



### Project overview

The project aimed to redesign the Seller's Dashboard for an e-commerce platform to improve usability, streamline tasks, and provide sellers with clear insights into their business performance.

Furthermore, a new section was integrated into the dashboard, enabling sellers to join auctions and enhance their sales performance.

### Project goal

To redesign the Seller's Dashboard, making it more intuitive and user-friendly while introducing tools for better sales and auction management.

### Problems

- 1. Cluttered Interface**  
The original layout was visually overwhelming, with critical information scattered across multiple sections.
- 2. Poor Data Visualization**  
Revenue and expense data were presented in a dull and static format, making trend analysis challenging.
- 3. Unclear Balance Breakdown**  
Users struggled to differentiate between their available balance, total balance, and transaction details.
- 4. Inefficient Navigation**  
Key sections were buried within the interface, requiring too many steps to access important information.
- 5. Lack of Visual Hierarchy**  
The absence of emphasis on critical data points caused confusion and inefficiency.

### Solutions

- 1.** I simplified the design by organizing the dashboard into a clean, structured layout, making key details easily accessible.
- 2.** I introduced interactive graphs that allow users to view and compare earnings and expenses over different time periods.
- 3.** I created a consolidated balance section with clear labels and visual indicators for better clarity.
- 4.** I redesigned the navigation system to group related sections logically, reducing user effort and time.
- 5.** I applied a strong visual hierarchy using bold typography, contrasting colors, and strategic spacing to highlight the most important information.

### Analytics page

This page showcases key metrics like earnings, expenses, and account balances through intuitive graphs and charts. Designed for clarity and user engagement, the layout ensures quick comprehension of financial data and seamless navigation for detailed insights.

### Website UI Design

