UX CONFERENCE DASHBOARD

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!

NATURAL HEALTH Beauty Awards

DC THOMSON

EPIC GAMES

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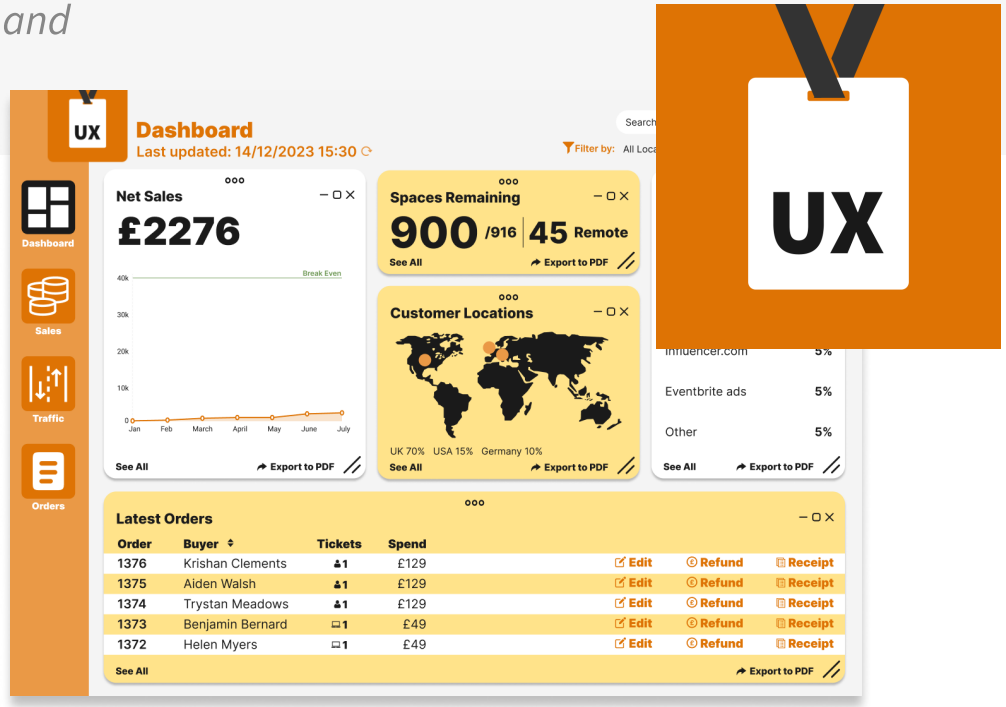
UX conference dashboard

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.

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.

SKIP TO THE FINAL SCREENS

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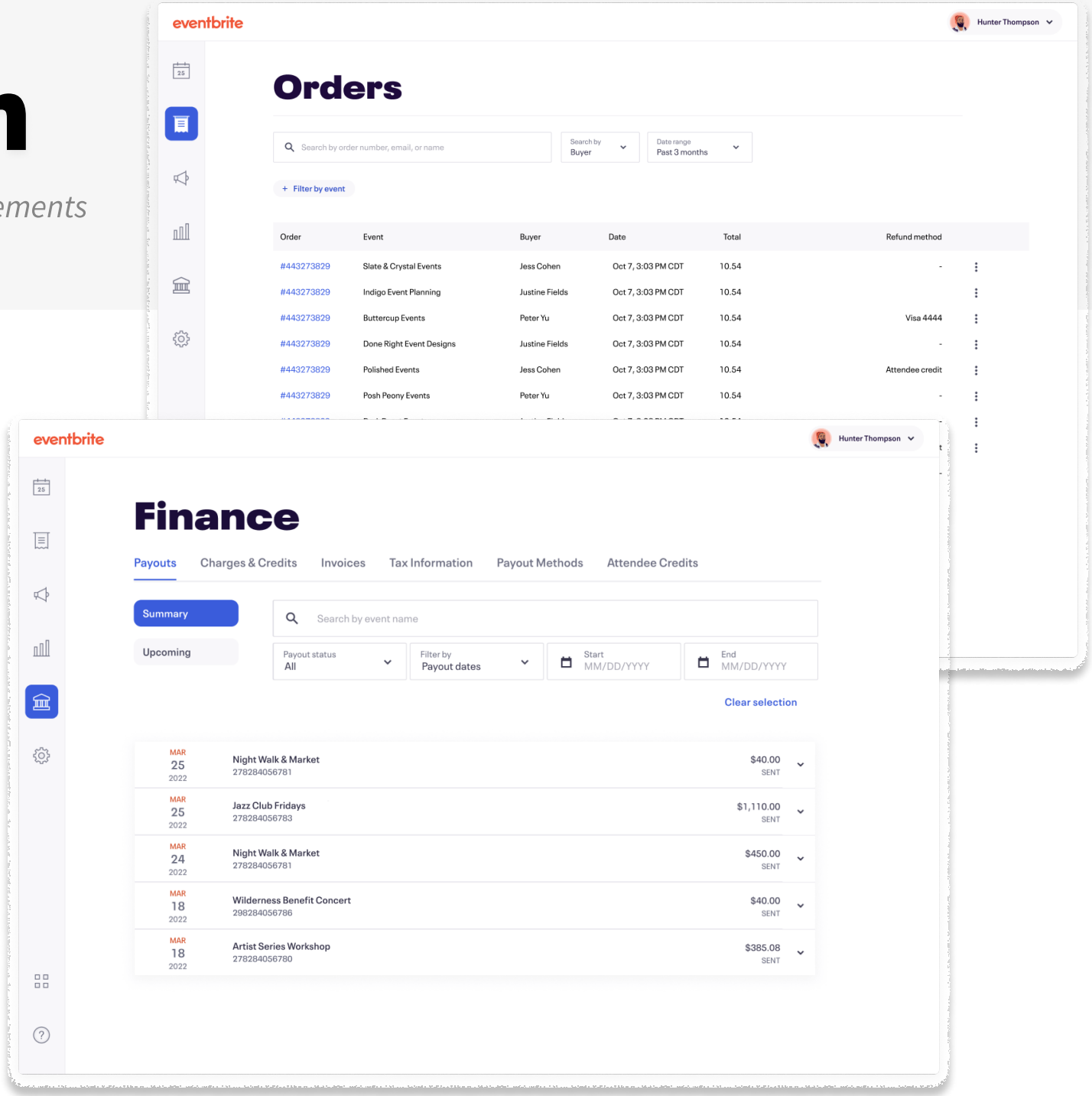
Research

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.



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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 reciept
- The ability to filter information by date or location
- A notification system which makes recommendations to the user, or highlights key metrics

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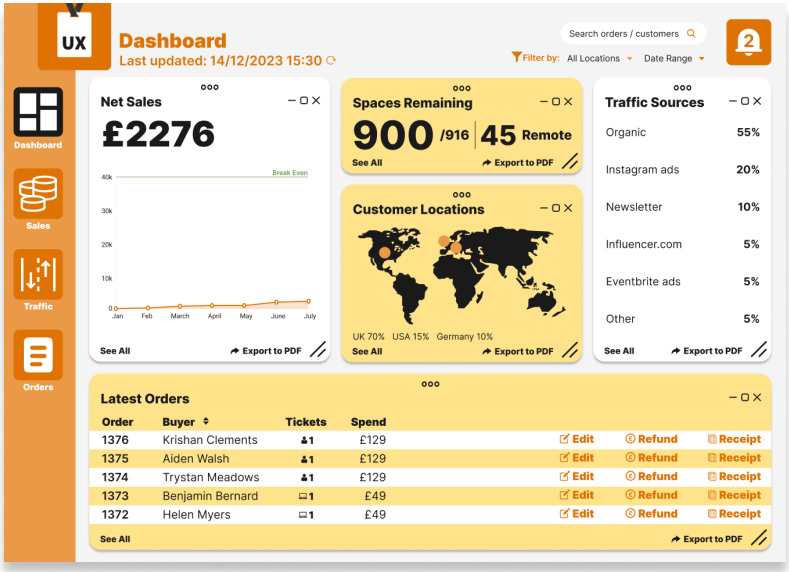
Information architecture

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.

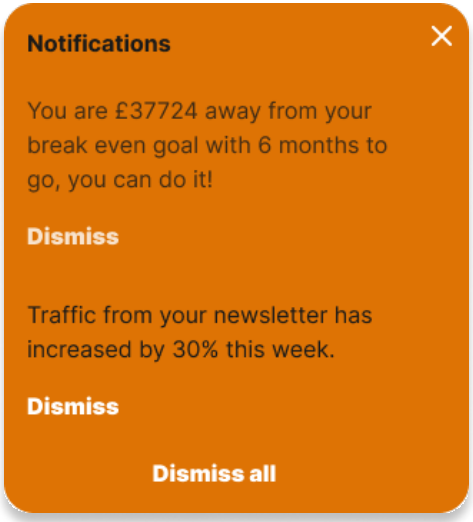


SIDEBAR

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.



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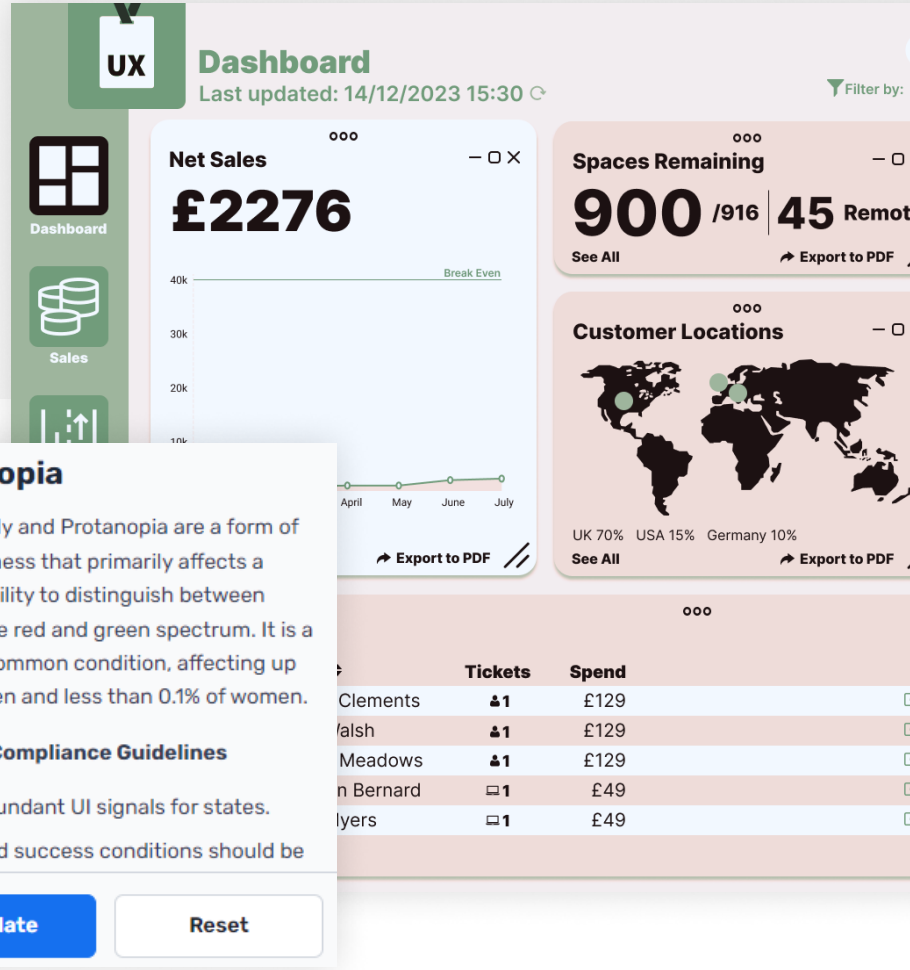
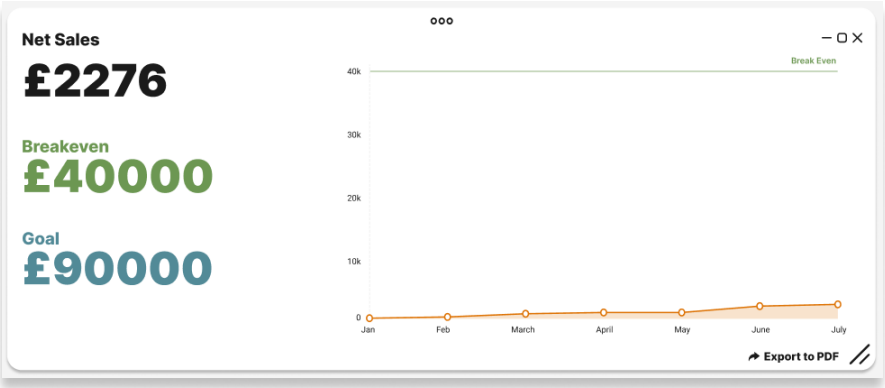
Accessibility

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



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.

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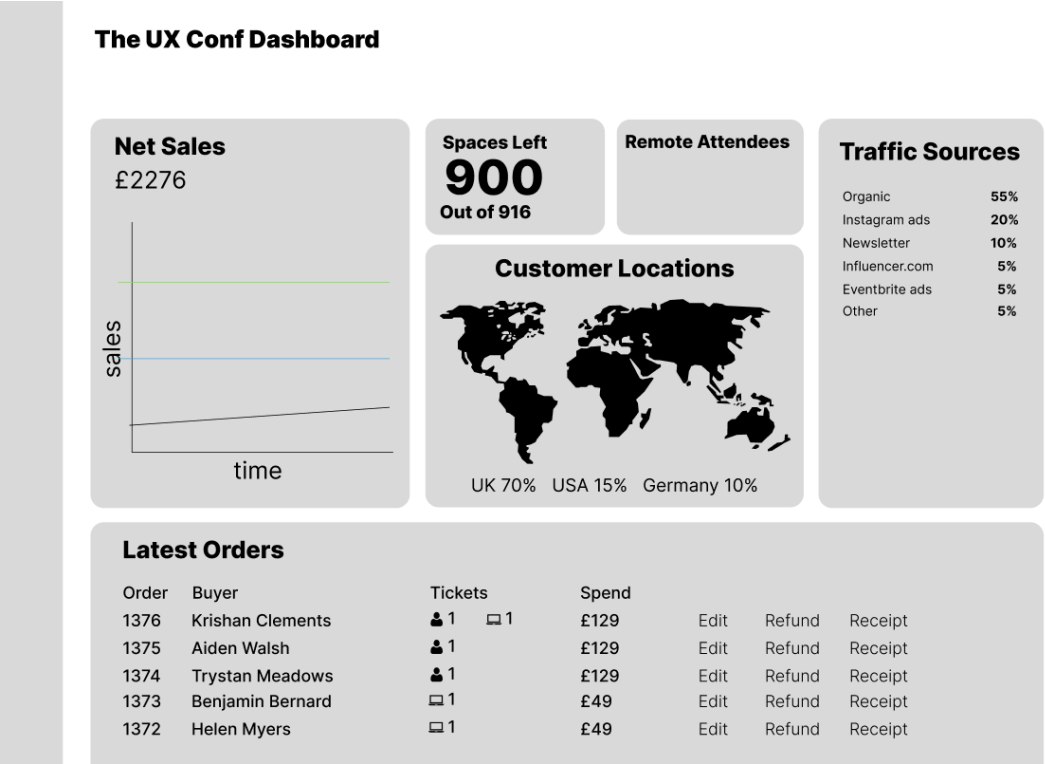
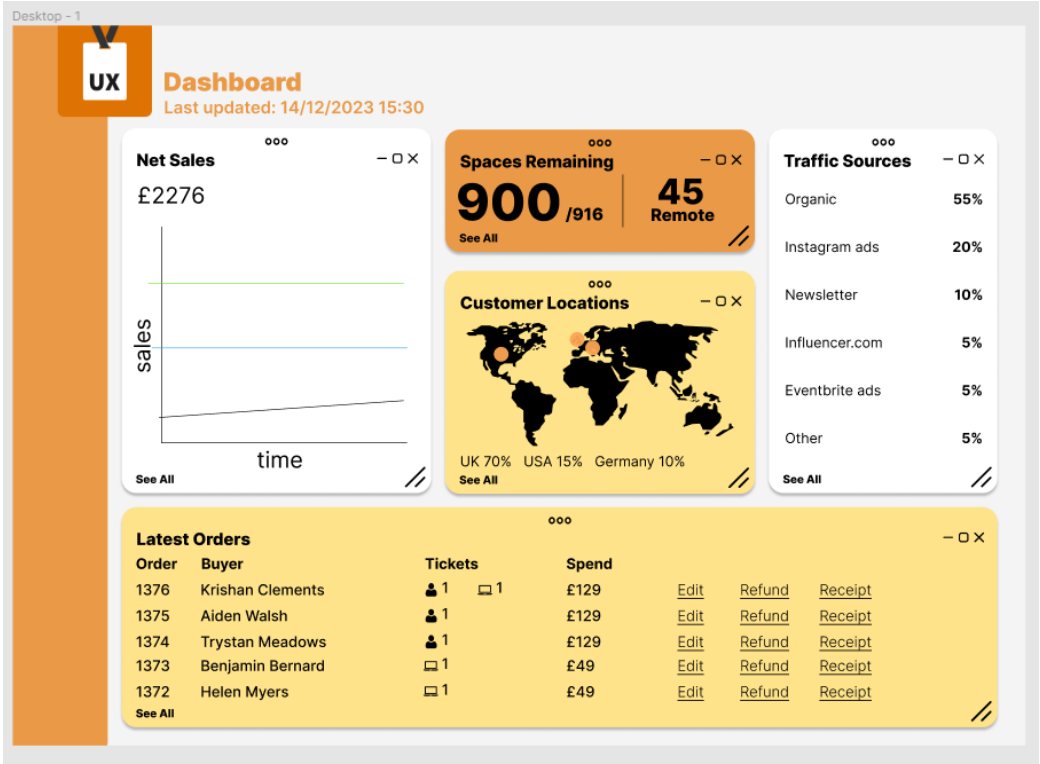
Wireframes & Early Prototypes

Early dashboard designs & wireframing

WIREFRAME V1



WIREFRAME V2



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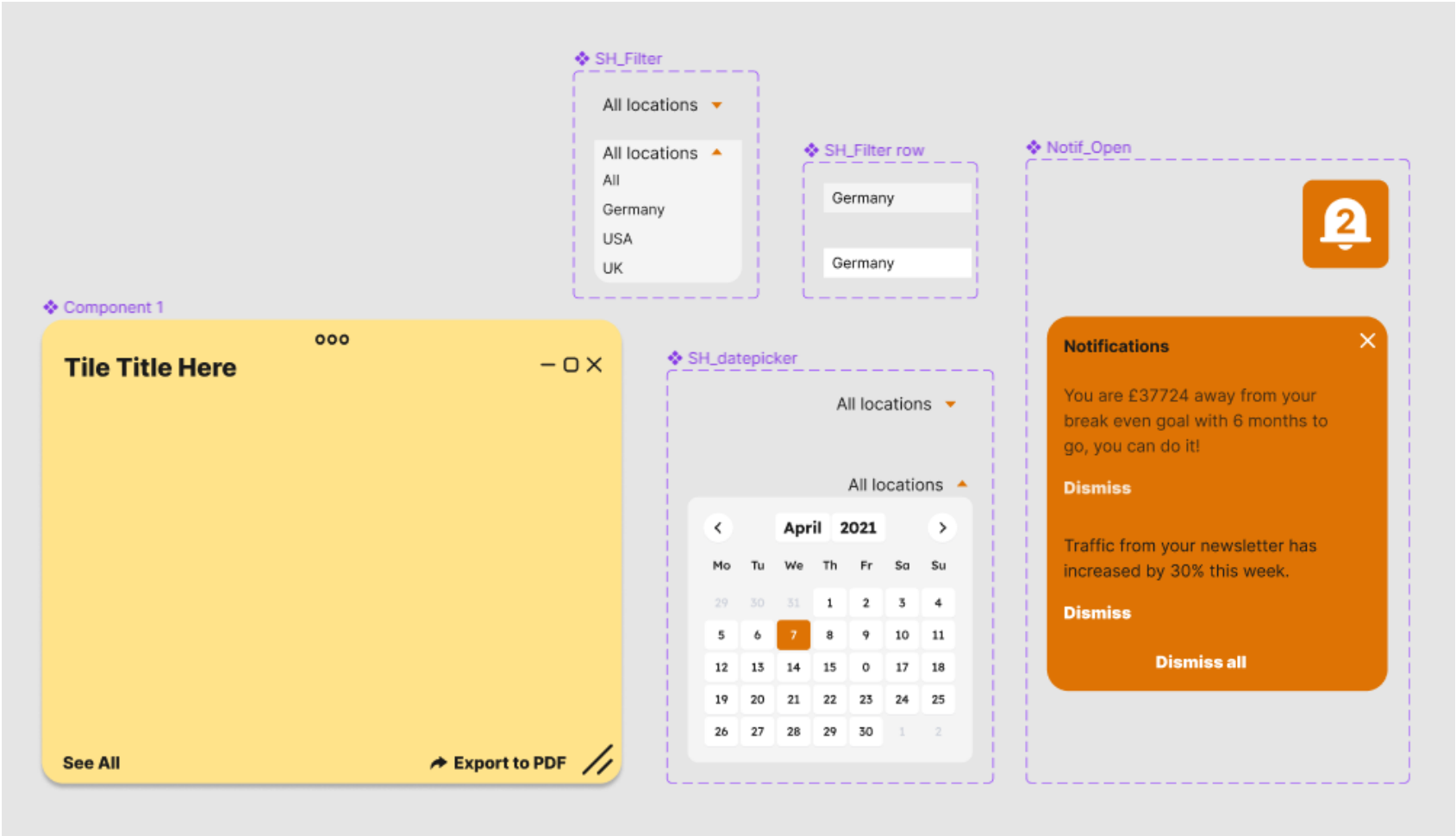
Components

Component states from the final prototype



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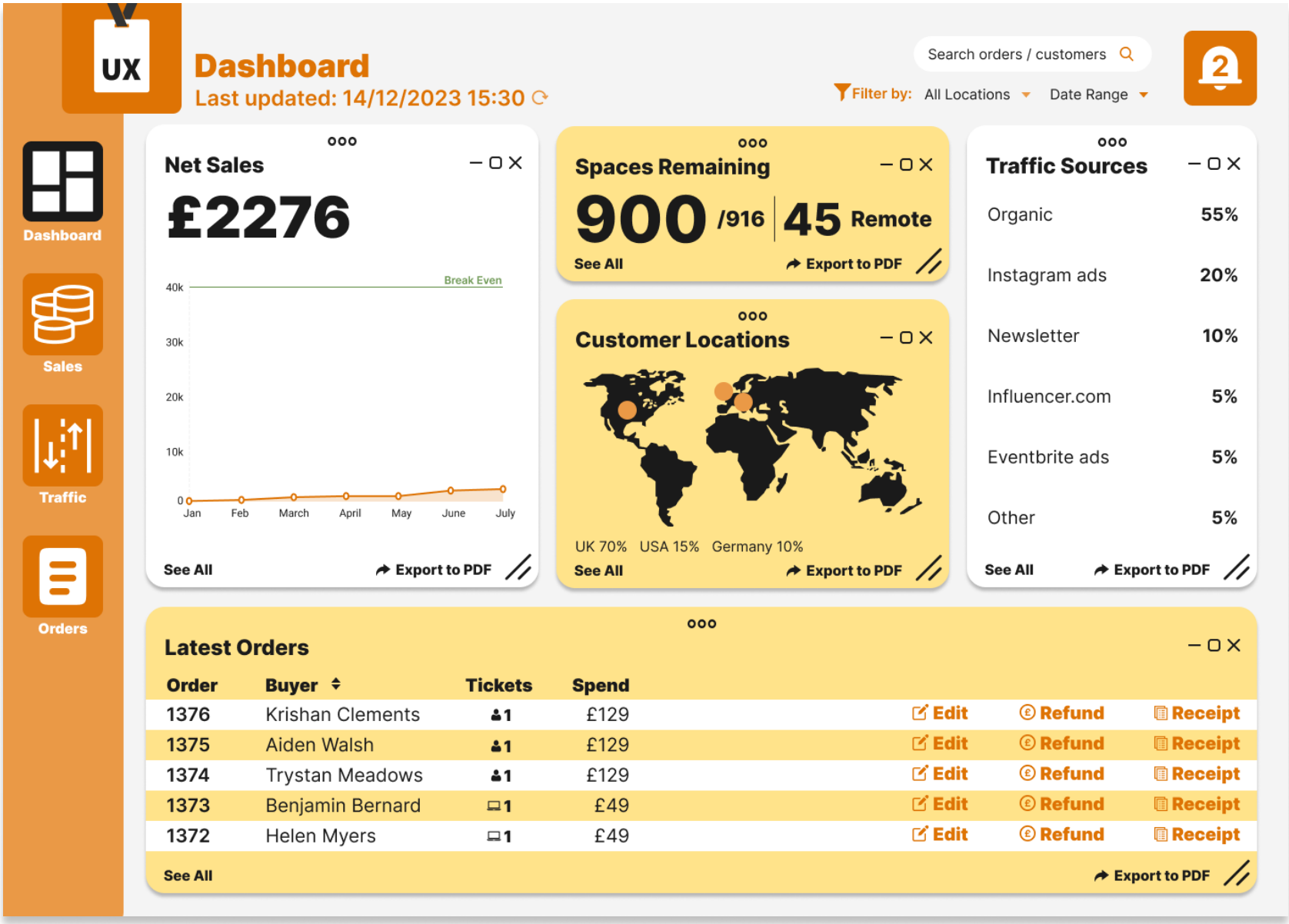
Final Screens

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



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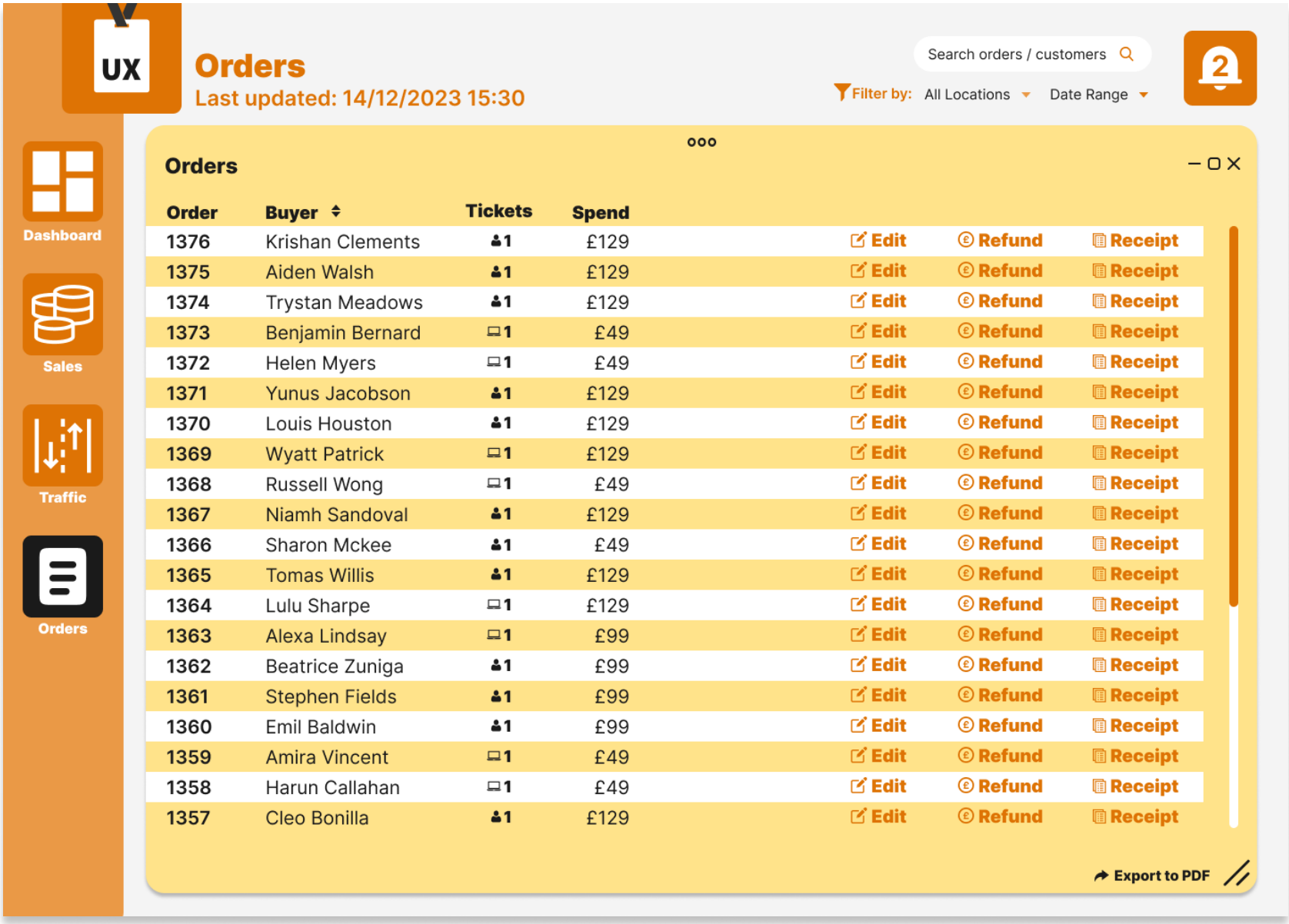
Final Screens



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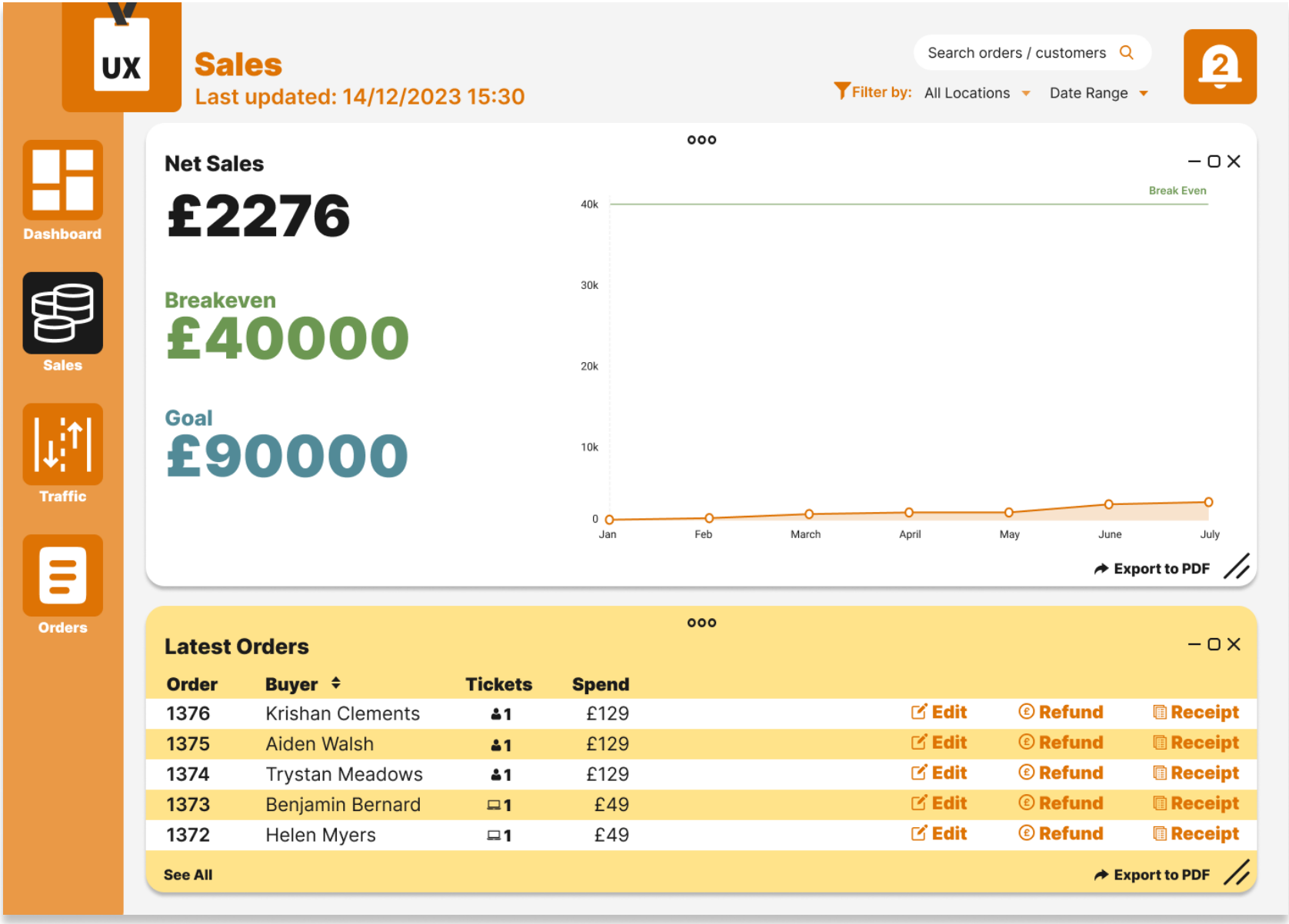
Final Screens



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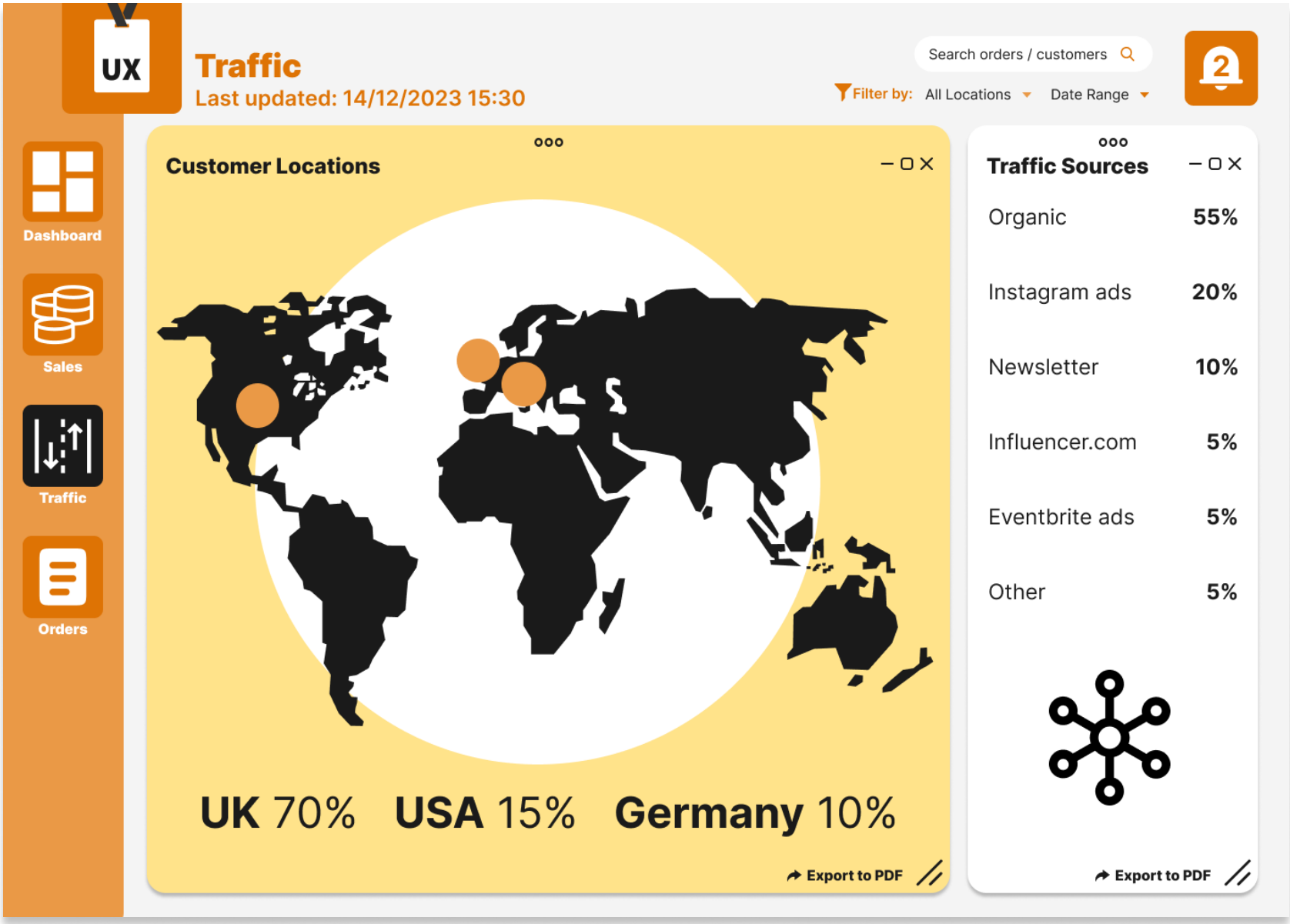

Like this case study?
Hire me!

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