

BENCHTOOLS™

Dashboard Design Sprint

Design Sprint

Team building design sprint is a 1-day process (over 2 days) for answering critical business questions through collaboration and design.

The 2nd part of the sprint will be to prototype or mock up our designs and get real user feedback.

Benefits:

- Different mindsets, personalities and skillsets working together to solve a business objective
- Bypassing the usual endless-debate cycle and compress months of time into a single week saving time, money and heartache
- Instead of waiting to launch a minimal product to understand if an idea is any good, teams get great user data from a prototype

Agenda

Wednesday

Understand: 10ish – 10:30ish

The goal is to encourage everyone to share what they already know and develop a common understanding with the rest of the group.

Sketch 10:30ish – 1ish

The goal is to explore all possible solutions.

Thursday

Decide 9:30ish – 12:30ish

The goal is to decide which solutions to flesh out, and how you'll fit them together into something you can rapidly show to users and learn what's working and what isn't.

Next Steps:

Create a real-looking version of the agreed design(s) to show real users and learn which ideas worked, which didn't, and what to do next.

Understand

Understand

The goal is to encourage everyone to share what they already know and develop a common understanding with the rest of the group

- Business Opportunity — The team lead should walk the team through the business opportunity, need (problem) and market.
- Success Metrics — How will you measure the success of this design?
- Existing User Research — assuming you have user research, review with the team.
- Internal Research — assuming you have user feedback from people at the company who have specific expertise i.e. sales, customer service, etc... review with the team
- Competitive Analysis — Look at competitors' products. It can also be helpful to look at non-competitive products that solve a similar kind of problem in a different market.

Sketch

Sketch

Step 1:

- Choose a problem, use case and decide which part to focus on first

Step 2 - Storyboarding

- The goal is to take the ideas we've generated so far and sketch an actual UI showing how a user would move through this part of the story — where they click, what info they enter, what they think, etc.

- 3 rules to follow...

- Make it stand alone — Just like a real product, your drawing has to make sense by itself
- Keep it anonymous — Don't write your name on your drawing
- Give it a name — Come up with a catchy title for your idea. That makes it easier to discuss and compare later.

Sketch

Step 3 – Silent Critiques

- Without speaking, everybody looks at the different storyboards and puts a sticker on every idea or part of an idea they like
- There are no limits to how many stickers you can use
- This will generate a heat map of the most popular ideas

Step 4 – Critiques

- First, people who placed stickers, talk about what they liked
- Next, the author, speaks to about the design

Step 5 – Super Votes

- Everybody gets 2 “super” stickers
- These are “super votes” for the ideas you think are the very best

Decide

Decide

The goal is to decide which solutions to flesh out, and how you'll fit them together into something you can rapidly comp out to show users and learn what's working and what isn't.

- Based on the number of “super voted” designs, break into groups
- we're going to make a storyboard that shows exactly how the user will step through the process; this storyboard will become the spec for building the prototype
- Identify problematic user scenarios and design/solve for them

Understand

Goals, Objectives & Methodology

Goal:

Validate if a dashboard is needed and understand what data to display to help the user make a decision or address a concern.

User Session Objectives:

- What decisions do you have to make for your client?
- How often is the decision made or reevaluated?
- What questions do you need answers to?
- Are you a visual learner or do you prefer “written” insights? Or both?

Users:

- 7 users across 3 agencies, all brand managers in the US region
- 45 – 60 min user session: 3 were via webex, 4 were face to face sessions

Business Opportunity

What problem are we solving?

Users need a quick, insightful, high level view of their reports to achieve 1 or more objectives. The main driver is to save time. If needed, dig deeper into the “current” reports.

How do we know when we solve the stated problem???

Design Challenge



Jill needs to understand her brand's content ad theme and compare it to those of her competitors. Is her brand theme aligned with her competitors? If so, is her brand succeeding?



Amber has to compare 2 or more targets and identify significant rank and coverage changes between the 2 and identify new competitors entering the landscape for each target.



Emily has to compare different sets of keywords and understand who are the top competitors for those keyword groups for desktop and mobile targets. In addition, would like to see recommended keywords based on insights.

Appendix

Personas



Jill

Needs:

1. For Content ads, understand her brand's theme and compare it to her competitors; understand content shift within a particular timeframe
2. Understand how her brand is comparing to her competitors for a selected theme
3. Understand who is using the brand's register trademark
4. Quickly identify, see significant coverage and rank changes for her brand and competitor; understand why this has happen



Amber

Needs:

1. Compare different sets of keywords and understand who are the top competitors for those keyword groups
2. Would like to see recommended keywords based on insights
3. Compare similar targets Google / Desktop / Chicago / English with Google / Desktop / Orlando / English and understand significant changes
4. Interested in knowing of new competitors in the landscape



Emily

Needs:

1. View individual brand and competitor's themes and their reach; how successful are the themes across their ads
2. Compare different regions (targets); with ability to create their own region with the established targets
3. Compare 2 different set of keyword groups for the same target
4. Visually compare "month over month" graphs