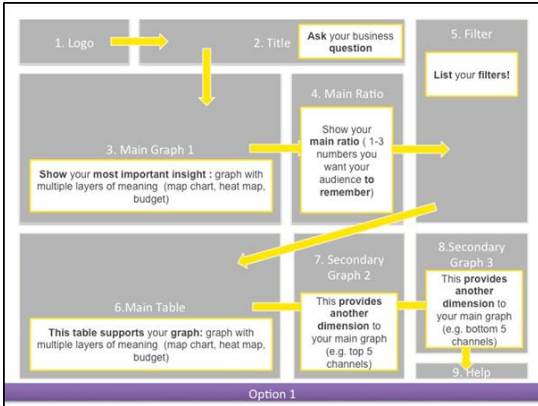
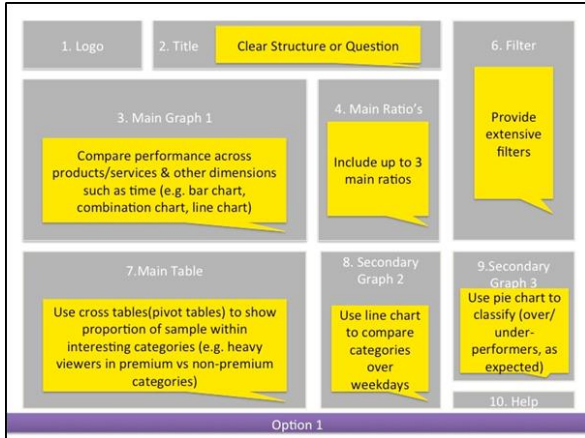


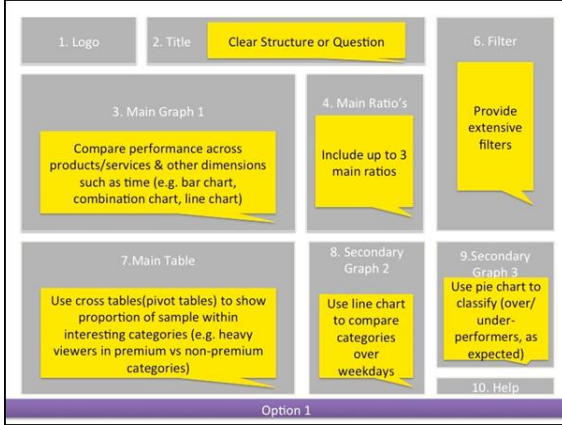
## Job Aid: Lay Out the Data Visualization

**Overview:** There are five steps involved in laying out the data visualization. These steps provide you the tools to ensure that the data visualization you create relays information in a way that is quick and easy to understand and interpret for your specific audience (Executive, Departmental or Analyst Audience).

**Directions:** You should use the steps and checklist given below while you work through the scenario practice. As you go through each step, check the box to the right to show it has been completed. You may take down any notes/comments you find helpful under the comments section. You can print this job aid for your convenience.

No.	Steps		Check	Comments
1	Create the visual flow of the data on the dashboard so that it directs visual attention from the most important to the least important information.			
1.1	<p>Place data, based on importance, in the visualization from left to right using this general Z-pattern.</p>  <p>*Assumption is based on cultural predilection of reading left to right. If your customer culture reads from right to left, reverse the visual pattern of your data visualization.</p>		<input type="checkbox"/>	
1.2	Verify that the data visualization signals you to look in places with the most important information before looking at less important information.		<input type="checkbox"/>	
2	Identify the layout of the data visualization/dashboard appropriate for your audience.			

No.	Steps		Check	Comments
2.1	<p>If you have an <b>Executive Audience</b>, you should generally use the following layout:</p>  <p>The diagram shows a dashboard layout for an executive audience. It includes a header with 1. Logo, 2. Title, and a yellow button 'Clear Storyline/Question'. A filter section (6. Filter) is on the right with a yellow callout 'Simple Filters, List all options'. The main content area has three sections: 3. Main Graph 1 (High level chart such as a world map, benchmarks, desirable quadrants), 4. Main Ratio (Give only 1 main KPI), and 7. Main Table (Intuitive tables such as management summary tables (spark-lines, box plots)). Below these are 8. Secondary Graph 2 (Top (5) performers) and 9. Secondary Graph 3 (Bottom (5) performers). A footer bar contains 'Option 1' and '10. Help'.</p>		<input type="checkbox"/>	
2.2	<p>If you have a <b>Departmental Audience</b>, you should generally use the following layout:</p>  <p>The diagram shows a dashboard layout for a departmental audience. It includes a header with 1. Logo, 2. Title, and a yellow button 'Clear Structure or Question'. A filter section (6. Filter) is on the right with a yellow callout 'Provide extensive filters'. The main content area has three sections: 3. Main Graph 1 (Compare performance across products/services &amp; other dimensions such as time (e.g. bar chart, combination chart, line chart)), 4. Main Ratio's (Include up to 3 main ratios), and 7. Main Table (Use cross tables(pivot tables) to show proportion of sample within interesting categories (e.g. heavy viewers in premium vs non-premium categories)). Below these are 8. Secondary Graph 2 (Use line chart to compare categories over weekdays) and 9. Secondary Graph 3 (Use pie chart to classify (over/ under- performers, as expected)). A footer bar contains 'Option 1' and '10. Help'.</p>		<input type="checkbox"/>	

No.	Steps		Check	Comments
2.3	<p>If you have an <b>Analyst Audience</b>, you should generally use the following layout:</p> 		<input type="checkbox"/>	
3.	Use the <b>Pre-Attentive Attributes</b> , <b>Tufte Guidelines</b> and <b>Gestalt Principles</b> to emphasize important information and direct the audience where to look.		<input type="checkbox"/>	
4	After creating the initial visual flow and audience layout, ask yourself the following questions:			
4.1	What is the first thing you notice about the visualization?		<input type="checkbox"/>	
4.2	Does the data visualization signal you to look at the most important items first? Does it signal you where to look at all?  (Is the title easily seen and understood? Is there a title at all? Are important elements emphasized?)		<input type="checkbox"/>	
4.3	Do the items that are most important standout, or is it confusing to understand where you should look?		<input type="checkbox"/>	
5	Revise the data visualization/dashboard based on the answers to the questions given in Step 4.		<input type="checkbox"/>	