



Dashboards and Storytelling with Tableau

Addressing Your Audience and Their Context

Know Your Audience

Level of understanding
of subject

Reasons for
viewing story

Context for viewing

Intended takeaways



Choose visualization
based on audience
sophistication

Consider various
audience segments





Two fundamental
approaches:

Quantitative
including surveys

Qualitative
including personas



Qualitative research:

Big picture
background view

See design from
different perspectives

Create personas based
on solid research

Personas: Concise,
concrete description
of each type of
audience member

Specific archetypes

Represents particular
audience segment

Help prioritize
design requirements



Persona description:

List needs and goals

Illuminating details

Make personas
believable and relatable





Interviewing a target audience segment:

Don't ask leading questions at outset

Ask open-ended questions

Ask about needs, goals, pain points and their level of understanding



Don't start with
narrow and highly
specific questions

Focus on the
essential need

Be open to
a new solution

Ask the right questions

Design specific solutions

What's their knowledge of subject?

What's their familiarity with data displays?

In what context or platform will they view data stories?

What interests, needs and goals will story serve?

How often will it be referenced?

With whom may they share it?

Later-level
interview options:

Okay to show
a few design ideas

After open-ended
questions and answers





Design according to the context of the presentation



Put yourself in
audience's shoes

Specify for
individual persona

Consider common
characteristics

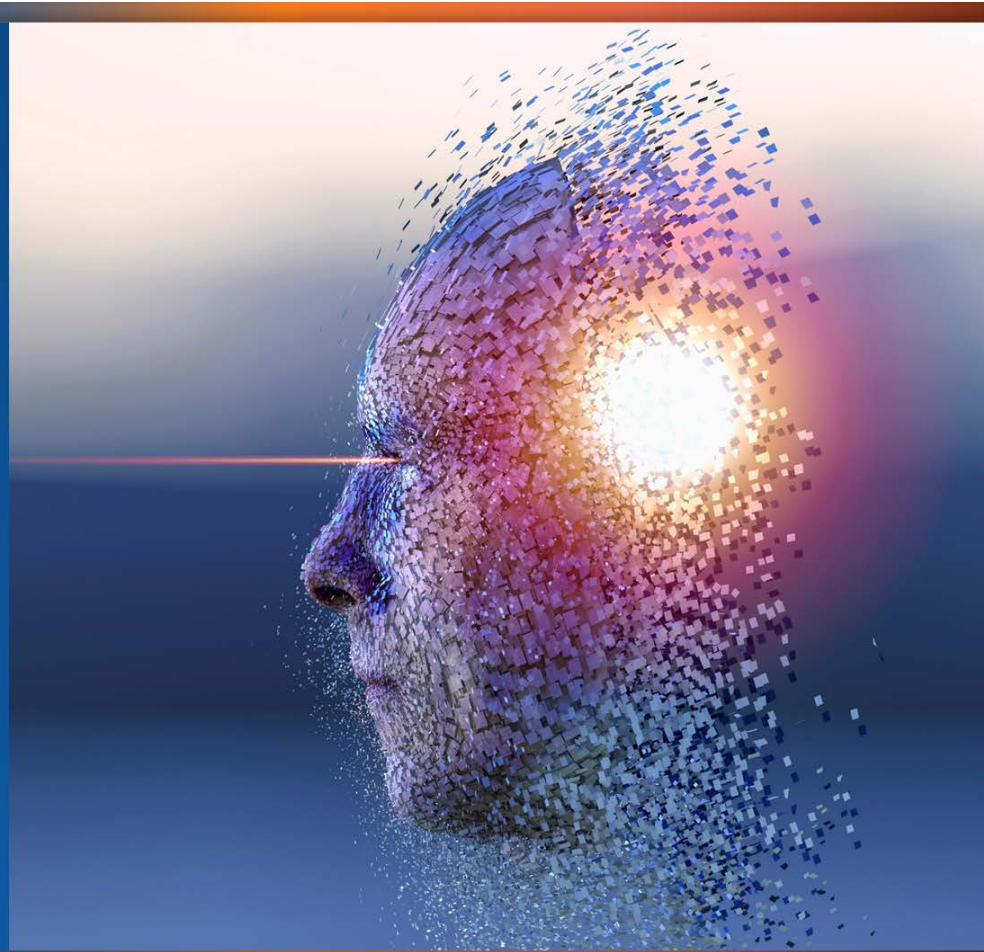
Design to how
human brain works

Crossroads
of psychology,
neuroscience
and data science:

People detect patterns

Prone to create
false narratives

Beware, people can
see what's not there





Is that a T-Rex?

Humans tend to see
and amplify what they
expect to find

Awareness Avoids Bias

Be aware of possible bias

Make sure data provides
a complete picture

Story + visualization
can easily create
a false narrative

