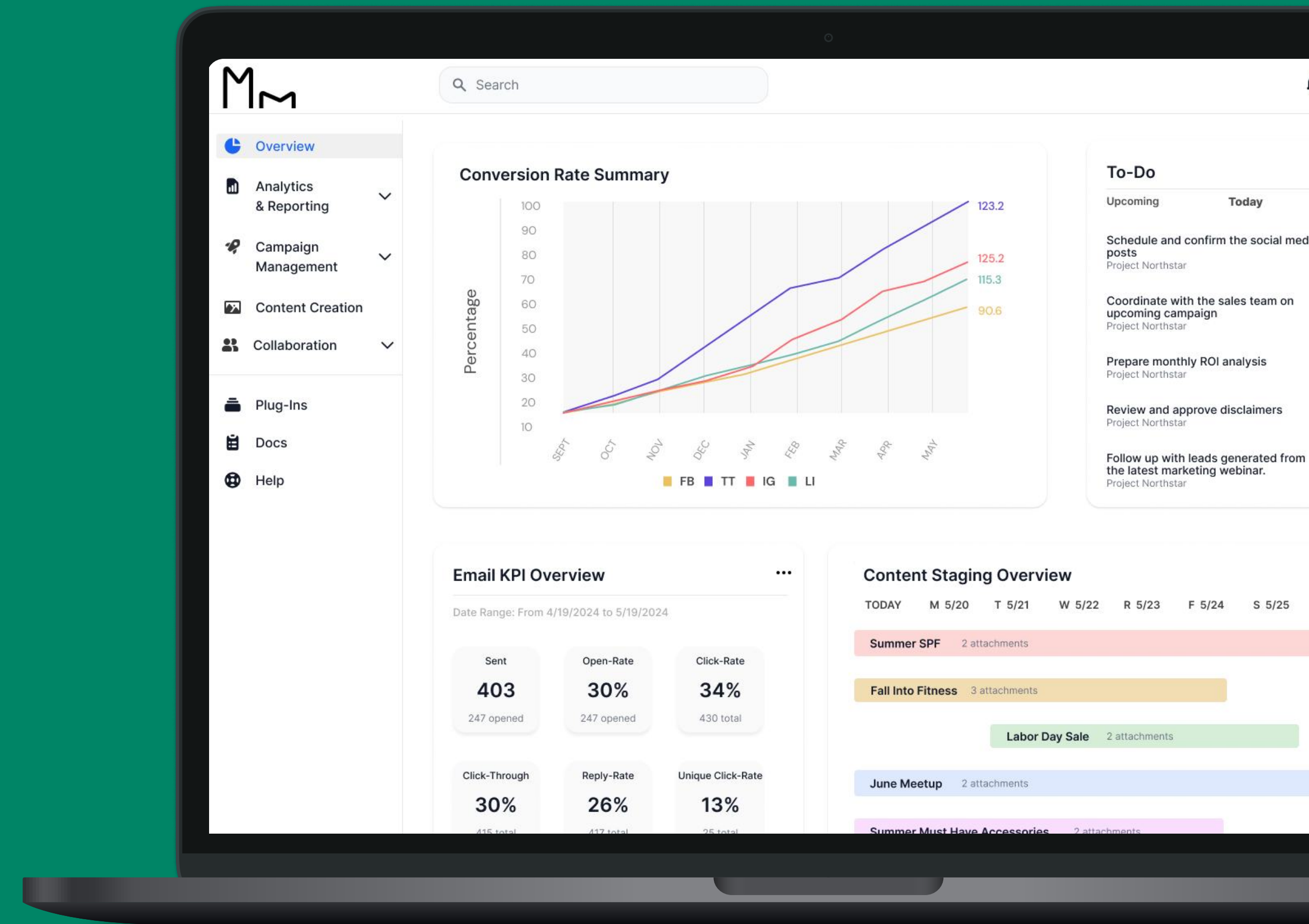


# SaaS Dashboard Pitch Deck



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## Gathered existing information

I analyzed information from several UX/UI positions focused on SaaS products, extracting key terms to better understand the typical needs of such companies.



## Leveraged ChatGPT

I utilized AI to develop a profile for a product based on the information provided about the position. This profile includes detailed functionalities and design considerations essential for its success.



## Researched Marketing Tools

I analyzed marketing analytics platforms such as Hubspot and Google Analytics to study their information layout and organization, cross-referencing this with UI design best practices.

## Key Functionalities

**Objective:** The dashboard is designed to be the command center for MarketMover users, offering a quick and comprehensive view of all marketing activities. It should enable users to efficiently monitor, analyze, and act upon different marketing metrics and campaigns from a single interface.

### Overview of KPI's

- Display essential metrics such as click-through rates, engagement rates, conversion rates, and ROI from various campaigns.
- Visualizations like graphs and gauges to help users quickly assess performance trends over time.

### Campaign Summary Widgets

- Provide snapshots of ongoing campaigns across different channels (email, social media, web).
- Include quick stats like total reach, impressions, and interactions to give a performance overview at a glance.

### Alerts and Notifications

- Highlight critical alerts related to campaign performance or issues requiring immediate attention, such as a drop in engagement or technical errors in campaign delivery.
- Customizable notification settings to keep users informed about updates or milestones.

### Customization and Personalization

- Allow users to customize the layout of the dashboard to focus on the metrics most important to them.
- Provide options to set up personalized dashboard views for different roles within the marketing team, such as content creators, data analysts, and campaign managers.



# Dashboard Overview

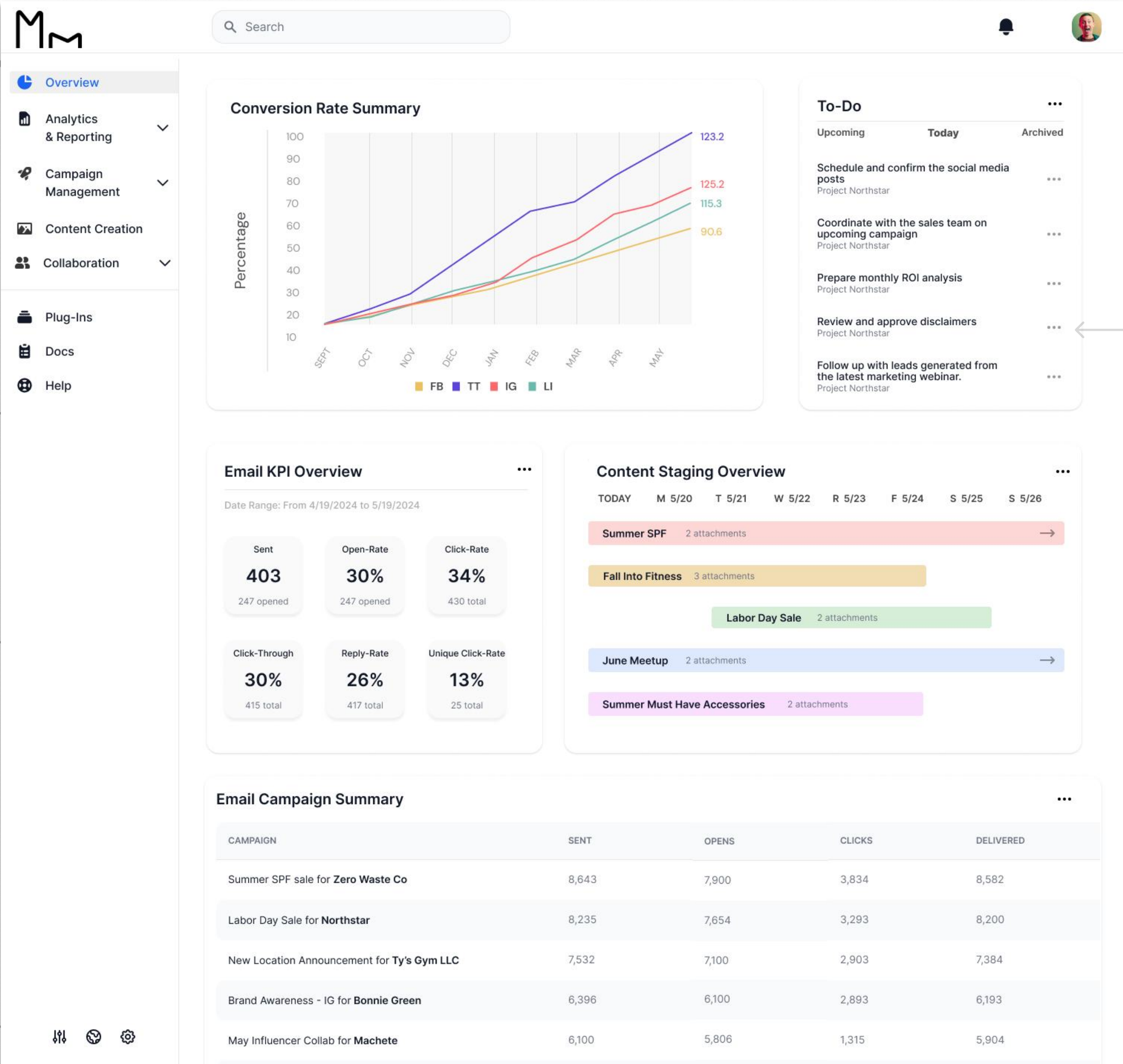
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**Sidebar:**  
Desktop has fixed width of 240px. Smaller sizes will trigger a collapsible sidebar. Main viewport will have a variable width that responds to the users screen.

**Data Visualization Integrity:**  
Axis are clearly marked and subtle grid lines to aid in reading the graph with overall clarity & simplicity prioritized.

**Visual Hierarchy:**  
Clear, readable fonts with high contrast emphasizing key data through size, color, and placement

**Customization & accessibility:**  
Users can personalize their sidebar by pinning their most used sections or increase font size.



**Alerts and Notifications:**  
Found in a consistent location on the dashboard. Placed at the top of the screen, following Human Factors best practice, so that alerts are always in users natural visual flow.

**User Control:**  
Let users personalize how they filter their tasks (today, upcoming, archived). Efficient location to allow for quick add and quick edit.

**Use of Color:**  
This allows user to categorize information quickly. Used vibrant colors for drawing attention to key metrics or changes.

## Conduct Exploratory User Interviews

I would conduct user interviews with 5-8 professionals who utilize marketing analytics tools to better understand their existing workflows and identify pain points with current platforms.

## Create a prototype

I would develop a working prototype to test and refine the UI and interactions. This step is critical as it allows us to simulate real-world usage. After formal user testing I would iterate on the design before final development, ensuring the end product is effective and user-friendly.

## Formal Usability Test

Next, I would engage in hands-on user interviews with a functional prototype to gain relevant insights into workflows and pain points. Once collected I would perform a thematic analysis to pull out consistent patterns.

## Possible Platform Feature

Enhancing the platform can be done by streamlining the content creation pipeline, integrating AI tools such as voice and music generators, photorealistic character creation, and advanced video/image editing capabilities, to automate and optimize the production process.



**I look forward to talking soon!**

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**Thank you.**