

One Step At a Time

IXD1 P3 Process Book



Team 7B

Yuwen Lu, Onye Nwabueze, Cydney Vicentina, Jackie Zhang

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Introduction objective

Let's start from the beginning...

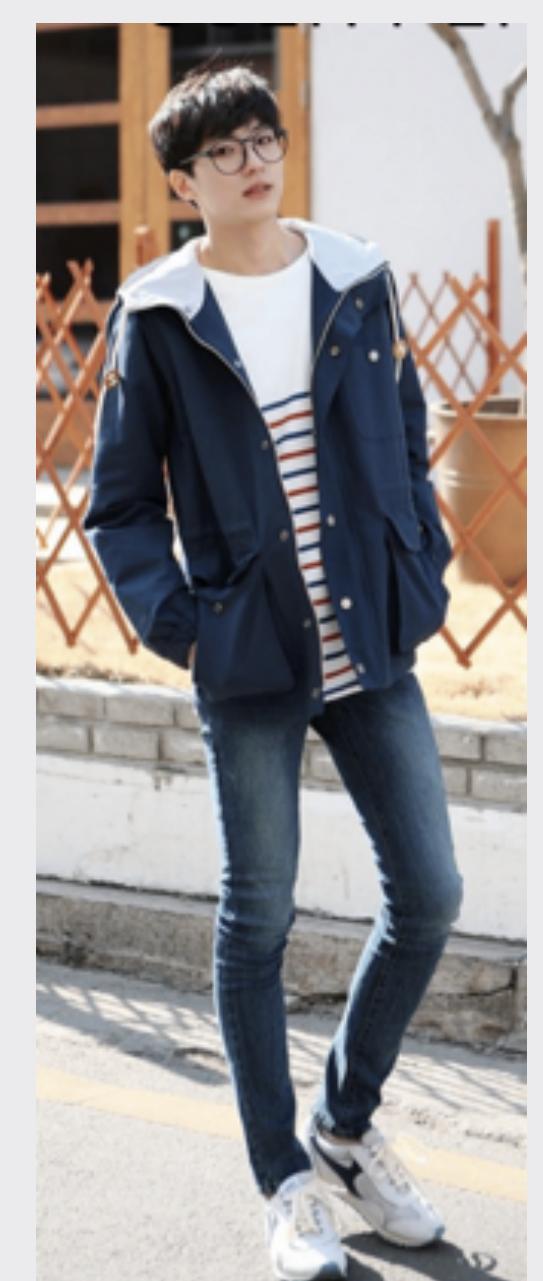
The task was to create a data-driven dashboard with 3 personas in mind: two shoe/fashion designers and one vice president stakeholder. **Our objective was to create a dashboard that provides relevant data for each (and every) stakeholder.**

The design for our dashboard would incorporate techniques, patterns, and decisions regarding typography, color, grids, and cognitive or human factors in order for the data to be readable and visually pleasing. As a team, we wanted to make our dashboard a valuable and usable part of the Adidas company.

Our initial data for analysis was Amazon reviews of the Adidas Grand Court Sneaker (men's and women's) as well as their close competitor shoe, the Vans Unisex Old Skool Classic.



Søs
Sneaker
Designer



Kenny
Fashion
Director



Anseala
VP of Fashion
Sneakers

Amazon Data: Adidas sneaker reviews

Rating	Review Title	Date	Size	Color	Purchaser	Review
5	Love this punch	6-Jul-20	8.5	White/Trace	Verified Purchase	Love this pi
5	they run a little	6-Jul-20	9	Light Granite/L	Verified Purchase	nice color
5	Perfect	6-Jul-20	9.5	Grey/White/G	Verified Purchase	Love these
5	Comfortable rig	5-Jul-20	12.5	Grey/White/Gr	Verified Purchase	Size 12 1/2
5	Nice looking sh	5-Jul-20	8	Black/White/W	Verified Purchase	Really nice
4	These run prett	4-Jul-20	14	Onix/Onix/Leg	Verified Purchase	These run p
5	Love them!	4-Jul-20	7.5	Core Black/Wh	Verified Purchase	In LOVE wit
1	knock-offs	4-Jul-20	10	Core Black/Bl	Verified Purchase	I literally go
5	Sizing Help	3-Jul-20	7.5	White/Trace	Verified Purchase	I used Adid
5	Great Combina	3-Jul-20	9.5	White/Trace	Verified Purchase	I really love
5	As advertised	3-Jul-20	13	Black/White	Verified Purchase	As advertis
5	Love them!	2-Jul-20	9	White/Black/W	Verified Purchase	Been wanti
5	Easier than visi	2-Jul-20	8.5	White/Black/W	Verified Purchase	It was a gre
5	It runs a little b	2-Jul-20	9.5	Grey/White/Gr	Verified Purchase	Good qualit
5	Picked out for r	2-Jul-20	13	Light Granite/L	Verified Purchase	Nice & styl
5	Muy comoda	1-Jul-20	10	Core Black/Con	Verified Purchase	Son muy co
5	Will buy again	1-Jul-20	10	White/Black/W	Verified Purchase	My husban
5	Retro but good	30-Jun-20	11.5	Core Black/Wh	Verified Purchase	Very stylis
5	Good value	30-Jun-20	10	Core Black/Con	Verified Purchase	Very комф
2	1 defective sho	30-Jun-20	11	Grey/White/Gr	Verified Purchase	The right sh
5	The best shoes	30-Jun-20	9	Black/White	Verified Purchase	Adidas are
5	Great product!	29-Jun-20	8	Grey/White/Gr	Verified Purchase	I love every
5	great for summ	29-Jun-20	10.5	White/Trace	Verified Purchase	like the loo
1	Bad Quality in t	29-Jun-20	10.5	Onix/Onix/Leg	Verified Purchase	Not very co
5	You won't be di	28-Jun-20	11.5	White/Black/W	Verified Purchase	Great price
5	Buenos	28-Jun-20	8.5	White/Black/W	Verified Purchase	Buen produ
5	Killer color	28-Jun-20	9	Dark Blue/Whit	Verified Purchase	The color—
5	Fit perfectly an	27-Jun-20	11.5	Grey/White/Gr	Verified Purchase	I definitely

Primary Research

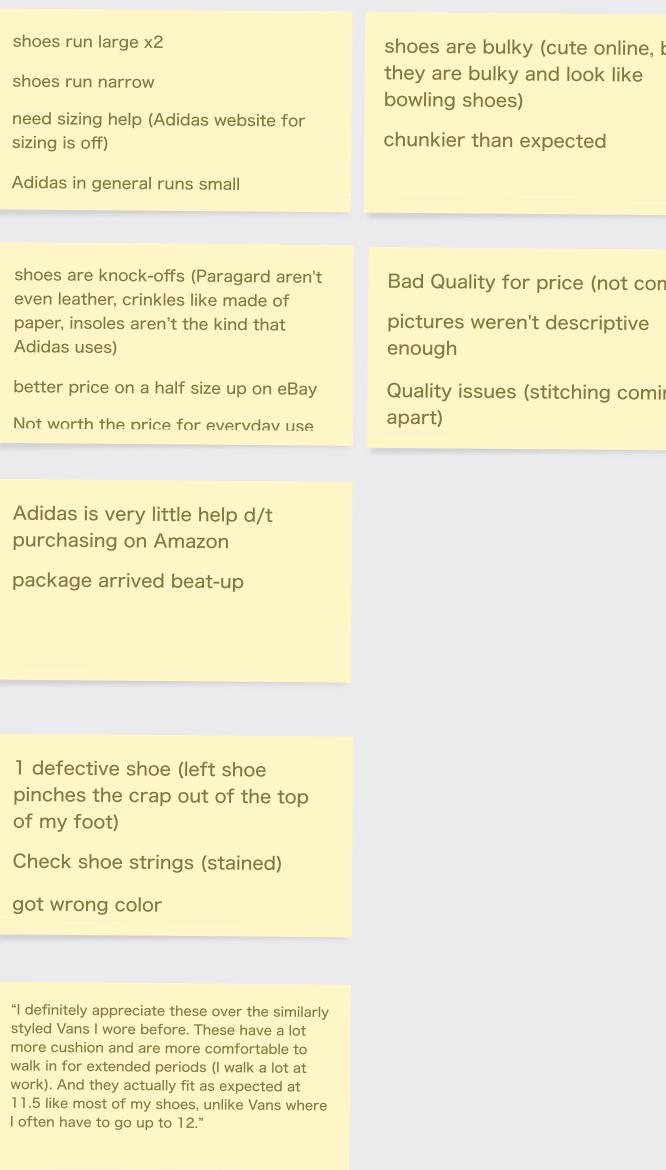
discovery

Our team divided our initial research process into four segments, in order to study the reviews of the three shoes (each of the shoes were given to one team member) and the persona list (also given to one other team member). **We were looking for common issues that our personas and customers cared about.**

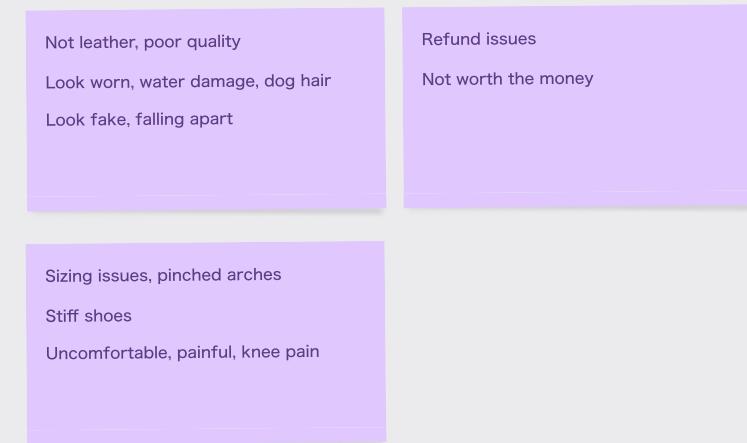
To share our findings, we created an affinity diagram that helped us see common problems and where additional data could provide insights and initiate solution-thinking for our personas.

Affinity Diagram

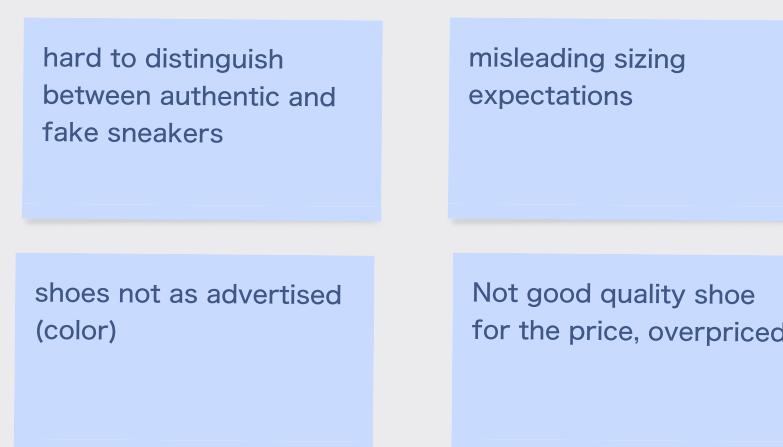
Men's Grand Court Sneaker



Women's Grand Court Sneaker



Vans Unisex Old Skool Classic



Personas

1. Ansela Manful

Vice President Fashion Sneakers for Adidas, Global

Needs:

Prove to senior executives that data is future

Help employees connect data to strategic decisions

2. Kenny Won

Adidas Director of Fashion Sneaker Marketing for North America

Needs:

Wants credit for innovating Fashion Sneaker

Understand the interplay between marketing and fashion, mostly through field research in the streets

3. Søs Bondo

Designer, Adidas Fashion Sneakers, Portland

Needs:

See and experience fashion from places like Vietnam and Sri Lanka, instead of learning DOI

build from material inspiration to product in stores, care about sustainability

Data Models

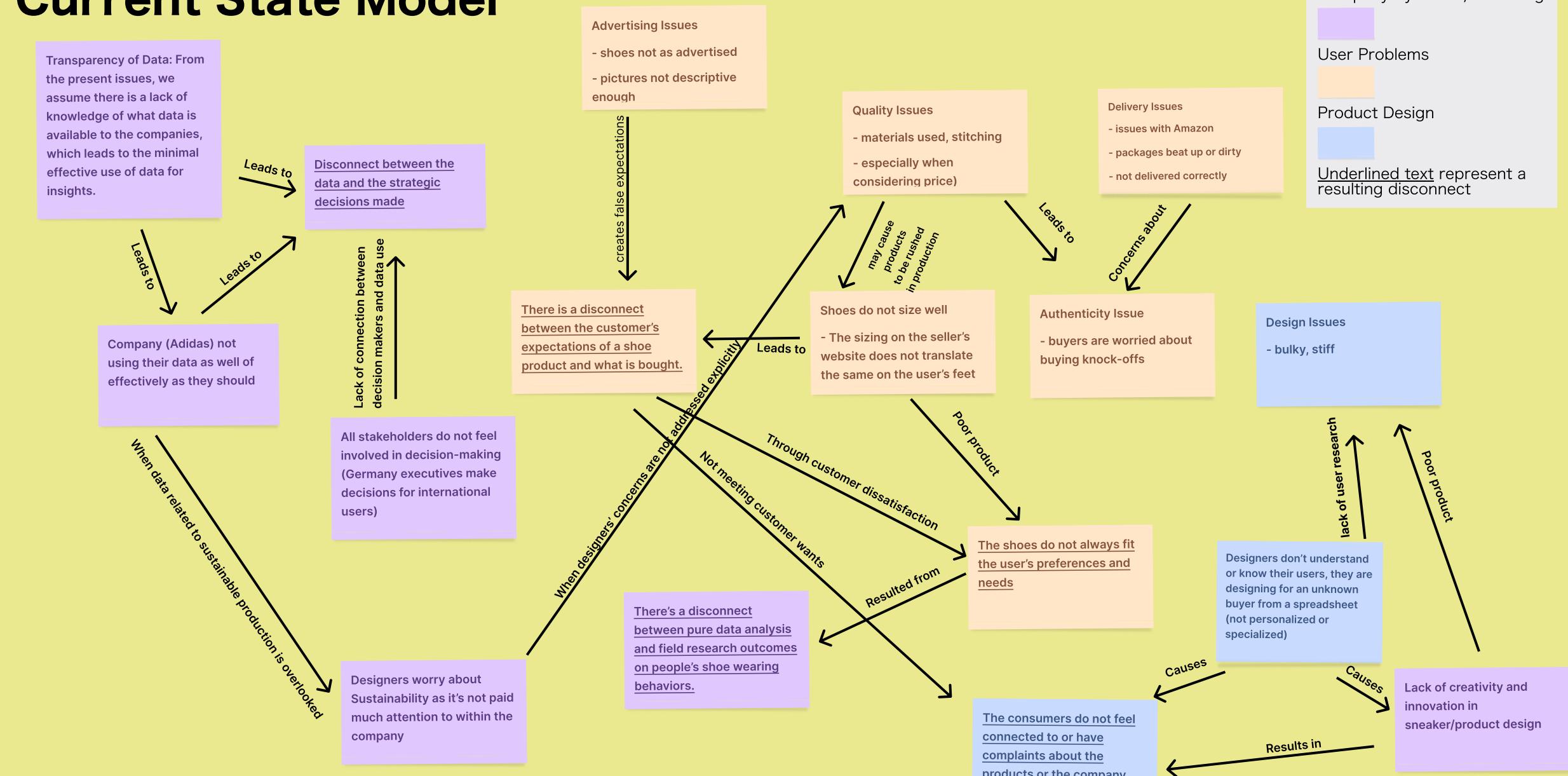
current + future state models

From our affinity diagram, we were able to create a current state model in the form of a **concept map**. This model depicts suggested relationships between the concepts or main issues we discovered in our affinity diagram.

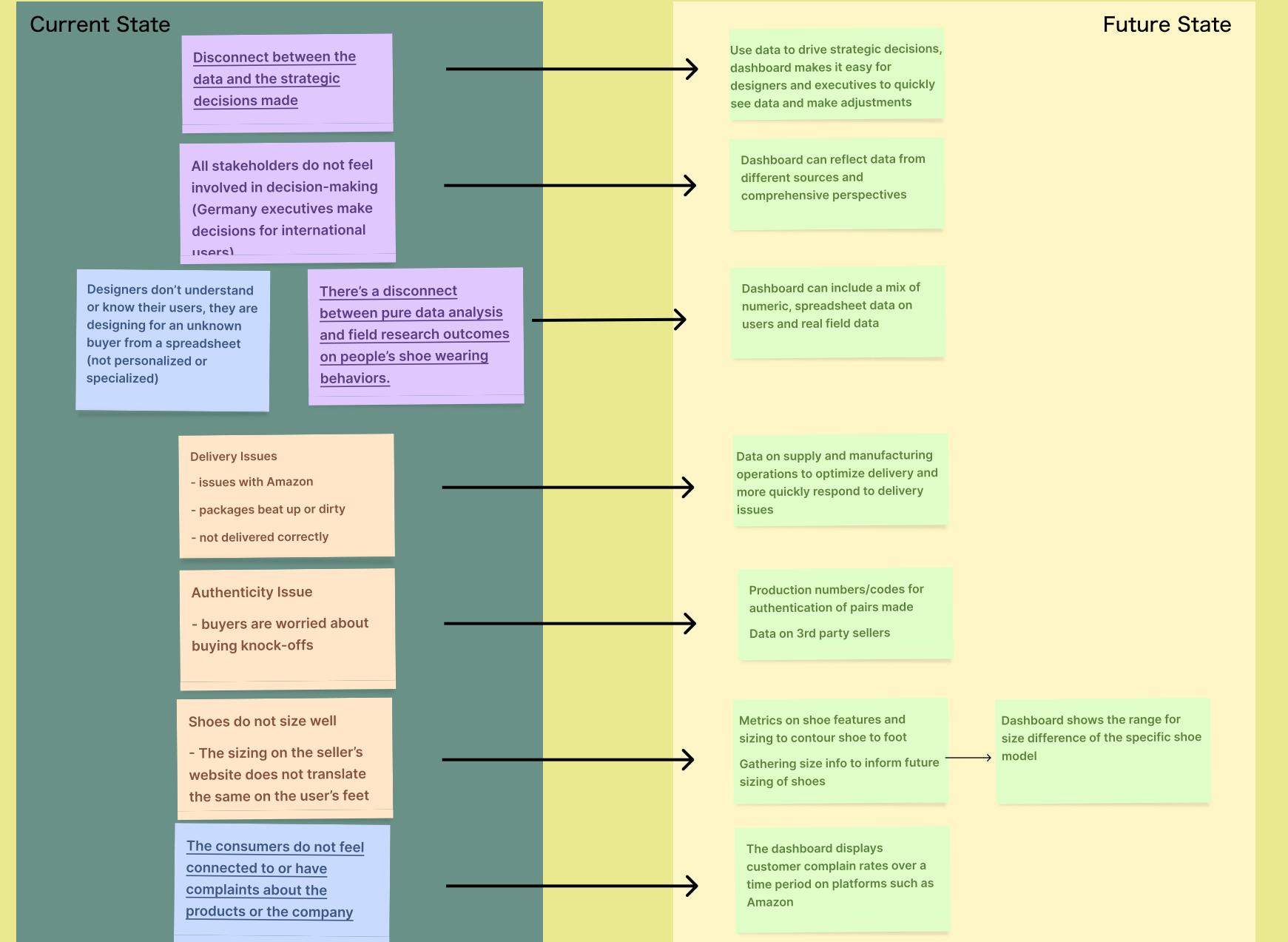
We found three major groupings of the problem space: **(1)** company system and branding issues, **(2)** user-centered issues, and **(3)** product design issues. In our process of finding relationships, we realized that there were several painpoints for the customer that we defined as **“disconnects”**. For example, we found disconnects between the data and the strategic decisions made (Ansel's painpoint), between pure data analysis and field research outcomes on people's shoe-wearing behaviors (Kenny's painpoint), and between the user's preferences, needs and what is delivered (Søs' painpoint).

We then thought of the implications our dashboard could have on the future. From our initial data analysis, we chose several top-priority challenges that the dashboard would tackle. While most of these took on the problems from a birds-eye-view, we decided to leave our more specific examples for the **rapid sketch** portion.

Current State Model



Future State Model



Data Analysis

initial ideations

From our data models, we brainstormed what kind of data we were missing from our preliminary research, and used those ideas as starting points for what kinds of data we could add to our dashboard.

Our goal was to include data that all personas (Ansela, Kenny, and Søs) could benefit from and use. We then tried to give our dashboard purpose by defining a focus. From that focus-goal, we brainstormed what we could include on our dashboard to inform our purpose.

What type of data are we missing?

- How customers use Adidas shoes (i.e. common activities, fashion trends, etc.)
- Cultural trends and social media references
- Customer Service Data (how did people resolve issues, through Amazon or Adidas?)
- Shoe materials
- Competitor data
- Shoe size inconsistencies (or insights on customers' thoughts and feelings about Adidas shoes)

What is the purpose of our dashboard?

Dashboard focus:

We will create a dashboard that provides data to guide innovation or design of a new product.

How will we inform our purpose?

By adding...

- Marketing Strategy data (how they advertised the shoe)
- Business Operation data (design process, how they decided on a price)
- Data on other competitors / competitor shoes
- Review Data outside of Amazon (more directly Adidas, people they contact, etc)
- Data on past / similar Adidas shoes that hit performance goals
- Field information on how real people wear shoes
- Third party seller data
- Shoe size data (how many are too big or small)

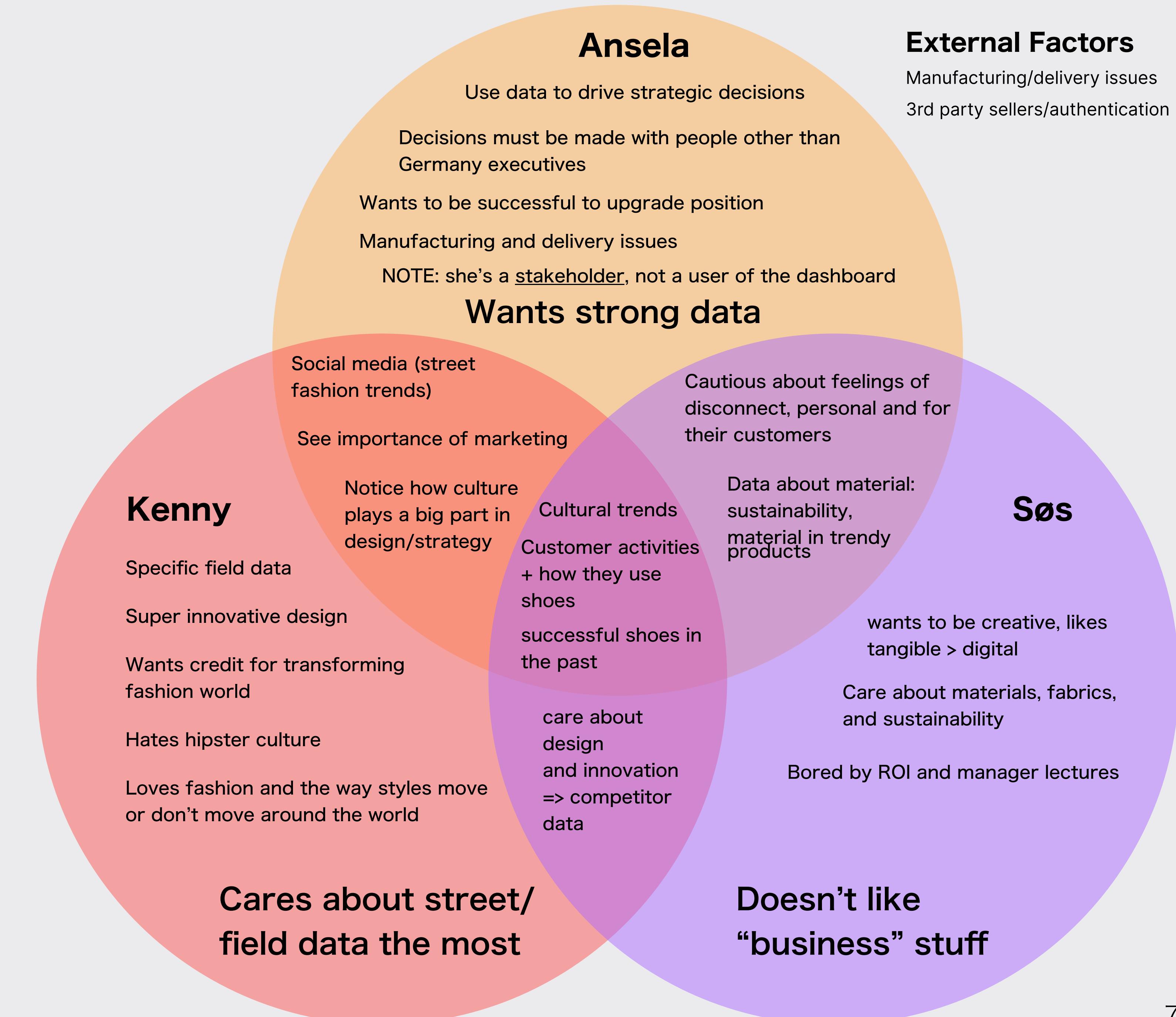
Data Analysis

Venn diagram for personas

While we all individually started ideating, we found that we were having trouble referencing back to our **stakeholder personas** in order to really design for the people that were going to use our dashboard. We struggled with deciding which elements or widgets to include and which ones to omit.

We decided to take a step back and make a **Venn diagram**. We figuratively sat down with our personas, analyzed their needs and what they were looking for. In our overlapping discoveries, we wrote down widgets that **two or more personas could benefit from**, with the most important widgets in the center where Ansel, Kenny, and Søs would find value.

We condensed our findings into one major insight per persona (bolded in the same circle/section of the user) and decided to separate issues that were more external and further from our persona's direct needs.



Iteration 1

individual ideations

To began our ideation stage, we started with low-fidelity prototypes. In order to get the most diverse set of ideas for widgets and layouts, every team member individually sketched a dashboard as well as individual elements.

As a team, we came together and discussed which parts of each design could work well. The needs of our three personas were the center of our discussion when it came to deciding what data and visualization we should keep or remove. For example, in Cydney's iteration **(a)**, we figured that all of our personas would benefit from comparing past data to future implications since they are working towards creating a new shoe. In Onye's design **(b)**, we enjoyed the graphical representation of data and how Kenny and Søs could benefit from shoe material data in terms of sustainability, fashion trends, and cost-effectiveness (Ansela too!). In Jackie's work **(c)**, we thought of how adding a mood board workspace would make the dashboard experience personal and impactful for each of the three personas. We combined all of these design notes into our first team dashboard iteration.

Onye Nwabueze

Elements included in dashboard:

- Material: material being currently used to make products & how sustainable & relevant it is.
- Social Media Data:
 - Instagram
 - Twitter
- Customer Reviews:
 - most common reviews and ratings

(b)

Yuchen Lu

Social Media Trends (Instagram):

- Previous Product: Model Model X
- Product 1: Natural 1
- Product 2: Natural 2
- Product 3: Natural 3
- Competitor Product: Product 1, Product 2, Product 3

Prototypes to design:

(c)

Cydney Vicentina

ADIDAS

PAST | FUTURE

Successful Shoes: #camo, #fall, #chunkyshoes, #summer

Customer Activities: #workouts, #eating, #drinking

Our Customers: #men, #girls, #boys

Our Competitors: VANS, NIKE, ASICS, FILA, REEBOK

Social Media Trends: plaid, crop top, mom jeans

(a)

Jackie Zhang

Product Innovation Dashboard:

- Shoe Activity Trend: Shoe Type, Activity %
- Trending Works Inspiration: Work category, Time
- Complaints: per shoe, avg rating in last week
- Size | Material | All Review: Top Recurring

Carousel of shoes

Historic / future size material

Mood board for top words

(c)

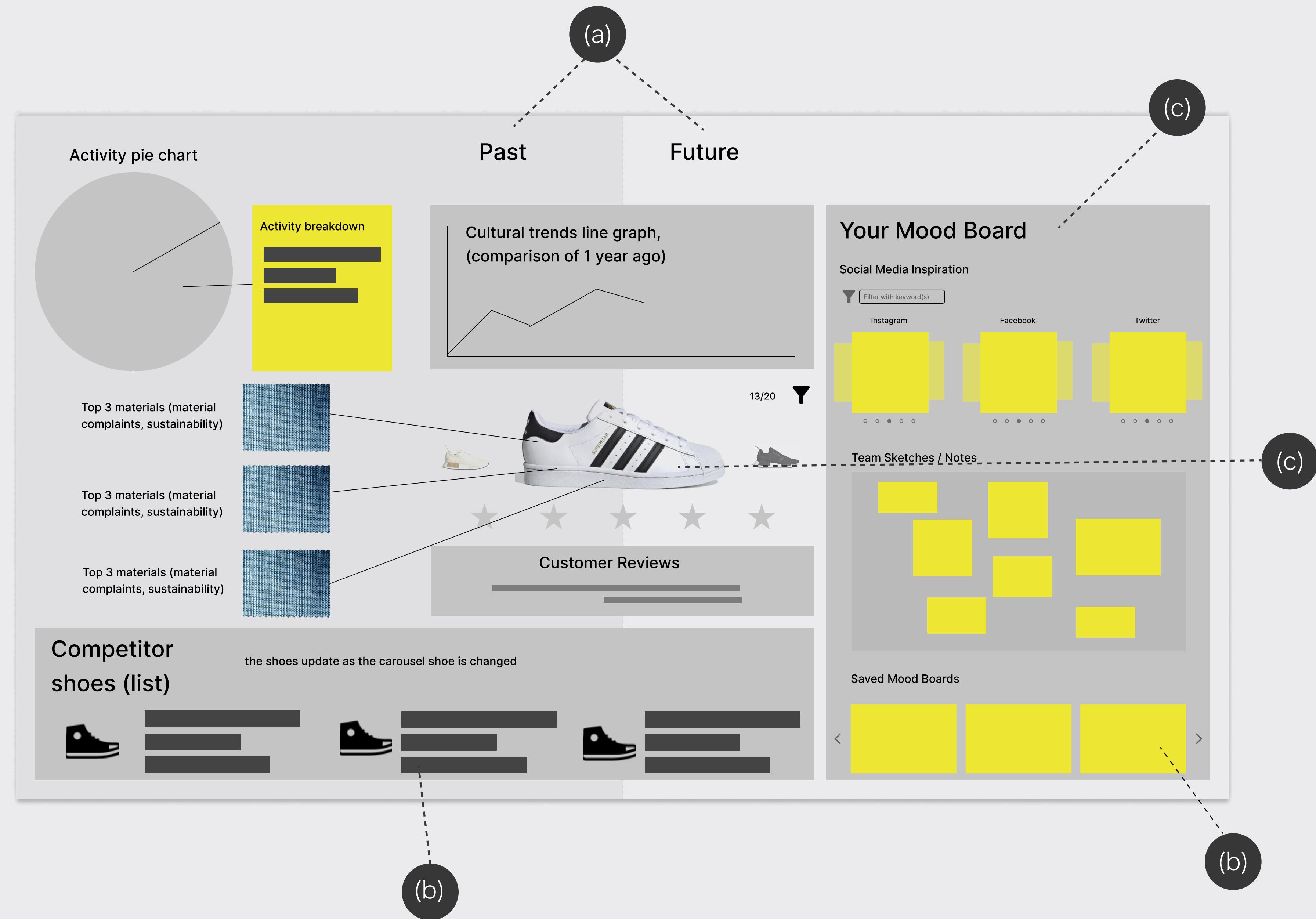
Iteration 2

team consolidations

Iteration objective:

Have one dashboard the entire team could work on.

We tried to keep an even amount of design inspiration from everyone's initial sketches. We picked a general layout **(a)** separating the dashboard by past and future implicative data, color palette **(b)**, and widgets **(c)** we deemed to be essential for each of the personas.



Critique + Feedback

round 1

After presenting our first iteration of our dashboard, we received helpful feedback and developed questions that we used to create our next iteration:

- What is the **action** our dashboard information can enable?
- Which persona(s) does this piece of information serve? Data is more powerful if it serves more than 1 or the most people/personas.
- **What is the interactivity?** Consider using the word bubble graph to replace some of the mood board interactivity.
- Imagine user is away from the dashboard and cannot touch it, **how will they interact with it?**
- Think about touch-interactivity
- Work on the naming of the “Mood Board”

Key Takeaways + Moving Forward

At this point, our team still had a fuzzy idea of the main purpose and users of this dashboard. Even though the reception of the design was good, we realized that **we did not really know our personas yet**. This led us to our decision to focus on one shoe at a time rather than a global picture of Adidas shoes. We realized that designers like Kenny and Søs would want to **focus on one shoe** (that they were on the design team for) rather than comparative, behind-the-scenes shoe data which would be more beneficial for our VP Ansel (stakeholder but not a user).

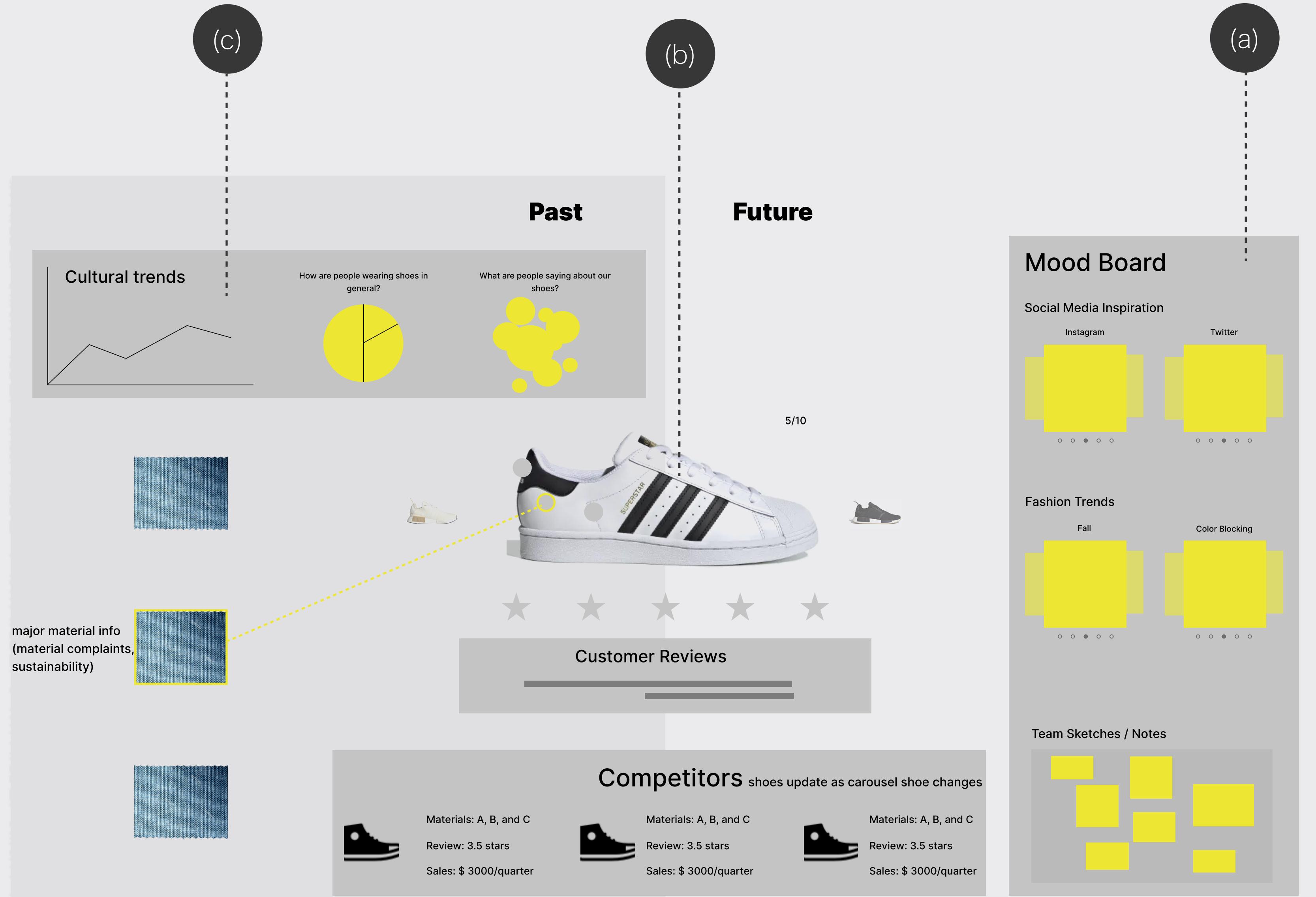
Thinking of **contextual design**, we designed this dashboard to be displayed on a large TV screen in a conference room where Ansel, Kenny, and Søs might all meet and point at various parts of the dashboard. For flexibility, we also imagined this adaptable dashboard being able to reside on a tablet for more portable and convenient uses.

Iteration 3

responding to feedback

For this iteration, we reduced the amount of interactivity of the dashboard.

The mood board **(a)** became an image-based inspiration space which would cycle through photos automatically. We kept the main focus on the center shoe **(b)** as we all agreed on the idea of our physical control switching between shoes. We also focused on limiting clutter as much as possible. To increase the amount of white space, we resized a few widgets (activity pie chart, cultural line graph, and team notes) **(c)** to be smaller.



control: the center shoe and related data info updates when it is changed (to work as a carousel)

Critique + Feedback

round 2

Our second round of critique included guiding questions that we addressed before working on our next iteration, such as:

- What is the information and how is it being displayed? Think carefully about the good news vs. bad news
- How often does the motion change? It **shouldn't take away from the rest of the information** on the dashboard.
- The past/future layout does not make sense at first glance.
- **Be specific about the data we are showing** and what they mean.
- Have more **density**. Only if we can't fit in data should we add motion
- Think about **who would see what and therefore take what action?**
- What is the MOST important information for the most personas? (So far, the shoe draws people in...)

Key Takeaways + Moving Forward

For this past iteration, the **main goal** was to include all widgets we thought would be helpful and provide valuable information. We put layout and design of the individual elements at the back of our minds for this round. **We wanted to make sure that the content we included was solid and impactful.** For example, we included material data for Søs, social media trends for Kenny, and cultural data for all three stakeholders (including Ansela).

We were also still operating under the impression that our dashboard would allow for interactivity with the user, based on our own assumptions of what a dashboard was. However, the instruction team then clarified that the dashboard would only be allowed one control for interaction. **This new understanding of how a user would approach this dashboard led to a major shift in our design approach.**

One of the **main critiques** we received was that splitting the dashboard in half by past and present data was confusing. Because of this, we decided to remove this design choice and rework our dashboard layout.

Iteration 4

fine-tuning design decisions

After some tests, our team decided on a **four-quadrant design** surrounding the center shoe. We believe this could help distinguish the various dashboard elements, allowing the dashboard to **display information in an organized and hierarchical way**. The quadrant layout also provides a natural **visual guide for the user's eye gaze** - they are able to glance at different sections of information without feeling overwhelmed.

We also made drastic design changes on different elements of the dashboard and **added levels of fidelity** by filling out sections. For example, we included more detail in the graphs on the right top quadrant. These advancements enabled us to receive more refined and pointed suggestions on our design.



Critique + Feedback

round 3

In this round of critique, we received questions and feedback in the following three areas:

Interactivity and animation

- Which physical control would be used for the interaction?
- Should we give motion to all 4 quadrants after using the physical control?

Design and stakeholders' needs

- How can we emphasize that each section of our dashboard is for each stakeholder/persona?
- Be more explicit about the sources of data, especially in the bottom left quadrant
- On the Style Inspiration Trends graph, use more explicit terminology to help users comprehend more easily ("today" vs. "now")
- Good information hierarchy, especially the middle shoe

Pitch

- Show don't tell: show different stakeholders' motivations and how would they utilize different components.



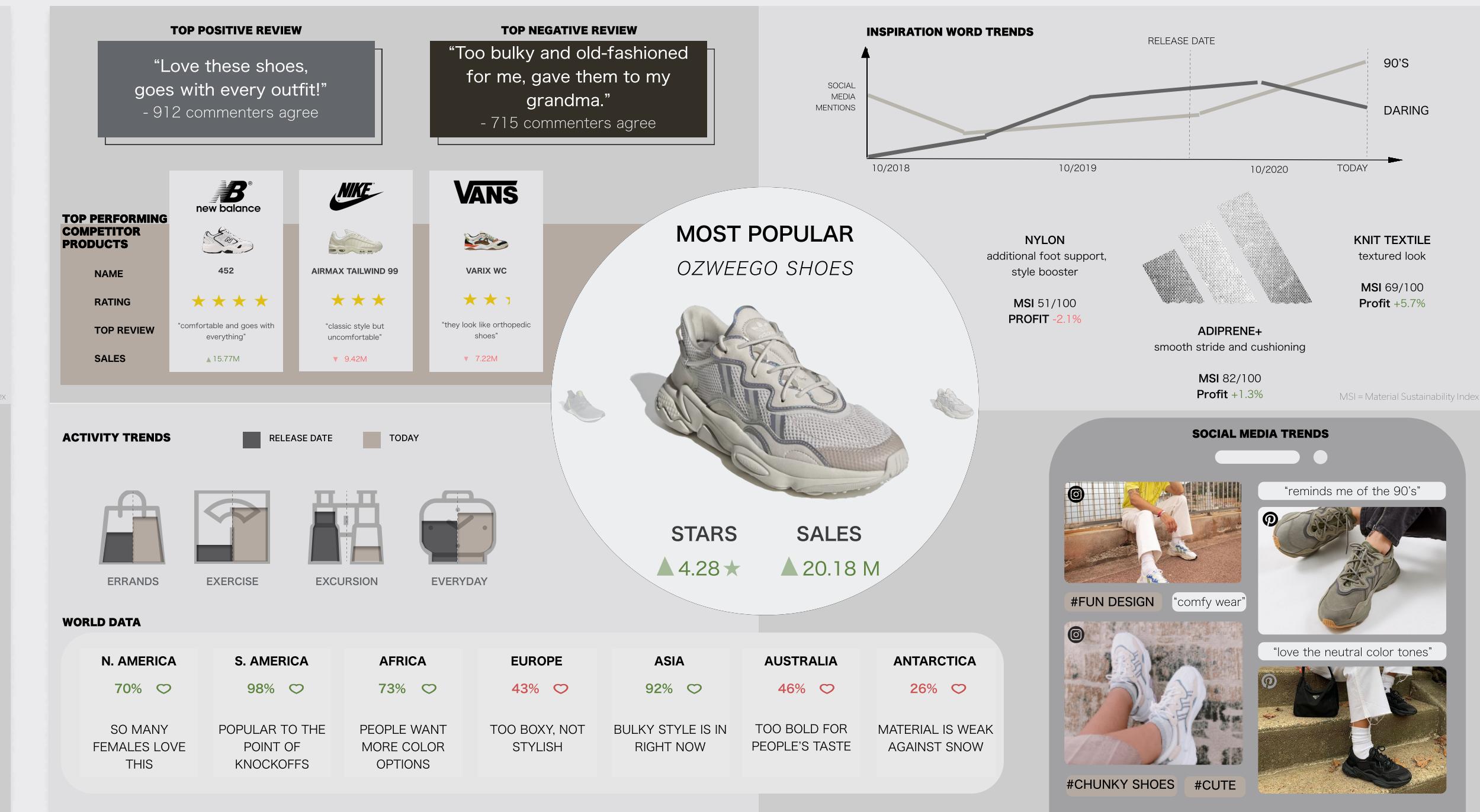
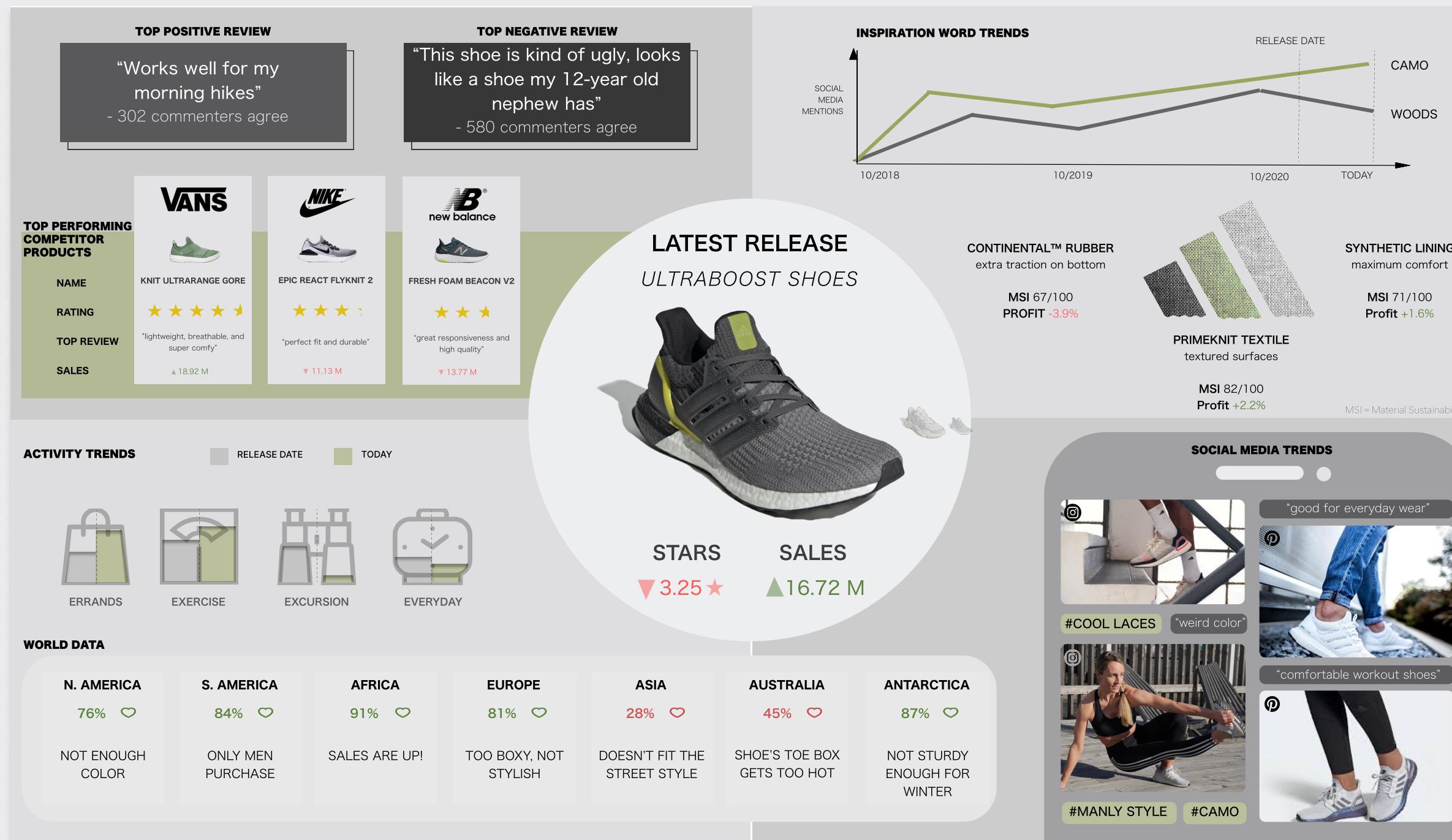
Key Takeaways + Moving Forward

By this point, we had a more comprehensive understanding of the problem space that this dashboard was aiming to fix, as well as the general requirements and restrictions. Our design focus shifted more towards the **layout, spacing, and the widgets' graphic elements of the dashboard**.

Thus, the purpose for this iteration was to start populating the dashboard prototype and bring it to a higher fidelity where it looks closer to our final iteration. We were not as worried about color or finer design details (coming up next!). Instead, we wanted to understand **how a user would approach this dashboard** and whether they would understand **the flow of the information**. We imagined scenarios that Kenny and Søs might find themselves in. For example, Kenny could look at Shoe Usage Trends and notice that recently, more users are hiking in these shoes. Meanwhile, Søs might go to the top left and point out to Ansela that the Continental Rubber on the shoe's sole isn't very sustainable and does not seem to be worth the price.

Iteration 5

organization + hierarchy



Based on the feedback we received, we improved the graphic design and flow of information of our dashboard.

We added information for a second sneaker to show how the dashboard switches between information. This switch would be enabled by our physical dial control. As the center shoe is cycled to another shoe, the corresponding information for the widgets in each quadrant changes.

We re-worked several data visualizations such as grouping all social media posts into the bottom right, and surrounding it with the frame of a phone, to imply the source and nature of such data. In addition, we altered the activity trends and global office data (now in the bottom-left quadrant) to increase comprehension. We organized elements by location in an attempt to improve the flow of information and balance the visual clutter (photo-heavy and text-heavy quadrants are diagonally opposite of each other).

Critique + Feedback

round 4

This round of critique was more focused on specific design decisions we made. Besides minor critiques such as text size, we received questions and suggestions as follows:

Content organization

- Is it realistic to display top positive and negative reviews in this way? Will they upload dynamically as time passes?
- There is not enough content for Søs.
- For the Inspiration Word Trends graph, not sure if data beyond two years is relevant.

Visual design decisions

- The world map box might be easier to read if it had more contrasting colors.
- The current layout is quite busy, work on information hierarchy.
- The current representation of the Activity Trends is confusing.
- It is not clear what the world data actually means at this point.



Key Takeaways + Moving Forward

In this fifth iteration, we wanted to **focus on information architecture and organization**. We realized we left out competitor data from previous iterations that Kenny, Søs, and Ansela would all benefit from, so we made sure to add this widget back in. In these last few iterations, we went through a mini-cycle of our previous design process. For example, we paused on focusing on design details and went back to **fact-checking our assumptions about what data our personas would benefit from** (see iteration 3), making sure to include data beneficial for more than one persona. Looking at the social media quadrant, we deemed this field data to be more important to Kenny and Søs than we initially designed for. So, we designated more space to this type of data.

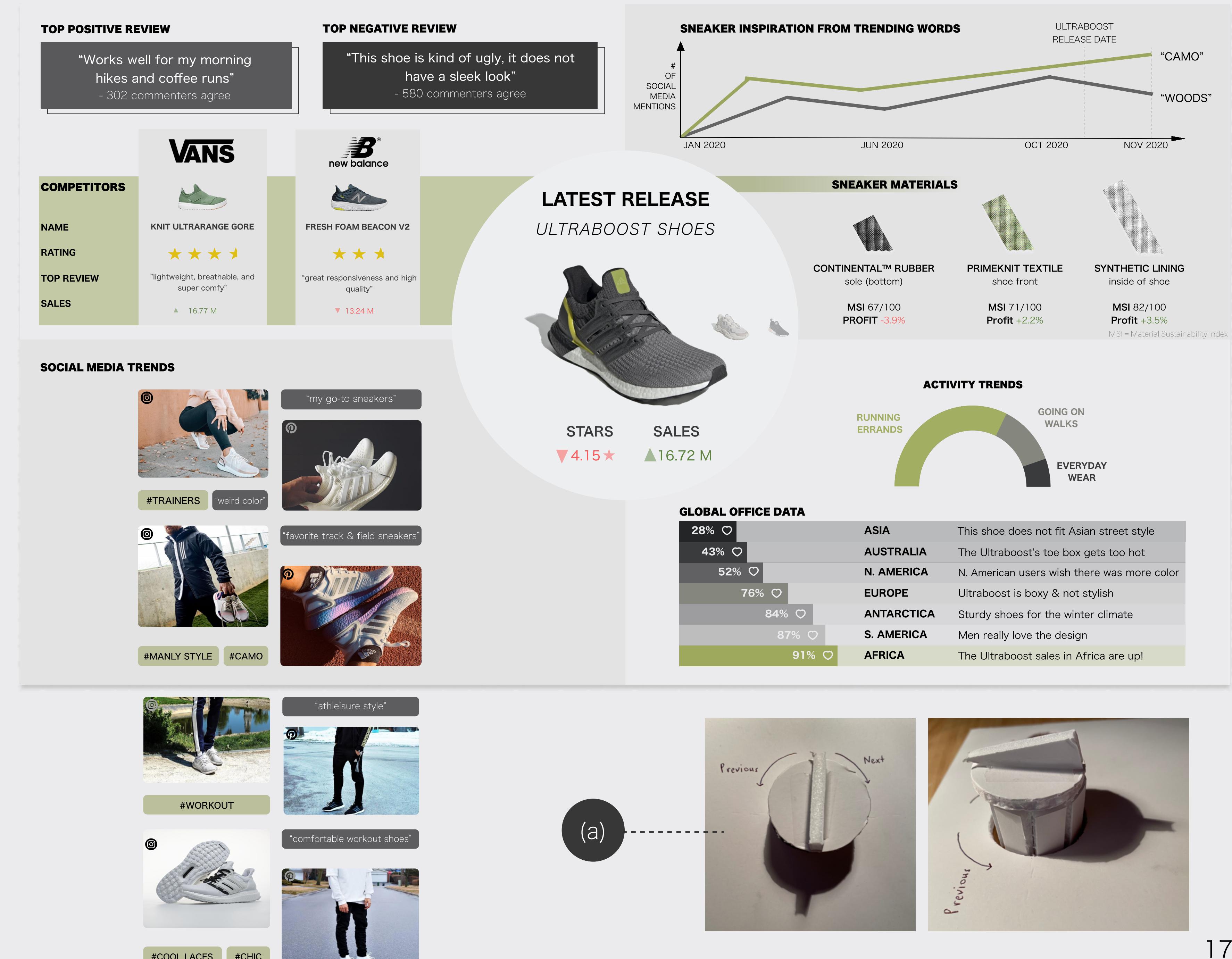
We played around with **more graphical widgets instead of common statistical graphics** since Søs most likely, already receives the standard data spreadsheets and graphs from her managers. We thought that designers like Kenny and Søs would appreciate more relatable and visually appealing displays of strong data (while still catering to Ansela's wants).

Iteration 6

final dashboard - part I

Our final dashboard contains many elements from our initial concepts. As a team, we cycled through many design iterations to ultimately develop a dashboard that applies appropriate typography, grid usage, color, and graphic elements to deliver valuable data to our users. We feel that our Adidas dashboard encapsulates relevant field and statistical data that can appeal to Kenny, Søs, Ansela, and other Adidas fashion design stakeholders.

To control our dashboard, we created a dial **(a)** that can be turned to switch the data of the dashboard to other relevant sneakers. We chose a dial to quickly cycle through the shoes in an intuitive way (clockwise for the next shoe(s), counter-clockwise for previous shoes).

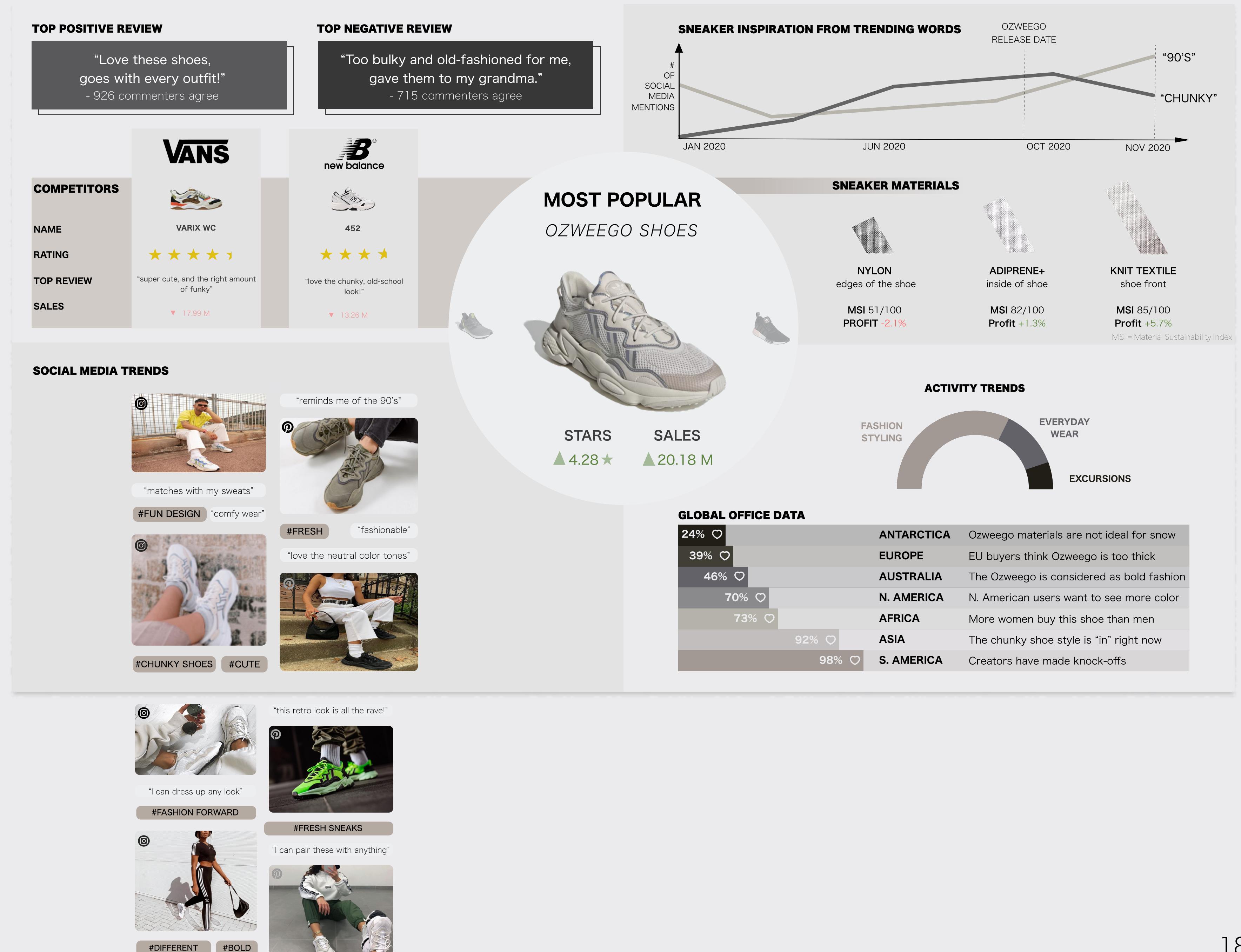


Iteration 6

final dashboard - part II

Turning the dial (in this case, clockwise to the right for the next shoe as previewed on the last page) will **change the dashboard view** to this page: a data visualization that provides information on Adidas' "Most Popular" sneaker. Viewers can gain insights, similar to the previous page, about this sneaker, understand what makes it the most popular, and how it compares to other brand's same class/category sneakers.

All sneakers displayed on the dashboard will be linked to some relevant title. For example, "Worst-Selling Shoe" or "Most Innovative Design".



Widget Summary

To present our final iteration and working dashboard prototype, our team explains each widget and data piece by quadrant.

CENTER CIRCLE (MEASURES SUCCESS)

THE SHOE [For: Søs, Kenny, Ansel]

- Includes the sales and star rating of the shoe
- The arrows next to the numbers indicate how this particular shoe has changed over the past month
- The remote control dial connected to the dashboard will cycle through various shoes and will update the surrounding quadrants accordingly
- Shoes are chosen by some labels of interest, whether that be “Latest Release”, “Most Popular”, or “Worst-Selling Shoe” for example

TOP-LEFT (HOW ARE WE DOING)

THE TOP REVIEWS [For: Søs, Kenny, Ansel]

- Field data to show what users are saying about the shoe, one positive, and one negative, chosen by highest number of commenters who agree with the statement
- Together, these sections initialize goal-setting for Søs in design, Kenny in innovation, and Ansel in “beating out” the competition

THE COMPETITION [For: Søs, Kenny, Ansel]

- Shows top 2 similar shoes from other brands in order of most to least popular (based on star ratings)
- Gives rating, top review, and sales of the shoe in comparison to Adidas’ sales (green means the shoe is doing better than the Adidas version, red means the competitor shoe is doing worse)
- To help designers see extent to which they are influencing trends or copying other brands (and how that affects sales)

BOTTOM-LEFT (SOCIAL MEDIA)

THE SOCIAL MEDIA [For: Søs, Kenny, Ansel]

- Compiles social media mentions/images, providing feedback as well as inspiration by displaying how customers are wearing and styling the shoe, something Kenny was already doing informally and encouraging his designers to do as well
- By condensing it into one place with supplementary data, we argue that this display creates value for the designers (Kenny and Søs) by better understanding their users, which will lead to better shoes and sales (Ansel)

THE TOP USER PHRASES [For: Kenny, Ansel]

- Aggregated data to show what the most common comments and hashtags are
- To uncover what people think about the shoe generally

TOP-RIGHT (DESIGN OVER TIME)

THE INSPIRATION [For: Søs, Kenny, Ansel]

- Shows top 2 inspiration terms used in designing the shoe and how those phrases have fared over time in terms of popularity and social media mentions. This helps designers like Kenny and Søs find trends

THE MATERIALS USED [For: Søs, Ansel]

- Shows top 3 fabrics used in shoe, from worst (left) to best (right) based on sustainability and profit margins
- Gives MSI: general rating of how sustainable material is
- Gives sales data: how the price of the material is related to sales --> is it worth it?
- We highlight the top materials used in order to give the designers a view of sustainability ratings (Søs) and internal factors affecting the shoe’s sales and reception (Ansel)

BOTTOM-RIGHT (CULTURAL DATA)

THE USER’S ACTIVITIES [For: Søs, Kenny, Ansel]

- Shows top 3 activities people are wearing the shoe for and if these even fit the intended design use
- Goal: to provide more real field data to inform, inspire, and allow designers make deeper connections with their users

THE CULTURE [For: Søs, Kenny, Ansel]

- Internal company tool to help designers understand how different cultures received the design, if successful or not
- We make sure German executives (like Ansel) aren’t the only input/perspective for global brand decisions especially because Kenny and Søs are both located in Portland
- This highlights how people’s backgrounds affect their perception of the design

Iteration 6

final dashboard - details

One critique we heard from multiple colleagues was that **our design was very cluttered**. We recognize that designers like Kenny and Søs already have brimming desks, filled with iterations, sketches, and snippets of design inspiration. More clutter is the last thing they want. In addition, we considered the possibility that the dashboard would be enlarged on a conference room screen - **too much clutter would still take away from the value of the dashboard**. The lack of negative space would make the dashboard distracting and difficult to orient during a meeting. Whether this dashboard was on a desk tablet or conference room screen, the display should be simple enough to navigate easily while keeping a clear information hierarchy. We accomplished this by reimagining complicated widgets and color-coordinating the dashboard with the center shoe.

We also received critique about reducing the cognitive load for our users, which we accomplished by color-coding labels and placing legends next to the items they represent. We **focused on a better use of grid** to create better alignment and hierarchy as well.

Summaries

We are very proud of our dashboard. Throughout this process, we connected with our three unique personas to design a dashboard that combined their needs and highlighted their personalities.

We believe this dashboard is valuable to designers like Kenny and Søs by providing real-time user feedback supplemented by other forms of data. Kenny and Søs can use this dashboard to gain understanding or find inspiration for their next sneaker products or Adidas design projects.

The overall aesthetic and graphical elements appeal to the entire design team and motivates them to return to the dashboard and find credible **data displayed in ways that are relatable and easy to understand**.

This dashboard also creates value for Anseala, the VP of Adidas Fashion, to understand and offer solutions for downward trends or spikes in ratings and sales. As a stakeholder, Anseala can cite this dashboard as proof of her contribution to elevating the use of data within Adidas, which we believe will lead to higher satisfaction from customers who are finally being understood by designers.

Team Pitch

working together for a single objective

Pitch Objectives

Using our pitch, we want to achieve the following goals with our client Adidas:

- Explain how our dashboard can be valuable for our three distinct stakeholders in their everyday job
- Convince stakeholders to invest in resources for our dashboard's future design and development
- Deliver a high-quality pitch by incorporating silence, narrative structure, drama, value, strong finish, among many others

Pitch Critique

- (+) The pitch is clear and aligns with the vision/goal of project
- (+) We were really engaging, easy to listen to... we were professional and our tone was great
- (+) Like our technique of physical zooming in to each individual part
- (+/-) Do not know how much detail we need to go into regarding our primary research
- (+/-) From Paul: focus on widgets that benefit all 3 personas, so we give off the impression that we're designing something that Kenny and Søs will use mainly but Ansela can get value too
- (-) Felt rushed (the pass-the-mic techniques/switching off the speaker was a little distracting and disorienting)
- (-) Not easy to follow or keep in mind the contents of each quadrant... some points were hard to keep track of
- (-) We did not show the motion

Pitch Outcomes

- Decreased "telling" by removing most of the dashboard overview which explained each widget
- Shifted pitch to addressing Ansela
- Added examples of primary research insights rather than methods
- Decreased switching off of speakers
- Added dashboard and control motion video

Reflection

project wrap-up

We learned what it takes to bring multiple information sources and dynamic elements together into a cohesive dashboard. We also learned how to resolve design issues related to conflicting interests between significant stakeholders of a product. Keeping the stakeholders from the three personas in mind, **we designed a dashboard that lets viewers understand the state of relevant Adidas shoes, find information specific to their role, and take notice when significant events unfold.**

Through iterative design, we created a dashboard to display information about Adidas shoes, as well as those of their close competitors. Our team accomplished this through synthesis and aggregation of data available to us and data that was desired. By deriving insights from users to frame our problem space and generating ideas based on these scenarios, **we collaboratively developed a dynamic, visual design that incorporated motion and control.** The critique and feedback we received helped us finalize our dashboard to be able to show quantifiable business content (at a glance), all while providing enough detail for a diverse range of users.

To sell this idea, we crafted an engaging pitch **to tell a story, outline the impact** of our dashboard, and **highlight the value** users would gain from using this dashboard. We feel confident that our pitch clearly shows (rather than just tells) how different stakeholders could benefit from our dashboard, with the objective of motivating them to make an investment into our design.

Over the course of this project, our team's thinking and goals evolved each step of the way. From our initial individual sketches of static data widgets, to truly understanding each of our persona's needs, to using those evaluations in order to think about interactive data, to trying out many different configurations of design and data visualization through iteration after iteration - we have designed a polished, intuitive, and useful dashboard with motion and physical control.

Our team worked very well together. **We have really enjoyed learning from each other and about successful teamwork.** We look forward to applying the skills we have developed to our future design projects and careers.

External Links

project 3

Team B7 Pitch (Video):

https://drive.google.com/file/d/1PA8N4_YSIoPmLnDP-30U7sM3oKFUiZnl/view?usp=sharing

Team B7 Pitch (Slides):

https://docs.google.com/presentation/d/1i4zqVc4V-7nNvip6c3L8zJ9E8ZQ6w2P08ljYY_t9GFk/edit#slide=id.p

Control Motion Video:

<https://drive.google.com/file/d/1pPnOA3uy8xYBkpW9XjPWc7vUitUz2zOw/view?usp=sharing>

Dashboard:

https://drive.google.com/file/d/1z_q_dYFq7Qbavi7sv6uTLAhw4iS26qB1/view?usp=sharing

Readme:

<https://docs.google.com/document/d/1yunyltHb6muyM4eWM6GBB2XFQsX8oaxTzaNukUPj7ow/edit?usp=sharing>