



# Reading: Activity Exemplar: Design a data visualization mockup

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Here is a completed exemplar along with an explanation of how the exemplar fulfills the expectations for the activity.

## Completed Exemplar

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To review the exemplar for this course item, click the following link.

Link to exemplar: [Medical practice mockup sketch](#)

OR

You can download the exemplar directly from the following attachment below.



Medical practice mockup sketch

## Assessment of Exemplar

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Compare the exemplar to your completed activity. Review your work using each of the criteria in the exemplar. What did you do well? Where can you improve? Use your answers to these questions to guide you as you continue to progress through the course.

**Note:** *The exemplar represents one possible way to complete the activity. Yours will likely differ in certain ways. What's important is that your mockup sketch outlines a visualization to answer the stakeholder's requests in this activity.*



Mockups are personal tools that you share with a stakeholder. They should have clear, bold details and be easy to understand. You don't need to spend time defining color schemes, fonts, or other kinds of visual style. This should just be the first instance of translating your business needs into a visual representation. Your mockups don't need to be perfect. They just need to communicate your intentions.

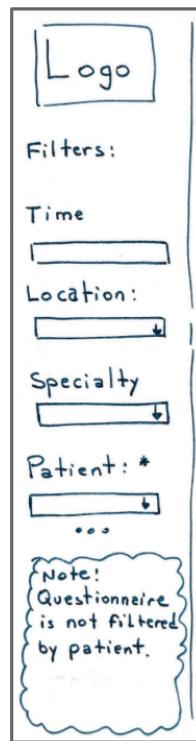
Mockups focus on the arrangement of objects and the contents of each object. An example of the level of detail it should include is “This big chart will go on the top of the main page. It will be a bar chart that represents the frequency of patient visits. Next to it will be this chart, which answers the question about the time between each visit.”

Mockups can include annotations, but they should feature minimal text overall. The majority of your details should go in your planning docs.

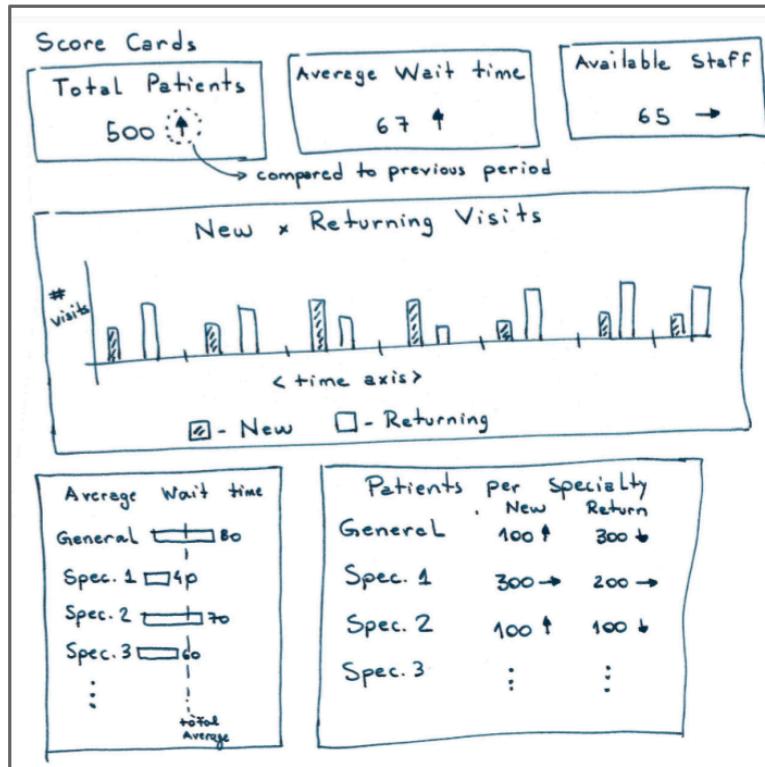
In this activity’s scenario, your contact at the private practice wants to answer the following questions:

- What is the frequency of visits from returning patients?
- What is the average length of time between visits per patient and/or diagnosis?
- How many patients are being treated for a specific condition? How does their visit frequency differ from patients who only need general visits?
- What are the results of the five-question surveys that patients are asked to complete after each visit?

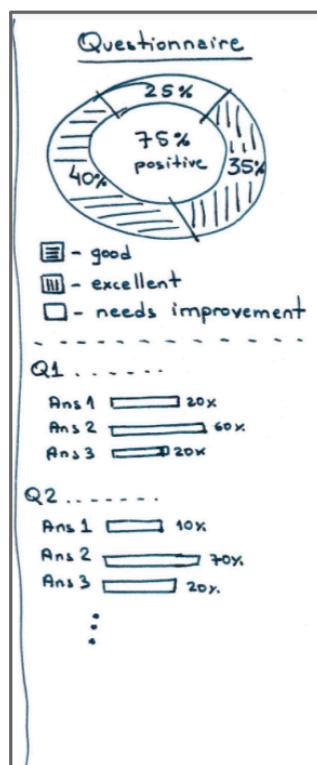
In this mockup example, the following section of the dashboard includes interactive filters that stakeholders can use to view data at various timescales.



The next section includes key metrics that interest the stakeholder, such as the number of total patients, the average wait time between visits, and the available staff during that period of time. These metrics include arrows that indicate whether the metric has risen or fallen since the previous time period. It also includes a chart that compares the number of new and returning visits over time, the average time between visits for general patients and specific diagnoses, and the number of patients visiting each medical specialty. These three charts answer the first three business questions.



The following section features a pie chart that demonstrates the results of the five-question patient survey. It also lists the percentage of respondents who selected each answer for each question. This section answers the final question in the scenario.



## **Key takeaways**

Mockups are a helpful way to plan your BI visualizations. In many cases, they are an essential tool that you can use to communicate your design intentions to your stakeholders. They can help you receive helpful feedback so that you can create the most effective visualization for your client. Later in this course, you'll create mockups as you work on more complex BI visualization projects.

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