

Case Study

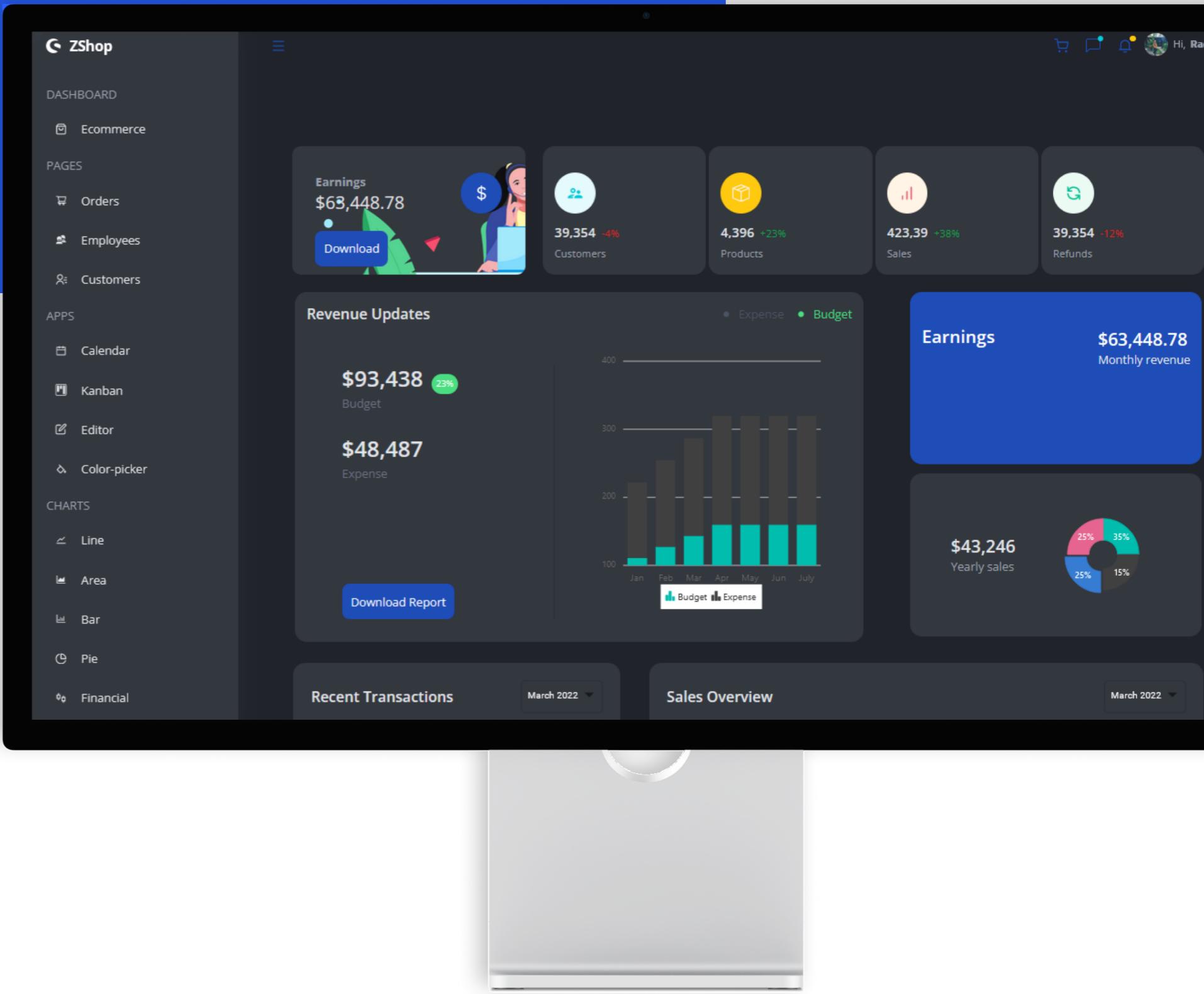
Ecommerce Dashboard

Issue

Project Manager/Director need an application to reports and collect all data about their business. Where Project Manager, Director and all other users can track their statistic.

Solution

Ecommerce Dashboard is a project with the purpose of aggregating and visualizing reports, where BOD and managers can track their statistics and exchange information between orders and customers.



What I did

Ecommerce Dashboard is a project with the purpose of aggregating and visualizing reports, where BOD and managers can track their statistics.

01

Research & Assume

02

Research User to Validate

03

Design Architecture

04

Design User Interface

Research & Assume

Ecommerce Dashboard is a project with the purpose of aggregating and visualizing reports, where BOD and managers can track their statistics.

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Design User Interface

Create Detail Business Requirement

Stakeholders



Client



Business Analyst



UX Researcher



UX/UI Designer



Development Team

Tasks

- Start a meeting with all stakeholders of the Project to finalize detail requirement.
- More and more meeting and emailing to complete all detail business requirement.

Assume Target User Persona

Stakeholders



Client



Business Analyst



UX Researcher



UX/UI Designer



Development Team

Tasks

- Define User-Centered Business Canvas.
- Define Personas.

Outputs

UX Researcher was in charge of creating User Research Document.

User-Centred Business

The Problem	The User		The Product	
Problems, Needs <ul style="list-style-type: none"> Something summary all report and shows me company overall status in realtime. Something reduces creating report time. Something helps me finding old report quickly. Something displays report in a easier-to-read format. 	Users <ul style="list-style-type: none"> Project Manager, Director Head, Director General, Employees. 	Users Fears <ul style="list-style-type: none"> Spending too much time on creating report. Reports are complex to read. Awakening issue too late. Spending too much time on finding an old report. Miss importance metrics, events. 	Solution <ul style="list-style-type: none"> Provides Dashboard's standard format of report, they just need to input data. Auto summary their employee reports. Better UI that provides better readability. 	
Existing Solution <ul style="list-style-type: none"> Use Excel, Power Point to record necessary data and create report. 	Early Adopters <ul style="list-style-type: none"> Project Manager, Director Head, Director General, Employees. 	User Goals <ul style="list-style-type: none"> Save time for report. Quickly catch up company overall status in realtime. Easy to find an old report. 	Value Proposition <ul style="list-style-type: none"> Quickly create and read report. Quickly catchup company status. Display report in a more intuitive layout. 	Revenue Sources <ul style="list-style-type: none"> None. Metrics <ul style="list-style-type: none"> Amount of negative feedback. Time for comprehending and creating report.

User Personas

Project Manager	DC Head	General Manager
<p>David Bowie Project Manager</p> <p>Demographic</p> <ul style="list-style-type: none"> Age: 43 Status: Married Familiar with MS Word, Excel. <p>Problems</p> <ul style="list-style-type: none"> Each project has various type of formats. Miss data sometime. <p>Needs</p> <ul style="list-style-type: none"> Something reduces creating report time. Something visualize business status. A general report format. <p>Context</p> <ul style="list-style-type: none"> Do report weekly/monthly. Note team's status in Excel. Do report by Excel. Manage many projects at the same time. Hold team meeting daily/weekly/monthly to update status. 	<p>Phil Collins DC Head</p> <p>Demographic</p> <ul style="list-style-type: none"> Age: 50 Status: Married Familiar with MS Word, Excel. <p>Problems</p> <ul style="list-style-type: none"> Spend too much time on creating report. Spend too much time on finding an old report. Do multi tasks at the same time. Hard to scan too much data in report from different PMs. Use too much color. <p>Needs</p> <ul style="list-style-type: none"> Something reduces creating report time. Something helps me finding old report quickly. Easier way to scan report data. <p>Context</p> <ul style="list-style-type: none"> Do report monthly. Manage many PMs at the same time. Hold DG meeting weekly/monthly to update status. Note DG's status in excel and paper document. 	<p>Tony Hadley General Manager</p> <p>Demographic</p> <ul style="list-style-type: none"> Age: 43 Status: Married Familiar with MS Word, Excel. <p>Problems</p> <ul style="list-style-type: none"> Each project has various type of formats. Miss data sometime. <p>Needs</p> <ul style="list-style-type: none"> Something reduces creating report time. Something visualize business status. A general report format. <p>Context</p> <ul style="list-style-type: none"> Do report weekly/monthly. Note team's status in Excel. Manage many projects at the same time. Hold team meeting daily/weekly/monthly to update status.

Research User to Validate

In the first phase, we decided to focus on first user - Project Manager first. Since this type of User potentially will be the one who interact with the product the most.



Conduct User Interview

Stakeholders



Client



Business Analyst



UX Researcher



UX/UI Designer

Tasks

- Compose Question list about Project Manager.
- Contact & set up meeting with Participants.

Outputs

UX Researcher was in charge of conducting User Interview.

Question List

- Which tool do you usually use to manage the project progress?
- How much time per day do you spend on working?
- Which tool do you use to make a report?
- How much time does it take to use that tool?
- Do you find it difficult to scan information among too many columns?
- Is your report format created by predecessor or yourself?
- How many people do you have to send the report to?
- Are the reports done once or at different times?
- How often do you make a report?
- Do you review the old report, if so, when?

Collect & Analyze Findings from Interview

Stakeholders



Client



UX Researcher

Tasks

- Compose Question and Answer from interview.

Outputs

UX Researcher was in charge of collecting & analyzing Data from all records of the interview.

Finding List

Statements

- All users are using Microsoft Excel or Microsoft Powerpoint to report to higher-level managers.
One of three users is using Google Sheet to update data real-time to his higher-level manager.
- Two of three users said that they do report by their current tool very quickly because all necessary data were collected before in their private Excel file.
One of three does not really take time to do report since he updates it real-time to his higher-level manager as mentioned. His lower-level employees also update real-time to his private Google Sheet.
- Two of three users said that the format of the report could be defined by Project Manager themselves or depend on the higher-level manager.
- All users do Report in different time of the week.
- Two of three users rarely review old Reports.
- All users sometimes miss some data in the Reports. Sometimes it is their faults, sometimes it is their lower-level employees' faults.

Design Architecture

In this phase we're going to create flow structure based on what users want.

01

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02

Research User to Validate

03

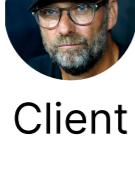
Design Architecture

04

Design User Interface

Define Feature List

Stakeholders



Client



Business Analyst



UX/UI Designer

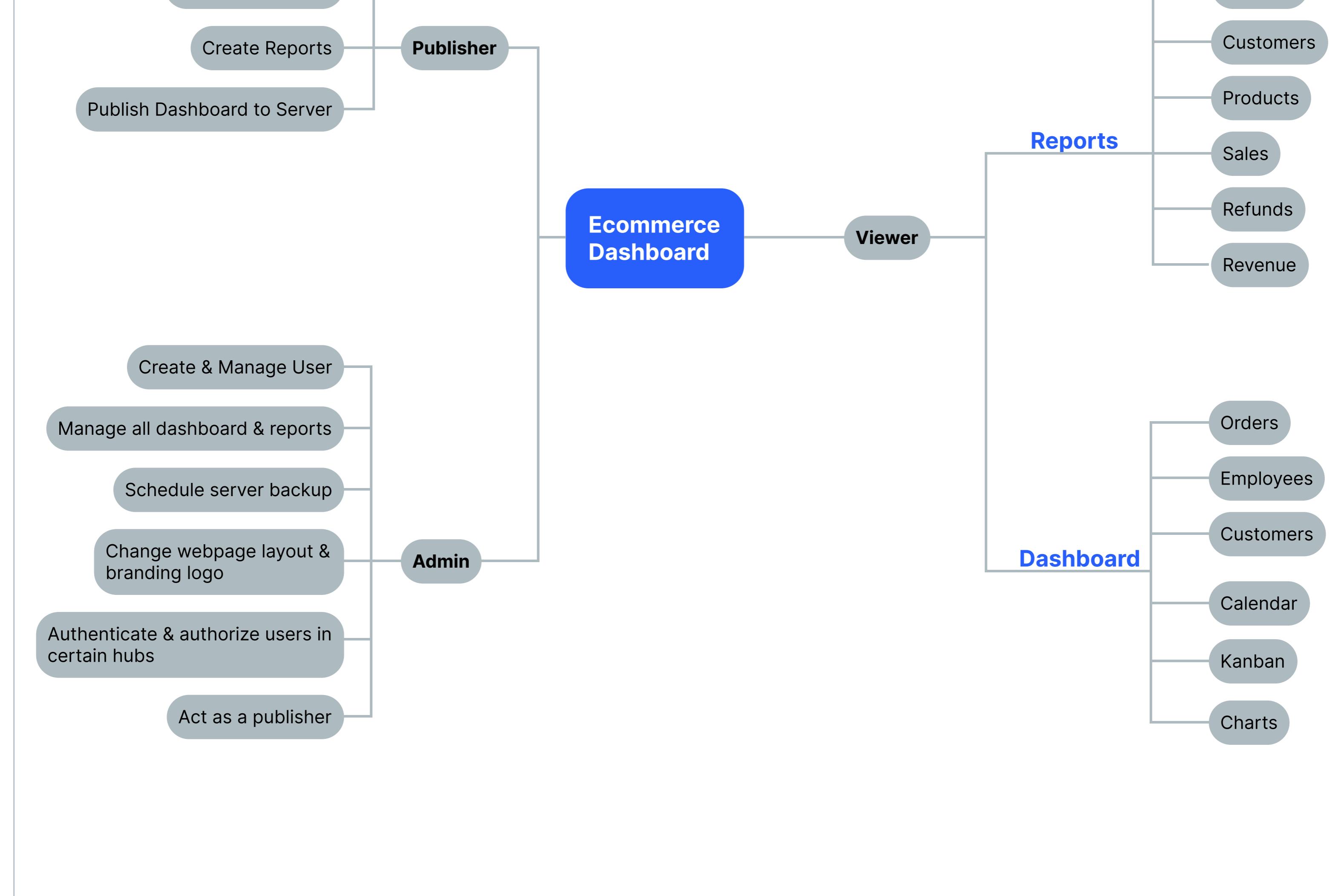
Tasks

- Create function map.
- Create feature list.

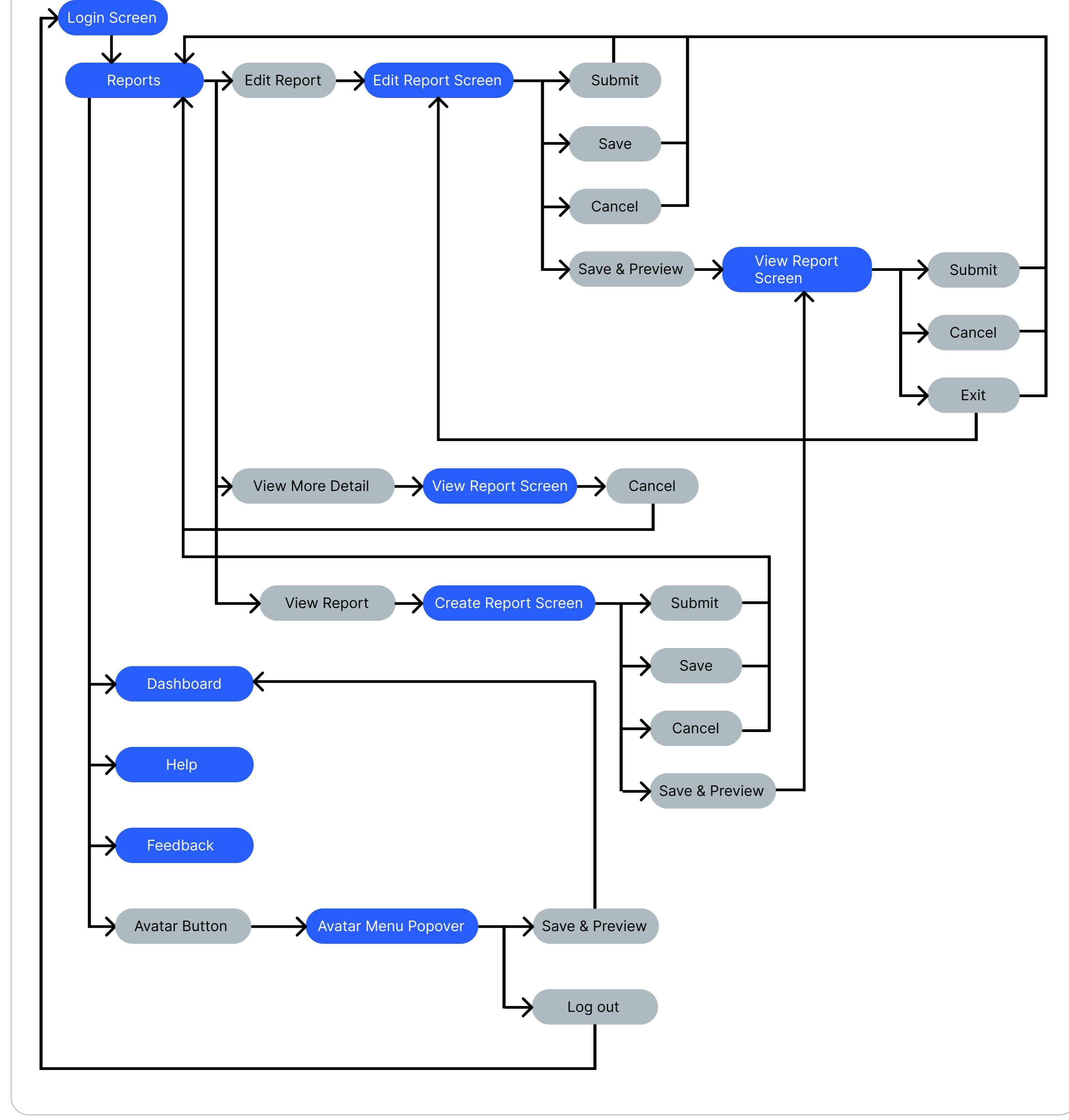
Outputs

Business Analyst was in charge of creating Feature List.

Function Map



Work Flow



Design User Interface

In this phase we're going to create flow structure based on what users want.

01

Research & Assume

02

Research User to Validate

03

Design Architecture

04

Design User Interface

Define Feature List

Stakeholders



Client



UX/UI Designer

Tasks

- Create visualize design.

Outputs

UI Designer was in charge of designing User Interface

TYPEFACE

Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y ` 1 2 3 4 5 6 7 8 9 0 - = ~ ! @ # \$ % ^ & * () _ + [] \ , . / { } : " < > ?

Open Sans Bold

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COLOR PALETTE

Primary Color

Secondary Color

Background Color

Text Color

Highlight Color

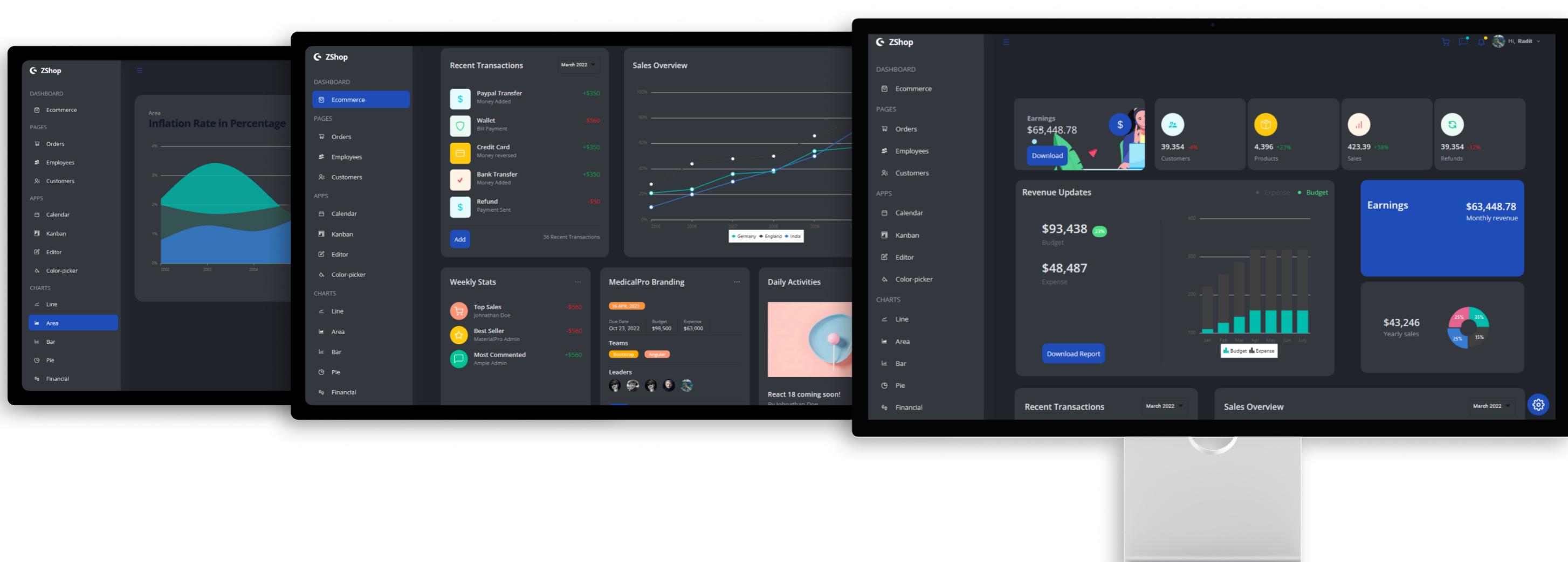
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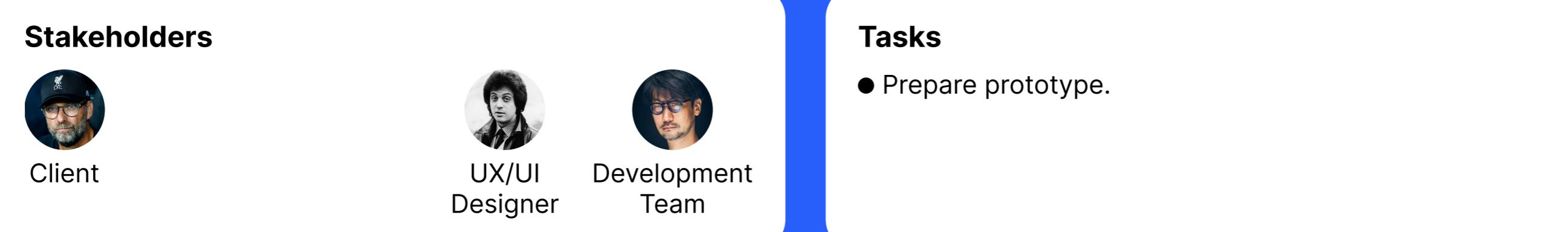
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Research User to Validate

Do research again to User, to validate the prototype we have created.

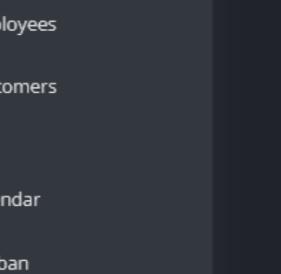


Prepare Prototype

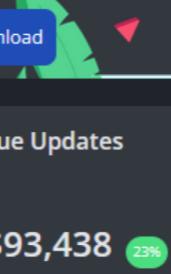
Stakeholders



Client



UX/UI Designer



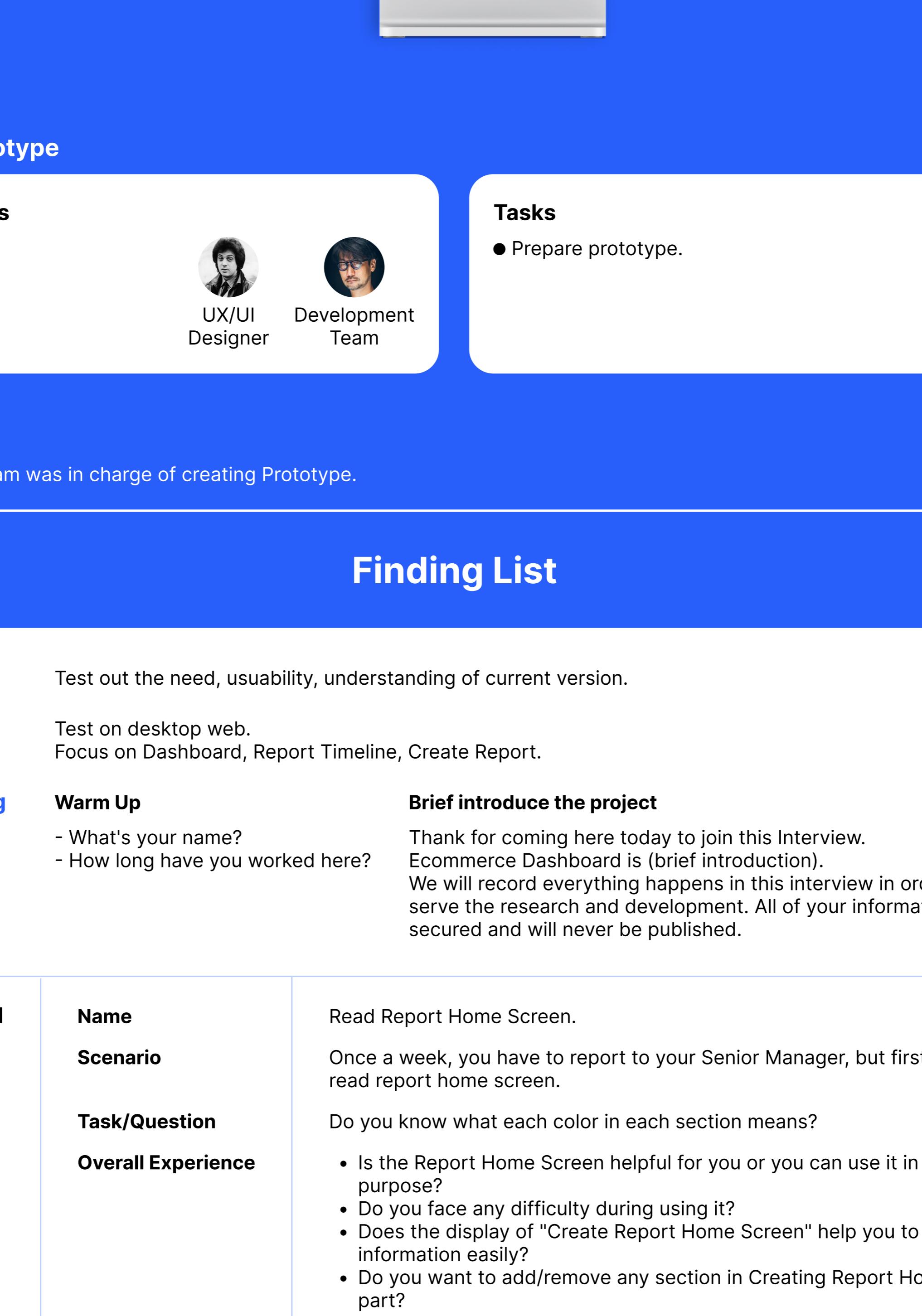
Development Team

Tasks

- Prepare prototype.

Outputs

Development Team was in charge of creating Prototype.



Prepare Prototype

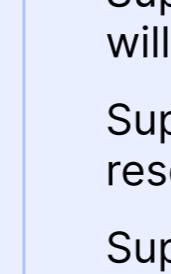
Stakeholders



Client



UX/UI Designer



Development Team

Tasks

- Prepare prototype.

Outputs

Development Team was in charge of creating Prototype.

Finding List

Purpose	Test out the need, usability, understanding of current version.	
Scope	Test on desktop web. Focus on Dashboard, Report Timeline, Create Report.	
Onboarding	Warm Up <ul style="list-style-type: none">- What's your name?- How long have you worked here?	Brief introduce the project <p>Thank for coming here today to join this interview. Ecommerce Dashboard is (brief introduction). We will record everything happens in this interview in order to serve the research and development. All of your information is secured and will never be published.</p>
Scenario #1	Name Scenario Task/Question Overall Experience	<p>Read Report Home Screen.</p> <p>Once a week, you have to report to your Senior Manager, but first let's try to read report home screen.</p> <p>Do you know what each color in each section means?</p> <ul style="list-style-type: none">• Is the Report Home Screen helpful for you or you can use it in any purpose?• Do you face any difficulty during using it?• Does the display of "Create Report Home Screen" help you to scan information easily?• Do you want to add/remove any section in Creating Report Homescreen part?
Scenario #2	Name Scenario Task/Question Overall Experience	<p>Create Report</p> <p>Once a week, you have to report to your Senior Manager, let's try to create report using Ecommerce Dashboard.</p> <p>Try to access to create report page.</p> <p>Do you know what need to be filled in each field?</p> <p>Do you know what each color (Red, Yellow, Green) in each section means?</p> <p>Suppose that there were issues/risks happens to your project, let's add 3 issues.</p> <p>Suppose that you want to add a comment to Effort section, let's add a comment.</p> <p>Suppose that your last week risk become this week issue, what will you do?</p> <p>Suppose that you want to report issues that have already resolved, let's resolve an issue.</p> <p>Suppose that you accidentally make a mistake when adding the issue, try deleting that issue.</p> <p>Suppose that you accidentally make a mistake when adding the issue, try editing that issue.</p> <p>Suppose you want to preview your report before submitting, try to access "Preview Mode".</p> <ul style="list-style-type: none">• Is the Preview mode helpful for you or you can use it in any purpose?• Do you face any difficulty during creating report?• Does the display of "Create Report" help you to scan information easily?• Do you want to add/remove any section in Creating Report part?
Scenario #3	Name Scenario Task/Question Overall Experience	<p>Edit Report.</p> <p>You find that you made a mistake in Week (...) Report, now you want to edit it and resubmit.</p> <p>Let edit Week (...) report</p> <p>Do you feel it's easy for you to access to edit report page?</p>
Scenario #4	Name Scenario Task/Question Overall Experience	<p>Read dashboard.</p> <p>Once a week, you read Dashboard to catch up project's status.</p> <p>Can you understand what are being displayed on dashboard?</p> <p>Do you know color and number in dashboard mean?</p> <p>Suppose that you want to view report of [Project Name], what will you do?</p> <ul style="list-style-type: none">• Are dashboard's data helpful for you or you can use it for any purpose?• Take a look at dashboard, is it easy for you to find out which project got risks/issues?• If not, please tell us which information you need?• If an project has issue/risk, does the report gives you enough information?• Are there any data that you need in the dashboard?• Are there any data in the report are not necessary for you? - Does the display of "Dashboard" help you to scan information easily? - Do you want to add/remove any function in Dashboard?• Is there any important data you need to display first?

Collect & Analyze Findings from Interview

Stakeholders



UX Researcher

Tasks

- Compose Question list about the Dashboard
- Contact & set up meeting with Participants.

Outputs

Development Team was in charge of creating Prototype.

Finding List

Finding	Reccomendation
Report Timeline	
Comprehension	<ul style="list-style-type: none">• All participants misunderstood meaning of each status in the Calendar.One of them thought that the Yellow and Green have the same meaning with Yellow and Green in Create Report screen.One thought that Draft means a Report was submitted.One could not distinguish the meaning• One of three participants said he does not find the summary information displayed here is useful.
Usability	<ul style="list-style-type: none">• All participants found it difficult to switch Time Range.
Other	<ul style="list-style-type: none">• One of three participants said he is managing 3 projects which belongs to one customer. However, Ecommerce Dashboard display Projects data following the customer's name, he cannot do report for each project he managing.• One of three participants said there is a case that a project belongs to a customer living in different timezone. This can cause problem for Project Manager who has to work follow customer's timezone.
Create Report	
Comprehension	<ul style="list-style-type: none">• Two of three participants thought they can input these data by themselves.Three Participants misunderstanding these data meaning.• Two of three participants confuse about the difference between meaning of Risk & Issue.
Usability	<ul style="list-style-type: none">• One of three participants wants to clarify the color for each issue instead of one color is applied to all issues of a section.Another participants said it is not necessary to set status color for each issue.• One of three participants did not realise the changes when Resolved checkbox is checked.Another participant even did not realise that there is Resolved checkbox.
Other	<ul style="list-style-type: none">• Two of three participants thought that it would take the same amount of time to do report by Ecommerce Dashboard.One of the two even said Ecommerce Dashboard might take more time than his current tool because it is too many step to Add a New Issue.• One of three participants said that he needs to see the general view of Issue first. He will see Issue's details only if necessary. The current layout design is wasting too much space.

Update Architecture Design & UI Design

In this phase we're going to redesign UI based on User evaluate.



Update Architecture Design & UI Design

Stakeholders

UX Researcher

UX/UI Designer

Development Team

Tasks

- Update and Re-construct UI Design.

Outputs

UX Designer & UI Designer were in charge of updating Architecture Design & UI Design.

Thank You