

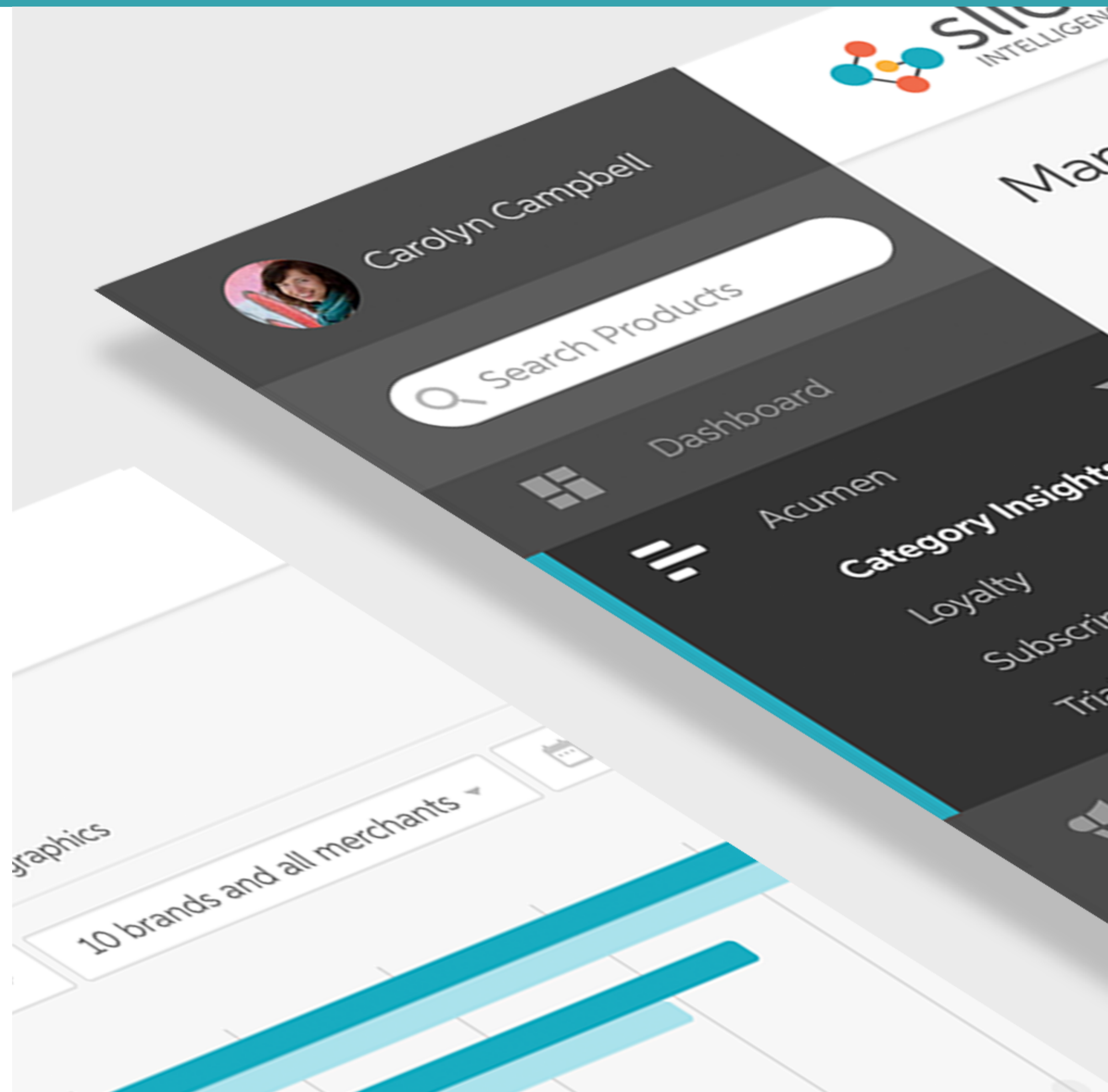
Slice Intelligence - Business Intelligence Dashboard

Project Detail:

Slice Intelligence provides market research reports to help marketing or data analysts from CPG (Consumer Packaged Goods) or retailer. As Slice is growing rapidly and the number of report offerings is increasing, the existing design no longer satisfies sustainable business requirements. In light of this, Slice decided to redesign their web portal and create a dashboard.

Goal:

Deliver the **consolidated dashboard** containing summary charts where we answer the question, "Is my business healthy?" from various perspectives.

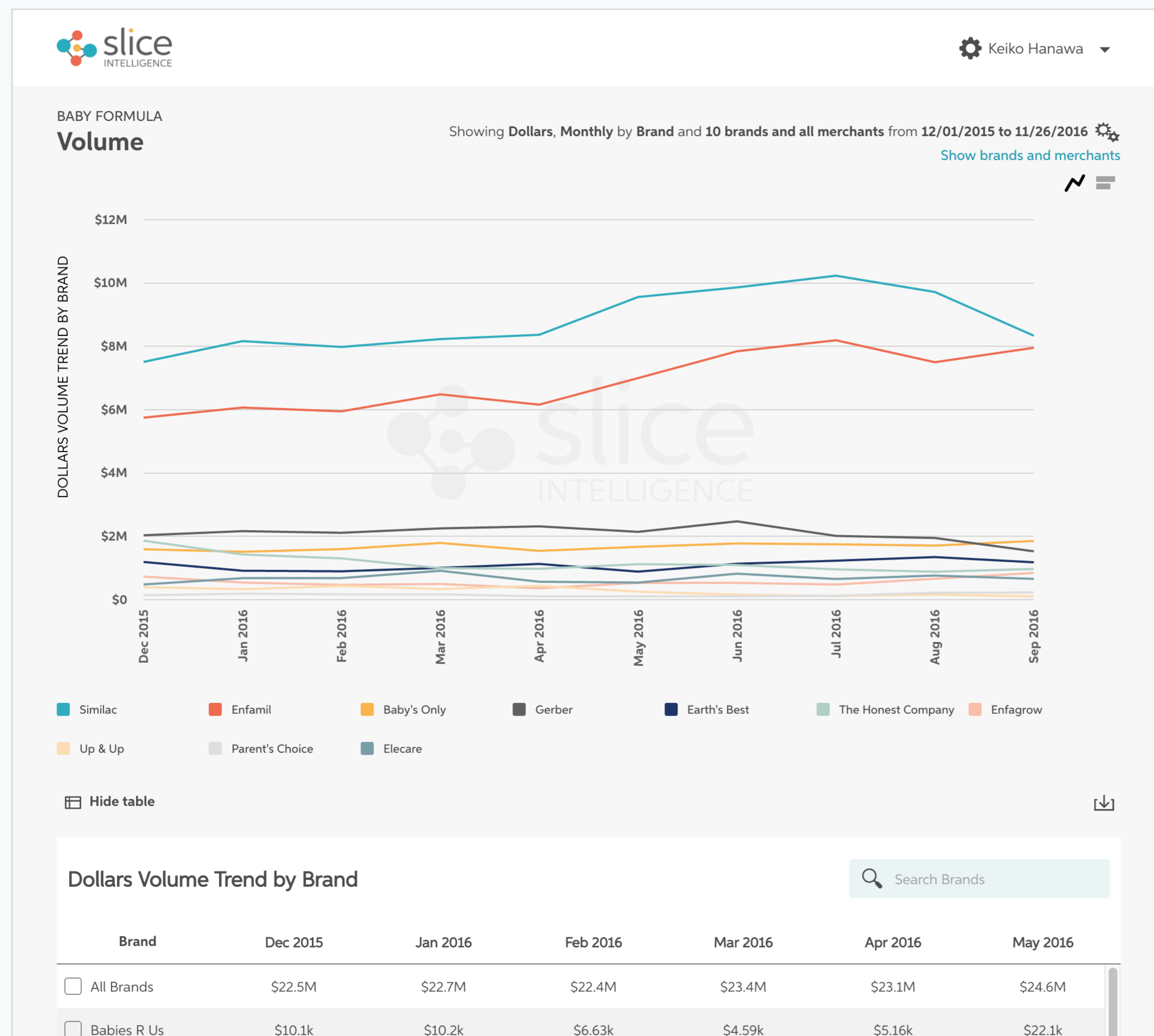


Problem

Two different platforms

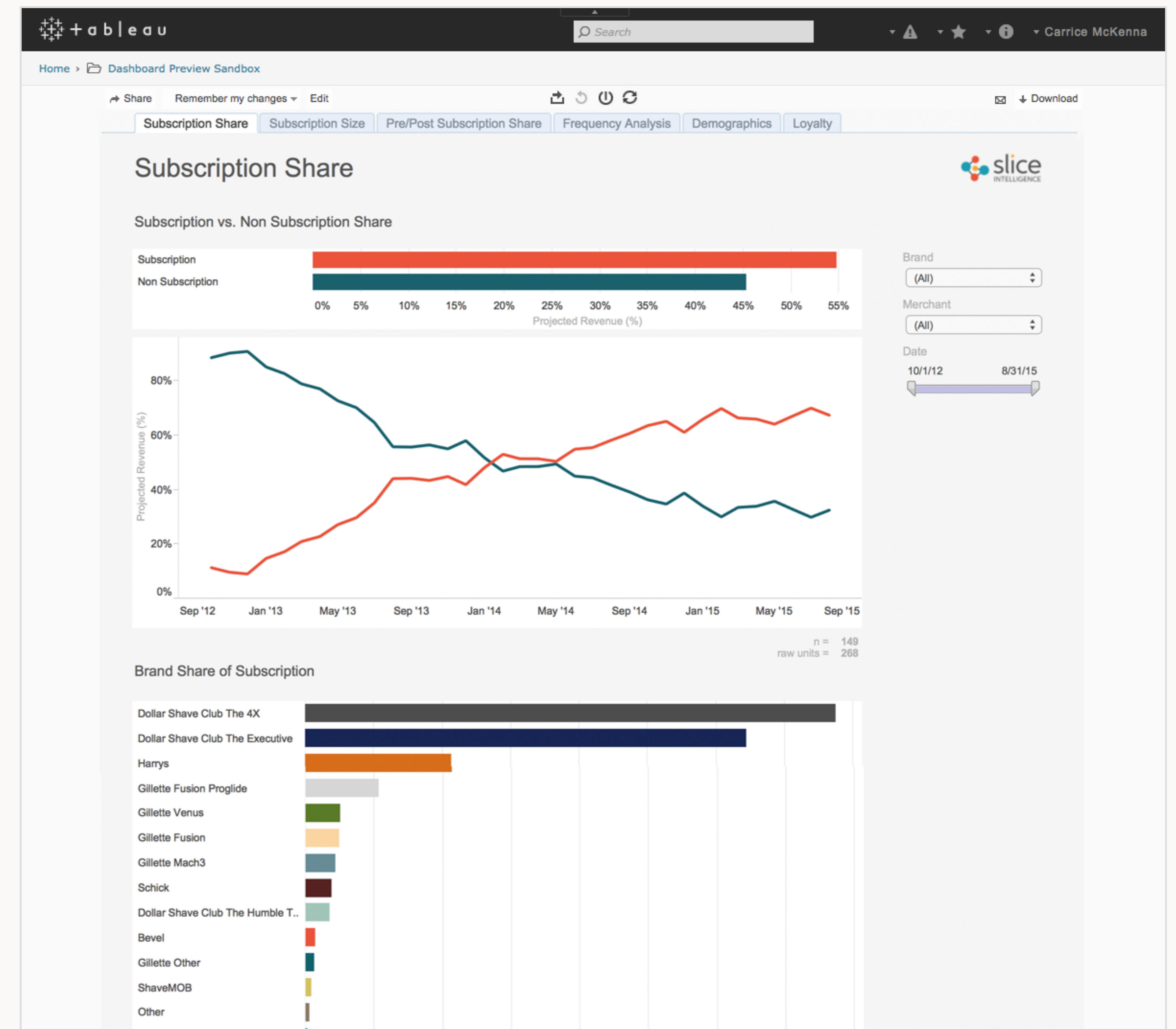
Web portal

Sales insights as a standardized market research report which is delivered through our web portal.



Tableau

Custom analytics reports such as subscription insights, loyalty insights are currently delivered through Tableau which is a data visualization software.



Pain points

Slice

● **Tableau Spec Issue**

- Slow loading.
- No flexibility on customization.

● **Marketing Issue**

- Difficult to upsell due to the two different platforms.

● **Maintenance Issue**

- Need update / maintenance both Tableau and our web portal.

Users

● **Usability Issue**

- Need a quick and easy access to see all reports at a glance.
- Compare each report side by side.

● **Access Issue**

- Need to log in to the two different platforms.

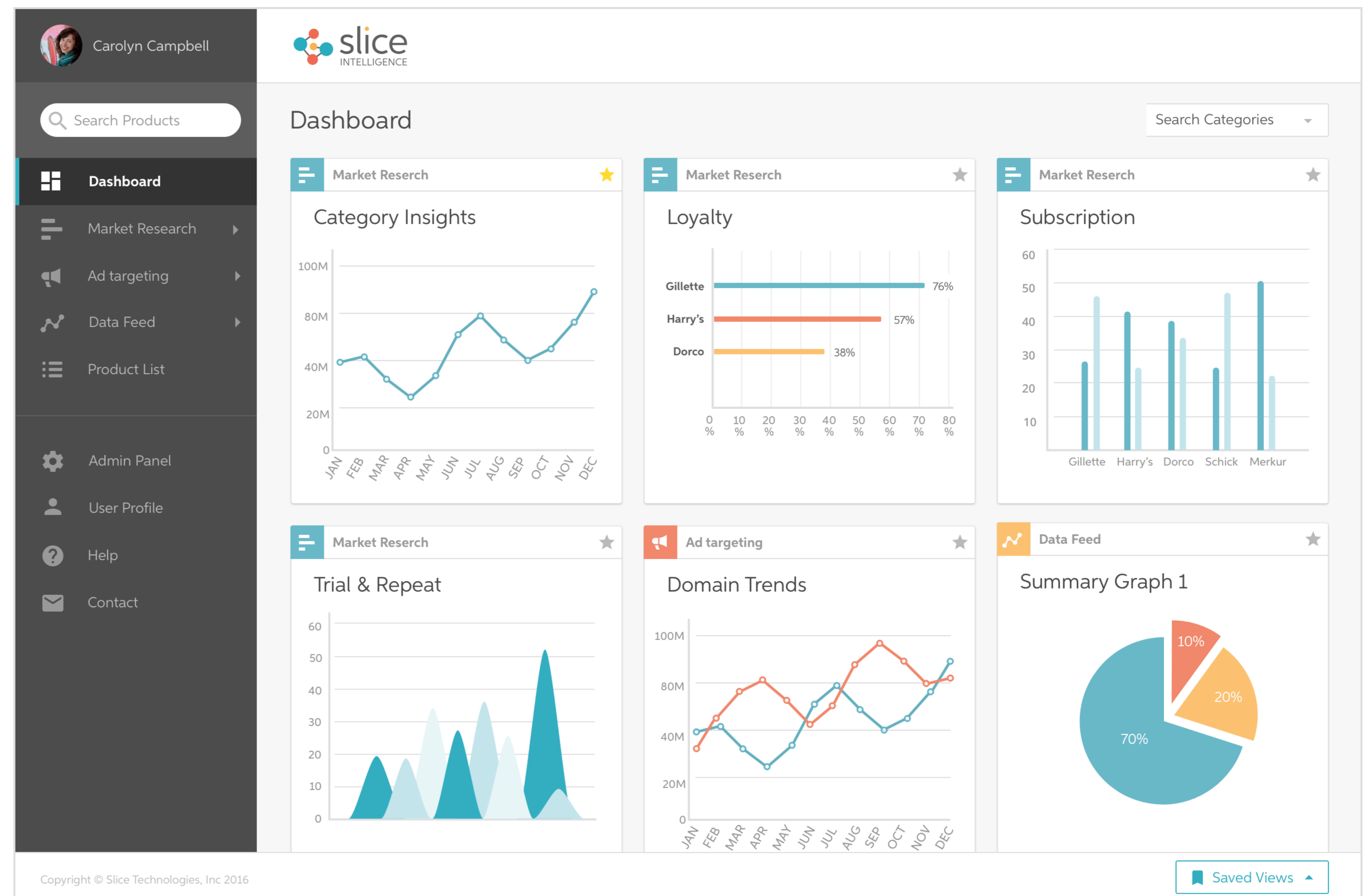
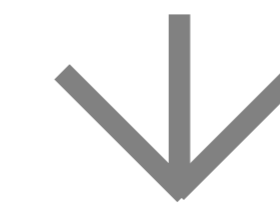
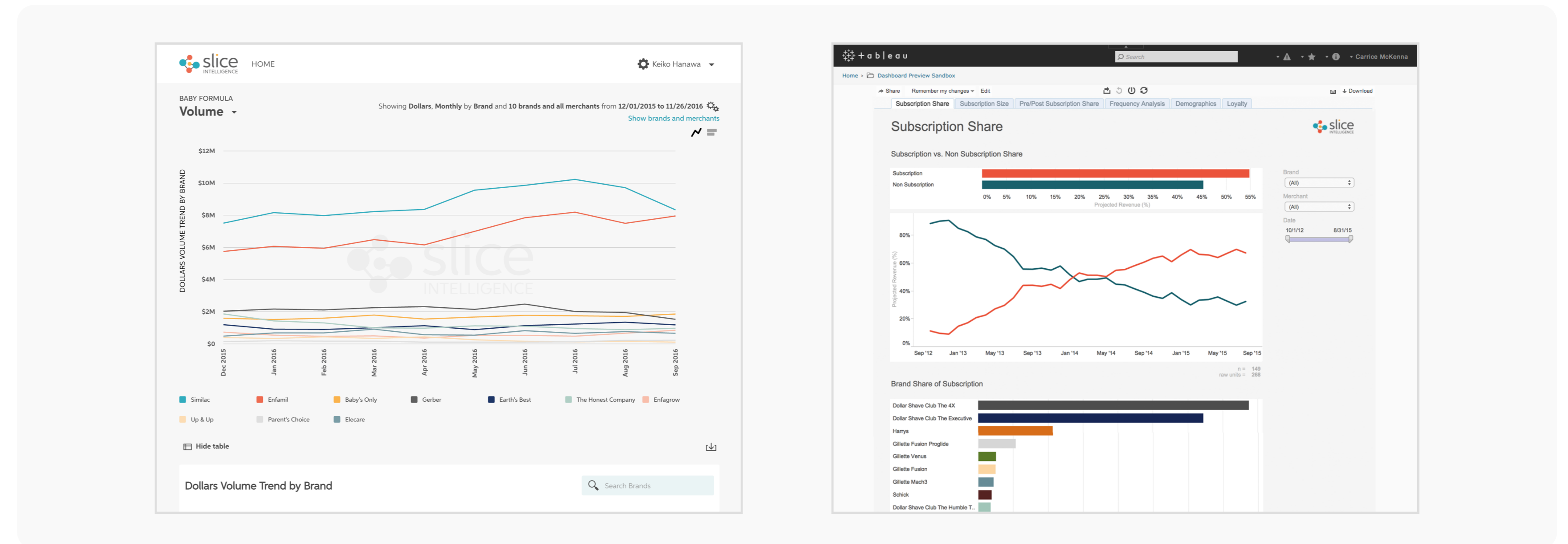
Solution

- **Migrate Tableau to our web portal.**

- Bye-bye Tableau!
- Only focus on our web portal!
- Drive more product purchase easily!
- One account!

- **Create a dashboard housing all the product offerings that can gauge a business' health at a glance.**

- Access all the reports to quickly answer the question, "Is my business healthy?"



UI improvements

Problem finding

Navigation Issue:

The only way to view the list of purchased products (Landing Page) is to click on the Slice logo.

Usability Issue:

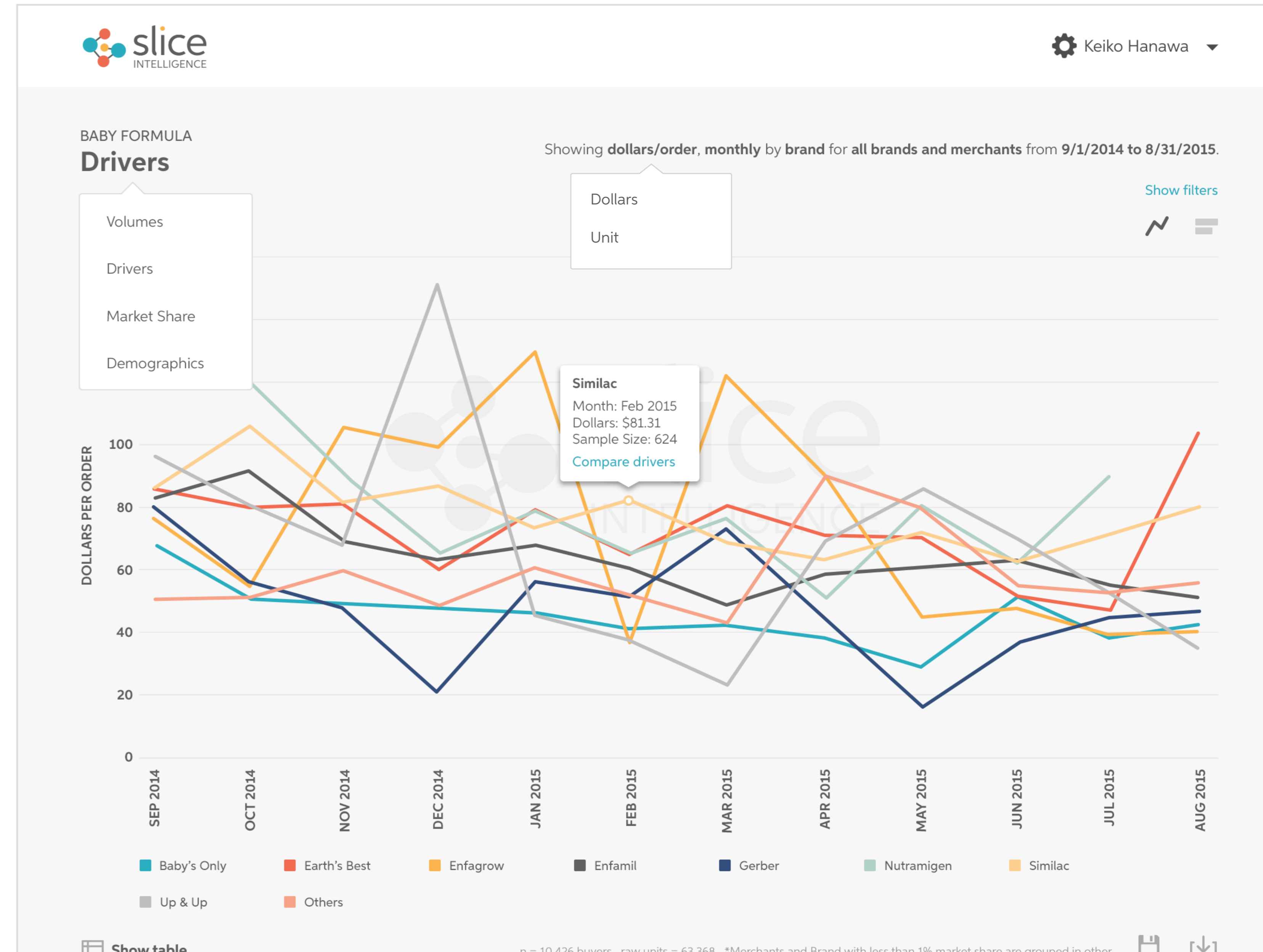
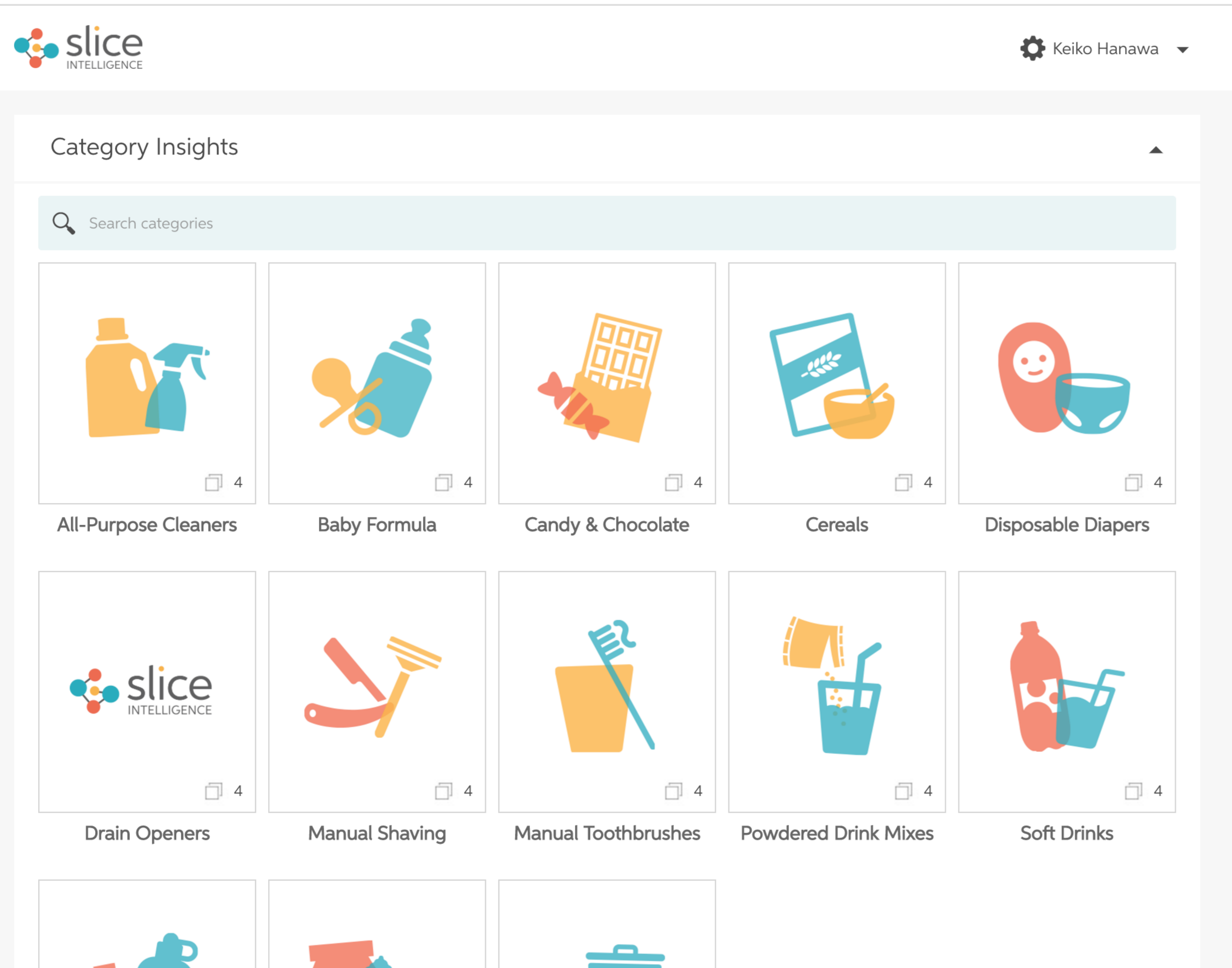
Not intuitive. (ex: Link does not look like a link.)

Visual Issue:

Design looks amateurish with pastel colors and does not convey a sense of professionalism.

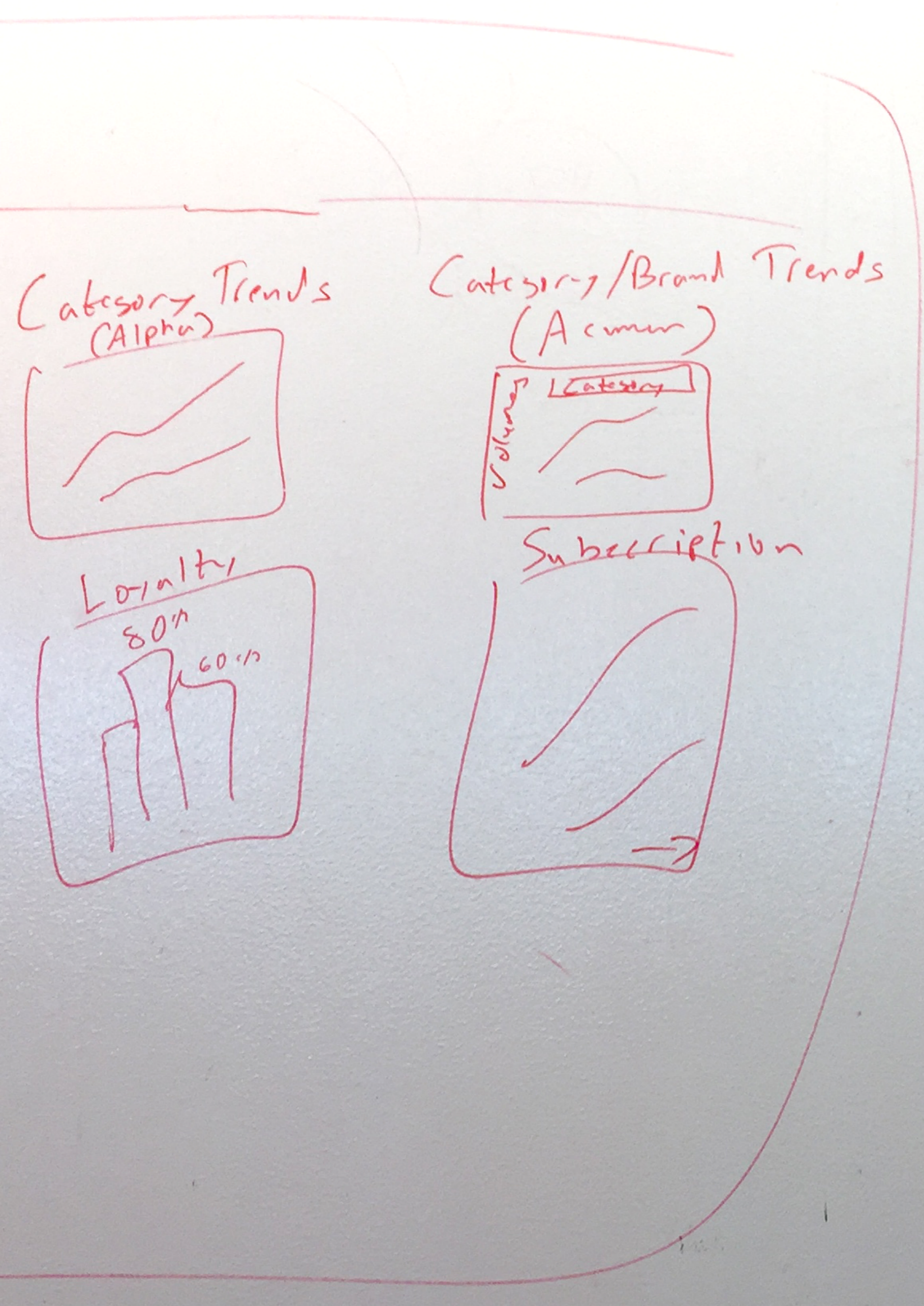
Landing Page (Before)

Category Page (Before)



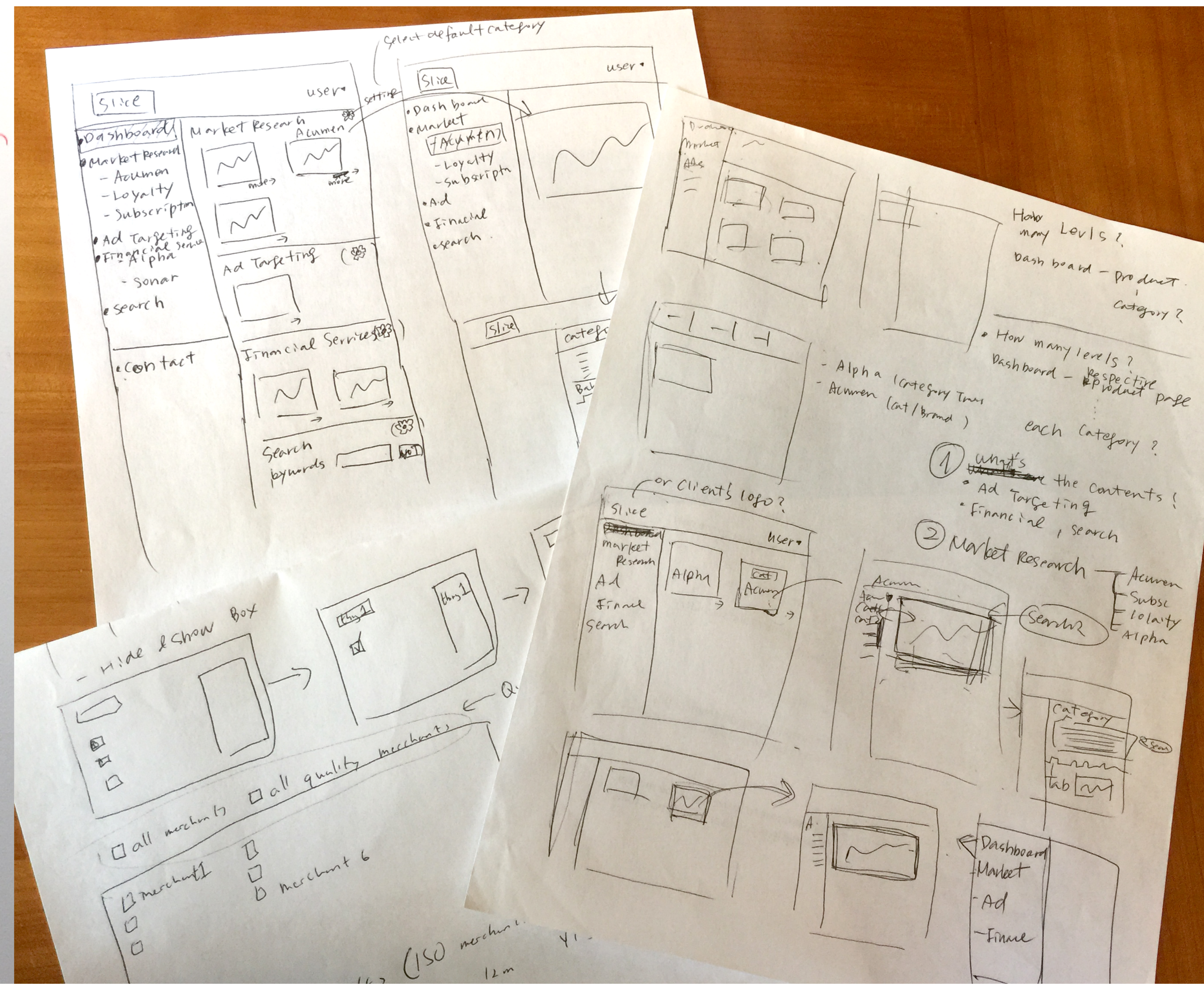
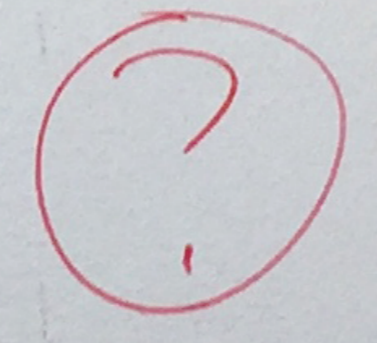
Ideate New Features

After analyzing the existing issues, I discussed with the team on how to improve the UX/UI and incorporate the newly proposed features and concepts to create the optimal design solution.



Business Question
"is my business"

Visual Identity



Design Solution & New Features

Navigation
Users can switch between different products wherever they are.

Help
Quick and easy access to the help page allows users to search through questions and answers.

Feedback
Users can easily report errors/bugs in the data and send any questions/inquiries.

Recently Viewed Products
Allow users to see products they have previously viewed by clicking the button on the sticky footer.

Add to Favorites: Allow users to add specific reports to their favorites list.

Links: Users can easily understand it is a dropdown menu.

The dashboard interface includes a top header with the user name 'Carolyn Campbell' and the 'slice INTELLIGENCE' logo. A search bar for 'Search Products' is located in the top left, and a 'Search Categories' dropdown is in the top right. The main content area is a grid of report cards. The left sidebar contains navigation items: Dashboard, Market Research, Ad Targeting, Data Feed, Search, Admin, User Profile, Help, and Contact. The report cards are: 'Acumen' (line chart), 'Loyalty' (horizontal bar chart comparing Gillette at 76% and Dollar Shave Club at 60%), 'Subscription' (line chart), 'Lorem Ipsum' (empty chart), 'Ad Targeting' (empty chart), and 'Summary Graph 1' (empty chart). A 'Recently Viewed' footer at the bottom shows thumbnails of the Acumen, Loyalty, Ad Targeting, Summary Graph 1, Summary Graph 2, and Subscription reports. A 'Saved Views' dropdown is located at the bottom right of the footer.

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Visual Mockups

I worked with the marketing team and data analysts to define the portal's new visual identity and create a cohesive, overarching theme.

- **Modern** – the website should portray a focus on **clean** and **intuitive** presentation and convey Slice Intelligence's brand image as a provider of **high definition data**.
- Should include a touch of visual **delight** to convey that B2B doesn't have to imply "stodgy" or "boring".

Along with designing Slice's new visual identity, I created initial mockups and several follow-up iterations prior to finalization.

Result

Updated dashboard design is ready to implement and will launch in the next few months.

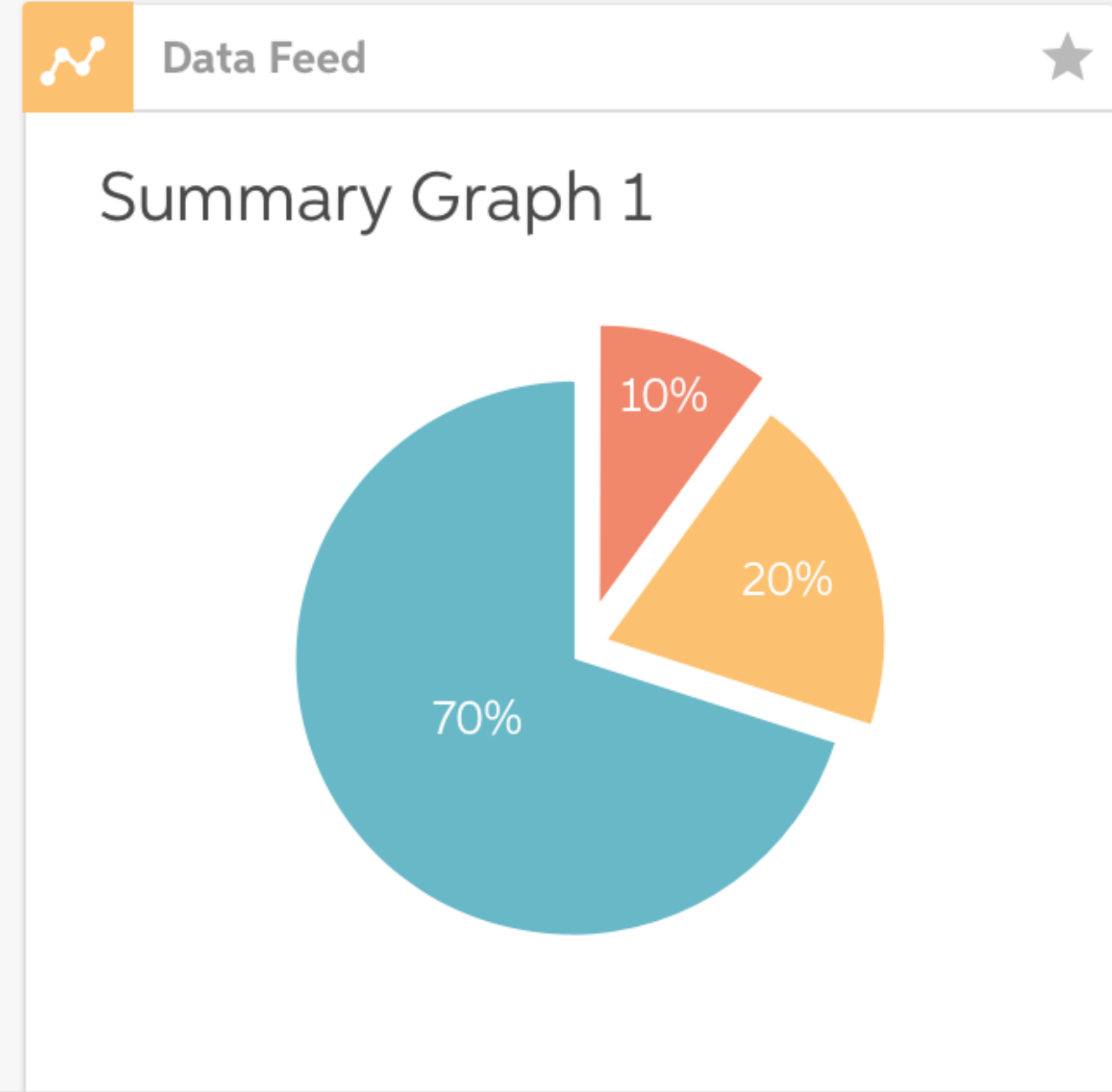
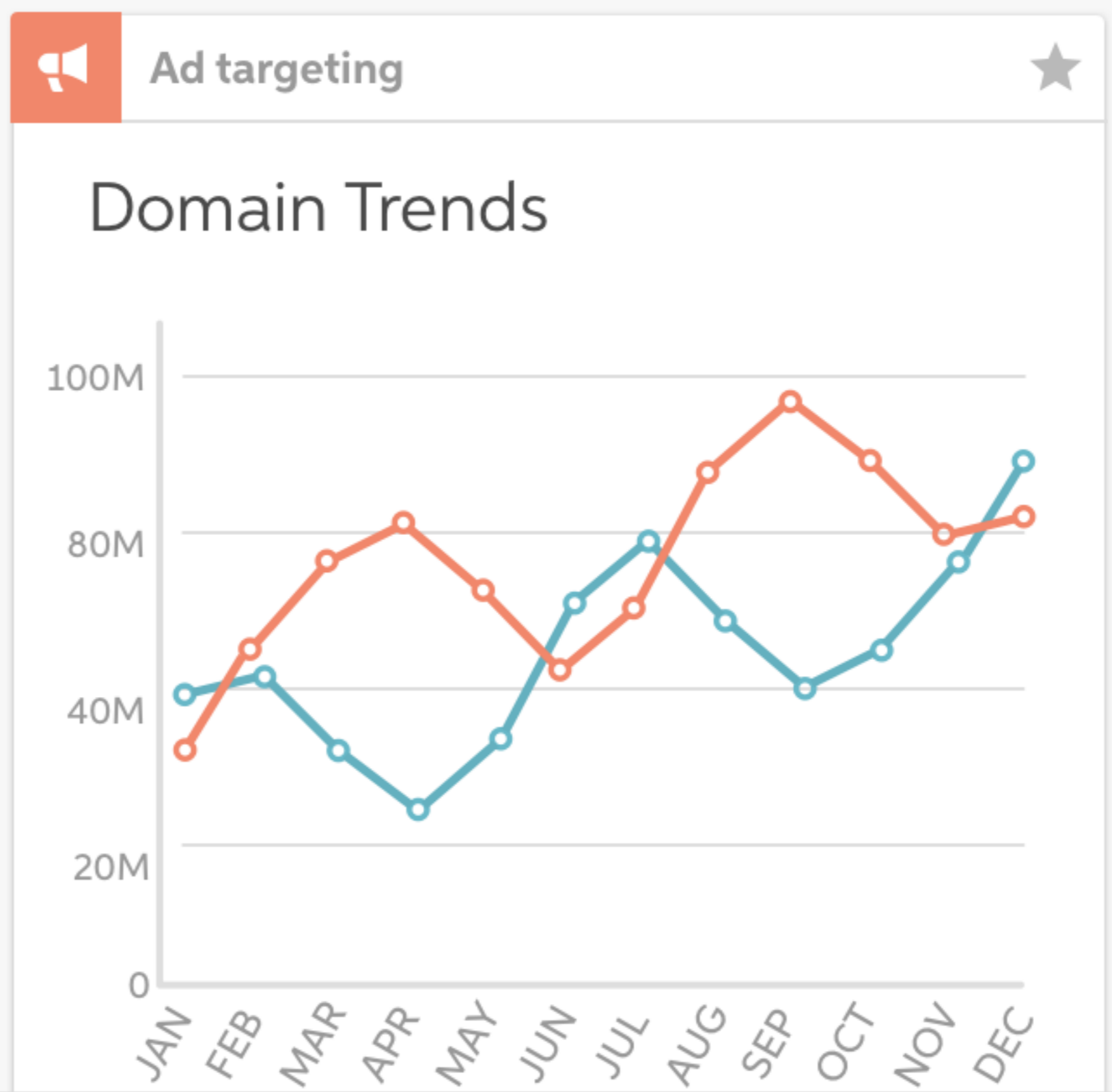
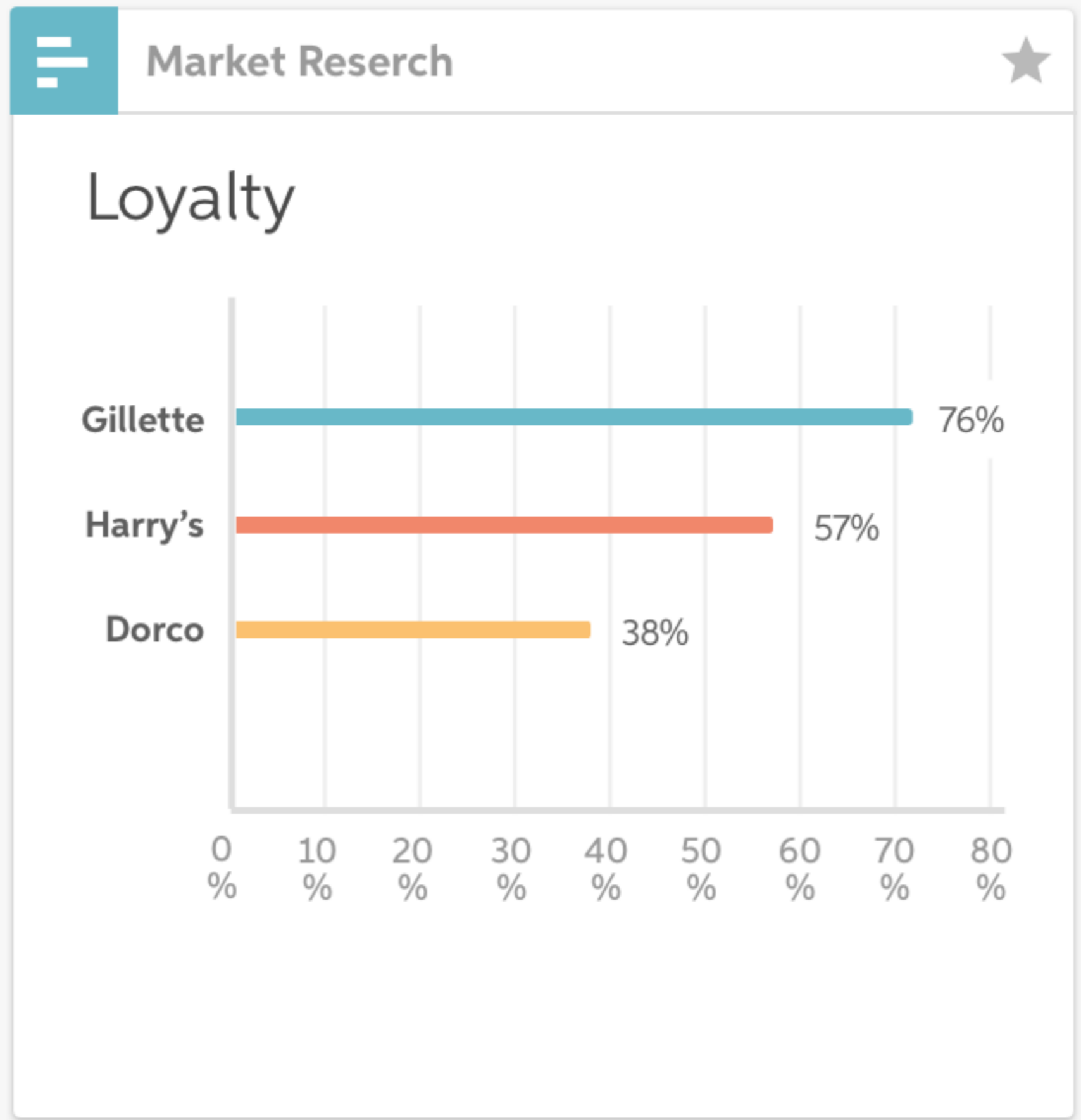


Search Products

- Dashboard
- Market Research
- Ad targeting
- Data Feed
- Product List
- Admin Panel
- User Profile
- Help
- Contact

Search Categories

Dashboard





Search Products

Dashboard

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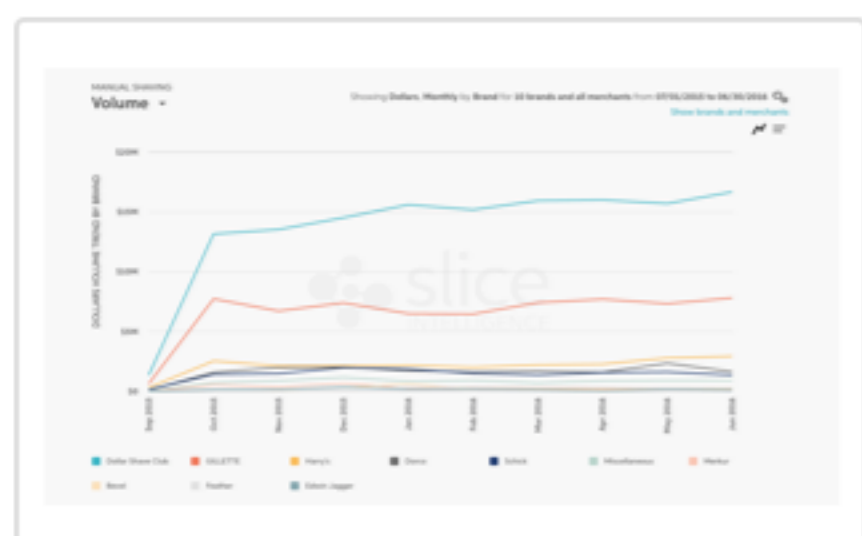
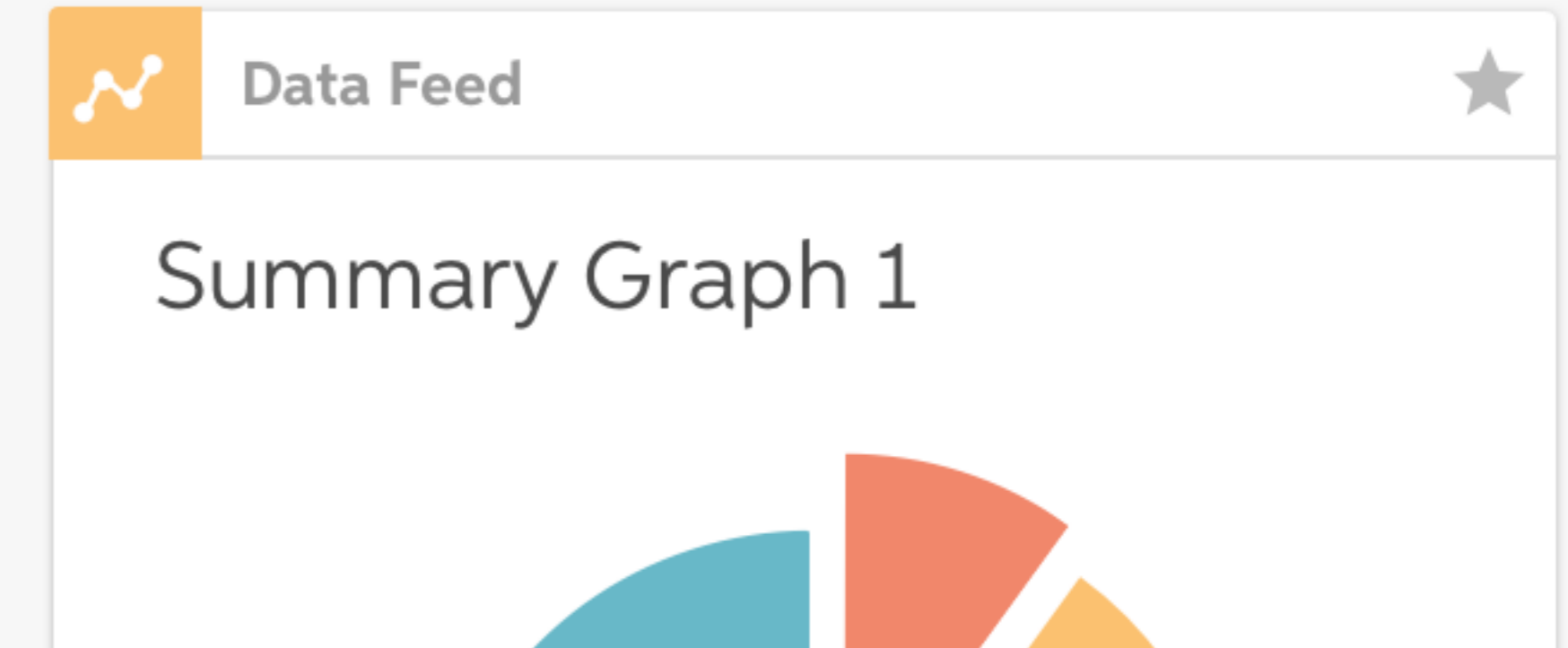
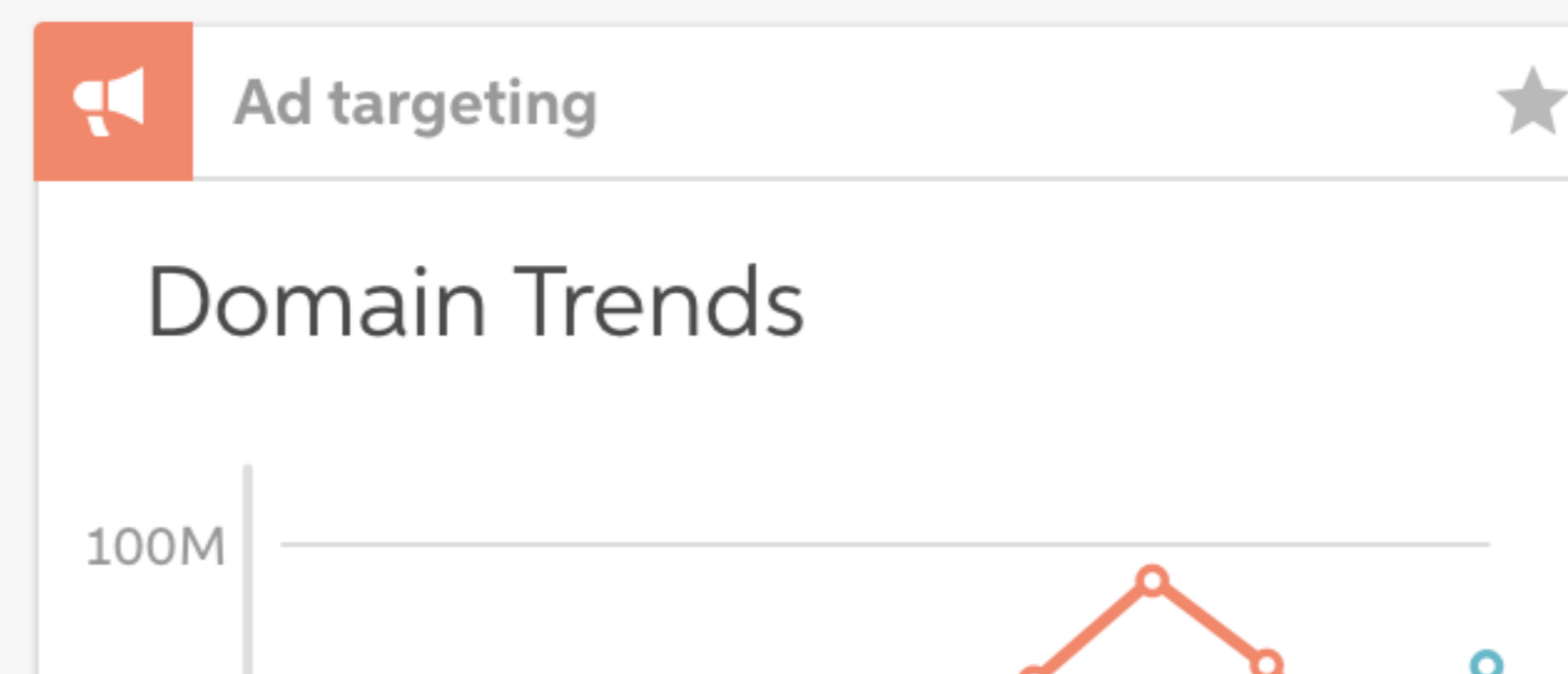
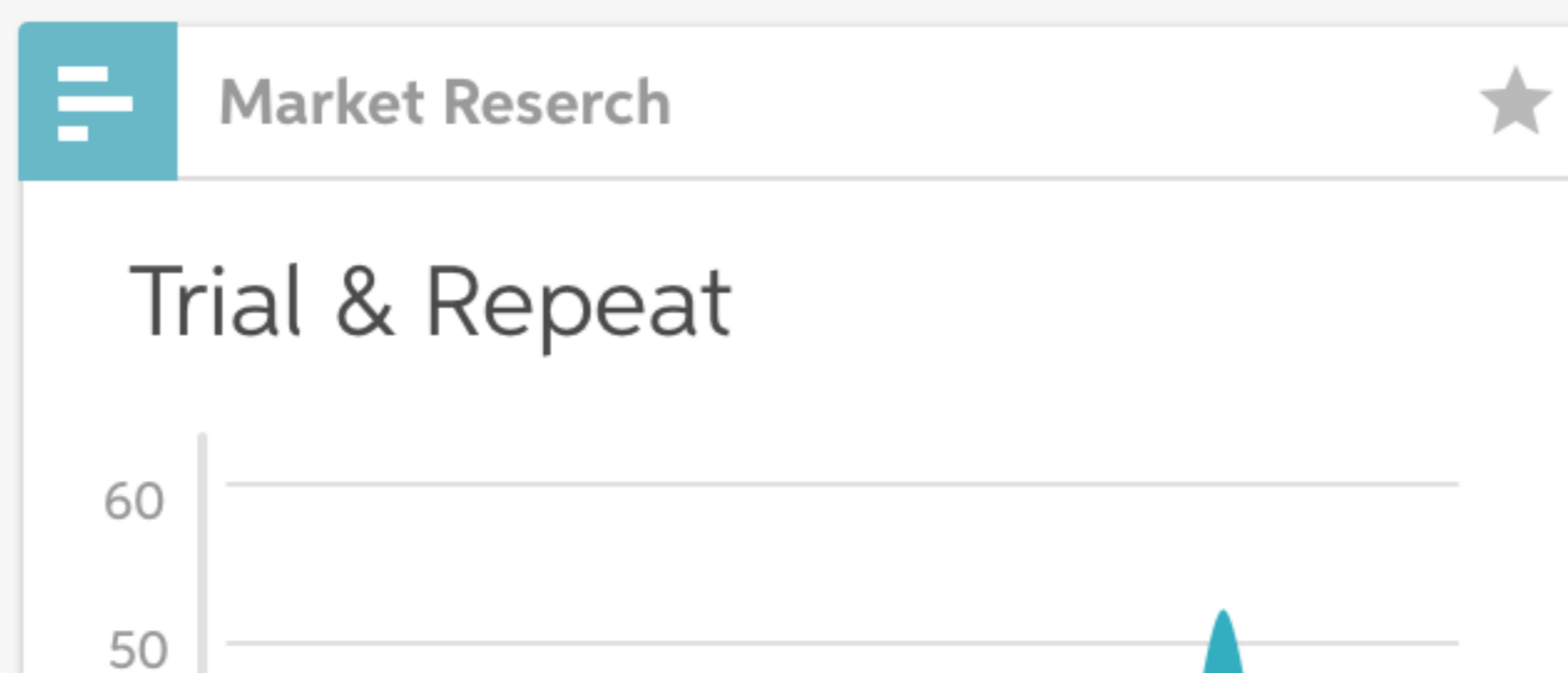
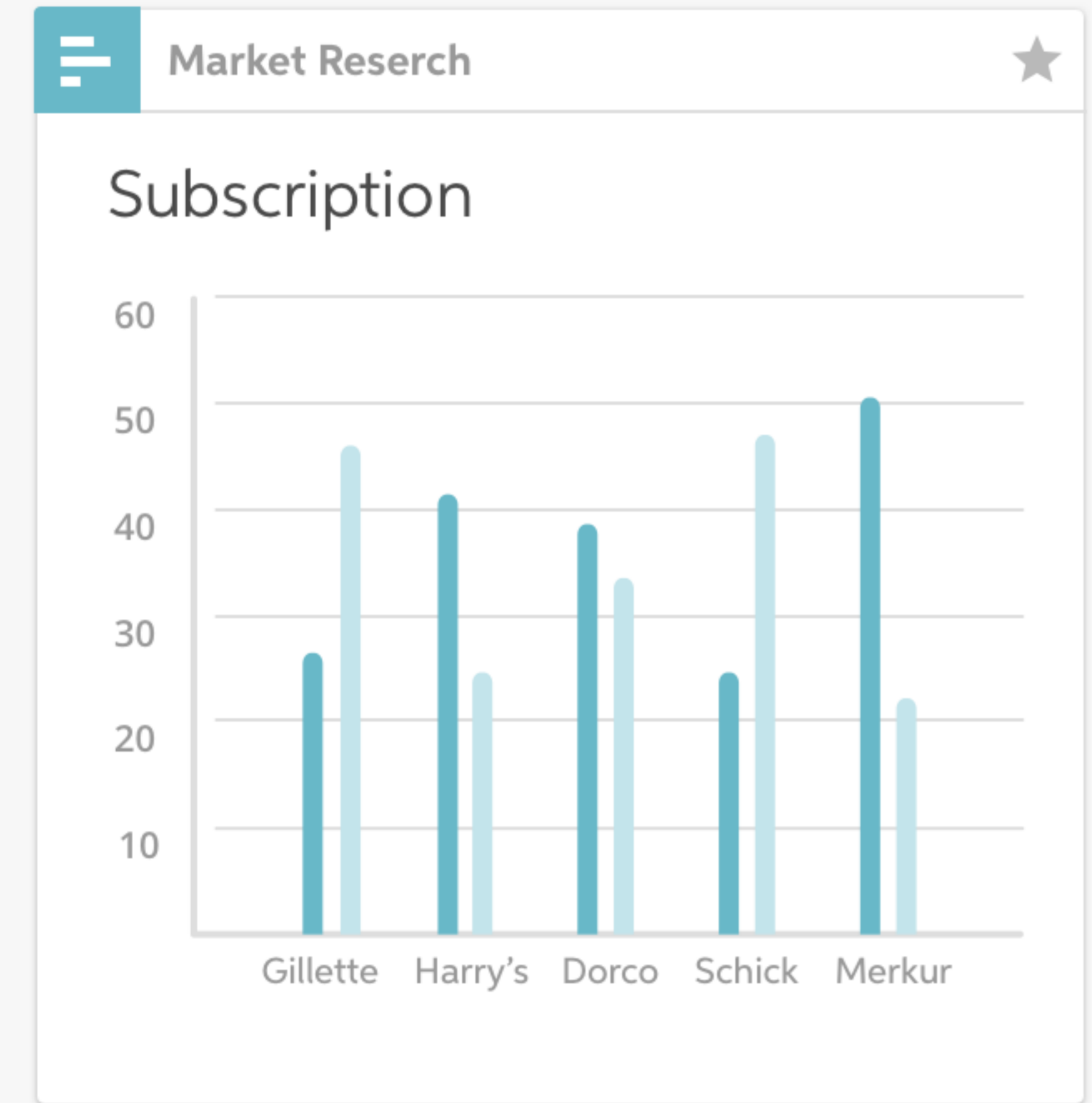
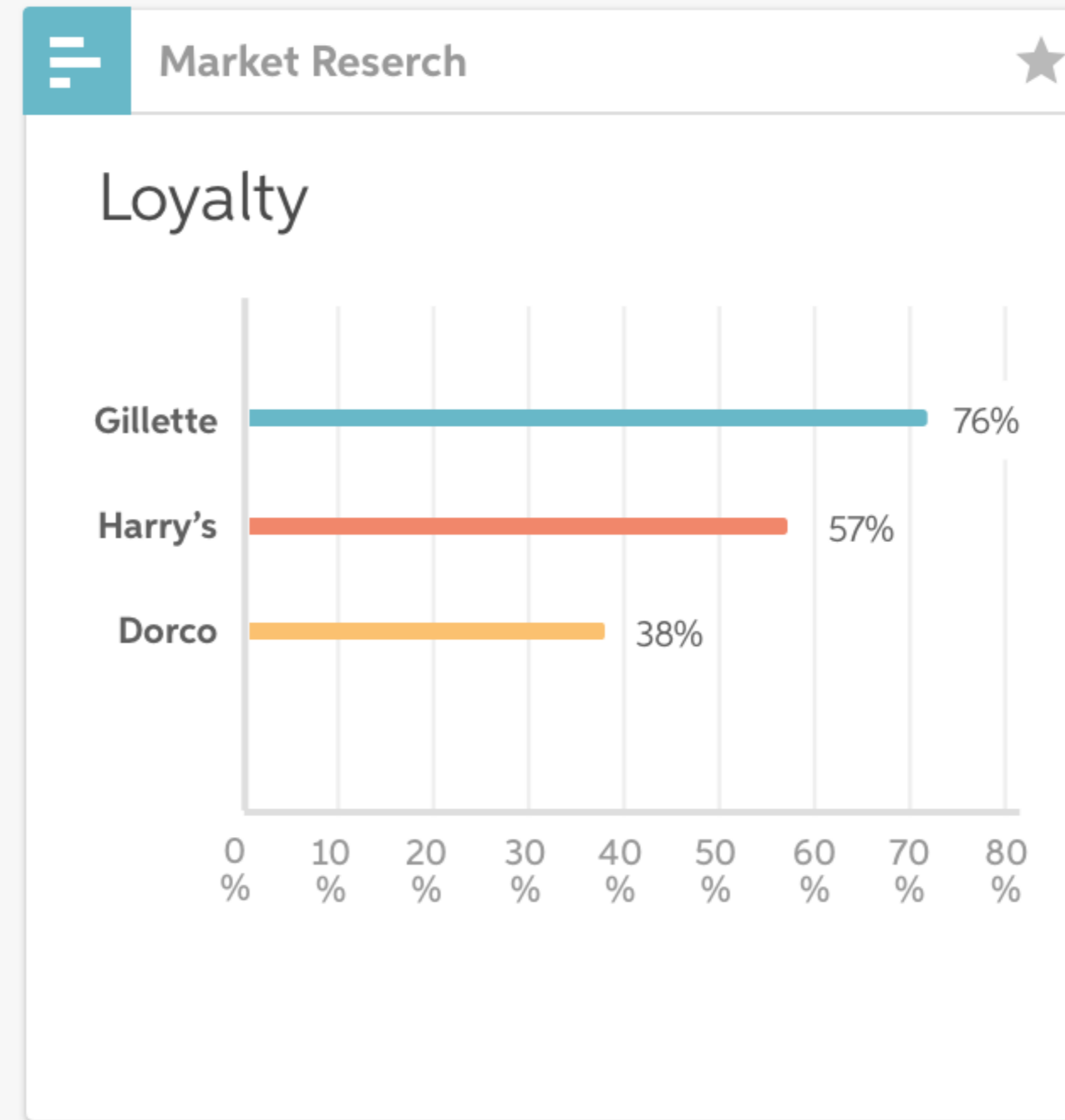
Recently Viewed

Favorites

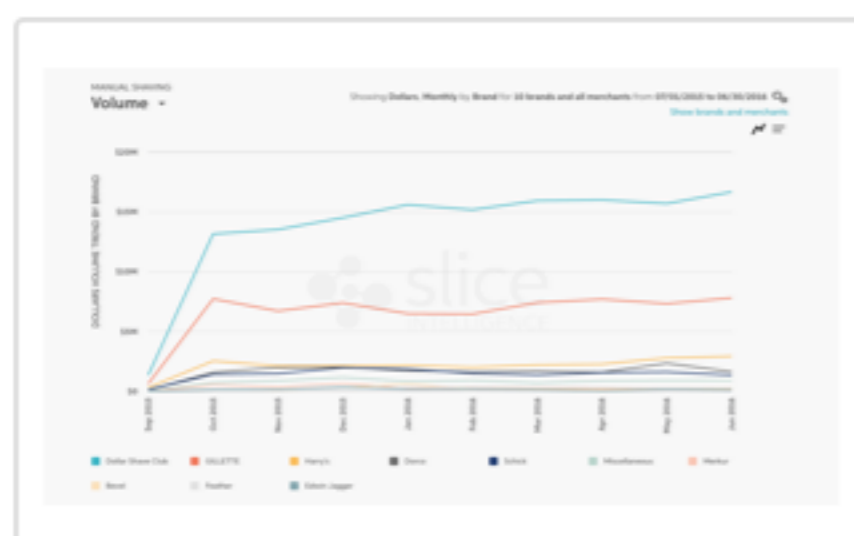
See All

Dashboard

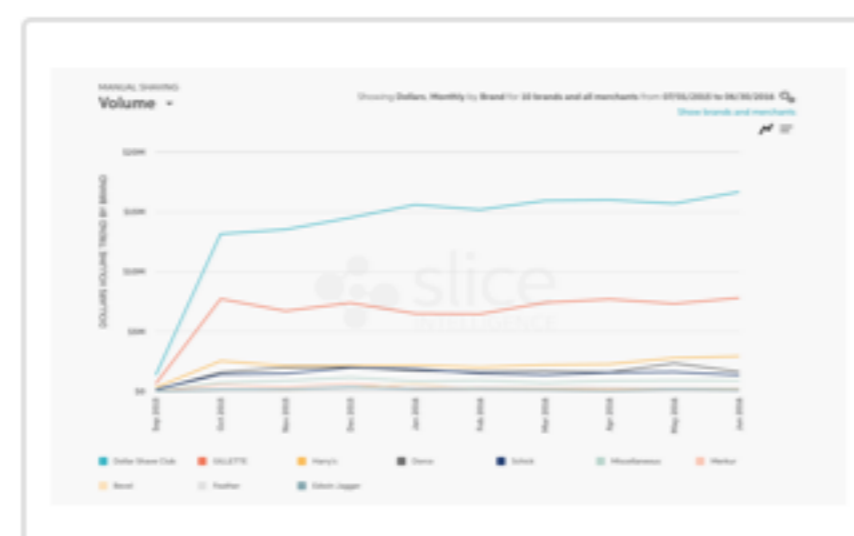
Search Categories



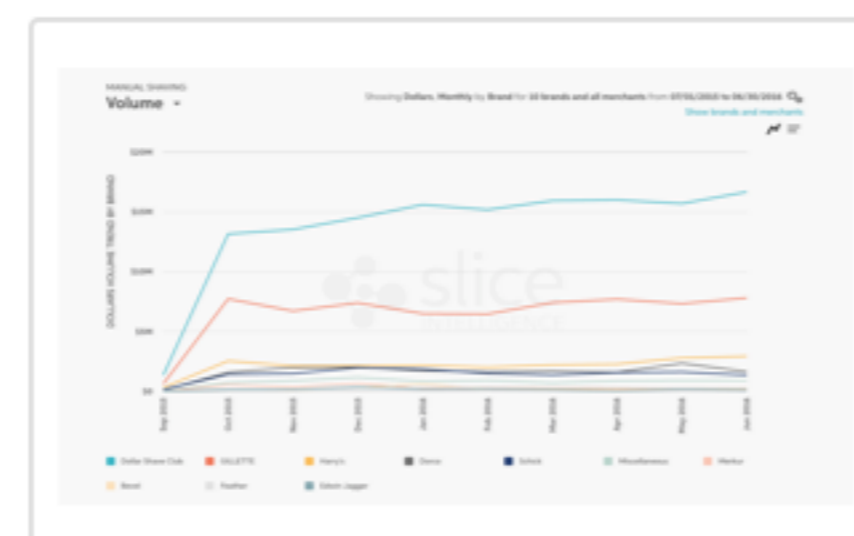
Category Insights



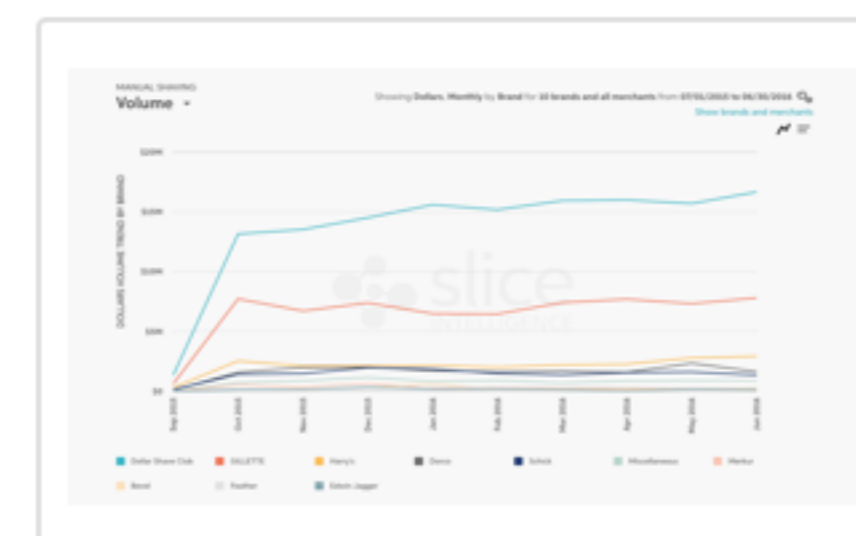
Loyalty



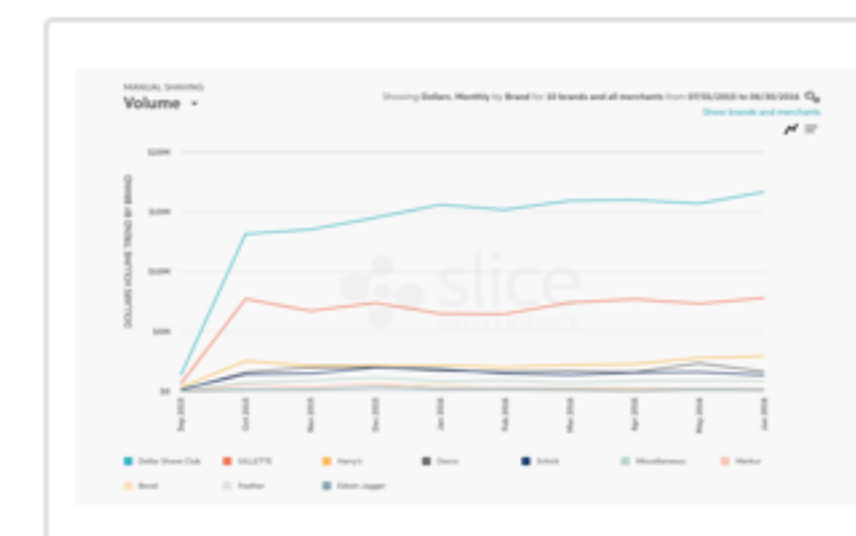
Ad Targeting



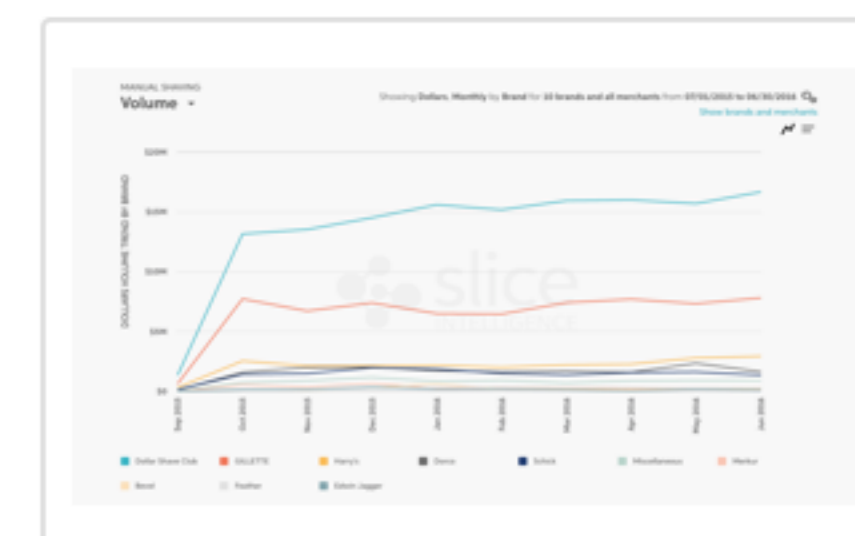
Summary Graph 1



Summary Graph 2



Subscription



Category Insights

Search Products

Manual Shaving

Search Categories

- Dashboard
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- Category Insights**
 - Loyalty
 - Subscription
 - Trial & Repeat
- Ad targeting
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Volumes Drivers Market Share Demographics

Dollars Monthly Brand 10 brands and all merchants 07/01/2015 - 06/30/2016

