

PAUL GILLESPIE

UI/UX DESIGN PORTFOLIO -

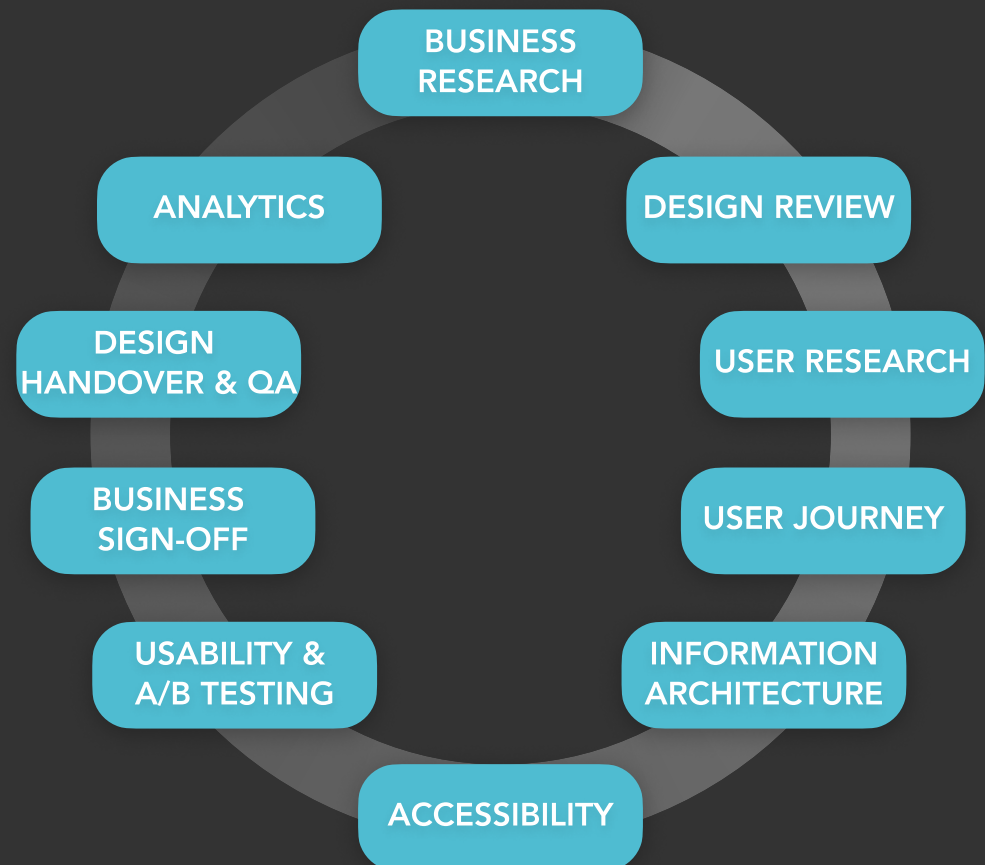
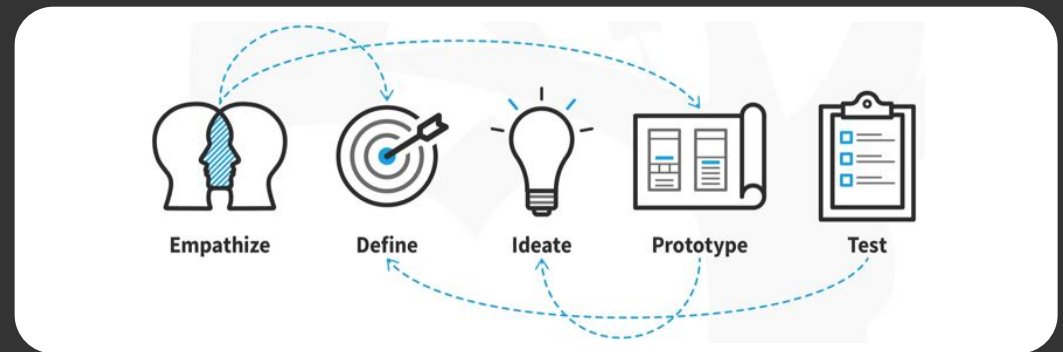
Optiseller Performance Dashboard

Design process

I try to keep as close to the five steps of **Design Thinking** as possible, as the user experience design cycle can be unpredictable. Design teams must learn to recognise the right problem to solve.

Every project will have different user needs and business goals. Each problem has a different context, scope and budget.

- **Empathise**: Explore the problem, and find out who your users are
- **Define**: Learn what the users want and need and how the problem affects them
- **Ideate**: Brainstorm solutions that make sense based on test findings
- **Prototype**: Create many designs based on the ideas from ideation
- **Test**: Test the prototypes and find the best solution.



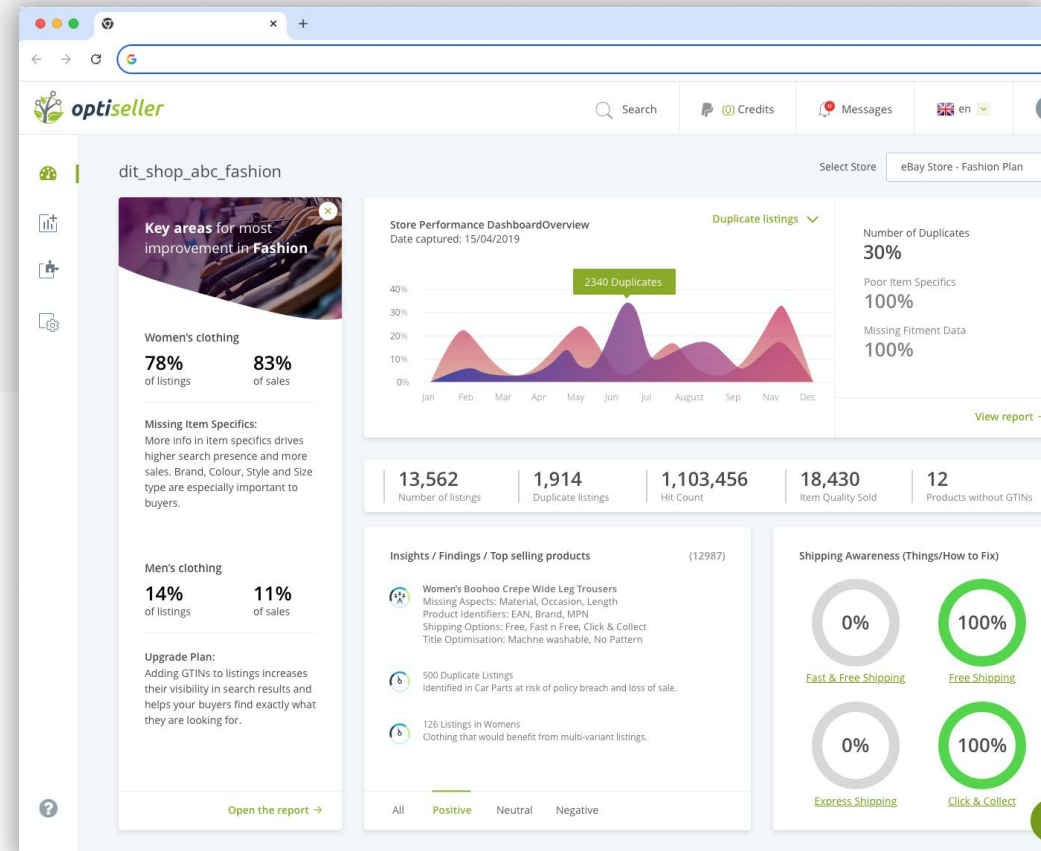
Optiseller Dashboard

The Store Performance Dashboard optimises data making it easier to monitor performance, track progress, and identify areas for improvement or potential risks.

PROJECT GOAL

Provide a clear, concise, and interactive way to visualise key business data, enabling users to quickly grasp info, identify trends, and make informed decisions.

- Improved Data Accessibility and Understanding:
- Transform raw data into easy-to-understand visualisations.
- Real-time Monitoring of key performance indicators (KPIs) and other important metrics.
- Empower users to make data-driven decisions and identifying opportunities, or mitigating risks.
- Streamline data analysis by consolidating information from multiple sources into a single view, saving time and effort compared to manually compiling data from various reports.



OBJECTIVES & DELIVERABLES

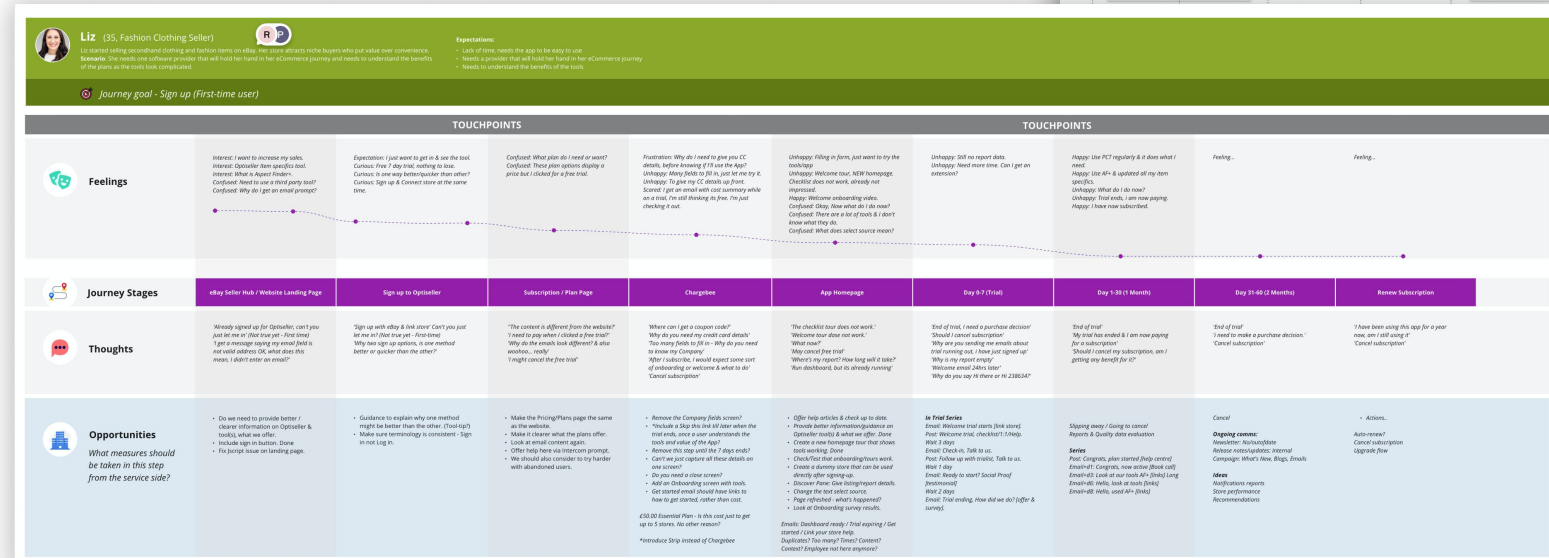
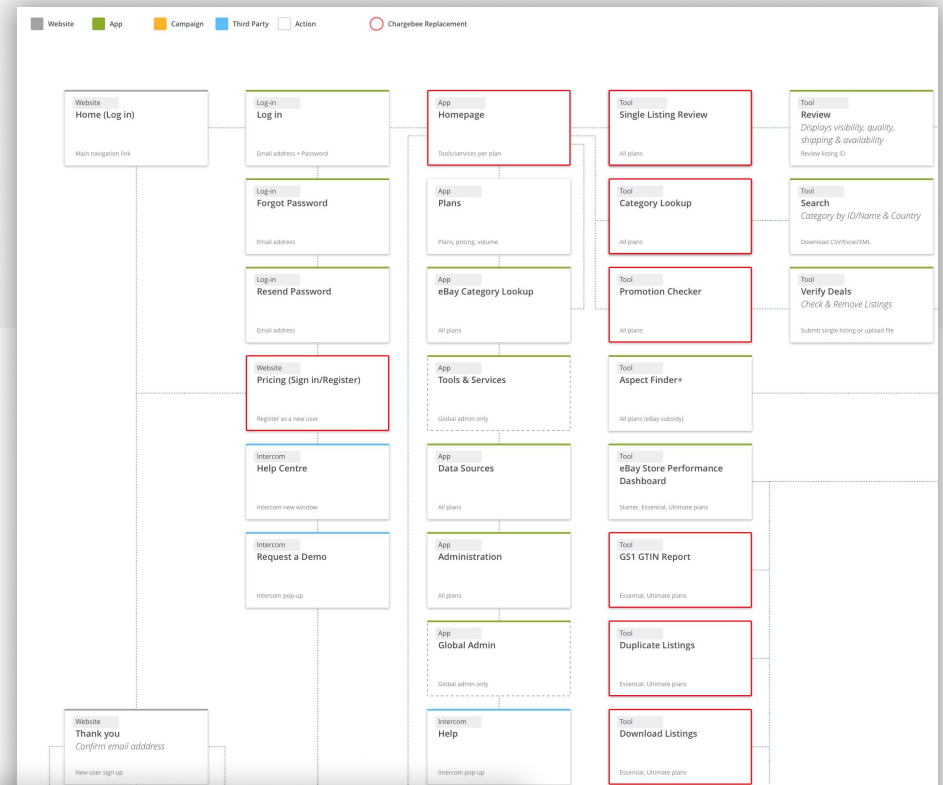
- Better Communication and Collaboration.
- Adaptability and Customisation.
- Track progress towards goals and objectives.
- Set to trigger alerts when certain thresholds are crossed.

Journey map

I'd like to understand how many steps it takes a user to kick-off the Performance Dashboard Report.

PERFORMANCE DASHBOARD

I've mapped out using Miro an advanced flow showing how the user will navigate their way through the dashboard screens in order to successfully kick-off the SPD report. It's those scenarios when things go wrong – that's when users get frustrated most and drop off.



kips pre-
ucher/
n also
iding on
-Intercom
ed email.

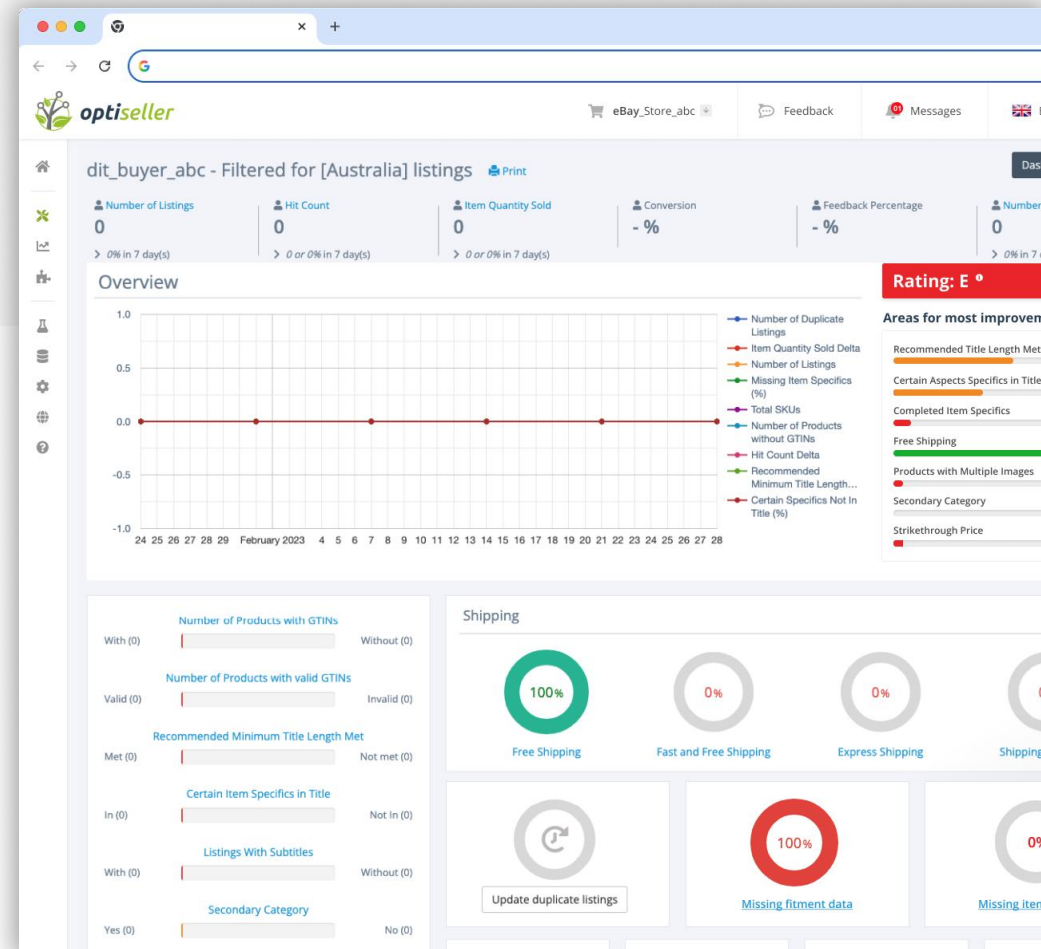
SPD Report

*Reporting and Analytics for optimum eBay selling.
Use insights to monitor your overall progress.*

PROJECT GOAL

The eBay Store Performance Dashboard manages marketplace stores. The dashboard provides KPIs on total listings, SKUs, quantity sold, and listings without GTINs (Global Trade Item Number). It also shows insights into: Duplicate Listings, use of Title Length, Item specifics quality and Shipping options offered.

The Store Performance Dashboard provides an at-a-glance view of a store's overall situation, helping to make quick decisions and prioritise improvements. The dashboard identifies what areas of an eBay store need the most attention, allowing the necessary adjustments and improvements to listings KPI rating.



KPIs

- At a glance view of your store situation
- Identify what areas need help the most
- Improve overall KPIs

Aspect Finder+

Optimise your on and off site eBay SEO. Boost your sales by improving item specifics

PROJECT GOAL

Aspect Finder+ scans listings to identify any that are missing important item specifics. You might already have this information stored in other parts of your listing. Aspect Finder+ will retrieve it and save you time when updating your listings.

eBay require key item specifics in a number of different categories. Without this information, you won't be able to publish new, manually re-listed or revised listings. Buyers' increasing use of search filters means that adding the right Item Specifics can provide a major boost to sales – using the tool is a efficient way to help your business grow.

Aspect Finder+ saves sellers a huge amount of time on a task that many find time consuming as well as increases search visibility.

The screenshot displays the 'optimiseller' interface for an 'Optimisation Report - dit_shop_abc'. The report is for the category 'Casual Shirts & Tops (57990)' and shows 3 required, 0 required soon, and 3 recommended items. A table lists three items with their IDs, titles, and missing specifics. Item 1 (174194171958) is missing a title, secondary category, and item specifics. Item 2 (174196325088) is missing a title, secondary category, and item specifics. Item 3 (174201816742) is missing a title, secondary category, and item specifics. A sidebar on the left shows 'BUYER DEMAND DATA SHOWING' with a table of item IDs, titles, and ratings. A bottom panel shows a list of suggestions for each item, including 'Polo Ralph Lauren Men's Classic Custom Fit Polo Shirt' and 'New Shirts Men Shirt Tops'. A right panel shows a list of missing titles, categories, item specifics, fitment, and shipping details. Buttons for 'Cancel' and 'Apply' are visible at the bottom.

Item ID	OptiRating	Title	SKU	Brand	Colour	Size	Fit	Send to eBay
174194171958	Good 4.3/10	Polo Ralph Lauren Men's Classic Custom Fit Polo Shirt New Uk090-*-* Fashion	...	No Action Unbranded	Seller Created Red, Gree, Apricot	Missing	No Action Regular	Send
174196325088	Average 4.3/10	TEST UK Fashion Mandate 1 DO NOT BUY WONT POST TEST	TestSKU	No Action 101 Ideas	See Variation N/A	Missing	Seller Created Fitted Regular	Send
174201816742	Average 5.5/10	Men's Leopard Print Nightclub Long Sleeve Button Down Shirts Slim Top	...	No Action Unbranded	See Variation N/A	See Variation N/A	Seller Created Fitted Regular	Send

Personas

Fictional yet realistic representations of target users, help understand needs, behaviours, and motivations for the team to make more informed decisions.

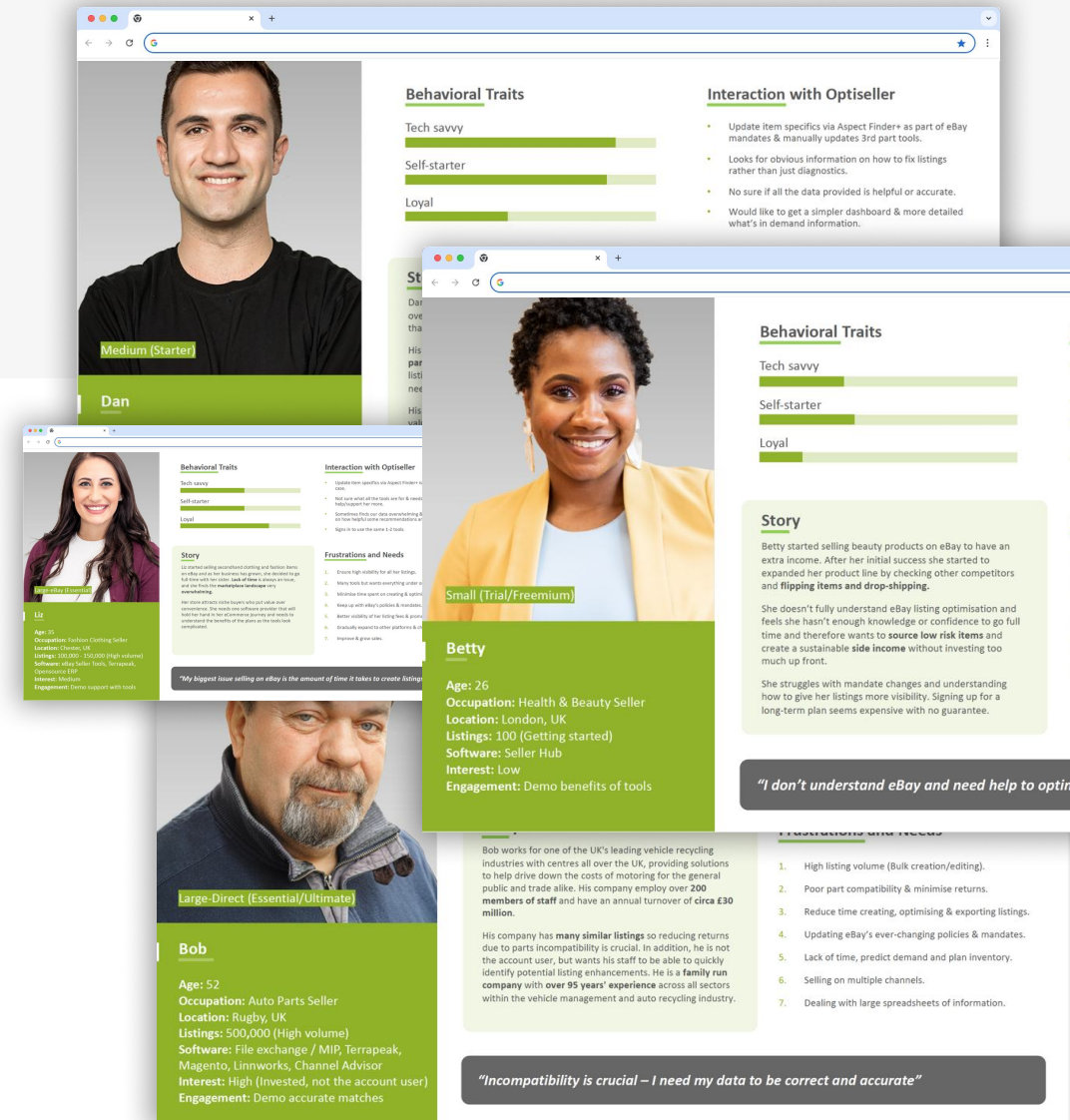
SETTING UP GOALS

Small Seller (Trial) Health & Beauty: Small number of listings. Selling for extra income with product line starting to take off. Struggling with mandate changes.

Medium Seller (Starter) Electronics: Sells 1,000 - 10,000 of mainly overstocked or refurbished products. Has no time but many tasks and needs to meet targets.

Large-eBay Seller (Essential) Fashion: High volume of listings (100,000 - 150,000). Struggles for time and has niche buyers. Needs software to manage store listings and keep them up to date.

Large-Direct Seller (Essential/Ultimate) Auto Parts: Family run business with high volume listings (500,000). Vehicle recycling centres all over the UK. Wants to drive down costs and needs to fix data incompatibility issues.



i Help understand the needs, goals, and challenges of the target audience. They help to move beyond generalisations and focus on specific user types.

Design handover

Component libraries help save time, maintain consistency and avoid any unforeseeable mistakes.

WORKING TOGETHER

I work closely with the development team through to project completion to ensure they have support for any design decisions that are required.

Reusable UI elements reduce the need to reinvent the wheel and ensure a consistent user experience across platforms.

Buttons - Navigation

Primary buttons



Secondary buttons



Tertiary buttons



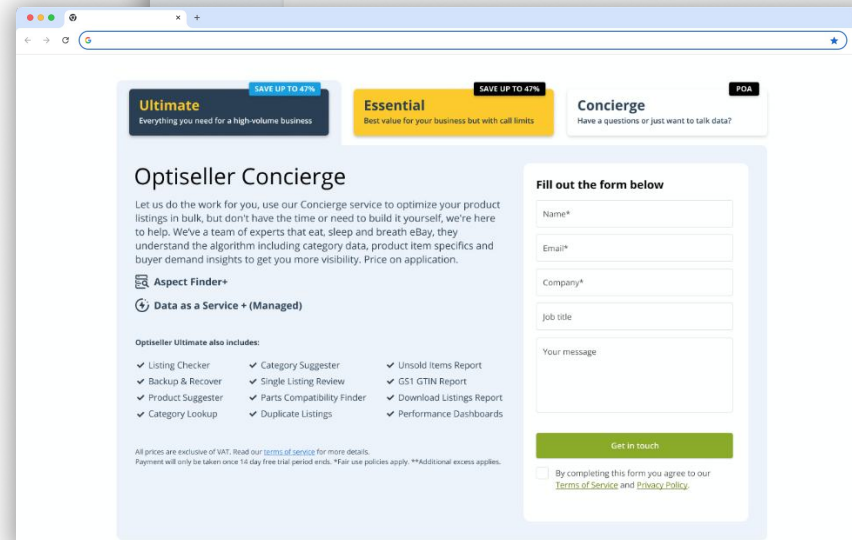
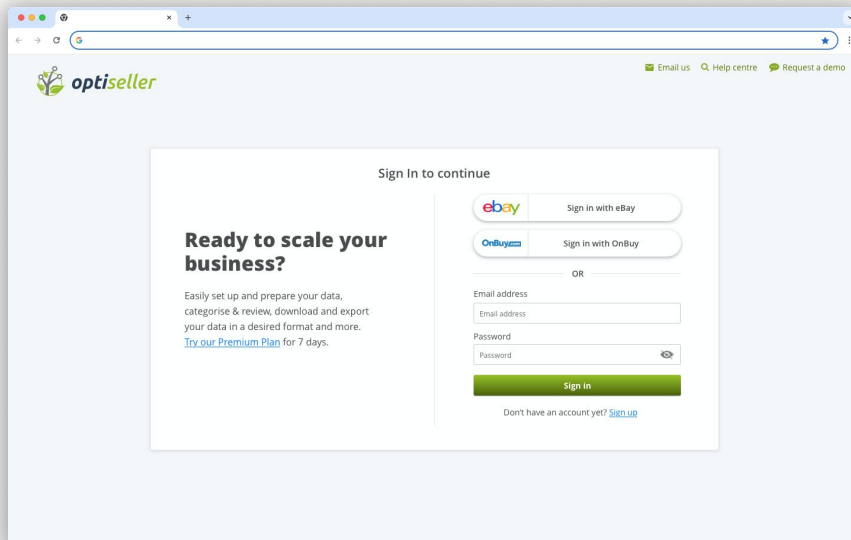
Icon options



Colour Palette

Primary

State



Font Family - Typography

Open Sans

Contact me

Paul Gillespie
UI/UX Designer

07880 645 788

paul@gillespiecreative.co.uk

linkedin.com/in/paul-gillespie-19889916