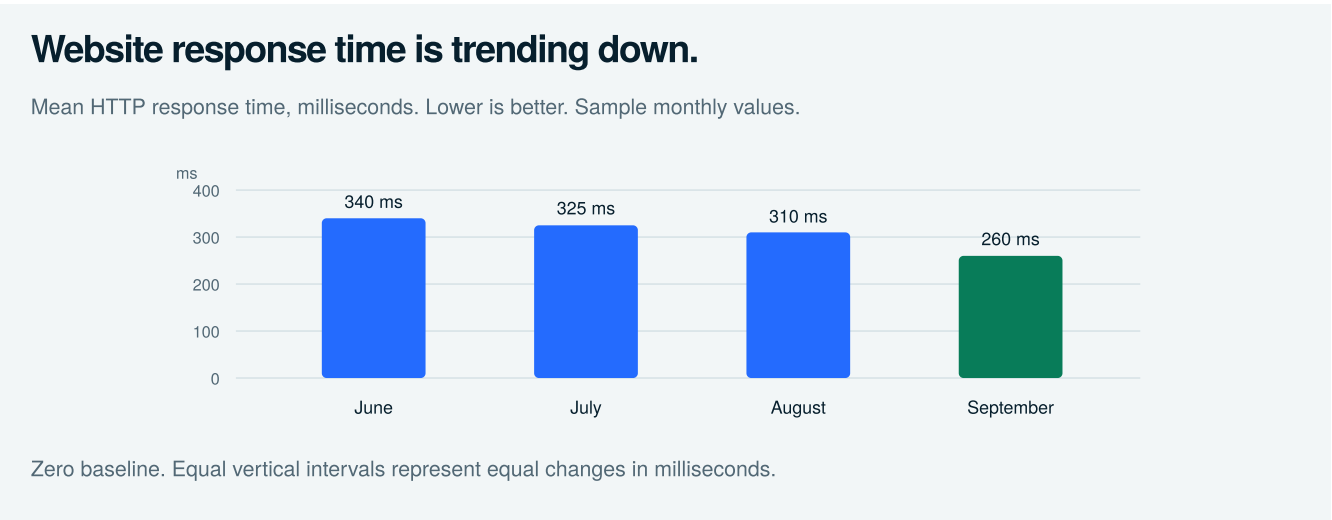
02 / THE EVIDENCE BEHIND THE SUMMARY

Every service. In view.

Three monitored services, one comparable view. All figures below are illustrative.

Service	Availability	Downtime	At period end
Main website northstar.example	99.98%	8 min	● Operational
Customer portal portal.northstar.example	99.96%	18 min	! Operational; renew certificate
Public API api.northstar.example	100.00%	0 min	● Operational

Availability = (43,200 eligible minutes – downtime) ÷ 43,200. Rounded to two decimal places. No maintenance exclusions in this sample.



One incident, explained.

On 17 September, the customer portal returned HTTP errors for 18 minutes. The sample timeline shows detection, communication and recovery. Root cause remains unconfirmed in this example.

09:14 / Detect HTTP errors begin. Uptime failure confirmed.	09:15 / Notify The platform team receives the alert.	09:18 / Update Customers receive an incident update.	09:32 / Recover Successful checks resume. Incident resolved.
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All times UTC. Illustrative workflow, not a product latency promise.

03 / TURN THE REPORT INTO A PLAN

Three actions. Clear ownership.

Close the preventable risk first, then improve the response and the customer experience.

01

Verify certificate renewal.

The sample portal certificate expires on 12 October. Confirm the renewal job and deploy the replacement before the expiry becomes urgent.

PRIORITY	OWNER	TARGET DATE
High / preventative	Platform lead	2 October 2026

Done when: the renewed certificate is served correctly and its new expiry date is visible in monitoring.

02

Rehearse the incident update.

Agree who posts the first customer update and the next one. Use the portal incident to rehearse the response together.

PRIORITY	OWNER	TARGET DATE
Medium / response	Service manager	7 October 2026

Done when: a named backup and a short communication checklist are documented and rehearsed.

03

Check the full customer journey.

Review sign-in and checkout in a browser. Check whether page loading and interactions reflect the improving response-time trend.

PRIORITY	OWNER	TARGET DATE
Medium / experience	Web lead	14 October 2026

Done when: findings are recorded with a baseline, an owner and a follow-up date for each material issue.

Make the next review easier.

Confirm the owners at your service review. Start the next report with completed work, changes and decisions still needed.

04 / A REPORT PEOPLE CAN TRUST

Clear scope. Honest numbers.

Good reporting makes the evidence understandable, including its limits.

Reporting window

1 September 2026, 00:00 UTC to 1 October 2026, 00:00 UTC. Thirty days, or 43,200 minutes. This sample period is intentionally fictional.

Availability

The proportion of eligible monitored time without a confirmed outage. Eight minutes gives 99.9815%; eighteen minutes gives 99.9583%. Display values are rounded.

Incident count

Two distinct sample service incidents: website, eight minutes; portal, eighteen minutes. Both are resolved. No aggregate business-impact or revenue-loss estimate is made.

Service scope

Three fictional HTTP services: website, customer portal and public API. This report does not assess every dependency or all user journeys.

Response time

Illustrative mean HTTP response times for the main website. They are not page-load measurements, Core Web Vitals or percentiles. The chart uses a zero baseline.

Certificate finding

The portal certificate expiry is a fictional snapshot at 30 September. An expiry warning is a preventative action, not an active service outage.

How to use this report layout

- Replace sample metrics, periods and domains with validated source data.
- Lead with the client's outcome and the decision they need to make.
- Keep observations separate from suspected causes and recommendations.
- Add the actual source, export time and exclusions for each data set.
- Use your client or agency identity while keeping status labels consistent.

About this sample

A design sample by Hoppla, not an automatic export from the product. All data and artwork are illustrative. No real customer results or performance guarantees are implied.

Product information: hoppla.dev and hoppla.dev/pricing. Product availability and plan details may change.

Know what changed. Explain what matters. Make the next step clear.