



CodeClan website dashboard



1. Site performance comparison - single view
2. Overview of single site performance
3. User activity in central belt
4. High level targets per catchment

Approach Taken

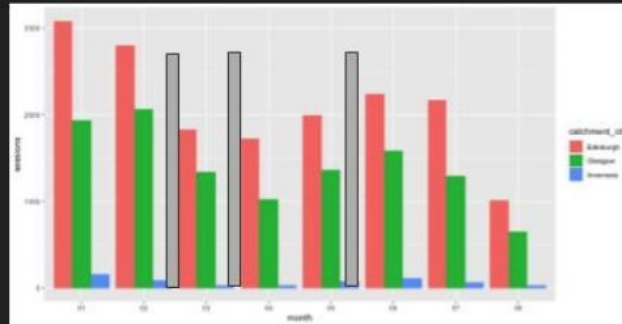
1. View Google Analytics
2. Brainstorming
3. Concept UI
4. Agile approach



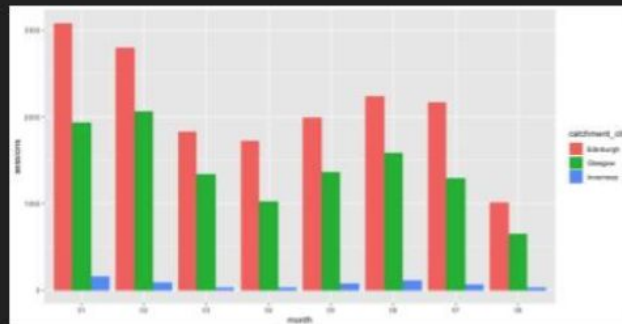
Design Challenges

1. Catchment areas
2. Total Population vs per 100,000
3. Meet client requirements

website Sessions



DA conversion



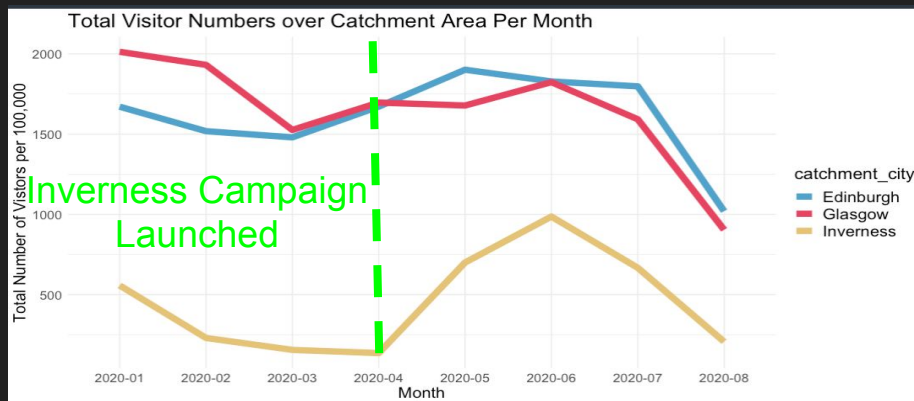
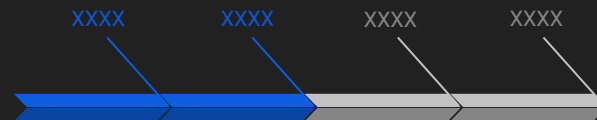
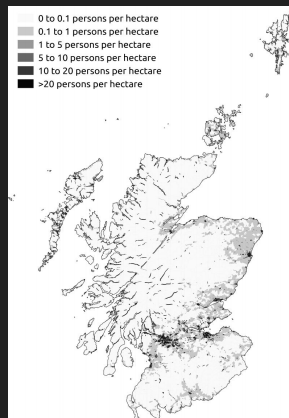
Next Steps

Visualisation

- Campaign/ event data
- Heat map of visitors in Scotland
- Layout review with client
- Basic aesthetics

Functionality/ interactivity

- Date granularity
- Dynamic catchment area



Learning from Experience

- Multi-discipline teams are important in industry
- Teamwork is king
- Just because it looks cool, doesn't mean it adds value
- Git is your friend (believe it or not)



Thanks for Listening!

Any Questions?