

Dashboard Project

I went with a traditional filter on the left hand side. I liked the ability for the user to see all of their filters at once and apply them to the stats as they go. I recommend using interactive filtering (<https://www.nngroup.com/articles/applying-filters/>) if the speed of loading the filtered stats is fast enough. A left hand column of filters is also pretty common with users on popular websites for example Amazon, Ebay, Etsy, etc. so I am estimating that most users would prefer this method over other solutions (<https://lawsofux.com/jakobs-law.html>). I believe using a left hand column of filters would reduce the learning process for users since the design pattern is so familiar.

I also wanted to reduce the amount of clicks it takes for a user to filter the demographics they want. I considered that users probably use the admin view often and possibly for long periods of time so reducing the amount of clicks on repeated tasks would be very helpful in these scenarios. All of the filters placed on the left helps reduce the clicks needed and provides a consistent area where users can filter stats. I did try variations where the filters were placed on top in a horizontal layout but quickly found that there was less space to fit everything since we were limited by page width. This would have led to different UI patterns being used which would have required more clicks—especially if there were 15 filters to use.

You will see when you start selecting the "Sales" filter that the stats on the right update to reflect the filters selected. I listed out the applied filters above the stats on the right for an easier experience when the user needs to make changes (<https://baymard.com/blog/how-to-design-applied-filters>). The research focuses more on e-commerce but I think a lot of this can relate to our product. I considered adding a "Clear All" link as well but I was worried about accidental clicks and frustrating users. I have had user tests before on past projects where this has happened. Normally I would user test this scenario to find out if this is happening often. I also had to move the date range text in order to make room. I moved it next to the page title above because I believe it groups well with the date range. The date and page title both refer to the overall content of the page so pairing them together seemed a fit naturally.

I utilized a similar design from the Leader view that allows users to compare the overall stats to filtered stats in this Admin view. Overall stats are moved below (in the gray bars) in the overall stat box and the question boxes. I find it best to leverage similar patterns in a website's UI in order to be as consistent as possible. This benefits the user so that there can be less of a learning curve to use the product. Users would know what to expect and how the interface may function. This is also more practical for us in development because the similar designs are easier to maintain with this consistency.