

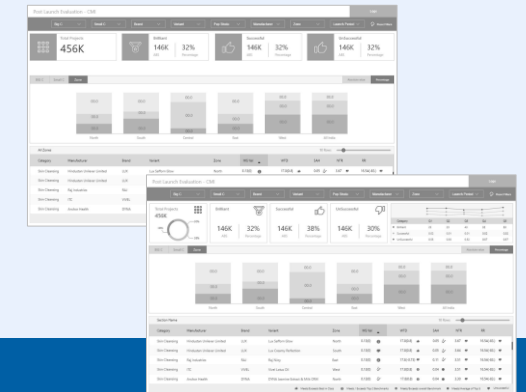
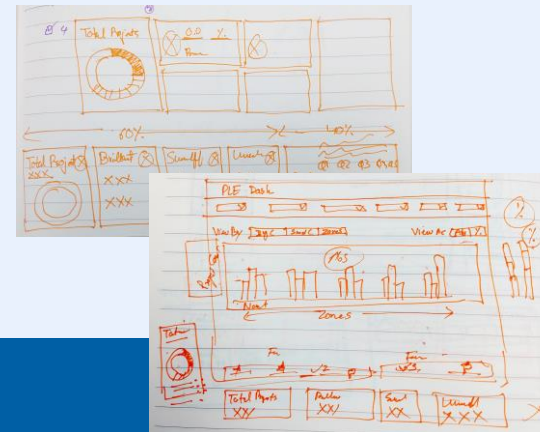
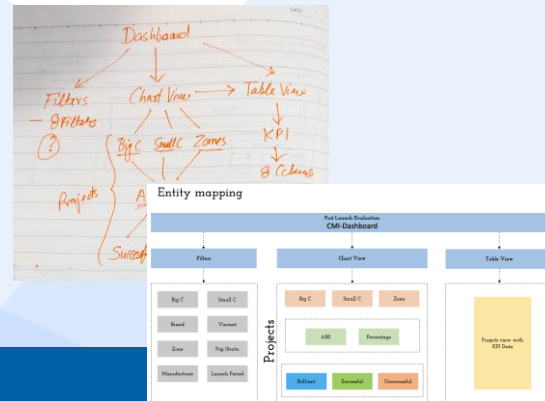
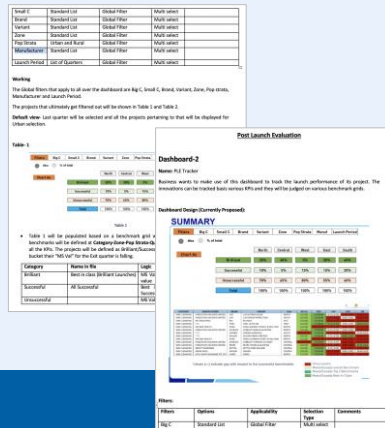
Experience Design Showcase

Unilever's Interactive Data Visualizing



Live-Thread is a Unilever’s interactive data visualizing application powered by Microsoft Power BI tool and this is going to be used by their internal executives to monitor Unilever’s global products performance on sales and finance related statistics. This application is targeting both Power BI-web and Mobile devices.

User-Centric Design Process



DISCOVER

Analyzing the requirements and arriving at an information architecture



DEFINE

Defining user needs, understanding task flows and defining the sitemap



DESIGN

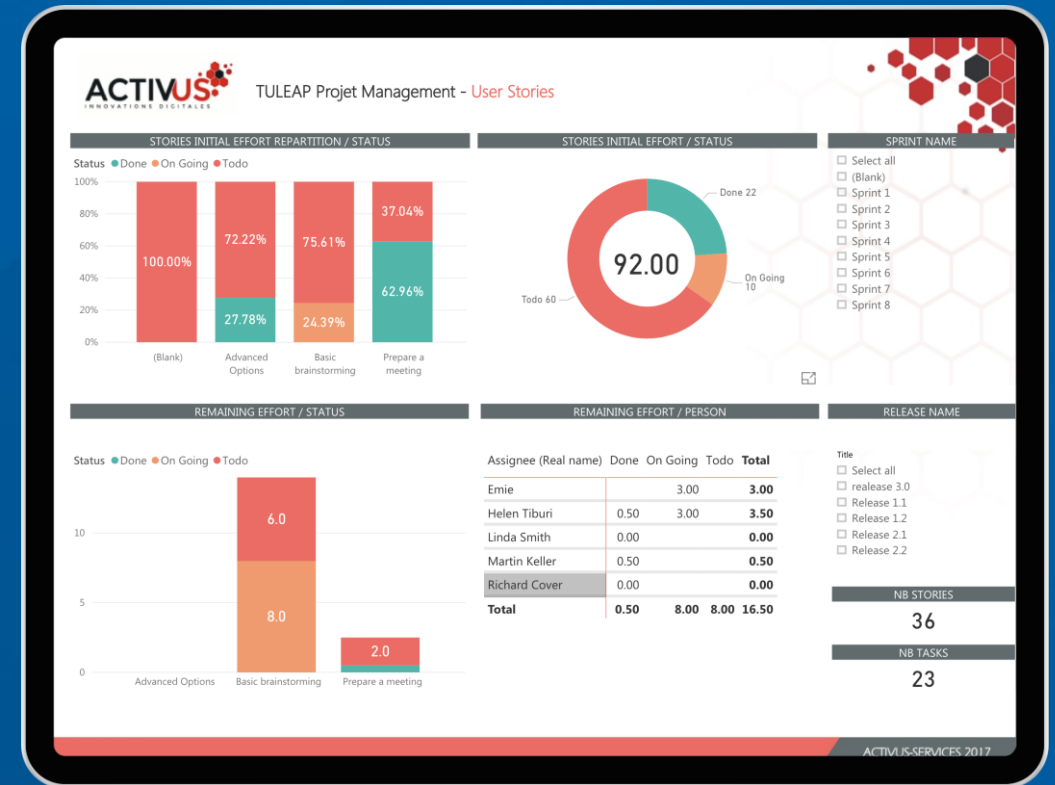
Creating Conceptual sketches, high level page layouts and low fidelity wireframes



DELIVER

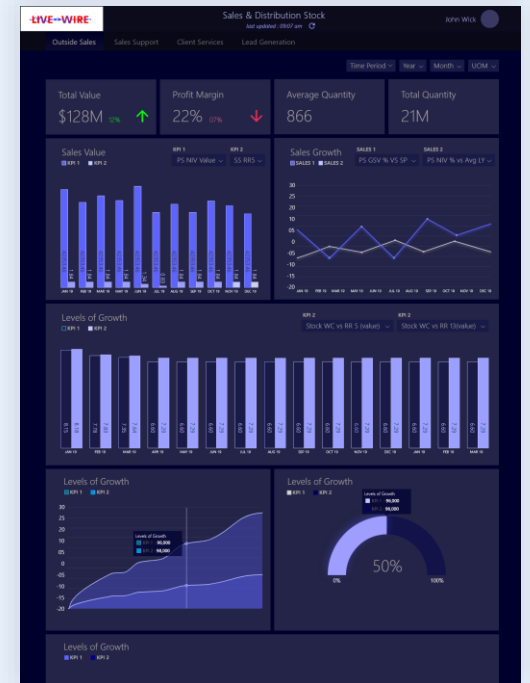
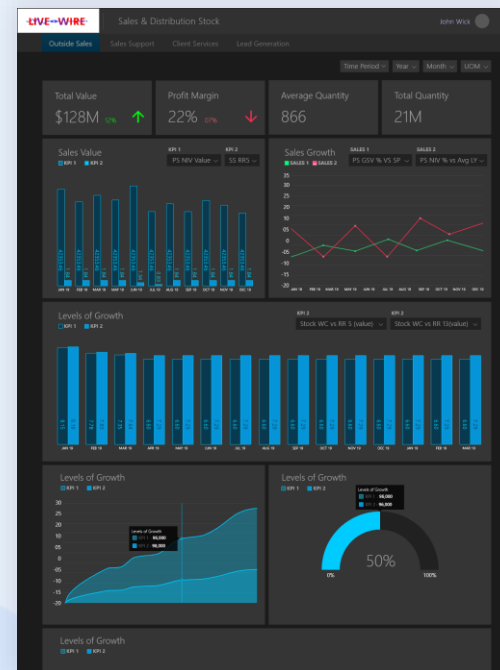
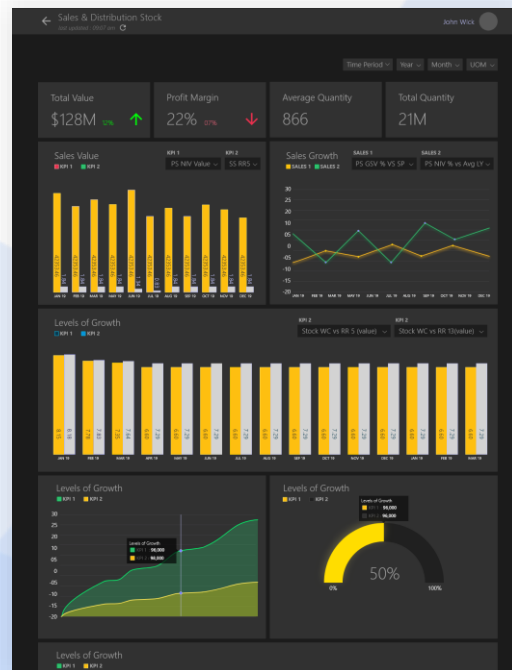
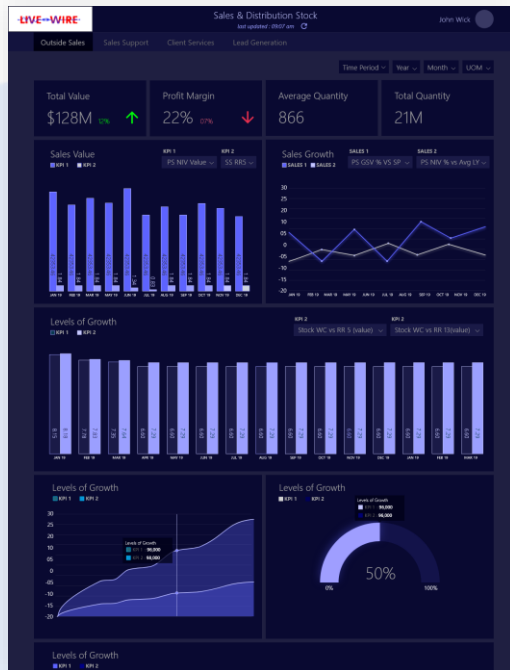
Building up high resolution visual mock ups, redlines for unique screens and style guide

Visual Design Enhancement



Design Inspiration

Multiple iterations of various themes





TIME PERIOD

QTD



YEAR

2019



MONTH

June



UOM

Thousand



SALES VALUE

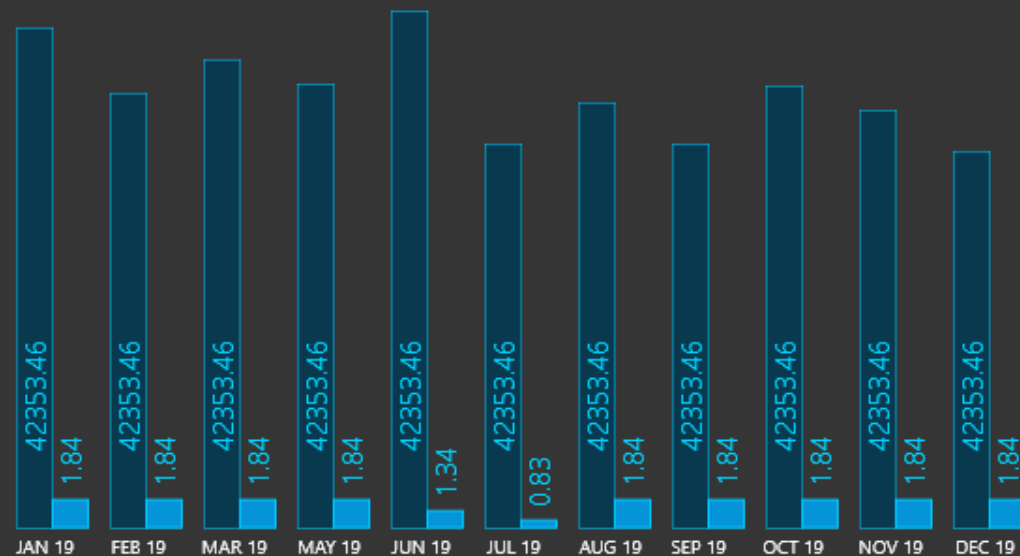
KPI 1 KPI 2

KPI 1

PS NIV Value

KPI 2

SS RR5



SALES GROWTH

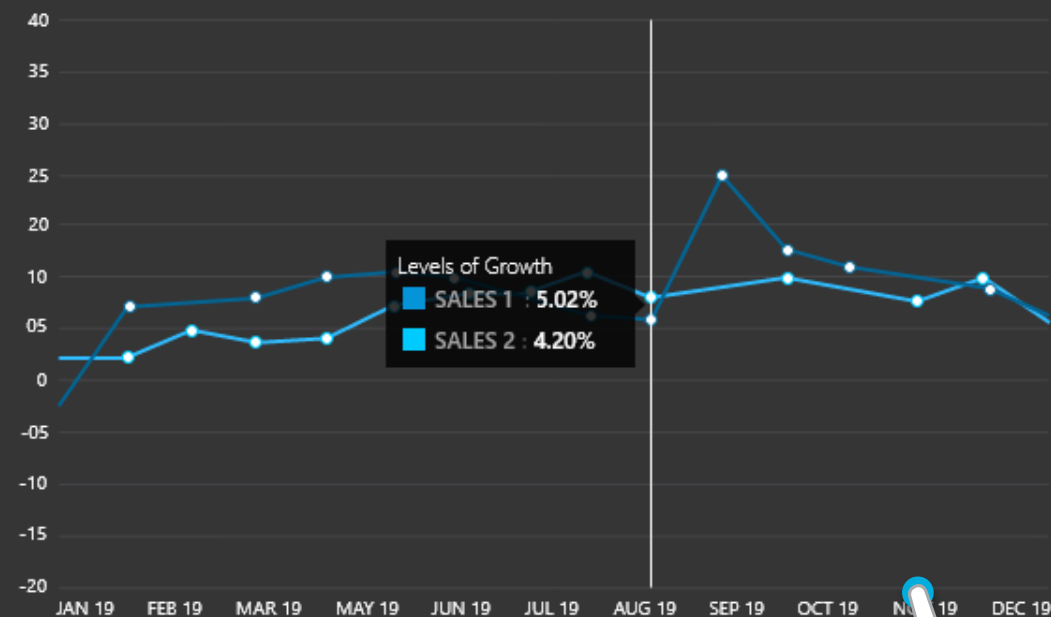
SALES 1 SALES 2

KPI 1

PS GSV % VS SP

KPI 2

PS NIV % vs Avg LY



LEVELS OF GROWTH

KPI 1 KPI 2

KPI 1

Stock WC vs RR 5 (value)

KPI 2

Stock WC vs RR 13 (value)



TIME PERIOD

QTD



YEAR

2019



MONTH

June



UOM

Thousand



SALES VALUE

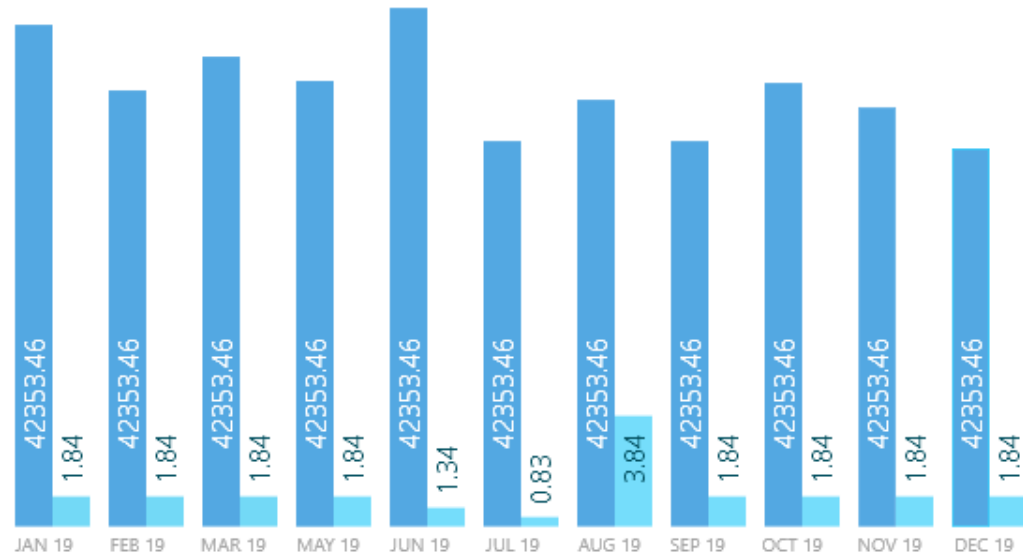
KPI 1 KPI 2

KPI 1

PS NIV Value

KPI 2

SS RR5



SALES GROWTH

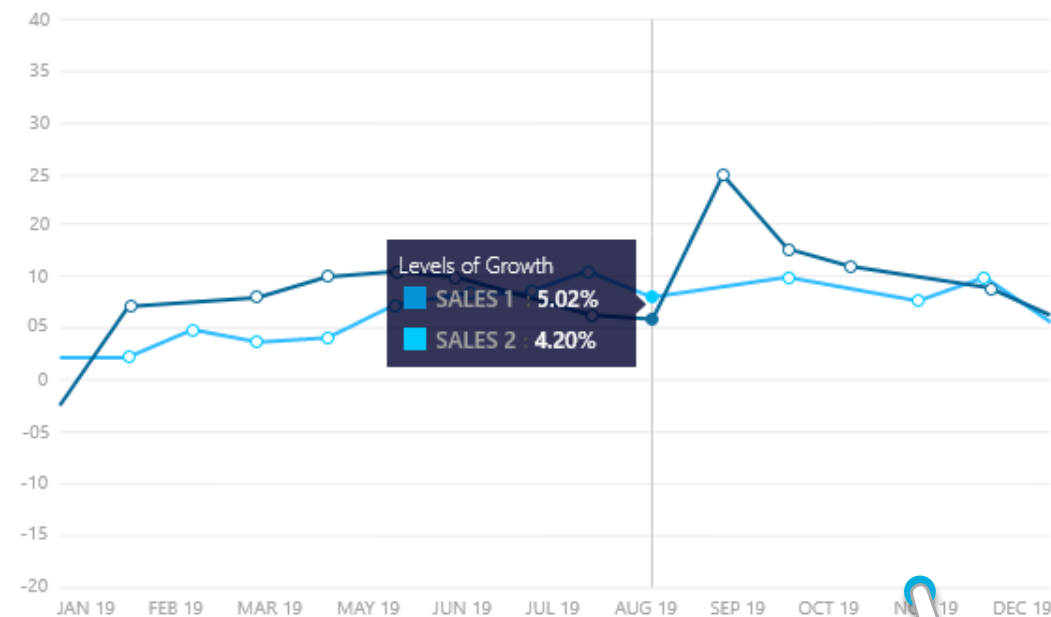
SALES 1 SALES 2

KPI 1

PS GSV % VS SP

KPI 2

PS NIV % vs Avg LY



LEVELS OF GROWTH

KPI 1 KPI 2

KPI 1

Stock WC vs RR 5 (value)

KPI 2

Stock WC vs RR 13 (value)

Design Style Guide

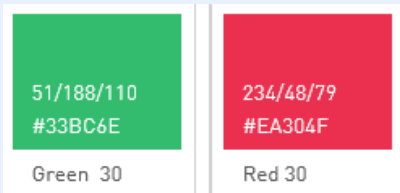
Style Guide

COLOR GUIDE

Primary



Indicator



Typography Colors



Secondary/ Categorical



TYPOGRAPHY

Font Weights

Light *Light Italics* Regular **Semi Bold**

Heading1

Segoe UI Semi bold 21

Heading2

Segoe UI Light Italics 16

Body

Segoe UI Semi bold 21

Segoe UI Semi bold 16

Segoe UI Semi bold 14

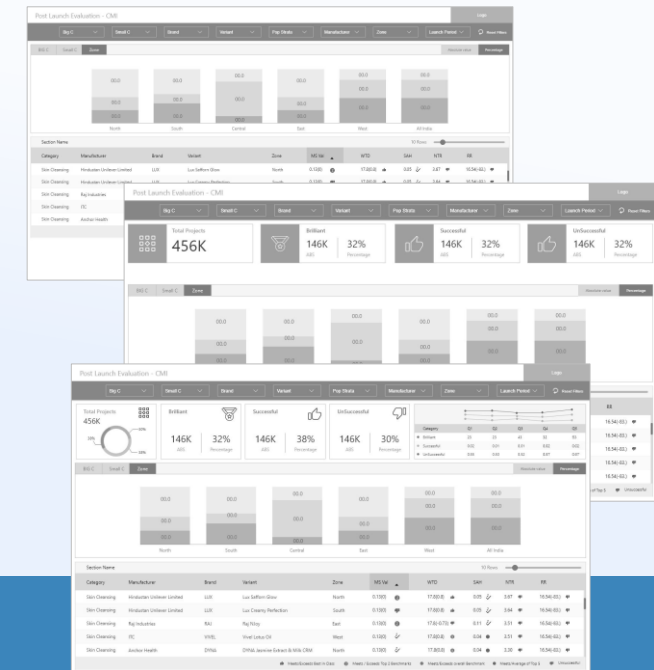
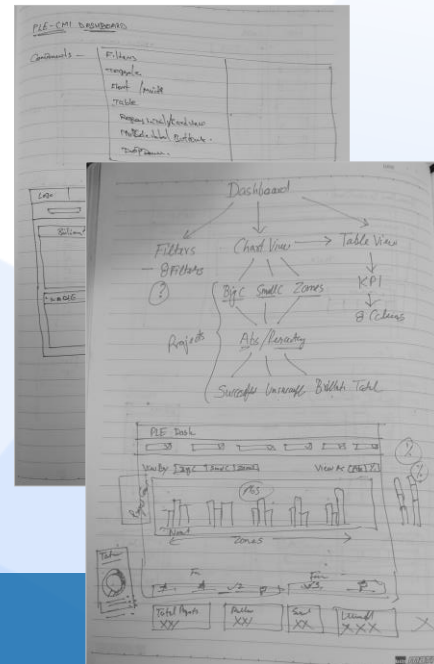
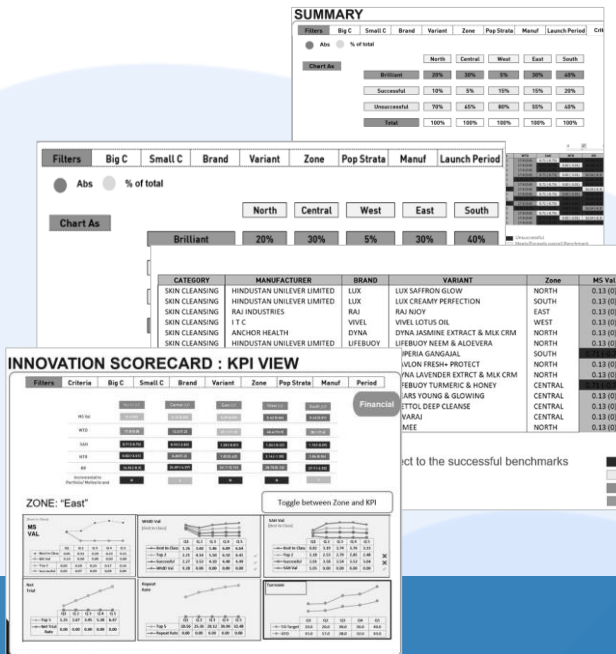
Segoe UI Semi bold 12

Segoe UI Light 12

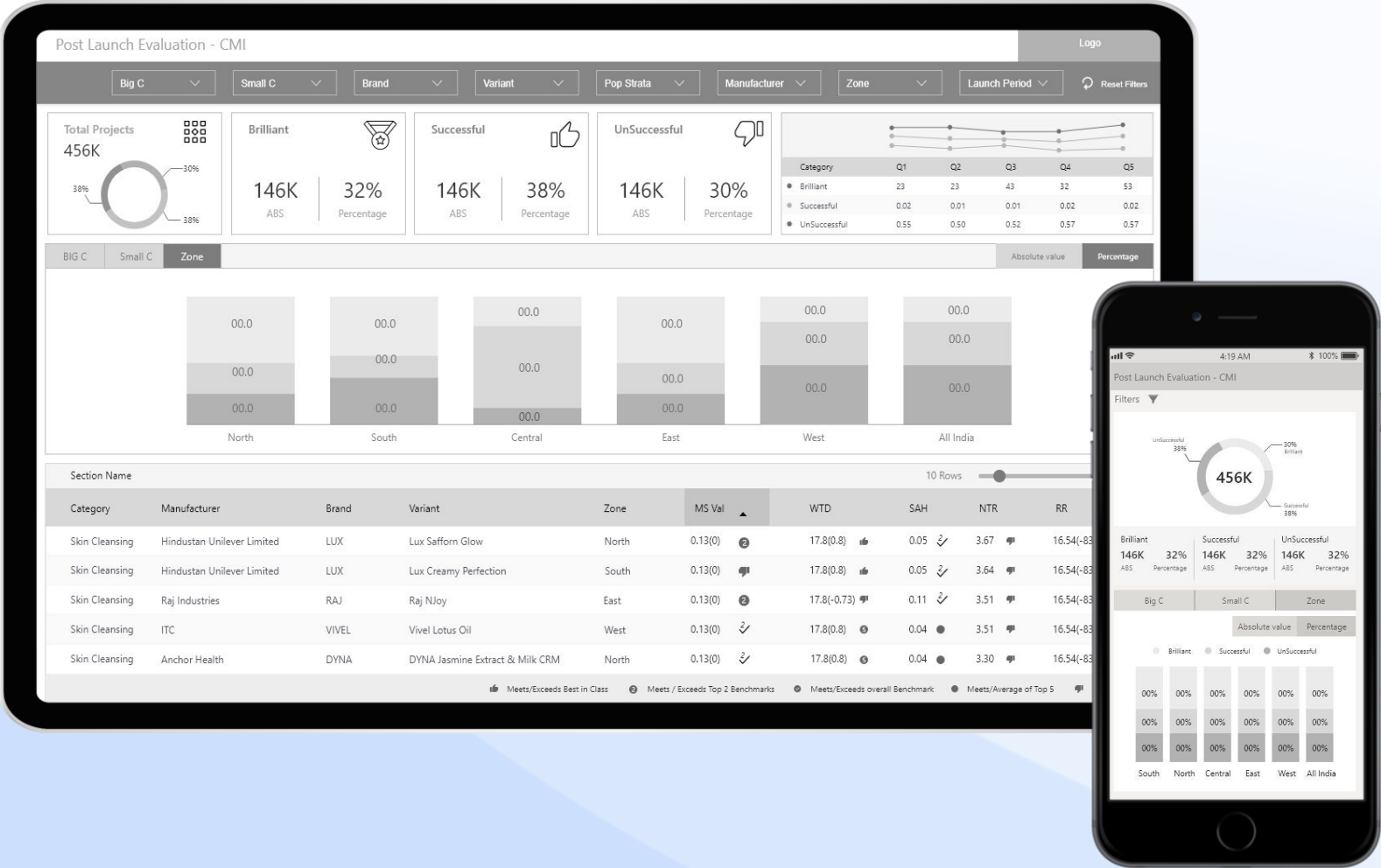
Segoe UI Regular 10

Dashboard Design

Design Process



Wireframes



Art of Possibility

Dark Theme and Light Theme

Big C

Small C

Brand

Variant

Pop Strata

Manufacturer

Zone

Launch Period

Reset Filters

Total Projects

UnSuccessful 38%

456K

30% Brilliant

38% Successful

Brilliant

146K

ABS

32%

Percentage

Successful

146K

ABS

38%

Percentage

UnSuccessful

146K

ABS

30%

Percentage

Category

Q1

Q2

Q3

Q4

Q5

Brilliant

23

23

43

32

53

Successful

0.02

0.01

0.01

0.02

0.02

UnSuccessful

0.55

0.50

0.52

0.57

0.57

BIG C

Small C

Zone

Absolute value

Percentage

Brilliant

Successful

UnSuccessful

00%

00%

00%

South

00%

00%

00%

North

00%

00%

00%

Central

00%

00%

00%

East

00%

00%

00%

West

00%

00%

00%

All India

All Zones10 Rows

Category	Manufacturer	Brand	Variant	Zone	MS Val	WTD	SAH	NTR	RR
Skin Cleansing	Hindustan Unilever Limited	LUX	Lux Safforn Glow	North	0.13(0)★	17.8(0.8)👍	0.05★	3.67👎	16.54(-83.)👎
Skin Cleansing	Hindustan Unilever Limited	LUX	Lux Creamy Perfection	South	0.13(0)👎	17.8(0.8)👍	0.05★	3.64👎	16.54(-83.)👎
Skin Cleansing	Raj Industries	RAJ	Raj Enjoy	East	0.13(0)👍	17.8(-0.73)👎	0.11👍	3.51👎	16.54(-83.)👎
Skin Cleansing	ITC	VIVEL	Vivel Lotus Oil	West	0.13(0)👍	17.8(0.8)👍	0.04👍	3.51👎	16.54(-83.)👎
Skin Cleansing	Anchor Health	DYNA	DYNA Jasmine Extract & Milk CRM	North	0.13(0)👍	17.8(0.8)👍	0.04👍	3.30👎	16.54(-83.)👎

★ Meets/Exceeds Best in Class

👍 Meets / Exceeds Top 2 Benchmarks

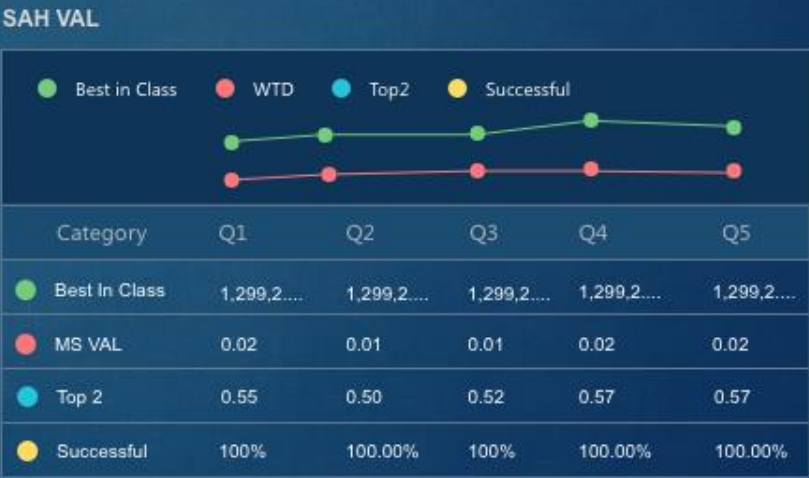
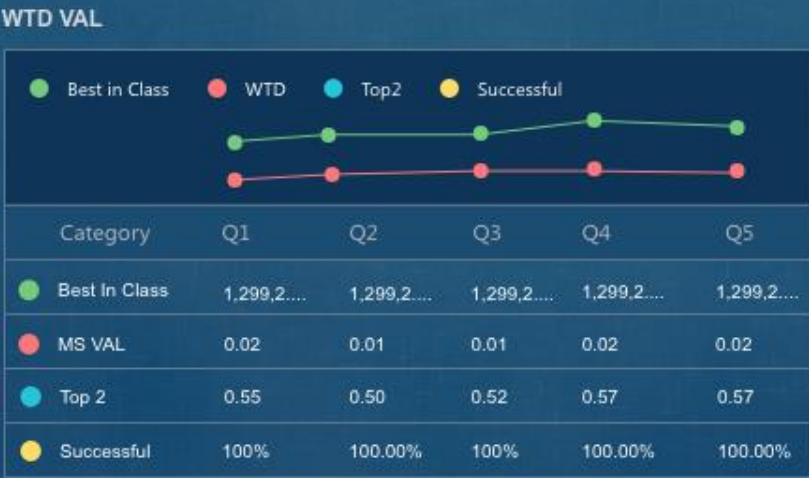
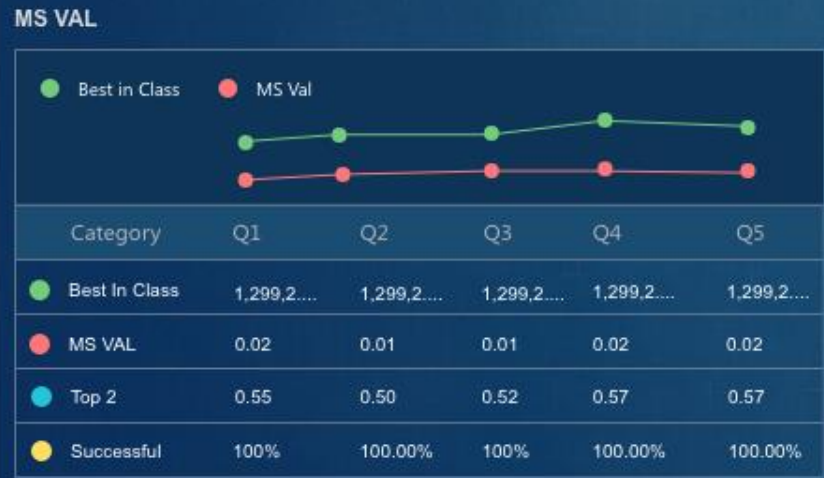
👍 Meets/Exceeds Top 5 Average

👍 Meets/Average overall Benchmark

👎 Unsuccessful

← Project Name

KPI	North(U)		South(U)		Central(U)		East(U)		West(U)		All India	
MS Val	0.348362847	↑(0)	0.348362847	↑(0)	0.348362847	↑(0)	0.348362847	↑(0)	0.348362847	↓(0)	0.348362847	↑(0)
WTD	366,426.37	↑	137,658.66	↑	261,317.22	↑	224,380.84	↑	162,769.99	↓	1702,802.68	↑
SAH	0.02	↑	0.02	↑	0.02	↑	0.02	↑	0.02	↓	0.02	↑
NTR	0.78	↑	0.50	↑	0.62	↑	0.56	↑	0.56	↓	0.55	↑
RR	100.00%	↑	100.00%	↑	100.00%	↑	100.00%	↑	100.00%	↓	100.00%	↑
Incremental to portfolio / Mother Board		N	Y		N		N		Y		N	



Total Projects

456K

30% Brilliant

38% Successful

38% UnSuccessful

Brilliant

146K ABS

32% Percentage

Successful

146K ABS

38% Percentage

UnSuccessful

146K ABS

30% Percentage

Category

Q1

Q2

Q3

Q4

Q5

Brilliant

23

23

43

32

53

Successful

0.02

0.01

0.01

0.02

0.02

UnSuccessful

0.55

0.50

0.52

0.57

0.57



All Zones

10 Rows

Category	Manufacturer	Brand	Variant	Zone	MS Val	WTD	SAH	NTR	RR
Skin Cleansing	Hindustan Unilever Limited	LUX	Lux Safforn Glow	North	0.13(0) ★	17.8(0.8) 🟢	0.05 ★	3.67 🟡	16.54(-83.) 🟡
Skin Cleansing	Hindustan Unilever Limited	LUX	Lux Creamy Perfection	South	0.13(0) 🟡	17.8(0.8) 🟢	0.05 ★	3.64 🟡	16.54(-83.) 🟡
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★ Meets/Exceeds Best in Class

🟢 Meets / Exceeds Top 2 Benchmarks

🟢 Meets/Exceeds Top 5 Average

🟢 Meets/Average overall Benchmark

🟡 Unsuccessful

Big C



Small C



Brand



Variant



Pop Strata



Manufacturer



Launch Period



Reset Filters

Project Name

KPI	North(U)		South(U)		Central(U)		East(U)		West(U)		All India	
MS Val	0.348362847(0)	↑	0.348362847(0)	↑	0.348362847(0)	↑	0.348362847(0)	↑	0.348362847(0)	↓	0.348362847(0)	↑
WTD	366,426.37	↑	137,658.66	↑	261,317.22	↑	224,380.84	↑	162,769.99	↓	1702,802.68	↑
SAH	0.02	↑	0.02	↑	0.02	↑	0.02	↑	0.02	↓	0.02	↑
NTR	0.78	↑	0.50	↑	0.62	↑	0.56	↑	0.56	↓	0.55	↑
RR	100.00%	↑	100.00%	↑	100.00%	↑	100.00%	↑	100.00%	↓	100.00%	↑
Incremental to portfolio / Mother Board	N		Y		N		N		Y		N	

Zone



East

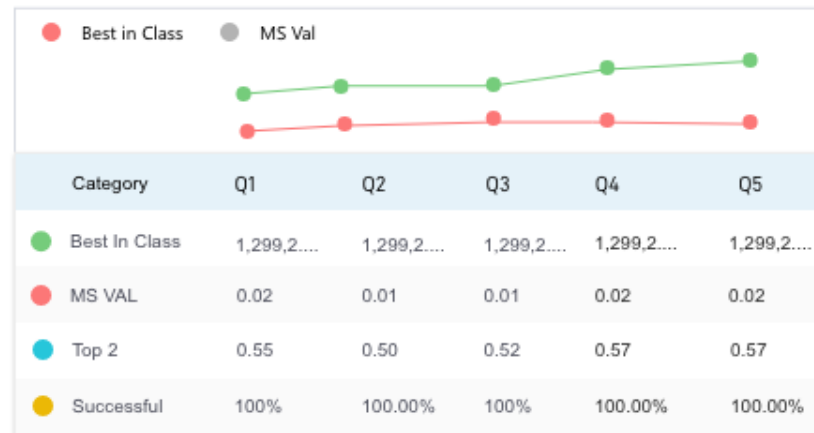
Absolute value

Percentage

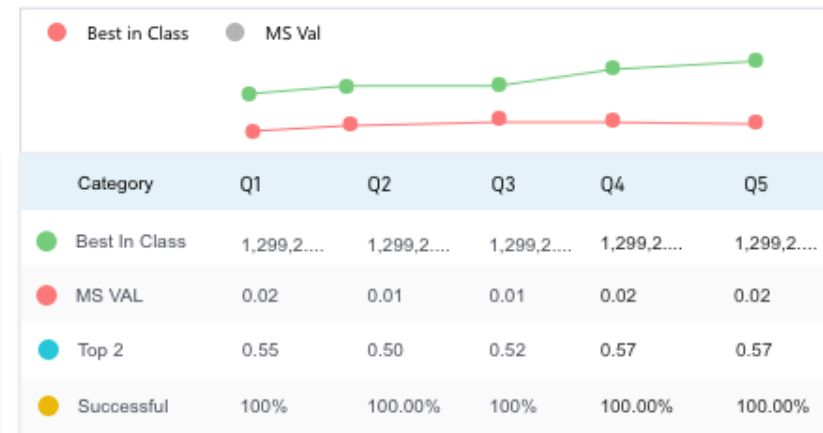
MS VAL



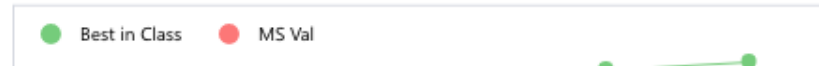
WTD VAL



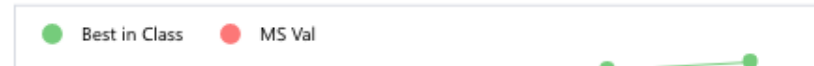
SAH VAL



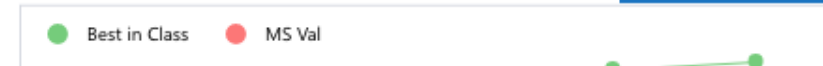
NET Trial



Repeat Rate



Turn Over



KPI



Thank You