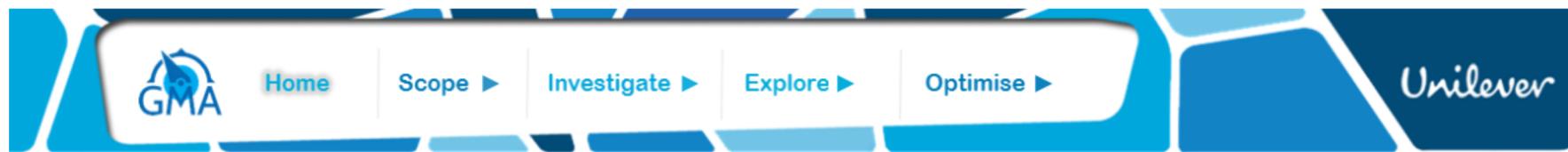


# **GMA DESIGN REVIEW**

1. Keep consistency within the navigation throughout the report.  
Same toolbar to be shown on each page.



2. Move away from the drop down menu and create tabs to navigate.

A screenshot of a user interface. At the top, there is a dropdown menu with the text 'Specify cells in scope & General Modelling Options'. Below the dropdown is a grey bar with four tabs labeled 'NAVIGATION 1', 'NAVIGATION 2', 'NAVIGATION 3', and 'NAVIGATION 4'. To the right of the tabs is a small circular icon with a stylized letter 'G'.

3. Change the colour of the text to black to make it easier for the user to read.  
Reduce the amount of text if possible.

The screenshot shows a user interface for a media allocation tool. At the top right, there is a login link. The main title is "Welcome to the Global Media Allocation Tool!". Below the title, a descriptive text states: "The online dashboard is a holistic, user-friendly decision making tool to help users to ask the key questions and derive the most helpful responses to their budget optimisation queries." The interface is divided into three main sections: "Investigation", "Exploration", and "Optimisation".

**Investigation**  
*What & Why questions to support interrogation of strategy*

- How is my current budget performing and why?
- Which markets, categories, and brands are performing well and which are under-performing?
- What is driving my current high or low return on investment? What can I do about it?
- Where am I currently over-spending and need to cut back and where can I most profitably invest more?

**Exploration**  
*Scenario creation & what-if questions to answer alternative hypotheses & concerns*

- How much do I need to spend to maintain my current share or to grow share of the category?
- What return will I get if I spend €100k more and how much do I lose if I spend €100k less?
- Which brands give the best return on the investment (ROI) and can provide highest share growth?
- Do I have any investment I need to ringfence to protect my strategic priorities?
- What are the drivers behind the current performance of the country, category or brand?
- Which drivers do I have control over? What would happen to the ROI if I could improve the scores on these drivers?

**Optimisation**  
*Identifying optimal outputs to support decision-making*

- What is the best way of allocating my budget to best achieve my objectives?
- How can I improve return on investment by reallocating a proportion of my budget?
- Which categories and brands should I allocate extra budget to?
- If I need to cut my budget where would I take it from to minimise the impact?
- How do I optimise budget performance whilst still ensuring I protect critical investments and protect share for strategic categories and brands?

4. Try not to have text over a background image. For a detailed page like this, no background image is necessary.

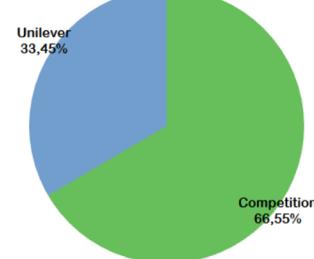
Keep a consistent colour scheme. I would use a blue similar to the map to colour the filter sections.

Keep the same blue for the tick boxes, the same thickness, just less opacity.



5. Have the text to the side of the pie rather than overlapping.  
Increase title sizes to create an information hierarchy.  
Use a natural colour for competition rather than green.

TO Pool

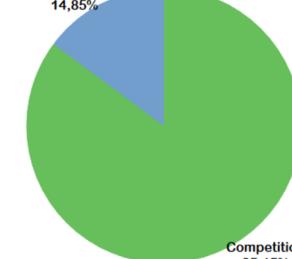


Budget

€ 3.309.493.043

GP Pool

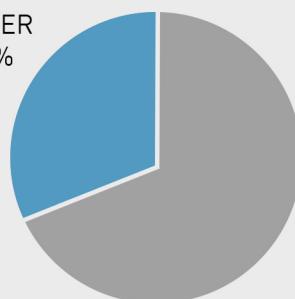
Unilever  
14,85%



**BUDGET: €3,309,405**

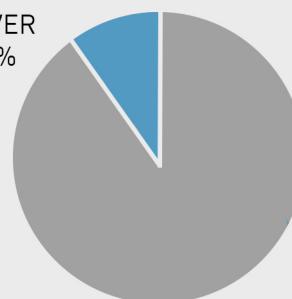
**TO POOL**

UNILEVER  
33.45%



**GP POOL**

UNILEVER  
14.85%



6. The bars can be colour coded but stick to one colour per section.  
Have the text to the side of the bars, rather than on top.

	Planned Budget	TO	TO ROI	GP	GP ROI	Share Impact	Return Rate
Deodorants & Fragrances	107,15	224,51	210%	134,22	125%	0,06	   
Dressings	8,95	48,64	543%	23,42	262%	0,06	  
Hair Care	152,23	192,17	126%	100,85	66%	0,02	  
Ice Cream	12,98	181,34	1397%	101,27	780%	0,02	  
Laundry	56,19	531,18	945%	160,94	286%	0,02	  
Oral Care	2.909,29	25,60	1%	8,26	0%	-0,04	   
Savoury	10,89	272,15	2499%	121,74	1118%	0,01	   
Skin Cleansing	38,83	98,80	254%	35,78	92%	0,04	   
Tea and Soy & Fruit Beverages	12,97	34,21	264%	8,88	68%	0,02	  



7. Have the text to the right of the bubble to stick to previous chart.  
 Example below shows recommended Unilever colours for the chart.

		Marked Value	GP Margin ⚡	AI ⚡	Media Cost ⚡	UL Share ⚡
- Brazil	Deodorants & Fragrances	11.641.025	2,417	22,2	20.634	5,78
	Dressings	2.295.190	0,929	16,6	12.843	5,04
	Hair Care	28.133.483	2,652	23,9	22.394	3,95
	Ice Cream	92.216.529	4,137	71,9	21.524	1,32
	Laundry	40.153.258	1,389	55,6	27.423	8,11
	Oral Care	201.664.088	0,643	766,5	461.907	23,17
	Savoury	5.188.027	1,149	17,8	13.290	1,96
	Skin Cleansing	13.294.116	1,747	32,7	22.444	2,92
	Tea and Soy & Fruit Beverages	9.443.634	0,259	15,2	9.717	0,70

Deodorants

 11,641.025

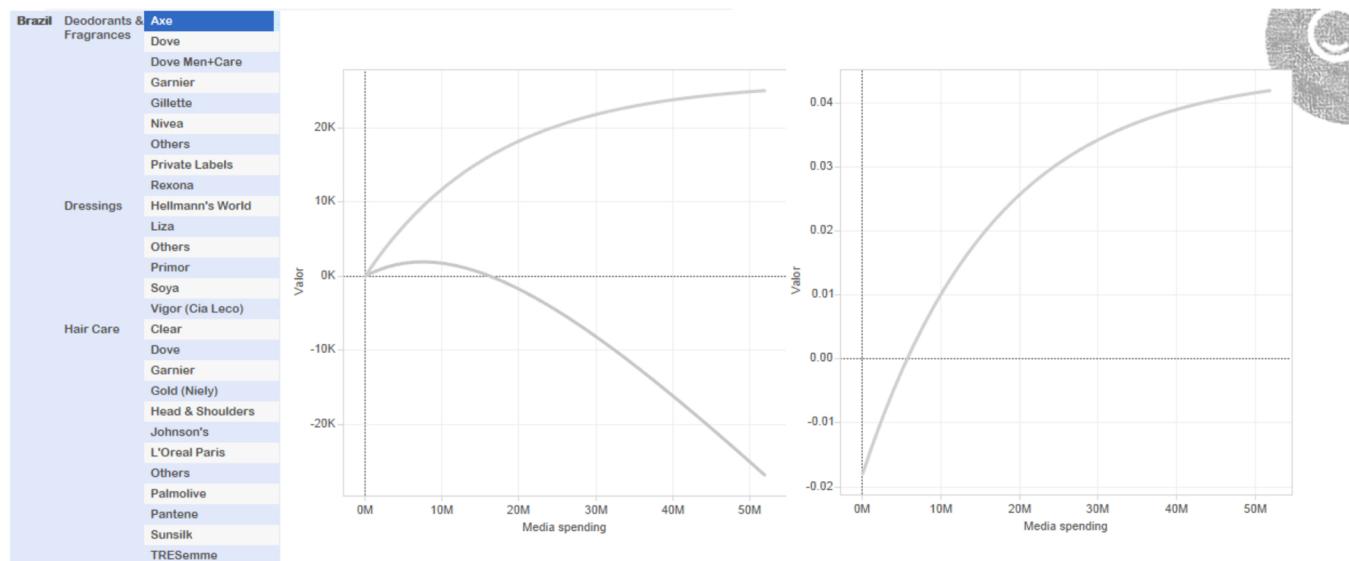
 0,929

 22,2

 20.634

 5,78

7. Add a filters section to allow the user to quickly make a selection rather than scrolling through brands. If possible give the charts labels and try to split them up. Leave a space above the chart for sliders / sub content.



### FILTERS

COUNTRY  
BRAZIL

CATEGORY  
HAIR CARE

BRAND  
DOVE

### SUB CONTENT/ SLIDERS

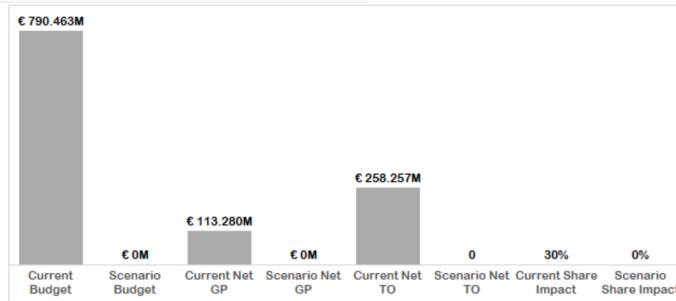
**CHART 1**

Valor

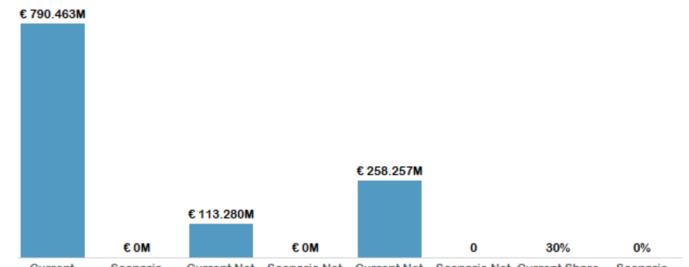
Media Spending

**CHART 2**

8. Align both charts so the same content is above/ beneath each other.  
Add some colour to the bar chart.



Category Name	Current Budget	Scenario Budget	Current Net GP	Scenario Net GP	Current Net TO	Scenario Net TO	Current Share Impact	Scenario Share Impact
Deodorants & Fragrances	€ 16.331M	€ 0M	€ 24.799M	€ 0M	€ 41.119M	0	7%	0%
Dressings	€ 1.340M	€ 0M	€ 3.741M	€ 0M	€ 7.902M	0	11%	0%
Hair Care	€ 28.691M	€ 0M	€ 30.735M	€ 0M	€ 54.950M	0	13%	0%
Household Care	€ 1.298M	€ 0M	€ 258M	€ 0M	€ 587M	0	2%	0%
Ice Cream	€ 1.427M	€ 0M	€ 8.660M	€ 0M	€ 17.670M	0	1%	0%
Laundry	€ 10.060M	€ 0M	€ 25.652M	€ 0M	€ 80.642M	0	5%	0%
Oral Care	€ 719.160M	€ 0M	€ 1.894M	€ 0M	€ 6.655M	0	-25%	0%
Savoury	€ 2.868M	€ 0M	€ 7.932M	€ 0M	€ 19.487M	0	3%	0%
Skin Cleansing	€ 6.419M	€ 0M	€ 6.655M	€ 0M	€ 19.209M	0	7%	0%
Tea and Soy & Fruit Bevera..	€ 2.870M	€ 0M	€ 2.952M	€ 0M	€ 10.035M	0	6%	0%



Category Name	Current Budget	Scenario Budget	Current Net GP	Scenario Net GP	Current Net TO	Scenario Net TO	Current Share Impact	Scenario Share Impact
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Tea and Soy & Fruit Bevera..	€ 2.870M	€ 0M	€ 2.952M	€ 0M	€ 10.035M	0	6%	0%

# COLOUR PALETTE

## REPORT/ FEATURE COLOUR:



REPORT  
BLUE

R:82 G:154 B:194

## GENERAL:



NEGATIVE

R:224 G:20 B:52



POSITIVE

R:0 G:179 B:136



AMBER

R:255 G:198 B:64

## METRICS:



BUDGET

R:0 G:94 B:184



GP 1

R:209 G:192 B:154



TO 1

R:208 G:0 B:111



GP 2

R:209 G:192 B:154



TO 2

R:229 G:109 B:177



SHARE  
CHANGE

R:0 G:163 B:173