



# ***Module 11***

## ***Dashboard Design Mistakes***



# ***Common mistakes identified by Stephen Few***

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- **Exceeding the boundaries of a single screen**
- **Supplying inadequate context for the data**
- **Displaying excessive detail or precision**
- **Expressing measures indirectly**
- **Choosing inappropriate display media**
- **Introducing meaningless variety**
- **Using poorly designed display media**

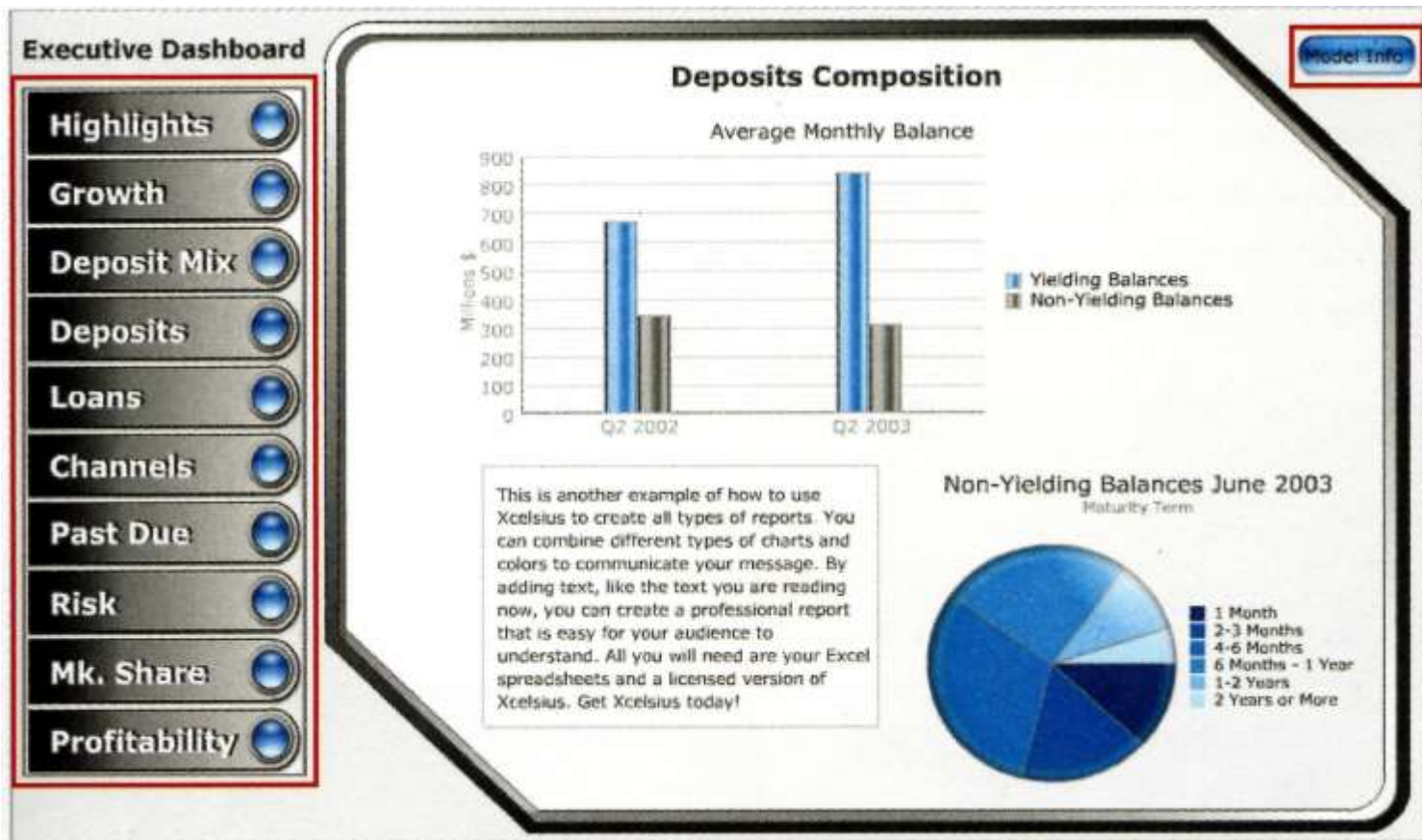
# ***Common mistakes identified by Stephen Few***

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- **Encoding quantitative data inaccurately**
- **Arranging information poorly**
- **Highlighting important information ineffectively or not at all**
- **Cluttering the display with visual effects**
- **Misusing or overusing color**
- **Designing an unattractive visual display**

# Figure 94a: Exceeds boundaries of a single screen

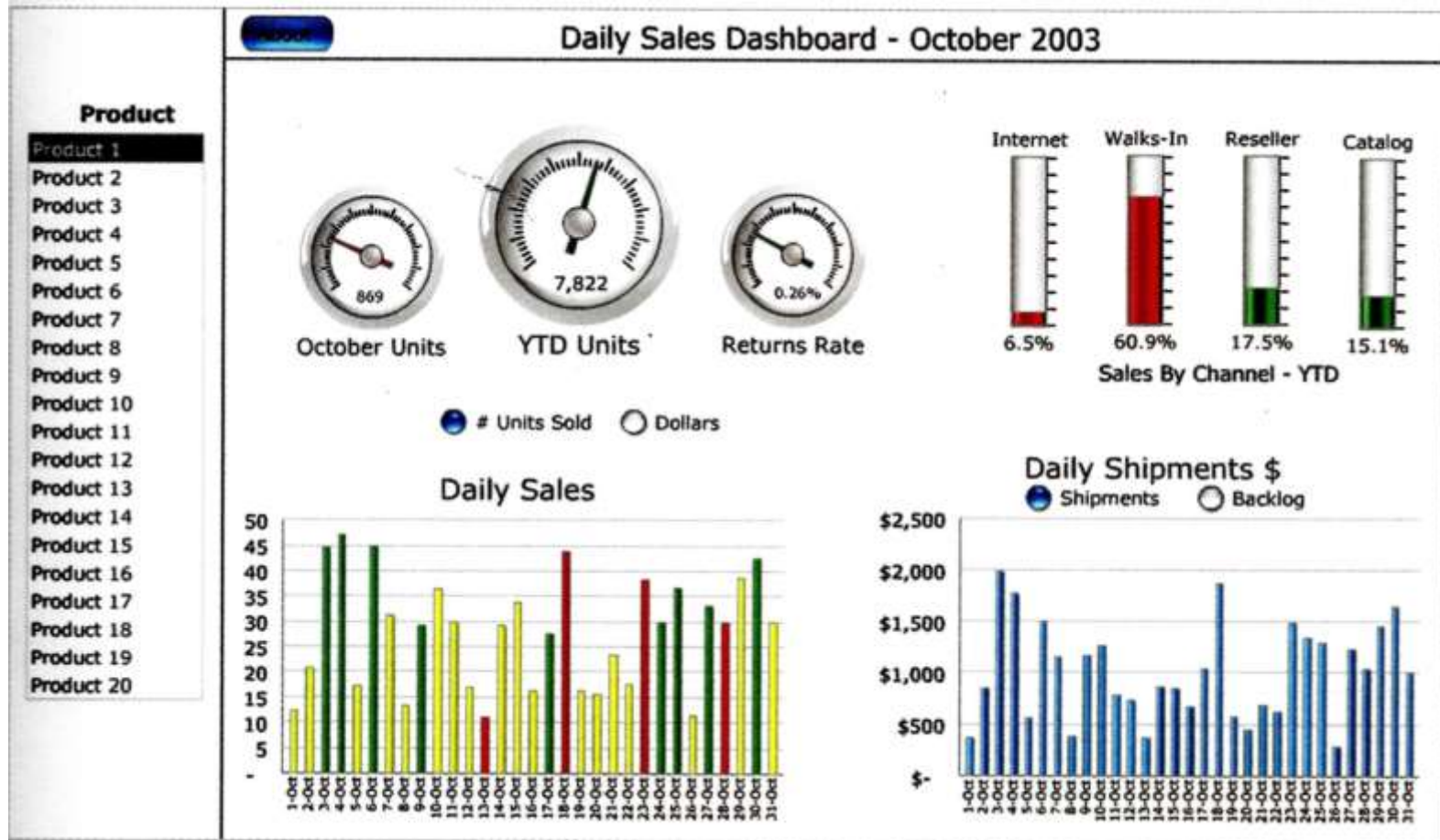
- Benefit of displaying consolidated information



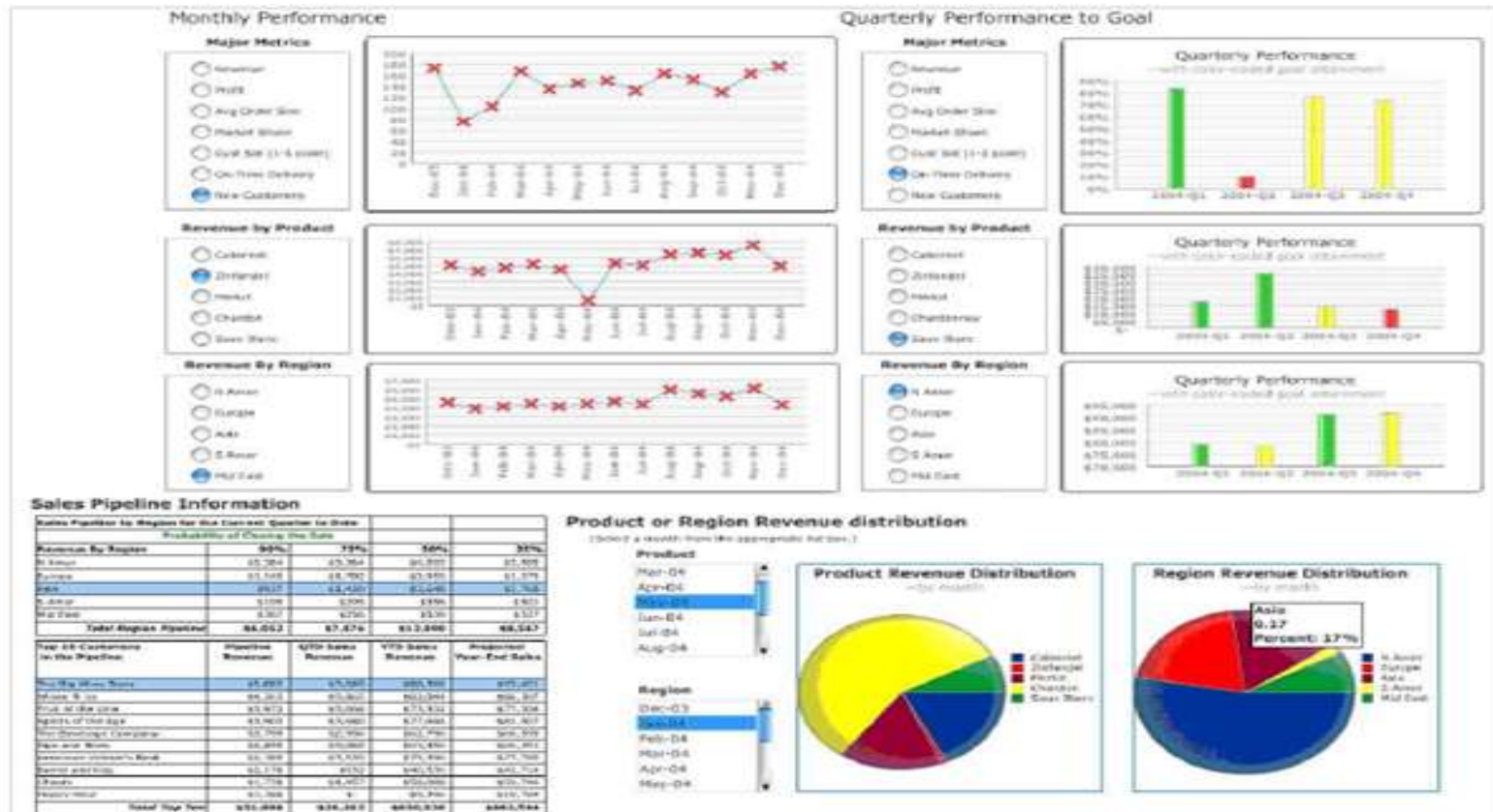
Incomplete picture

Source: Information Dashboard Design, Few

# Figure 94b: Incomplete picture



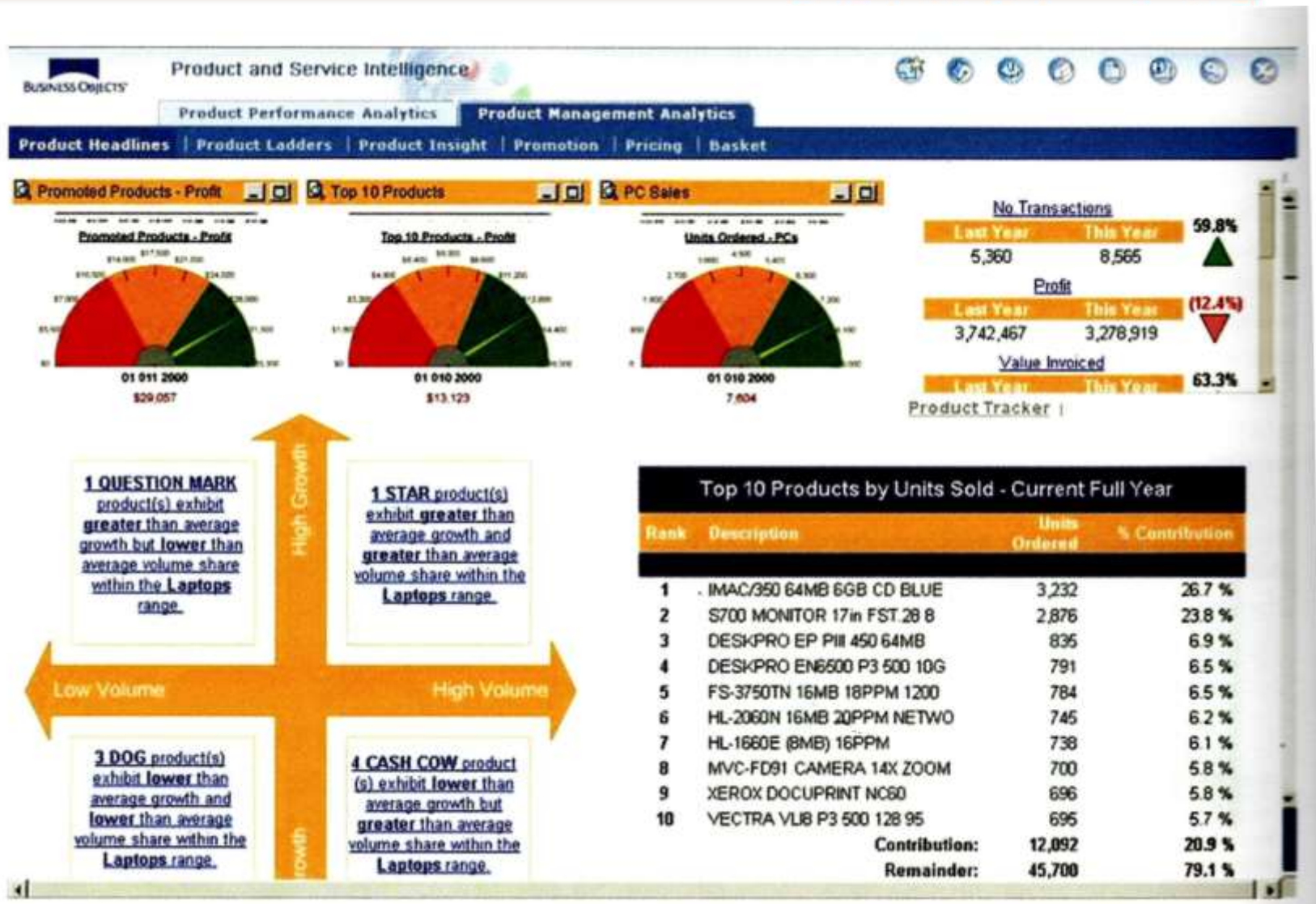
# Figure 95: Fragmented dashboard



- Sales dashboard fragments data into many slices by requiring users to select individual pieces without any means to see the whole picture



# Figure 95a: Scrolling



## ***Figure 96: Supplying inadequate context for data***

- Quantitative data can be insufficient
- Enriching the display



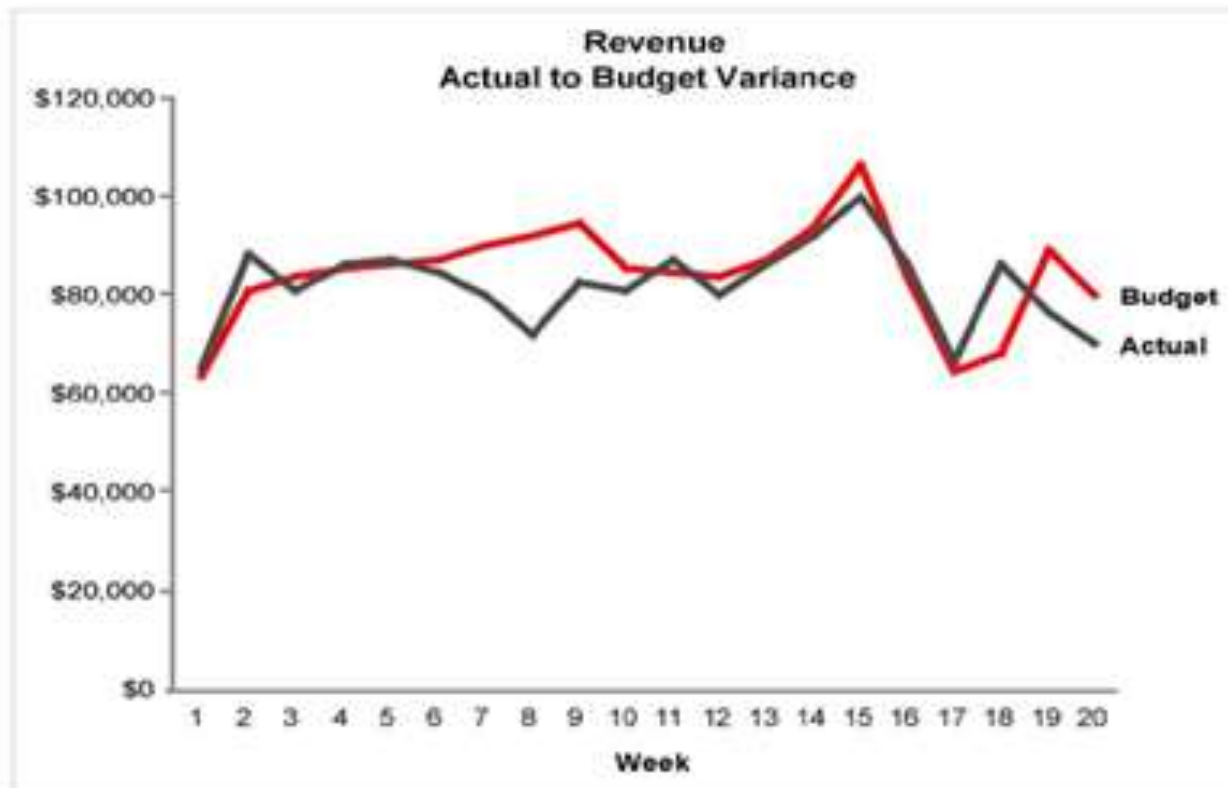
**Gauge without context**

**Source: Common pitfalls in dashboard Design, Few**



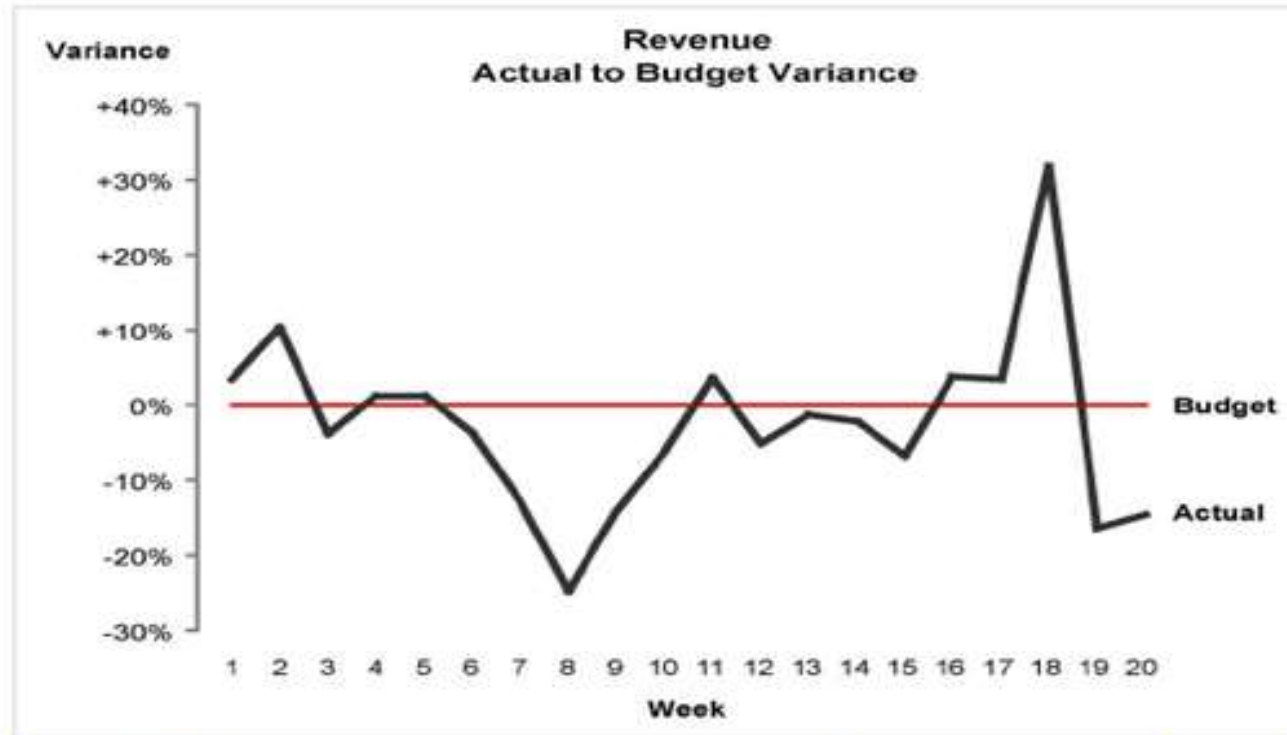
# *Expressing measures indirectly*

- Measures poorly expressed should be avoided



**Figure 97: Graph fails to express the variance amount directly**  
Source: Common pitfalls in dashboard design, Stephen Few

# Expressing measures indirectly (continued)



**Figure 98: Graph directly expressing variance between actual and budgeted revenue, making it much easier to analyze**

Source: Common pitfalls in dashboard design, Stephen Few

**Example of poorly expressed measures**  
**Benefit of using percentages**

# Presentation media and variety mistakes

- Unappealing visual display



Figure 99: Unattractive dashboard (Source: Information Dashboard Design, Few)

# Ugly dashboard

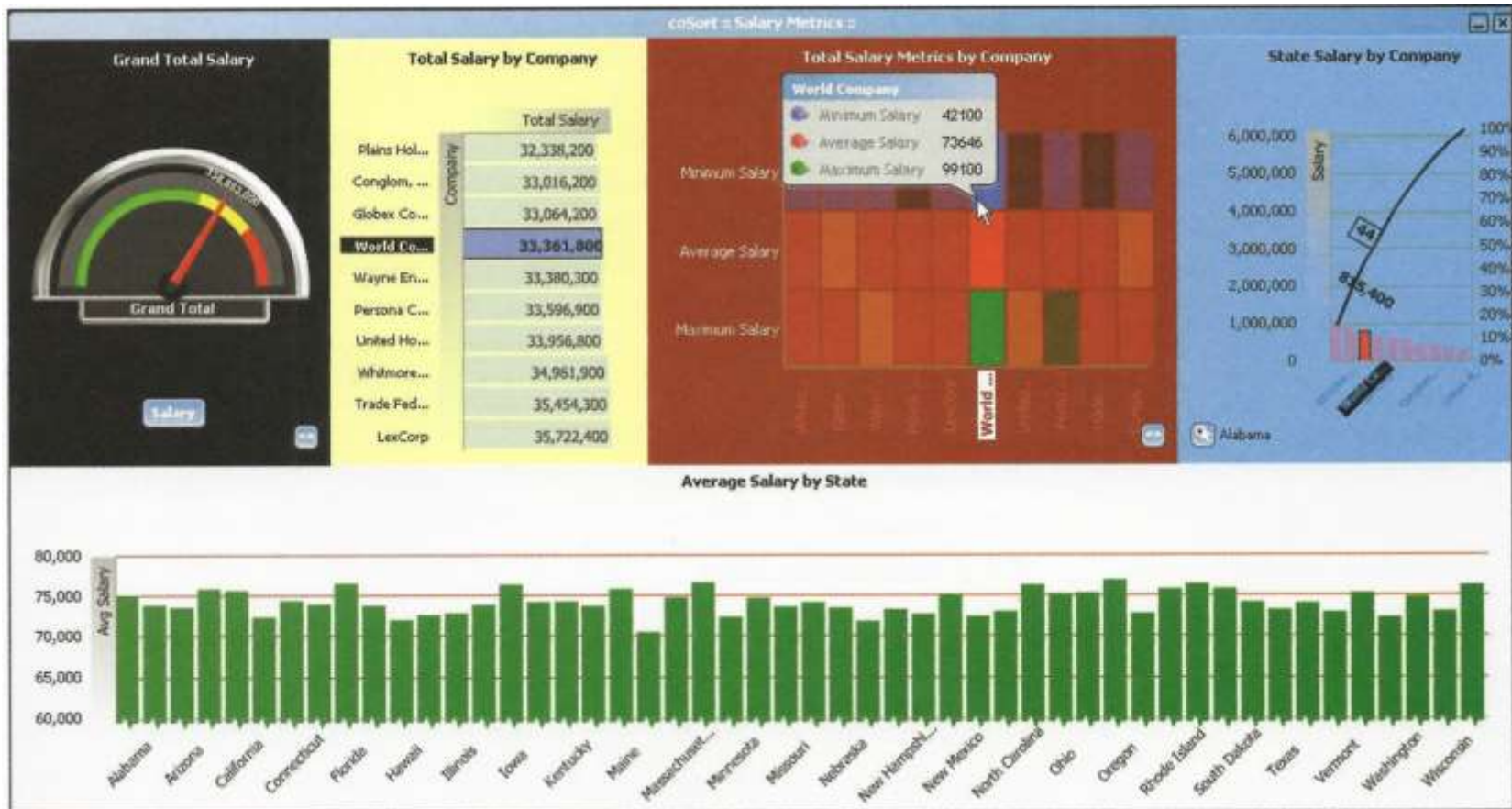


Figure 100: Ugly dashboard (Source: Information Dashboard Design, Few)



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## Dashboard Design, Few

# Dashboard with table and graphs



Figure 102: Dashboard with table + 5 graphs (emphasizing graphics)

Source: Information Dashboard Design, Few



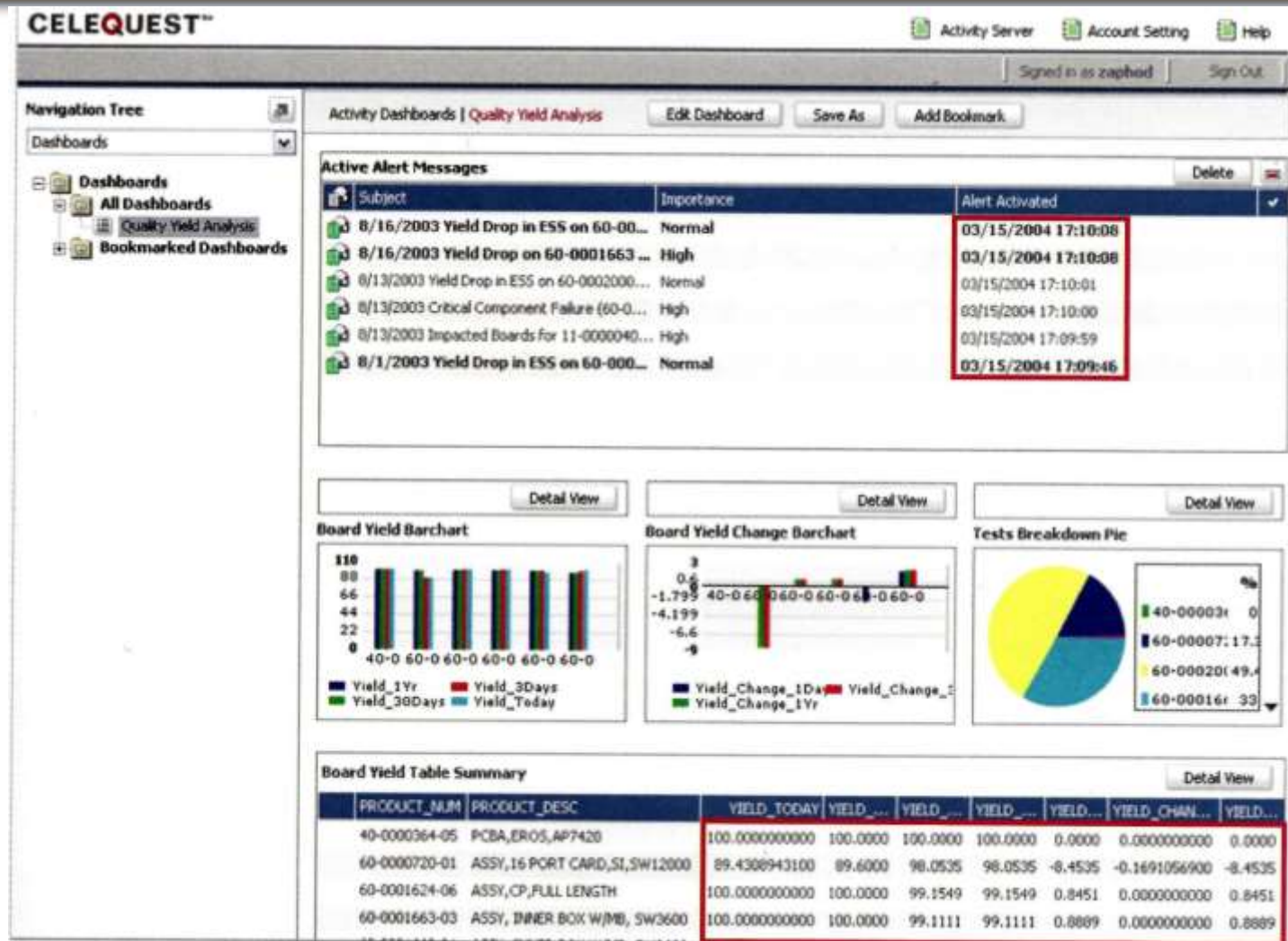
# Unnecessary variety of display media

Usage of inappropriate presentation media is a common mistake  
Display variety need not be encouraged



**Figure 103: Dashboard exhibits an unnecessary variety of display media**  
Source: Information Dashboard Design, Few

# Data issues: Excessive details or precision



**Figure 104: Dashboard displays excessive levels of detail and precision**  
Source: Common pitfalls in dashboard design, Stephen Few

# Too high level data

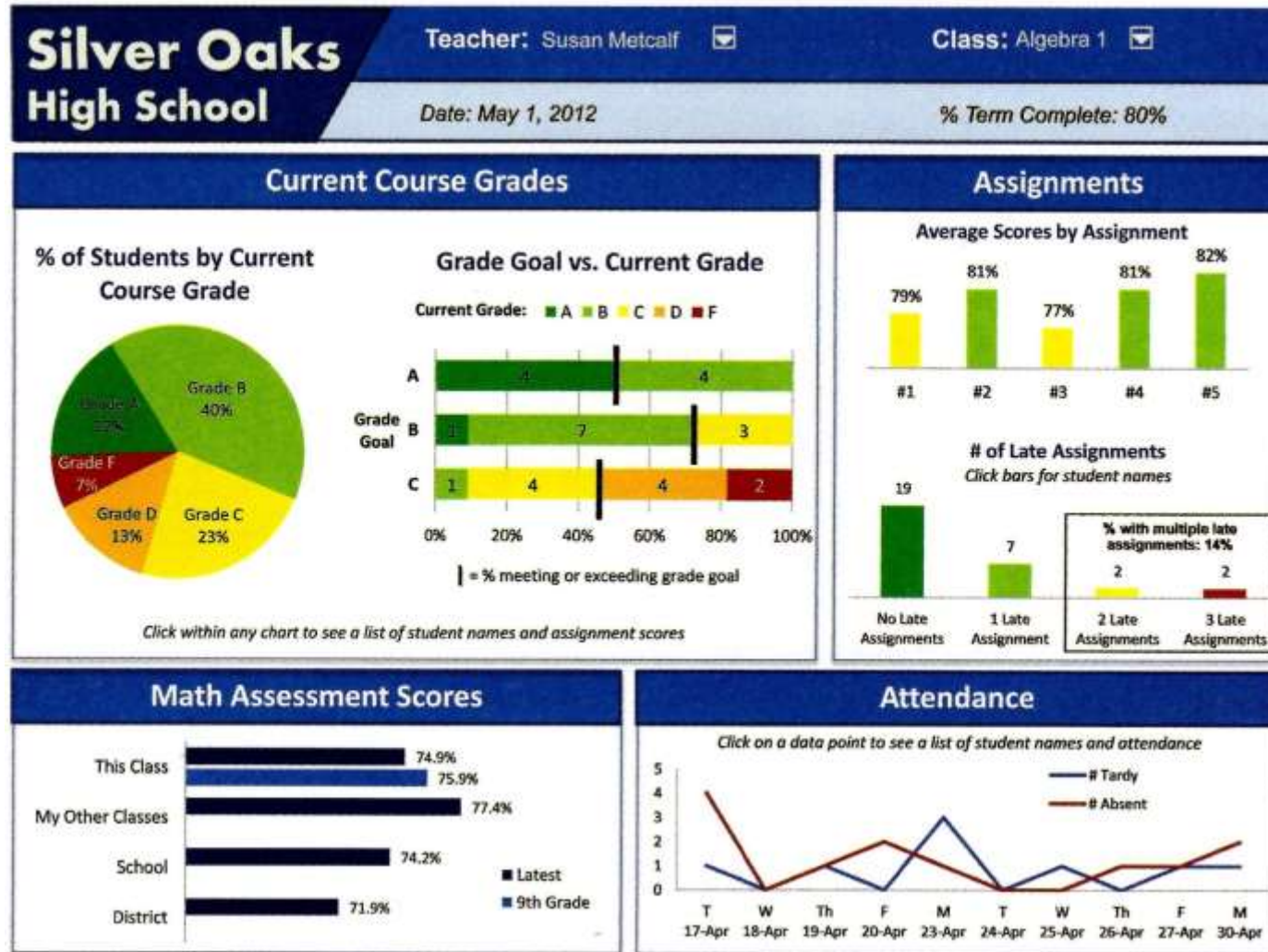


Figure 105: Too high level data (Source: Information Dashboard Design, Few)





## Aptitude

V	2052
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■ Fall Semester

● Below Average

 Kim, Bae

+ 11. Hannah

  Norton, Holly

+ Parker, Lawrence

  Snow, James

Average

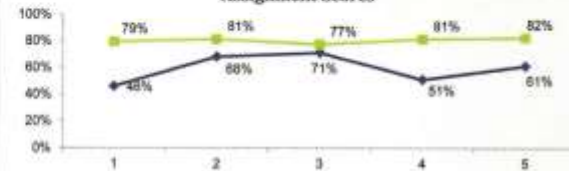
[Insert text here]

Calendar  
Displaying: Spring Semester



**A = Absent    T = Tardy**

### Assignment Scores



■ Class Average   ■ Rae Kim

Current Course Grade	Student's Course Grade/Skill	Previous Math Course Grade	English Language Proficiency	Special Ed Status (Y/N)
F	C	C	N	N

Classroom Comparison – Bae Kim

Below Average

Average

Above Average

Below Average

Average

Above Average

Below Average

Average:

### Abuse Average

18

## ***Data issues (continued)***

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- **Visual objects encoding**
- **Poor arrangement of data on the dashboard**

# ***Highlighting, décor and color mistakes***

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- **Do not make everything prominent on a dashboard**
- **Avoid screen clutter**
- **Avoid misusing or overusing color**
- **Selecting colors**