ASSIGNMENT BY HINA KHAN

Heuristics Analysis, UX Strategy and Information Architecture

Dashboard

Home
- Approvals
- My Zone
- Suppliers
- Ounchouts

- Approvals — Infograohics representation of data
- My Zone — Line inforgraophics of data
- Suppliers — Pie-chart of data
- Categories — Various categories — Icons used to represent each category
- Requisitions — Table view of various suppliers requisitions
  - Make a copy
  - View order
- Punchouts — Various punchouts represented through inforgraphhics
- Left Side Menu — Consists of main menus — Expandabale and collapse intuitive gestures
- Messages — Notifications highlighted when messages are recieved
- Notifications — Various global and teritory level informationss curated togeether under one main sectior
- Tasks — Various assigned and non assigned tasks listed under this section

Settings
Change, improve, update and re-create settings under this section
- Change profile
- Update Password
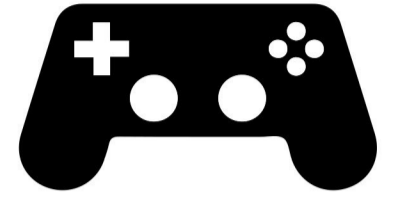- Change profile pictures
- Change Notifications on and off mode
- Review history
- Summary of actions performed
- Reset the information entered initally
- Help and documentation

Add To cart
- Basket where all the items are liked and kept for future reference
- Add or delete items from my cart
- Initate payment process from ad to cart
- Continue browsing CTA also listed to give ease of use aand flexibility to the users

Quick Buy Section
- This CTA directly takes the user the checkout payment section
- Various payment modes listed — E-wallets, net banking, debit cards, credit cards, net banking, COD, etc
- Add or Remove CTA mentioned to make the final purchasing choice

Research
- Various styles of Dasboards
- Personas
- Fonts and Typesetting
- Color Schemes
- Impact of Color psychology
- Infographics line graphs pie , bar graphs,chart, letc
- Iconography
- Grids and Modules
- Enterprise Web Apps
- Dashboard Trends 2017
- Icon Based Navigatino
- User Profile details
- Slick Dashboard
- Multi Column Dashboard
- Data Charts and Graphs
- Thin clean Layouts

Search
- Search for products
- Search for suppliers
- search for requisitions
- Search for categories
- Search for punchouts
- Search for catalogues
- Search for approvals
- Expand and Collapse Search

My favourites
- Bookmark items liked
- Easy to go back to the refined search and selected items
- Add or delete the choices made

My profile
Section for the user where he or she can locate all the recent actions done by the user
- Profile has all the important information of the user
- Profile Picture
- Password protected
- Email Id
- Phone Number
- Official credentials
- Multiple reports and analytics
- New tasks and challenges listed for present and fututre reference

Right Side Menu
- Search
- My Cart
- My collaborations
- Messages
- Reports status

Weather Widget
- Regular weather forecast updates

1.1 Information Architecture Heuristics Evaluation

The following is a critique of a standard heuristic checklist to assess the user experience of the dashboard product on various parameters and try to calculate the overall experience is:

Findable
- 🟢 Can users easily locate that item they are seeking?
- 🔴 How is findability affected across channels and devices?
- 🟠 Are there multiple ways available to access things?
- 🟠 How do External and internal search engines see what is provided ?
- 🟠 Is information formatted with, results in mind?
- 🟠 What is provided to make the delivered results more useful?

Accessible
- 🟢 Can it be used via all expected channels and devices?
- 🟠 How resilent and consistent is it when used via other channels?
- 🔴 Does it meet the levels of accessibility complience to be considerate of those users with disablities?

*Be aware that roughly 30% or more of the world's population has a disability.

Clear
- 🟢 Is it easy to understand?
- 🟠 Is the target demographics grade and reading level being considered?
- 🔴 Is the path to task completion clear and free of distractions ?

Communicative
- 🟠 Is the status,location and permissions of the user opinions?
- 🟠 How is messaging used throughout ? Is messaging effective for the tasks and content clearly supported ?
- 🟠 Does the navigation and messaging help establish a sense of a place that is consistent and communicative across channels, content and tasks ?

Useful
- 🟠 Is it useful ? Are users able to complete the tasks that they set out to without massive frustration or abandon ?
- 🔴 Does it serve new users as well as loyal users in ways that satisfy their needs uniquely ?
- 🟠 Are there a few navigation options that lead where users intent to go next ? Are they clearly labeled ?

Credible
- 🟠 Is the design appropriate to the content and audience?
- 🔴 Is the content updated in a timely manner?
- 🔴 Do normal use, resistant with promotional content?
- 🟢 Is it easy to contact a real person?
- 🟠 Is it easy to verify your credentials?
- 🔴 Do you have help/support content where it is needed?

Controllable
- 🟠 Are tasks and information a user would reasonably expect to acomplish, available?
- 🟠 How well are errors anticipated and eliminated?
- 🔴 When errors do occur, how easily can a user recover?
- 🟠 Are features available to allow users to tailor information or functionality to their context?
- 🟢 Are units and other important controls clearly marked?

Valueable
- 🟠 Is it desirable to the target audience?
- 🔴 Does it maintain consistency with expectations throughout the navigations across channels ?
- 🟠 Can a user easily describe the value ?
- 🟠 How is success being measured? Does it contribute to the bottom line ?
- 🟠 Does it improve customer satisfaction ?
- 🔴 Is it having a a system to promote advocacy organically ?

Learnable
- 🟠 Can it be grasped quickly?
- 🔴 What is offered to ease the more complicated processes?
- 🟠 Is it measureable?
- 🔴 Does it behave consistent enough to be predictable?

Delightful
- 🟠 What are your differentiators from other similar experiences or compititors?
- 🔴 Are cross channel experiences available that delight?
- 🟠 How are user expectations not just met but exceeded?
- 🔴 What are you providing that is unexpected?
- 🔴 What makes it adictive and promote repeat usage ?

🟢 Yes   🟠 Partial   🔴 No

*Please note that this is an initial evaluation by an urban expert user not considering the bussiness goal or objectives

1.2 UX Strategy- Observation/ Understanding/ Analysis

The objective of the following presentaion is to make the product more efficient considering increase in units and upcoming islands.

* In absence of actaul user research or analytics backed data, i am considering the observation and understanding of demographics and user personas.

Abstract

Dashboards are not the most common projects but they do serve a real purpose on the web. By understanding which trends are most popular you'll internalize how to design and think about dashboards from a UX perspective. From here it becomes much easier to critique, create, and development sensational dashboards from your imagination. Most web dashboards are pre-built into CMS engines from WordPress to Drupal. But some projects do require a custom dashboard, and it's the designer's job to craft a beautiful & usable admin interface. But where do you start? While this trend is rather popular in all areas of web design; dashboards really take the cake. A dashboard is meant to be used by a smaller group of people with a set of specific tasks in mind. These tasks may include checking data, editing content, or updating a profile. Notice that typography and content are designed to be front and center. A dashboard should look pretty, but there's no reason to add extra flamboyance unless it relates to the branding or content.

Demographics- Target Audience

The initial choice of clients for this Dashboard specifies the audience it seeks to target which primarily is:

Urban/metro city dwellers- Age :20-45years- Average to intermediate literacy- Internet friendly- Dashboard/Admin Panel acceptance- Coporate Employees- Expert Users- Primarily salaried

Personas

Benny - Traveller and Photgrapher

Age: 29

Profession: SME

Martial status: Single

Location: Mumbai

Personality

Extrovert — Introvert

Sensing — Intution

Thinking — Feeling

Judging — Perceiving

Instagrammer	Social	Traveller

Technology

IT and Internet

Novice — Expert

Admin Panel Dependency

None — Dependent

Management Tool Usage

In-active — Active

"Just make it easy for me and i wont compomises on stlye though"

Benny is passionate for his work and loves travelling often (for work and fun). His nature of work often requires a lot of admin panel dependency and meetings at his office which at times becomes a little jerky too.
His is literally living a second life on the intranet and loves to get his job done precisely with less consumption of time. He is proud of his sense of style and loves things around him to reflect that though his "style" often changes with the latest trends he see somewhere in his travels.
He is the go to person for what's new in the internet industry and enjoys the fact that he can adapt to the new technologies and tools.
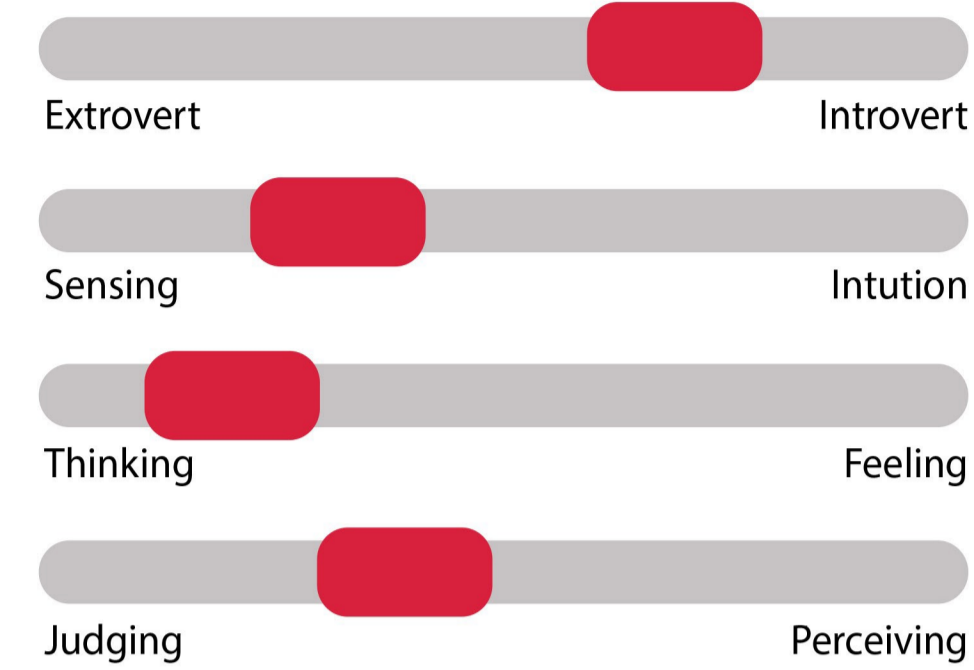
OCD Mouly

Age: 37
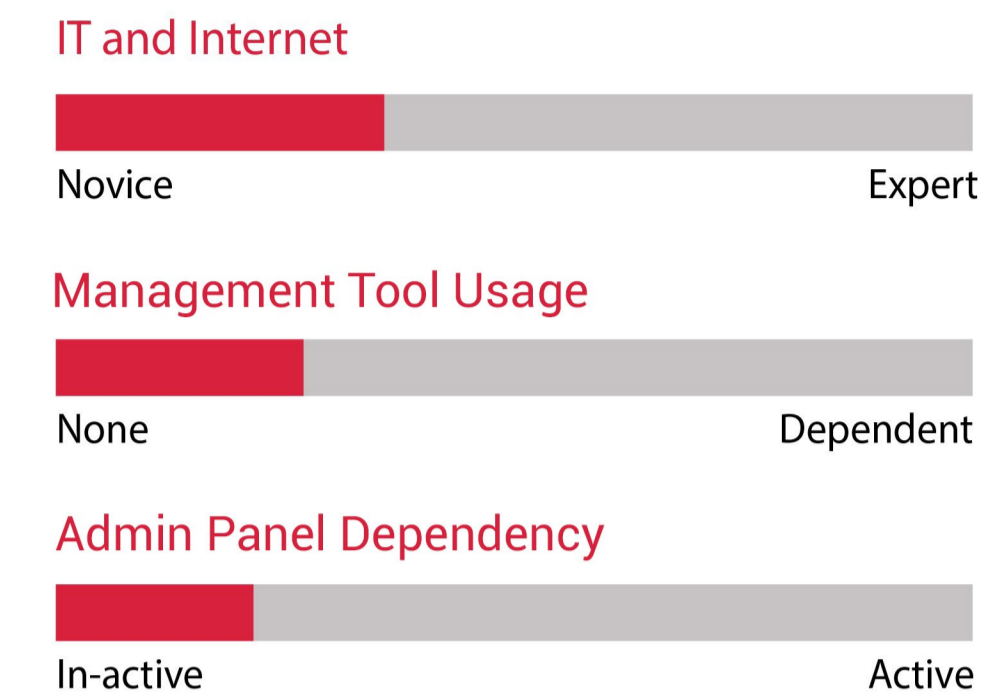
Profession: Sales Head
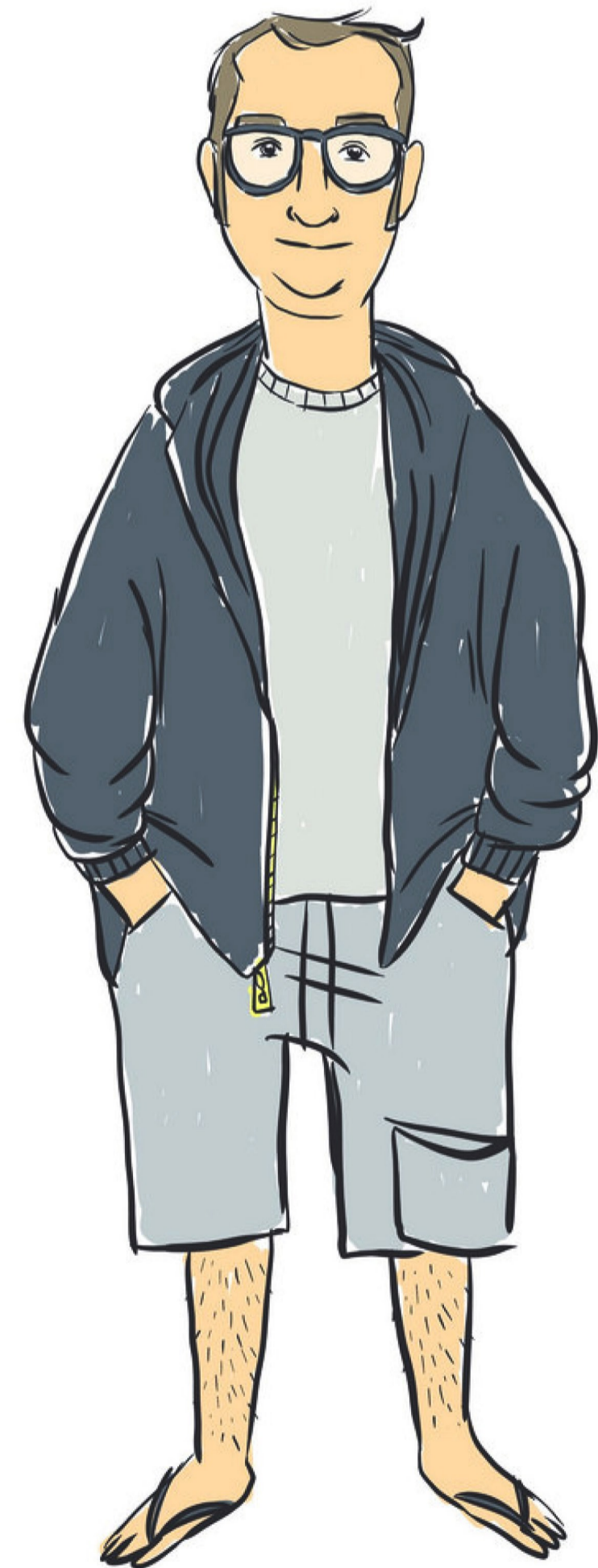
Martial status: Married

Location: Pune

Personality

Extrovert — Introvert

Sensing — Intution

Thinking — Feeling

Judging — Perceiving

Organised	Calculative	Focused

Technology

IT and Internet

Novice — Expert

Management Tool Usage

None — Dependent

Admin Panel Dependency

In-active — Active

> "For me value for money is a smart investment"

Mouly recently shifted to Pune with her husband who is transfered with a promotion here. They are living in a beautiful accomodation provided by Kenith's (her husband) company. Mouly is a minimalist and loves keeping her office work in order till last detail. She at times surf online and cat videos where she can make her job easy and install mutliple plug-ins. She is a smart money manager where she can invest in right things to improve and ease out her work load.
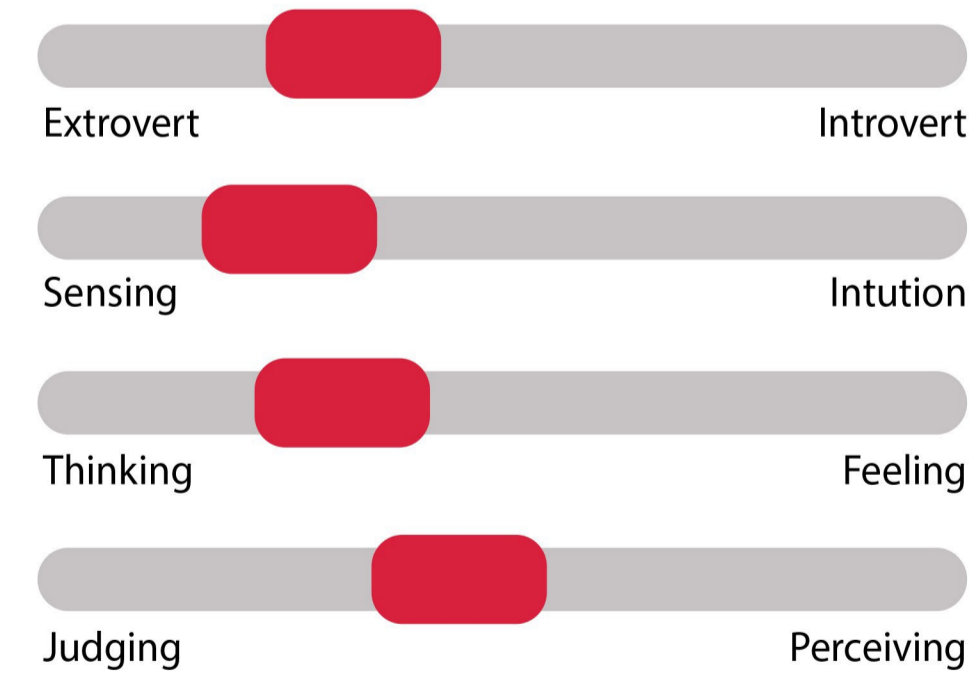
Ajay the maestro

Age: 43

Profession: CTO, IT company
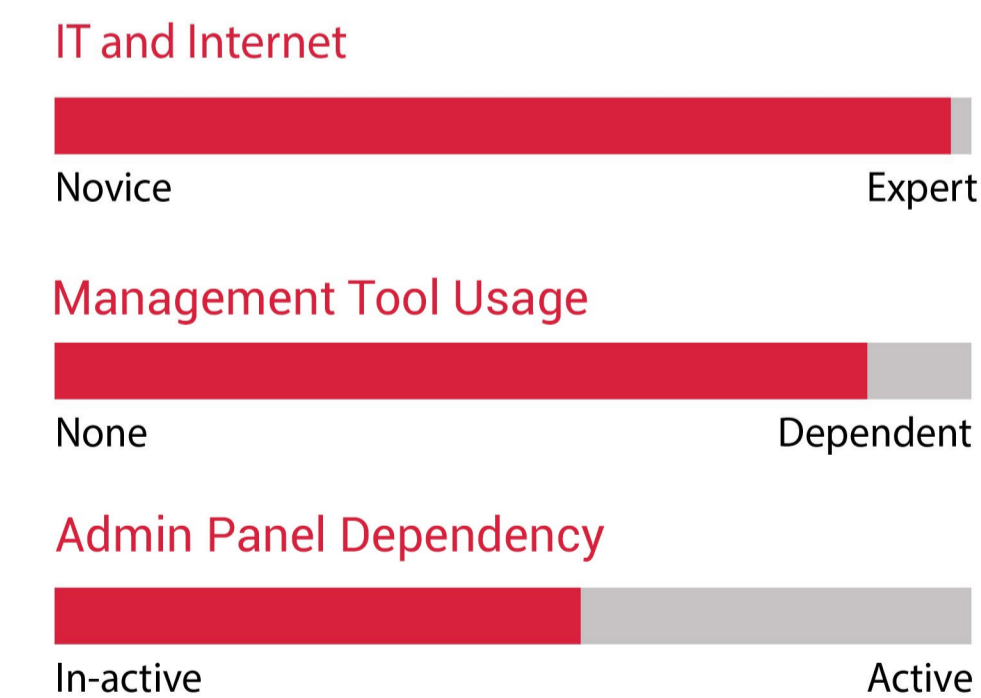
Martial status: Married

Location: Bengaluru

Personality

Extrovert — Introvert

Sensing — Intution

Thinking — Feeling

Judging — Perceiving

Ambitious	Admired	Detail oriented

Technology

IT and Internet

Novice — Expert

Management Tool Usage

None — Dependent

Admin Panel Dependency

In-active — Active

> "just keep it Innovative, flexible and scalable"

Ajay is a respected industry veteran and lives in Bengaluru with his family since 5 years now. He is the CTO of a reputed IT company and is passionate for tech innovations and wants to excel in everything he do.
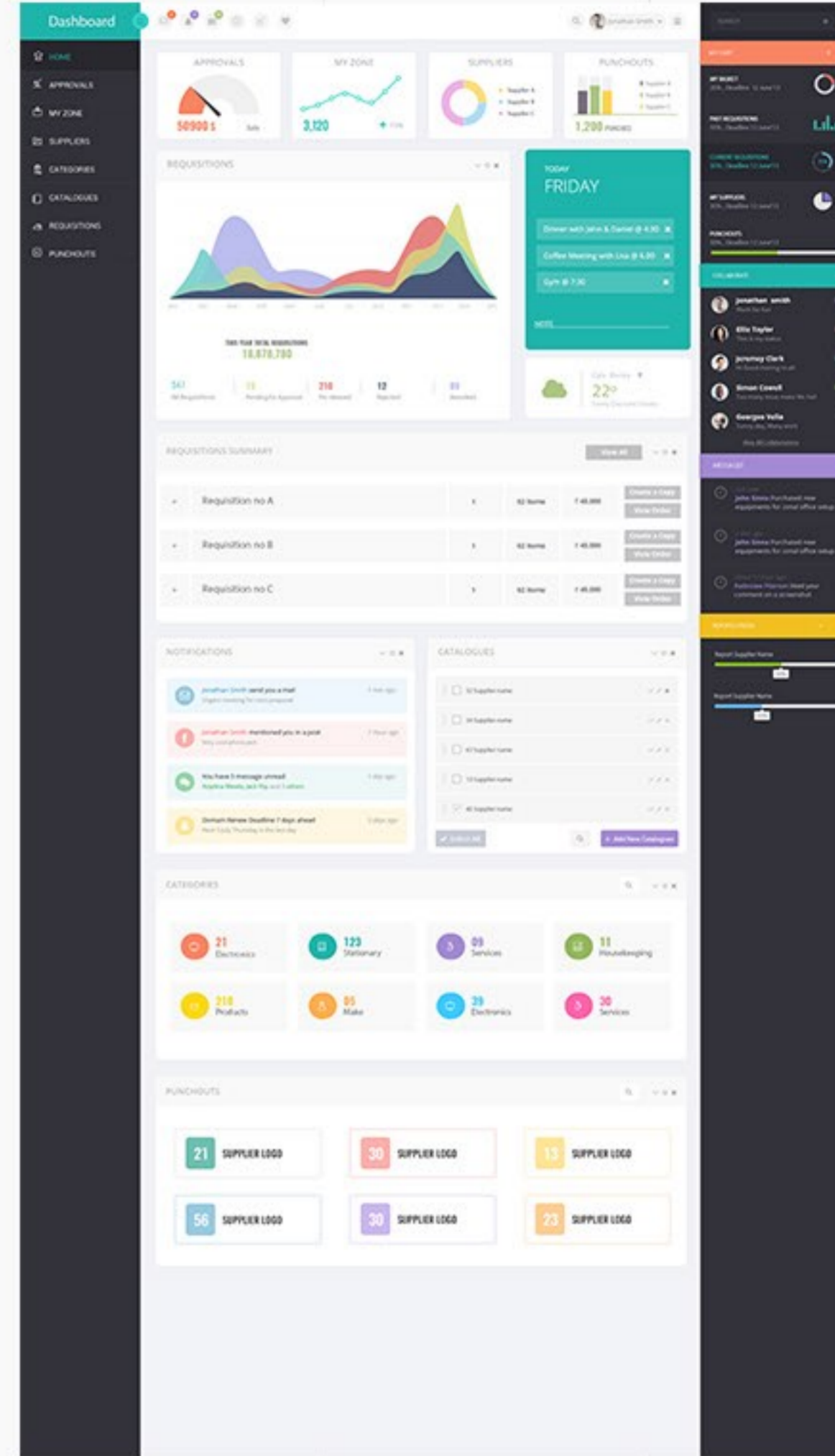
Lately he decided to get some new cloud based admin panels and dashboards for his team members to introduce new internal tools and organise a better working culture in the organisation.

Web Dashboard

Assignment Given
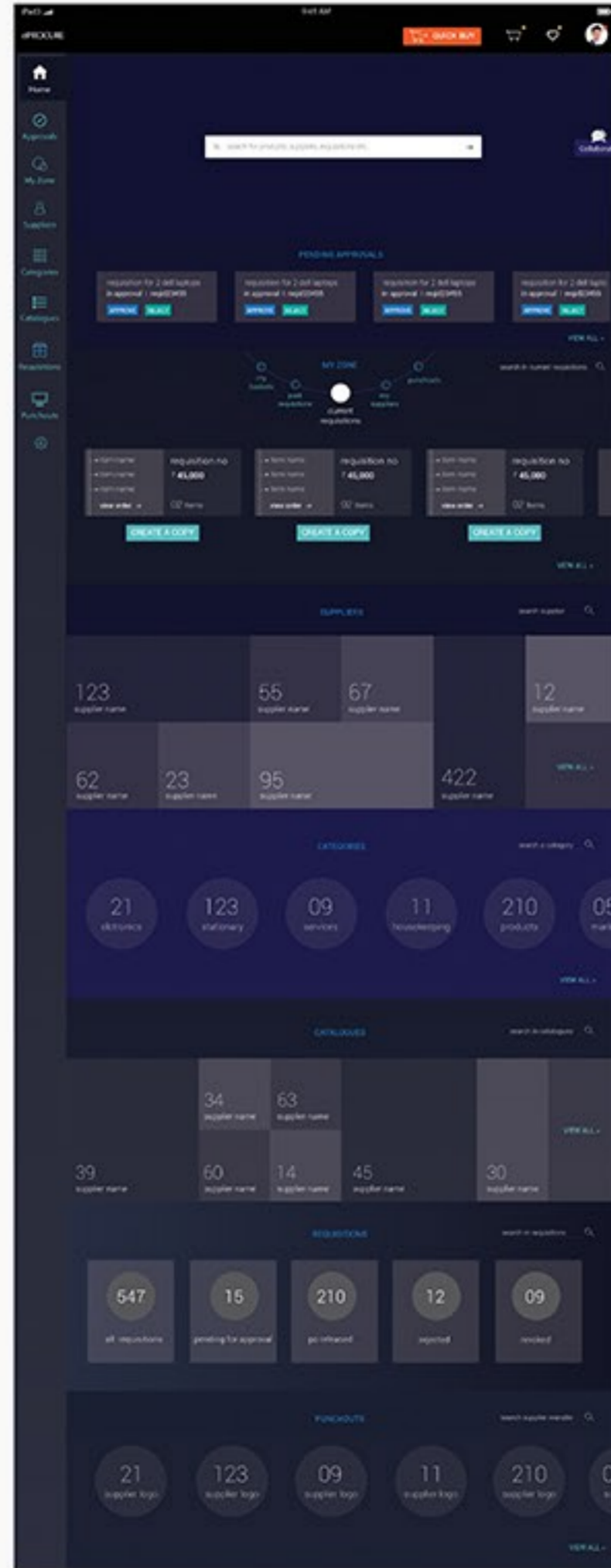
Assignment Created

Dashboard
ADMIN PANEL

50%

19:42

FRIDAY,MARCH 2017
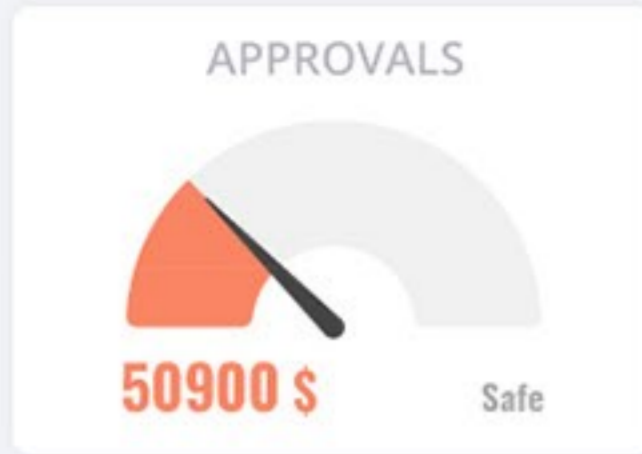
| Jonathan Smith | Password | → |

Dashboard

Jonathan Smith

SEARCH

APPROVALS

50900 $ Safe

MY ZONE

3,120 ↑ 15%

SUPPLIERS

- Supplier A
- Supplier B
- Supplier C

PUNCHOUTS

- Supplier A
- Supplier B
- Supplier C

1,200 PUNCHES

REQUISITIONS

THIS YEAR TOTAL REQUISITIONS
18,878,780

547	15	210	12	09
All Requisitions	Pending for Approval	Pro released	Rejected	Reevoked

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC

TODAY
FRIDAY

Dinner with John & Daniel @ 4:30 ✕

Coffee Meeting with Lisa @ 6.00 ✕

Gym @ 7:30 ✕

NOTE

Calv ifornia
22°
Sunny Day turn Cloudy

REQUISITIONS SUMMARY

View All

> Requisition no A

1 | 02 items | ₹ 45.000 | Create a Copy

Sidebar Navigation
- HOME
- APPROVALS
- MY ZONE
- SUPPLIERS
- CATEGORIES
- CATALOGUES
- REQUISITIONS
- PUNCHOUTS

Right Panel
SEARCH

MY CART

MY BASKET
25% , Deadline 12 June'13

PAST REQUISITIONS
55% , Deadline 12 June'13

CURRENT REQUISITIONS
35% , Deadline 12 June'13

MY SUPPLIERS
35% , Deadline 12 June'13

PUNCHOUTS
50% , Deadline 12 June'13

COLLABORATE

Jonathan smith
Work for fun

Ellie Taylor
This is my status

Jeremey Clark
Hi Good moring to all.

Simon Cowell
Too many issue make life hell

Georgeo Vella
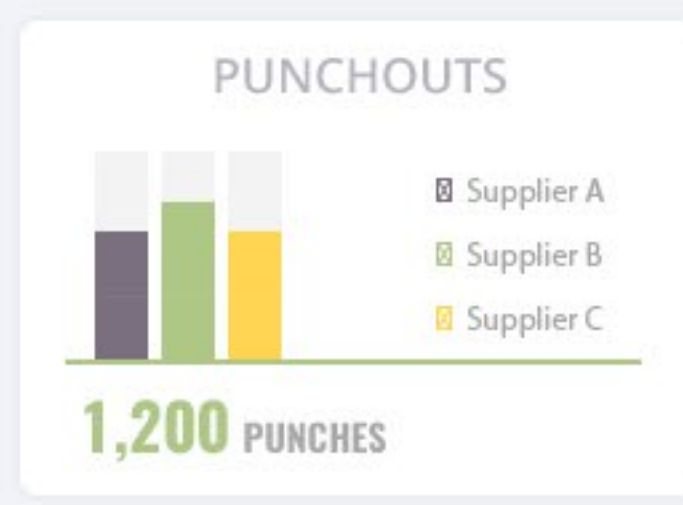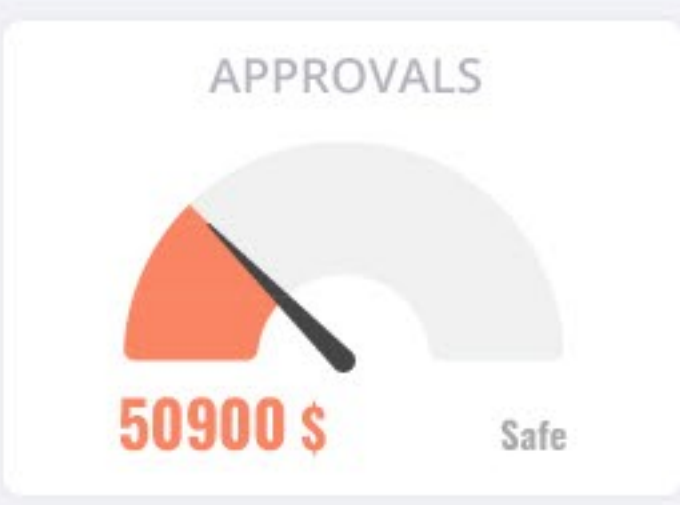Sunny day, Many work

View All Collaborations

MESSAGES

just now
John Sinna Purchased new

HOME
APPROVALS
MY ZONE
SUPPLIERS
CATEGORIES
CATALOGUES
REQUISITIONS
PUNCHOUTS

Jonathan Smith

SEARCH

APPROVALS
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3,120   ↑ 15%

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• Supplier B
• Supplier C

PUNCHOUTS
■ Supplier A
■ Supplier B
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REQUISITIONS SUMMARY

View All

>	Requisition no A	1	02 items	₹ 45,000	Create a Copy / View Order
>	Requisition no B	1	02 items	₹ 45,000	Create a Copy / View Order
>	Requisition no C	1	02 items	₹ 45,000	Create a Copy / View Order

NOTIFICATIONS

Jonathan Smith send you a mail   1 min ago
Urgent meeting for next proposal

Jonathan Smith mentioned you in a post   7 Hour ago
Very cool photo jack

You have 5 message unread   1 day ago
Anjelina Mewlo, Jack Flip and 3 others

Domain Renew Deadline 7 days ahead   5 days ago
Next 5 July Thursday is the last day

CATALOGUES

☐ 32 Supplier name
☐ 34 Supplier name
☐ 63 Supplier name
☐ 13 Supplier name
☑ 45 Supplier name

✓ Select All
+ Add New Catalogues

CATEGORIES

| 21 Electronics | 123 Stationary | 09 Services | 11 Housekeeping |
| 210 Products | 05 Make | 39 Electronics | 30 Services |

PUNCHOUTS

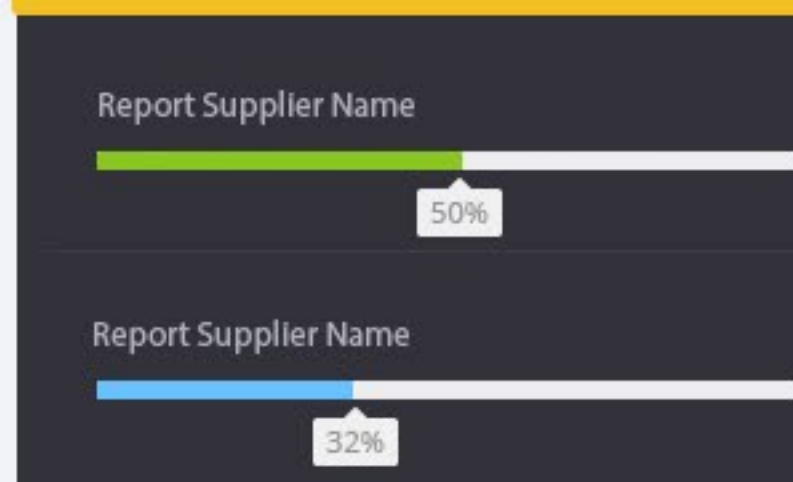| 21 SUPPLIER LOGO | 30 SUPPLIER LOGO | 13 SUPPLIER LOGO |
| 56 SUPPLIER LOGO | 30 SUPPLIER LOGO | 23 SUPPLIER LOGO |

COLLABORATE   +

Jonathan smith
Work for fun

Ellie Taylor
This is my status

Jeremey Clark
Hi Good moring to all.

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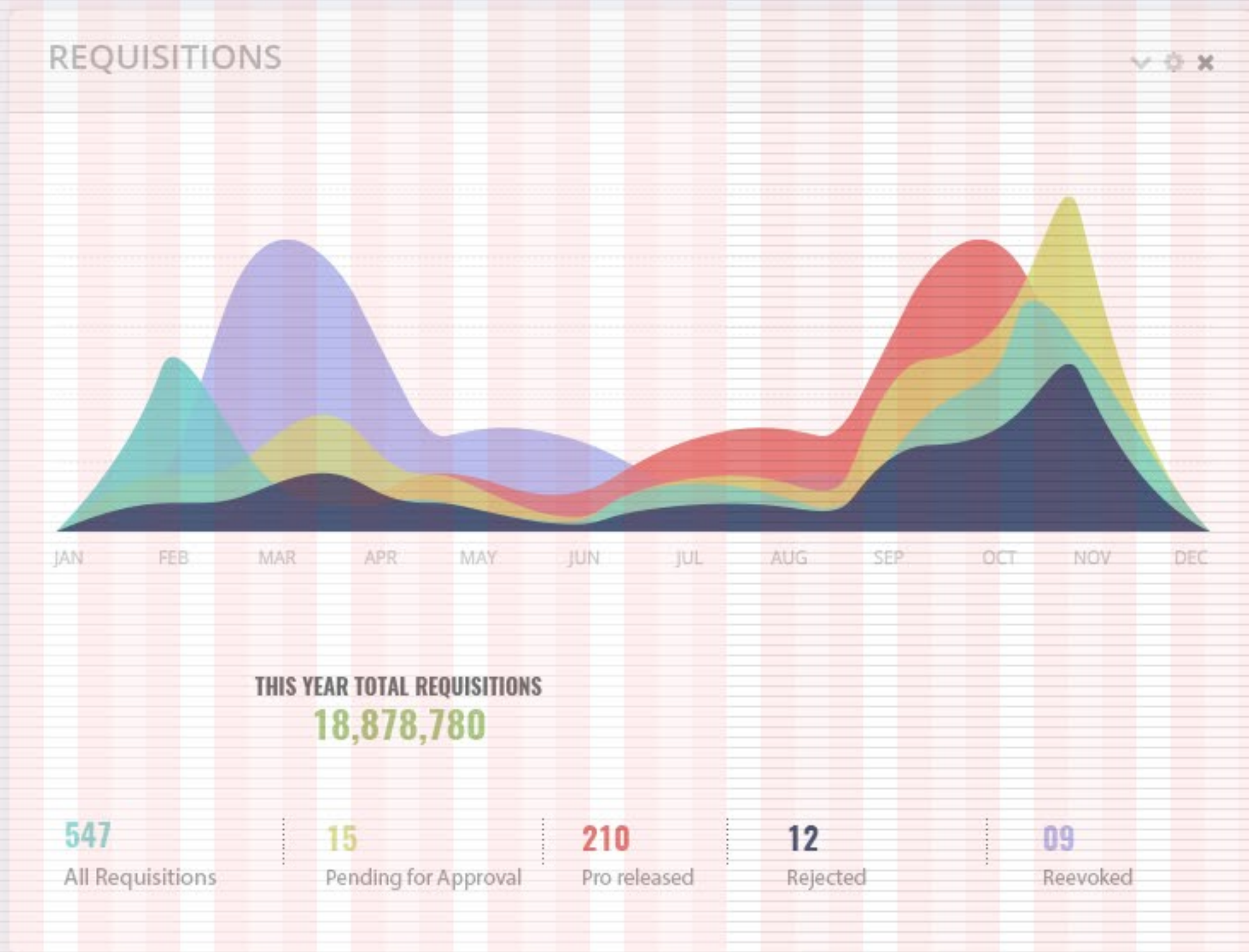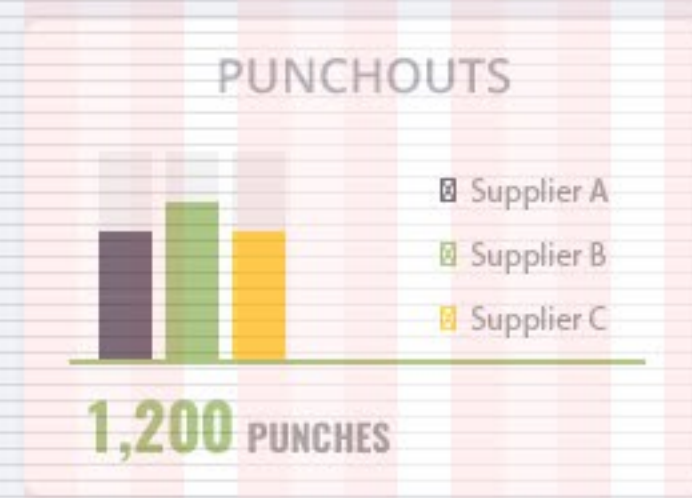Georgeo Vella
Sunny day, Many work

View All Collaborations

MESSAGES   +

just now
John Sinna Purchased new equipments for zonal office setup

2 min ago
John Sinna Purchased new equipments for zonal office setup

about 17 hour ago
Radoslaw Piterson liked your comment on a screenshot

REPORTS STATUS

Report Supplier Name
50%

Report Supplier Name
32%

Dashboard

HOME

APPROVALS

MY ZONE

SUPPLIERS

CATEGORIES

CATALOGUES

REQUISITIONS

PUNCHOUTS

Jonathan Smith

SEARCH

APPROVALS
50900 $ Safe

MY ZONE
3,120   ↑ 15%

SUPPLIERS
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- Supplier B
- Supplier C

PUNCHOUTS
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Gym @ 7:30 ✕

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22°
Sunny Day turn Cloudy

REQUISITIONS SUMMARY   View All

>	Requisition no A	1	02 items	₹ 45,000	Create a Copy / View Order
>	Requisition no B	1	02 items	₹ 45,000	Create a Copy / View Order
>	Requisition no C	1	02 items	₹ 45,000	Create a Copy / View Order

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- ☐ 34 Supplier name
- ☐ 63 Supplier name
- ☐ 13 Supplier name
- ☑ 45 Supplier name

✔ Select All   + Add New Catalogues

CATEGORIES

21 Electronics	123 Stationary	09 Services	11 Housekeeping
210 Products	05 Make	39 Electronics	30 Services

PUNCHOUTS

21 SUPPLIER LOGO	30 SUPPLIER LOGO	13 SUPPLIER LOGO
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MY CART

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about 17 hour ago
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REPORTS STATUS

Report Supplier Name
50%

Report Supplier Name
32%

Color Scheme
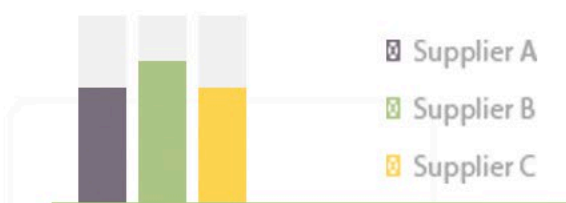
Mobile Dashboard

7

3

10

Home>Dashboard

APPROVALS
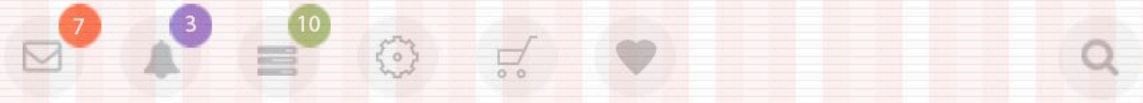
50900 $

Safe

MY ZONE

3,120

↑ 15%

SUPPLIERS

● Supplier A
● Supplier B
● Supplier C

PUNCHOUTS

⊠ Supplier A
⊠ Supplier B
⊠ Supplier C

7

3

10

Home>Dashboard

APPROVALS

50900 $

Safe

MY ZONE

3,120

↑ 15%

SUPPLIERS

● Supplier A
● Supplier B
● Supplier C

PUNCHOUTS

Supplier A
Supplier B
Supplier C

7
3
10
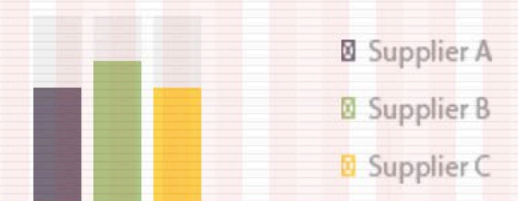
Home>Dashboard

REQUISITIONS

JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC
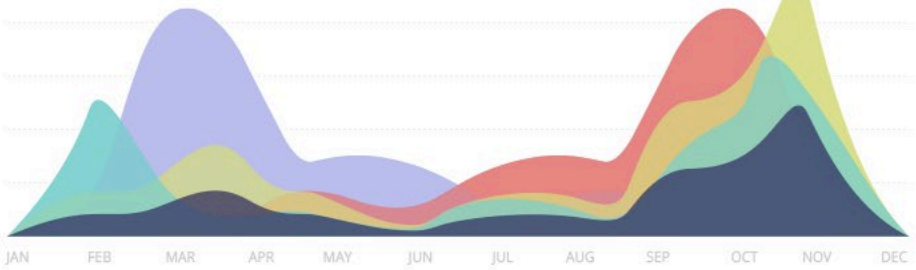
THIS YEAR TOTAL REQUISITIONS

18,878,780

547
All Requisitions

15
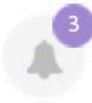Pending for Approval

210
Pro released

12
Rejected

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Gym @ 7:30 ✕

7
3
10

Home>Dashboard

Calv ifornia

22°

Sunny Day turn Cloudy

REQUISITIONS

| > | Requisition no A |

| 1 | 02 items | ₹ 45,000 |

View Order   Create a Copy

| > | Requisition no A |

| 2 | 02 items | ₹ 45,000 |

View Order   Create a Copy

7

3

10

Notification

Jonathan Smith send you a mail
1 min ago

Jonathan Smith mentioned you in a post
7 Hour ago

You have 5 message unread
1 day ago

Hom   afe
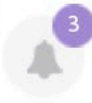
MY ZONE

3,120   ↑ 15%

SUPPLIERS

- Supplier A
- Supplier B
- Supplier C

PUNCHOUTS

Supplier A
Supplier B
Supplier C

7

3

10

Home>Da

Task In Progress

TARGET SELL
25% , Deadline 12 June'13

PRODUCT DELIVERY
55% , Deadline 12 June'13

PAYMENT COLLECTION
35% , Deadline 12 June'13

35%

MY ZONE

3,120   ↑ 15%

SUPPLIERS

● Supplier A
● Supplier B
● Supplier C

PUNCHOUTS

⊠ Supplier A
⊠ Supplier B
⊠ Supplier C

7

Jonathan Smith

Product Manager

🏠 HOME

☑ APPROVALS

📤 MY ZONE

🗄 SUPPLIERS

📋 CATEGORIES

📓 CATALOGUES

REQUISITIONS

◎ PUNCHOUTS

LOGOUT

Assets

Thank You