

IxDs1 Process Book

Adidas Dashboard - JINE Design Agency

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Introduction

Our team was tasked with creating a dashboard for the Adidas brand. Within a few weeks, our team worked remotely to develop a solution that could address our clients' needs.

Team Dynamic

Frankly, these were somewhat difficult because our team had never worked together before. In addition, we are all located in different parts of the world, so coordinating meetings could be difficult at times. Another moment of struggle was trying to create a shared Figma board under an unverified account for the educational status.

Affinity Diagram

Affinity Diagram



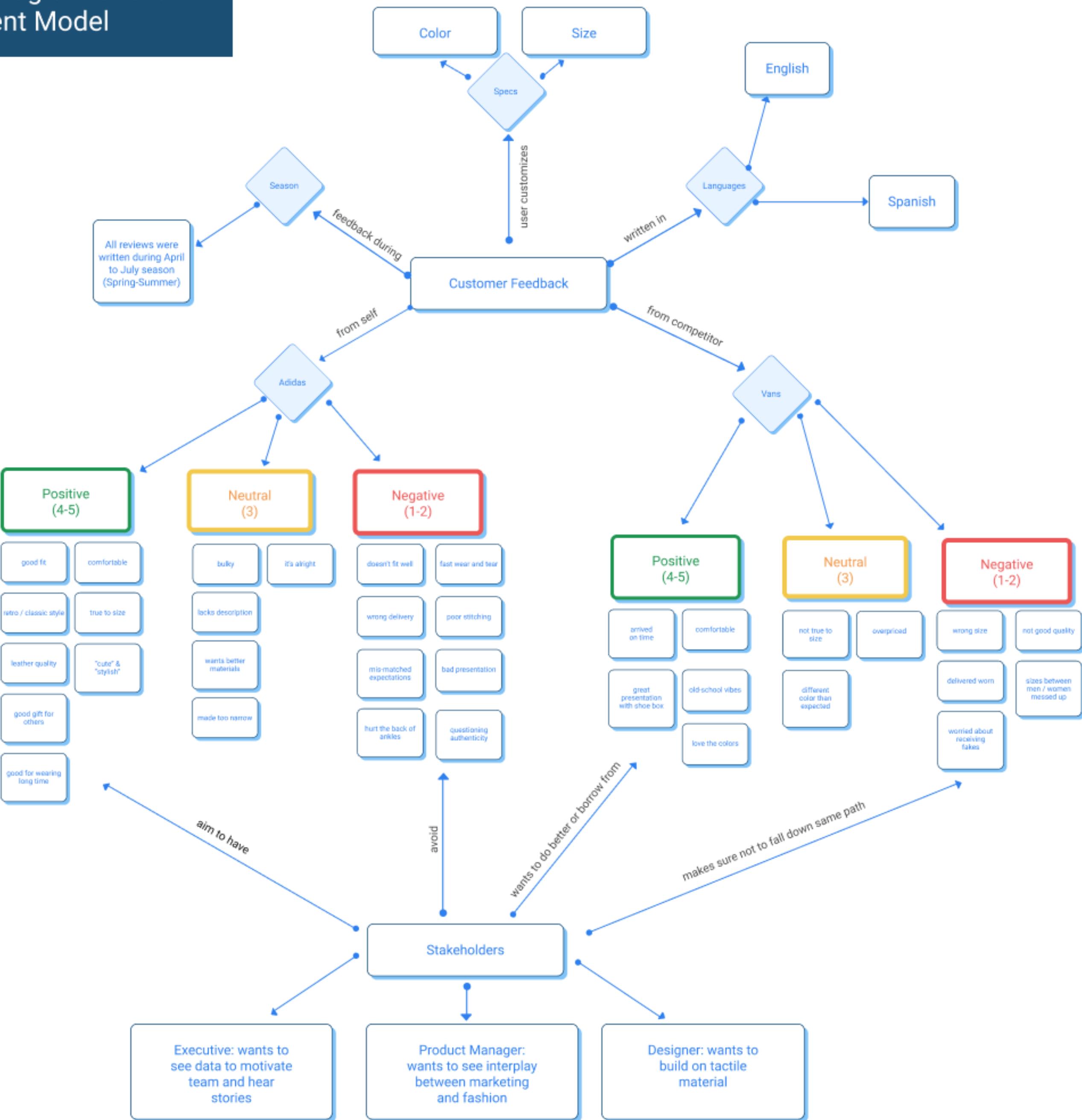
Affinity Diagram

The first step was to communicate our ideas and generate a problem statement. We needed to understand the current state of the world in order to envision and craft a possible future state. We also needed to identify what kinds of data we could gather and make use of while adhering to each persona's goal.

After taking a careful look at the provided data and user personas, each team member wrote down 5-8 user insights. From there, we grouped them into larger categories that could help us generate a better view. We decided not to go beyond one grouping layer due to time constraints.

Current Model

Concept Diagram of the Current Model



Current Model

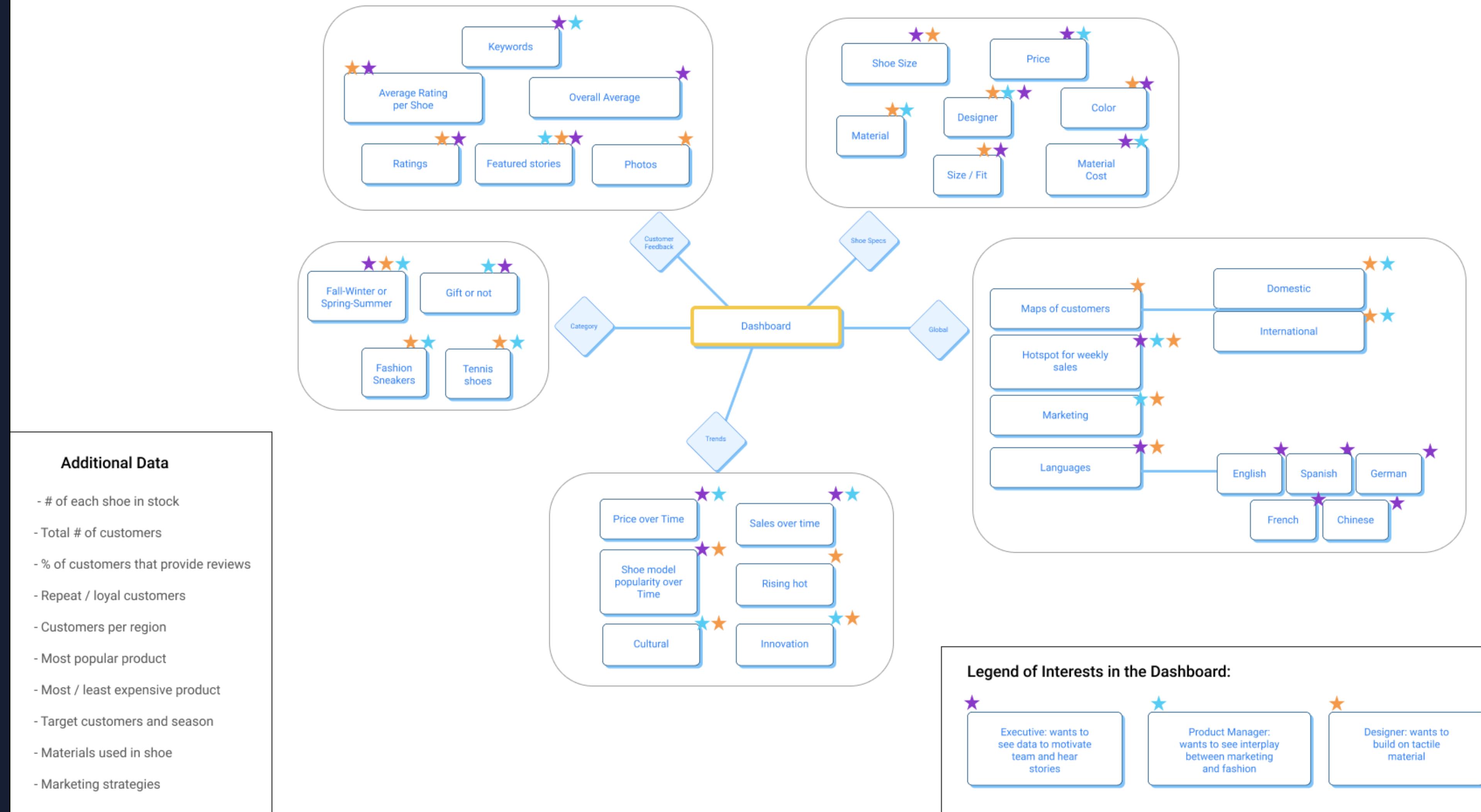
In the first iteration of our current model, we analyzed the pain points for customers through current data. For example, it appeared that some shoe models were not selling well due to complaints like “the sizing runs too small.” We divided the feedback into positive, neutral, and negative categories to gather further insights about the fit and design. In the bottom section, we expressed what each persona would be most interested in seeing in the data.

Future Model

Future Model

Our feedback suggested that our model hinted at the problem statement but did not clearly state it, so we went back to the drawing board. While our future model did a good job of marking the interests of different personas, it lacked structure and was somewhat difficult to interpret. Additionally, the model listed out features that we wanted on our dashboard, instead of framing a solution to the problem.

Concept Diagram of the Future Model



Future Model Reflection

To narrow down our problem statement and how a dashboard can help our client, we created dialogues for each persona. For example, we imagined Kenny would ask questions such as “Why is our shoe model performing so badly?” and “Where can we draw inspiration from to make a better shoe model?”

To inform better design decisions based on future model:

- Positive customer testimonials
- Performance / promotion tracker
- Data on the most popular shoe styles, sizes, etc.
- Map out customer journey to purchase a product
- Track the specs of products (color, shoe size, etc.)
- Dashboard shows different competitors

Things Søs (Designer) might say:

- Hey why is this model doing bad?
- What new designs can we make?
- How do we make designs that reach another market?
- Which designs are the most effective?
- Which teammate can I work with?
- How is the material holding up?
- Do current models have a good fit for customers?
- Are there any new design trends we should be on top of?
- What are some things old designs that done well with that we can work off of for new ones?
- Did the customers enjoy the designs that I worked on?

Things Ansela (Executive) might say:

- Improve marketing strategy / global reach
- Data on most durable product material
- Track the success of competitors' marketing campaigns
- Feedback on how marketing strategies made customers feel

Things Kenny (Product Manager) might say:

- Hey why is this model doing bad?
- What are new designs that we can make?
- Who is responsible for these bad designs?
- Which products are doing the best and how can we achieve this for the next project?
- What are strategies we can borrow from competitors?
- Is the team meeting its deadlines?

Project Description
Working in teams of three (or four) students will iteratively design a dashboard that displays information about the shoes a company makes and the shoe(s) they consider their closest competitor. The dashboard must address the needs of three different personas: Executive, Product Manager, and Designer.

“Doesn't have to be interactive”

Teams are expected to define the information they need to meet the needs of the personas, and this will likely move them beyond the Amazon reviews.

Redesign Dashboard Elements

Product Performance
- Top / Popular Products (measured by sales revenue, most bought)
- Regional Performance (# revenue)

Team Performance

Market Trends

PROPOSED CONTROL?

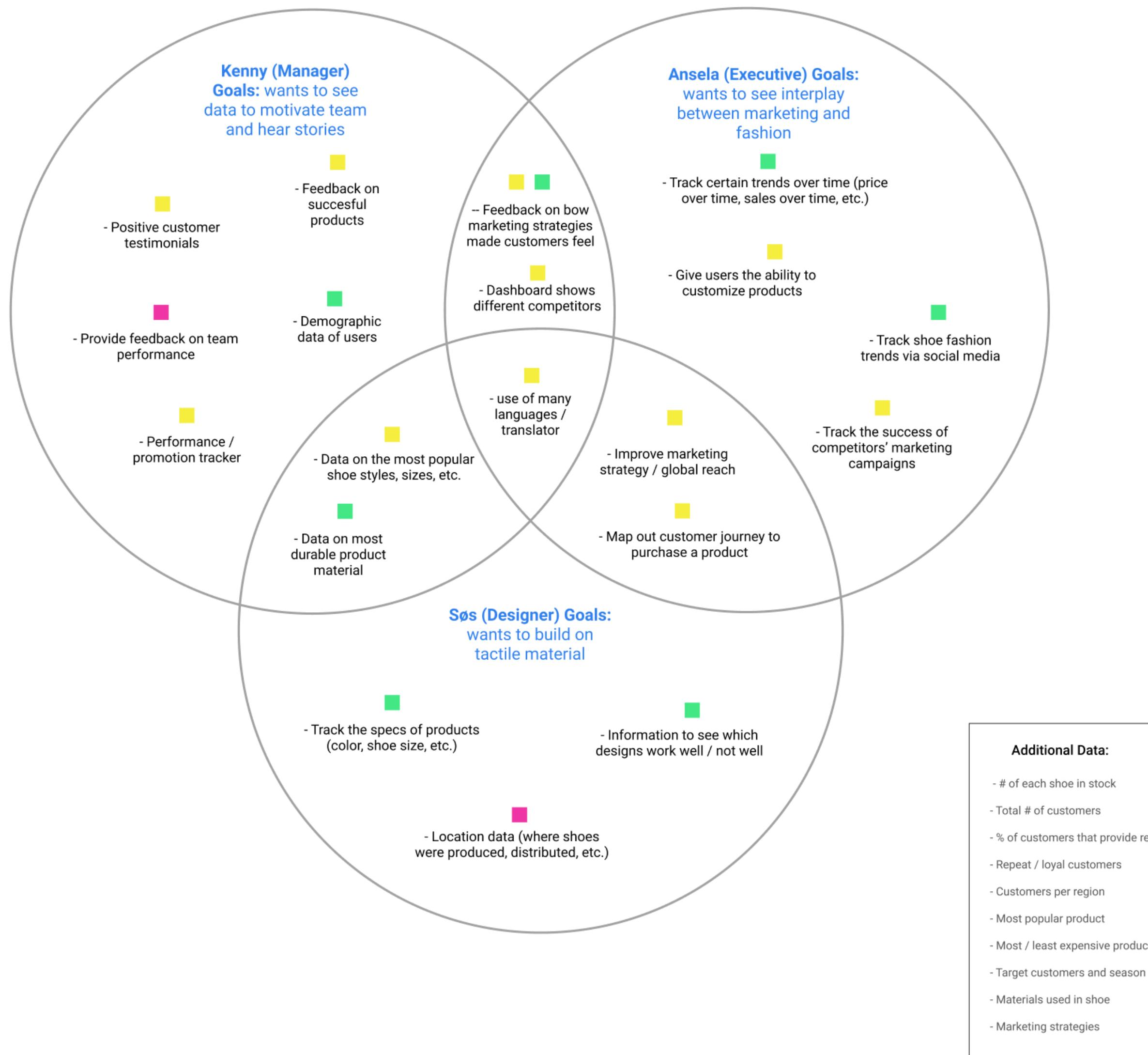
DASHBOARD FOCUS:

Collect data that is robust enough to inform designers, executives, and product managers of how to design better products.

KEY FEATURES /SECTIONS:

- Shoe Specs
- Sales Data (count, revenue, demographics, etc.)
 - Customer Reviews / Testimonials
 - Comparison to competitors (side by side?)
 - Interactive Map
- Menu Bar (Left-hand side): Dashboard, Profile, Messages, Calendar, Settings, Log Out
 - Greeting (“Welcome, *insert name*)
 - Search Bar
- Graphs / Bar Charts, with filters
 - High / Low Shoe Performers

- Information to design better products
- Information to manage a better functioning team
- Information to target a wider audience



Future Model: Iteration 2

For iteration 2, we **improved** our model to help us better identify a problem statement. We saw that there was a lack of information to design better products, manage the design team, and appeal to a wider audience. Brainstorming how to improve these three areas helped us form a clearer understanding of which problem statement to focus on.

Problem Statement

We went through several revisions while prototyping our dashboard. Ultimately, we decided to focus on ways our dashboard could inform designers on how to make better design decisions.

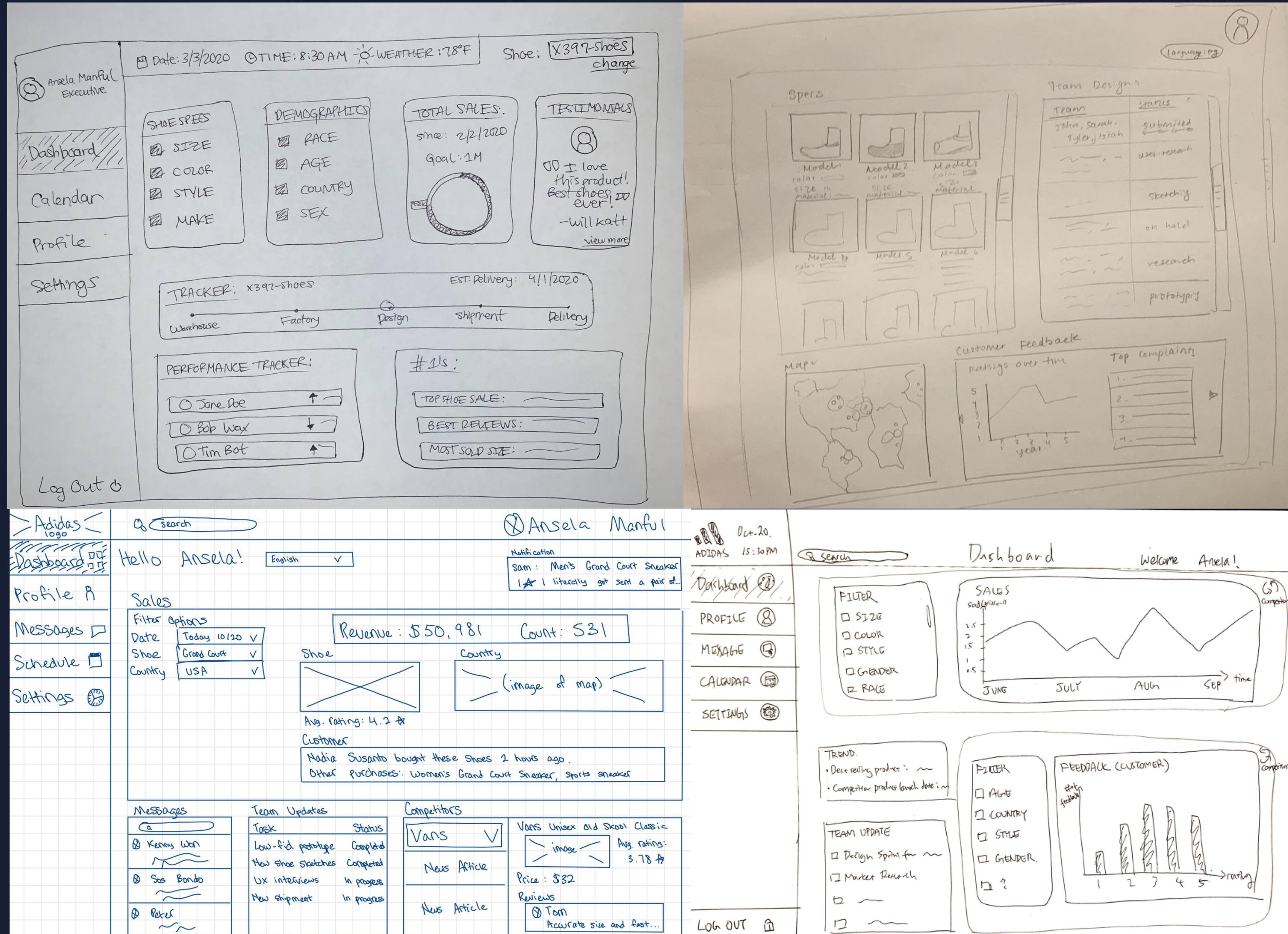
Problem Statement

How can we use current data and social media trends to form recommendations on how to design a **better selling** and **better fitting** shoe?



Dashboard Sketches

Dashboard Sketches



We each decided to generate a dashboard sketch to understand each other's general **perception** of the layout of our data. The dashboard was supposed to align with our goal of helping designers design better shoes.

Interestingly enough, our dashboards looked very similar, utilizing **grid** systems and displaying each feature in a block. Three of us also envisioned that the dashboard could have menus on the side for settings, profile information, and so on.

The use of **graphs** was also prevalent and some dashboards included a time and date feature as well, to mimic that of current dashboards.

P3 Iteration 1

After comparing and reviewing our sketches, we compiled features from each to create our first dashboard iteration.

Features Picked

For our first dashboard iteration, we removed the interactions we drew in our sketches (for example, our use of dropdown menus). Additionally, we wanted our dashboard to appeal to all of our personas, including Ansela, the executive. To do so, we included features such as a world map, sales data, and demographic data. We felt that this would be a good way for business executives to see how well their shoes were performing. We picked the following features to highlight in our first iteration:

- Average Shoe Spec
- Customer Demographics
- Store Foot Traffic Map
- Sales
- Competitor Comparison
- Hi / Low Performers

P3 Iteration 1



- **Average Shoe Specs:** provides designers with average specification of the shoes already designed
- **Customer Demographics:** answers the question, "Who is purchasing the shoes"
- **Store Foot Traffic Map:** provides a global perspective of the customers; user can hover over dark circles and will be shown additional data (for example, the number of customers from a specific location)
- **Sales:** provides knowledge of how Adidas' shoes perform in each category over the year. Can also provide insight as to which shoes are 'seasonal'
- **Competitor Comparison:** compares sales between competitors; reviews help Adidas understand its position
- **Hi/Low Performers:** compares the productivity of Adidas offices and the models of Adidas shoes

P3 Iteration 1 Feedback

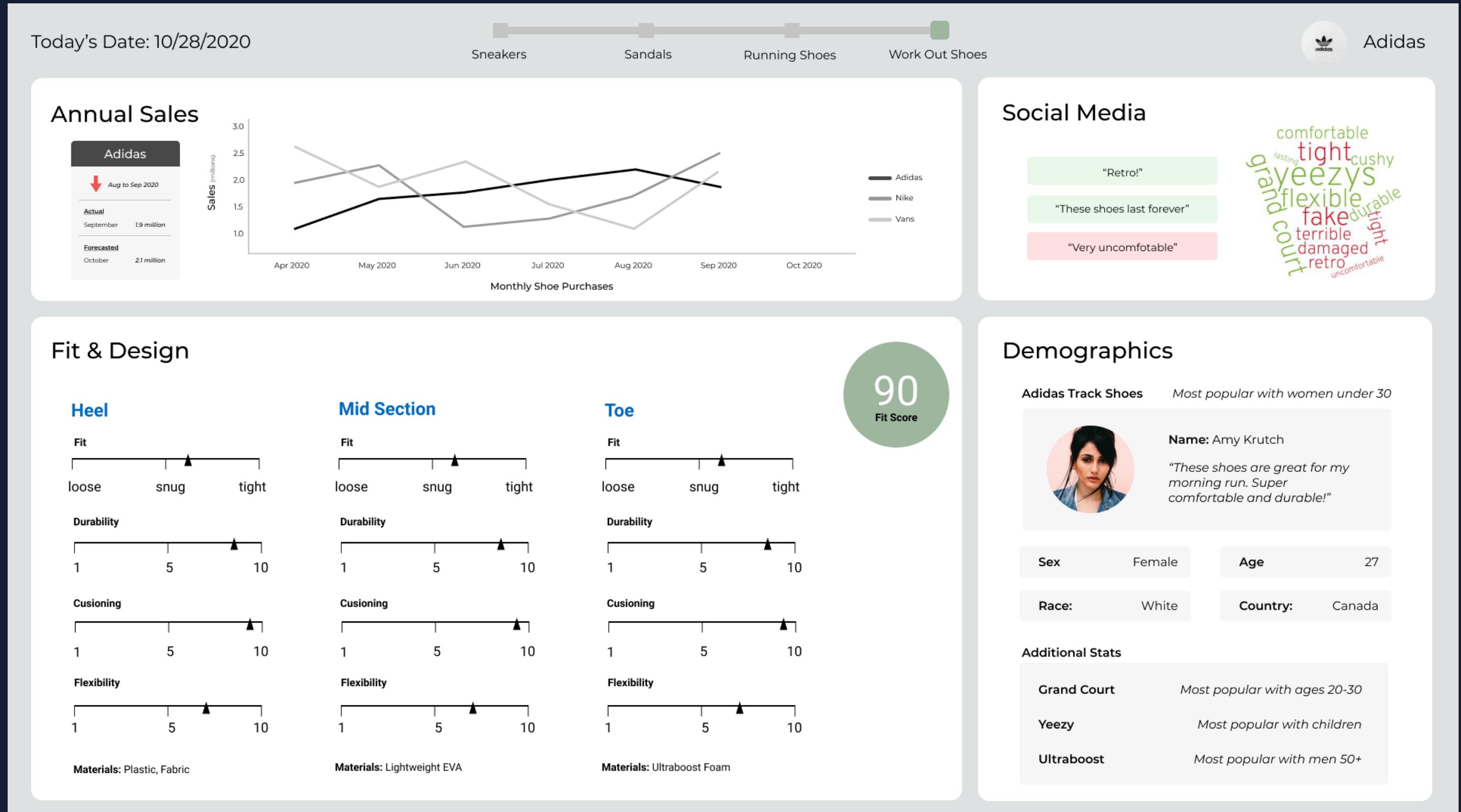
For our first iteration, we were critiqued for including too much information at once. By trying to appeal to all personas, there was **no focus** in our dashboard. There were many features that did not make immediate sense given our problem statement of helping designers. For example, our customer data and sales data did not give the user proper insight on how to design a better selling shoe. We needed to make our dashboard more **cohesive** so that every module addressed our problem statement.

P3 Iteration 2

Our feedback from Iteration 1 helped us make key changes to our dashboard.

Changes Made:

- **Removed** Store Foot Traffic Map; decided that global location data did not align with the focus of our dashboard
- **Changed** customer demographics to be represented via 'user persona', to give designers a better idea of who purchases a shoe
- **Changed** 'Review' section to 'Social Media' section to provide designers with popular hashtag and social media trend data
- **Combined** the 'Shoe Specs' and "Hi / Lo Performer' sections to create a 'Fit & Design section', which ranks shoe quality to help designers select better materials
- **Updated** our digital control to represent shoe category based off of existing Adidas categories instead of year so that we can view trends per category
- **Removed** dashboard user panel and search bar; interactive features not needed
- **Added** Adidas logo and current date to dashboard; aesthetics



P3 Iteration 2

P3 Iteration 2 Feedback

The second iteration of our dashboard focused more on meeting the designer's needs. Feedback suggested that the look and feel of the dashboard did not match the Adidas brand, which is daring, sleek, and speedy. We were also asked several clarification questions about the Demographics section, and how customer data would be collected and interpreted.

P3 Iteration 3

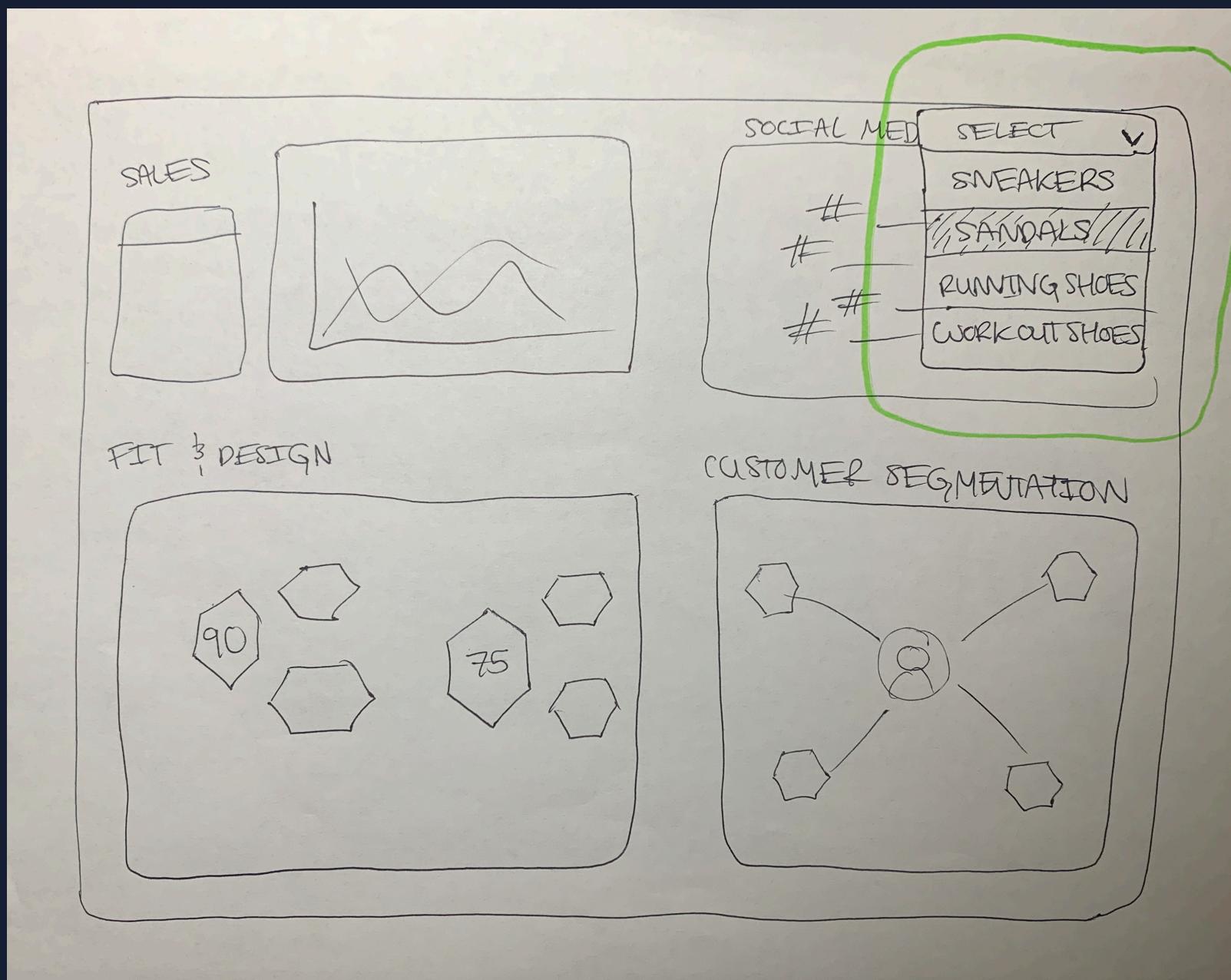
We reframed our dashboard sections based on our feedback from iteration 2 and designed a physical control.

Control

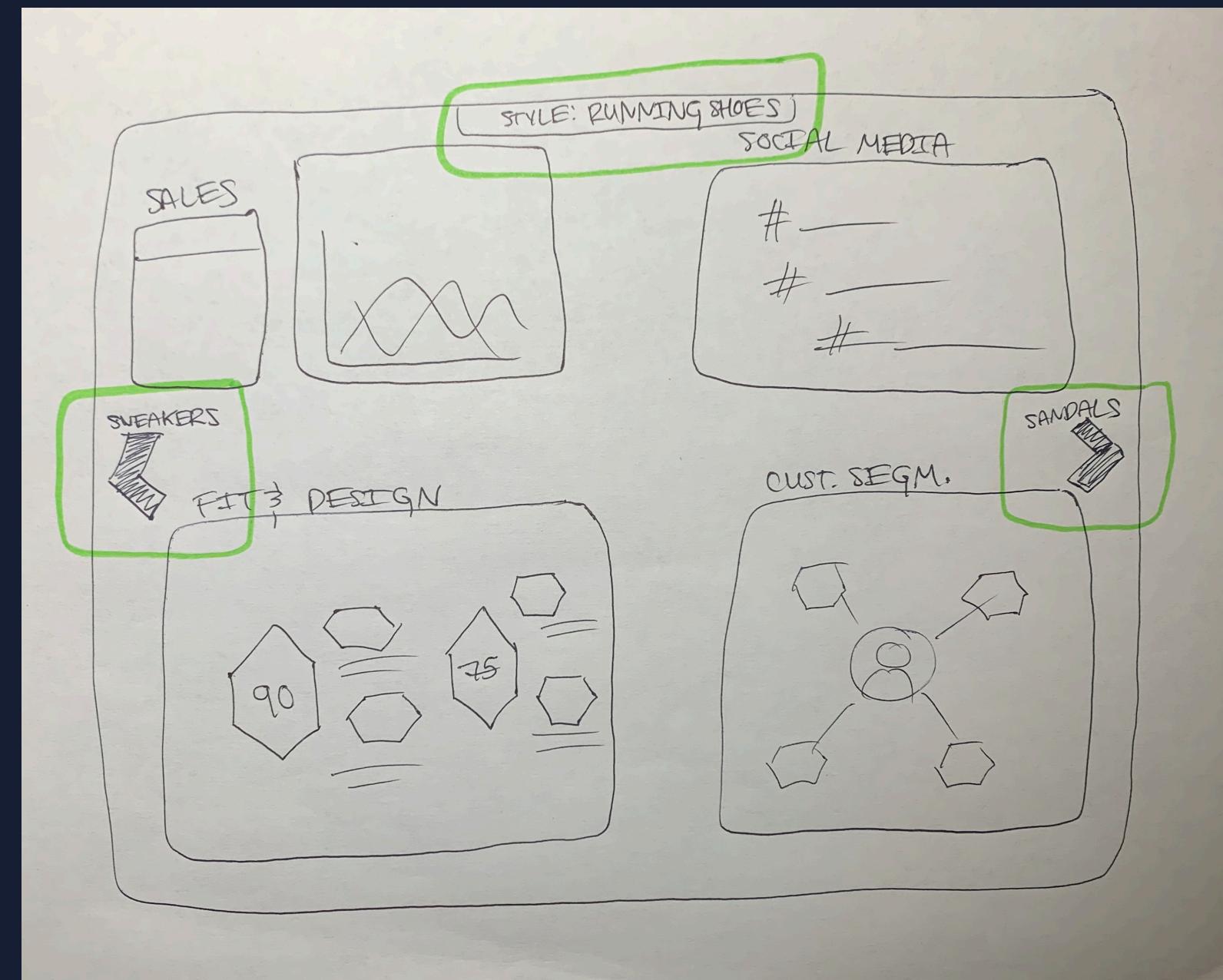
We brainstormed three digital and three physical controls that could be used to change the dashboard's view. Each brainstorm explored ways for the user to **interact** with the dashboard as quickly and straightforward as possible. The control and dashboard can be used during group meetings, as Kenny and Sos make design decisions.

Digital Control

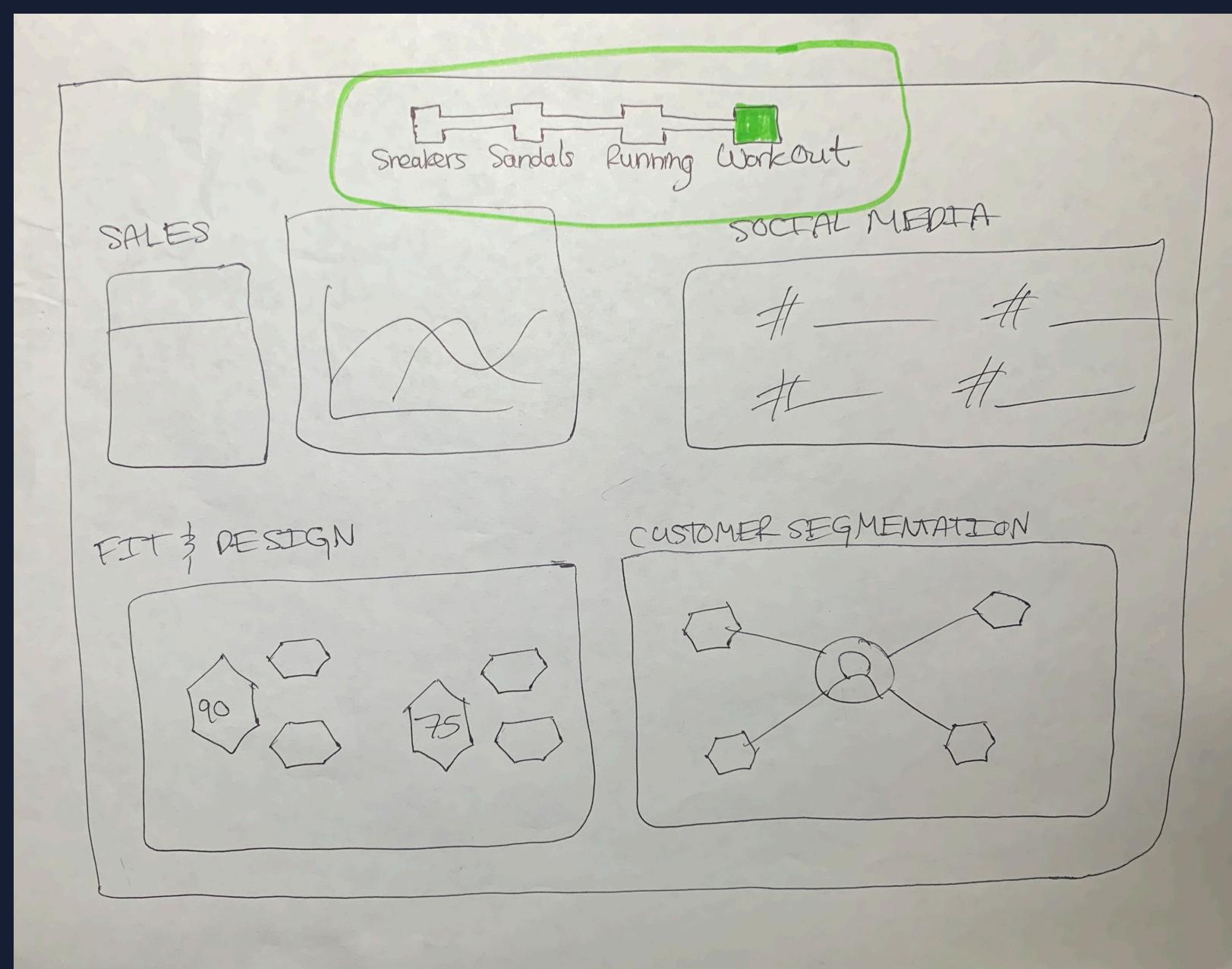
Initially, we drafted three paper sketches to brainstorm a digital control for our dashboard.



Control 1 - Dropdown



Control 2 - Carousel



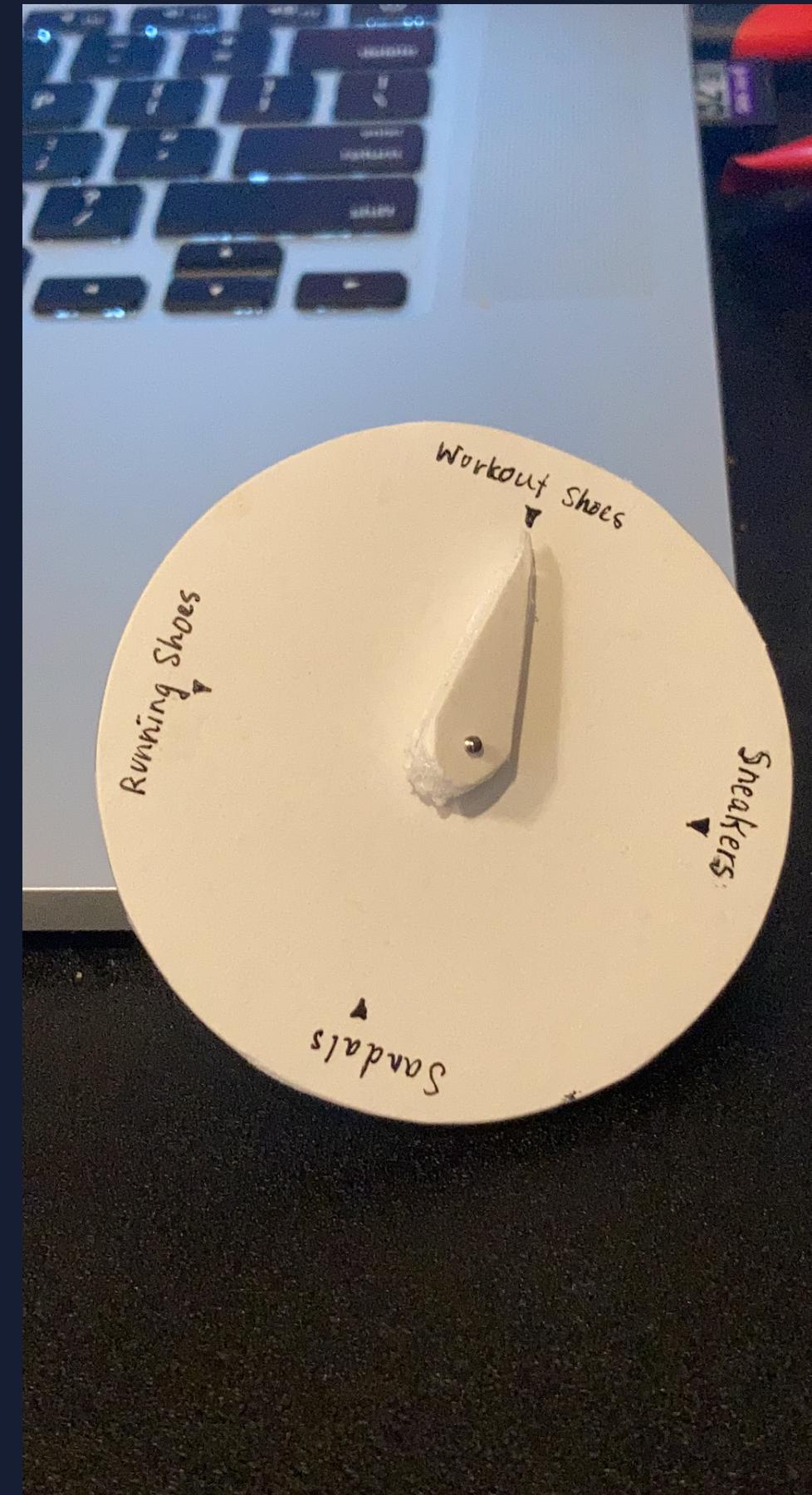
Control 3 - Slider

Physical Control

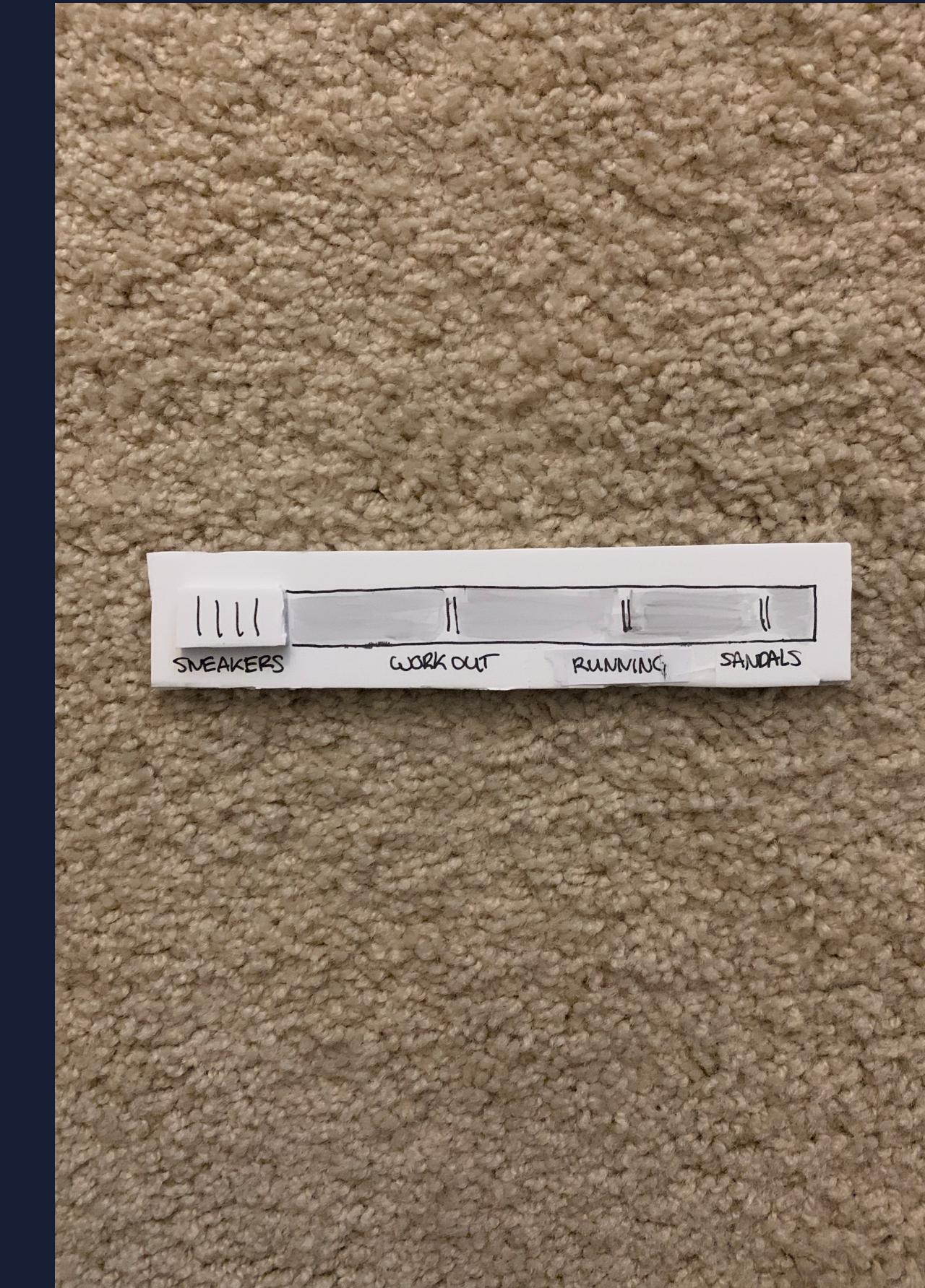
We were later informed that our dashboard needed to have a **physical** control, and brainstormed the following:



Control 1 - Remote



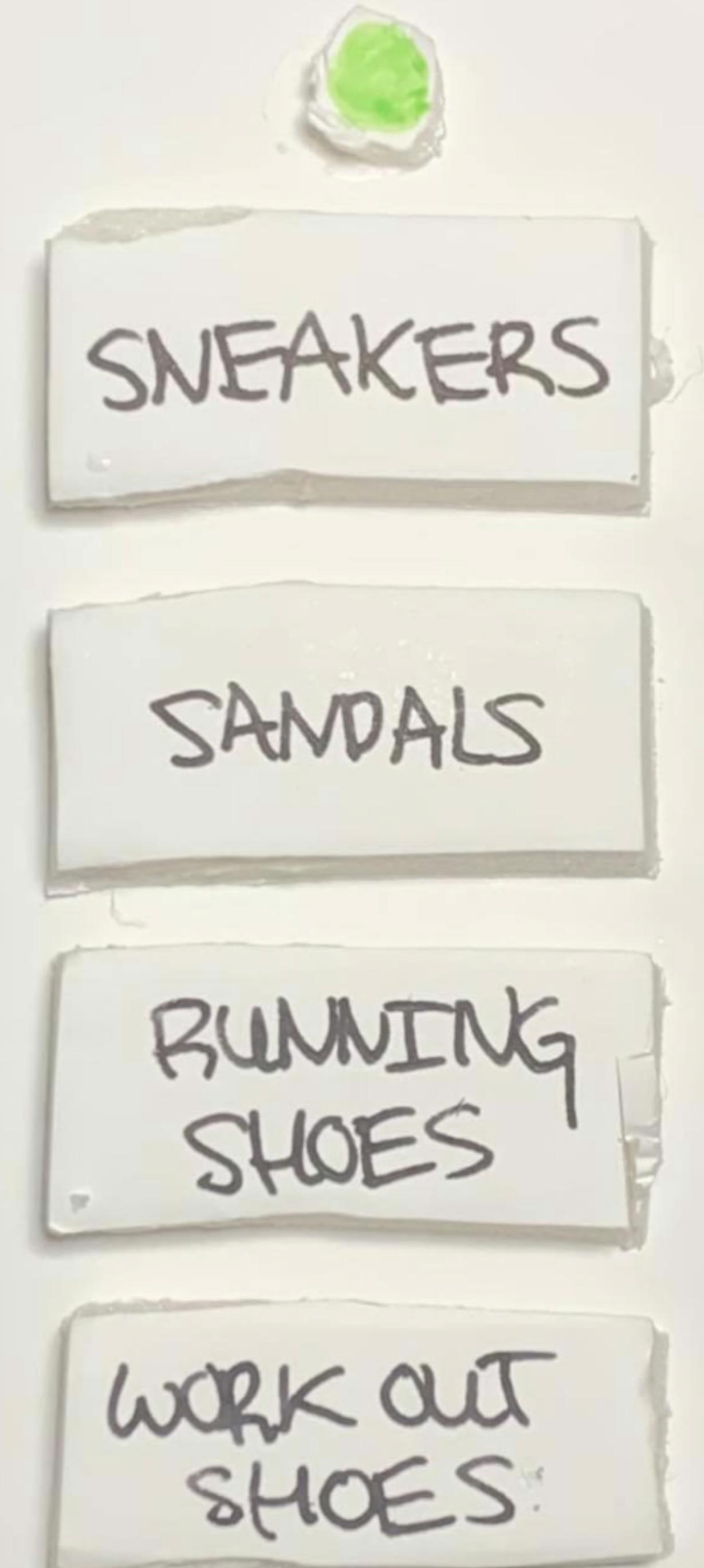
Control 2 - Dial



Control 3 - Slider

Physical Control - Selection

We chose to move forward with our **remote control** which changes the type of shoe the dashboard presents information on. We felt this control was the most user-friendly because it is hand-held, with large, clearly defined buttons. In addition, it is a conventional design that anyone can recognize and use. The user receives feedback via a clicking sensation, after pressing a button. We imagine the remote control will be easy for one to **maneuver** when speaking in an office setting.



P3 Iteration 3

Today's Date: 10/04/2020

Annual Sales

Adidas	
Actual	Sep to Oct 2020
October	5.0 M
Forecasted	November
	5.7 M



Fit & Design



Adidas

Social Media Trend (Weekly)

Positive Hashtags		Negative Hashtags	
#sleek	#ecofriendly	#colorchoice	#highprice
#performance	#inflexible	#uncomfortable	
#cushioning	#workout	#generic	
#innovative	#goodforprice	#lowquality	#design
#durable	#soft	#defective	
#grandcourt	#ventilation	#stains	
#favorite			

Customer Segmentation



Changes Made:

- Changed Dashboard to Dark Mode to match the Adidas look and feel
- Social Media Trend section updated to highlight hashtags only (positive and negative) since hashtags are easy to collect and update.
- Displayed Fit & Design data via hexagons with gradient colors made for a more visually appealing design that designers can quickly understand what the Total Fit Score means.
- Changed Demographics section to a Customer Segmentation section; creates clusters based off survey data on important shoe features
- Updated Customer Segmentation section to use hexagons / webs, to mimic that of social media networks

Final Feedback

We pitched our dashboard to Jessica and received feedback that informed some of our final dashboard design decisions.

Dashboard Feedback

Feedback we received suggested that parts of our dashboard had **conflicting ideas**. To elaborate, the Social Media, Fit & Design, and Demographics sections provided the user with information on how to design a shoe. The sales section, in contrast, only compared sales data to other competitors, and did not help to inform any of the design sections.

Additionally, our dashboard was organized in a way that **did not match** the order of how designers should intake data. For example, a dashboard user's eyes naturally fall to the Annual Sales section at the top left. However, Annual Sales is intended to be the last section viewed, after data in other sections of the dashboard has been reviewed.

Lastly, the Annual Sales section **argued** with the rest of the dashboard in that its data was collected on a monthly / yearly basis (vs. the rest of the dashboard, which collected its data on a daily / weekly basis).

Pitch Feedback



Initial Pitch Feedback:

- Was not **clearly** directed toward Ansela, the executive
- Lacked an explanation of **where** in the design process our dashboard is being used
- Did not mention the physical **control** and animation

Changes Made:

- **Rewrote** the introduction to make it clear we are addressing Ansela and her problem
- **Created** a better story of when Anselas's designers and product managers would use a specific part of our dashboard; in other words, made the value clearer
- **Described** our physical control and animation, and their value

Final Dashboard Design

Final Dashboard

Today's Date: 10/31/2020

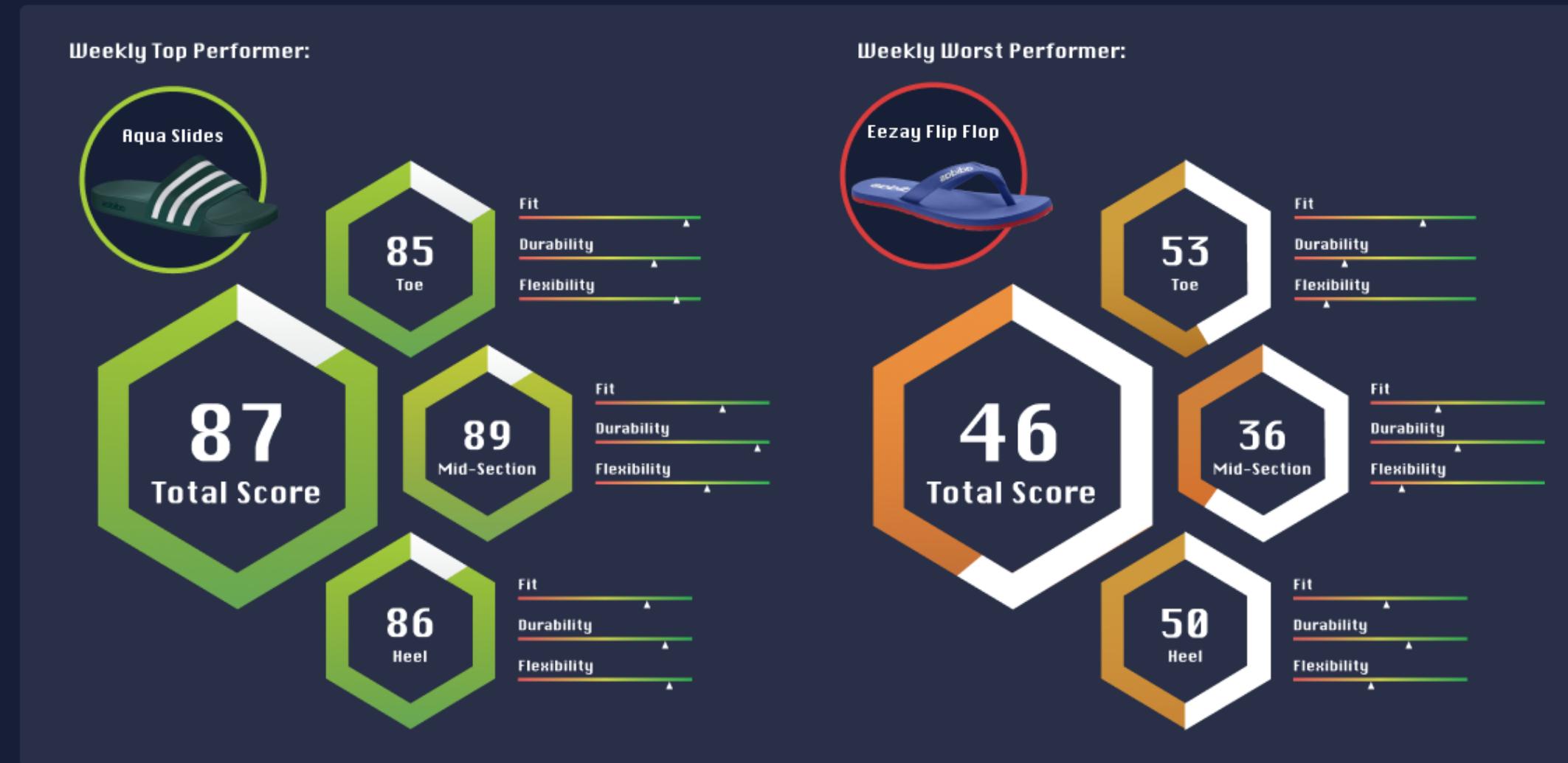


Changes Made:

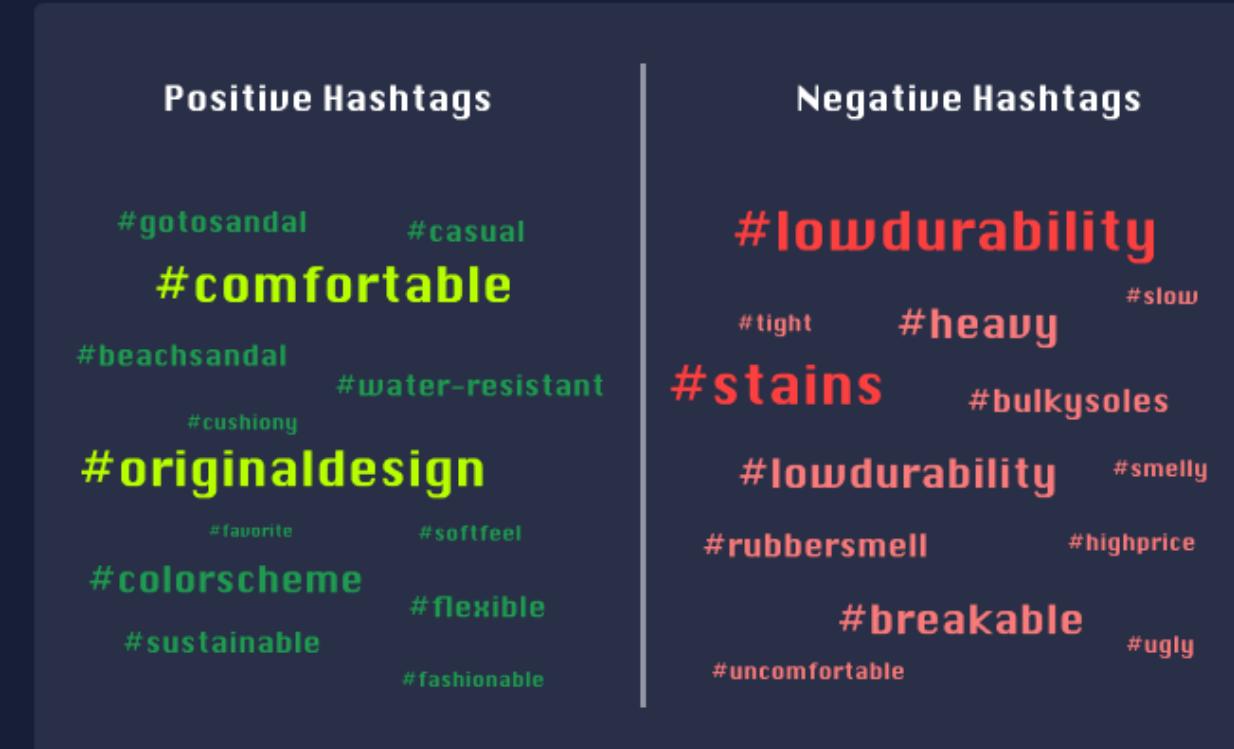
Customer Segmentation



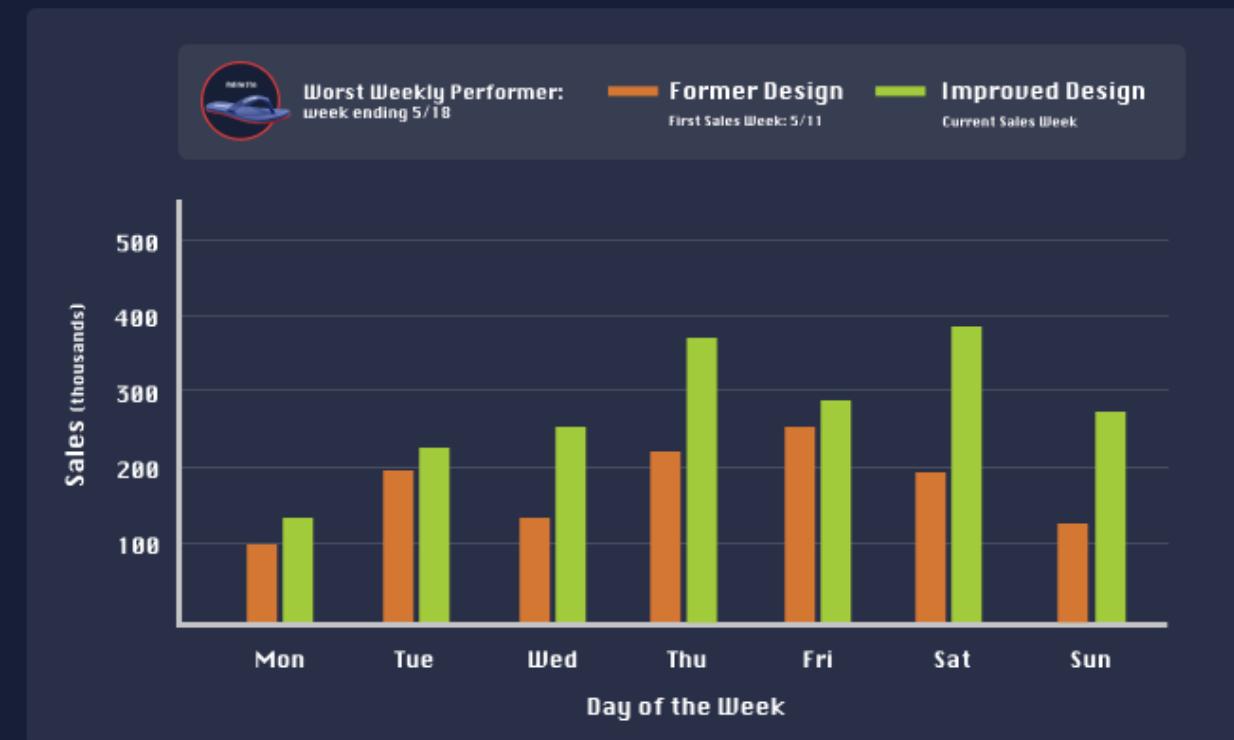
Fit & Design



Social Media Trend



Sales Spotlight



(i) Data is aggregated from customer feedback and new data from the data department

- Rearranged our dashboard to match our pitch / story
- Changed social media trends to be real-time data and information that would correspond to our animation indicating that it is updating constantly
- Updated Annual Sales section to 'Sales Spotlight'; section highlights specific Adidas products that were redesigned, to quantify how successful the redesign was

Customer Segmentation

Customer Segmentation



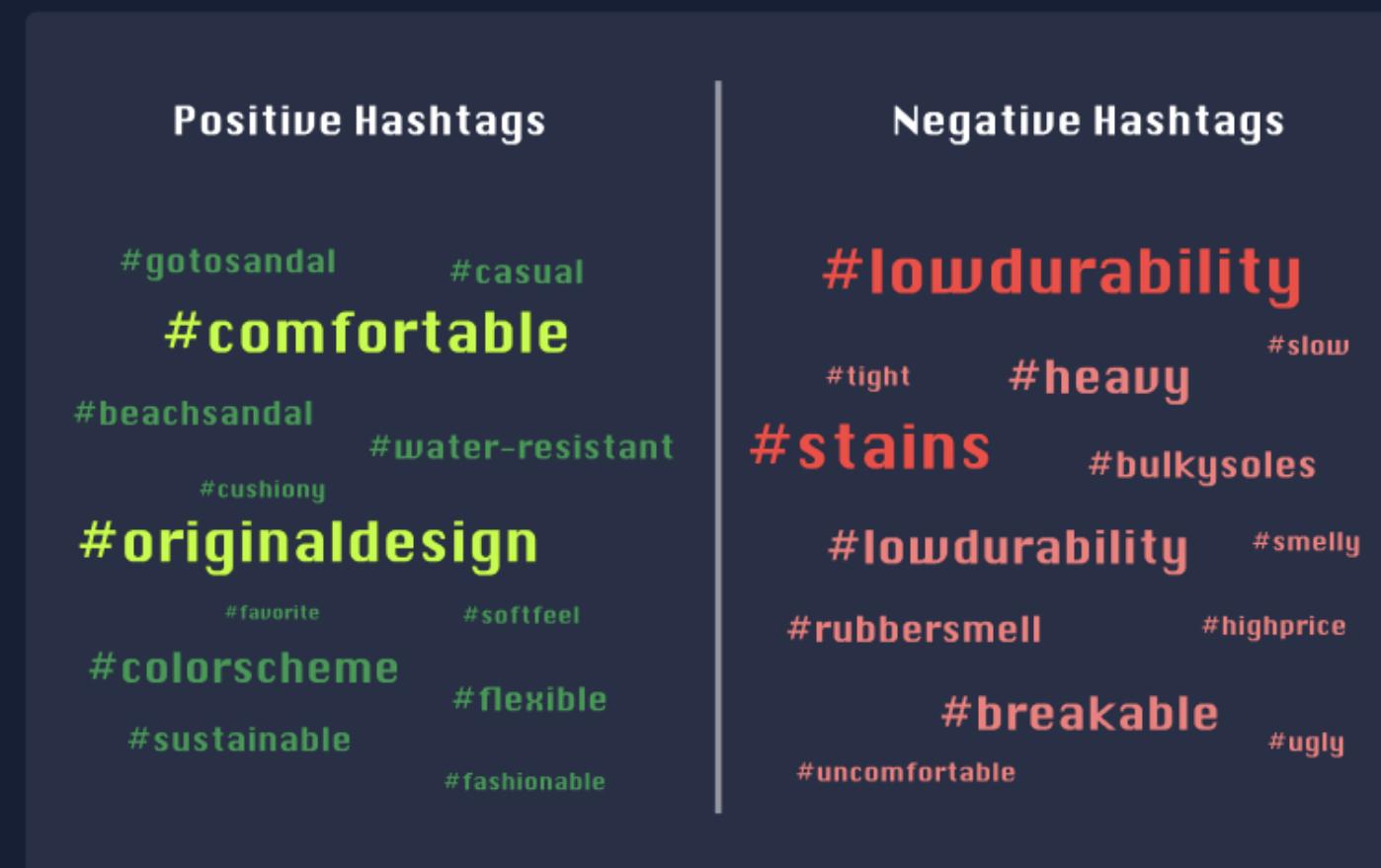
Using the power **machine learning**, customer segmentation provides designers and product managers an easy way to determine what certain customers value in a shoe. Surveyed data from many customers on which shoe properties are most important to them can be run through a machine learning model to generate a number of clusters that turn into **personas**. A specific cluster / persona shows how certain features can be grouped together for a specific customer to be inclined to buy the shoe.

This allows designers and product managers to **prioritize** their designs to target the biggest cluster / type of customer. Looking at Emily Baker, flexibility, performance, comfort, and slip-on are all important features when this specific type of customer is looking to buy a sandal.

Some clusters also have a picture of a past Adidas product to help a designer begin to form inspiration around that product. If a picture is included, that means that Adidas has a product this customer segment values, and designers can take that information into consideration.

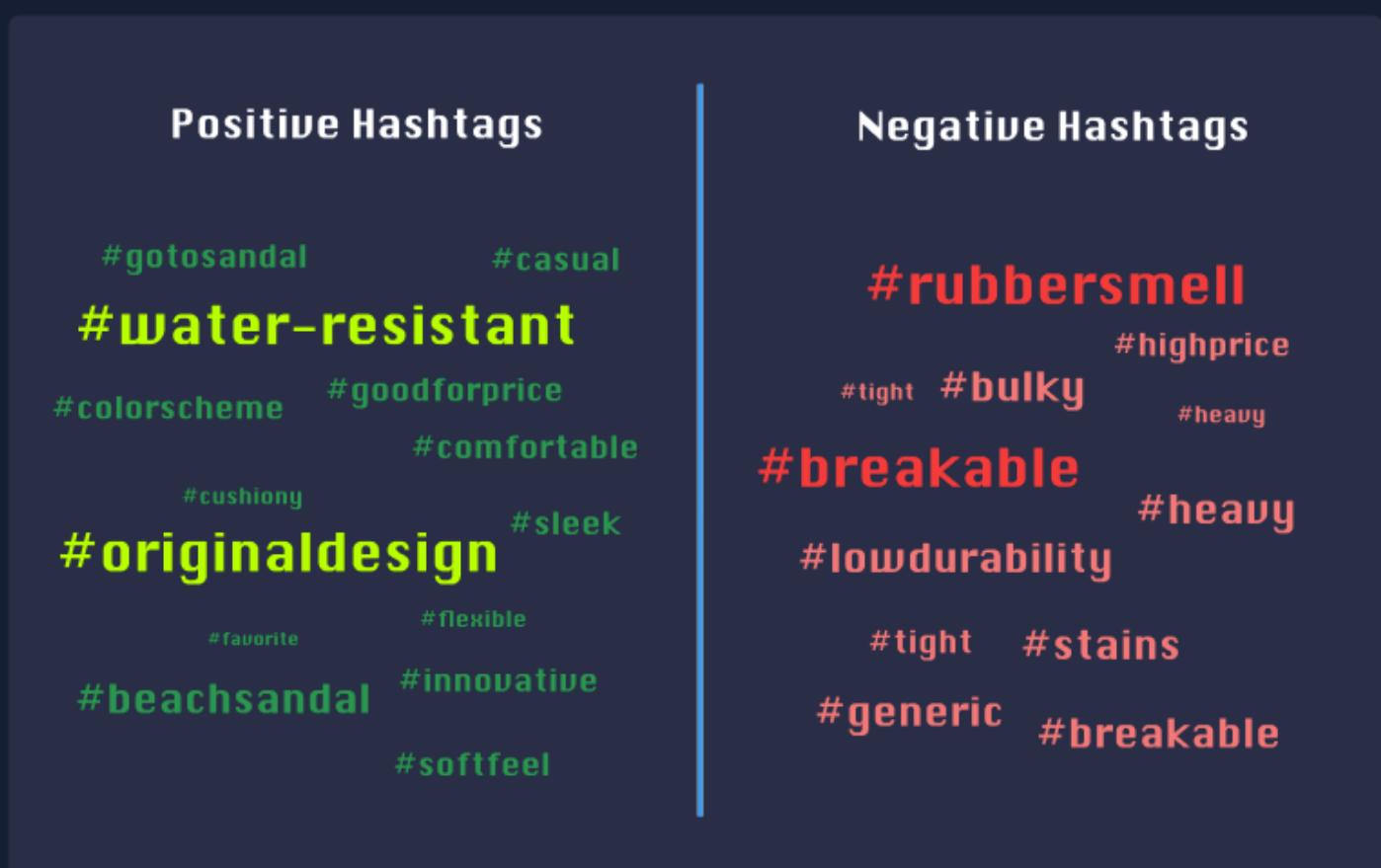
Social Media Trend

Social Media Trend (Daily)



Updates automatically as data changes

Social Media Trend (Daily)



The social media section provides hashtags that are being used by the customers to describe the Adidas shoe products. Its purpose is to provide designers with the general **perception** of the shoes they've launched on social media.

The data will be generally from Instagram, Twitter and Facebook where the use of hashtags are prevalent. By using a specific machine learning model which extracts only the hashtags that are used along with the Adidas hashtag or product name, we are able to see hashtags that describe the shoe. As for categorization of positive or negative hashtag, our research provided that **semantic analysis** of words are possible these days.

As data gets **aggregated** along the day, the hashtags get bigger and brighter if they become more mentioned in social media. We chose to highlight two hashtags that are used the most to describe the product in each of the positive and negative sections as it highlights just enough information to provide designers the ability to understand the customer's perspective. Data change is conveyed immediately in this section and we thought that the motion graphic should be used in the type of data that gets changed and aggregated very fast, which was the data we get from social media.

Fit & Design

Fit & Design



(i) Data is aggregated from customer feedback and new data from the data department

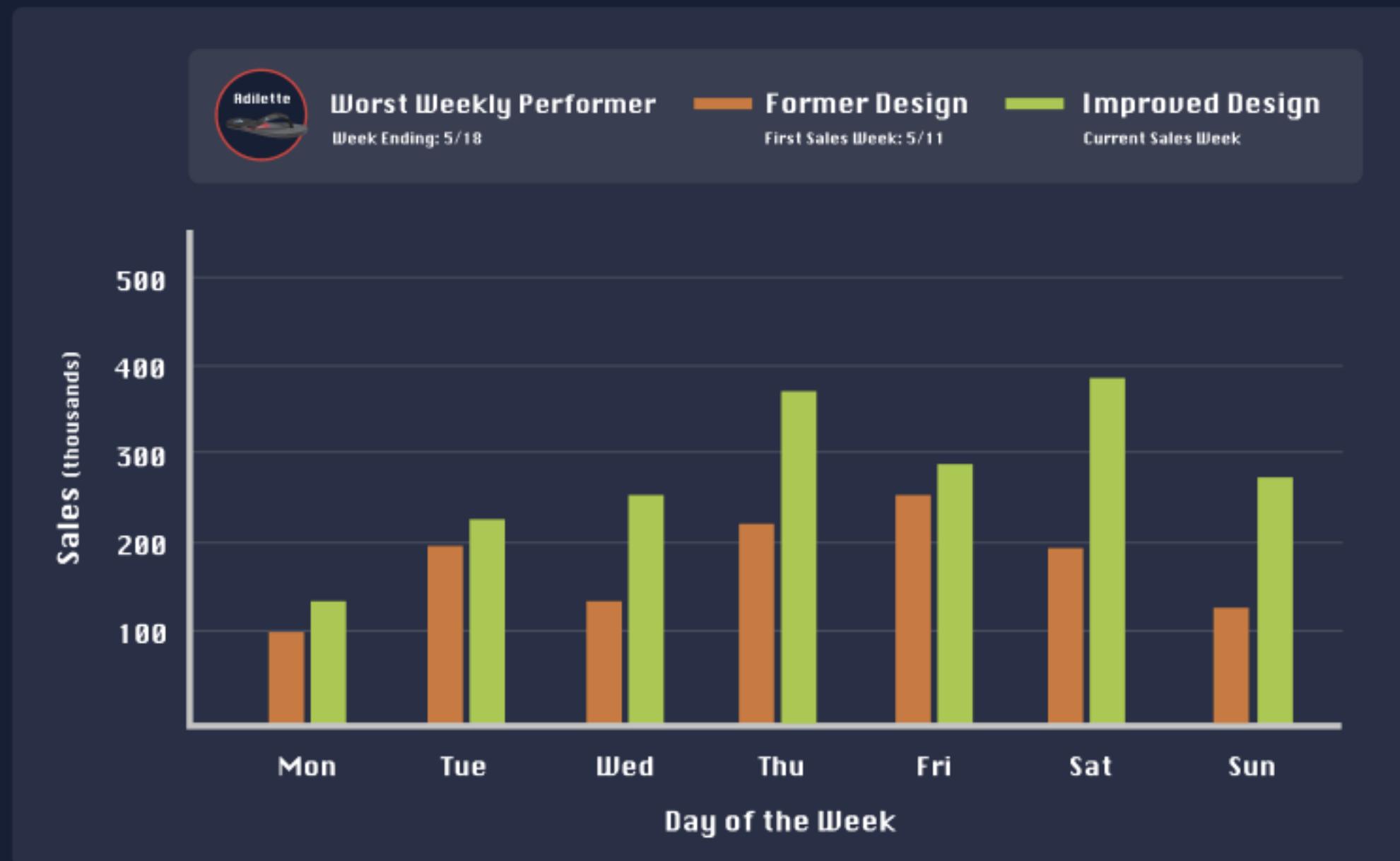
This section is geared towards informing designers and managers on which shoe models to be **inspired** by, which shoe models to **improve**, and how to improve certain shoe models.

By having a clear understanding of how to make a well-fitting and durable shoe, Adidas can improve their shoe models and **increase** their sales.

Our design agency has teamed up with the data team to make new customer and user testing surveys, which will be aggregated and scored through **machine learning**.

Sales Spotlight

Sales Spotlight



This section displays the **success** of an improved shoe design.

After improvements are made to a shoe, the dashboard's Sales Spotlight section gives a side-by-side **comparison** of a shoe's sale numbers pre- and post- improvement.

For example, the Adilette was Adidas' worst performing shoe, according to the dashboard on May 18th. Since then, Adidas's team of researchers and designers made updates to the shoe based on the customer segmentation, social media, and fit & design data that was received.

The section compares sales numbers for the Adilette shoe before its redesign (in orange), to sales numbers after its redesign (in green). Since sales numbers skyrocketed after the shoe design was updated, this is an indication that Adidas made a **good design decision**.

Conclusion

As a team, we definitely had our ups and downs — from time differences, travel, and even fire evacuations. In the beginning, we struggled to define a project scope and fully capture the problem of our personas. However, we utilized each other's strengths as a team, and with each iteration, created an improved dashboard design that better addressed our goal of transforming the way Adidas designs their shoes. Our final dashboard will surely help Adidas design better selling and better fitting shoes.