DASHBOARD DESIGN PROCESS

Define the purpose

Present the data effectively

Use layout to focus attention

Choose the right metrics

Eliminate clutter and noice

Tell a clear story

Lourde Mary
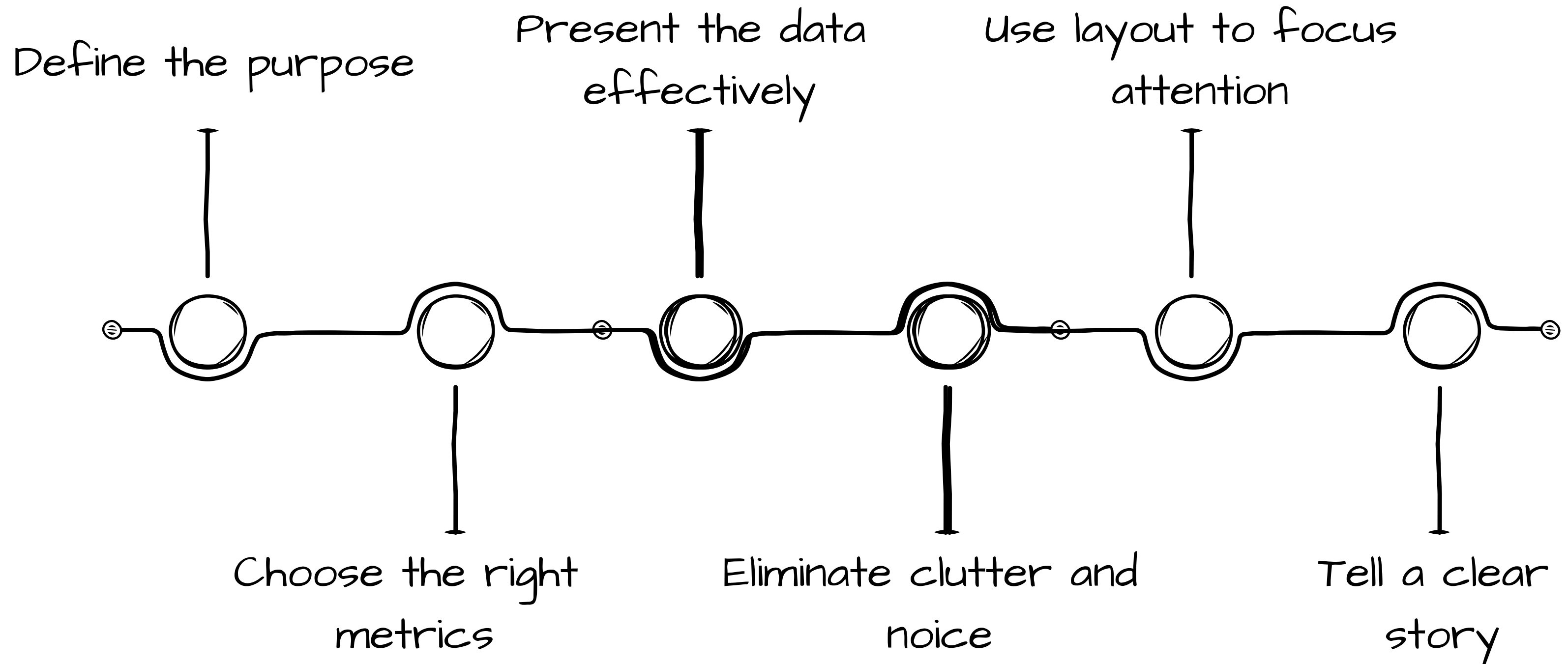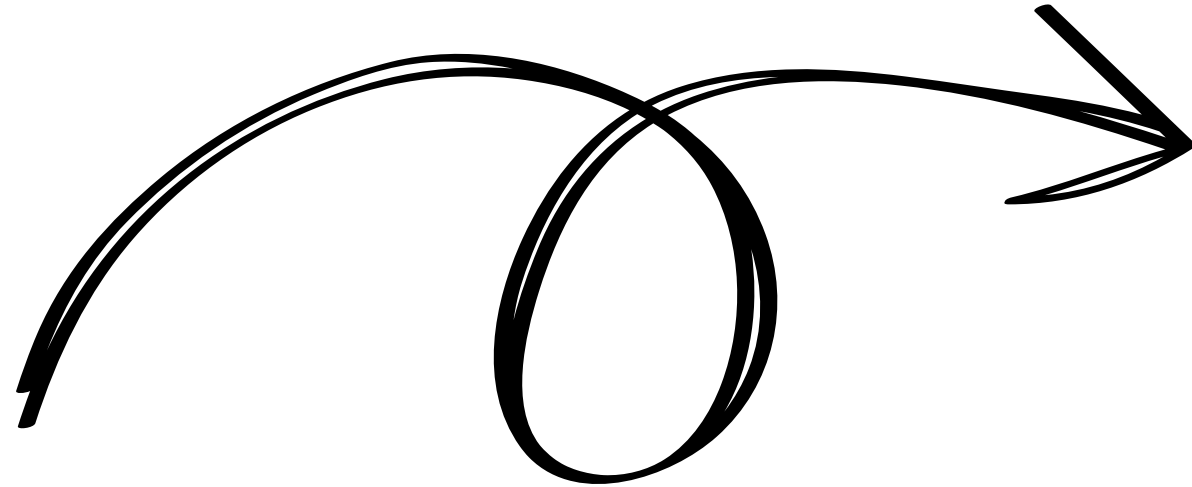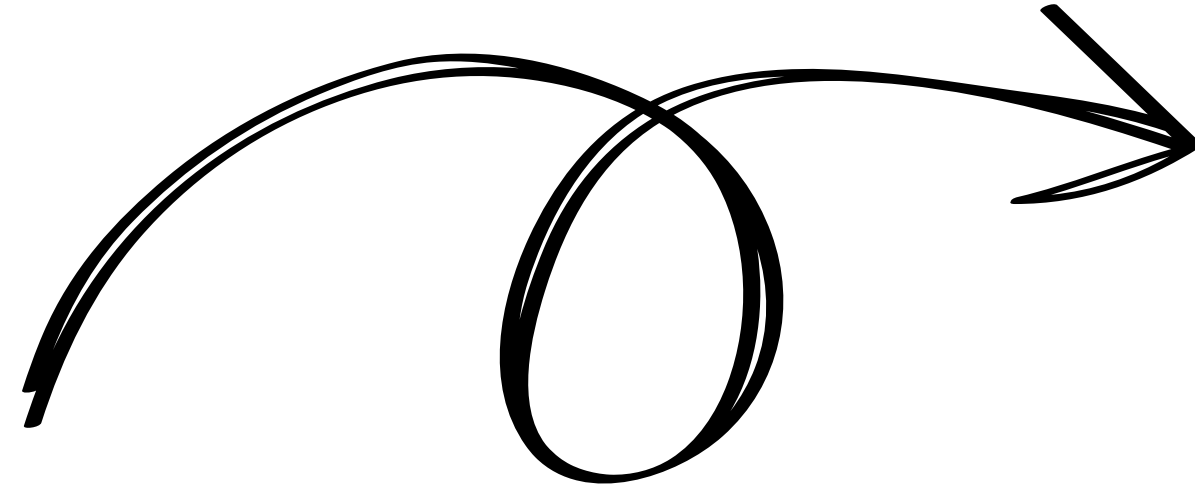
DASHBOARD DESIGN PROCESS

Step 1 : Define the process

Who will be the end users of your dashboard ?

What are their key business goals and objectives?

What are the most important questions they need answers to?

How frequently will the dashboard be reviewed?

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DASHBOARD DESIGN PROCESS

Which metrics accurately measure each business goal?

What level of detail is appropriate for each metric?

Step 2 :
Choose the
right metrics

DASHBOARD DESIGN PROCESS
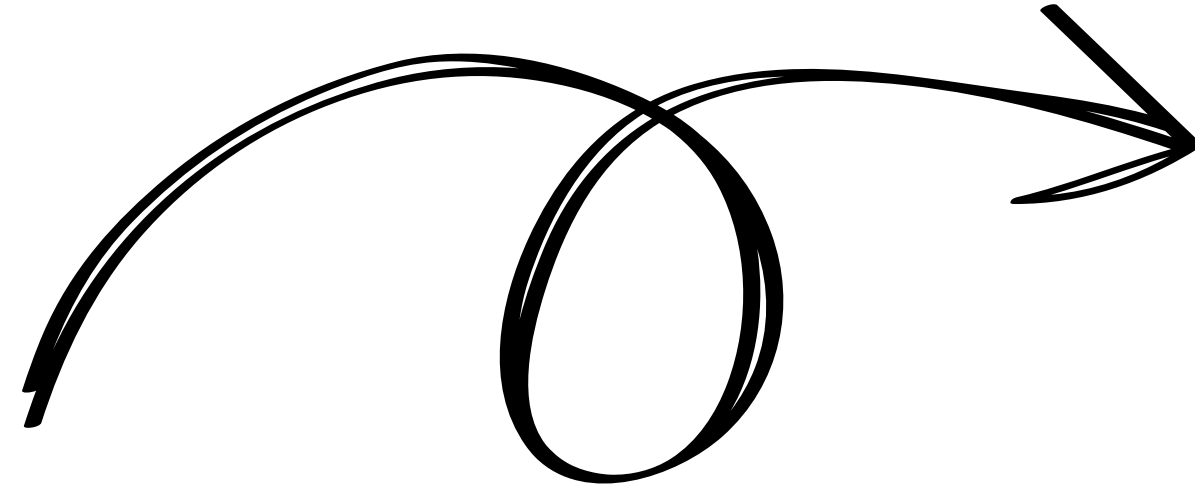
Step 3 : Present the data effectively

Use charts and visuals suited to the type of data you're working with

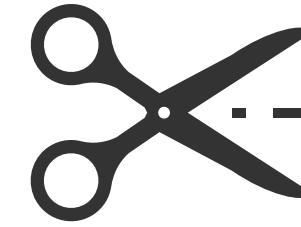100%

50%

10%
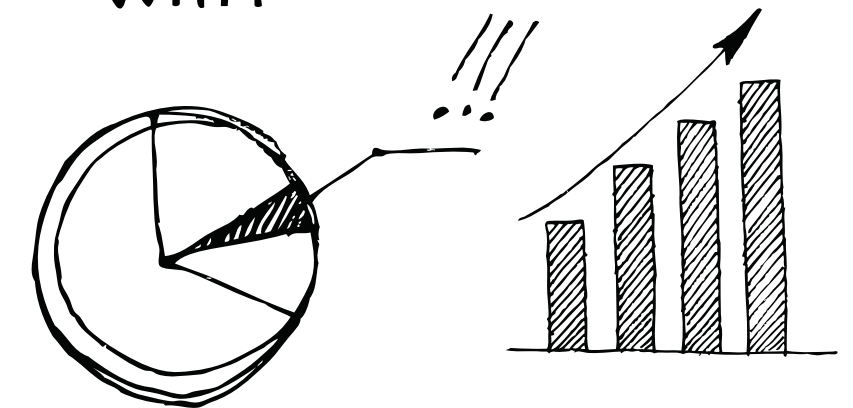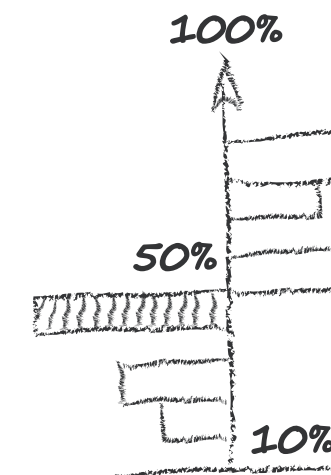
Add filters and interactivity to allow users to explore on their own, answer new questions, and discover fresh insights
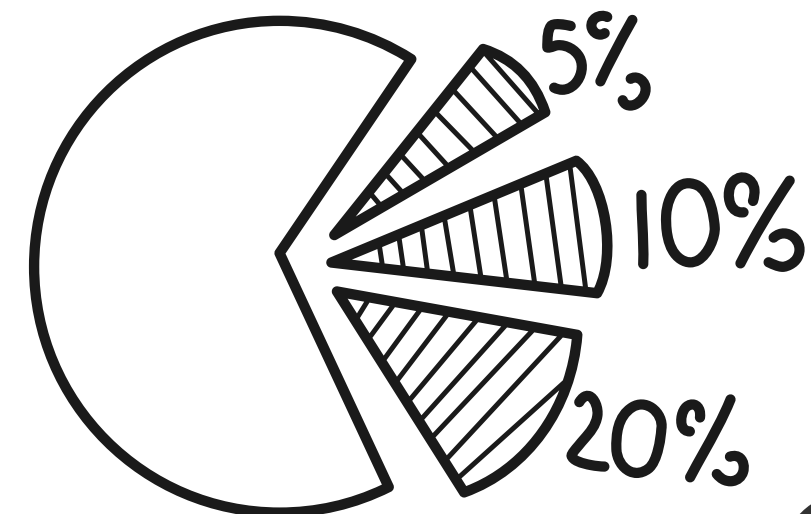
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DASHBOARD DESIGN PROCESS
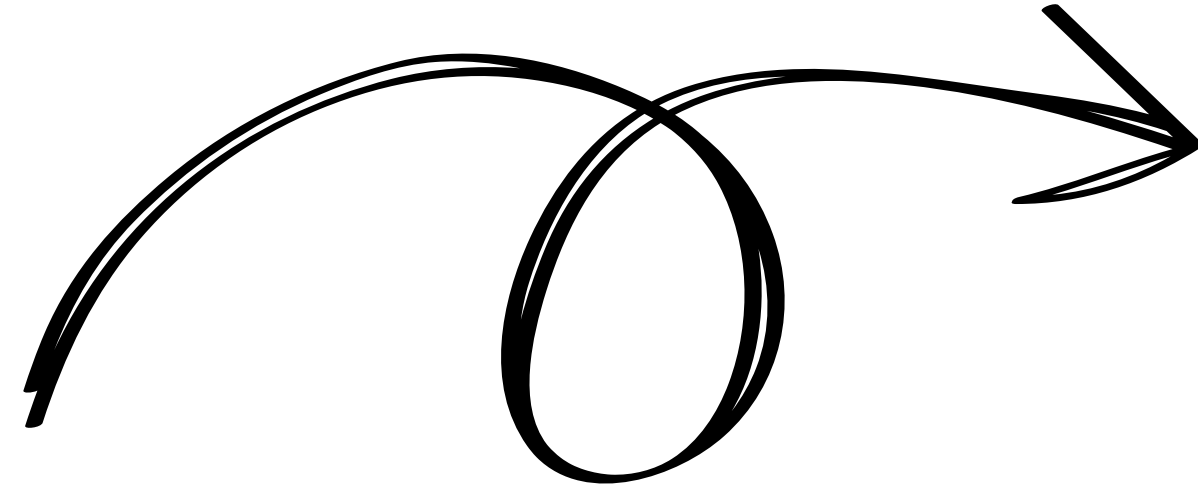
Cut anything that takes up space but doesn't add value.

Step 4 : Eliminate clutter & noise

Clarity always trumps aesthetics!

5%
10%
20%

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DASHBOARD DESIGN PROCESS

don't expect users to connect the dots on their own!

Step 5 : Use layout to focus attention

Use pre-attentive attributes like size, color, and position to highlight key data points or specific patterns

Use Gestalt principles like proximity, enclosure and connection to group related visual elements

Consider common reading patterns (like Z or F patterns) when designing your dashboard layout

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SWIPE

DASHBOARD DESIGN PROCESS

Step 6 : Tell a clear story
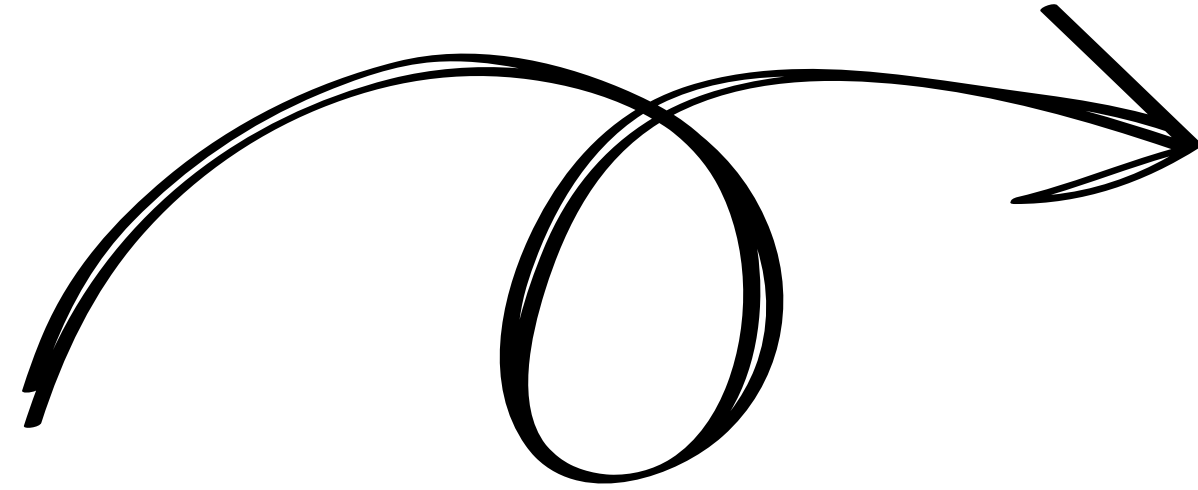
Human beings aren't inspired by numbers, charts or graphs; we're inspired by stories.

Don't be afraid of a little text! Using descriptive titles and data labels can be a great way to create narratives within your dashboard