

# 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 (Ansela), 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.

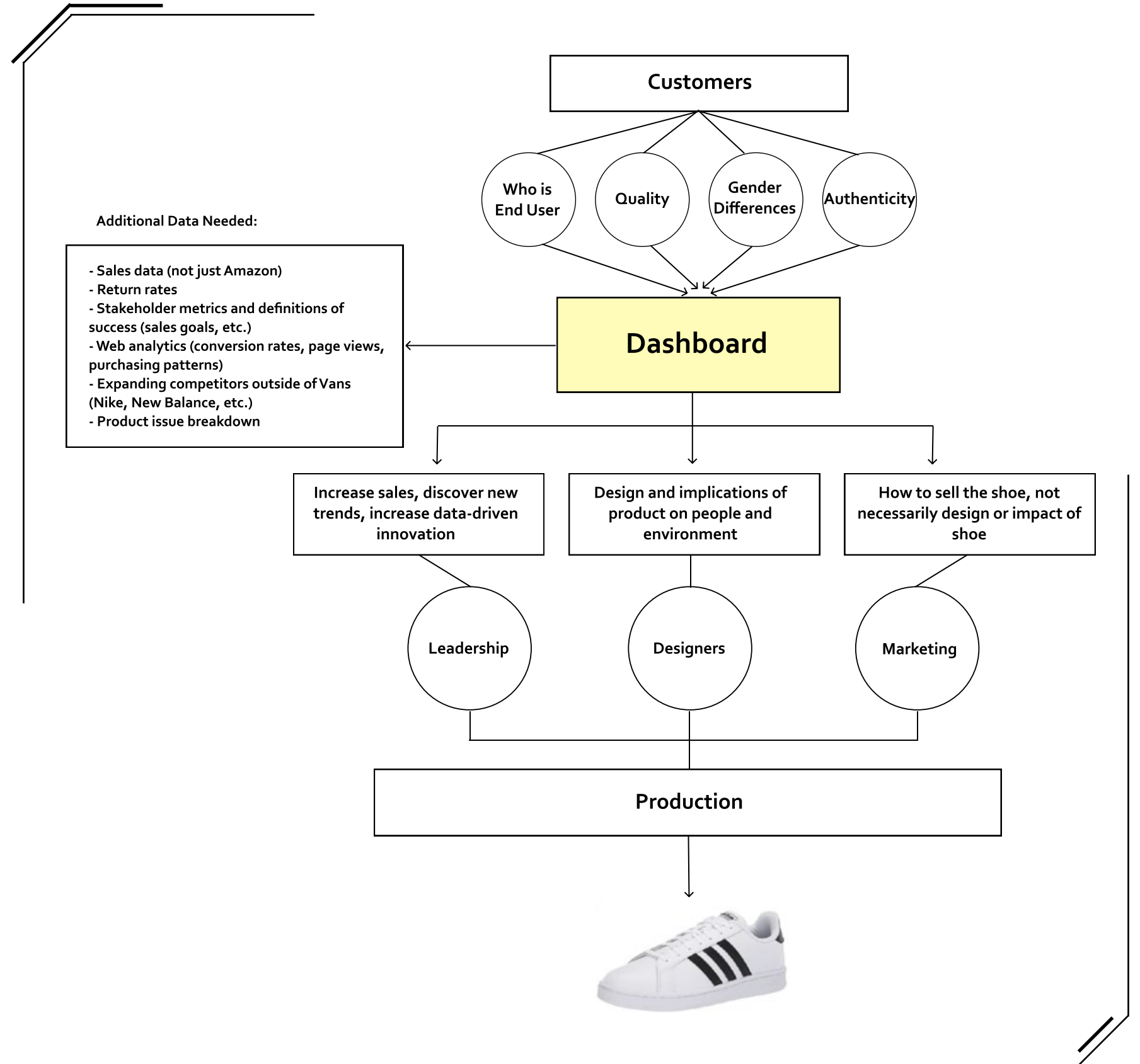
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Shai Bhardwaj | Zach Van Cleef



## SYNTHESIZING DATA -- FUTURE STATE MODEL

Our group looked both at the persona descriptions and customer reviews. We noticed that the various goals of the stakeholders didn't align. Some personas had unusual points that seemed superfluous (e.g., Kenny wants to be poached by other companies). Most customers talked about the quality of their order, and not the design itself. We struggled to determine how many of these issues were from the seller, Amazon, versus Adidas itself.

Based on the data we gathered, our group created a future state model that shows the relationships between stakeholder goals and user needs. At the current state, the stakeholders make their actions based on their own interests and goals without paying full attention to the customer needs, and therefore leading to problems and negative feedback from customers. In the future state model, we flipped the horizontal diagram to be vertical so that top-down user needs can be addressed, with the Dashboard inserted between customer needs and stakeholder goals to serve as the connecting and driving force between the two. Based on the critiques we received, we determined five categories of widgets that would merge both user and stakeholder needs: **Global Sales Data, Web Analytics, Customer Reviews, Product Traction, and Competitor Analysis.**



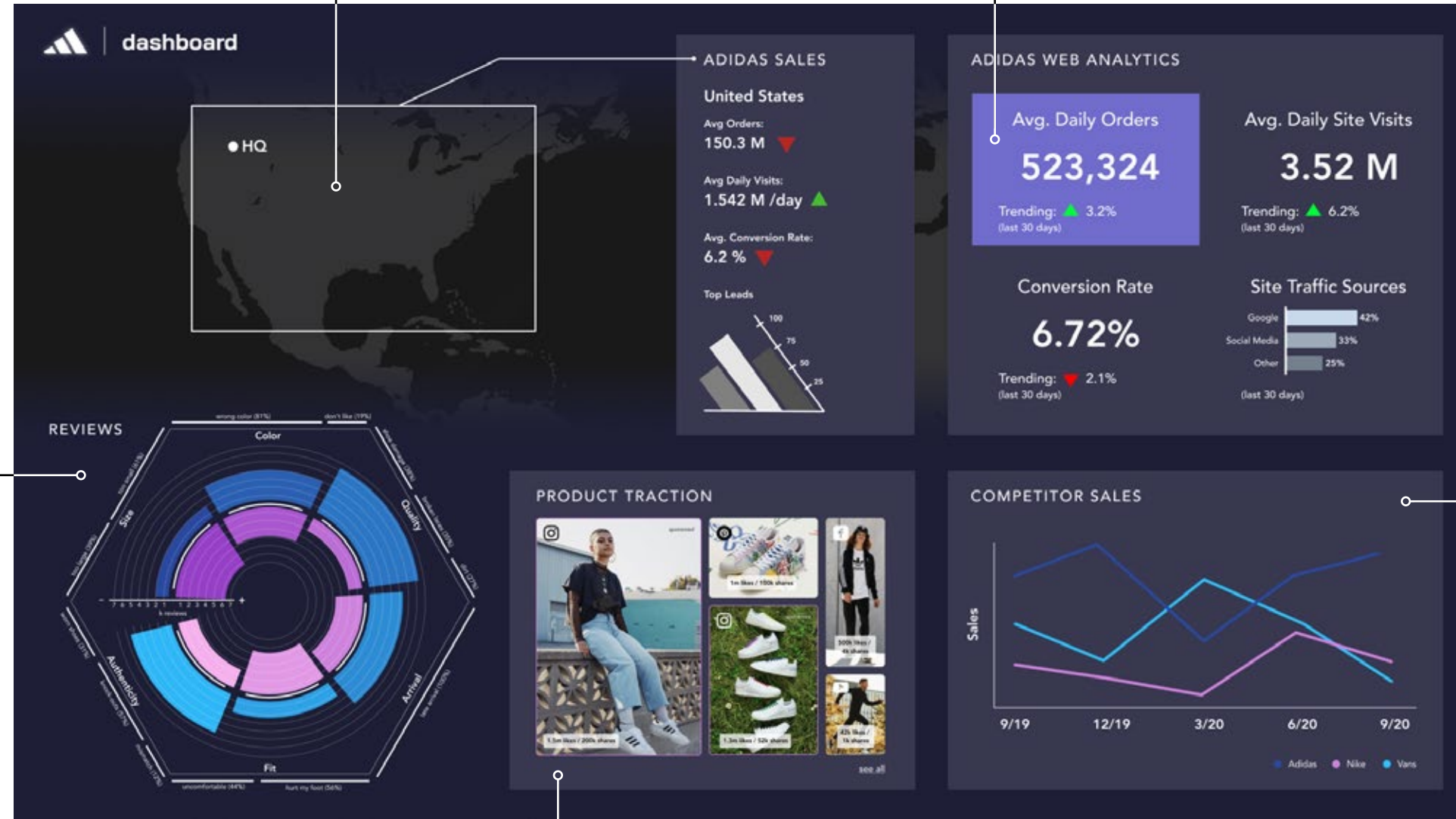
# DESIGN PROTOTYPE -- MID-FIDELITY

## Motion 1

The part of the map switches every 30 seconds to display a different country and the stats that accompany it. General locations that are only related to the company are marked.

## Motion 2

Light blue box will be animated and move between quadrants every 10 seconds. This will put emphasis on each quadrant's data and visually guide the viewer through the various aspects of web analytics.



## Review

The numbers of positive reviews (purple/pink slices) vs. negative reviews (blue/indigo slices) are shown on six different measures of the shoe: size, color, quality, arrival, fit, and authenticity. Popular negative comments on the outer ring of the hexagon.

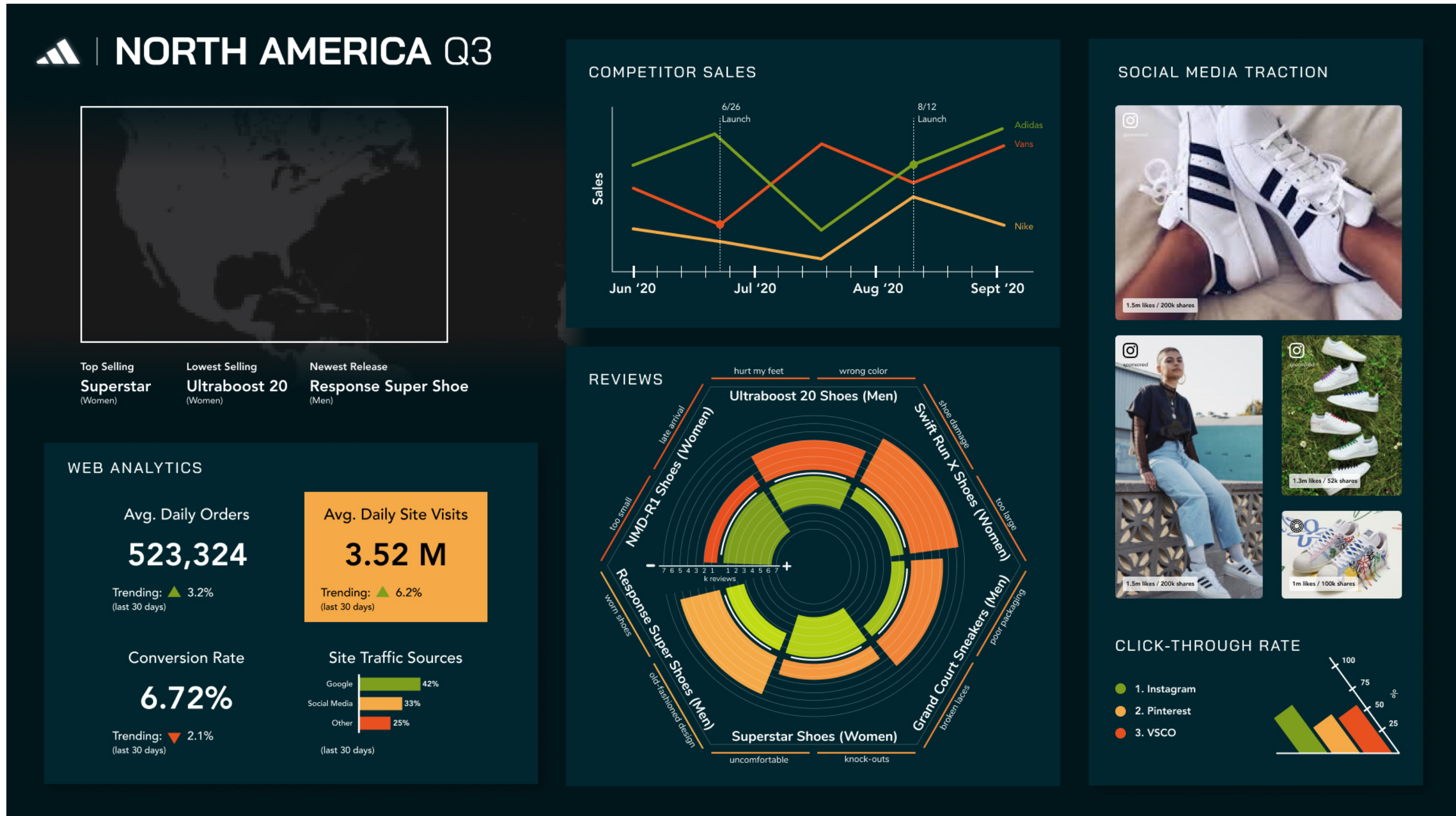
## Product Traction

The most popular social media pictures are shown, with relative size indicating number of interactions including likes and shares.

## Competitor Sales

We felt that sales is the most important indicator of the actual competitiveness, so we did a seasonal sales analysis that compared Adidas to its competitor brands, such as Nike and Vans.

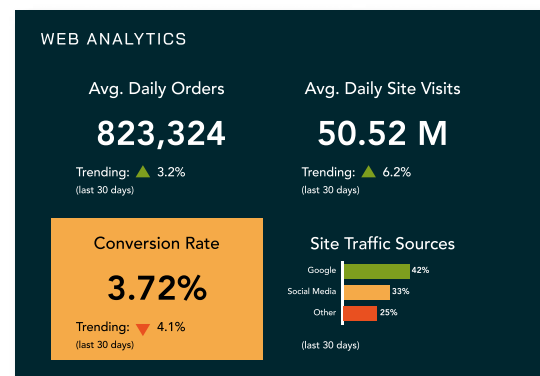
# REFINED PROTOTYPE -- Dashboard



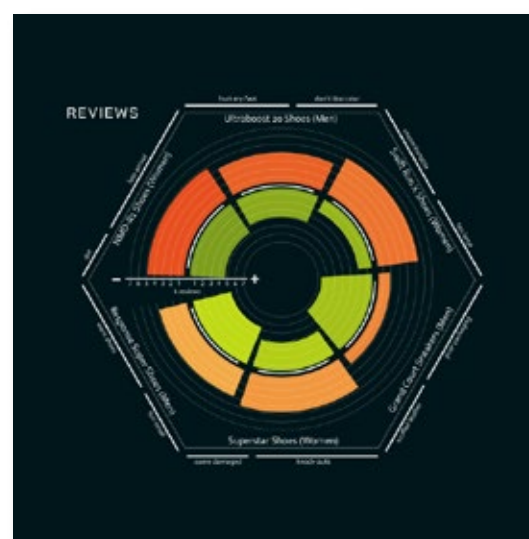
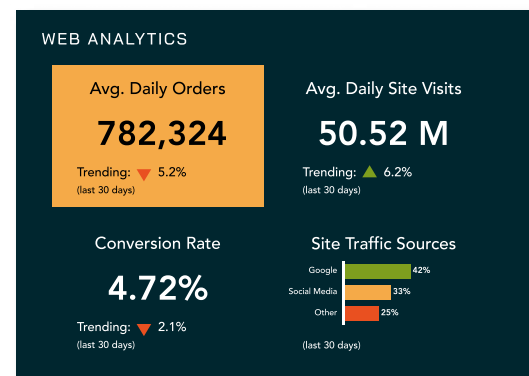
For the final iteration, we reduced the size of the map because it served only as the control and did not display any crucial data points. With the extra space from reducing the map, we enlarged the reviews information to be more readable. We also re-evaluated the Adidas Sales section in the center module, and replaced it with information about sales trends by geographical region. In doing so, we removed redundant information and provided more context for the web analytics. We were also able to increase the size of the Social Media Traction section and move it to the right-hand side, as well as incorporating the click-through rate into the angled graph. The flow of the dashboard was much smoother with the adjustment, and we were able to add more relevant and contextual data.

# REFINED PROTOTYPE -- Motion

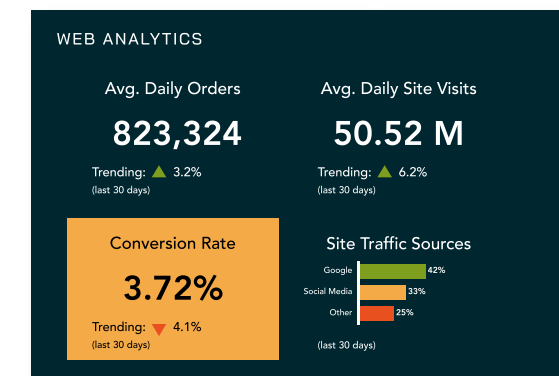
## GLOBAL



## EUROPE



## NORTH AMERICA



To address the critique from the previous round about how disjointed the animation was, our group decided to focus on three specific geographical modes: Global, Europe, and North America. Ansel, as a VP of Fashion, would want to know performance of Adidas across regions and use that information to the marketing and design teams' advantage. Both Kenny and Sos also expressed interest in global outreach and information about specific user information. When the region is selected, all widgets will adjust to show the data from the selected region that Ansel, Kenny, and Sos can all use to learn more about global trends and specific user experiences.