

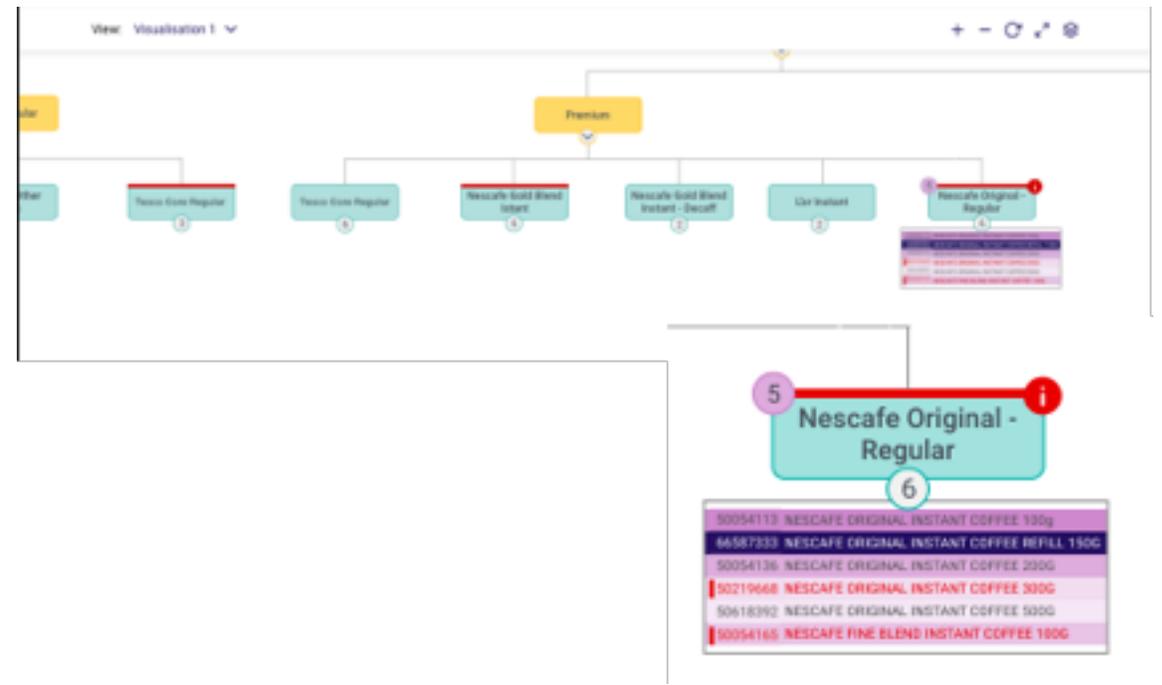
UX & UI Portfolio

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Project 1: UI redesign of CDT data visual

Project overview:

When I started my role at dunnhumby, one of my first projects I was tasked with was designing a new UI for the customer decisions tree data visual for the product. The product I was assigned to was undergoing a complete re-platform since Flash was being decommissioned in Dec. 2020. Along with the re-platform the team was using this opportunity to create a better overall product by having UX/UI involvement from the very beginning. With that, came a facelift of the current styles and a need to review the basics of the functionality.



Early stages

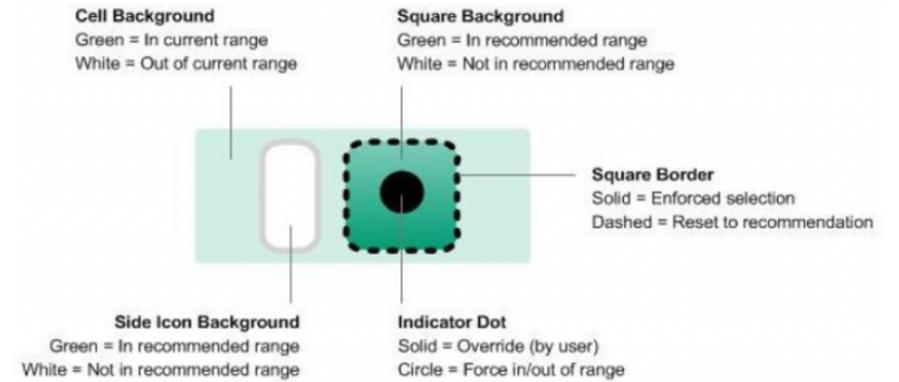
My first action was to review the current tree design and see what I was working with. I needed to understand the functionality to know what components needed to be designed for, but I also needed to understand the interactivity of the UI states, as well as understand who would be using this piece of the product. See above for the original CDT tree and some attempts at design by the PM team, before I was involved.

Project 2: Range functionality

Project overview:

One of the main pieces of functionality in the product was to allow the users to make ranging decisions in their data table. The user needed to be able to force in, force out, add, keep, and delete products within their data set, all while being able to still see additional metrics on screen.

Product Code	Description	Need State Name	All Countries		Composite Score						Segmentation			SubGroup Description
			P: 305 T: 309 A: 305	Add Order	Comp. Rank	ACV Weighted ROS (£)	Sales (Units)	Favourite Share %	Customers	Frequency of Purchase	UM	MM	LA	
						£3.38	72,799	47.3%	28,080	1.7				
000010000	PG TIPS ORIGINAL 200 TEA BAGS	NS		4	4	£96.56	3,856,579	58.6%	1,476,710	1.8	23%	41%	36%	STANDARD TEA BAGS
000010001	YORKSHIRE 80 TEABAGS 200G	NS		3	3	£61.52	3,350,632	57.4%	1,121,800	1.9	31%	40%	28%	STANDARD TEA BAGS
000010001	YORKSHIRE TEABAGS 140 PACK 100	NS		31	5	£79.34	2,550,228	58.8%	1,060,860	1.7	29%	38%	33%	STANDARD TEA BAGS
000010007	TETLEY 240 TEABAGS 700G	NS		2	2	£67.71	2,254,761	62.2%	965,090	1.8	22%	41%	37%	STANDARD TEA BAGS
000010002	PG TIPS PYRAMID 240 TINS 600G	NS		112	6	£75.46	2,115,445	54.5%	903,040	1.7	22%	40%	38%	STANDARD TEA BAGS
000010004	TETLEY 160 TEABAGS 500G	NS		106	9	£43.92	1,985,021	43.4%	900,460	1.6	23%	44%	33%	STANDARD TEA BAGS
000010006	TETLEY SOFTPACK 80 TEA BAGS 200	NS		24	11	£32.49	2,035,531	43.6%	814,350	1.6	24%	45%	31%	STANDARD TEA BAGS
000010003	PG TIPS PYRAMID 80 TINS 200G	NS		18	10	£37.60	2,063,948	49.7%	697,360	1.7	27%	45%	28%	STANDARD TEA BAGS
000010005	TENICO 80 TEABAGS 200G	NS		1	1	£22.90	2,653,624	70.2%	678,540	2.8	19%	38%	43%	STANDARD TEA BAGS
000010009	YORKSHIRE TEA BAGS 240'S 700G	NS		203	13	£44.59	801,765	46.1%	423,490	1.5	28%	36%	36%	
000010010	STOCKWELL & CO 80 TEA BAGS 200	NS		7	8	£10.23	2,022,221	79.1%	398,450	2.8	15%	31%	54%	
000010008	TETLEY DECAFFINATED 80 TEABAGS	NS		20	16	£19.49	1,032,165	57.3%	376,880	2.0	28%	43%	29%	
000010016	TENICO DECAFFINATED 80 TEABAGS	NS		5	7	£17.81	1,397,304	75.7%	352,190	3.2	24%	38%	39%	
000010017	TENICO 160 TEABAGS 500G	NS		121	18	£16.51	846,341	59.4%	297,690	2.5	17%	33%	50%	
000010013	YORKSHIRE DECAFF 80 TEABAGS 2	NS		87	33	£18.34	769,926	55.2%	290,120	1.9	35%	38%	27%	
000010004	TENICO PEPPERMINT 40 TINS 600	NS		16	35	£9.08	844,347	55.5%	282,630	2.2	39%	34%	28%	
000010011	TENICO PEPPERMINT 20 TINS 6	NS		44	51	£10.90	926,286	41.5%	275,560	1.6	43%	38%	19%	
000010007	TENICO ENGLISH BREAKFAST 100	NS		15	34	£20.65	691,649	56.6%	262,030	1.8	42%	37%	22%	

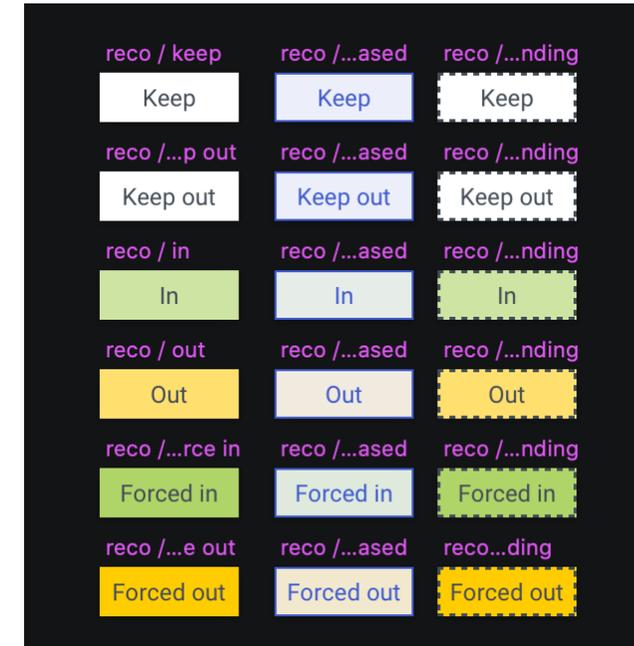


Early stages

Again, my first action was to review the functionality requirements and start to understand how users used this piece of functionality to make decisions. Here's a look at the original product designs before I was involved. As you can see, the key to understanding the interactions was quite complex and most users admitted it was so difficult to learn that they exported the data and used Excel instead.

Solution

After a month or so of research, and an all-day workshop, I was able to present an idea which solved for the different states required for the user's needs, as well as an intuitive way for them to make actions in the data table.



Recommendations table for OATMEAL

Table view: Total level Cluster level

2 selected Recommendations

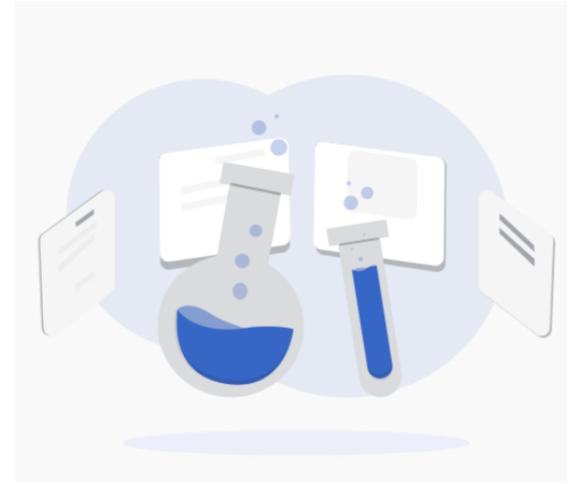
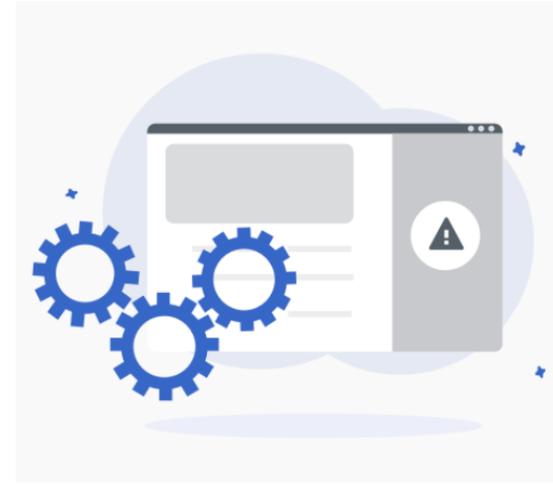
Product code	Product description	Need state	Add order		Composite rank		Composite score		Action	Region 1	Region 2	Region 3
			Min	Max	Min	Max	Min	Max		P: 100 T: 18 A: 95	P: 100 T: 10 A: 95	P: 100 T: 4 A: 95
<input type="checkbox"/>	000948241992 OATMEAL CUP CRANBERRY ORANGE OG	OATMEAL Porridge							Keep	Keep	Keep	Keep
<input type="checkbox"/>	000948241993 OATMEAL CUP ORIGINAL OG	OATMEAL Porridge							Keep	Keep	Keep	Keep
<input type="checkbox"/>	000948241994 OATMEAL CUP HONEY OG	OATMEAL Porridge							Keep	Keep	Keep	Keep
<input type="checkbox"/>	000948241995 OATMEAL CUP STRAWBERRY OG	OATMEAL Porridge							Keep	Keep	Forced out	Out
<input type="checkbox"/>	000948241996 OATMEAL CUP CRANBERRY ORANGE OG	OATMEAL Porridge							In	Keep	Keep	In
<input type="checkbox"/>	000948241997 OATMEAL CUP ORIGINAL OG	OATMEAL Porridge							Keep	Keep	Keep	Keep out
<input type="checkbox"/>	000948241998 OATMEAL CUP HONEY OG	OATMEAL Porridge							Keep	Forced out	Keep	Forced out
<input type="checkbox"/>	000948241998 OATMEAL CUP STRAWBERRY OG	OATMEAL Porridge							Keep	Keep	Keep	Keep out
<input type="checkbox"/>	000948242200 OATMEAL CUP CRANBERRY ORANGE OG	OATMEAL Porridge							Keep	Keep	Forced out	Keep out
<input type="checkbox"/>	000948242201 OATMEAL CUP ORIGINAL OG	OATMEAL Porridge							Keep	⌚	Keep	Keep out
<input type="checkbox"/>	000948242202 OATMEAL CUP HONEY OG	OATMEAL Porridge							Keep out	Keep	Keep out	⌚

Project 3: UI empty states

Project overview:

As I was working on new styles for our design library, I realized the need for empty state illustrations. This was lacking from the current design system and having illustrations to convey empty data states was not only a nice aesthetic, but a way to inform the user of what was happening in the interface.





Solution

After reviewing the different types of empty states we needed to account for, I designed 4 illustrations to add to our design library.



Want to chat?

Please email me at:

allison.arden.asbury.designs@gmail.com and see more
portfolio examples at: www.allisonardenasbury.com

