**Style Guide Recommendations for Panorama**

**DIV Recommendations for Panorama based on the ICPI Style Guide**

Consolidated January 30, 2019

The below is a suggested outline for the Panorama style guide based on feedback received on January 29, 2019. Individuals who provided feedback included members of the DIV and Jacob Dee (Panorama Prioritization team).

Starting from a general layout, the template is set, then the subsequent sections detail the stylistic principles one will need to employ to develop a pano dossier.

Below includes an outline and proposed POCs to own each section. There is also a section with detailed feedback for additional context if needed.

## General Outline Suggested for Panorama Style Guide:

1. Purpose (Jacob Dee to leadI)
2. Layout, Structure, Organization (Jacob Dee & Jasmine with review from OGAC & ICPI)
   1. Global & Local Filters & Dependencies
      1. Displaying filter selections
      2. Connected filters
   2. Mechanics and efficiency
      1. Data source considerations
   3. Landing Page
      1. Navigation layer with Icons
      2. Icons filter to grouped dossiers
      3. Complexity of calculations threshold
   4. Dossier & Chapter
      1. General template/layout Use (including filtering strategy, use of tables and graphs, # of items on a dashboard)
      2. Cover page
3. Design Principles (Datastrong UX person to lead, with review from OGAC & ICPI)
   1. Color schemes for Panorama
   2. Different kinds of marks (shapes) for different purposes (e.g. yield vs. volume), text boxes/containers, age bands, etc.
   3. Fonts (Datastrong UX person to lead, with review from OGAC & ICPI)
4. Visuals & Chart Choice (Datastrong UX person to lead, with review from OGAC & ICPI)
   1. General principles for visual analytics that are specific to certain analyses. For example, in yield/volume graphs yield is always a bar and volume is always a tick, etc etc.
   2. Results vs. Targets
   3. Trends over time
   4. Age/sex
   5. Agency/partner
5. Visualization Ethics (Datastrong UX person to lead, with review from OGAC & ICPI)
   1. Labels & explanatory text with visuals
   2. Data source and any code references

## Appendices

1. Appendix A: Sample visuals in Panorama
2. Appendix B: Best practices & lessons learned from PAWS

## Acknowledgements

Last Updated: January 30, 2019

Document drafted by Katya Noykhovich & Aaron Chafetz

Contributions by: Jacob Dee, Imran Mujawar, Pooja Vinayak, Jasmine Buttolph

Reviewed by: XXXXX

## Detailed feedback:

* Include guidance around caveats/guidance/explanations around your visual.
* Include a note about the importance of including the filters applied as a label on the visual!
* Ideally, the title format suggests having the main title ‘WITTY TITLE’ in caps with a ‘Takeaway message sentence’ below. PAWs doesn’t currently allow two levels. Can this be adjusted. We could use text boxes above each visual to meet this format, or is there an alternative way?

The ICPI color palettes are an example, specific color palettes should be developed for Panorama that are complimentary, modern, and 508 compliant.

* Include innovative ways of presenting the table of contents and info pages, e.g. use the text boxes and image boxes, as well as the html boxes for interactive storytelling.
* Need to emphasize guidance on how best to arrange the chapters in a cohesive way on the dashboard, including pagination and chapter selection. E.g. Inverted pyramid schema, or interactivity allowing multiple paths for data exploration. Maybe some preliminary guidance on digital storytelling would be great as well.
* link as an example of dashboard design: <https://docs.microsoft.com/en-us/power-bi/visuals/power-bi-visualization-best-practices>