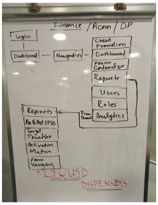
The **Challenge** for me

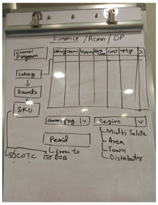
I have designed this application for well known FMCG multi-national company. They wanted me to develop the information design and overall user experience of the application.

They wanted it to be understandable to all stakeholders, and it should allow them to play different roles in different projects seamlessly.

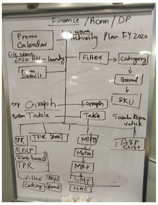
This included designing various dashboards for different departments along with a simple yet modern design.

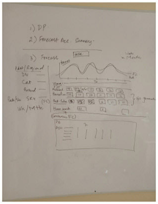
Reuirement Gathering


Finance / Acom / DP
Login
Dashboard
Navigation
Create Promotion
Dashboard
Promo Calender
Reports
Users
Roles
Analytics
Reports
LIQUID
DISPENSERS


Finance / Acom / DP
Category
Brands
SKU
Region
Multi Selcte
Area
Town
Distributor
Period
COTC
ROB

Notification?
Acom
Finance
No
Yes
DP

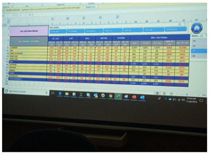

Finance / Acom / DP
Promo Calendar
Activity Plan FY 2020
Filter
Category
Brand
SKU
Graph
Table
TPR
MTPS
Metro
MAF
NAC


1) DP
2) Forecast
3) Forecast

Filter
Export As Excel
Change Log
Change History

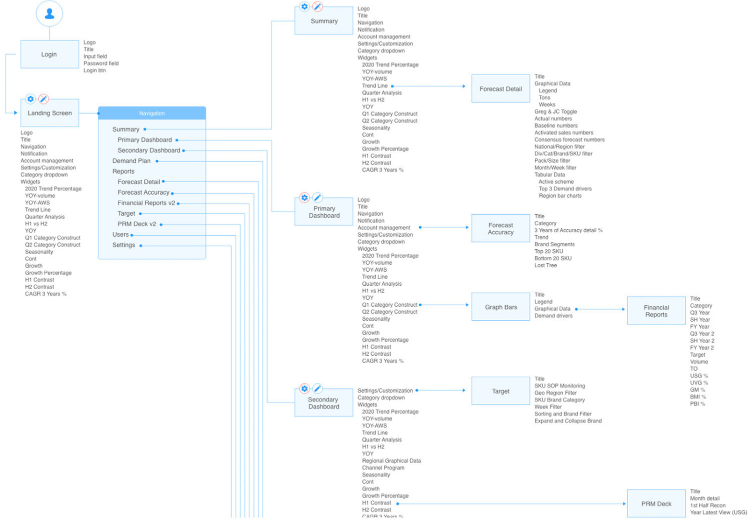
Tooltip Comments
Batch upload by Excell
Weekly Sheet is Major

Agree Baseline Filter
Custom selection
TPR
6 years Data
Dashboard

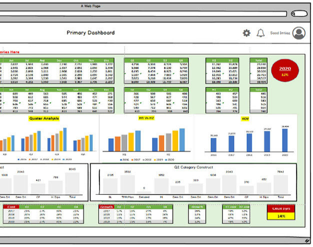


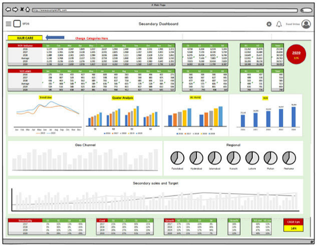
User Journey Map

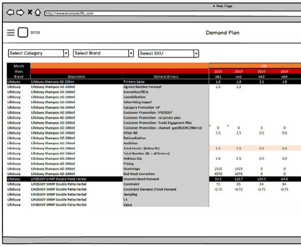
Based on various client interviews, requirement gathering sessions and 1-o-1 meetings with different stakeholders I came up with the following user journeys and low fidelities wireframes.

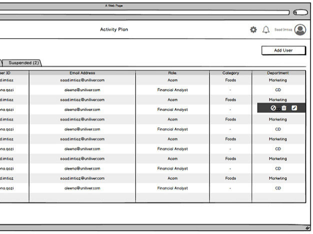

Login
Logo
Title
Input field
Password field
Login btn
Landing Screen
Logo
Title
Navigation
Notification
Account management
Settings/Customization
Category dropdown
Widgets
2020 Trend Percentage
YOY-volume
YOY-AWS
Trend Line
Quarter Analysis
H1 vs H2
YOY
Q1 Category Construct
Q2 Category Construct
Seasonality
Cont
Growth
Growth Percentage
H1 Contrast
H2 Contrast
CAGR 3 Years %
Navigation
Summary
Primary Dashboard
Secondary Dashboard
Demand Plan
Reports
Forecast Detail
Forecast Accuracy
Financial Reports v2
Target
PRM Deck v2
Users
Settings
Summary
Logo
Title
Navigation
Notification
Account management
Settings/Customization
Category dropdown
Widgets
2020 Trend Percentage
YOY-volume
YOY-AWS
Trend Line
Quarter Analysis
H1 vs H2
YOY
Q1 Category Construct
Q2 Category Construct
Seasonality
Cont
Growth
Growth Percentage
H1 Contrast
H2 Contrast
CAGR 3 Years %
Forecast Detail
Title
Graphical Data
Legend
Tons
Weeks
Greg & JC Toggle
Actual numbers
Baseline numbers
Activated sales numbers
Consensus forecast numbers
National/Region filter
Div/Cat/Brand/SKU filter
Pack/Size filter
Month/Week filter
Tabular Data
Active scheme
Top 3 Demand drivers
Region bar charts
Primary Dashboard
Logo
Title
Navigation
Notification
Account management
Settings/Customization
Category dropdown
Widgets
2020 Trend Percentage
YOY-volume
YOY-AWS
Trend Line
Quarter Analysis
H1 vs H2
YOY
Q1 Category Construct
Q2 Category Construct
Seasonality
Cont
Growth
Growth Percentage
H1 Contrast
H2 Contrast
CAGR 3 Years %
Forecast Accuracy
Title
Category
3 Years of Accuracy detail %
Trend
Brand Segments
Top 20 SKU
Bottom 20 SKU
Lost Tree
Graph Bars
Title
Legend
Graphical Data
Demand drivers
Financial Reports
Title
Category
Q3 Year
SH Year
FY Year
Q3 Year 2
SH Year 2
FY Year 2
Target
Volume
TO
USG %
UVG %
GM %
BMI %
PBI %
Secondary Dashboard
Settings/Customization
Category dropdown
Widgets
2020 Trend Percentage
YOY-volume
YOY-AWS
Trend Line
Quarter Analysis
H1 vs H2
YOY
Regional Graphical Data
Channel Program
Seasonality
Cont
Growth
Growth Percentage
H1 Contrast
H2 Contrast
CAGR 3 Years %
Target
Title
SKU SOP Monitoring
Geo Region Filter
SKU Brand Category
Week Filter
Sorting and Brand Filter
Expand and Collapse Brand
PRM Deck
Title
Month detail
1st Half Recon
Year Latest View (USG)

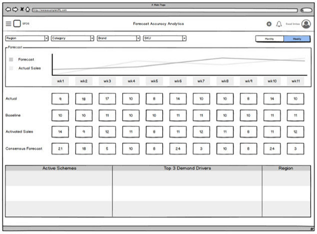
Low Fidelity Wireframes

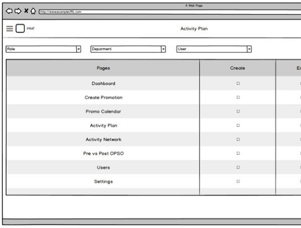

A Web Page
Primary Dashboard
Quater Analysis
H1 vs H2
YOY
Q2 Category Construct
2020
CAGR 3 yrs


Secondary Dashboard
HAIR CARE
Geo Channel
Regional
Secondary sales and Target


A Web Page
http://www.exampleURL.com
SFOS
Demand Plan
Select Category
Select Brand
Select SKU


A Web Page
Activity Plan
Add User
Suspended (2)
Email Address
Role
Category
Department

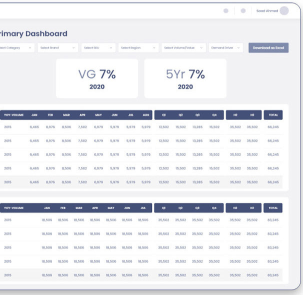

Forecast Accuracy Analytics
Region
Category
Brand
SKU
Forecast
Actual Sales
Actual
Baseline
Activated Sales
Consensus Forecast
Active Schemes
Top 3 Demand Drivers
Region

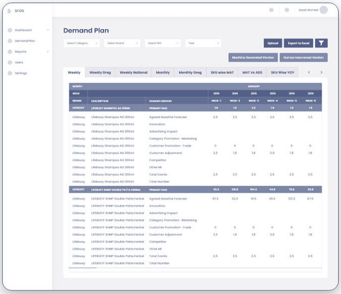

A Web Page
http://www.exampleURL.com
PRAT
Activity Plan
Role
Department
User

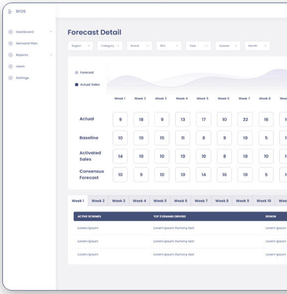
Pages	Create
Dashboard	☐
Create Promotion	☐
Promo Calendar	☐
Activity Plan	☐
Activity Network	☐
Pre vs Post OPSO	☐
Users	☐
Settings	☐

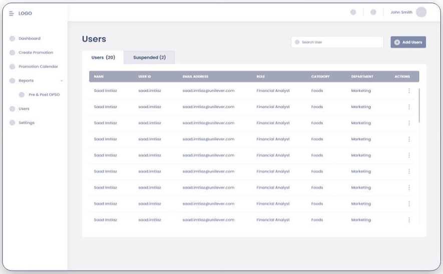
High Fidelity Wireframes

With lots of tremendous amount of iterations and back to back changes in low fidelities I finally manage to come up with its high fidelity wireframe which are almost final visuals without images and actual content.


rimary Dashboard
Download as Excel
VG 7%
2020
5Yr 7%
2020
Saad Ahmed

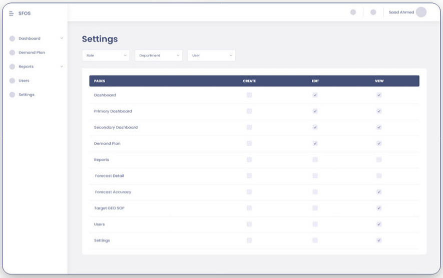

SFOS
Dashboard
Demand Plan
Reports
Users
Settings
Demand Plan
Upload
Export to Excel
Machine Generated Version
Human Intervened Version
Weekly
Weekly Greg
Weekly National
Monthly
Monthly Greg
SKU wise MAT
MAT Vs ADS
SKU Wise YOY


SFOS
Dashboard
Demand Plan
Reports
Users
Settings
Forecast Detail
Forecast
Actual Sales
Actual
Baseline
Activated Sales
Consensus Forecast


LOGO
Dashboard
Create Promotion
Promotion Calendar
Reports
Pre & Post OPSO
Users
Settings
John Smith
Search User
Add Users
Users (20)
Suspended (2)

Users

NAME	USER ID	EMAIL ADDRESS	ROLE	CATEGORY	DEPARTMENT	ACTIONS
Saad Imtiaz	saad.imtiaz	saad.imtiaz@unilever.com	Financial Analyst	Foods	Marketing	⋮
Saad Imtiaz	saad.imtiaz	saad.imtiaz@unilever.com	Financial Analyst	Foods	Marketing	⋮
Saad Imtiaz	saad.imtiaz	saad.imtiaz@unilever.com	Financial Analyst	Foods	Marketing	⋮
Saad Imtiaz	saad.imtiaz	saad.imtiaz@unilever.com	Financial Analyst	Foods	Marketing	⋮
Saad Imtiaz	saad.imtiaz	saad.imtiaz@unilever.com	Financial Analyst	Foods	Marketing	⋮
Saad Imtiaz	saad.imtiaz	saad.imtiaz@unilever.com	Financial Analyst	Foods	Marketing	⋮
Saad Imtiaz	saad.imtiaz	saad.imtiaz@unilever.com	Financial Analyst	Foods	Marketing	⋮
Saad Imtiaz	saad.imtiaz	saad.imtiaz@unilever.com	Financial Analyst	Foods	Marketing	⋮
Saad Imtiaz	saad.imtiaz	saad.imtiaz@unilever.com	Financial Analyst	Foods	Marketing	⋮


SFOS
Dashboard
Demand Plan
Reports
Users
Settings
Saad Ahmed
Role
Department
User

Settings

PAGES	CREATE	EDIT	VIEW
Dashboard	☐	☑	☑
Primary Dashboard	☐	☑	☑
Secondary Dashboard	☐	☑	☑
Demand Plan	☐	☑	☑
Reports	☐	☐	☐
Forecast Detail	☐	☐	☐
Forecast Accuracy	☐	☐	☑
Target GEO SOP	☐	☐	☑
Users	☐	☐	☑
Settings	☐	☐	☑

Design System

Colors

- E56590
- FEB48C
- 3E78C7
- 4CC9AB
- 4A4A4A
- B6B6B7
- D8D8D8
- 777777
- FFFFFF

Typography

Roboto

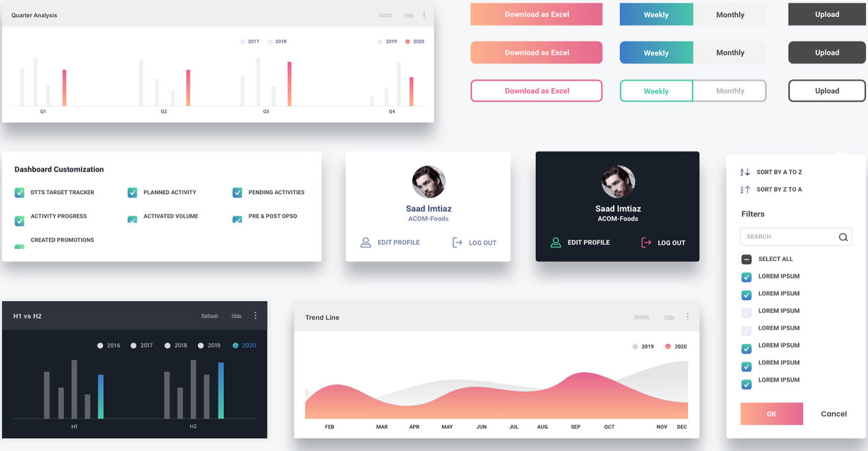
ABLCDEFGHIJKLMNOPQRSTUVWXYZ

ablcdefghijklmnopqrstuvwxyz

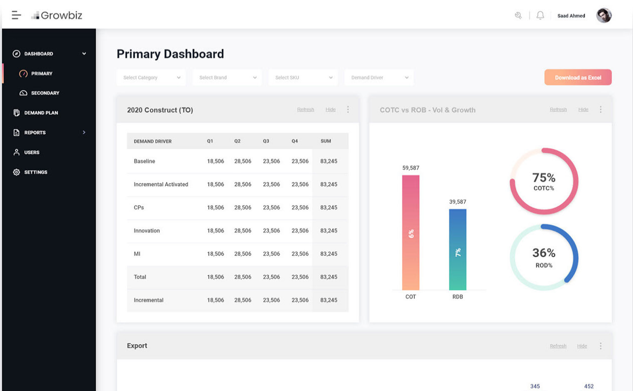
0123456789-=[]{}\|;':",.<>?/

Component Library

I have designed and maintain component library in such a manner that any module could plug into the kit.

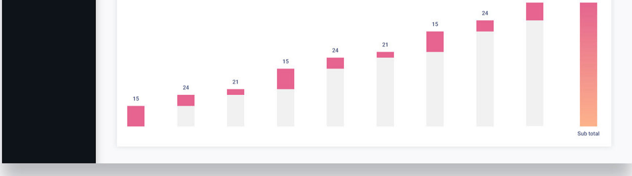

Quarter Analysis
Refresh
Hide
2017
2018
2019
2020
Q1
Q2
Q3
Q4
Download as Excel
Weekly
Monthly
Upload
Dashboard Customization
DTTS TARGET TRACKER
PLANNED ACTIVITY
PENDING ACTIVITIES
ACTIVITY PROGRESS
ACTIVATED VOLUME
PRE & POST OPSO
CREATED PROMOTIONS
Saad Imtiaz
ACOM-Foods
EDIT PROFILE
LOG OUT
SORT BY A TO Z
SORT BY Z TO A
Filters
SEARCH
SELECT ALL
LOREM IPSUM
OK
Cancel
H1 vs H2
Refresh
Hide
2016
2017
2018
2019
2020
H1
H2
Trend Line
Refresh
Hide
2019
2020
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC

Final Design


Growbiz
Saad Ahmed
DASHBOARD
PRIMARY
SECONDARY
DEMAND PLAN
REPORTS
USERS
SETTINGS
Primary Dashboard
Select Category
Select Brand
Select SKU
Demand Driver
Download as Excel
Refresh
Hide
COTC vs ROB - Vol & Growth
59,587
39,587
6%
7%
COT
RDB
75%
COTC%
36%
ROD%
Export
345
452

2020 Construct (TO)

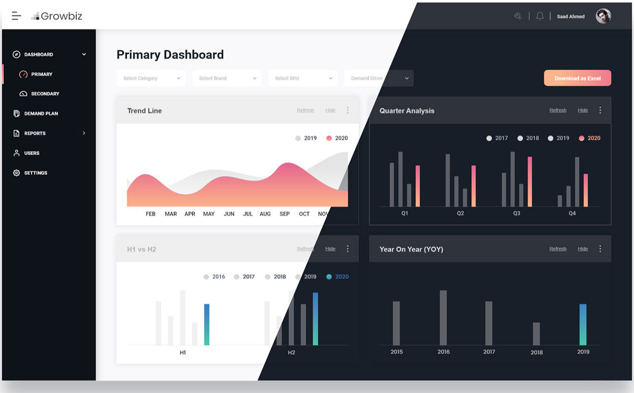
DEMAND DRIVER	Q1	Q2	Q3	Q4	SUM
Baseline	18,506	28,506	23,506	23,506	83,245
Incremental Activated	18,506	28,506	23,506	23,506	83,245
CPs	18,506	28,506	23,506	23,506	83,245
Innovation	18,506	28,506	23,506	23,506	83,245
MI	18,506	28,506	23,506	23,506	83,245
Total	18,506	28,506	23,506	23,506	83,245
Incremental	18,506	28,506	23,506	23,506	83,245



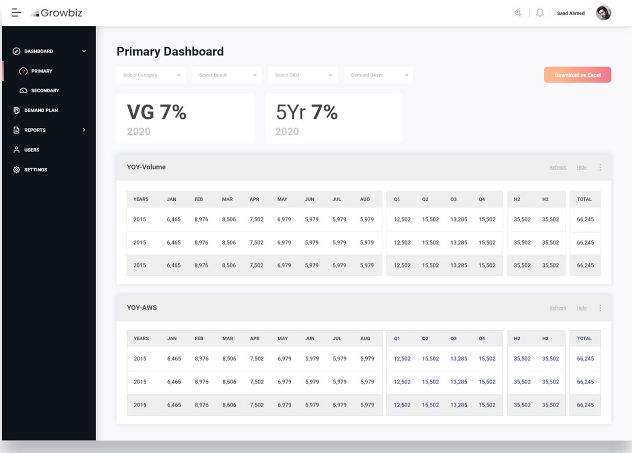
Different Modes

All design and component were design considering two modes of application light and dark

Light Mode


Growbiz
Saad Ahmed
DASHBOARD
PRIMARY
SECONDARY
DEMAND PLAN
REPORTS
USERS
SETTINGS
Primary Dashboard
Select Category
Select Brand
Select SKU
Demand Driver
Download as Excel
Trend Line
Refresh
Hide
2019
2020
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
Quarter Analysis
Refresh
Hide
2017
2018
2019
2020
Q1
Q2
Q3
Q4
H1 vs H2
Refresh
Hide
2016
2017
2018
2019
2020
H1
H2
Year On Year (YOY)
Refresh
Hide
2015
2016
2017
2018
2019

Dark Mode


Growbiz
Saad Ahmed
DASHBOARD
PRIMARY
SECONDARY
DEMAND PLAN
REPORTS
USERS
SETTINGS
Select Category
Select Brand
Select SKU
Demand Driver
Download as Excel
Refresh
Hide

Primary Dashboard

VG 7%
2020

5Yr 7%
2020

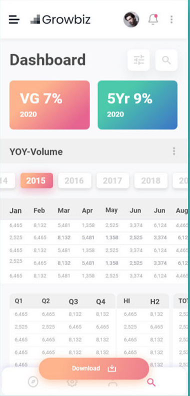
YOY-Volume

YEARS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	Q1	Q2	Q3	Q4	H2	H2	TOTAL
2015	6,465	8,976	8,506	7,502	6,979	5,979	5,979	5,979	12,502	15,502	13,285	15,502	35,502	35,502	66,245
2015	6,465	8,976	8,506	7,502	6,979	5,979	5,979	5,979	12,502	15,502	13,285	15,502	35,502	35,502	66,245
2015	6,465	8,976	8,506	7,502	6,979	5,979	5,979	5,979	12,502	15,502	13,285	15,502	35,502	35,502	66,245

YOY-AWS

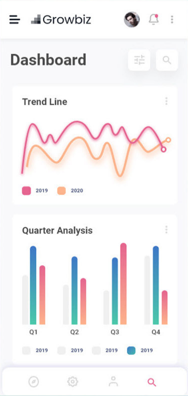
YEARS	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	Q1	Q2	Q3	Q4	H2	H2	TOTAL
2015	6,465	8,976	8,506	7,502	6,979	5,979	5,979	5,979	12,502	15,502	13,285	15,502	35,502	35,502	66,245
2015	6,465	8,976	8,506	7,502	6,979	5,979	5,979	5,979	12,502	15,502	13,285	15,502	35,502	35,502	66,245
2015	6,465	8,976	8,506	7,502	6,979	5,979	5,979	5,979	12,502	15,502	13,285	15,502	35,502	35,502	66,245

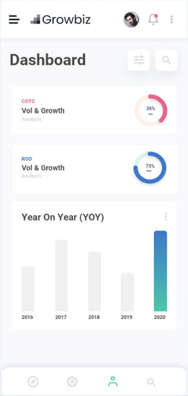
Mobile Responsive


Growbiz
Dashboard
VG 7%
2020
5Yr 9%
2020
YOY-Volume
14
2015
2016
2017
2018
20
Download

Jan	Feb	Mar	Apr	May	Jun	Jun	Aug
6,465	8,132	5,481	1,358	2,525	3,374	6,124	4,465
2,525	6,465	8,132	5,481	1,358	2,525	3,374	6,12
6,465	8,132	5,481	1,358	2,525	3,374	6,124	4,465
2,525	6,465	8,132	5,481	1,358	2,525	3,374	6,12
6,465	8,132	5,481	1,358	2,525	3,374	6,124	4,465

Q1	Q2	Q3	Q4	HI	H2	TOT
6,465	6,465	8,132	8,132	6,465	8,132	2,52
2,525	2,525	6,465	6,465	2,525	6,465	2,52
6,465	6,465	8,132	8,132	6,465	8,132	2,52
6,465	6,465	8,132	8,132	6,465	8,132	2,52
6,465					8,132	2,52


Growbiz
Dashboard
Trend Line
2019
2020
Quarter Analysis
Q1
Q2
Q3
Q4
2019
2019
2019
2019


Growbiz
Dashboard
COTC
Vol & Growth
Analysis
36%
ROD
Vol & Growth
Analysis
75%
Year On Year (YOY)
2016
2017
2018
2019
2020