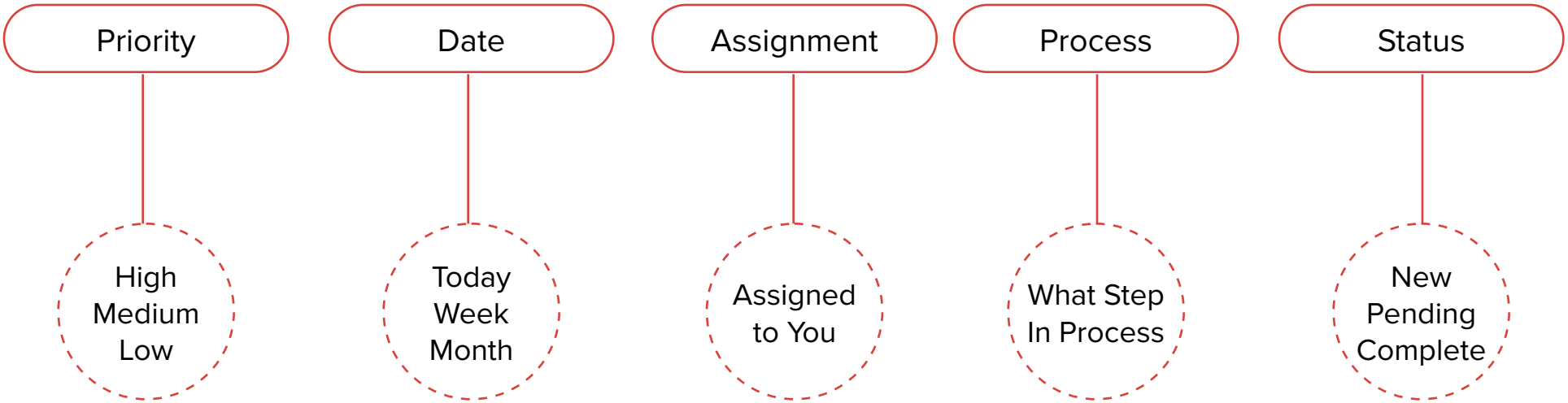
DASHBOARD ANATOMY

Dashboard - a platform to inform and provide a clear path to action

Show me a simple overview of what's going on
Help me decide what to work on
Give me a simple path to that work

Provide indications of:



HIGH LEVEL

Sections Defined

“What is important is seldom urgent and what is urgent is seldom important.”

Borrowing a concept from The Eisenhower Matrix, dashboard items should be arranged along a four quadrant urgent-importance matrix. For example, Items at the top left should communicate high priority, date sensitive information

	High Urgency	Low Urgency
High Importance	Priority Date	Status Process
Low Importance	Priority Date	Assignment

CONTENT DETAILS

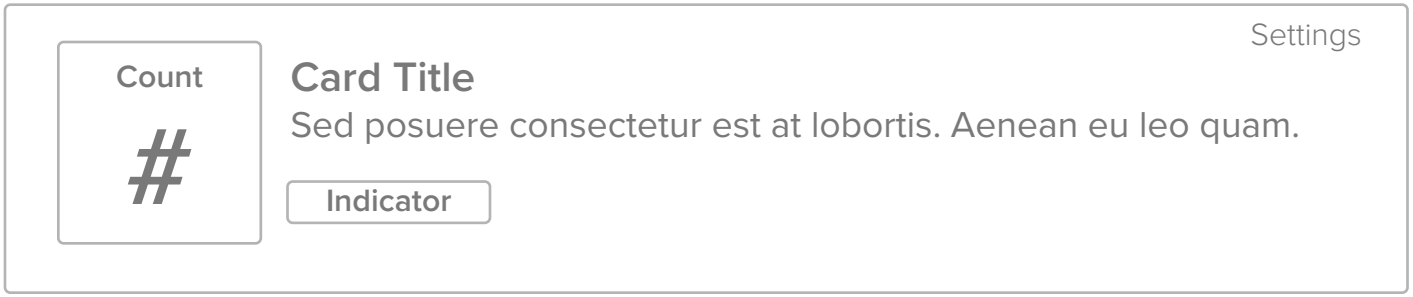
Presenting Information

“Show users only the most important information and allow them to drill-down into the data if they want to find out more. “

Communicating Orders of Magnitude

To provide a simple indication of the volume of work items in a relative way, display dashboard items with a simple count and let users evaluate their importance. Use subtle indicators to provide elevated levels of importance, where appropriate.

Wide Format



Small Format

CONTENT RELATIONSHIPS

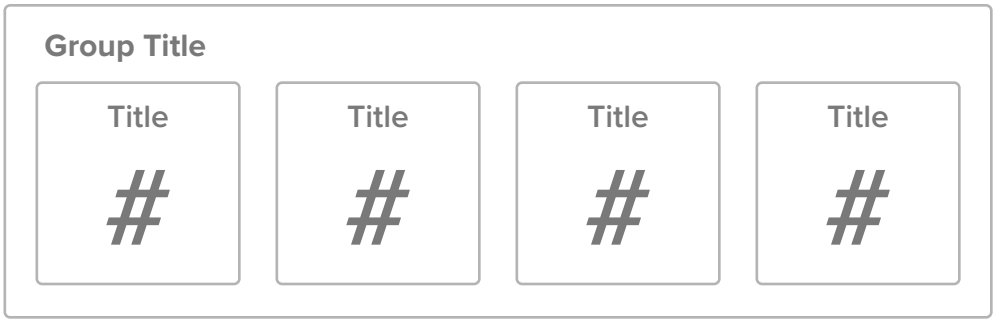
Grouping Related Data

“Use the principles of proximity, similarity, and enclosure to convey relationships between information. “

Displaying Related Items

Group related work items in close proximity or use similar visual treatments to allow users to easily understand those relationships and make simple comparisons.

Wide Format



Tabular Format

Small Format

DATA VISUALIZATION

Avoiding Information Overload

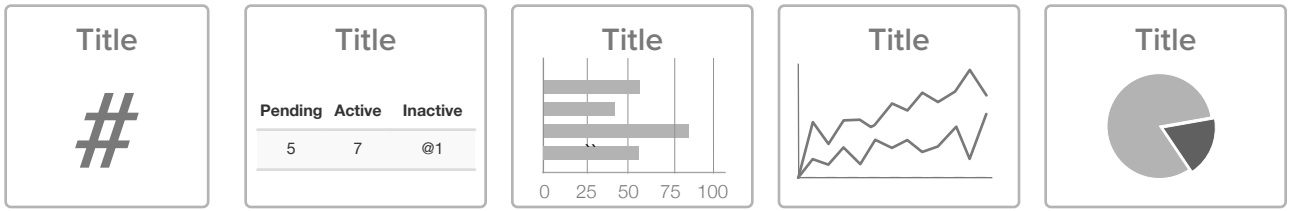
"Present information in a way that is most easily consumed. Avoid throwing too much information at users or data visualizing them to death. "

Choose the Right Visualization

Don't use graphical visualizations just because you can. Choose the visualization that most ***simply*** and ***quickly*** portrays the information. Excessive use of visualizations like charts and graphs can cause an over-emphasis of some data elements at the expense of others.

Recommendation:
Start with the simplest solution and consider graphical visualizations ***only*** when it makes sense to do so.

- **Number + Secondary Stat** – To display a single measure
- **Tabular Data** – To display a multiple, related data elements
- **Bar Charts** – Showing data over a related series of data points
- **Line Charts** – Showing the relationship of data in the same series of data points
- **Pie Charts** – When the sum of the parts is equal to 100% and no single data point represents a large percentage of the whole



DASHBOARD COMPOSITION

Putting it all together