



UXCELLENTLABS

# DashPulse

Executive Manager Dashboard

**Amplifying Leadership  
Effectiveness through  
data-driven decisions  
on the go!**





# Agenda



## Overview

Problems & Existing Alternatives

Solution

Key Metrics

## Unique Value Proposition

SWOT Analysis

Unfair Advantage

Channels

Consumer Segments

## Business Model

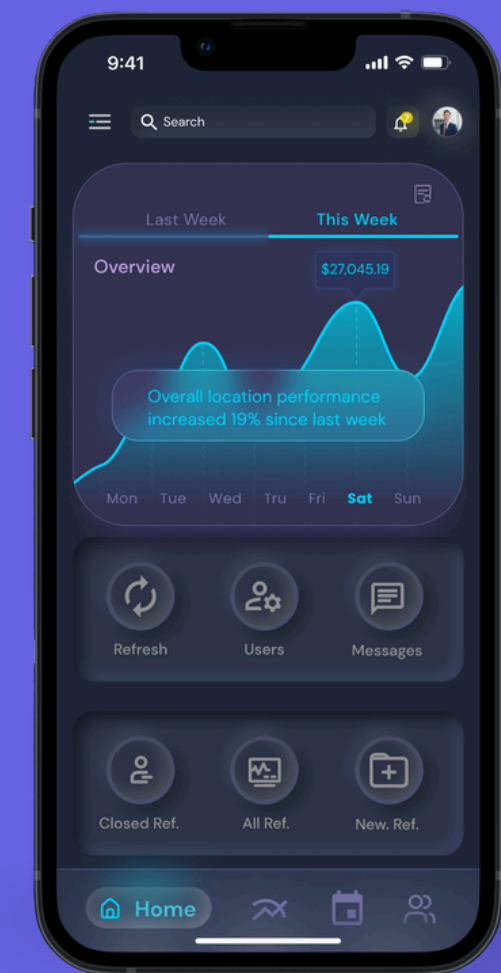
Roadmap

Project Leader & Press

Dashpulse Product Design

# DashPulse Overview

Welcome to **Dashpulse**, a mobile executive manager dashboard application designed to elevate decision-making capabilities of organizations to unprecedented heights. In the fast-paced landscape of today's business world, the need for real-time, actionable insights is more critical than ever. **Dashpulse** provides real-time insights and analytics for managers to track key performance indicators and make informed decisions on-the-go, with seamless integration across both mobile and web platforms for convenient access anytime, anywhere.







## Problems

**Lack of Customization:** Some dashboard apps lack sufficient customization options, forcing executives to work with predefined layouts and metrics that may not align with their specific needs or preferences.

**Data Accuracy Issues:** Data accuracy is paramount for executive decision-making, but many dashboard apps suffer from data quality issues such as inaccuracies, inconsistencies, and delays in data updates. This undermines the trustworthiness of the insights provided.

**Poor User Experience:** User experience is often overlooked in dashboard apps, leading to clunky interfaces, unintuitive navigation, and slow performance. Executives may find it frustrating to use these apps, leading to low adoption rates.



## Alternatives

People tend to address these customization related issues by implementing dashboard platforms or tools that offer various customization features. These platforms allow users to tailor their dashboards according to their specific preferences and requirements, such as drag-and-drop interfaces, customizable widgets or template libraries.

One existing alternative is implementing robust data governance practices and utilizing data quality tools, some of which are metadata management, data quality monitoring and reporting, data governance framework and data integration and ETL Processes tools.

In order to deal with poor user experience issues, user develop workarounds to navigate the limitations of the dashboard app which involves exporting data from external sources, or supplementing their dashboard with external software.



# Solution



**Solution 1** A highly flexible and customizable platform tailored to the unique needs and preferences of each user that allows executives to personalize their dashboard layout, choose specific metrics and KPIs relevant to their business objectives, and adjust visualizations to align with their preferred data presentation style.

**Solution 2** Data accuracy requires implementation of various measures to ensure the reliability and integrity of the data presented, which is doable by real-time data monitoring, data quality metrics features, data validation and cleansing, and data integration and source verification.

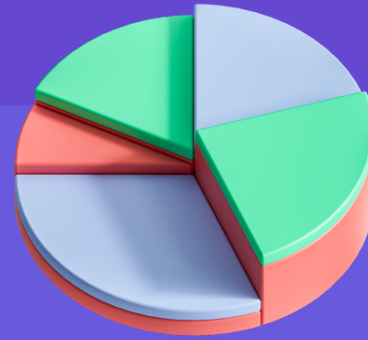
**Solution 3** Poor user experience should be avoided by means of several key aspects of design, functionality, and usability, such as a consistent design language, responsive and user-centric design, clear and concise presentation of the data, intuitive navigation, performance monitoring and real user feedback.

# Key Metrics



## User Satisfaction and Adoption

Intuitive and user-friendly product that meets the specific needs of users. High user satisfaction indicates that the app is effectively delivering value and meeting expectations. A high adoption rate demonstrates that users find the product useful and are incorporating it into their decision-making processes.



## Data Accuracy and Relevance

Accurate, timely, and relevant data that enables executives to make informed decisions. Ensuring the accuracy and integrity of the data presented is crucial for building trust in the app and its insights. The data presented should be relevant to the strategic objectives and KPIs of the organization.



## Business Impact and ROI

Tangible business impact and return on investment by driving improvements in key metrics and organizational outcomes, including increases in revenue, cost savings, productivity improvements, and other measurable benefits attributable to the insights and actions enabled by Dashpulse.

# Unique Value Proposition



The key strategy to turn an unaware visitor into an interested customer for Dashpulse consists of a step-by-step approach:

- ✓ Captivating App Store Listing
- ✓ Engaging Website Landing Page
- ✓ Interactive Product Demo
- ✓ Personalized Content and Recommendations
- ✓ Social Proof and Testimonials
- ✓ Clear Call-to-Action
- ✓ Educational Resources and Content
- ✓ Follow-Up and Retargeting





## Strenghts

- Dashpulse offers real-time insights into KPIs, allowing executives to make informed decisions on the go. This real-time visibility enables timely responses to changing business conditions and opportunities.
- Dashpulse facilitates collaboration and communication among executive team members, enabling them to share insights, collaborate on decisions, and track progress towards goals. Features such as comment threads, annotation tools, and task assignments foster a culture of collaboration and accountability.



## Weaknesses

- Limited resources such as budget, time, and manpower can constrain the development and maintenance of the mobile application. This could lead to delays in implementing new features, addressing bugs or performance issues, or providing adequate support to users.
- Building a strong sales and marketing strategy is vital for driving awareness, generating leads, and acquiring new customers. In this sense, sales and marketing areas of the business may require strengthening to ensure success and competitiveness.



## Opportunities

- Leveraging AI and ML algorithms can enable advanced data analytics and predictive capabilities within Dashpulse.
- Voice-enabled dashboards can provide a more intuitive and hands-free way to access insights and perform analyses on the go. Integrating NLP capabilities into Dashpulse can allow users to interact with data using natural language queries and commands.



## Threats

- Rapid advancements in technology can affect user tendencies. Staying abreast of technological trends and innovations is essential for maintaining competitiveness and meeting evolving user expectations.
- Shifts in market trends, customer preferences, and industry dynamics can influence the demand for specific features, functionalities, and use cases. Monitoring market trends, conducting customer research, and staying responsive to changing customer needs are essential for maintaining relevance and competitiveness.



# Unfair Advantage



## Competitive Edge 1

**Innovative Features and Functionality:** Dashpulse will stand out by offering innovative features and functionality that address the unique needs and challenges of executive managers, which includes advanced data visualization techniques, real-time analytics capabilities, predictive insights, or intuitive user interfaces that enhance the user experience and drive value for customers.

## Competitive Edge 2

**User-Centric Design:** By focusing on usability, accessibility, and aesthetics, Dashpulse aims to create a compelling user experience that differentiates itself from competitors. User-centric design principles are a top priority to ensure an intuitive and user-friendly experience tailored to the preferences and workflows of customers.

## Competitive Edge 3

**Customization and Flexibility:** This will allow users to tailor Dashpulse to their specific needs, preferences, and objectives. The ability to adapt to diverse use cases will set the product apart in the market.

# Marketing Channels



## Industry Events and Conferences

These events provide opportunities to network with potential users, showcase the product, and demonstrate its value in person.



## Webinars

Hosting virtual events or webinars focused on topics relevant to executive managers, where it is possible to showcase the features and capabilities of Dashpulse in a live, interactive format.



## Content Marketing

Creating compelling content such as articles, whitepapers, or case studies that address the pain points and challenges executive managers face, and positioning Dashpulse as a solution.

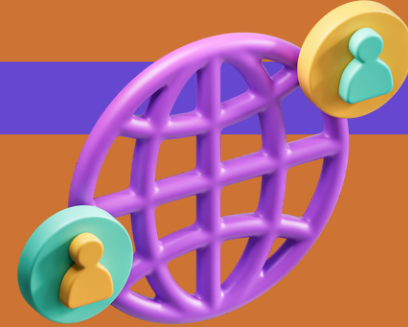


# Consumer Segments



## Global corporation with a distributed sales team

**Needs and Goals:** A mobile executive dashboard application that provides real-time visibility into sales metrics such as pipeline velocity, win rates, sales forecasts, and customer engagement.



## Large Fortune 500 company with global operations

**Needs and Goals:** A mobile executive dashboard application that provides comprehensive financial insights and analytics, including cash flow, profitability, expense trends, and risk assessment.



## Rapidly growing tech startup

**Needs and Goals:** A mobile executive dashboard application that provides real-time insights into key business metrics such as revenue, customer acquisition, and product performance.

# Business Model



- ✓ **Market Research and Validation:** Conduct thorough market research to understand the needs, preferences, and pain points of the target audience; and validate the concept through surveys, interviews, and feedback sessions with potential customers.
- ✓ **Product Development:** Develop an MVP of the product with core features and functionalities that address the identified needs of executive managers.
- ✓ **Beta Testing and Iteration:** Conduct testing with a select group of users to gather feedback, identify bugs, and iterate on the app's features and user interface.
- ✓ **Marketing and Promotion:** Develop a comprehensive marketing strategy; and utilize a mix of marketing channels to raise awareness and drive user acquisition.
- ✓ **Sales and Distribution:** Build relationships with potential customers through targeted sales outreach, demos, and presentations; and explore partnerships with technology providers.
- ✓ **Customer Success and Support:** Provide customer support and success services to onboard new users and address their questions and concerns.
- ✓ **Continuous Improvement and Innovation:** Continuously iterate and improve the app based on user feedback, market trends, and emerging technologies; and stay ahead of competitors by innovating new features, integrations, and capabilities.
- ✓ **Metrics and Analytics:** Track KPIs to measure the app's performance; and make informed decisions about product development, marketing strategies, and customer acquisition efforts.



# Roadmap



Tasks	Q 1	Q 2	Q 3	Q 4
Planning	<div></div>			
Research	<div></div>			
Prototype Production	<div></div>			
Testing		<div></div>		
Quality Assurance		<div></div>	<div></div>	
Implementation			<div></div>	<div></div>
Follow Up				<div></div>
Documentation				<div></div>



# Project Leader

**Varol Ozkaner**

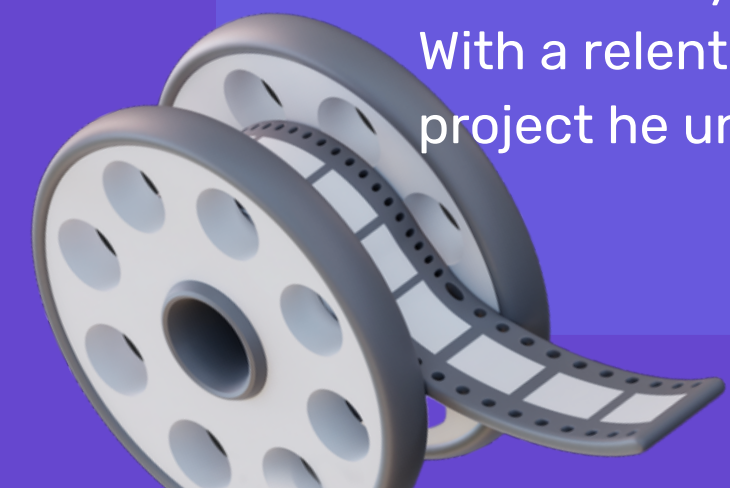


Varol is a seasoned UI/UX design artist with a rich tapestry of two decades in the industry. Over the years, he has had the privilege of crafting immersive digital experiences for renowned tech giants like Apple, Google, and PwC, honing his skills amidst the cutting-edge innovations of the digital landscape.

Varol's journey in the realm of design has been an exhilarating exploration of creativity, functionality, and user-centricity. From conceptualizing visually captivating interfaces to architecting seamless user experiences, he has delved deep into the intricate nuances of design, constantly pushing boundaries to redefine digital interaction.

His tenure at these esteemed companies has endowed Varol with a profound understanding of user behavior, enabling him to devise intuitive interfaces that resonate with global audiences. Whether it's designing sleek mobile applications, intuitive web platforms, or immersive AR/VR experiences, his passion lies in seamlessly blending artistry with functionality to create impactful digital solutions.

With a relentless pursuit of excellence and an unwavering commitment to innovation, Varol strives to elevate every project he undertakes, infusing it with a unique blend of creativity, aesthetics, and user-centric design principles.





# Press / Interviews

[Click here to read the full interview](#)



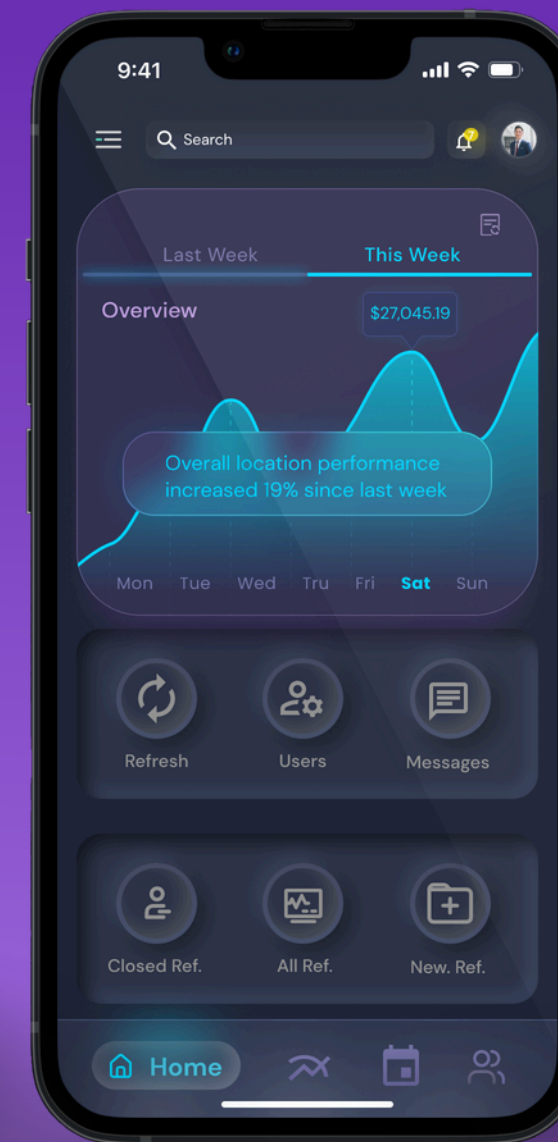
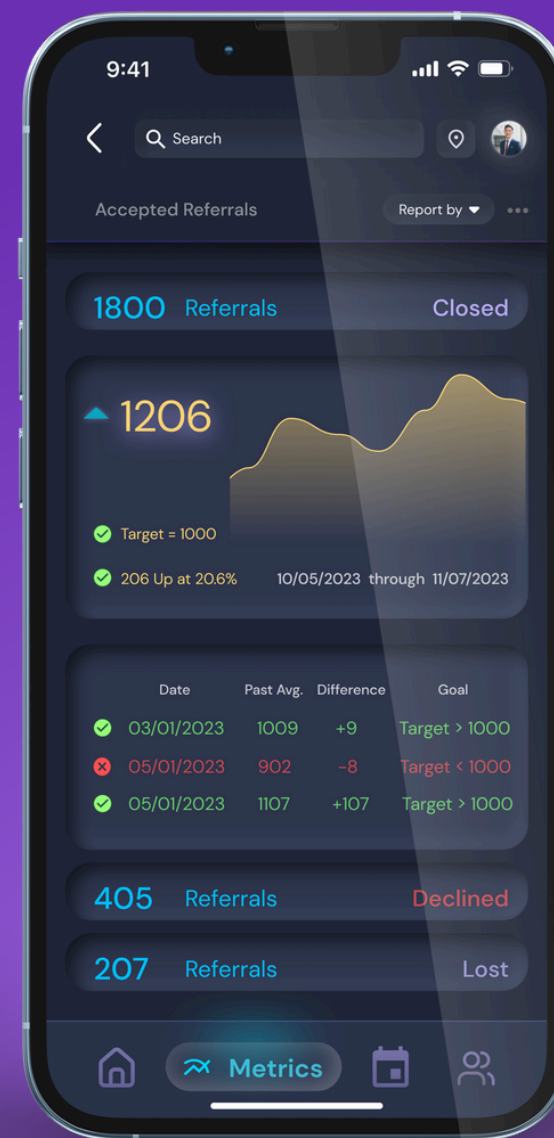
[Click here to read the full interview](#)







## Product design concept



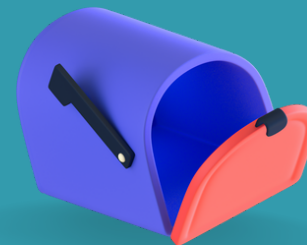


# Get In Touch



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