

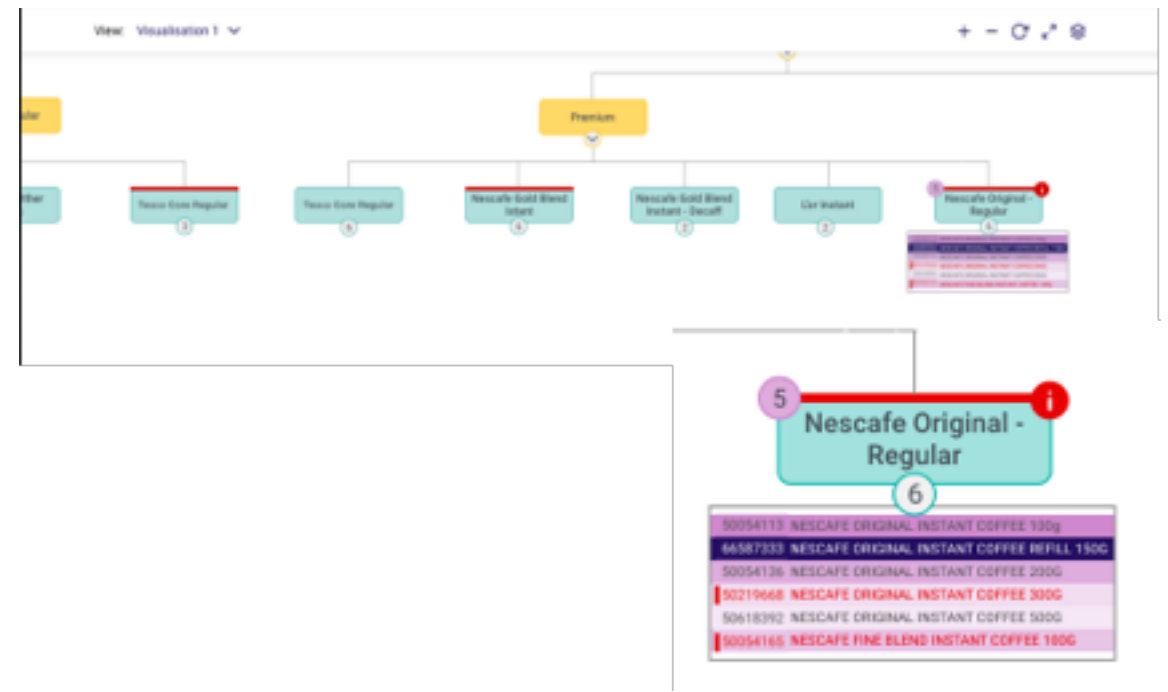
UX & UI Portfolio

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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.

First draft

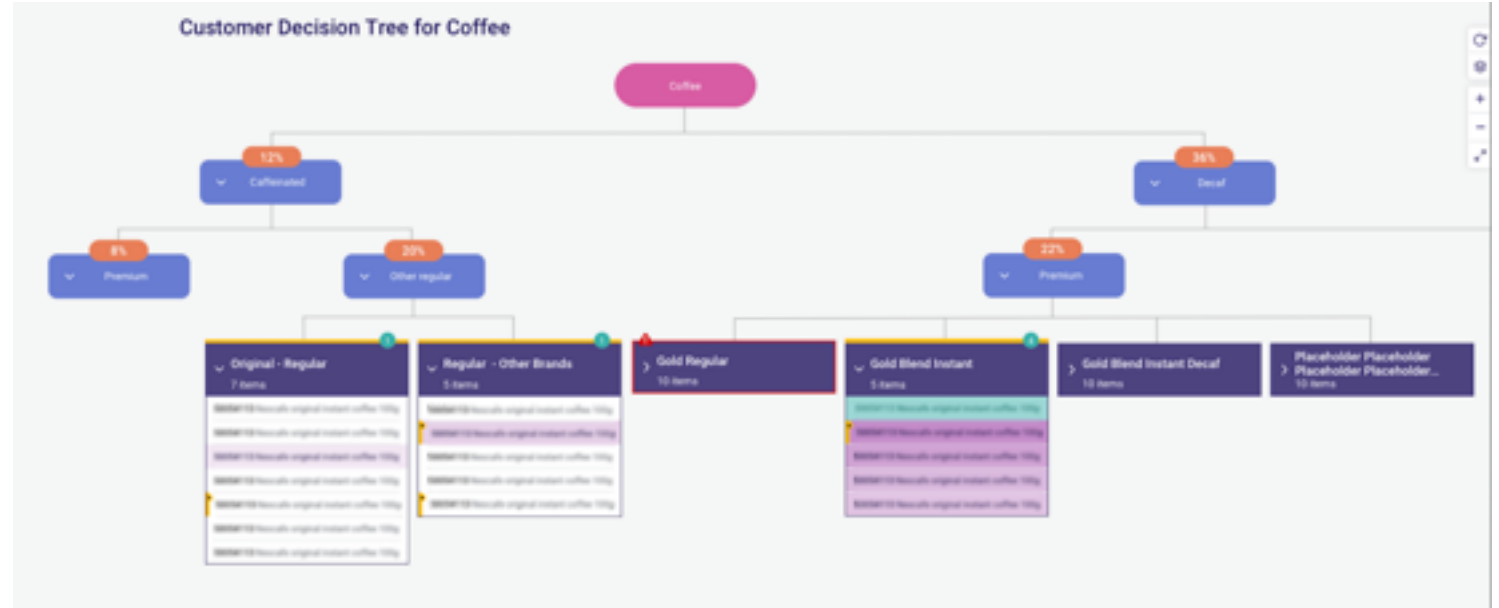
Understanding the functionality:

The functionality of the tree was for users to be able to group products into different “buckets” determined by shoppers behavior.

Similar products, were grouped together to show relationships with one another. The top of the tree represented the category as a whole, and then the further down the buckets go, would represent the more granular groupings of the data.

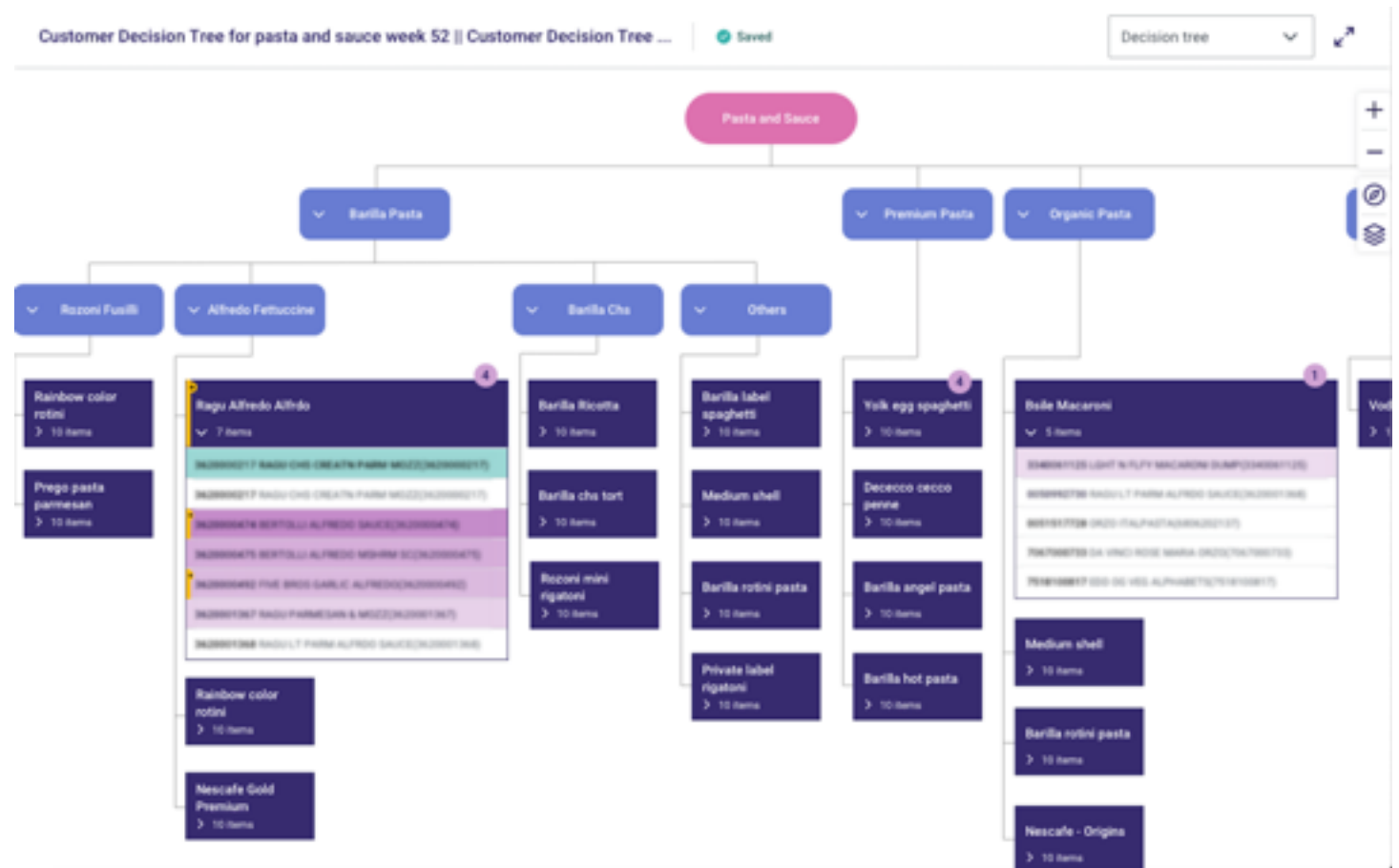
There were 3 tiers of groupings, the root (1st level), the decision nodes (2nd level), and the need states (3rd level). The products were then displayed in their relevant need states, and the user was able to move these products around the tree to regroup.

Based on my understanding of the functionality and research, my first draft I reviewed with the team can be seen [here](#).



Final draft

After further reviewing, testing, and research, I finalized the UI in the screen seen here. It not only met the needs of the functionality and included all the relevant interactive states, but more importantly users also loved it! They found it much more intuitive to use and really appreciated the more modern UI.



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.

			All Countries		Composite Score						Segmentation			SubGroup Description
Product Code	Description	Need State Name	P: 305 T: 309 A: 308	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				
0000010000	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
0000000001	YORKSHIRE 60 TEABAGS 2000	NS		3	3	£61.52	3,350,632	57.4%	1,121,800	1.9	31%	40%	28%	STANDARD TEA BAGS
0000100001	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
0000403407	TETLEY 240 TEABAGS 7000	NS		2	2	£67.71	2,254,761	62.2%	965,090	1.8	22%	41%	37%	STANDARD TEA BAGS
0000407402	PG TIPS PHARMED 240 TIBUS 6000	NS		112	6	£75.46	2,115,445	54.5%	903,040	1.7	22%	40%	38%	STANDARD TEA BAGS
0000407024	TETLEY 160 TEABAGS 5000	NS		106	8	£43.92	1,985,021	43.4%	900,460	1.6	23%	44%	33%	STANDARD TEA BAGS
0000403006	TETLEY SMOOTHEN 80 TEA BAGS 30	NS		24	11	£32.49	2,035,531	43.6%	814,350	1.6	24%	45%	31%	STANDARD TEA BAGS
0000407400	PG TIPS PHARMED 80 TIBUS 2000	NS		18	10	£37.60	2,063,948	49.7%	697,360	1.7	27%	45%	28%	STANDARD TEA BAGS
0000001000	TEBICO 80 TEABAGS 2000	NS		1	1	£22.90	2,653,624	70.2%	678,540	2.8	19%	38%	43%	STANDARD TEA BAGS
0001000000	TEBICO TEA BAGS 2400 7000	NS		203	13	£44.59	801,765	46.1%	423,490	1.5	28%	36%	36%	
0000001002	STOCKWELL & CO 80 TEA BAGS 200	NS		7	8	£10.23	2,022,221	79.1%	398,450	2.8	15%	31%	54%	
0001000000	TETLEY DECAFFEINATED 80 TEABAG	NS		20	16	£19.49	1,032,165	57.3%	376,880	2.0	28%	43%	29%	
0001004076	TEBICO DECAFFEINATED 80 TEABAG	NS		5	7	£17.81	1,397,304	75.7%	352,190	3.2	24%	38%	39%	
0000001007	TEBICO 160 TEABAGS 5000	NS		121	18	£16.51	846,341	59.4%	297,690	2.5	17%	33%	50%	
0000700010	YORKSHIRE DECAFF 80 TEABAGS 2	NS		87	33	£18.34	769,926	55.2%	290,120	1.9	35%	38%	27%	
0011000001	TEBICO PEPPERMINT 40 TIBUS 600	NS		16	35	£9.08	844,347	55.5%	282,630	2.2	39%	34%	28%	
0001000001	TEBICO PEPPERMINT 20 TIBUS 6	NS		44	51	£10.90	926,286	41.5%	275,560	1.6	43%	38%	19%	
0001100007	TEBICO ENGLISH BREAKFAST 100	NS		15	34	£20.65	691,649	56.6%	262,030	1.8	42%	37%	22%	

Cell Background
Green = In current range
White = Out of current range

Square Background
Green = In recommended range
White = Not in recommended range

Side Icon Background
Green = In recommended range
White = Not in recommended range

Square Border
Solid = Enforced selection
Dashed = Reset to recommendation

Indicator Dot
Solid = Override (by user)
Circle = Force in/out of range

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

Exclude

Force in

Force out

Reset

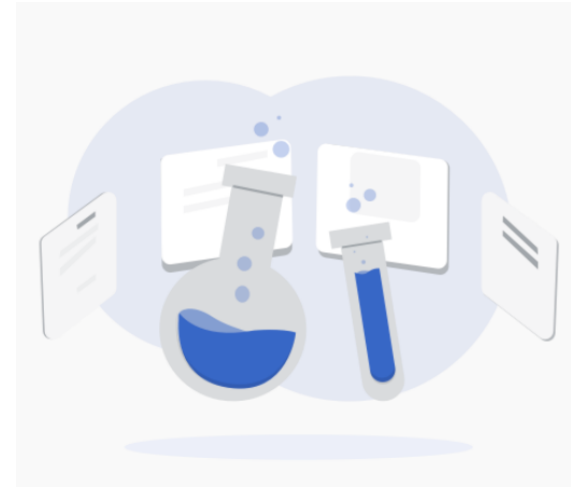
Product code	Product description	Need state	Add order	Composite rank	Composite score		Region 1	Region 2	Region 3
Search	Search	OATMEAL Porridge	Min Max	Min Max	Min Max		P: 100 T: 18 A: 95	P: 100 T: 10 A: 95	P: 100 T: 4 A: 95
<input type="checkbox"/>	0009H4E241992	OATMEAL CUP CRANBERRY ORANGE OG	OATMEAL Porridge	1	1	0.1505349	Keep	Keep	Keep
<input type="checkbox"/>	0009H4E241993	OATMEAL CUP ORIGINAL OG	OATMEAL Porridge	2	2	0.2086292	Keep	Keep	Keep
<input type="checkbox"/>	0009H4E241994	OATMEAL CUP HONEY OG	OATMEAL Porridge	3	3	0.3393859	Keep	Keep	Keep
<input type="checkbox"/>	0009H4E241995	OATMEAL CUP STRAWBERRY OG	OATMEAL Porridge	4	4	0.3666175	Keep	Keep	Out
<input type="checkbox"/>	0009H4E241996	OATMEAL CUP CRANBERRY ORANGE OG	OATMEAL Porridge	5	5	0.1505349	In	Keep	In
<input type="checkbox"/>	0009H4E241997	OATMEAL CUP ORIGINAL OG	OATMEAL Porridge	6	6	0.2086292	Keep	Keep	Keep out
<input type="checkbox"/>	0009H4E241998	OATMEAL CUP HONEY OG	OATMEAL Porridge	7	7	0.3393859	Keep	Forced out	Forced out
<input type="checkbox"/>	0009H4E241999	OATMEAL CUP STRAWBERRY OG	OATMEAL Porridge	8	8	0.3666175	Keep	Keep	Keep out
<input type="checkbox"/>	0009H4E24C200	OATMEAL CUP CRANBERRY ORANGE OG	OATMEAL Porridge	9	9	0.1505349	Keep	Keep	Forced out
<input type="checkbox"/>	0009H4E24C201	OATMEAL CUP ORIGINAL OG	OATMEAL Porridge	10	10	0.2086292	Keep	Keep	Keep out
<input type="checkbox"/>	0009H4E24C202	OATMEAL CUP HONEY OG	OATMEAL Porridge	11	11	0.3393859	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:

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portfolio examples at: www.allisonardenasbury.com

