



## Marc O' Polo & Aida Data Dashboard

Informational H5 pages for different levels of managers to view transaction data powered by Aida's AI system.

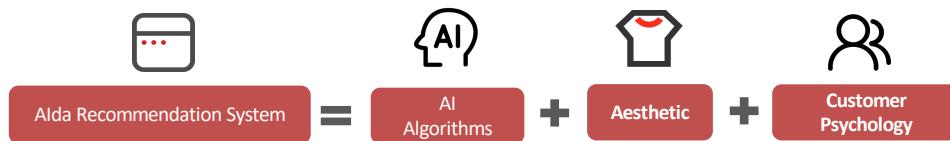
Team : Individual

Duration : 2020.6-2020.8

Work : Product Manager + UX Design

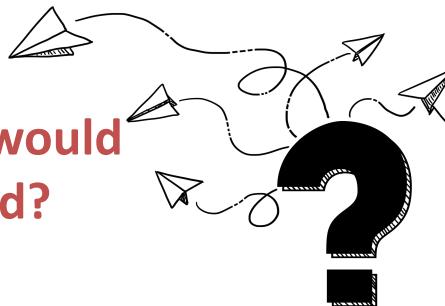
## ► Background

From June to August 2020, I was working as a Product Manager intern at Alda Technology based in Shanghai. Alda is an AI company, focusing on **applying AI technology to learn fashion aesthetics and customer psychology, providing intelligent fashion recommendation and collocation service.**



And Marc O’Polo is one of the clothing companies which has applied Alda’s AI recommendation system to increase the number of customers and sales of their products. For better management, Alda launched a data dashboard based on WeCom(Enterpris Verison of WeChat) for Marco Polo company so that their employees can monitor their transaction data, customer information, and individual performance. However, the data dashboard was still at its very beginning stage. A lot of features needed to be improved according to Marc O’Polo employees’ real needs.

When I was doing internship there, the redesign of data dashboard for different users was one in urgent need to be improved.



## What kind of employees would use the data dashboard?

## ► Problem

Originally, the data dashboard for Marc O’Polo’s employees were all the same. It provided general information about customers and transaction amount, which looked overwhelming.



It only served the purpose of presenting customer and transaction data, to let Marc O’Polo’s employees to know how many customers they have and how much money they have made. **However, it did not help with the data dashboard’s target users — managers and sales.** How can a manager see different stores’ transection data if the manager is responsible for multiple stores? Is that necessary for sales to see the whole company’s data? Which way is more frequent for sales to see their own data? By mobile or web pages? And what about managers?

# ► Research

## 1. Stakeholder Interview

I interviewed a stakeholders from Marc O’Polo who is responsible for the collaboration between Alda and Marc O’Polo to understand what kind of function they would like for the data dashboard.

**Marc O’Polo**

EST. IN STOCKHOLM

“

I would like to see how many new customers and how much transaction amount that Alda’s recommendation system has brought for us. It would be better if those data can be separated from our regular one.

”

## 2. User Interview

To understand what information that managers and sales would like to see every day, I conducted an interview with a **Marc O’Polo’s store manager** in Shanghai. And I also met with several **sales** who worked in that store. However, since I won’t be able to talk to other Marc O’Polo ‘s employees, I also look up into the feedbacks from the users for originally dash dashboard.



“

I want to see the store’s general information and how every sales performed in my store. And I think it would be more convenient if the sales’ info is displayed in order of different metrics .  
I usually work on my laptop to view those data and I also would summarize some information from the dashboard to bring back to the meeting with my sales.

”

“

On the data dashboard, I usually just check how many new customers I have got or how many customers has deleted me on WeCom . And of course, the most important thing is how much transaction amount I have made recently.

I just look at the data dashboard with my phone, however, the current pages are not that convenient since I check my transaction amount very often. Some buttons are too small for my fingers



”

## ► Personas



**Wang**, Marc O'Polo's regional manager of Shanghai area  
46 years old, working with Macbook

### Needs:

- To know the general info of all stores in Shanghai
- Wants to see stores' ranking by different metrics
- Wants to know each store's detailed info
- Wants to see sales' ranking by different metrics
- Wants to download the data dashboard for meeting

### Main Frustration:

- Don't have any tool to view the ranking
- Can't download the data dashboard directly
- Can't view data by each store

**Lee**, a store manager works for Marc O'Polo  
33 years old, working with DELL

### Needs:

- To know the general info of the store which she is taking charge of
- Wants to see which sale performs the best ranked by transaction amount in a certain time period
- Wants to download the data dashboard for meeting

### Main Frustration:

- Don't have any tools to view the ranking
- Can't download the data dashboard directly

**Tian**, a sale works for Marc O'Polo  
24 years old, working with iPhone

### Needs:

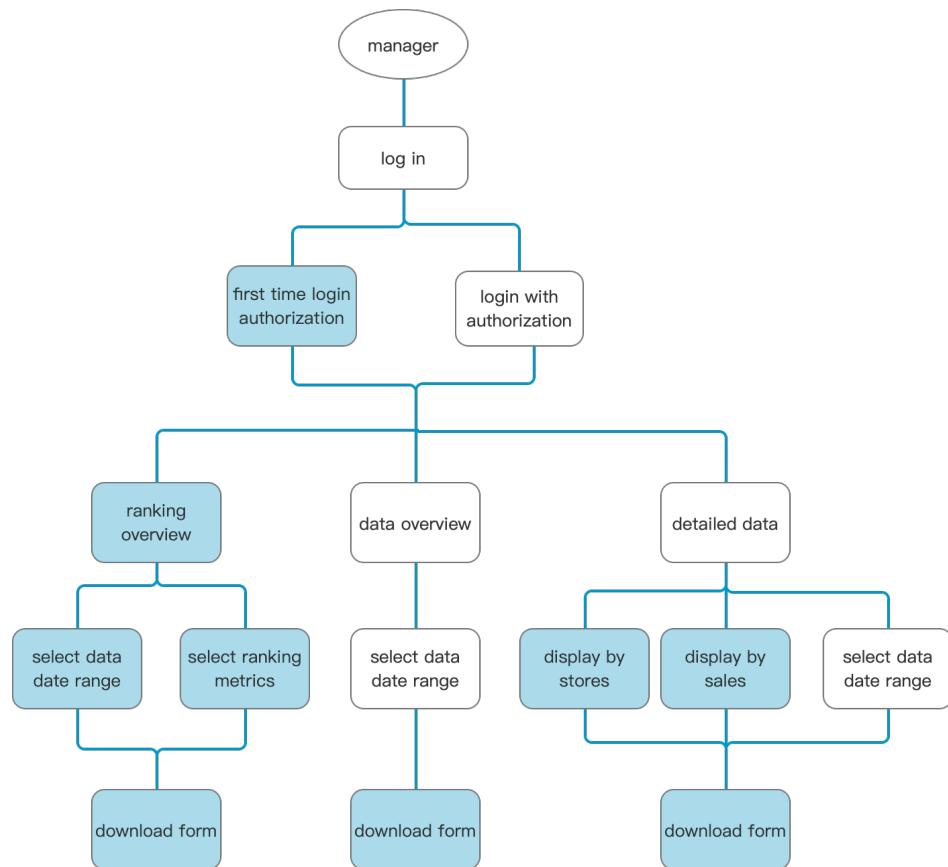
- To know her own general info, such as number of new/lost customers, transaction amount by a certain time period
- Wants to know her ranking by her performance in the store

### Main Frustration:

- Too much information were presented on the page
- The webpage is inconvenient for her to see on the phone

# ➤ Hierarchy

## 1. User Scenarios For Manager

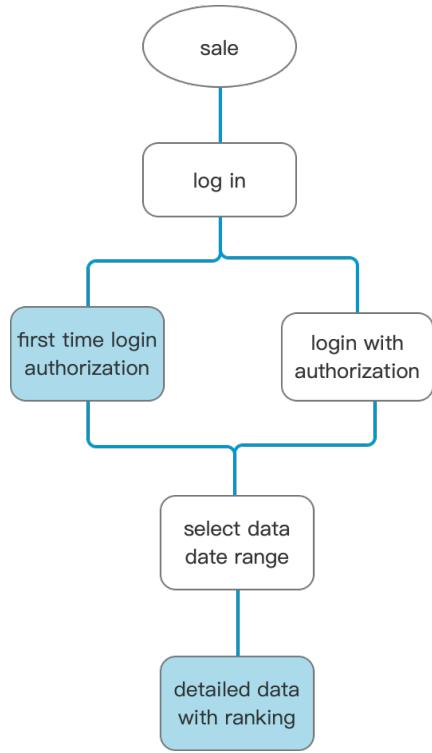


I summarized different user needs and organized them into user scenarios by structure.

1. For manager, the first added scenario is the **first-time login authorization** from WeCom, by this step, we can get users' basic information in Marc O'Polo, such as their position, name, ID, etc. In this way, we can easily recognize whether the user is a manager or a sale and then give them different view permission for viewing data.
2. The second new function is **ranking overview**, it will display top10 stores and top 10 sales ranked by different selected metrics
3. The third new function is **download form**, after pressed this button, the user can download current dashboard page directly.
4. The fourth new function is **display detailed data by choosing “display by stores” or “display by sales”**, in this way, managers can easily switch their dashboard view from stores to sales.

# > Hierarchy

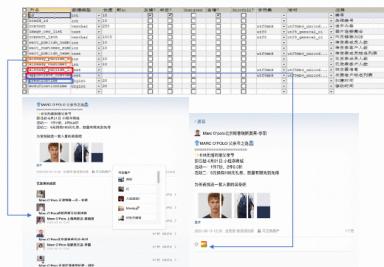
## 2. User Scenarios For Sale



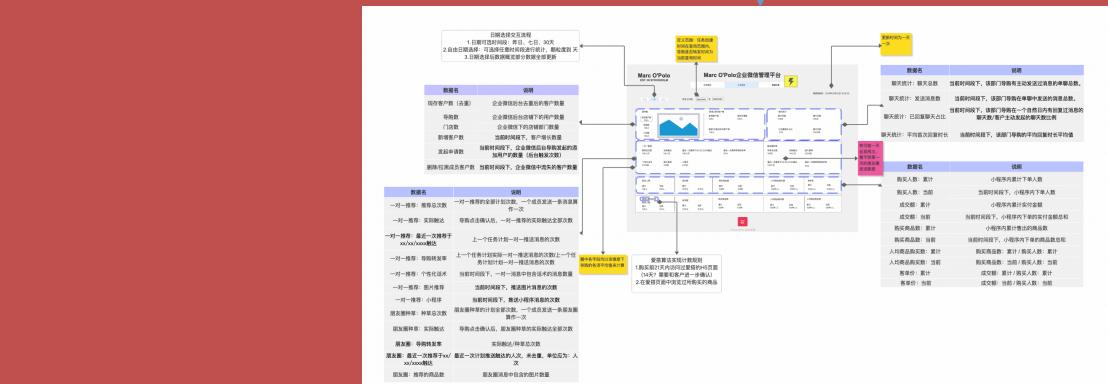
# > Technical Validation



- To verify whether those functions are technical validated, I went through WeCom's API document and talked with developers to see what kind of data needed to be scraped to apply new functions. Then, I wrote a detailed documentation for the developer to indicate which data did I need from the database.



- Besides, I also wrote a detailed documentation for the original version and made a specific definition for each text field and corrected some errors for the text field.



1. For sale, the first added scenario is also the **first-time login authorization** from WeCom, by this step, we can get users' basic information in Marc O'Polo, such as their position, name, ID, etc. In this way, we can easily recognize whether the user is a manager or a sale and then give them different view permission for viewing data.

2. The second new function is **detailed data with ranking**, it will display the sale's detailed personal business data with ranking

# ► Design— Hi-Fi

## 1. Mobile Version Of H5 Pages For Sales



First-Time Log In Authorization Page

This screenshot displays a detailed data dashboard. At the top, there's a navigation bar with the text '昨日' (Yesterday), '导购1' (Salesperson 1), '店铺排名' (Store Ranking), and '全国排名' (National Ranking). Below this is a table showing various metrics for '导购1' (Salesperson 1) across three categories: store ranking, national ranking, and total customers. The table includes columns for 'Sale's name', 'Ranking in store', and 'Ranking in China'. At the bottom right of the dashboard is a red button labeled 'Alda 爱搭'.

Sale's name	Ranking in store	Ranking in China
导购1	1	10
总客户数	10	10
新增客户数	10	10
拉黑/删除成员数	10	10
发起申请数	10	10
聊天总数	10	10
已回复聊天占比	10	10
平均首次回复时长	10	10

Powered by Alda 爱搭

select time range:  
1.By defined date range

昨日

导购1 店铺排名 全国排名

总客户数 10 1 10

新增客户数 10 1 10

拉黑/删除成员数 10 1 10

发起申请数 10 1 10

聊天总数 10 1 10

取消 确定

昨日

近7日

近30日

自定义

Detailed Data Dashboard With Ranking Page

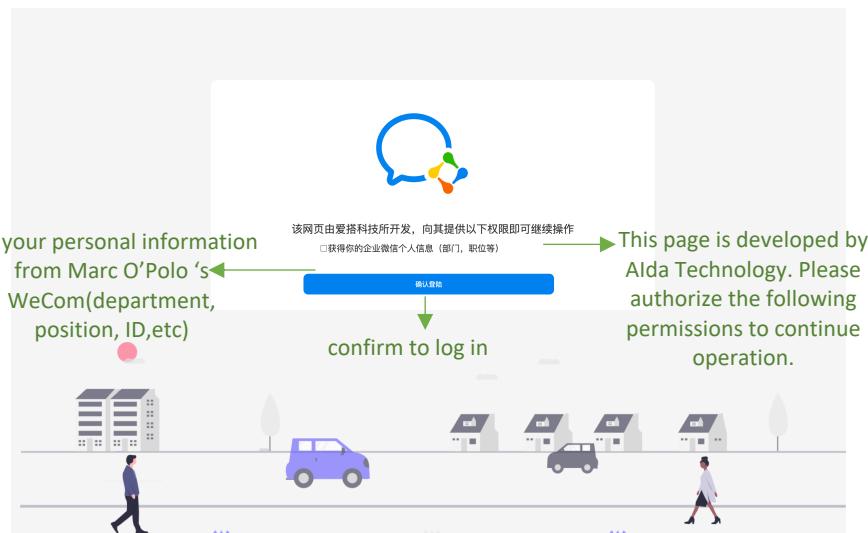
Select Data's Time Range Page						
开始		结束				
2020年3月19日		请选择				
日	一	二	三	四	五	六
3月	2	3	4	5	6	7
	8	9	10	11	12	13
	15	16	17	18	19	20
	22	23	24	25	26	27
	29	30	31	1	2	3
						4

# ► Design— Hi-Fi

## 2. Web Version Of H5 Pages For Managers

Description:

1. If WeCom can statically authorize user information, then this page is not needed. Click the applet icon button to directly enter the overview page
2. If manual authorization is required, users will need to manually authorize on this page when they first log in to the applet, and then go directly to the overview page when they log in again



First-Time Log In Authorization Page

Top 10 stores ranked by selected metrics(number of new customers, transaction amount, etc).

店铺排行 TOP 10 新增客户数					
店铺名	总客户数	新增客户数	销售统计(昨日)	销售统计(本周)	销售统计(本月)
1 方舟酒店	50	50	50	50	50
2 创维广场店	50	50	50	50	50
3 成都红太阳店	50	50	50	50	50
4 东方购物大酒店	50	50	50	50	50
5 东方购物大酒店	50	50	50	50	50
6 东方购物大酒店	50	50	50	50	50
7 东方购物大酒店	50	50	50	50	50
8 东方购物大酒店	50	50	50	50	50
9 东方购物大酒店	50	50	50	50	50
10 东方购物大酒店	50	50	50	50	50

Bottom 10 stores ranked by selected metrics(number of new customers, transaction amount, etc).

店铺排行 BOTTOM 10 新增客户数					
店铺名	总客户数	新增客户数	销售统计(昨日)	销售统计(本周)	销售统计(本月)
69 方舟酒店	50	50	50	50	50
70 创维广场店	50	50	50	50	50
71 成都红太阳店	50	50	50	50	50
72 东方购物大酒店	50	50	50	50	50
73 东方购物大酒店	50	50	50	50	50
74 东方购物大酒店	50	50	50	50	50
75 东方购物大酒店	50	50	50	50	50
76 东方购物大酒店	50	50	50	50	50
77 东方购物大酒店	50	50	50	50	50
78 东方购物大酒店	50	50	50	50	50

Top 10 sales ranked by selected metrics(number of new customers, transaction amount, etc).

导购排行 TOP 10 新增客户数					
导购姓名	总客户数	新增客户数	销售统计(昨日)	销售统计(本周)	销售统计(本月)
1 李华	50	50	50	50	50
2 刘红	50	50	50	50	50
3 张伟	50	50	50	50	50
4 王强	50	50	50	50	50
5 孙红	50	50	50	50	50
6 钱伟	50	50	50	50	50
7 陈红	50	50	50	50	50
8 周伟	50	50	50	50	50
9 钱红	50	50	50	50	50

Bottom 10 sales ranked by selected metrics(number of new customers, transaction amount, etc).

导购排行 BOTTOM 10 新增客户数					
导购姓名	总客户数	新增客户数	销售统计(昨日)	销售统计(本周)	销售统计(本月)
61 李华	50	50	50	50	50
62 刘红	50	50	50	50	50
63 张伟	50	50	50	50	50
64 王强	50	50	50	50	50
65 孙红	50	50	50	50	50
66 钱伟	50	50	50	50	50
67 陈红	50	50	50	50	50
68 周伟	50	50	50	50	50
69 钱红	50	50	50	50	50
70 钱伟	50	50	50	50	50



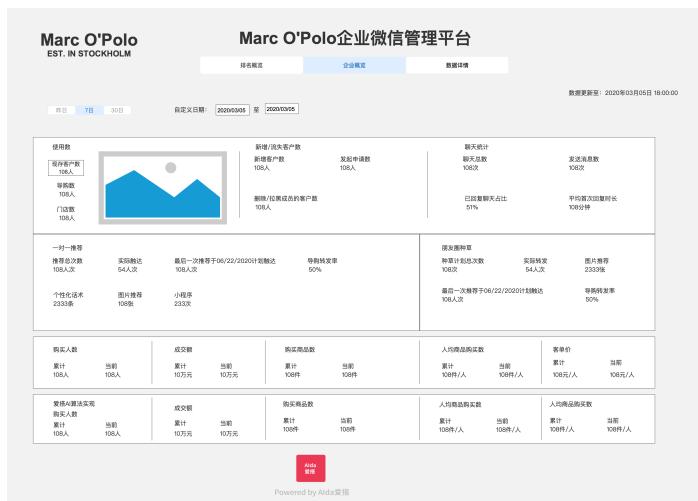
Powered by Alda

Ranking Page

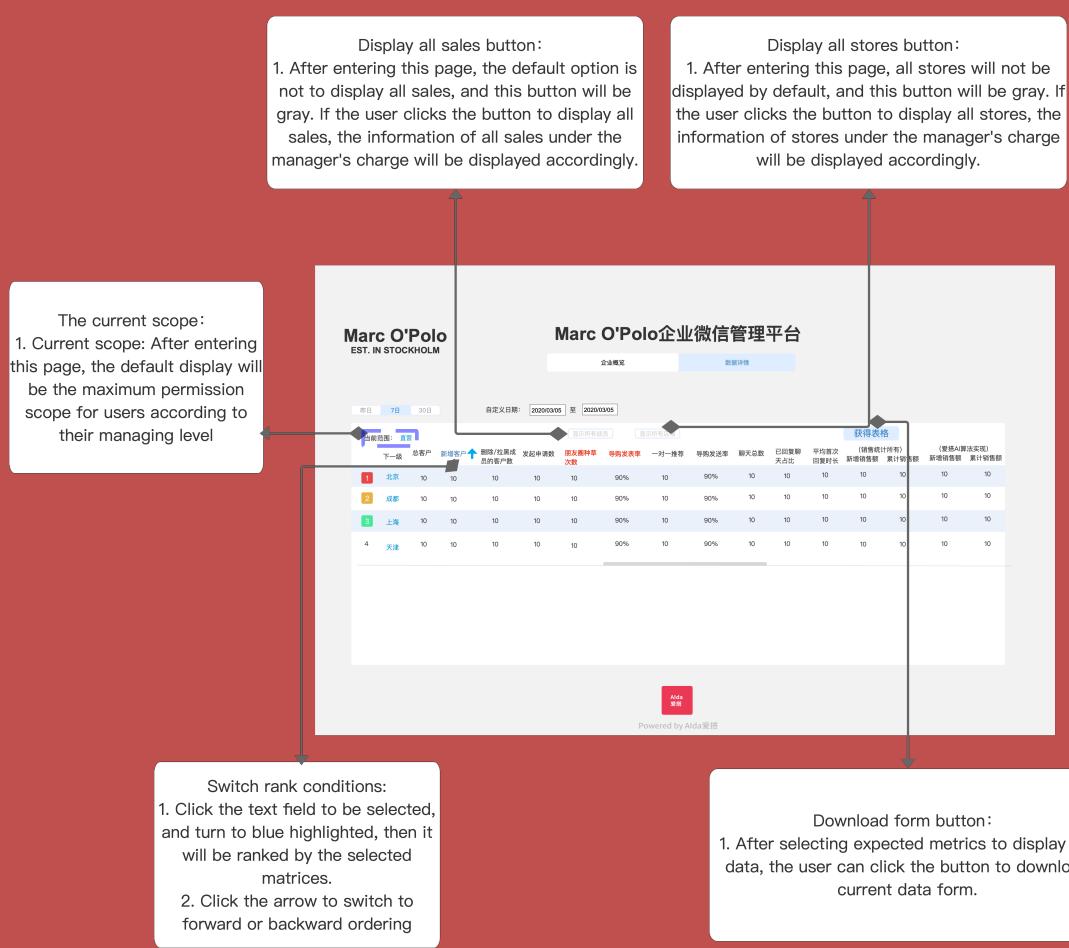
# › Design— Hi-Fi

## 2. Web Version Of H5 Pages For Managers

The Overview Page didn't get much changed compared to the original version, excepting adding a separate data generated by Alda's recommendation system.



Overview Page



Detailed Data Page