

*Design Mobile App for Developers to Display Sales Statistics*

Brief: design an App for displaying sales statistics

Use cases / Stories why the App will be used

Can we use the new just released API? Should we stop supporting the old one?  
What are OS versions of our current users?



How are we doing? Monitor/view Historic data (What if we made a Marketing Push)

user: Marketing Exec / young & mobile  
Product Manager  
Financial / Senior  
Development Manager

users: overall computers/  
mobile phone  
experienced

Which Countries are we best/worst in?

Why? (local competition is better)

lack of local marketing  
poor translation / localisation

Which handsets do our users have?

- let's optimise the experience for the top handsets

- check if bottom handsets provide good experience (i.e no quirks/bugs)

Is it different per Country?

# Main screens

## Login Screen

username  
password

## Sales View

number of Sales  
period  
amount

## Sales by Country

number of Sales / per Country  
period  
amount

← consistent

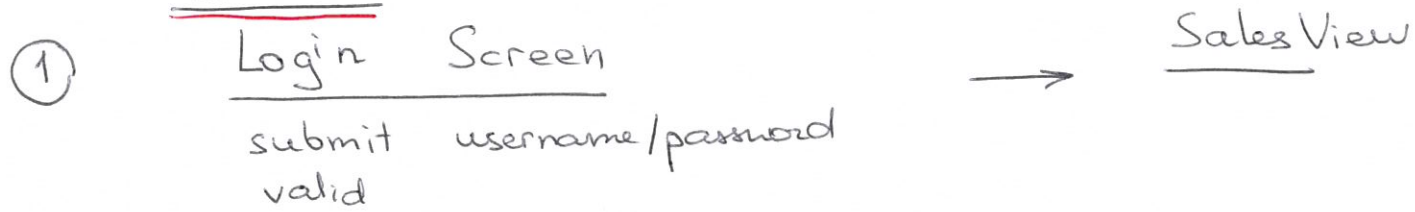
## Sales by Phone Model

number of Sales / Phone  
period  
amount

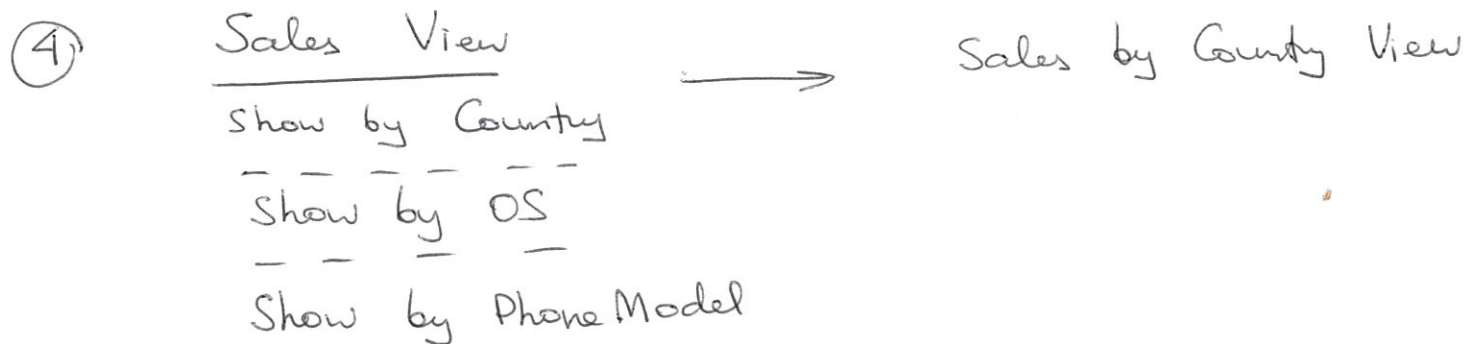
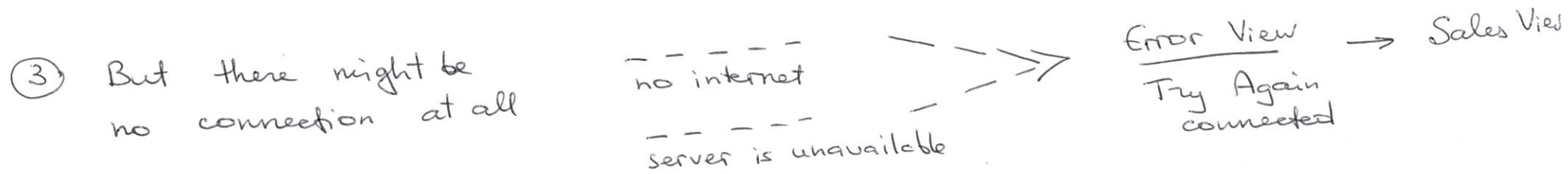
## Sales by OS

number of Sales / OS  
period  
amount

## UI Flows



② But connections are not instant ⇒ need feedback



# Main Screens

Login

App Title

username

password

☐ remember

input

input

security/usability consideration but personal device so good to offer

button

P: Familiarity  
Login screens

Connecting

Please wait...



polite empathically worded text

progress indicator (s/tn is happening)

P: Understandability  
(what's happening)  
Feedback / Progress

## Error

Sorry ...

There seem to be no internet connection

Check your settings

— apologise first (even if not our fault)

explain the problem

suggest steps to resolve

button

P: Recoverability  
Help

P: Principle of Good Design (4)

# Sales View

## Main Screens Continue

← tabs, (! Check your target platform guidelines!  
 easy to navigate, consistent view  
 top in Android  
 bottom in iOS )  
 Still the case?

P: Consistency

P: metaphors: tables / graphs

click on Counts Tab

## Sales per County

← show top 10  
 or enable scrolling? (maybe necessary if important for the user)

← Volume by County

Need also over time? Perhaps click on it to switch to





# Bringing it together → Storyboard (add emotion!)

App Title

username

password

☒ remember



Please Wait



Total **Counts** OS

Jan 11 - Jan 12

App Name

Country	Sales	Std
UK		
US		

selected as remembered last time!  
usability feath



😊 Interesting!

😞 boring but I know I have to, thanks for remembering)

😞 boring g...

Total | Counts | | OS

Jan 11 - Jan 12

App Name

Model	Sales	Std
Galaxy S		



What's Next?

😊 Interesting

😞 ← Enable Sharing!

Last activity in the UK was good, I'd like to e-mail the data to my boss!

To: Boss

Subj:

Total US/UK .. 1/..

## Improvements:

- ① ① Login → can we go further and if checked remember automatically login the user and skip this screen? (Need to enable early accessible logout then)
- ② ① Connecting Screen → user is bored waiting, can we educate the user by displaying a short tip/hint
- ③ ① What's Next → Added Email / Share feature
- ④ Feedback: too much data on Sales by Country Screen:  
what do we do?  
Ideas: remove tabs and introduce dashboard  
(tabs are quicker to switch between screens, but dashboard is two-clicks but if it's important for the user)
- ⑤ Add Help (preferably content based, i.e. different Help depends on the screen)  
About  
Settings

