

Design Task Summary

You are to design **3 key screens** in Figma:

1. Ad Creation Page

- **Goal:** Let partners easily create new ad campaigns
- **Features to include:**
 - Campaign name, goal, budget, date range
 - Audience targeting (location, age, interest)
 - Ad preview + media upload (image/video)
 - CTA (Call to Action) selection
 - Simple guided step-by-step layout (like a wizard)

2. Ad Performance Dashboard

- **Goal:** Help users track how their ads are doing
- **Features to include:**
 - Metrics: Impressions, Clicks, Conversions, ROI
 - Filters by campaign/date
 - Graphs (bar chart, line graph)
 - Export/reporting options

3. Feedback & Insights Page

- **Goal:** Collect feedback to improve the platform
- **Features to include:**
 - Short feedback form (star rating, textbox)
 - Suggestions list / recent improvements
 - Prompt to book support session or walkthrough

Risk Mitigation in Design

Risk Type	How to Mitigate in UIUX Design
Value Risk	Clean design that shows real-time ROI; highlight success of ads.
Usability Risk	Tooltips, step-by-step guidance, empty state tips.
Feasibility Risk	Use current Skyscanner design system or simplified UI components.

Figma Structure Suggestions

Create a Figma file with **3 frames**: 1. **Ad Creation Flow** – use cards, step indicators, progress bar 2. **Performance Dashboard** – include filters, graphs, stats 3. **Feedback Page** – form layout with optional modals

Use Skyscanner branding (colors, fonts) to ensure design consistency.

Example JIRA Stories (Use this template per story)

Epic: New External Ad Platform UI Redesign

Story 1: Ad Creation UI

Title: Build Ad Creation Page UI

Description:

Implement the ad creation page UI based on the Figma design: [Figma Link]

The page should guide the user step-by-step to input campaign name, audience, media, budget, and preview.

Acceptance Criteria:

- All fields are shown as per design
- Next/back navigation works
- Preview updates dynamically

Assigned to: Frontend Team

Story 2: Ad Performance Dashboard

Title: Build Performance Dashboard UI

Description:

Create an ad dashboard to show impressions, CTR, and conversions per campaign with filtering support.

Use mock data for graphs as per Figma: [Figma Link]

Acceptance Criteria:

- Graphs load correctly
- Filtering works
- Campaigns are listed with summary stats

Assigned to: Frontend Team

Story 3: Feedback Form Page

Title: Create Feedback & Insights Page

Description:

Build the feedback UI as designed in Figma: [Figma Link]

Includes a form for user feedback and list of suggested improvements.

Acceptance Criteria:

- Form submits (no backend needed yet)
- Suggestions load from static list

Assigned to: Frontend Team

Final Checklist

- ☐ Figma designs are neat, intuitive, and complete
- ☐ All risks are addressed (value, usability, feasibility)
- ☐ JIRA stories are clear, complete, and contain Figma links
- ☐ Designs follow Skyscanner branding
- ☐ Make use of tooltips, modals, and step-by-step flows