

ROI Dashboard Redesign

A Groupon project from Q2, 2022
UX Content by Giorgi Plys-Garzotto





ROI Panel - Pre-Redesign

This panel lives on the main dashboard page, above the fold. It is one of the first things a merchant sees.

Statistics & Insights

42

Unique
customers
acquired

\$924

Acquisition cost

\$22

Average
acquisition cost
per customer

\$21

Total revenue

\$16

Average revenue
per customer

\$1127

Return on Investment



Problem: Groupon merchants don't understand their performance statistics

In feedback sessions, researchers found that business owners (“merchants”) have several issues with the current presentation of performance data:

- Unfamiliar with terms used - “what does this mean?”
- Unsure how to interpret statistics - “is this percentage good or bad?”
- No info provided on how statistics are calculated - “what data are you using for this?”

Clearly, our **goal** would be to simplify and clarify performance data, empowering merchants to draw actionable insights from this dashboard.



Collaborators

For this project, I worked with:

- The project's PM, Brian
- 2 UX designers, Patrick and Will
- 1 Researcher, Sofia
- Some communication with engineering, through Brian



Stakeholders

1. **The users!** Merchants can make more money with sponsored campaigns, but only if we make this dashboard work for them.
2. **Customers.** When merchants can effectively communicate with their customers, customers are more likely to find what they're looking for on Groupon.
3. **Executives/ the company.** Groupon gains revenue when merchants invest in campaigns. Merchants invest more when they know how to use our tools!



Research: Groupon merchants want to grow their businesses, but have low expertise

Research shows that merchants do not always have formal business education, and some speak English as a second language.

The average merchant runs a business with 1-5 locations. Groupon helps them attract new customers, rather than being a primary revenue source.

The ideal outcome for these merchants is to use both organic marketing and paid sponsorship on Groupon to maximize customer acquisition at low cost per new customer.



Design Process

- Conversations with designers on how to present statistics, which to present:
 - More “per customer” stats than overall, since the “cost per click” mentality makes it easier for merchants to assess the impact ad spend is having.
 - Example: \$1000 to acquire 5 customers vs. \$750 to acquire 3
- PM wanted us to streamline the dashboard; he didn’t think merchants would bother with info tooltips we wanted to add. Sofia and I gave some pushback based on merchant interviews.
- If I could have done something differently, it would have been nice to have an engineer in our meetings so we could see more of their side of the project.



ROI Panel - Pre-Redesign

The panel's language doesn't help merchants understand what they're seeing. There's not even a help page link!

Statistics & Insights **Header isn't descriptive**

**No tooltips
for more info**

42

Unique
customers
acquired

\$924

Acquisition cost

**Label copy is
unclear**

\$22

Average
acquisition cost
per customer

\$21

Total revenue

\$16

Average revenue
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Return on Investment

Most of this row is unused blank space



ROI Panel - Post-Redesign

As you can see, a layperson will have a much easier time interpreting these results!

Performance **Heading is clearer**

All Campaigns ▾ | **Since Launch ✕** | 90 days + | 180 days + | Custom +

Option to add more sales data from non-Groupon sources

Provide us with more data about your customers' habits, and we'll recalculate your estimates for greater accuracy. [Refine estimates](#)

46 New customers ⓘ No unnecessary jargon	\$5.88 Average cost per customer ⓘ Help buttons for more info	\$13.47 Average revenue per customer ⓘ Estimated	84% Return on Investment ⓘ Estimated
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Overall help link below panel

[Learn more](#)



Extra Help: Modals improve merchant education efforts

Each key stat on the ROI panel now comes with tooltips that give more info. Here's two examples:

New Customers ×

This is the number of new customers who found your business through ads.

Got It

Average cost per customer ×

Average customer acquisition cost represents how much ad money goes into gaining each new customer.

Got It



Overall Help Modal

This final modal answers the larger question of where Groupon's performance stats come from. It also explains how merchants can add more data from other sources to improve accuracy!

Groupon Performance Insights ×

What are these?

These insights give you a glimpse into your business's performance on Groupon, and estimates your return on investment (ROI). We calculate your ROI with estimates for your customer lifetime value and customer acquisition costs.

What if these insights aren't accurate?

You can recalculate these insights from the dashboard. With just a few details about your customers and their spending habits, we can provide more accurate performance insights.

[Learn more in Merchant Support](#)

[Leave feedback](#)

Got It



In Summary: Merchants are empowered by more help, less jargon

- Framing statistics based on how we know merchants think about their business's data.
- Re-working the terms used on our ROI panel will help merchants understand what they're looking at.
- Offering help modals gives merchants the opportunity to learn more about anything they're having trouble with.



**Feel free to email me for questions, and
thanks for reading!**

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