UX Design - Case Study

Cockpit

Overview:

CXO - Cockpit is a comprehensive platform designed to empower CEOs with valuable insights into their organisation's processes and personnels. With a focus on enhancing decision-making capabilities, CXO - Cockpit provides CEOs with a holistic view of their company's operations, along with intelligent inferences regarding root causes, predictions/forecasted trend analysis / trends, and solutions/ recommendations. The platform showcases key performance indicators (KPIs) by identifying positive and negative contributors, enabling CEOs to understand the drivers behind their organisation's success or challenges / goals. By leveraging data analytics and visualisation / GenAI and Deep Learning techniques, CXO - Cockpit equips CEOs with the necessary tools to make informed decisions, improve operational efficiency, and drive strategic growth with planned risk. It offers a centralised hub for CEOs to monitor/ touch base and optimise their organisation's performance while fostering a data-driven culture/ mindset.

Goal:

The goal of CXO - Cockpit is to create a dynamic dashboard for CEOs, offering near real-time updates on organisational data. With weekly, monthly, quarterly, and yearly views, the platform empowers CEOs with timely insights to make informed decisions, monitor performance, and drive strategic initiatives for optimised/ to drive an optimised business operations.

Scope:

Web browser & Mobile Browser

Tools:

Figma

Designer:

Rithulesh Krishna

Country:

India

Design Process

Empathize → **Define** → **Ideate** → **Prototype**

Empathize:
- Competitive Research
- Design Analyses
- User Survey
- User Persona

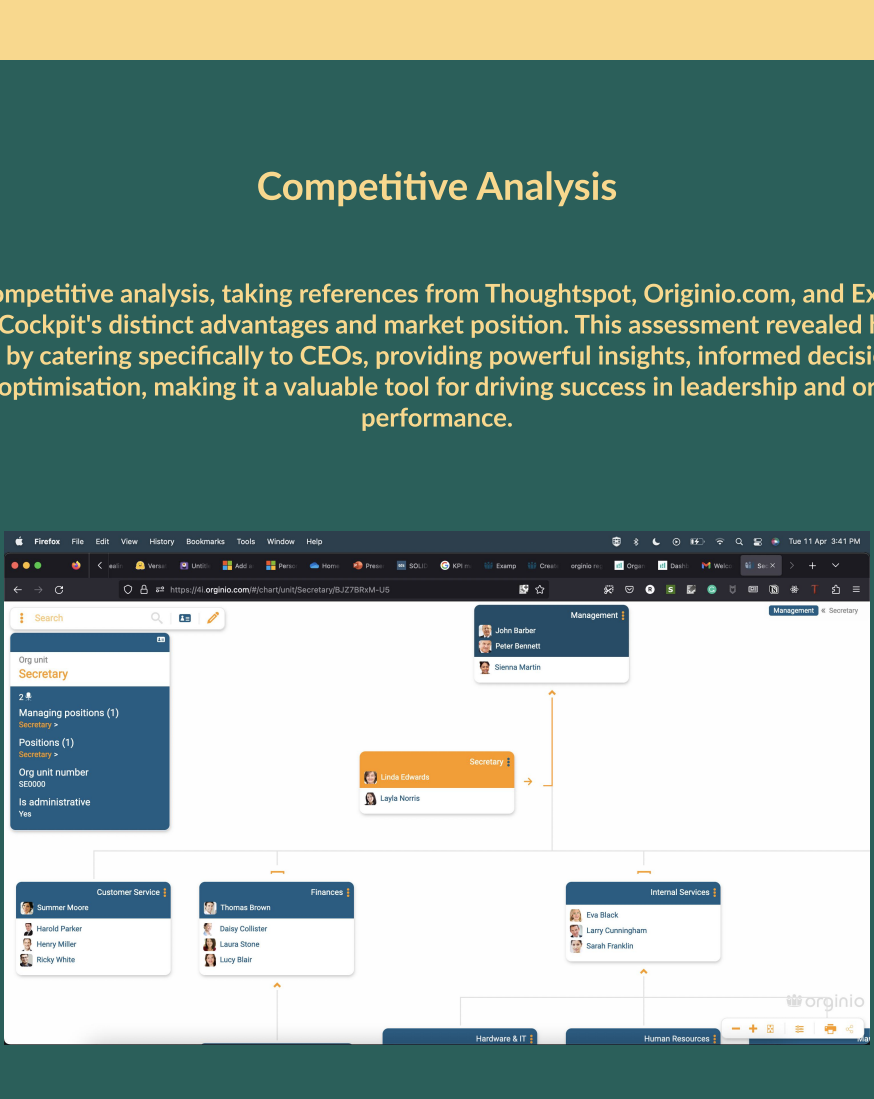
Define:
- Hypothesis
- Information Architecture

Ideate:
- Product modules

Prototype:
- High Fidelity Design
- Possible UI Themes

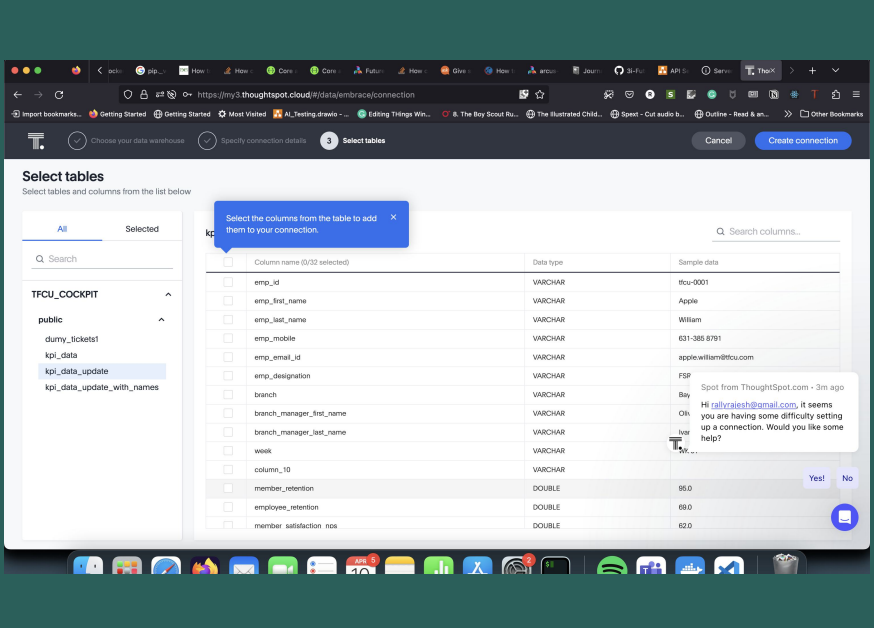
Competitive Analysis

I performed a competitive analysis, taking references from Thoughtspot, Originio.com, and Experince flow, to understand CXO - Cockpit's distinct advantages and market position. This assessment revealed how CXO - Cockpit sets itself apart by catering specifically to CEOs, providing powerful insights, informed decision-making, and operational optimisation, making it a valuable tool for driving success in leadership and organisational performance.



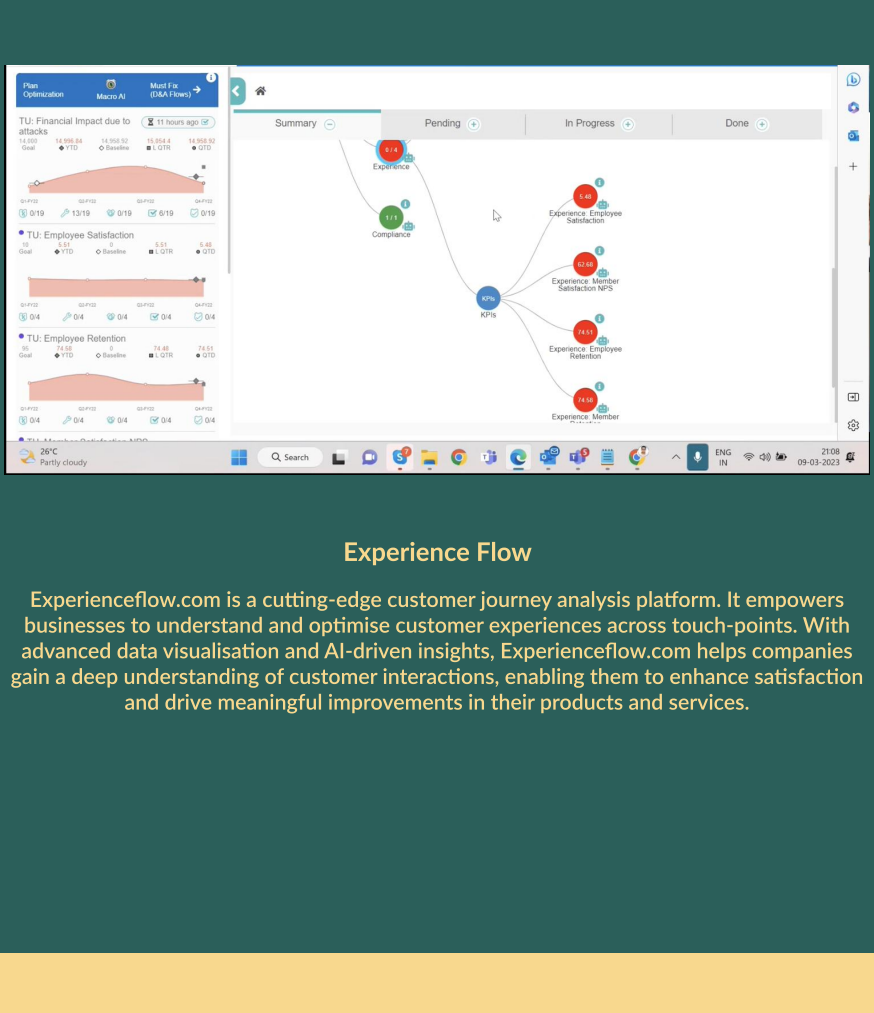
Originio

Originio.com is a comprehensive platform that offers HR-centric insights and solutions. It empowers organisations to streamline human resources processes, from recruitment and employee management to performance evaluation and talent development. With advanced analytics and intuitive features, Originio.com enhances HR efficiency and fosters a productive and engaged workforce.



ThoughtSpot

ThoughtSpot.com is a leading interactive analytics platform that enables users to access and analyse data with natural language search. It empowers businesses to make data-driven decisions in real-time, without the need for technical expertise. ThoughtSpot.com revolutionises data exploration, making insights accessible to everyone within the organisation.



Experience Flow

Experienceflow.com is a cutting-edge customer journey analysis platform. It empowers businesses to understand and optimise customer experiences across touch-points. With advanced data visualisation and AI-driven insights, Experienceflow.com helps companies gain a deep understanding of customer interactions, enabling them to enhance satisfaction and drive meaningful improvements in their products and services.

Design Analyses

I chose the colours #2A5E59 and #F8D88E for the platform "Cockpit" because they are associated with strength, power, and authority. I wanted to create a platform that would feel both powerful and inviting, and I think these colours do a great job of achieving that.

The dark green colour is reminiscent of the colour of an army airplane, which I think is a great fit for the platform. It's a colour that is associated with strength and power, but it's also a colour that can be calming and inviting. The light green colour is more calming and inviting, and I think it helps to create a sense of balance and harmony.

I was also inspired by the design styles of Mr. Dieter Rams and Sensei Hayao Miyazaki, both are known for their use of simple, clean lines and vibrant colours. I incorporated these elements into the UI style guide of the product, which helps to create a sense of calm and focus. The use of vibrant colours also helps to promote creativity and productivity.

UI Elements:

Primary Colour
#2A5E59

Secondary Colour
#FFFCF2

Colour theory

The combination of these two colours creates a sense of calmness, freshness, and optimism. The dark green colour is associated with nature and growth, while the light yellow colour is associated with cleanliness and freshness. Together, these colours create a sense of peace and tranquility.

Text Colour
#38403F

Background Colour
#FFFCF2

Colour theory

The combination of these two colours creates a sense of trustworthiness, freshness, and modernity. The dark gray colour is associated with stability and dependability, while the light yellow colour is associated with cleanliness and freshness. Together, these colours create a sense of professionalism and trustworthiness.

Brand Colour A
#2A5E59

Brand Colour B
#F8D88E

Colour theory

The name "Cockpit" suggests a sense of control and power, and the colours #2A5E59 and #F8D88E can help to reinforce this. The dark green colour is associated with strength and power, while the light green colour is associated with growth and vitality. Together, these colours create a sense of dynamism and energy.

Design Inspirations

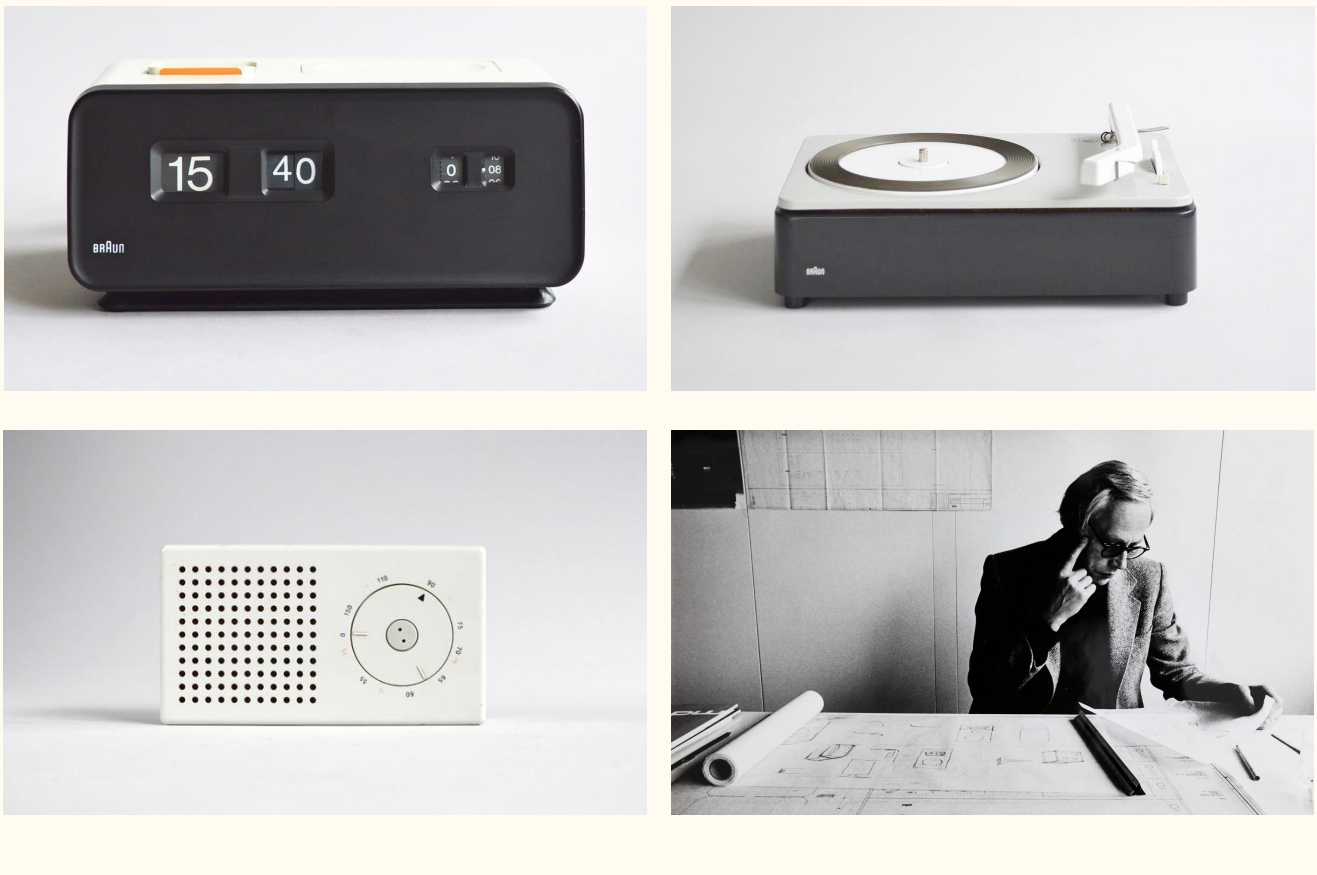
Dieter Rams

Crafting CXO Cockpit, a platform tailored for C-level executives to navigate complex business data with ease, I drew profound inspiration from Dieter Rams's timeless design principles. Rams, celebrated for his work at Braun and his influential '10 Principles of Good Design,' emphasised functionality, user-centred design, and a minimalist aesthetic, values deeply aligned with our mission.

Rams's commitment to functionality and user-centred design permeates CXO Cockpit's architecture. Clean lines, streamlined interfaces, and intuitive features ensure executives can access and interpret critical data efficiently. By adhering to Rams's design principles, we prioritise clarity and usability, enabling executives to focus on extracting insights and driving initiatives forward.

Functionality, a cornerstone of Rams's philosophy, is central to CXO Cockpit. Every feature, from customisable dashboards to real-time analytics, serves to enhance decision-making. Design should not only be visually appealing but deeply functional, empowering executives to navigate modern business environments with confidence.

Embracing Rams's user-centred approach, we prioritise executive needs throughout the design process. Conducting research, gathering feedback, and iteratively refining our platform ensure CXO Cockpit exceeds user expectations. Our goal: to empower executives with a seamless, intuitive platform, embodying the timeless principles of design excellence espoused by Dieter Rams.

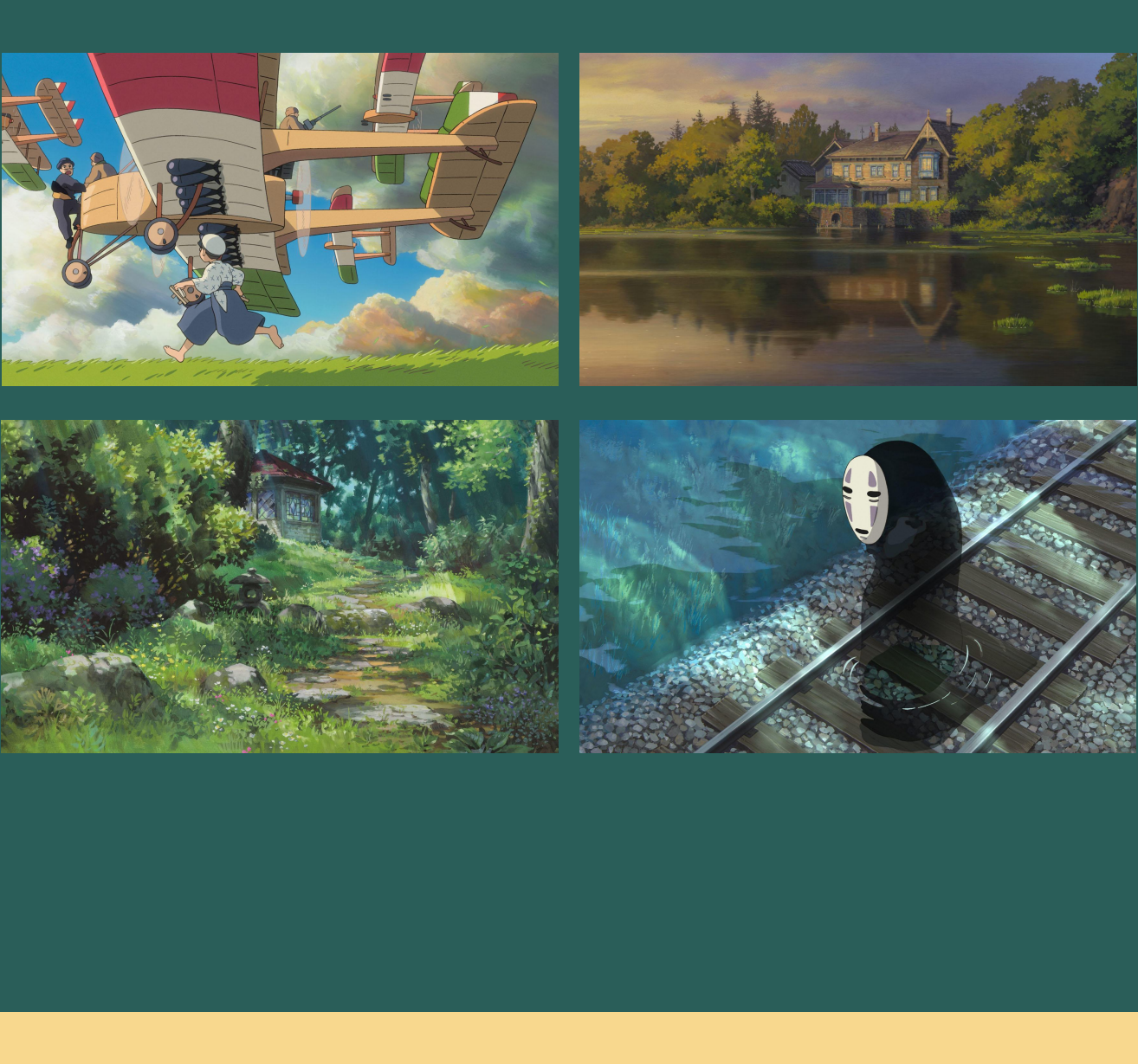


Hayao Miyazaki (Studio Ghibli)

Sensei Miyazaki's art style is known for its use of simple, clean lines and vibrant colours . This style is both visually appealing and accessible, making it a good fit for a platform like "Cockpit" that is designed to be used by a wide range of people.

The art style of Studio Ghibli is also often associated with themes of adventure, imagination, and creativity. This makes it a good fit for a platform that is designed to help people manage and take action on their business processes. The art style can help to create a sense of excitement and motivation, which can help users to be more productive.

Finally, the art style of Studio Ghibli is often seen as being calming and relaxing. This can be a good fit for a platform that is designed to be used by people who are under stress or who need to focus. The art style can help to create a sense of peace and tranquility, which can help users to be more productive.

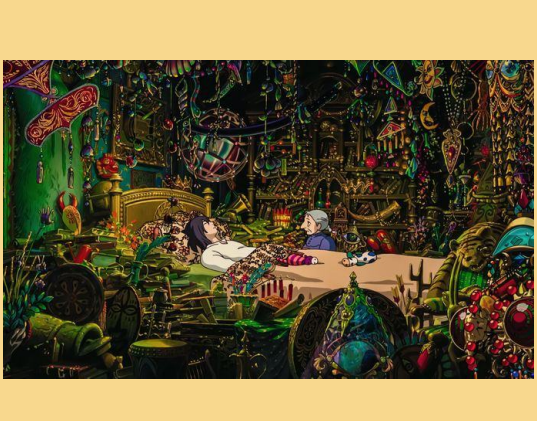


Cockpit's Design Style

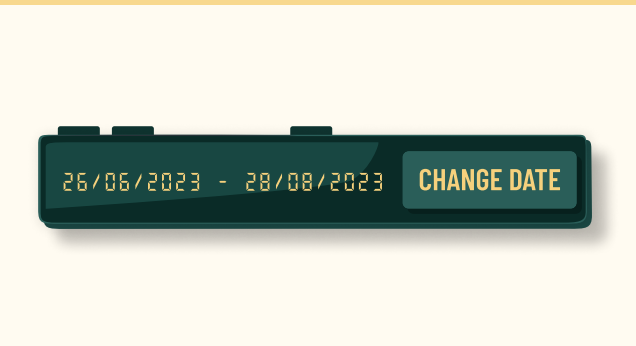
In the design journey of CXO Cockpit, we didn't just stop at the principles of Dieter Rams; we also infused elements inspired by the enchanting artistry of Sensei Miyazaki. By marrying Rams's focus on simplicity and functionality with Sensei Miyazaki's whimsical charm and vibrant storytelling, our platform offers a truly unique experience. The clean lines and intuitive interface pay homage to Rams's design philosophy, while the incorporation of Studio Ghibli's magical aesthetic adds a touch of wonder and creativity. With CXO Cockpit, C-level executives are not only equipped with a powerful tool for data-driven decision-making but also transported into a world of imagination and possibility, where business insights unfold like tales waiting to be discovered.

Dieter Rams's Design

+



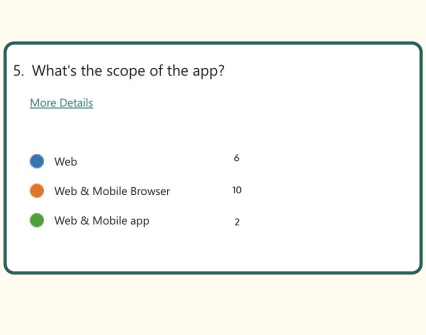
Hayao Miyazaki's Design



Cockpit's Design for the product's calendar

User Survey

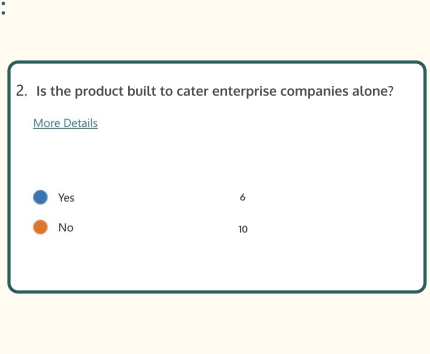
Some of the questions that were asked:



5. What's the scope of the app?

More Details

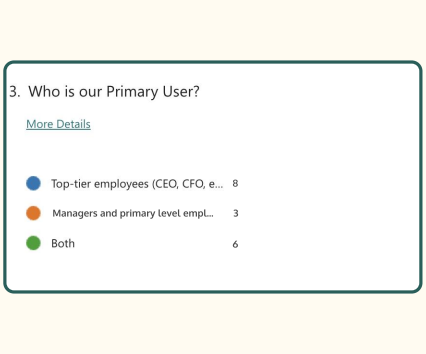
Web	6
Web & Mobile Browser	10
Web & Mobile app	2



2. Is the product built to cater enterprise companies alone?

More Details

Yes	6
No	10



3. Who is our Primary User?

More Details

Top-tier employees (CEO, CFO, e...	8
Managers and primary level empl...	3
Both	6

Byron Scott

The true essence of successful leadership is found in delving into the intricate details of people and processes.

Demographics

Age: 33

Employment Status: Employed

Marital Status: Married

Residence: Chennai

Pain Points

- Byron's pain points stem from the lack of visibility into internal processes, impeding his understanding of employee activities. This hinders his ability to monitor progress and optimise workflow efficiency effectively.
- Byron struggles with fragmented virtual interactions, hindering cohesive work environment and seamless coordination among remote teams.

Bio

Byron Scott, a dynamic CEO from New York, is a visionary leader in the IT industry. With his strategic acumen and meticulous attention to detail, he propels his company to great heights. Byron's ability to connect with his team and navigate complex processes sets him apart. Outside of business, he finds solace in outdoor adventures and exploring diverse culinary experiences.

Goals

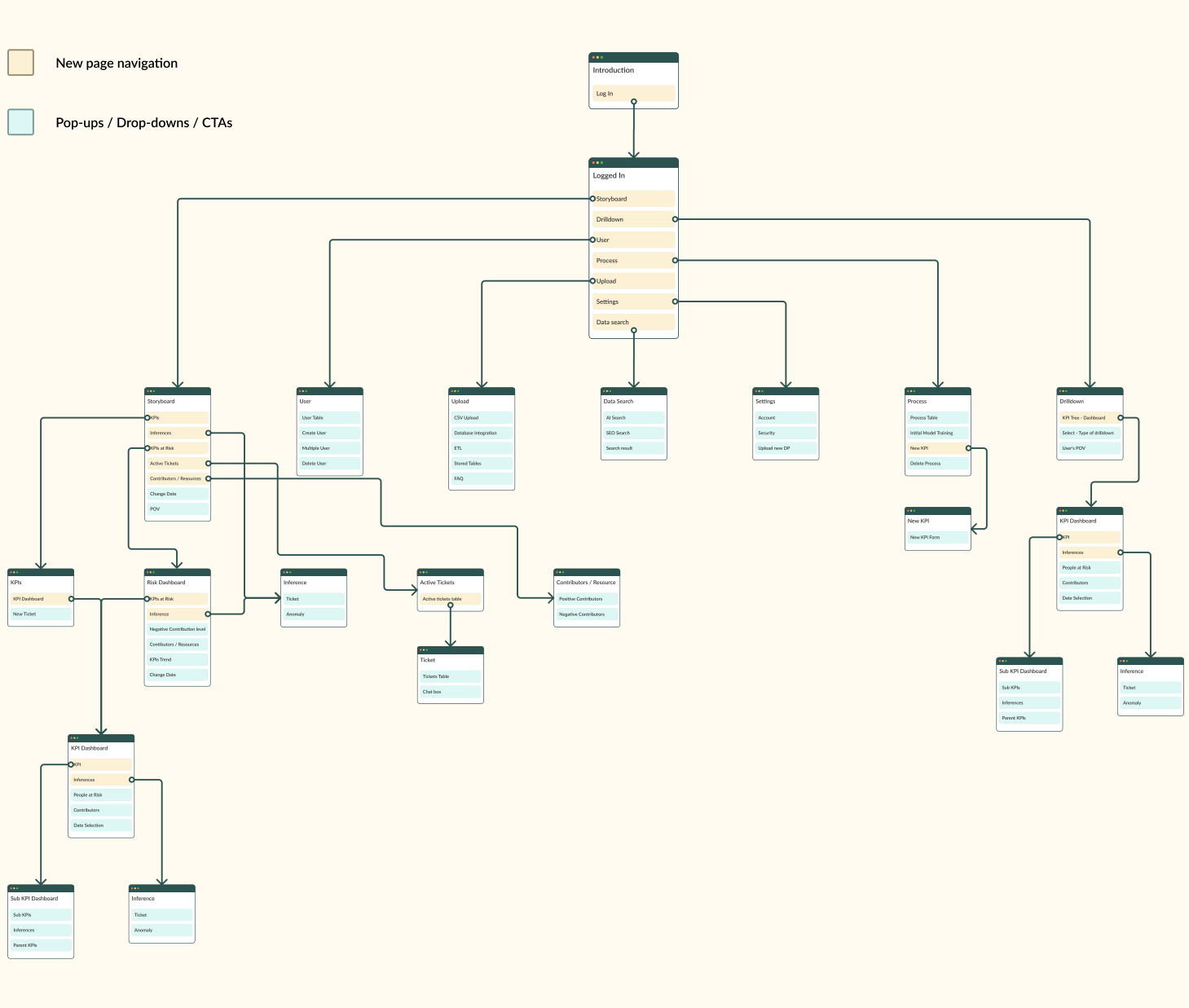
- To be more creative everyday.
- To socialize more.
- Wants to visit Japan, as he loves their culture.

Hypothesis

- The implementation of CXO - Cockpit will significantly improve CEO decision-making capabilities by providing timely and accurate insights into organisational processes, personnel, and key performance indicators (KPIs).
- The utilisation of CXO - Cockpit will lead to enhanced operational efficiency and strategic growth, as CEOs can leverage the platform's intelligent inferences, predictions, and trend analysis to identify root causes and implement effective solutions.
- By offering a centralised hub for monitoring and optimising performance, CXO - Cockpit will foster a data-driven culture within the organisation, promoting informed decision-making at all levels and enabling CEOs to drive overall business success.

By prioritising design elements such as intuitive user experience, advanced data visualisation, and streamlined process automation, CXO - Cockpit will be positioned to effectively support CEOs in gaining valuable insights, enabling informed decision-making, and optimising overall organisational performance.

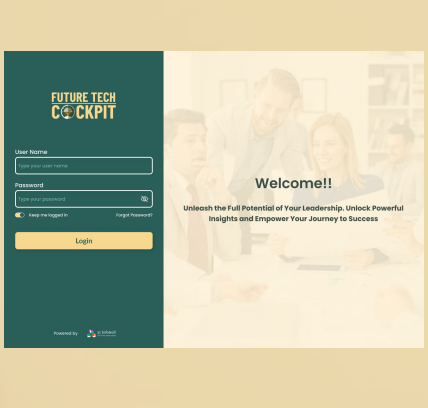
Information Architecture



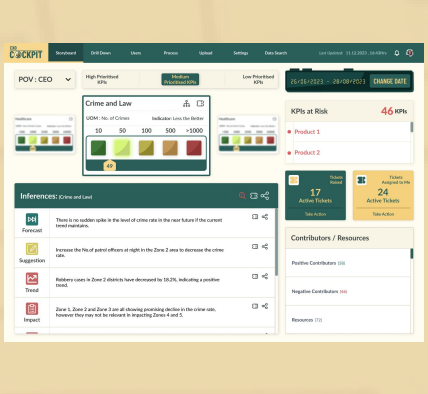
User Flow

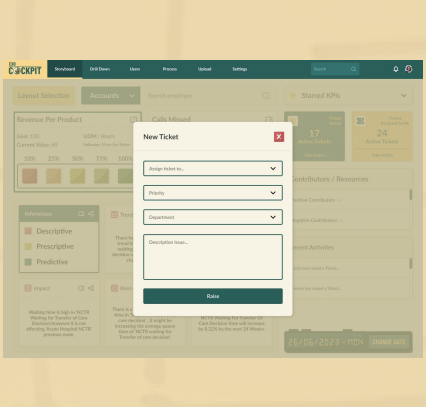
The user flow has been divided into 5 different modules. Each addressing a separate function that falls under the scope of a CEO.

Login

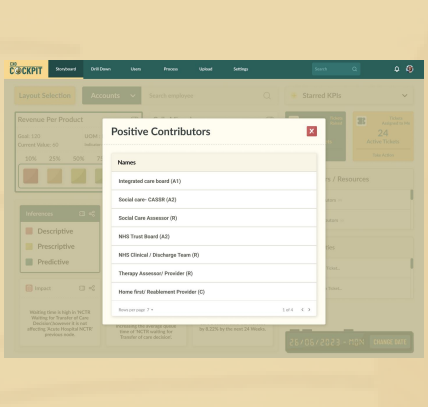


Module 1: Storyboard. (Offers a glimpse of every single navigation in the platform.)

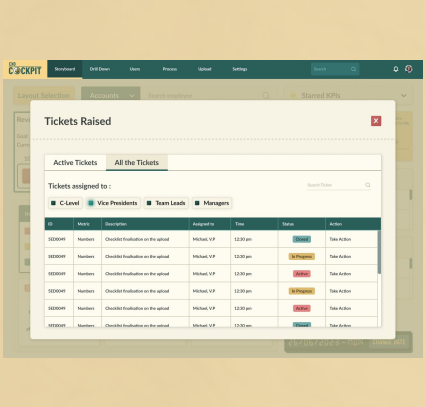




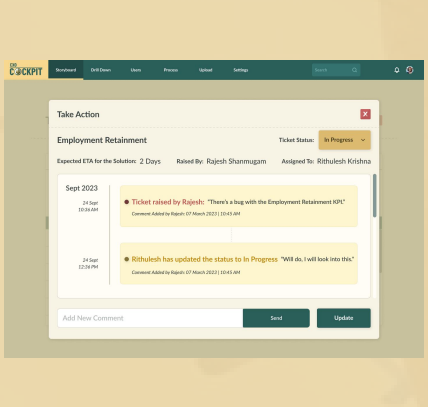
New Ticket



Positive Contributors

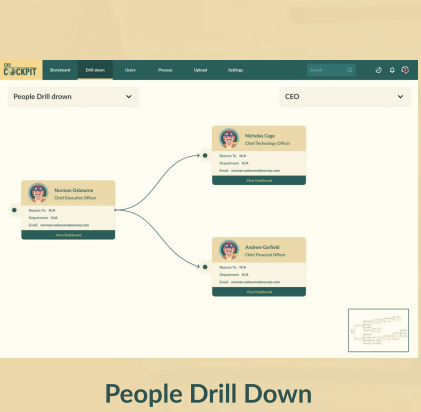


Tickets Raised

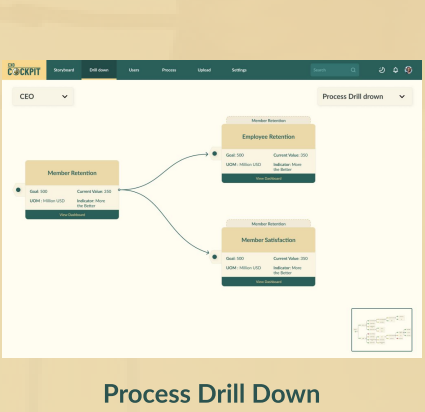


Tickets Raised - Chatbox

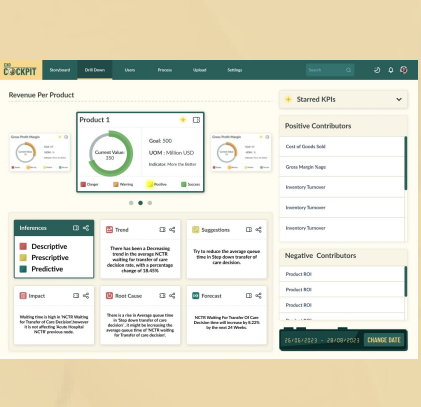
Module 2: Drill downs



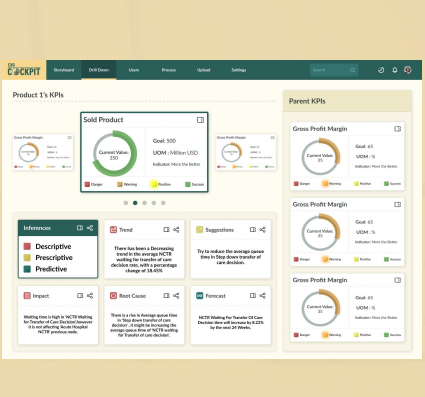
People Drill Down



Process Drill Down

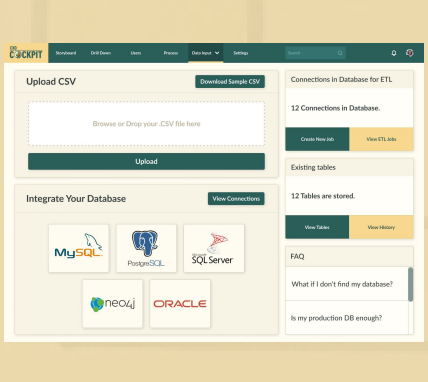


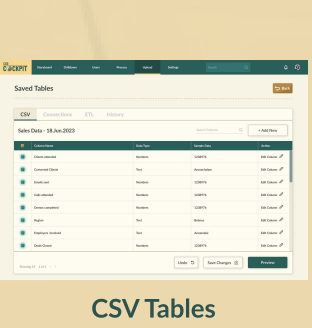
Dashboard Process



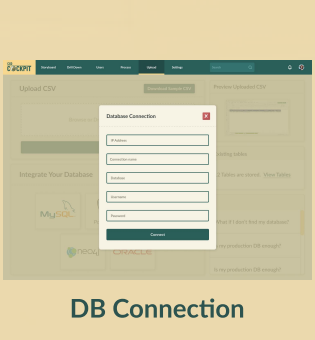
Dashboard Sub KPIs

Module 3: Upload

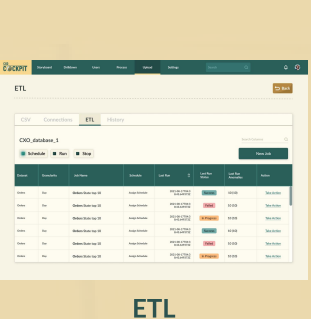




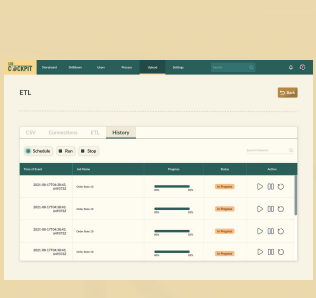
CSV Tables



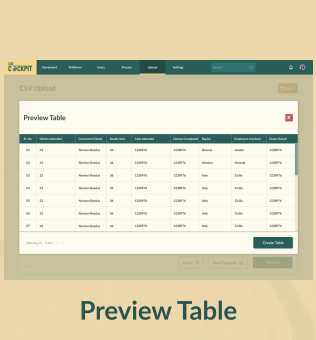
DB Connection



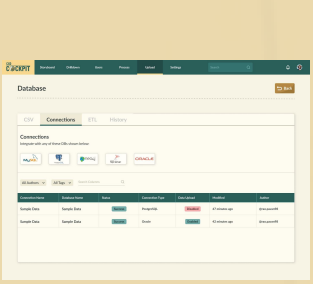
ETL



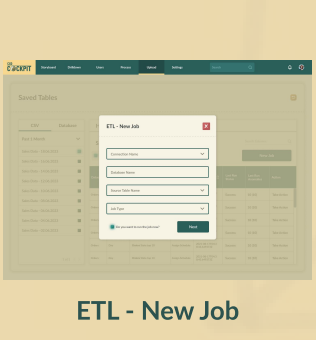
History



Preview Table

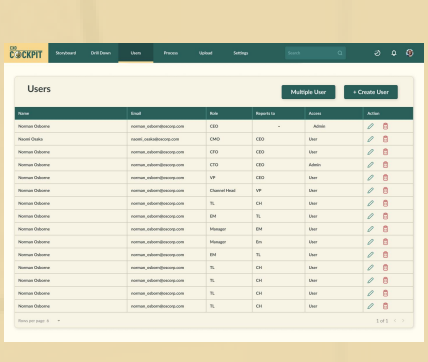


DB Connections

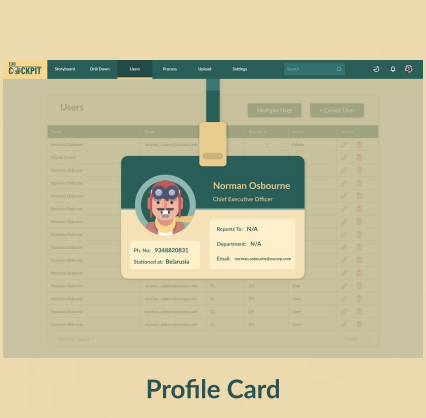


ETL - New Job

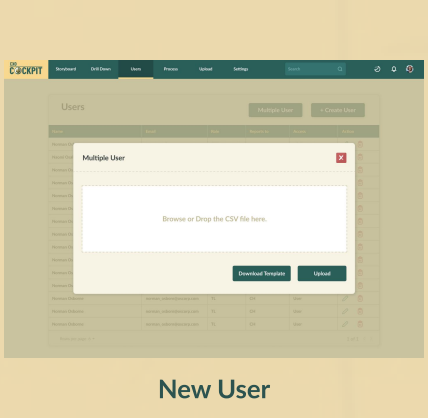
Module 4: Users & Process Upload



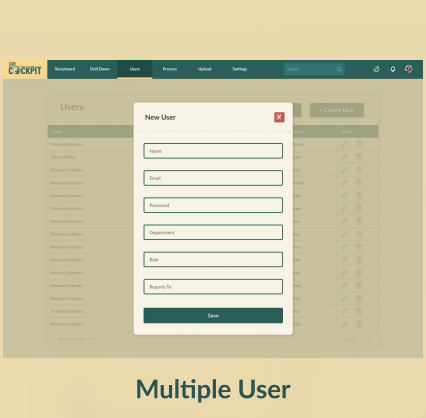
User Upload



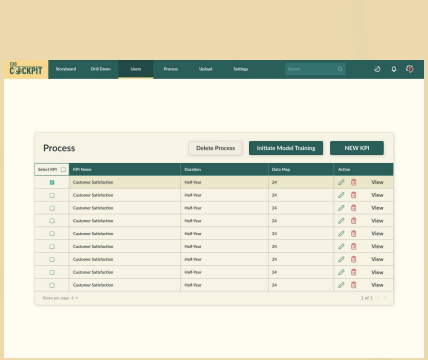
Profile Card



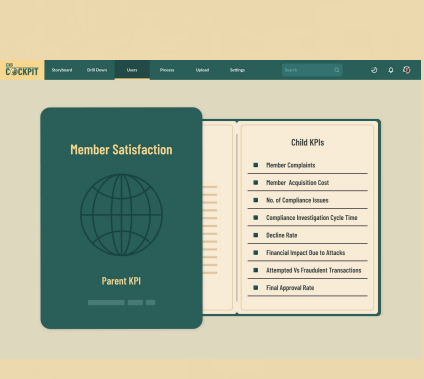
New User



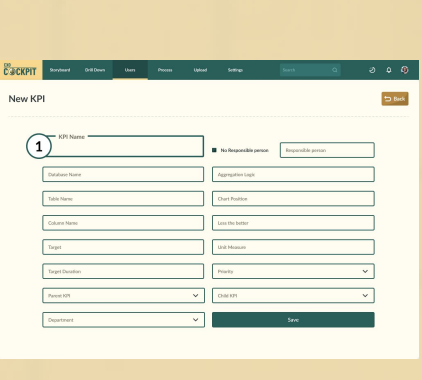
Multiple User



Process Upload

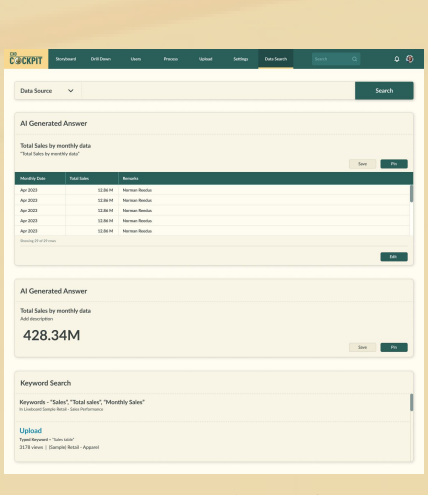


KPI Card



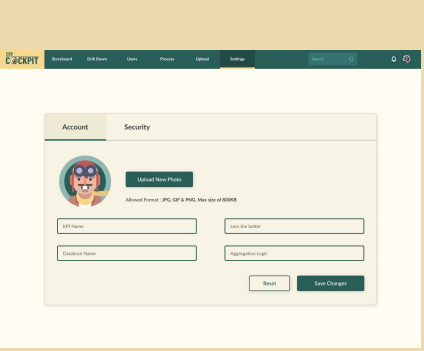
New KPI

Module 5: Data Search

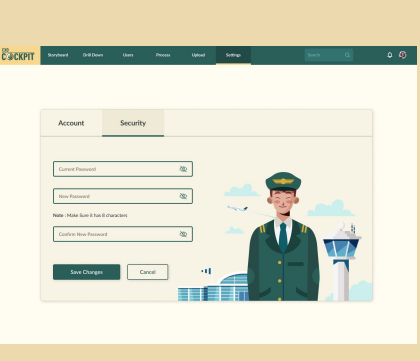


Account Security Settings

Account Settings



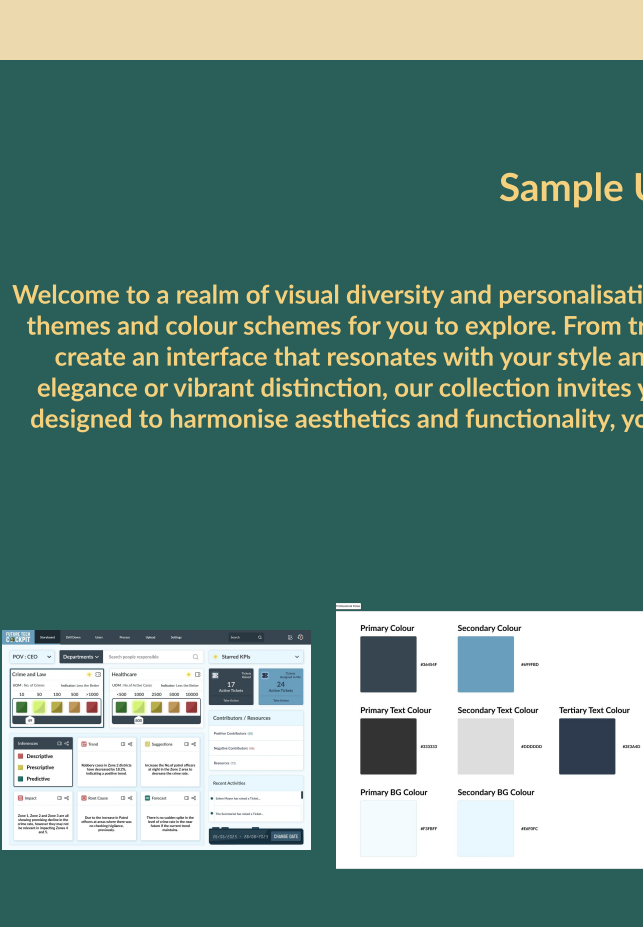
Account Settings



Account Security Settings

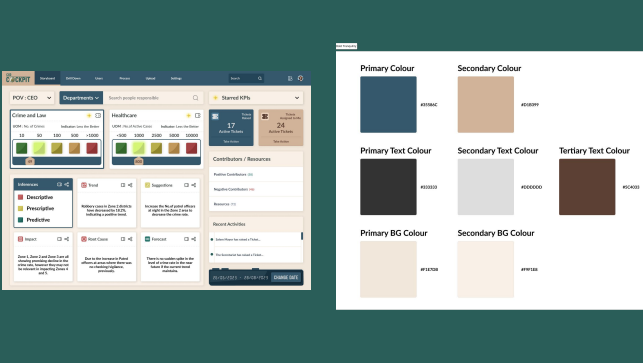
Sample UI Themes

Welcome to a realm of visual diversity and personalisation. Our platform presents an array of thoughtfully curated themes and colour schemes for you to explore. From tranquil hues to bold contrasts, these options allow you to create an interface that resonates with your style and preferences. Whether you lean towards understated elegance or vibrant distinction, our collection invites you to shape your digital environment. With each theme designed to harmonise aesthetics and functionality, your journey with us becomes a reflection of your identity.



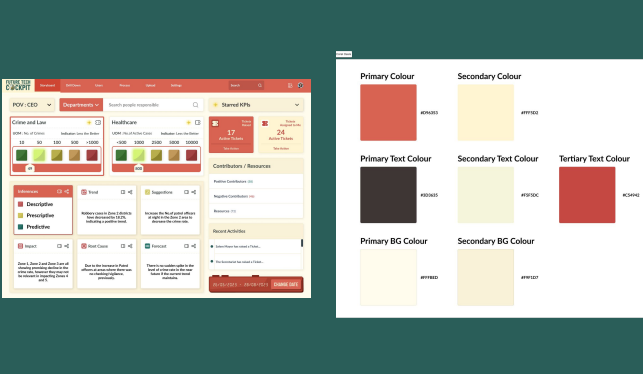
Professional Poise

"Professional Poise" encapsulates an ageless charm by blending a cool slate blue with a soft beige. This refined fusion exudes confidence and elegance, making it an impeccable choice for creating an ambiance of composed authority. The combination's balance of subtlety and sophistication ensures its suitability across diverse applications, reflecting a poised and confident aesthetic.



Bold Tranquility

"Bold Tranquility" intertwines deep charcoal and light pewter, achieving a striking equilibrium between strength and calmness. This distinctive fusion radiates a poised yet commanding essence, rendering it ideal for those in pursuit of a dynamic, serene colour scheme that resonates harmoniously in various environments.



Coral Oasis

"Coral Oasis" gracefully blends a soothing coral hue with a delicate sandy tone. This combination evokes a serene coastal charm, emanating warmth and tranquility. The interplay of these shades offers a balanced yet vibrant color scheme, making it an excellent choice for those who seek a refreshing and inviting aesthetic, reminiscent of an idyllic retreat.