

# ADIDASHBOARD

In this project, we worked as groups of 5 on designing a dashboard that displays information about the shoes that Adidas makes and the shoes they consider their closest competitor. The dashboard must address the needs of 3 different personas: executive (Ansel), product manager (Kenny), and designer (Sos).

When thinking about the bezel that our dashboard would be displayed upon, we realized that it should be easily transitioned between office or studio space, as well as both informal and formal meetings. We selected a TV cart display with the control mounted to the bracket of the cart to help address these issues.

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