

UX CONFERENCE DASHBOARD

UX



Hey, I'm **Shannon May**, a visual UI designer and 2D artist

I'm a passionate creative that has worked across print, digital and social media design. My career began with a certification in computer science but quickly moved into more creative spheres, where I've been creating design solutions for companies large and small.

I have recently focused my study on visual UI/UX design, culminating in a UX design certification from the School of UX. I'm interested in the gaming and education sectors especially, and would love to work with you on your next project!



UX conference dashboard

Building a backend dashboard for tracking ticket sales and analysing sales data for UX conference events

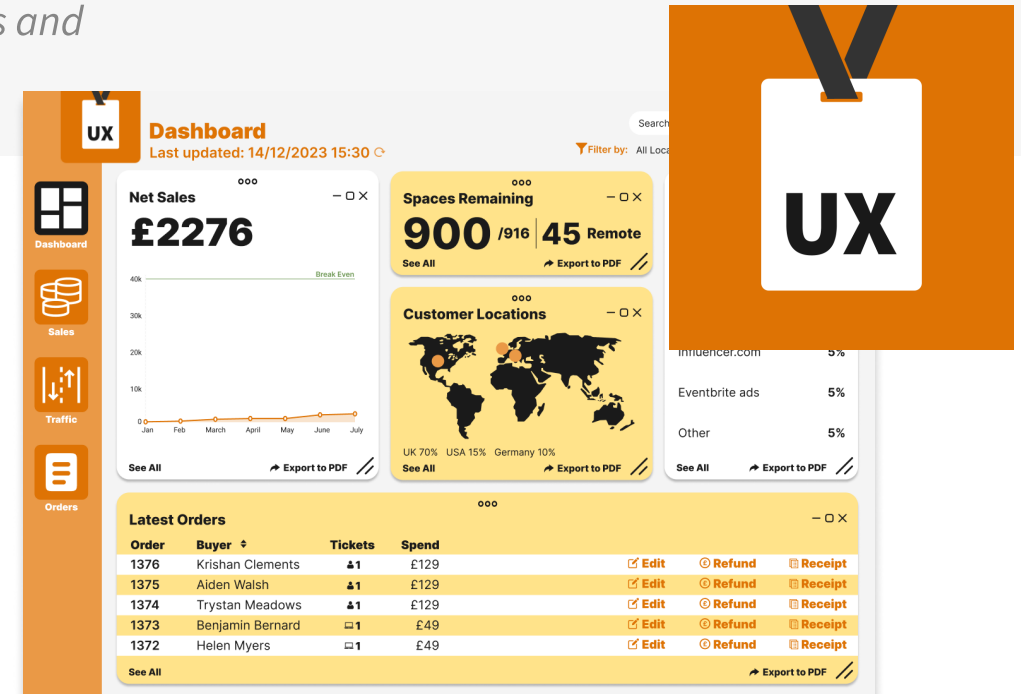
BACKGROUND

The UX Conference is a yearly User Experience design conference focused on collaboration between designers. Run by The School of UX in London.

TEAM STRUCTURE

I worked on the UI structure as the UX/UI designer during this project - This was a project created as a case study as a part of the School of UX course.

SKIP TO THE FINAL SCREENS



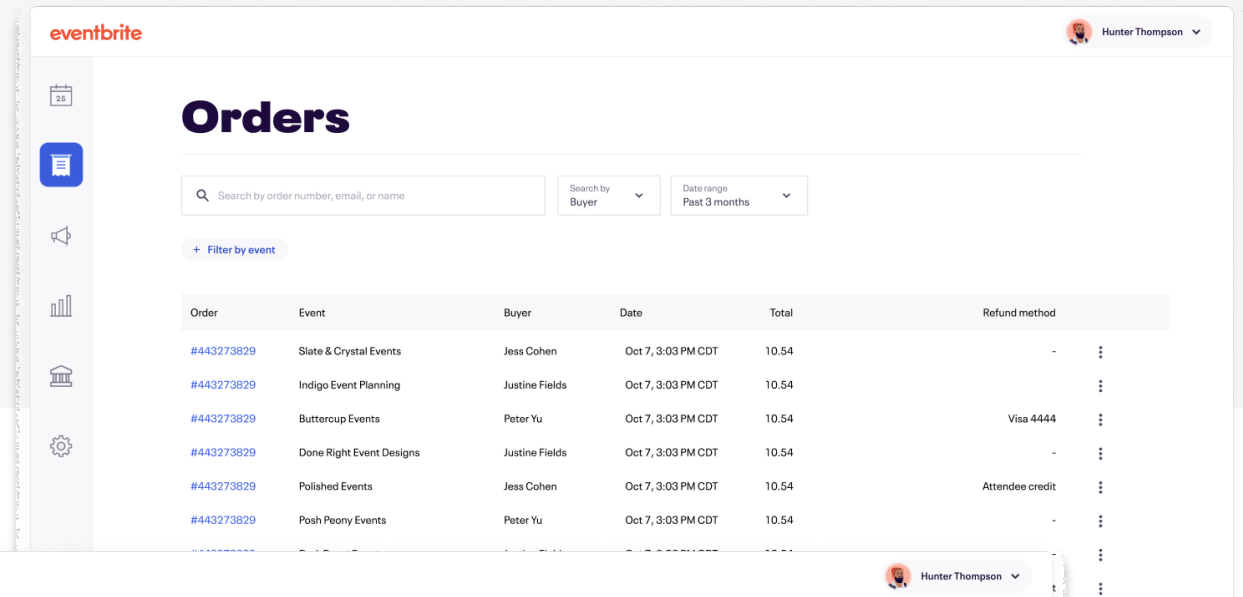
MY RESPONSIBILITIES

I aimed to create a dashboard to track event ticket sales and look at sales data, which would be a bespoke replacement for managing ticket sales on eventbrite.

Research

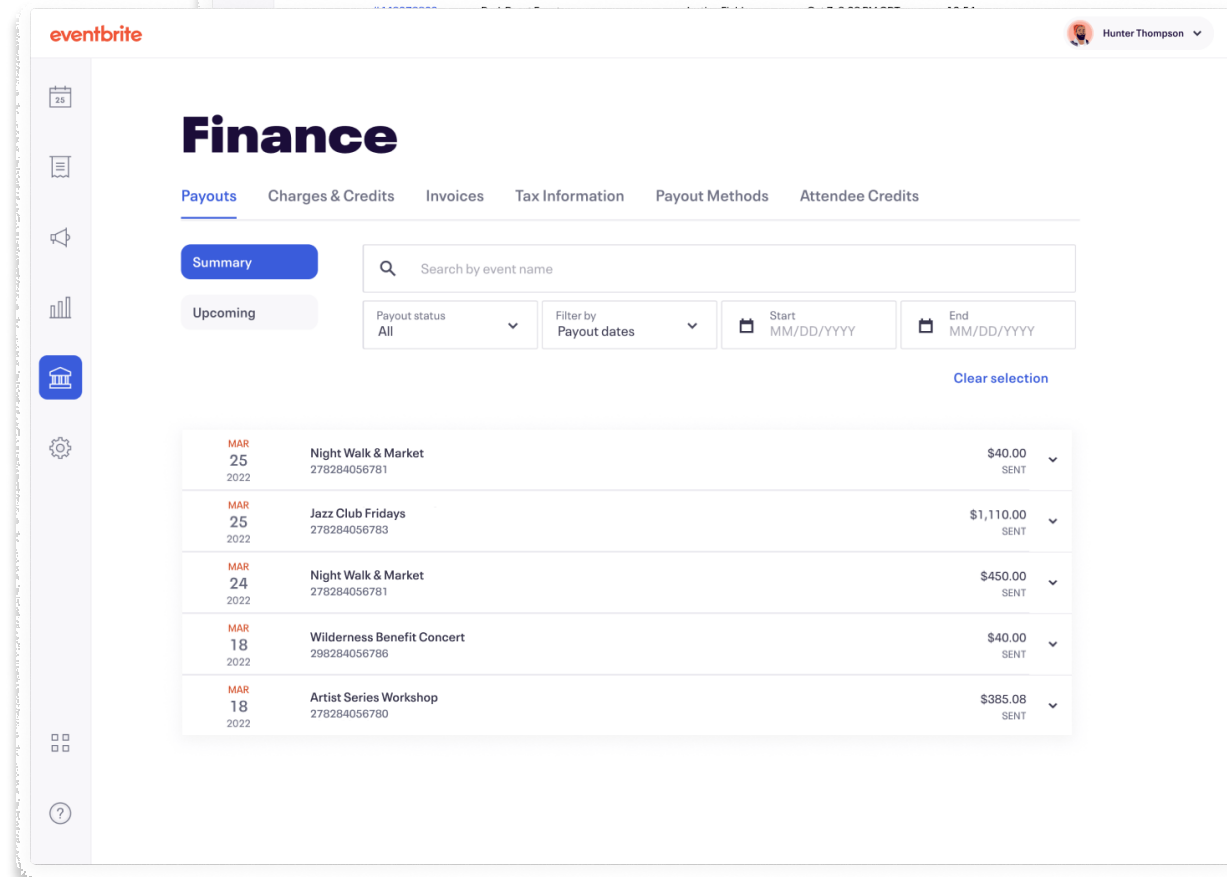
Understanding business requirements

The client spoke about how they currently organise everything via Eventbrite, so as a part of my research, I had a look into the orders back end on Eventbrite. From this I could gauge functionality that the client may want, and ask further questions on the clients needs based on this knowledge.



The screenshot shows the 'Orders' page in the Eventbrite admin interface. The page title is 'Orders' and it features a search bar with the placeholder 'Search by order number, email, or name'. There are dropdown menus for 'Search by Buyer' and 'Date range Past 3 months'. A '+ Filter by event' button is also present. Below the search bar is a table with the following columns: Order, Event, Buyer, Date, Total, and Refund method. The table contains six rows of order data.

Order	Event	Buyer	Date	Total	Refund method
#443273829	Slate & Crystal Events	Jess Cohen	Oct 7, 3:03 PM CDT	10.54	-
#443273829	Indigo Event Planning	Justine Fields	Oct 7, 3:03 PM CDT	10.54	-
#443273829	Buttercup Events	Peter Yu	Oct 7, 3:03 PM CDT	10.54	Visa 4444
#443273829	Done Right Event Designs	Justine Fields	Oct 7, 3:03 PM CDT	10.54	-
#443273829	Polished Events	Jess Cohen	Oct 7, 3:03 PM CDT	10.54	Attendee credit
#443273829	Posh Peony Events	Peter Yu	Oct 7, 3:03 PM CDT	10.54	-



The screenshot shows the 'Finance' page in the Eventbrite admin interface. The page title is 'Finance' and it features a search bar with the placeholder 'Search by event name'. There are dropdown menus for 'Payout status All' and 'Filter by Payout dates'. There are also date pickers for 'Start MM/DD/YYYY' and 'End MM/DD/YYYY'. A 'Clear selection' button is located below the filters. Below the filters is a table with the following columns: Date, Event Name, and Amount. The table contains five rows of payout data.

Date	Event Name	Amount
MAR 25 2022	Night Walk & Market 278284056781	\$40.00 SENT
MAR 25 2022	Jazz Club Fridays 278284056783	\$1,110.00 SENT
MAR 24 2022	Night Walk & Market 278284056781	\$450.00 SENT
MAR 18 2022	Wilderness Benefit Concert 298284056786	\$40.00 SENT
MAR 18 2022	Artist Series Workshop 278284056780	\$385.08 SENT

Design specs

Minimum viable product specifications

- ✓ Sales, traffic and order pages
- ✓ A rearrangeable tile-based layout
- ✓ A dashboard homepage which can be customised with tiles from the sales, traffic and order pages
- ✓ The ability to export data to PDF format
- ✓ The ability to edit or refund a customer, and send them a receipt
- ✓ The ability to filter information by date or location
- ✓ A notification system which makes recommendations to the user, or highlights key metrics

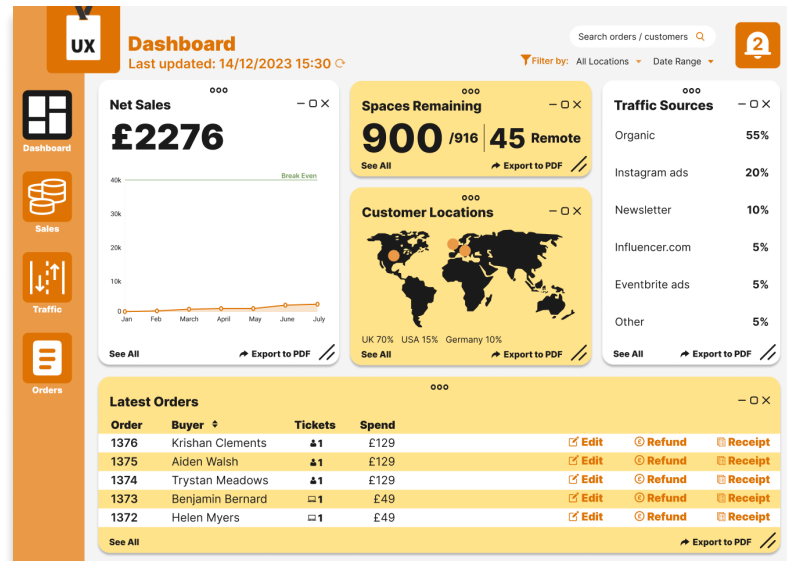
The logo for the UX Conference, featuring the letters 'UX' in a large, bold, black sans-serif font. The letters are positioned on a white rectangular background that is partially obscured by a dark grey diagonal shape at the top right. The background of the entire slide is a solid orange color.

Information architecture

Making information clear and easy to use

THE MAIN DASHBOARD

The main dashboard combines the elements of sales, orders and traffic. As standard it contains all elements but can be customised by the end user depending on the info they require at a glance.



SIDEBAR

Each info page is easily accessible from the sidebar, and shows more detailed data than the main dashboard on sales, traffic and orders.

NOTIFICATIONS

Notifications can be triggered for date reminders, hitting sales goals, or surges in traffic sources. I have also looked into the possibility of AI based notifications in the future to make recommendations based on data to the dashboard user to increase sales etc.

Notifications ✕

You are £37724 away from your break even goal with 6 months to go, you can do it!

Dismiss

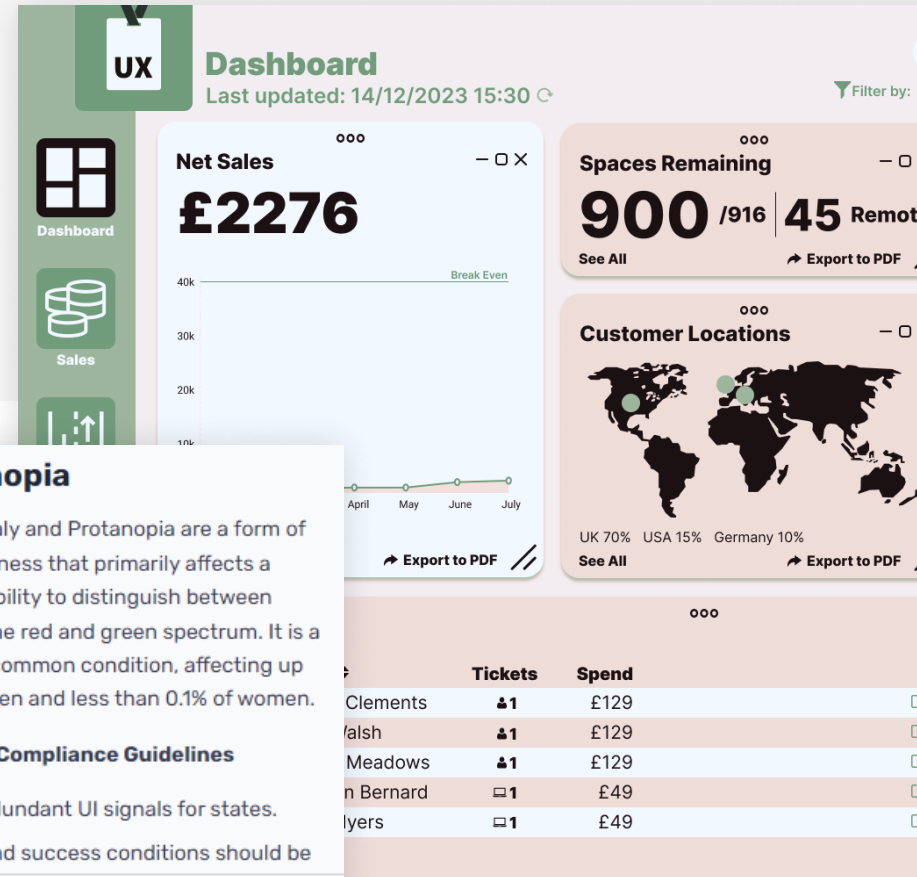
Traffic from your newsletter has increased by 30% this week.

Dismiss

Dismiss all

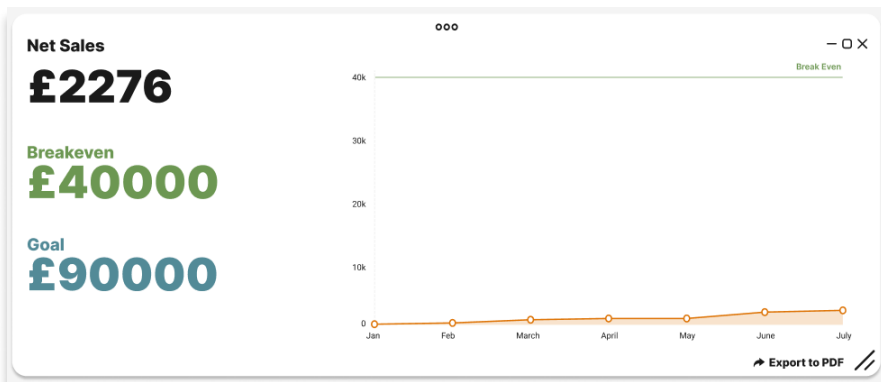
Accessibility

I want to ensure this design is highly accessible for a wide variety of users



VISUAL VALIDATION

- ✓ Legible text sizes and large buttons
- ✓ minimum AA colour contrast ratio
- ✓ System is responsive & doesn't take long to load
- ✓ No data is ONLY denoted by colour



Protanopia

Protanomaly and Protanopia are a form of color blindness that primarily affects a person's ability to distinguish between colors in the red and green spectrum. It is a relatively common condition, affecting up to 8% of men and less than 0.1% of women.

WCAG AA Compliance Guidelines

- Add redundant UI signals for states.
- Error and success conditions should be

Simulate

Reset

VISUAL ACCESSIBILITY

The design was tested using visual impairment simulation tools - the design is suitable for colour blind users (both protanopia and full colour blindness), users with light sensitivity, and users with minor vision acuity.

Wireframes & Early Prototypes

Early dashboard designs & wireframing

WIREFRAME V1

The UX Conf Dashboard

Net Sales
£2276

sales
time

Spaces Left
900
Out of 916

Remote Attendees

Traffic Sources

Organic	55%
Instagram ads	20%
Newsletter	10%
Influencer.com	5%
Eventbrite ads	5%
Other	5%

Customer Locations

UK 70% USA 15% Germany 10%

Latest Orders

Order	Buyer	Tickets	Spend			
1376	Krishan Clements	1 1	£129	Edit	Refund	Receipt
1375	Aiden Walsh	1	£129	Edit	Refund	Receipt
1374	Trystan Meadows	1	£129	Edit	Refund	Receipt
1373	Benjamin Bernard	1	£49	Edit	Refund	Receipt
1372	Helen Myers	1	£49	Edit	Refund	Receipt

WIREFRAME V2

Desktop - 1

Dashboard

Last updated: 14/12/2023 15:30

Net Sales
£2276

sales
time

See All

Spaces Remaining
900 / 916

45 Remote

See All

Traffic Sources

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See All

Customer Locations

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See All

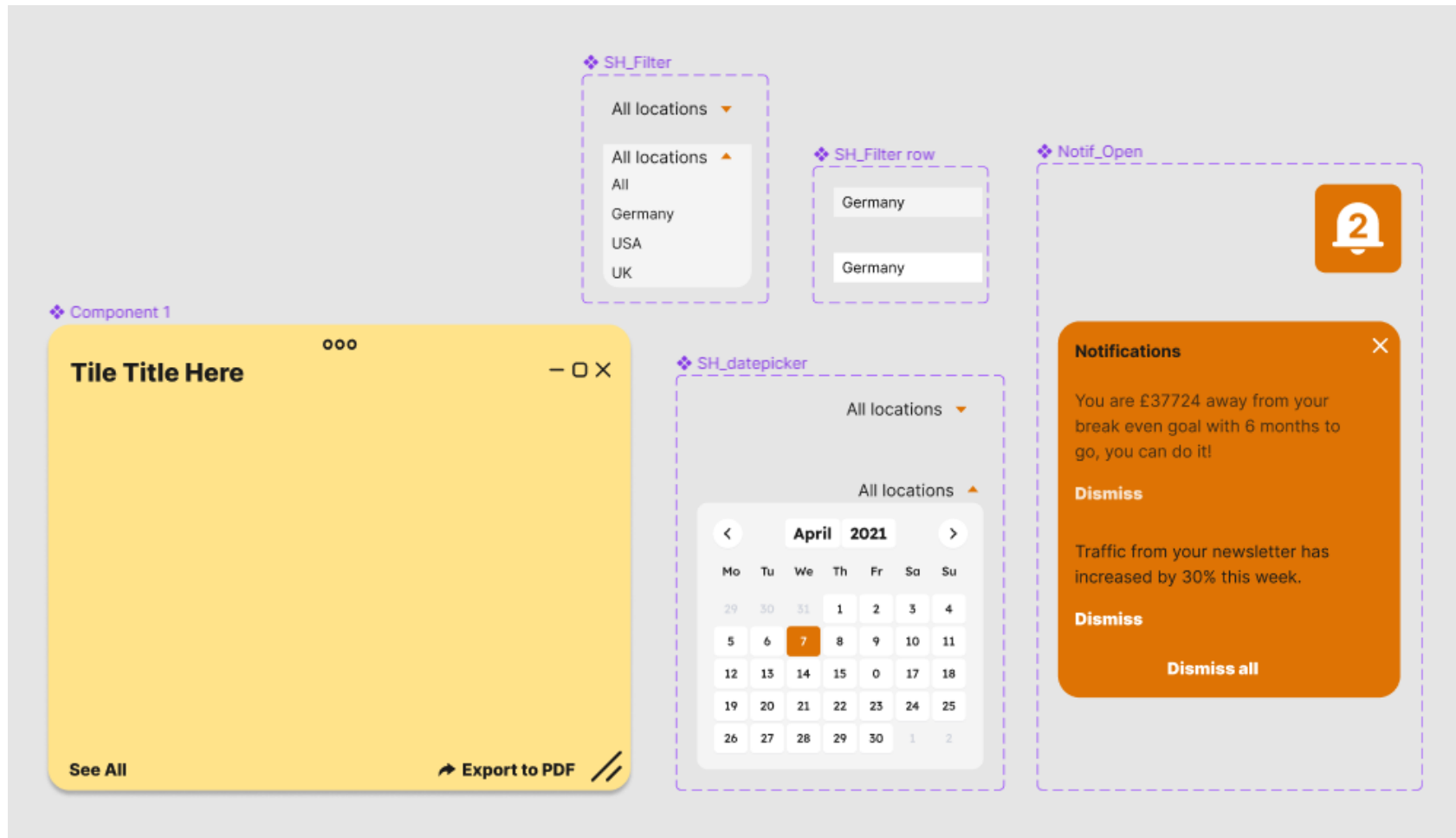
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1373	Benjamin Bernard	1	£49	Edit	Refund	Receipt
1372	Helen Myers	1	£49	Edit	Refund	Receipt

See All

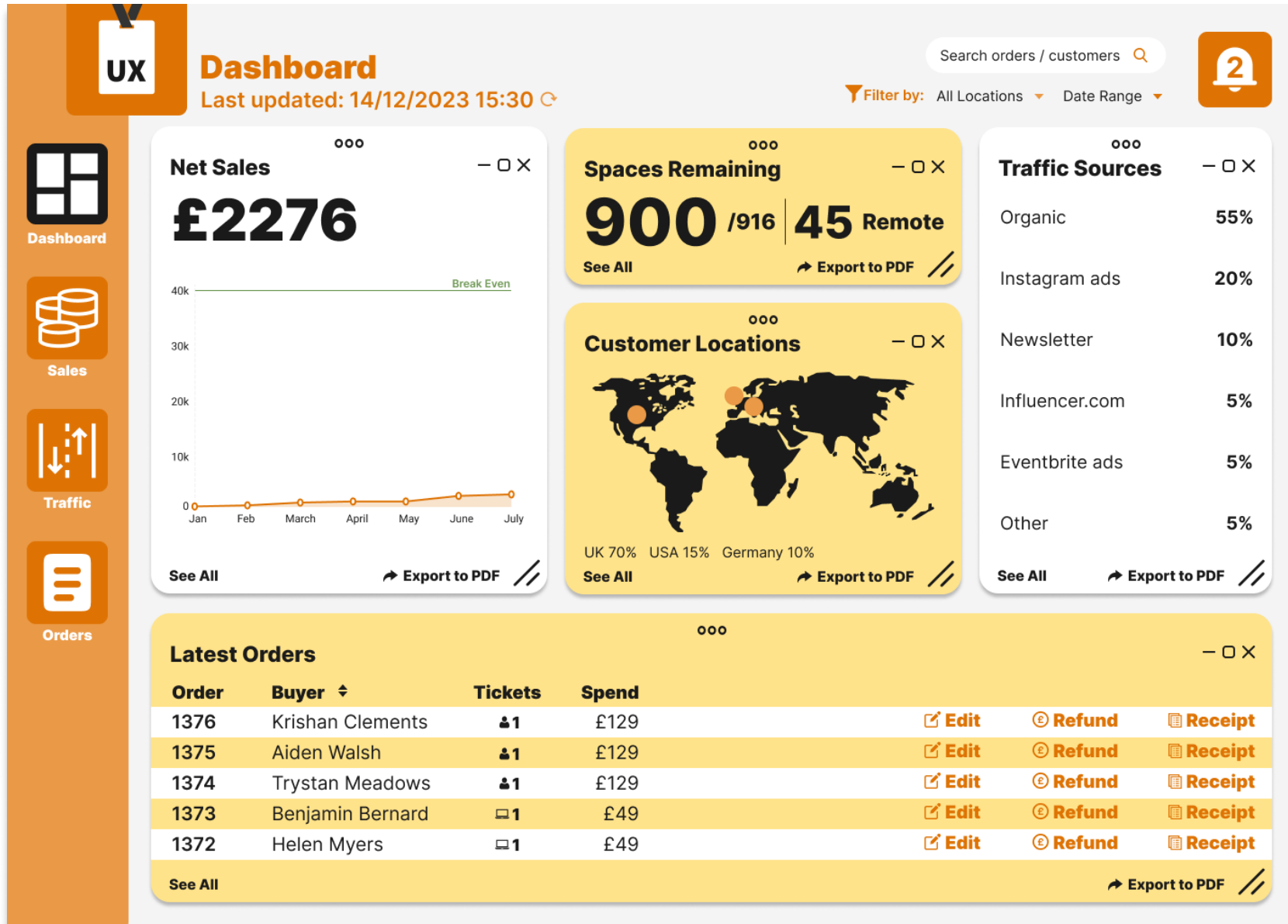
Components

Component states from the final prototype



Final Screens

You can access the interactive prototype at www.shannonmay.co.uk/uxconf_prototype.html



Final Screens

Orders

Last updated: 14/12/2023 15:30

Filter by: All Locations ▾ Date Range ▾
000
— □ ×

Order	Buyer ↕	Tickets	Spend	Edit	Refund	Receipt
1376	Krishan Clements	1	£129	✓ Edit	Ⓢ Refund	📄 Receipt
1375	Aiden Walsh	1	£129	✓ Edit	Ⓢ Refund	📄 Receipt
1374	Trystan Meadows	1	£129	✓ Edit	Ⓢ Refund	📄 Receipt
1373	Benjamin Bernard	1	£49	✓ Edit	Ⓢ Refund	📄 Receipt
1372	Helen Myers	1	£49	✓ Edit	Ⓢ Refund	📄 Receipt
1371	Yunus Jacobson	1	£129	✓ Edit	Ⓢ Refund	📄 Receipt
1370	Louis Houston	1	£129	✓ Edit	Ⓢ Refund	📄 Receipt
1369	Wyatt Patrick	1	£129	✓ Edit	Ⓢ Refund	📄 Receipt
1368	Russell Wong	1	£49	✓ Edit	Ⓢ Refund	📄 Receipt
1367	Niamh Sandoval	1	£129	✓ Edit	Ⓢ Refund	📄 Receipt
1366	Sharon Mckee	1	£49	✓ Edit	Ⓢ Refund	📄 Receipt
1365	Tomas Willis	1	£129	✓ Edit	Ⓢ Refund	📄 Receipt
1364	Lulu Sharpe	1	£129	✓ Edit	Ⓢ Refund	📄 Receipt
1363	Alexa Lindsay	1	£99	✓ Edit	Ⓢ Refund	📄 Receipt
1362	Beatrice Zuniga	1	£99	✓ Edit	Ⓢ Refund	📄 Receipt
1361	Stephen Fields	1	£99	✓ Edit	Ⓢ Refund	📄 Receipt
1360	Emil Baldwin	1	£99	✓ Edit	Ⓢ Refund	📄 Receipt
1359	Amira Vincent	1	£49	✓ Edit	Ⓢ Refund	📄 Receipt
1358	Harun Callahan	1	£49	✓ Edit	Ⓢ Refund	📄 Receipt
1357	Cleo Bonilla	1	£129	✓ Edit	Ⓢ Refund	📄 Receipt

[Export to PDF](#)

Dashboard

Sales

Traffic

Orders

Final Screens

UX

Sales

Last updated: 14/12/2023 15:30

🔔

Filter by: All Locations ▼ Date Range ▼

Net Sales

£2276

Breakeven

£40000

Goal

£90000

➔ Export to PDF

Latest Orders

Order	Buyer ↕	Tickets	Spend			
1376	Krishan Clements	👤1	£129	✍ Edit	🔄 Refund	📄 Receipt
1375	Aiden Walsh	👤1	£129	✍ Edit	🔄 Refund	📄 Receipt
1374	Trystan Meadows	👤1	£129	✍ Edit	🔄 Refund	📄 Receipt
1373	Benjamin Bernard	🗨️1	£49	✍ Edit	🔄 Refund	📄 Receipt
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See All

➔ Export to PDF

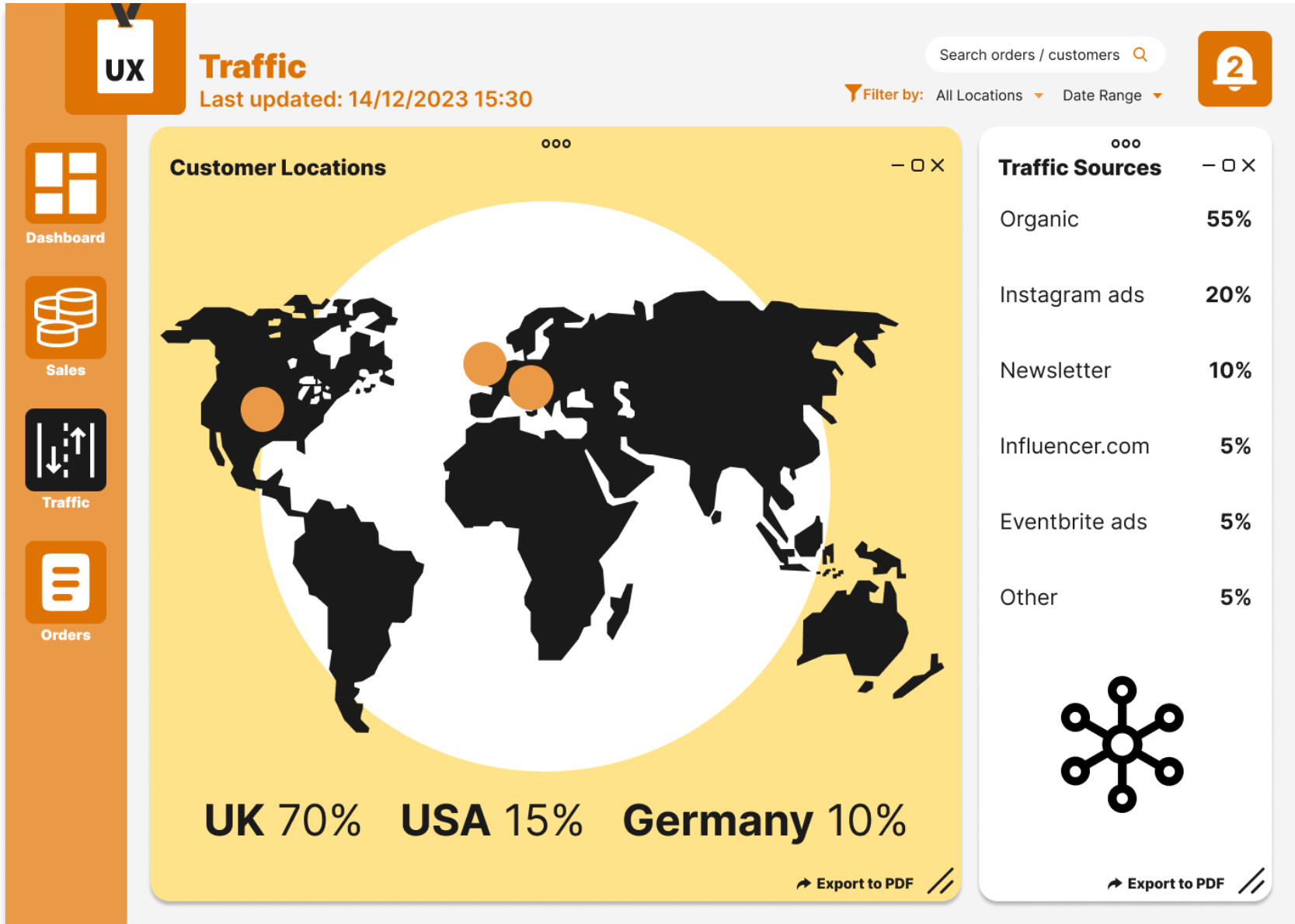
Dashboard

Sales

Traffic

Orders

Final Screens



Like this case study? **Hire me!**

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Or see the rest of
my portfolio at:
shannonmay.co.uk