

# UX CONFERENCE DASHBOARD

UX



# Hey, I'm **Shannon May**, a visual UI designer and 2D artist

I'm a passionate creative that has worked across print, digital and social media design. My career began with a certification in computer science but quickly moved into more creative spheres, where I've been creating design solutions for companies large and small.

I have recently focused my study on visual UI/UX design, culminating in a UX design certification from the School of UX. I'm interested in the gaming and education sectors especially, and would love to work with you on your next project!



# UX conference dashboard

*Building a backend dashboard for tracking ticket sales and analysing sales data for UX conference events*

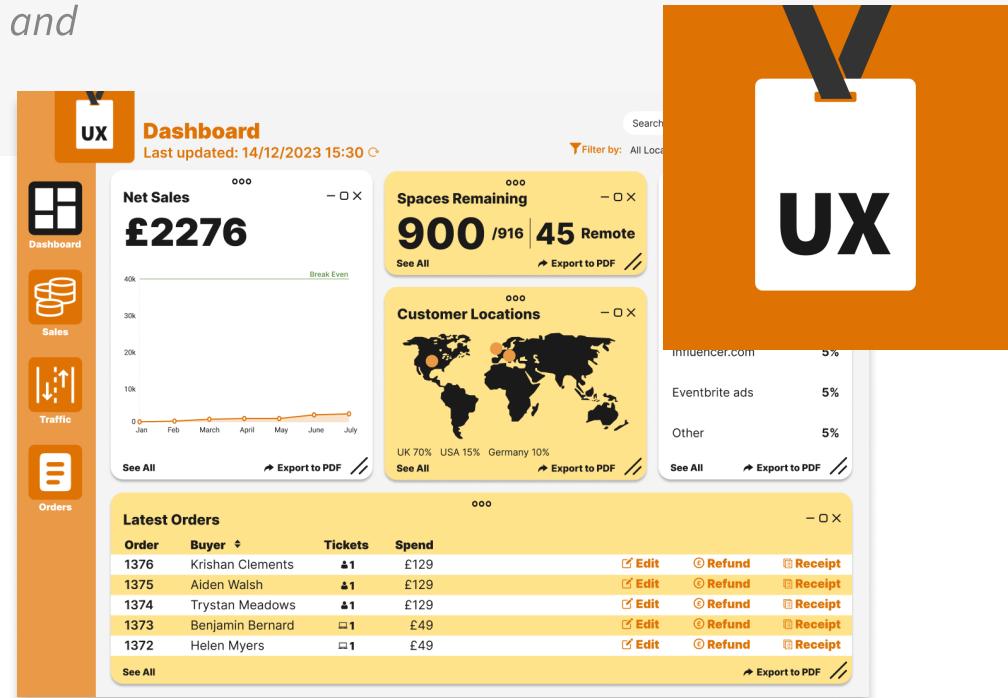
## BACKGROUND

The UX Conference is a yearly User Experience design conference focused on collaboration between designers. Run by The School of UX in London.

## TEAM STRUCTURE

I worked on the UI structure as the UX/UI designer during this project - This was a project created as a case study as a part of the School of UX course.

## SKIP TO THE FINAL SCREENS



## MY RESPONSIBILITIES

I aimed to create a dashboard to track event ticket sales and look at sales data, which would be a bespoke replacement for managing ticket sales on eventbrite.

# Research

*Understanding business requirements*

The client spoke about how they currently organise everything via Eventbrite, so as a part of my research, I had a look into the orders back end on Eventbrite. From this I could gauge functionality that the client may want, and ask further questions on the clients needs based on this knowledge.

**Orders**

Order	Event	Buyer	Date	Total	Refund method
#443273829	Slate & Crystal Events	Jess Cohen	Oct 7, 3:03 PM CDT	10.54	
#443273829	Indigo Event Planning	Justine Fields	Oct 7, 3:03 PM CDT	10.54	
#443273829	Buttercup Events	Peter Yu	Oct 7, 3:03 PM CDT	10.54	
#443273829	Done Right Event Designs	Justine Fields	Oct 7, 3:03 PM CDT	10.54	Visa 4444
#443273829	Polished Events	Jess Cohen	Oct 7, 3:03 PM CDT	10.54	
#443273829	Posh Peony Events	Peter Yu	Oct 7, 3:03 PM CDT	10.54	Attendee credit

**Finance**

**Payouts**

Date	Event	Amount	Status
MAR 25 2022	Night Walk & Market 278284056781	\$40.00 SENT	
MAR 25 2022	Jazz Club Fridays 278284056783	\$1,110.00 SENT	
MAR 24 2022	Night Walk & Market 278284056781	\$450.00 SENT	
MAR 18 2022	Wilderness Benefit Concert 298284056786	\$40.00 SENT	
MAR 18 2022	Artist Series Workshop 278284056780	\$385.08 SENT	

# Design specs

*Minimum viable product specifications*

- ✓ Sales, traffic and order pages
- ✓ A rearrangeable tile-based layout
- ✓ A dashboard homepage which can be customised with tiles from the sales, traffic and order pages
- ✓ The ability to export data to PDF format
- ✓ The ability to edit or refund a customer, and send them a receipt
- ✓ The ability to filter information by date or location
- ✓ A notification system which makes recommendations to the user, or highlights key metrics

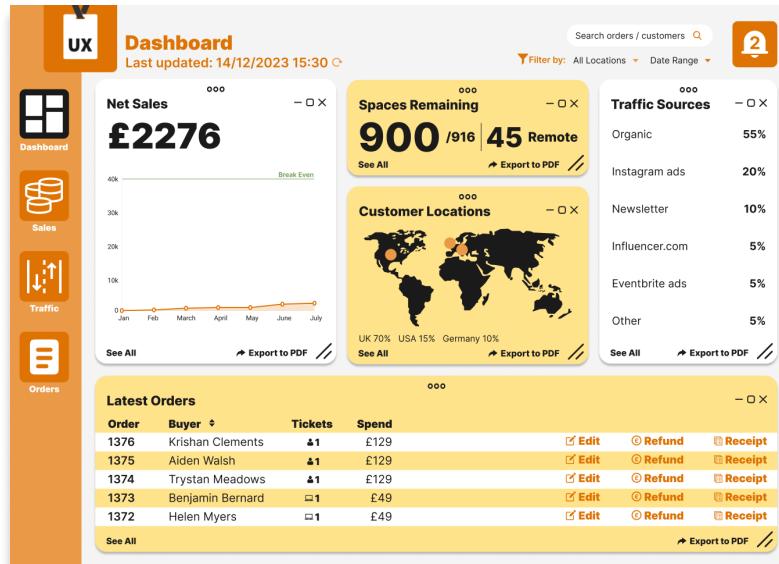
A large, bold, black 'UX' logo is positioned on the right side of the slide. It is set against a white rectangular background that has rounded corners and a thin orange border. The logo is partially cut off on the right edge of the slide.

# Information architecture

*Making information clear and easy to use*

## THE MAIN DASHBOARD

The main dashboard combines the elements of sales, orders and traffic. As standard it contains all elements but can be customised by the end user depending on the info they require at a glance.

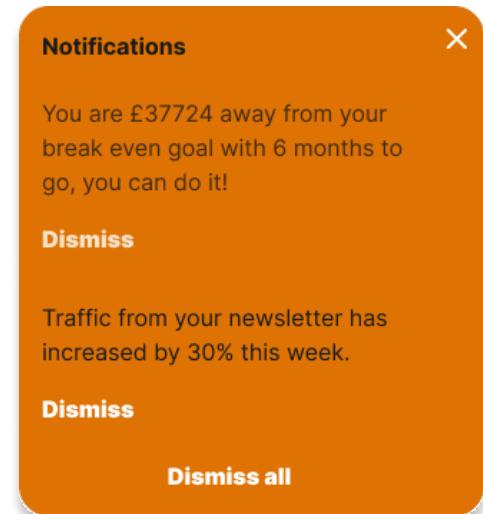


## SIDEBAR

Each info page is easily accessible from the sidebar, and shows more detailed data than the main dashboard on sales, traffic and orders.

## NOTIFICATIONS

Notifications can be triggered for date reminders, hitting sales goals, or surges in traffic sources. I have also looked into the possibility of AI based notifications in the future to make recommendations based on data to the dashboard user to increase sales etc.

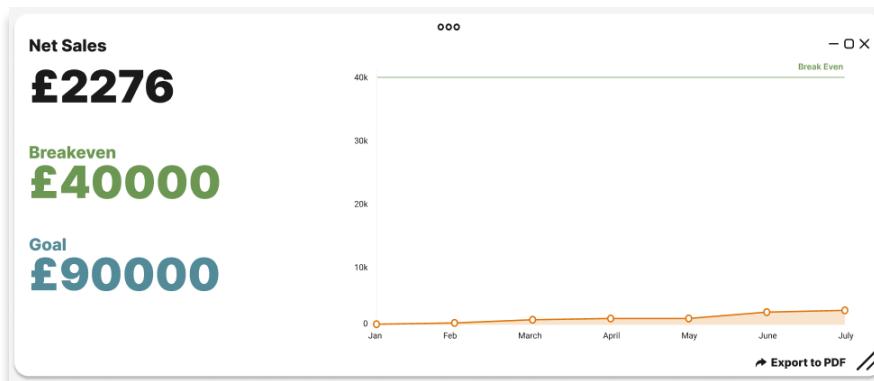


# Accessibility

I want to ensure this design is highly accessible for a wide variety of users

## VISUAL VALIDATION

- ✓ Legible text sizes and large buttons
- ✓ minimum AA colour contrast ratio
- ✓ System is responsive & doesn't take long to load
- ✓ No data is ONLY denoted by colour



**Dashboard**  
Last updated: 14/12/2023 15:30 ⓘ

**Spaces Remaining**  
**900** / 916 | **45** Remote

**Customer Locations**

**Protanopia**

Protanomaly and Protanopia are a form of color blindness that primarily affects a person's ability to distinguish between colors in the red and green spectrum. It is a relatively common condition, affecting up to 8% of men and less than 0.1% of women.

**WCAG AA Compliance Guidelines**

- Add redundant UI signals for states.
- Error and success conditions should be

**Tickets** **Spend**

	Tickets	Spend
Clements	1	£129
Falsh	1	£129
Meadows	1	£129
H Bernard	1	£49
Lyers	1	£49

Simulate Reset

## VISUAL ACCESSIBILITY

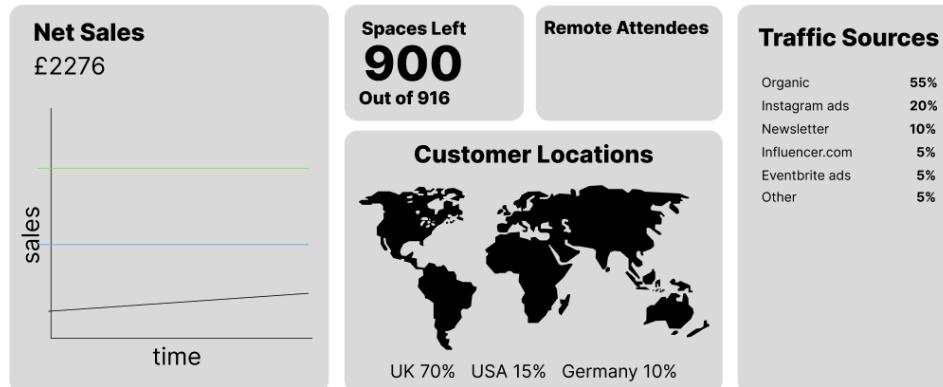
The design was tested using visual impairment simulation tools - the design is suitable for colour blind users (both protanopia and full colour blindness), users with light sensitivity, and users with minor vision acuity.

# Wireframes & Early Prototypes

*Early dashboard designs & wireframing*

## WIREFRAME V1

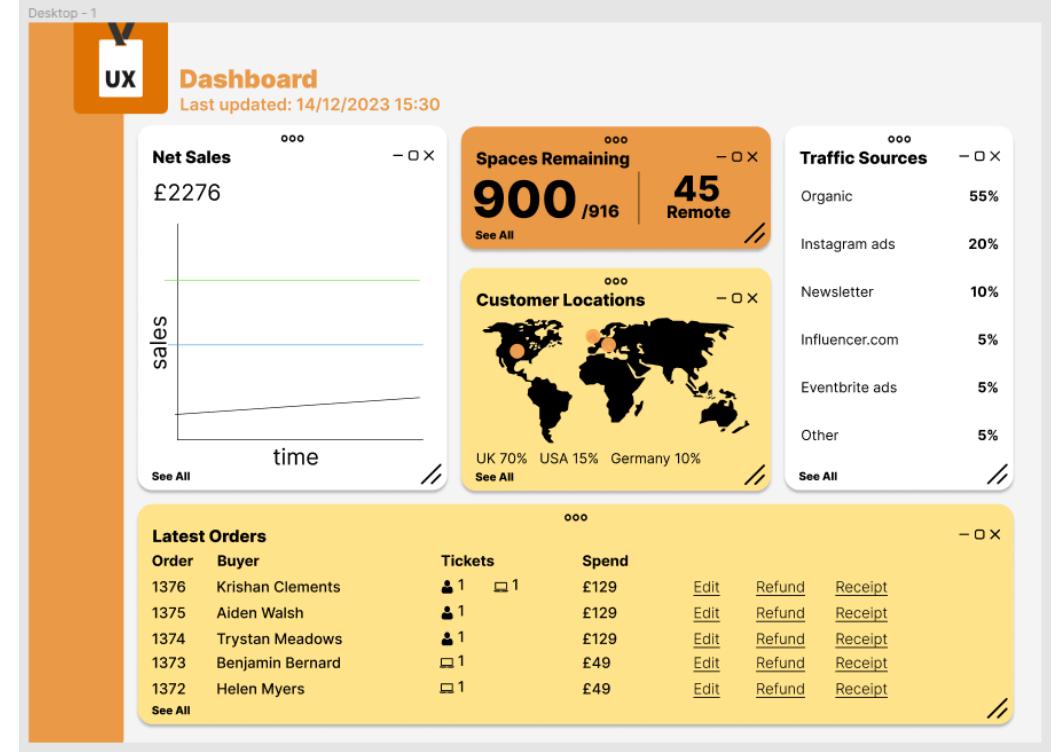
The UX Conf Dashboard



Latest Orders

Order	Buyer	Tickets	Spend	Edit	Refund	Receipt
1376	Krishan Clements	1	£129	Edit	Refund	Receipt
1375	Aiden Walsh	1	£129	Edit	Refund	Receipt
1374	Trystan Meadows	1	£129	Edit	Refund	Receipt
1373	Benjamin Bernard	1	£49	Edit	Refund	Receipt
1372	Helen Myers	1	£49	Edit	Refund	Receipt

## WIREFRAME V2



# Components

Component states from the final prototype

UX

The image shows a user interface prototype with several components:

- Component 1:** A yellow rectangular tile with the placeholder text "Tile Title Here". It features three small icons at the top right: a person icon, a gear icon, and a close/cross icon. At the bottom left is a "See All" button, and at the bottom right is an "Export to PDF" button with a document icon.
- SH\_Filter:** A dropdown menu titled "All locations" with options: All, Germany, USA, and UK. The "Germany" option is currently selected.
- SH\_Filter row:** A horizontal row containing two "Germany" buttons, one of which is highlighted.
- SH\_datepicker:** A date picker for April 2021. The calendar grid shows dates from 29 to 30 of April, followed by the 1st through 30th of May, and the 1st and 2nd of June. The number 7 is highlighted in orange, indicating it's the current date.
- Notif\_Open:** An orange notification overlay titled "Notifications" with an "X" close button. It contains two messages:
  - "You are £37724 away from your break even goal with 6 months to go, you can do it!"
  - "Traffic from your newsletter has increased by 30% this week."

At the bottom of the overlay are three buttons: "Dismiss", "Dismiss", and "Dismiss all".

# Final Screens

You can access the interactive prototype at  
[www.shannonmay.co.uk/uxconf\\_prototype.html](http://www.shannonmay.co.uk/uxconf_prototype.html)

**UX**

## Dashboard

Last updated: 14/12/2023 15:30

Search orders / customers  Filter by: All Locations Date Range 2

**Net Sales** £2276

See All Export to PDF

**Spaces Remaining** 900 / 916 | 45 Remote

See All Export to PDF

**Traffic Sources**

Traffic Source	Percentage
Organic	55%
Instagram ads	20%
Newsletter	10%
Influencer.com	5%
Eventbrite ads	5%
Other	5%

See All Export to PDF

**Customer Locations**

UK 70% USA 15% Germany 10%

See All Export to PDF

**Latest Orders**

Order	Buyer	Tickets	Spend	Actions
1376	Krishan Clements	1	£129	<span>Edit</span> <span>Refund</span> <span>Receipt</span>
1375	Aiden Walsh	1	£129	<span>Edit</span> <span>Refund</span> <span>Receipt</span>
1374	Trystan Meadows	1	£129	<span>Edit</span> <span>Refund</span> <span>Receipt</span>
1373	Benjamin Bernard	1	£49	<span>Edit</span> <span>Refund</span> <span>Receipt</span>
1372	Helen Myers	1	£49	<span>Edit</span> <span>Refund</span> <span>Receipt</span>

See All Export to PDF

# Final Screens

**UX**

## Orders

Last updated: 14/12/2023 15:30

Search orders / customers  Filter by: All Locations ▾ Date Range ▾

**Orders**

Order	Buyer	Tickets	Spend	Edit	Refund	Receipt
1376	Krishan Clements	1	£129	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1375	Aiden Walsh	1	£129	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1374	Trystan Meadows	1	£129	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1373	Benjamin Bernard	1	£49	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1372	Helen Myers	1	£49	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1371	Yunus Jacobson	1	£129	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1370	Louis Houston	1	£129	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1369	Wyatt Patrick	1	£129	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1368	Russell Wong	1	£49	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1367	Niamh Sandoval	1	£129	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1366	Sharon McKee	1	£49	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1365	Tomas Willis	1	£129	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1364	Lulu Sharpe	1	£129	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1363	Alexa Lindsay	1	£99	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1362	Beatrice Zuniga	1	£99	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1361	Stephen Fields	1	£99	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1360	Emil Baldwin	1	£99	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1359	Amira Vincent	1	£49	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1358	Harun Callahan	1	£49	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>
1357	Cleo Bonilla	1	£129	<input checked="" type="button"/>	<input type="button"/>	<input type="button"/>

Export to PDF //

- Dashboard**
- Sales**
- Traffic**
- Orders**

**2**

# Final Screens

**UX**

**Sales**  
Last updated: 14/12/2023 15:30

Search orders / customers

Filter by: All Locations ▾ Date Range ▾

**Net Sales**  
**£2276**

**Breakeven**  
**£40000**

**Goal**  
**£90000**

ooo

Break Even

- X Export to PDF //

**Latest Orders**

Order	Buyer	Tickets	Spend	Edit	Refund	Receipt
1376	Krishan Clements	1	£129			
1375	Aiden Walsh	1	£129			
1374	Trystan Meadows	1	£129			
1373	Benjamin Bernard	1	£49			
1372	Helen Myers	1	£49			

See All

# Final Screens

**UX**

**Traffic**  
Last updated: 14/12/2023 15:30

Search orders / customers  Filter by: All Locations Date Range 2

**Customer Locations**

UK 70% USA 15% Germany 10%

**Traffic Sources**

Organic	55%
Instagram ads	20%
Newsletter	10%
Influencer.com	5%
Eventbrite ads	5%
Other	5%

Export to PDF

Export to PDF

# Like this case study? Hire me!

**Shannon May Hall**  
**Visual UI designer**

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[dribbble.com/ShannonMayArt](https://dribbble.com/ShannonMayArt)

Or see the rest of  
my portfolio at:  
**shannonmay.co.uk**