

Data | Insights | Security

Customization | Analysis | Growth | Scalable

Red Baton | 23



Reviews and ratings collecting system

Product : E - Commerce

Client: Johnson & Johnson

Timeline : 3 Weeks

Team : UX (Akash, Komal, Pawan)
UI (Srirag, Bala, Biswa, Anand)

About

i-Genie provides softwares to brands giving insights and analysis to drive changes and help them succeed. Data scraping- collect reviews and ratings across retailers.

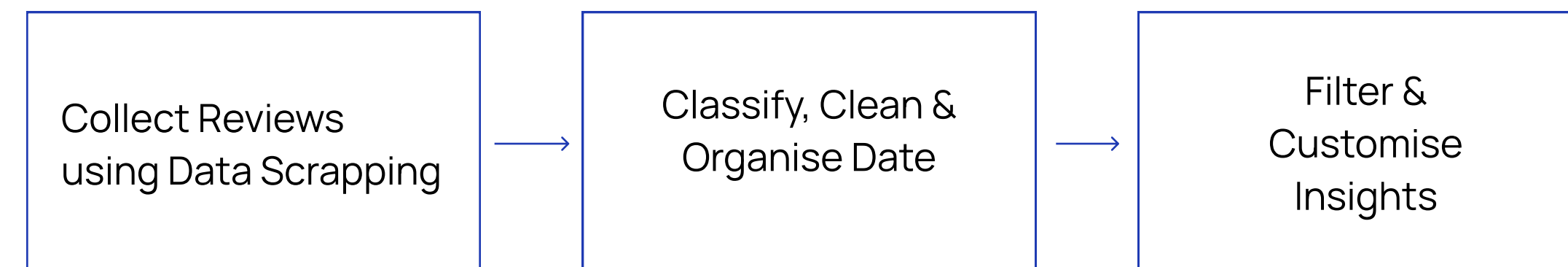
It helps brands by giving them ability to take faster fact-based decisions.

What do they do?

A platform which **collects and analyses reviews** to provide insights to business .

It helps brands by giving them ability to take faster **fact based decisions**

How do they do it?



People and Persona

User Personas are based on the client company and their roles and requirements of using the system.

Eleni
Vice President of Skin Health, Head office - Persona 3

Demographics
Age: 48
Role: Head Office (USA)
Occupation: Vice President of Skin Health
Frequency of use: Once per month

Tech Savvy
[Progress bar]

Bio

- Eleni has teenage children and she manages / guards her time very carefully.
- Her day is torn between executive / strategic meetings and solving executional problems across her portfolio of about 6 brands.
- She relies on **Intel** from her Marketing Managers and from reports/dashboards to course correct, and to ask questions of her Marketing teams.
- Very big picture oriented
- Has a longer time frame in performance measurement.

Needs And Goals

- Grow sales
- Have positive reviews, in-sync campaigns that resonate with the overall company
- Have a clear knowledge about the threats and competitors
- Biggest Opportunities and Strengths of my brand portfolio
- What are the Threats/Weakness in the portfolio
- How can I deliver incremental innovation

Expectation

- Access is quick and easy
- Easy availability of answers
- 'exceptions' / 'outliers' come to me... rather than me having to fetch them. Some kind of alerting system built in.
- Reduce time to explain 'what' to free up time to focus on the 'so what' and the 'how what'

Pain Points/Frustrations

- Insights team too focussed on detail and perfection.
- Insights team takes too long to answer seemingly easy questions
- Insights team telling me 'what happened' rather than telling me what to do about it.
- Insights team lack proactivity, they only answer my questions, but they don't come forward with self-identified areas of opportunity.
- Not enough time. Deep dives take 1-2 weeks.

Key Success Measures

- Stronger sales (Portfolio & Category)
- Higher profitability (Portfolio & Category)
- Stronger brand affinity (Portfolio & Category)

Key Tasks

- To be able to share insights easily
- To find opportunities and threats
- Have an overview of all the brands under her job
- I want to be able to get to common questions / FAQ, quickly and easily.

Eleni
Vice President of Skin Health

Rakshita
Insights Manager, Middle office - Persona 1

Demographics
Age: 37
Role: USA
Occupation: Insight Manager
Frequency of use: Daily (1 hour)

Tech Savvy
[Progress bar]

Bio

- Has a young family
- Looking to get promoted
- Risk averse
- Came from a traditional insights company
- Detail Oriented

Needs And Goals

- Produce insights, campaign analysis and reports that might be helpful to marketers
- Provide recommendations to help grow business
- To provide insights that answer marketer's adhoc questions

Expectation

- Data visualization is easy to read and derive insights from.
- Granularity and customization (filters/specific usecases) in data so they can look at the data in different ways and answer questions from marketers.
- Ability to export data in different formats (ppt/excel/pdf)
- Ability to combine / genie data with other external data modes

Pain Points/Frustrations

- Product not being accessible (dark mode, color contrast, font readability)
- Brand color is not reflected in the product. (white labeling)
- Data not exportable

Key Success Measures

- How quickly can I get the recommendation for marketer's questions?
- How quickly can I get the analysis into a presentable format to tell the story of insight.
- How many "Oh SHIT!" moments can I create

Key Tasks

- To be able to share insights easily
- Analysis & making recommendations based on insights from 'what' to 'so what'

Rakshita
Insights Manager

Rachel
Marketing/Brand manager, Head office - Persona 2

Demographics
Age: 41
Role: Head Office (USA)
Occupation: Marketing/Brand manager
Frequency of use: Once per week, 3x per month

Tech Savvy
[Progress bar]

Bio

- Has a young family. Her kids are school going age. Returned from a short career break 4 years ago.
- Concept Oriented, is less concerned about details
- She believes that her brands are stronger than the competitors and that any poor performance is related to executional related issues, rather than poor marketing
- Brand first focused about
- She enjoys time spend with her advertising agency who she relies on heavily for insights.
- Internally, she relies on the insights manager to answer her more difficult to find questions.

Needs And Goals

- Grow sales
- Build longer term Brand affinity/equity
- Create a campaign that resonates with consumers that it may be considered for external awards recognition.

Expectation

- Access my quick and easy
- I should know where to go to find the answers to my questions.
- Can 'exceptions' / 'outliers' come to me... rather than me having to fetch them. Some kind of alerting system built in.
- Reduce time to explain 'what' to free up time to focus on the 'so what' and the 'how what'

Pain Points/Frustrations

- Insights team too focussed on detail and perfection.
- Insights team takes too long to answer seemingly easy questions
- Insights team telling me 'what happened' rather than telling me what to do about it.
- Insights team lack proactivity, they only answer my questions, but they don't come forward with self-identified areas of opportunity.

Key Success Measures

- Stronger sales
- Higher profitability
- Stronger brand affinity

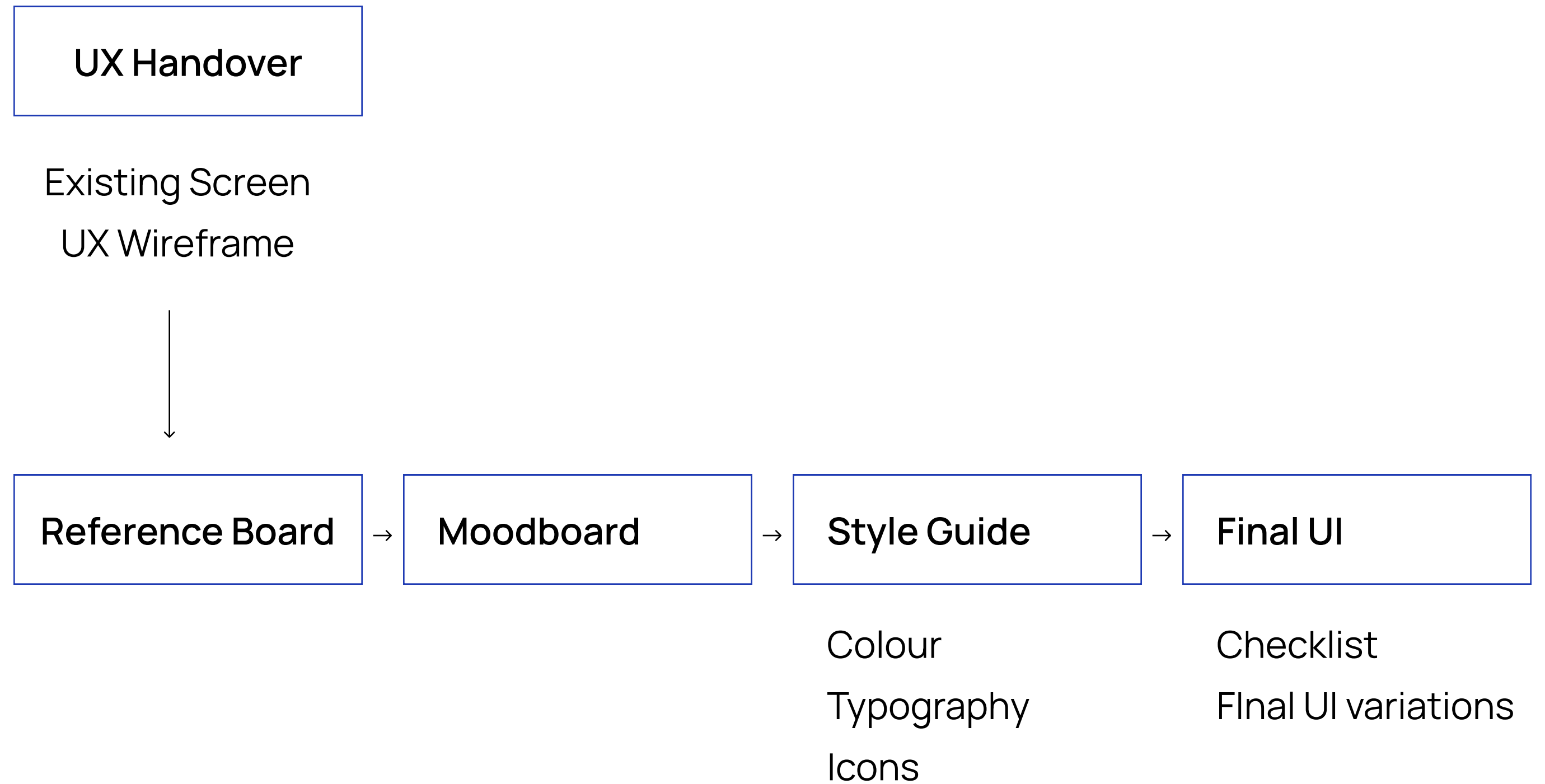
Key Tasks

- To be able to quickly get answers to common questions
- To be able to share insights easily (bookmark and share within the platform)
- To be able to have templates and use them to add data and share it with team.

Rachel
Marketing Brand Manager

Process

Red Baton's design process is robust and user centric, including research and design. I genie is one such project, that required understand client requirement and all the stakeholders using the platform and their goals and pain points.



Discover

Define

Design

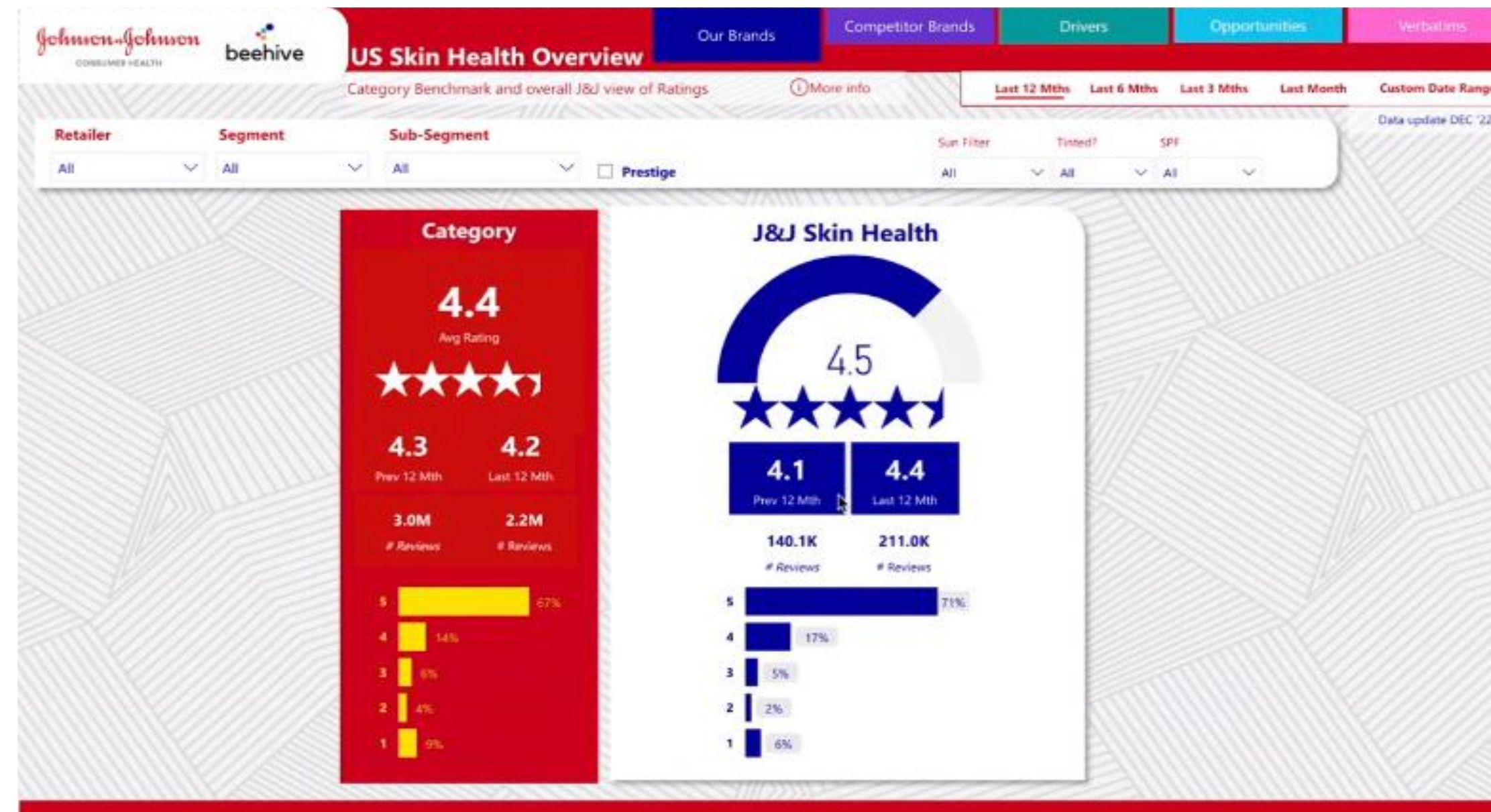
IA Scope

- Improved IA and navigation
- Global and niche filters
- Visual representation of data
- Consistent UI elements and interface
- Charts to support data driven insights
- Differentiation between clickable and non-clickable actions
- Setting up brand colors for website
- Download summary- ability to export data in different formats like excel, pdf.
- Alerts to any issues/ major changes



Old site

Alongside is the existing website
E-commerce product of I-genie.



Issues in existing dashboard

UX

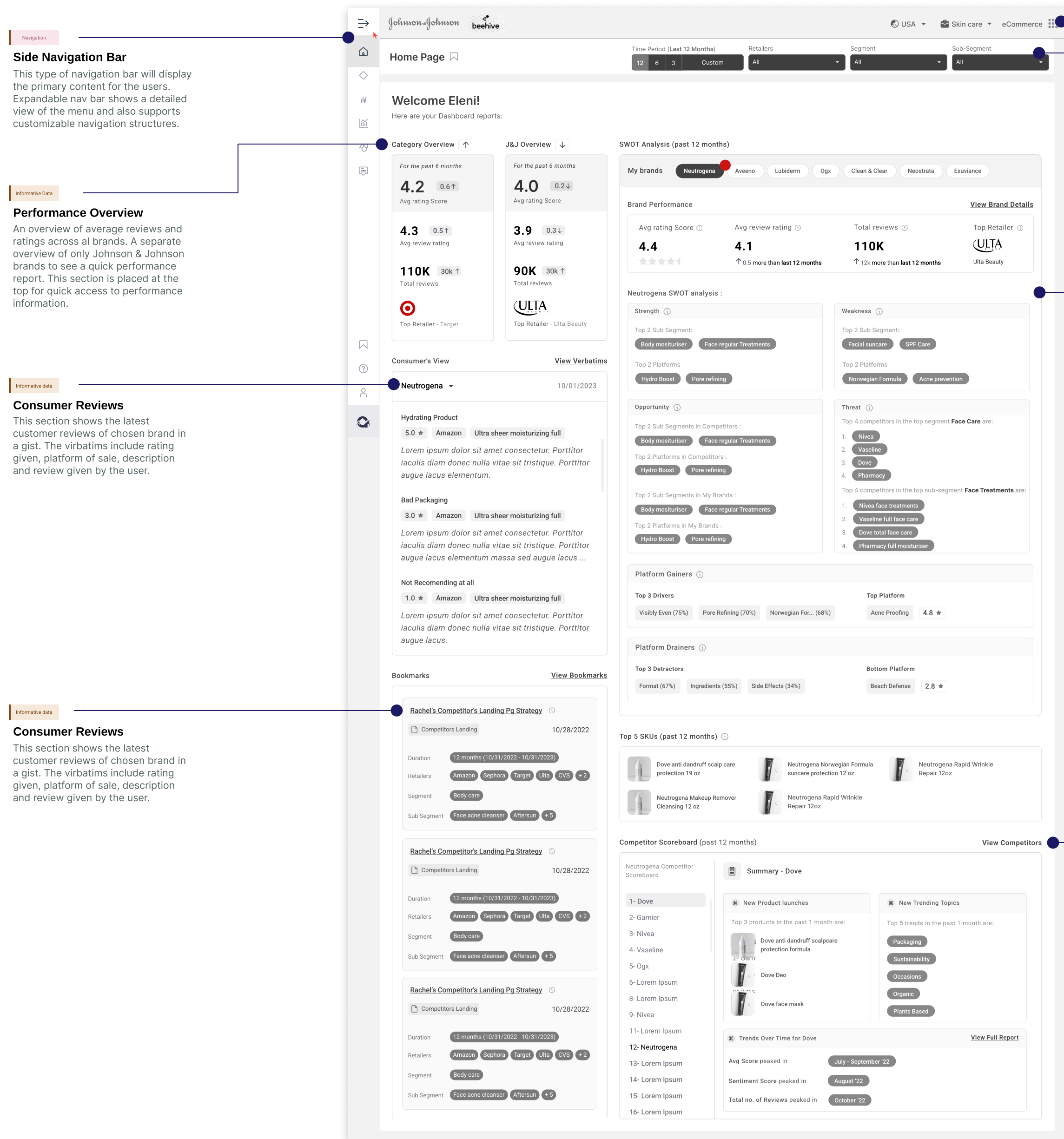
- Multiple filters spread across the page
- Clickable elements cannot be identified
- Top navigation

UI

- Inconsistent UI Design
- Information Hierarchy violated

Dashboard Homepage

Designed by the Internal team at Red Baton, after tireless working on the client brief and the UX.



Side Navigation Bar
This type of navigation bar will display the primary content for the users. Expandable nav bar shows a detailed view of the menu and also supports customizable navigation structures.

Performance Overview
An overview of average reviews and ratings across all brands. A separate overview of only Johnson & Johnson brands to see a quick performance report. This section is placed at the top for quick access to performance information.

Consumer Reviews
This section shows the latest customer reviews of chosen brand in a gist. The virbatims include rating given, platform of sale, description and review given by the user.

Consumer Reviews
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Header
This section is a display of client's logo and sub-logo. It also consists of global filters which run across the entire platform and are used to customize the report with necessary content.

Primary Filters
The next main set of filters to custom sort the data to get the required report on products of the brands. The filters are highlighted as they are at the top of the hierarchy and control the data which is shown.

Brand Performance
Brand filter tags of all the brands that come under Johnson & Johnson to choose brand for SWOT analysis.

Brand Performance card
This section contains an overview of average monthly rating, review rating, total reviews and top retailer as compared to past year of the brand.

SWOT Analysis
Cards showing strengths, weaknesses, opportunities and threats highlighting top sub segments and platforms. The information is visually clear and easy to understand and discover.

Platform analysis
This section displays the top drivers and detractors

Top SKU's
This card will be a quick display of top 5 SKUs of Johnson & Johnson products.

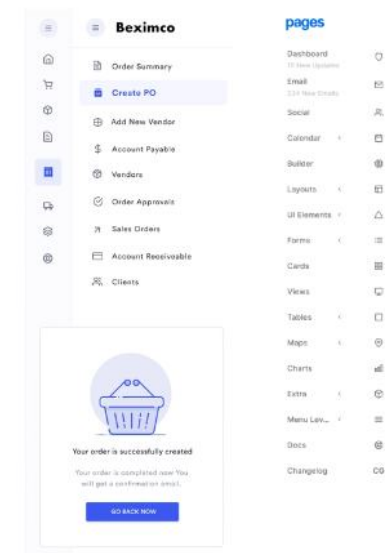
Competitor Scoreboard
A brief display of top competitors list, summary of their new products and trending topics. This quickly gives an overview of competitors' performance over time which will make it easy to generate analysis reports.

Reference Moodboard

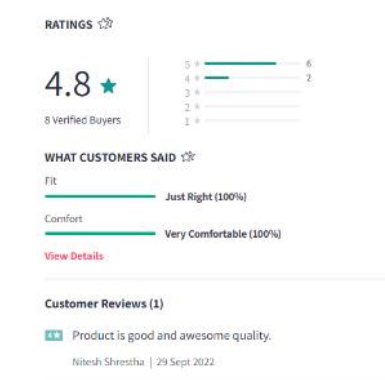
Component Listing and sorting from 50+ reference dashboards

i - genie

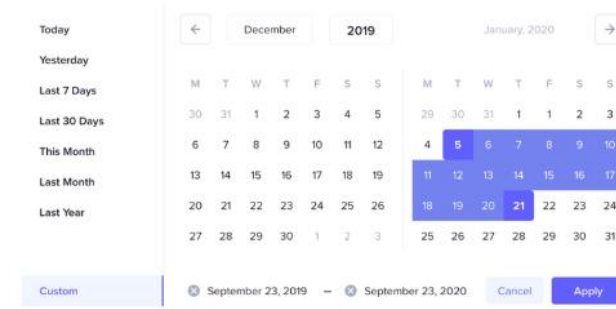
Navigation rail



Ratings



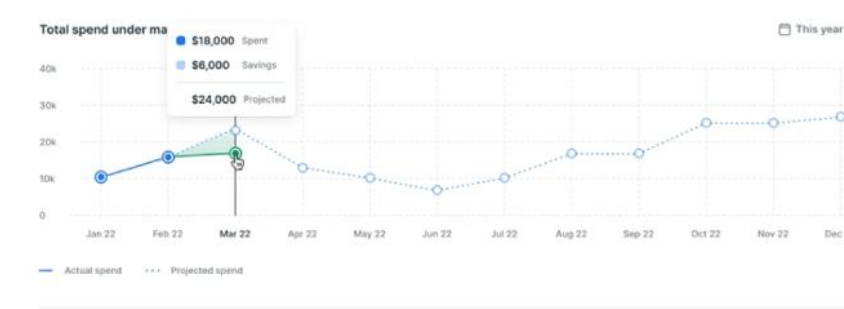
Time filter



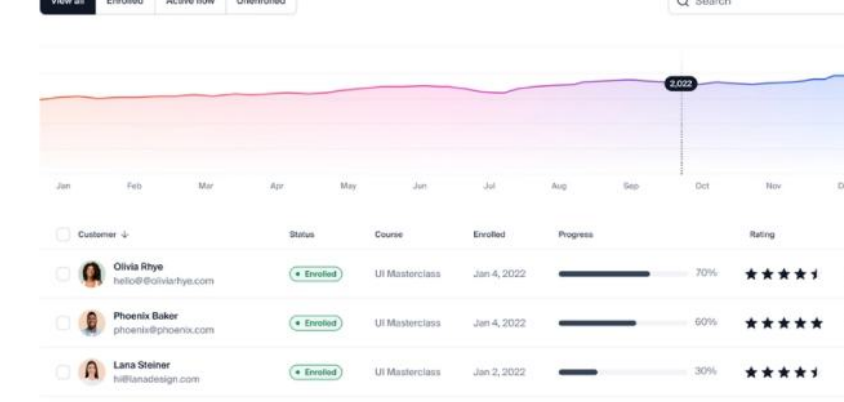
Icons



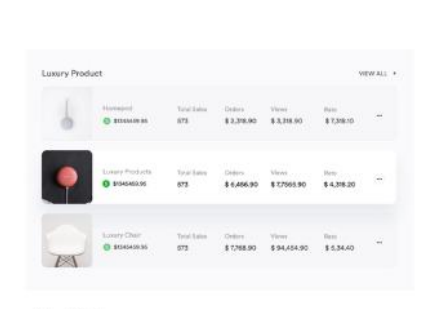
Data Visualization



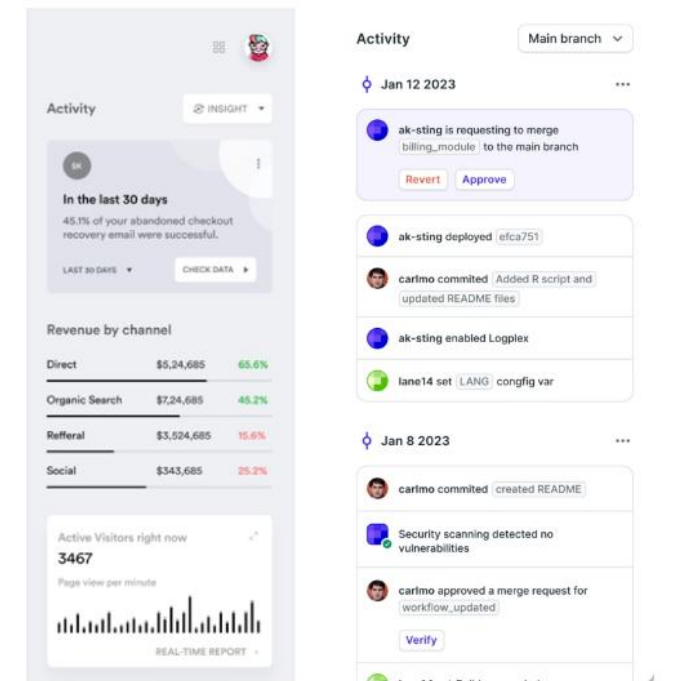
Course members



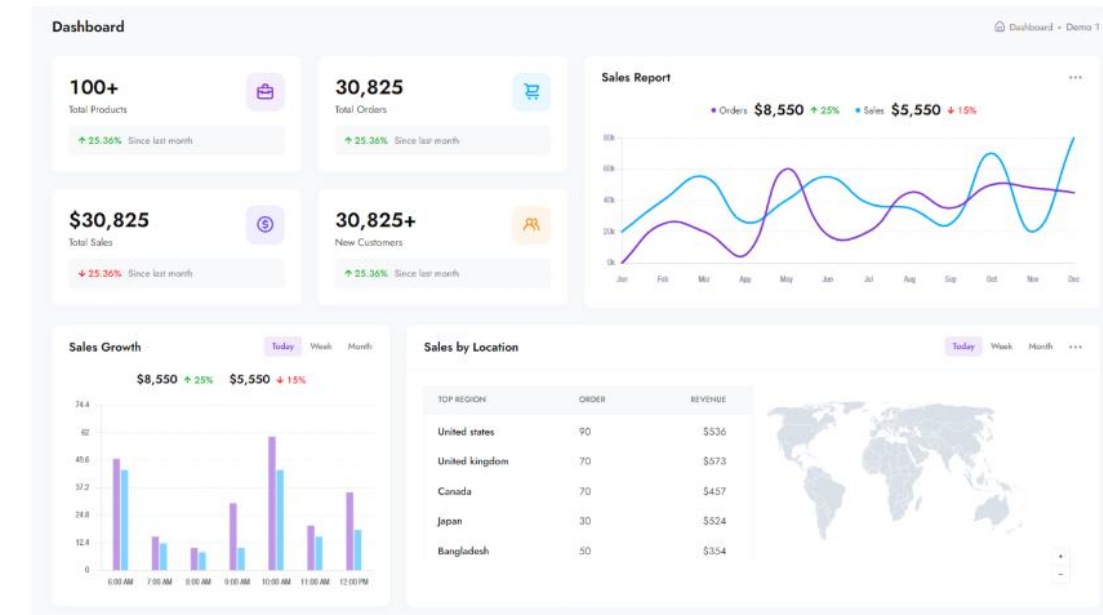
KPI cards



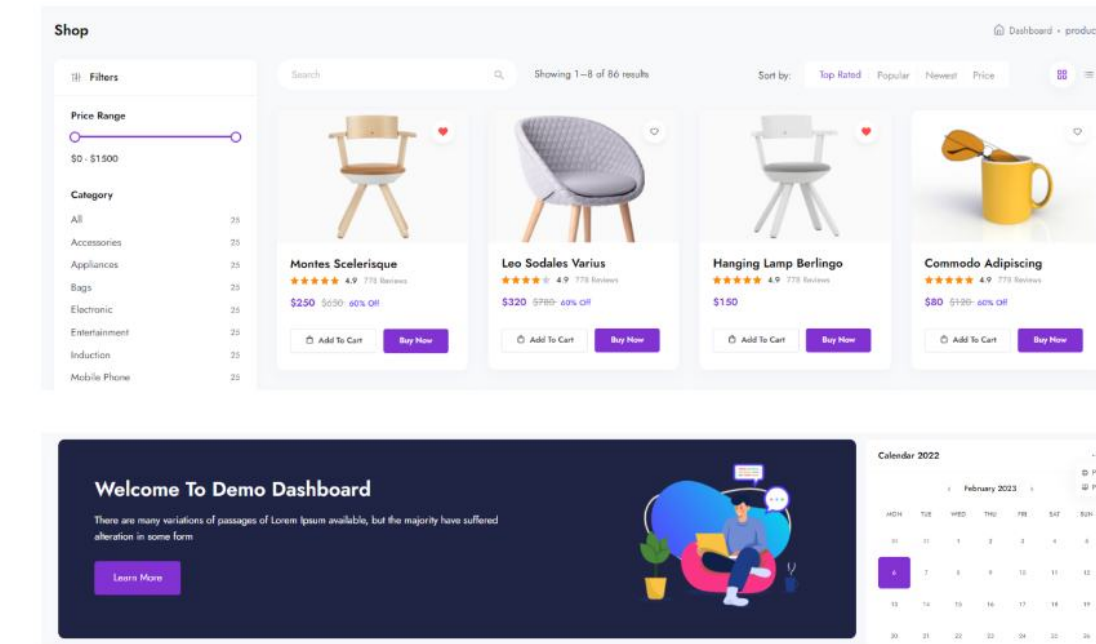
Activity



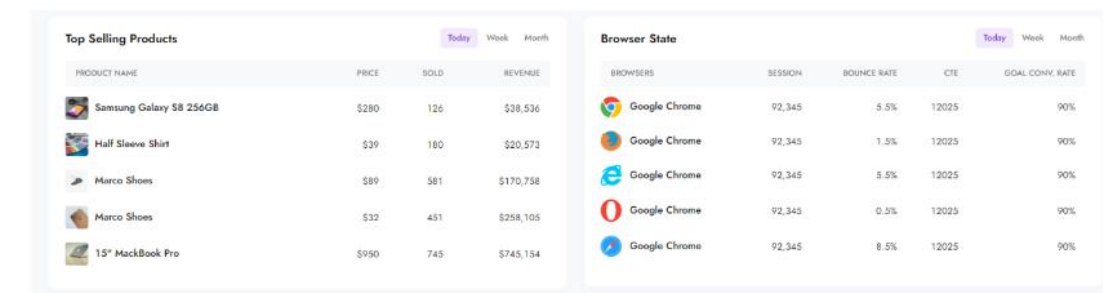
KPI cards



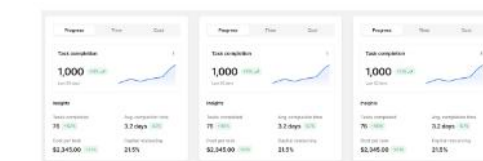
Product Library



KPI cards



Cards



Style Guide



Colors



Typography



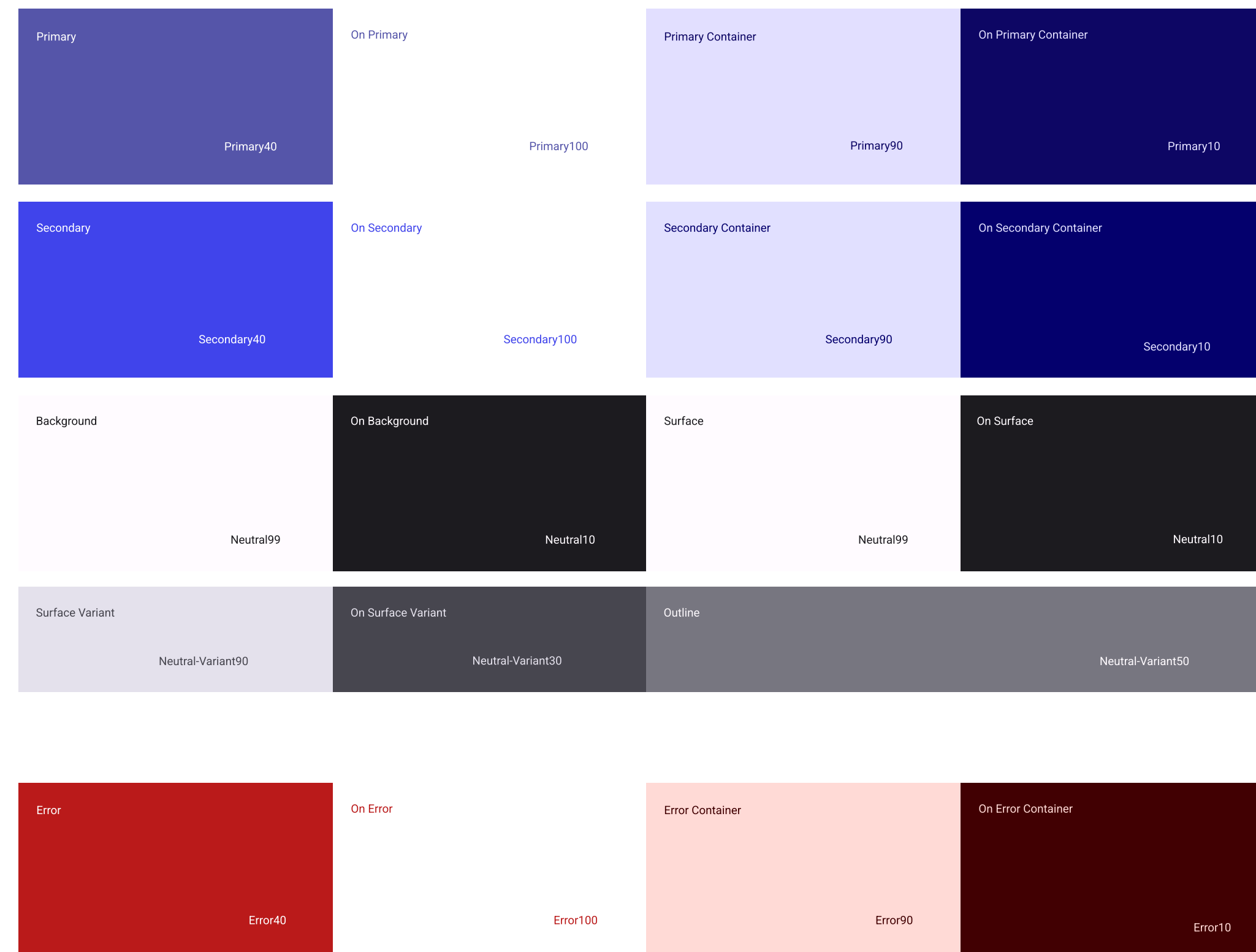
Icons



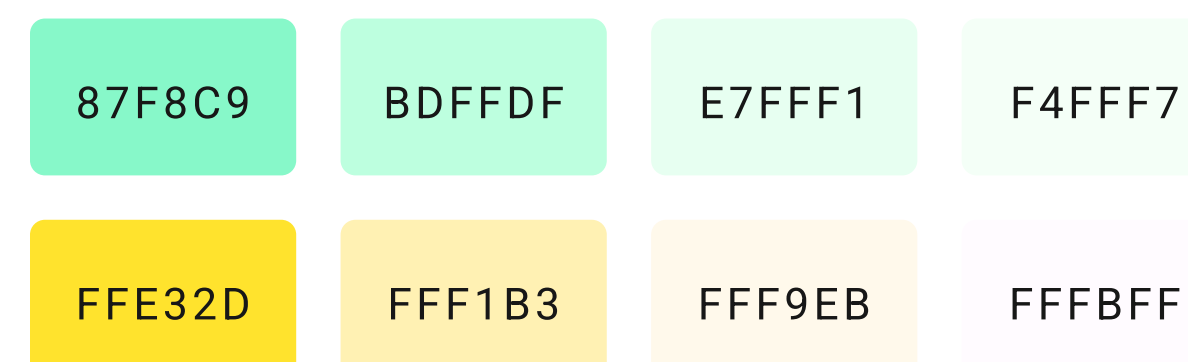
Grids

Colours

Inspired from the comical character Genie, the colors selected are on a similar note.



Accent Colours



Typography

Inspired from the comical character Genie, the colors selected are on a similar note.

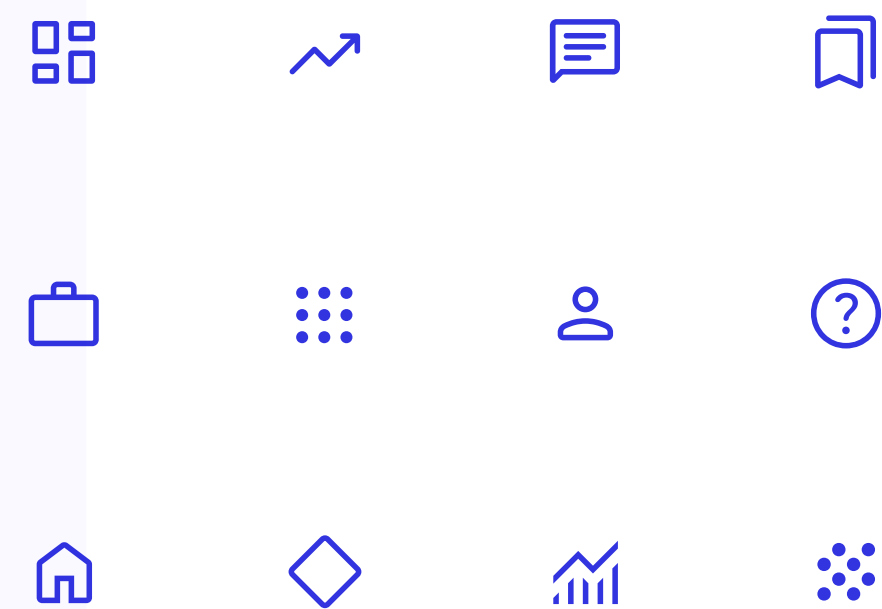
Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Xx Yy Zz

Style	Weight	Size	Line Height	Spacing
Heading 1	Light	36	40	-0.25 px
Heading 2	Bold	24	24	0 px
Heading 3	Semibold	20	24	0 px
Body 2	Semibold	20	24	0 px
Body 2	Semibold	14	16	0.75 px
Body 1	Medium	12	16	0.5 px

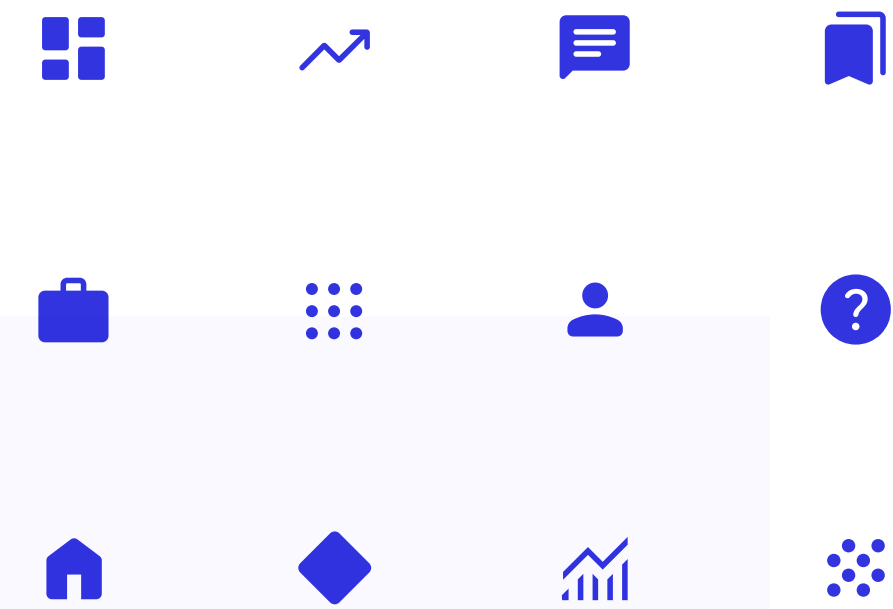
Iconography

Icons must be easily recognizable, rather than forcing a new learning curve or cognitive load.

Default State



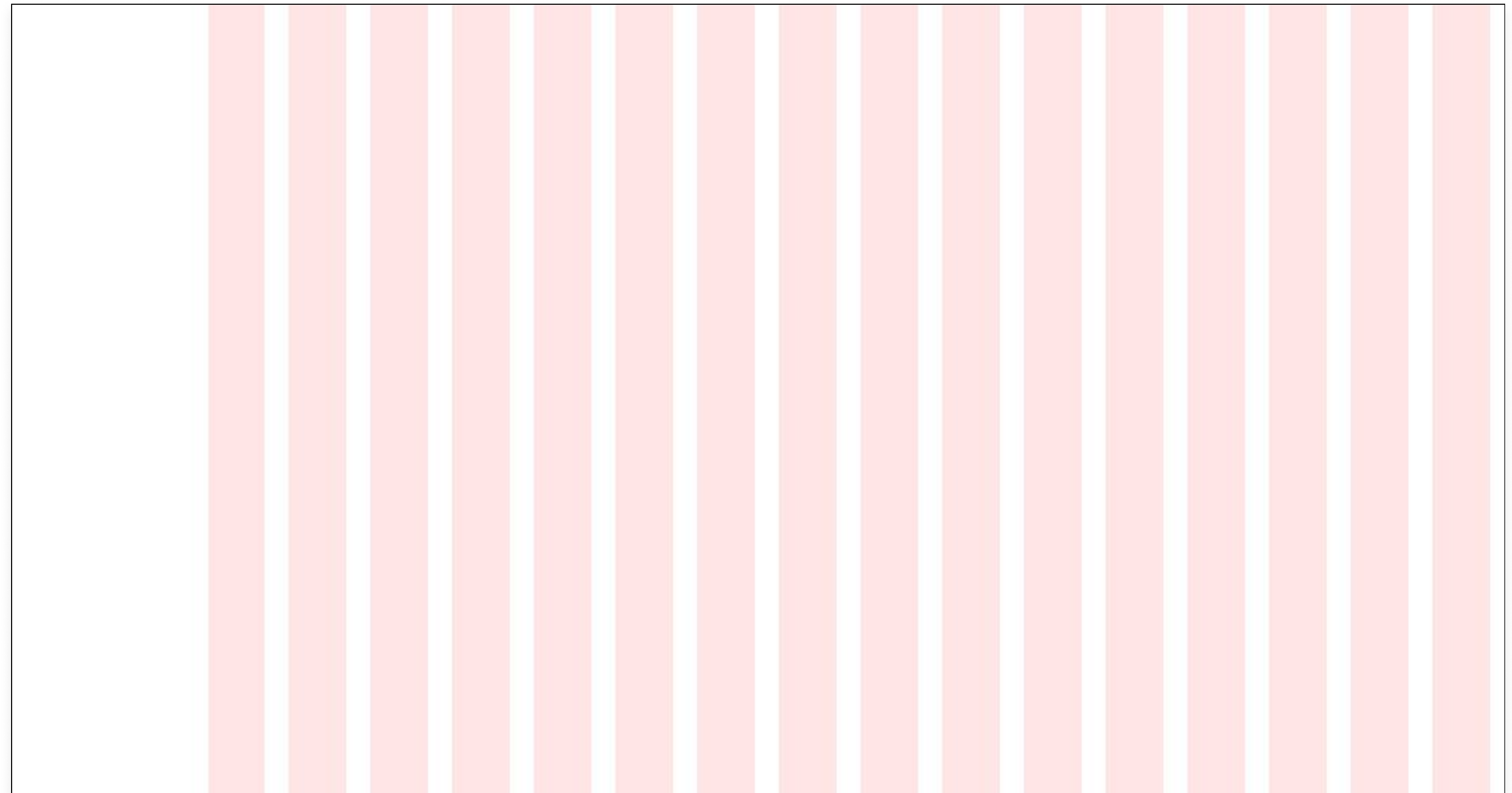
Filled State



Grids

There are 4 different types of Grids :

1. Column grids
2. Van De Graph
3. Rectangle graph
4. Others



Screen Size (1440 x 768)

Columns
16

Alignment
Right

Width
54px

Offset
24px

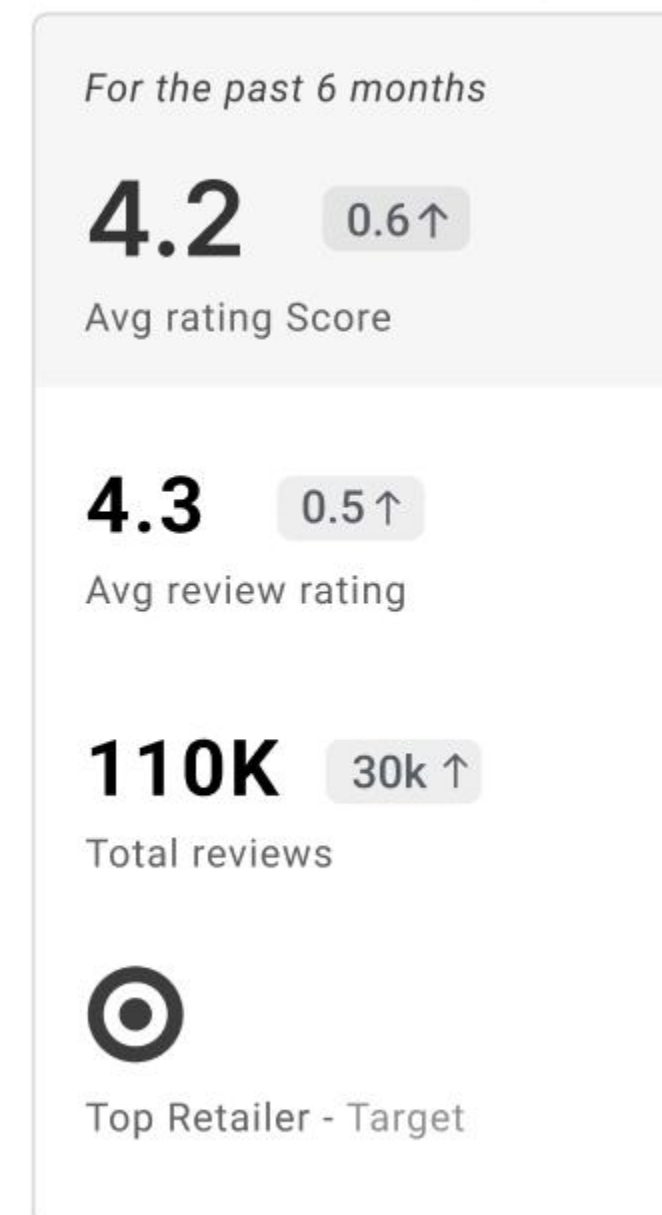
Gutter
24px

Re-Design

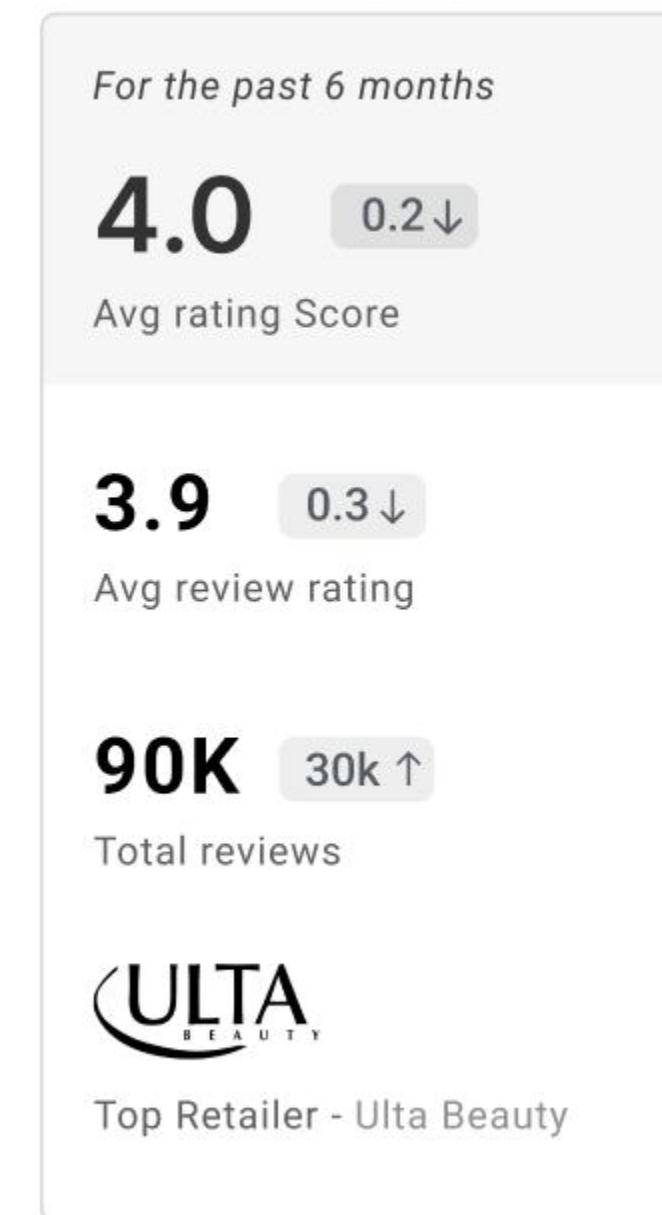
Redesigned.

Cards with improved filters and icons with CTA for more details

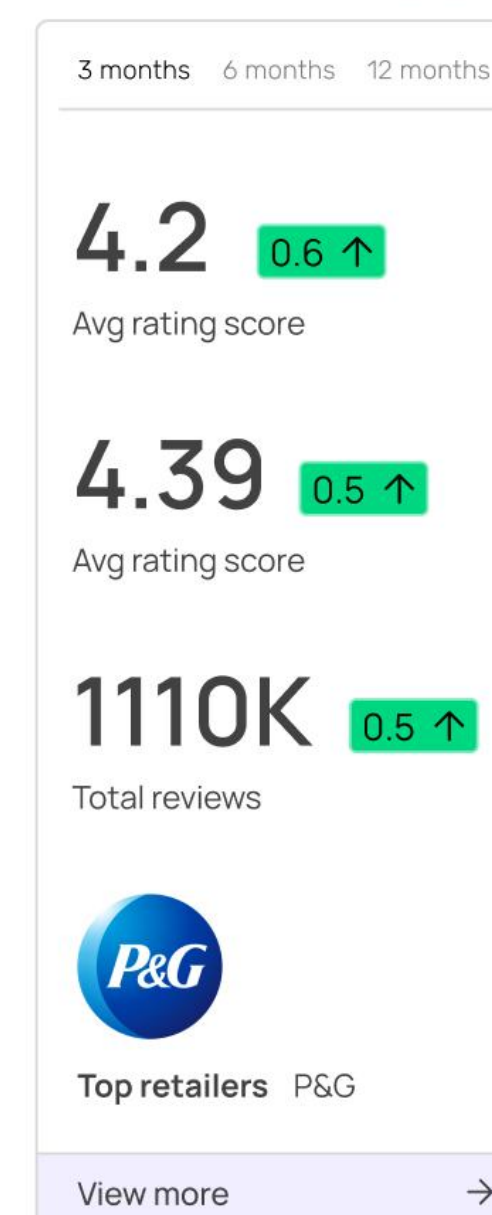
Category Overview



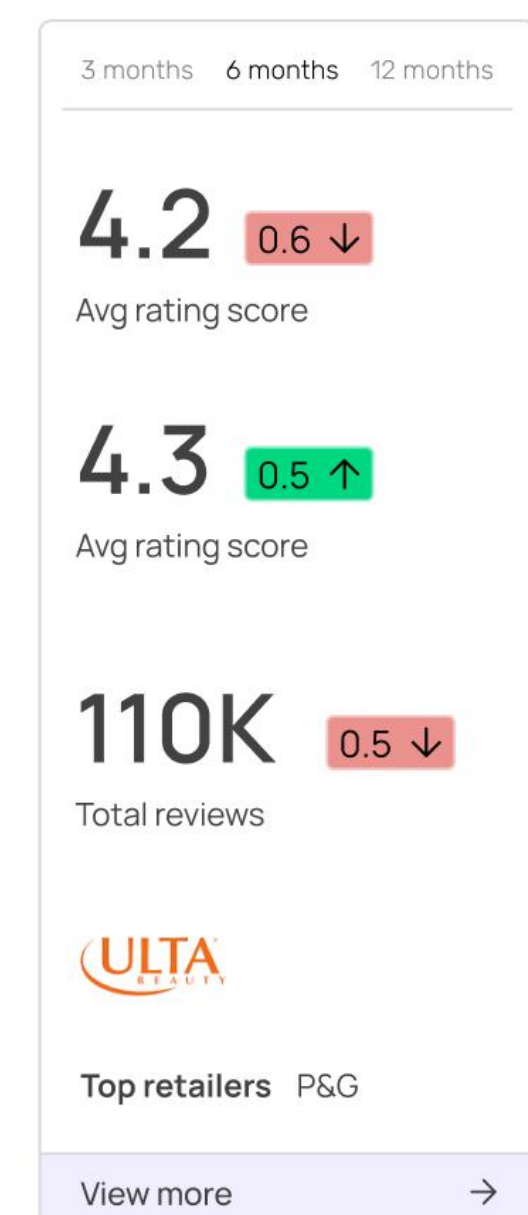
J&J Overview



Category Overview



Company Overview



Wireframe

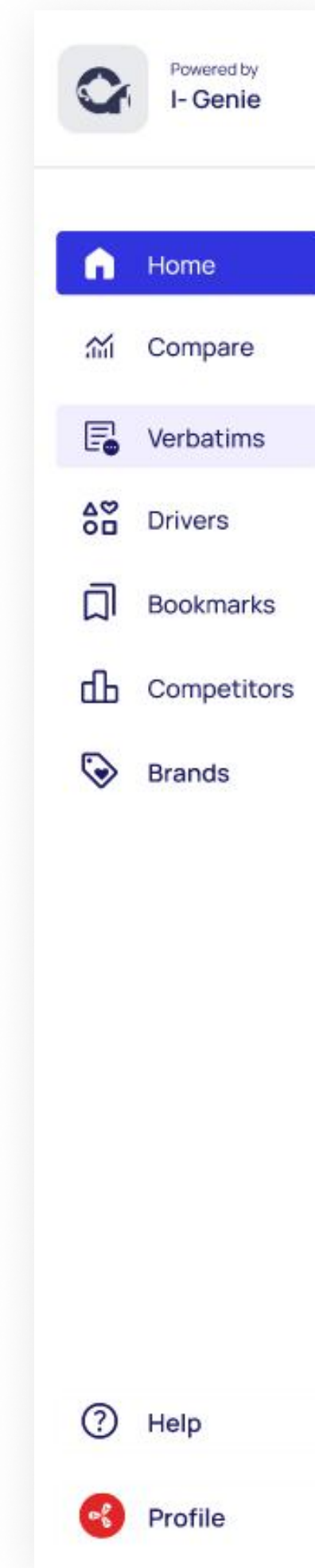
Redesigned

Redesigned.

Navigation rail with recognizable icons and text info



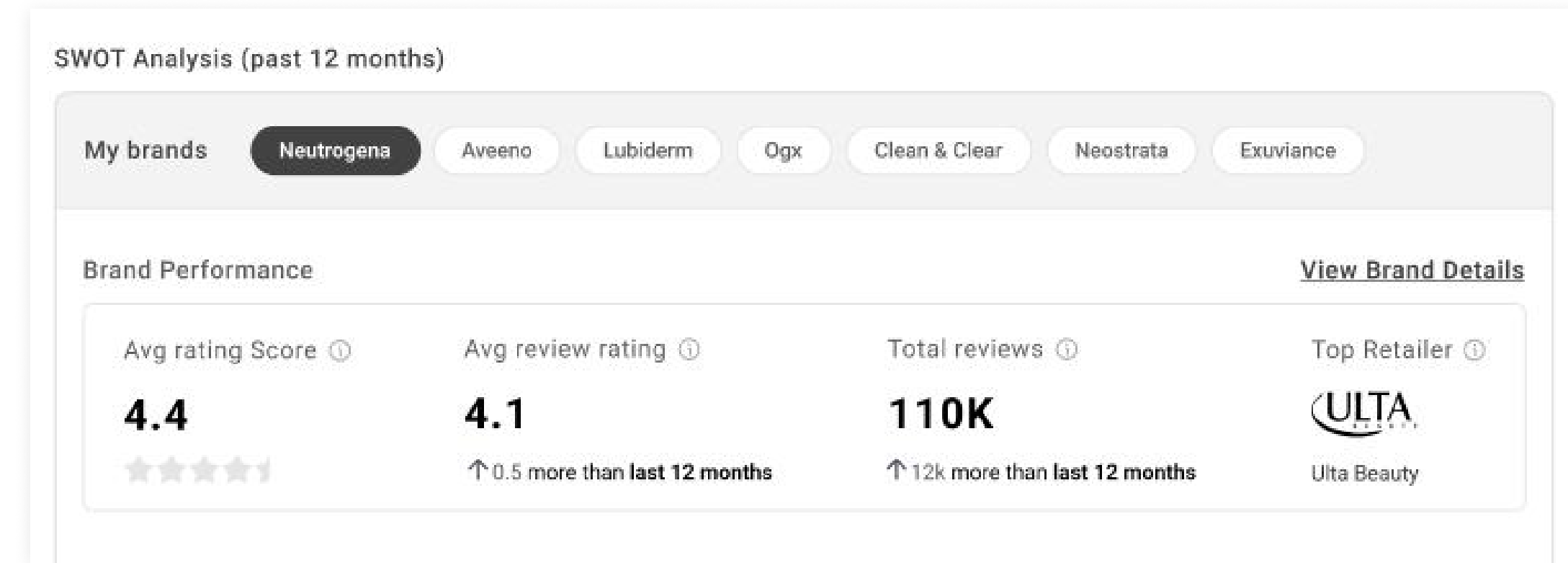
Wireframe



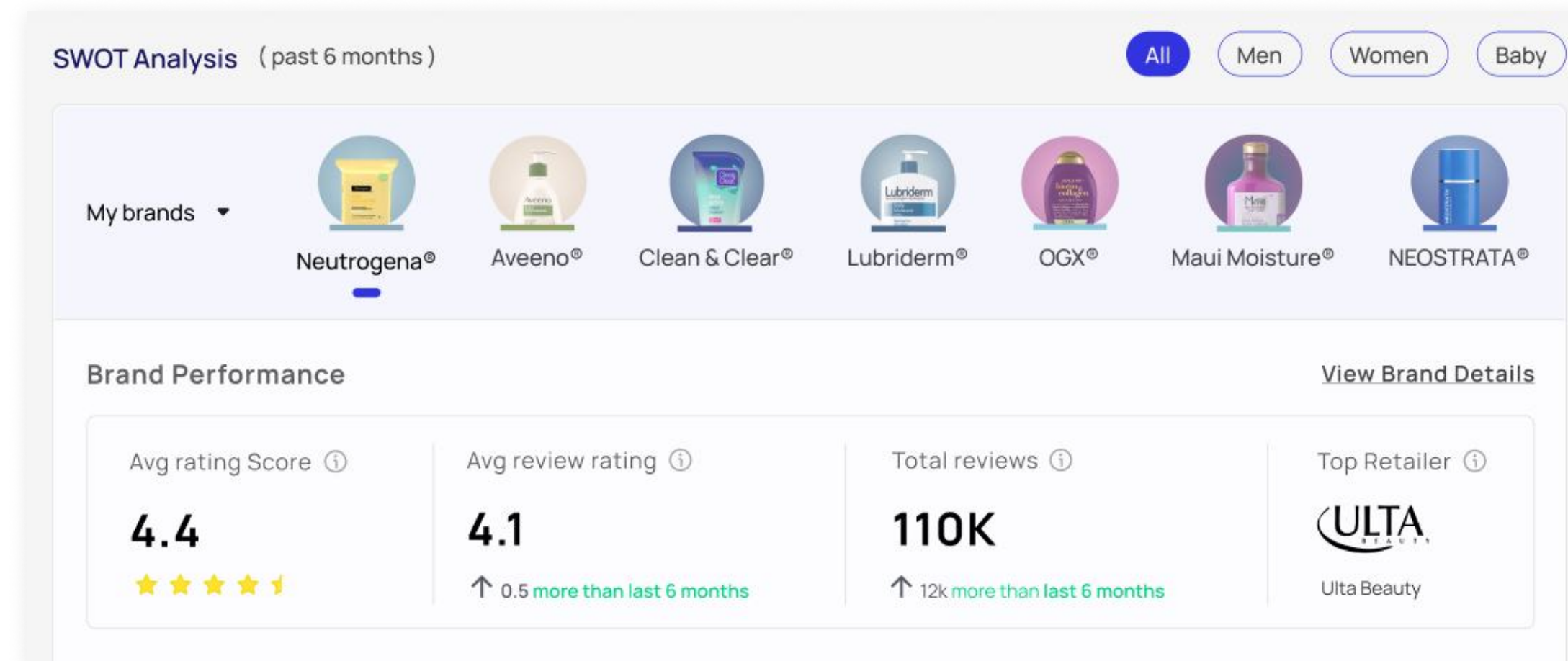
Redesigned

Redesigned.

Brand icons with gender specific filters for filtered data



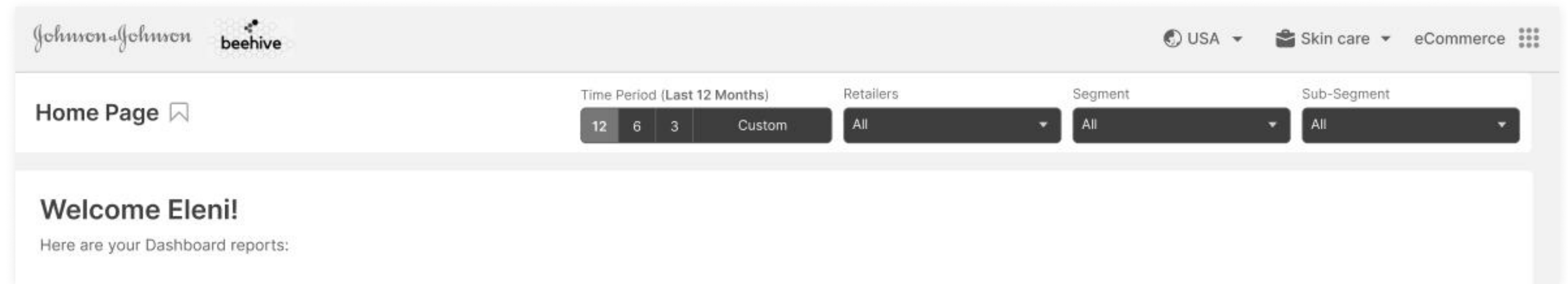
Wireframe



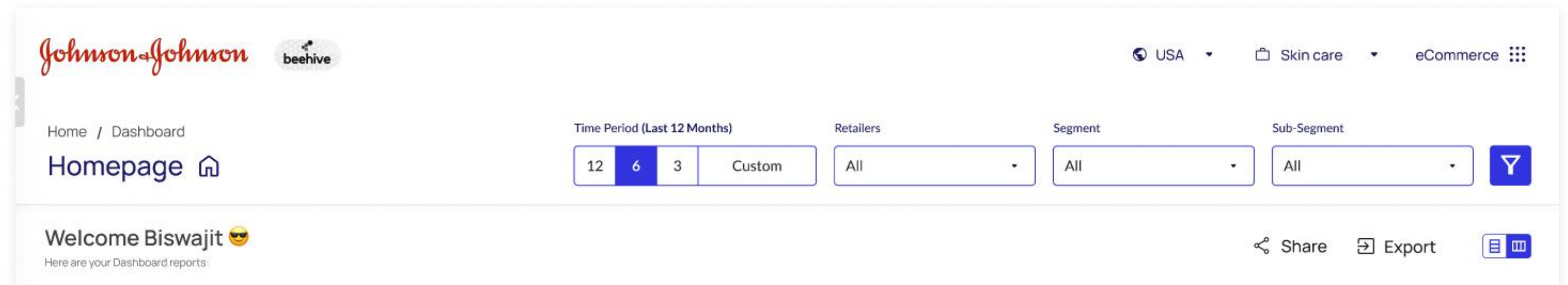
Redesigned

Redesigned.

Filters by segment, sub-segment



Wireframe

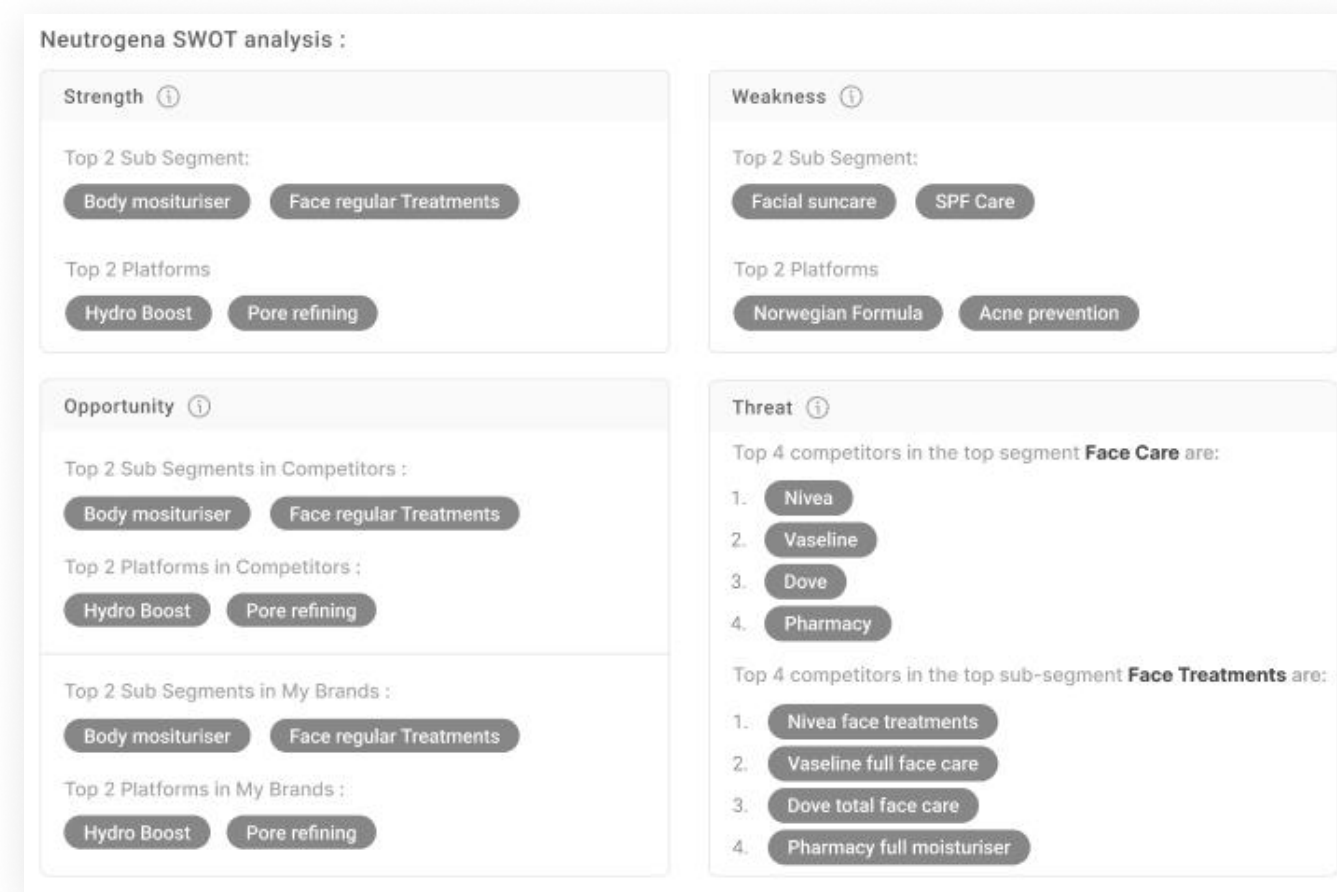


Redesigned

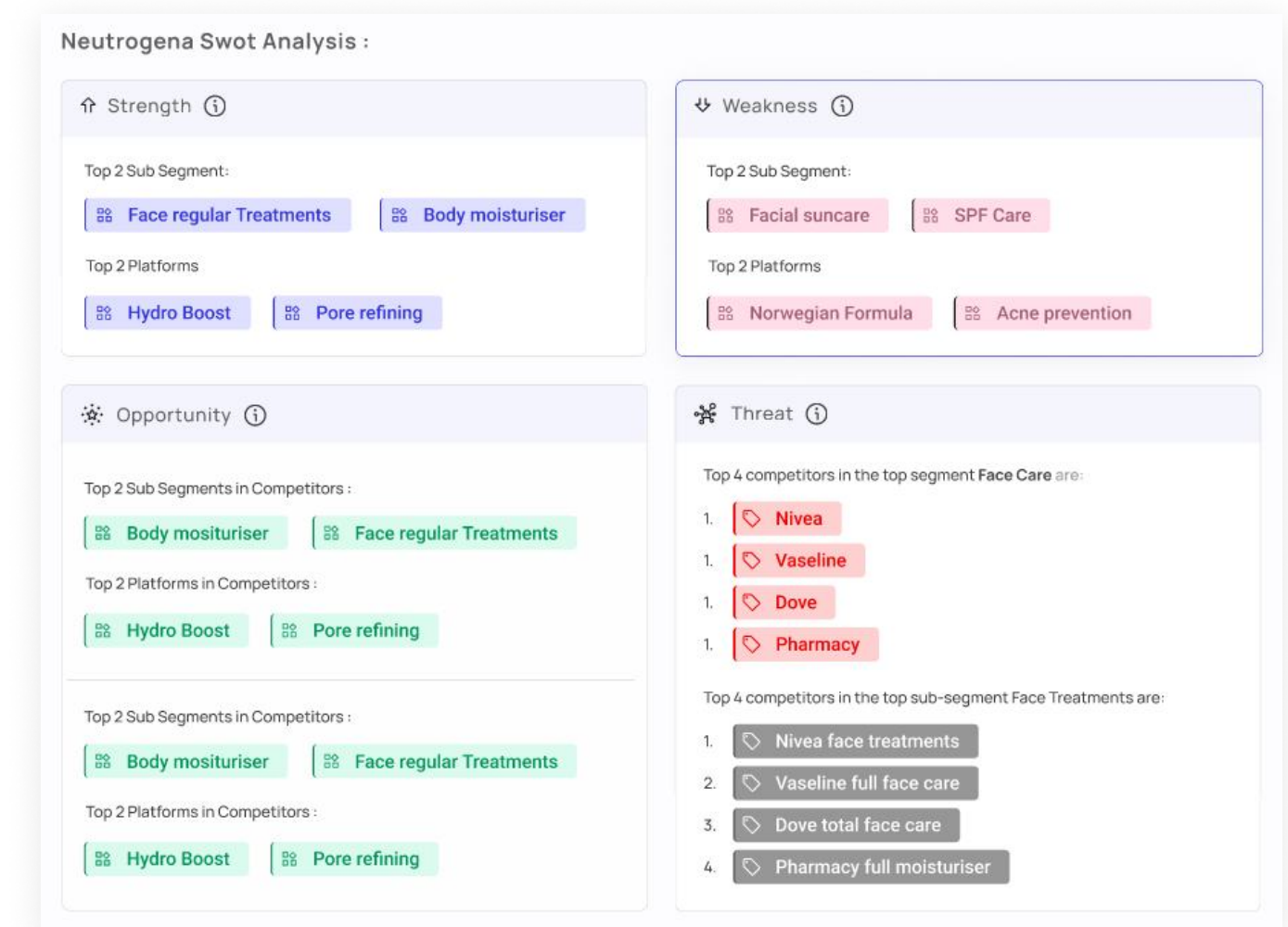
Redesigned.

Redesigned tags across the dashboard for :

- Product attributes
- Brand Names / Labels
- SEO Keywords



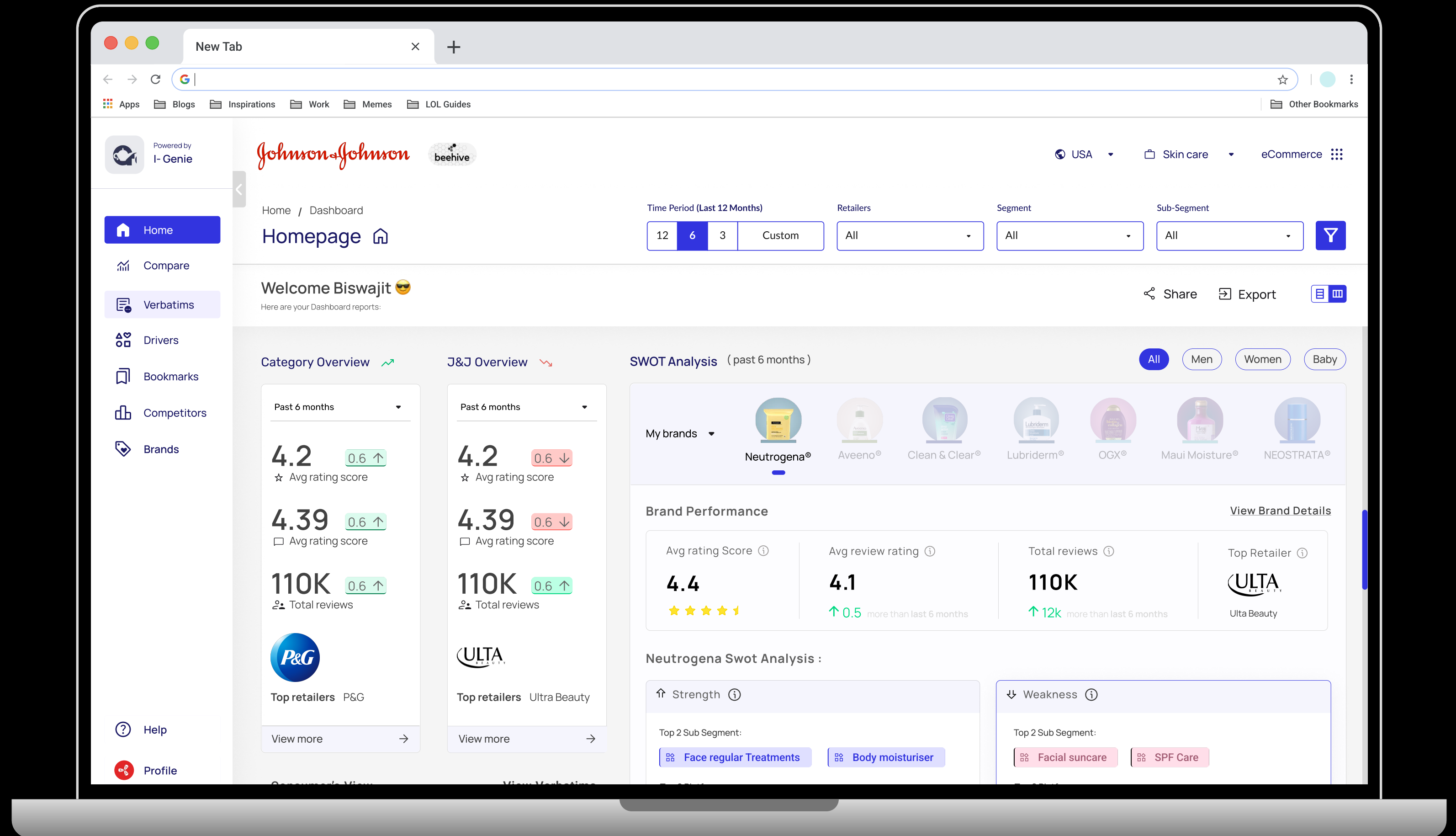
Wireframe



Redesigned

Final UI of Dashboard

Icons, Layouts, Colours, Theme, Style, Labels, Images.



Prototype ↗