

Dashboard Design – The icing on the cake

5 Steps to improve your
dashboard



Sponsors – Thank you!



About me



Valerie Junk

Utrecht, Netherlands

My Focus

Data Visualization & Storytelling

Process Improvement

Innovation & Strategy

Goal of todays session

Understand which steps you can take to improve your dashboard and tailor it to your audience.

Why is design important?



Engage



Easy to follow and understand



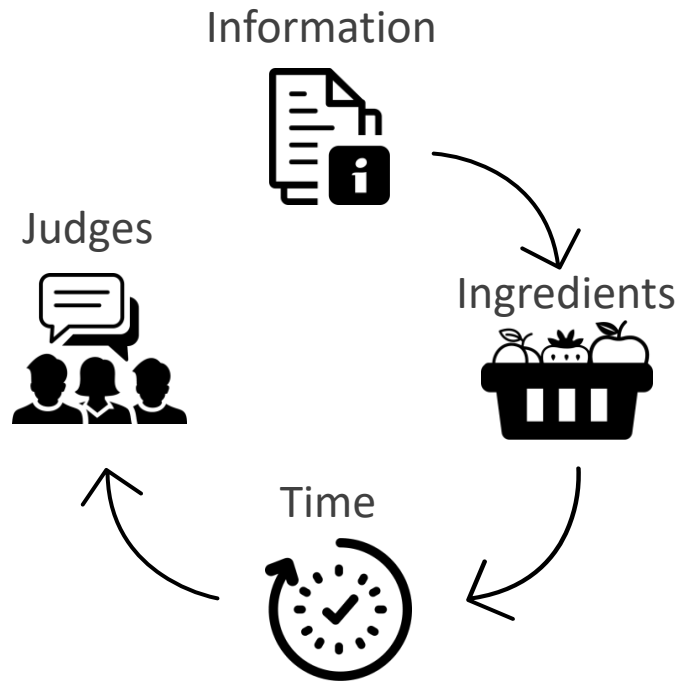
Create reports that matter

...but don't forget the data quality!



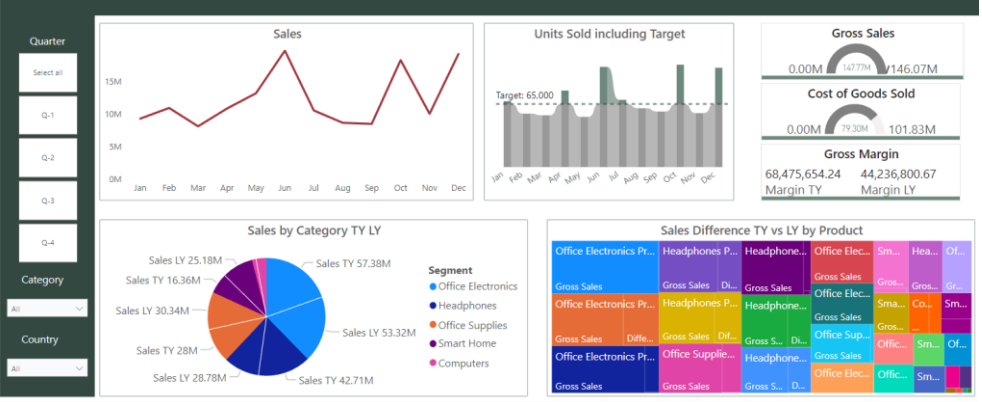
Dashboard Design
=
Baking Competition?

Baking competition



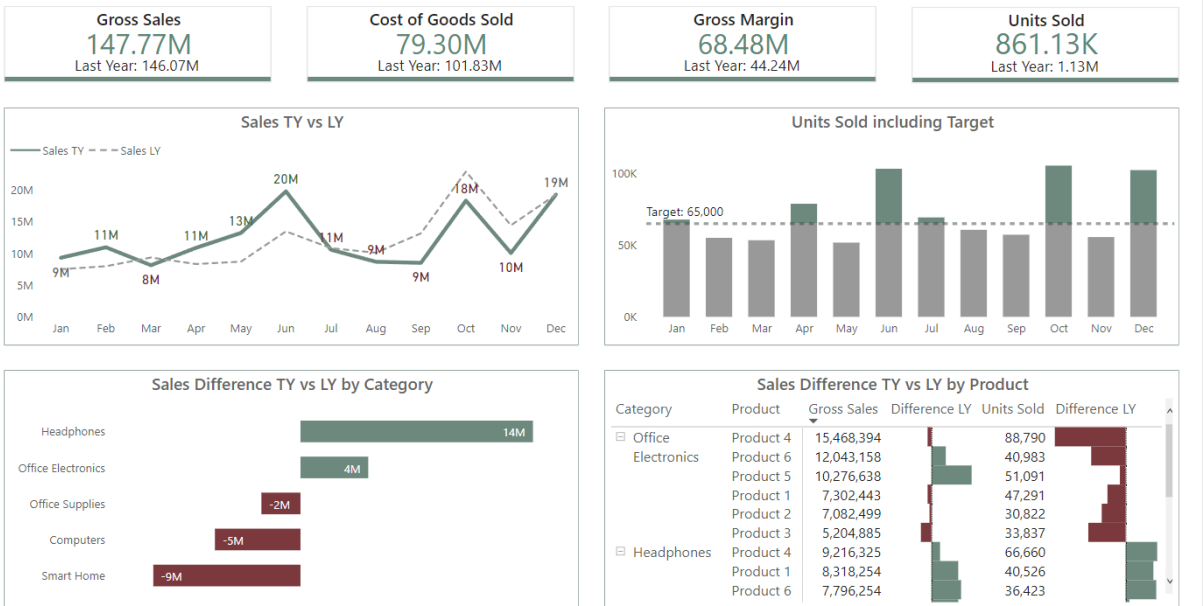
Dashboard design

Sales Overview 2023

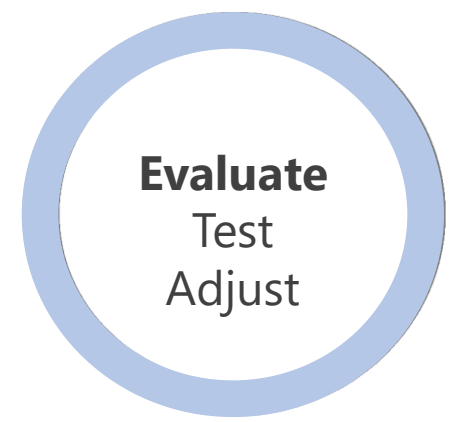
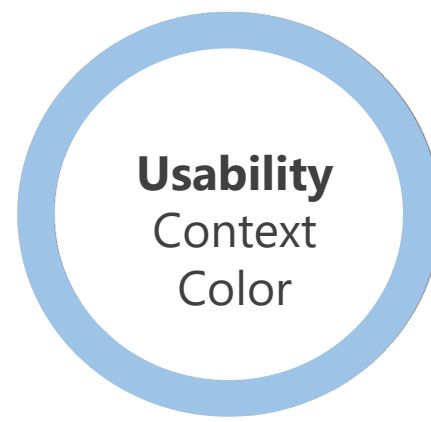
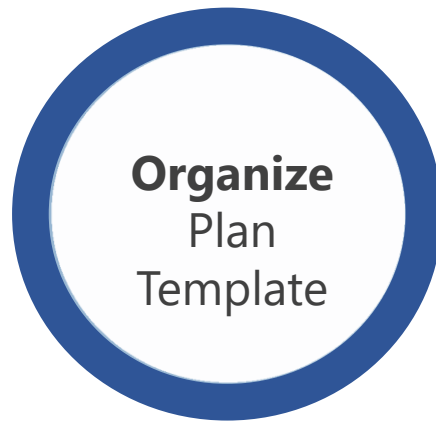


Sales Overview 2023

Quarter: Category: Country:



5 steps to improve





Step 1

Research your audience

Know your audience



Who?

Motivation > Act

Scare

Experience level

Usage

Whats the message?

What is your audience looking for?



1 key message (sentence)

- Context
- Information
- Actions to take

Design for the audience

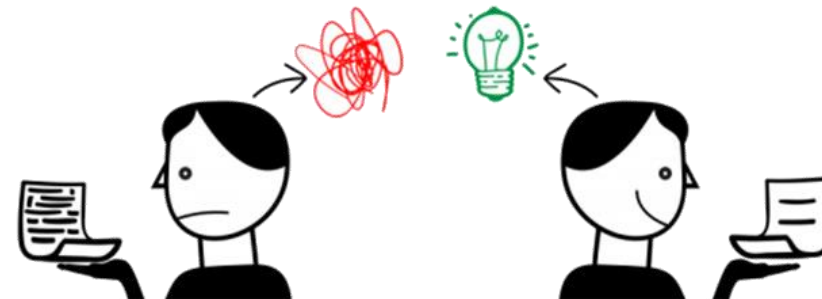


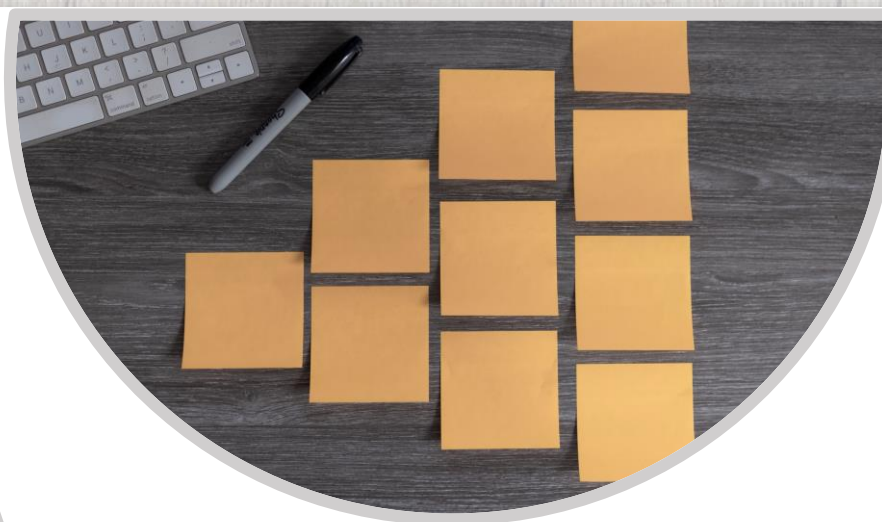
Essential information

Essential Information?

Sales Actual vs LY \$22,051,952 Goal: \$23,132,601 (-\$1,080,649)	Margin % Actual vs LY 42.29% Goal: 41.69% (+0.60%)	Average Price Product 15.15 Goal: 15.15 (\$0.31)	Target Stores 15
Sales per m \$1.17	Margin Actual vs LY \$9,325,666 Goal: \$9,643,088 (-\$317,422)	Units Sold Actual vs LY \$4,015,391 Goal: \$4,461,252 (-\$445,861)	Sales Are m 2.1M

Cognitive Load

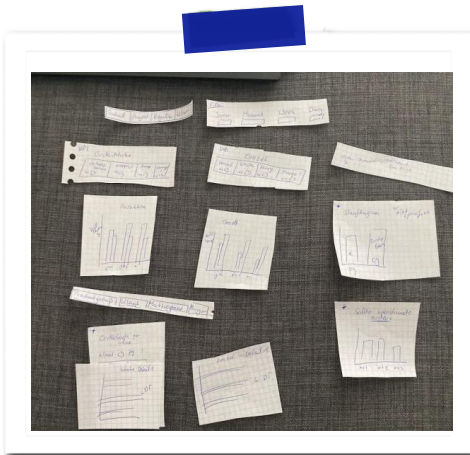




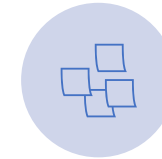
Step 2

Clean up & Organize

Organize & Mockups



Gather all the information



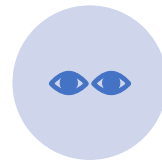
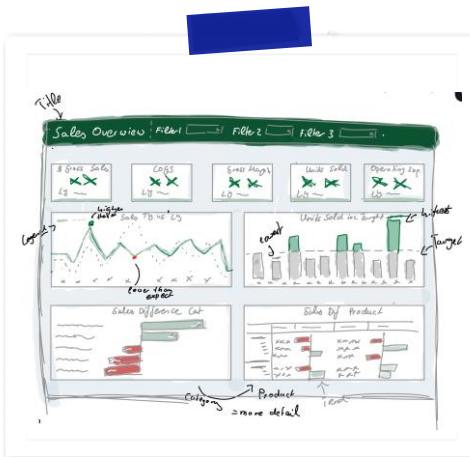
Sticky Notes (easy to rearrange)



Translate pieces to design



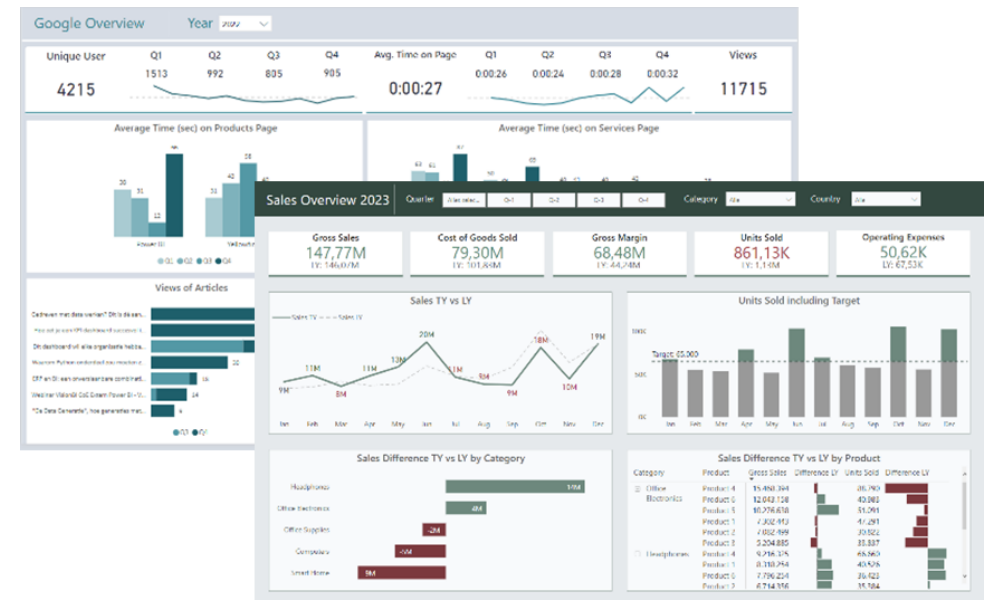
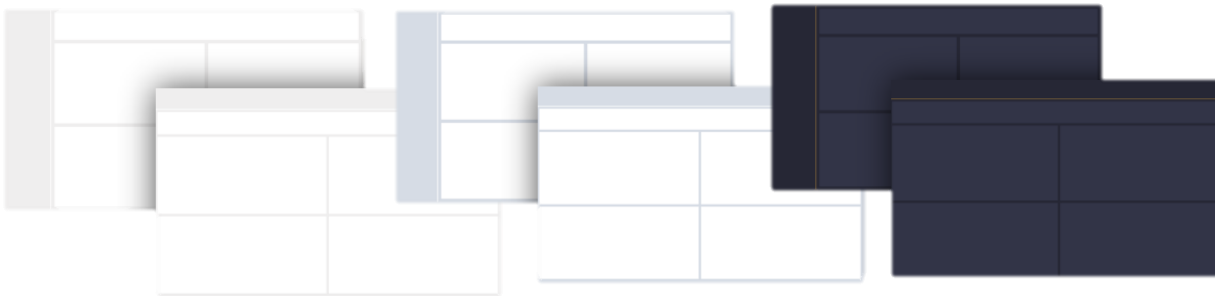
Each piece tells a part of the story

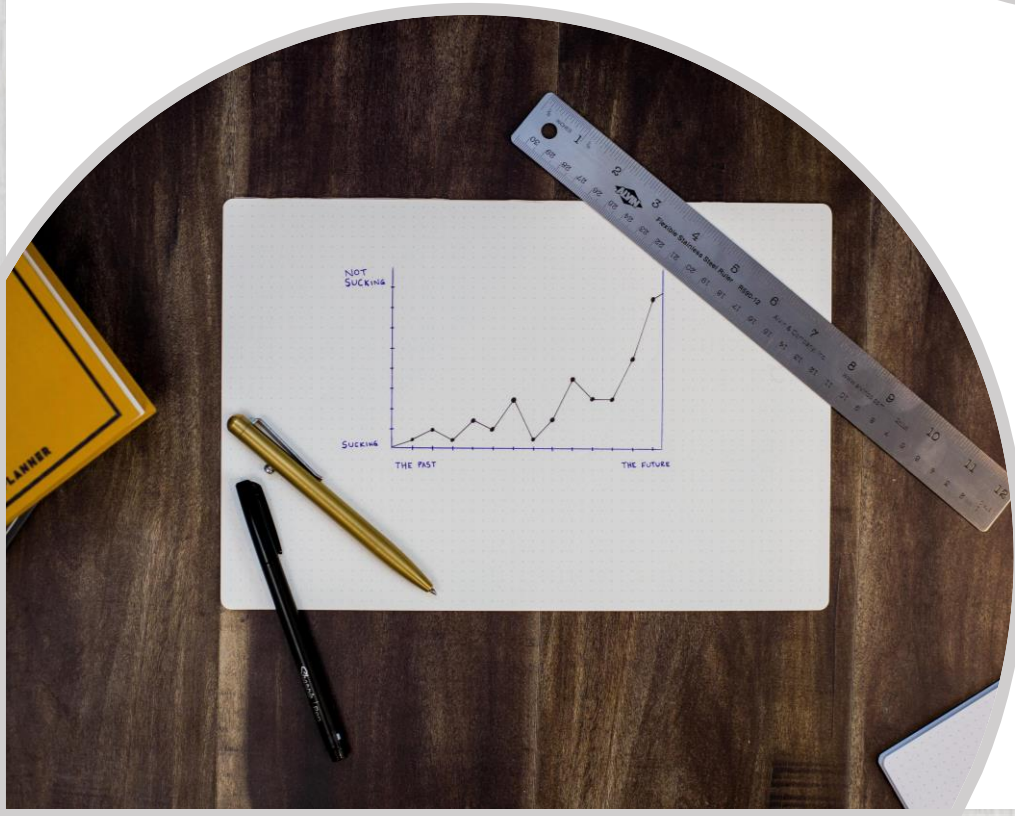


Keep it simple

Templates

- Guidance
- Starting point
- Check how busy your design is



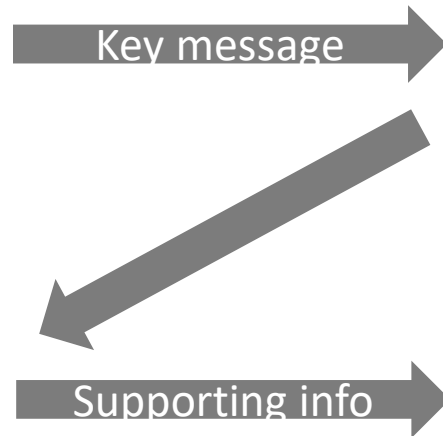


Step 3

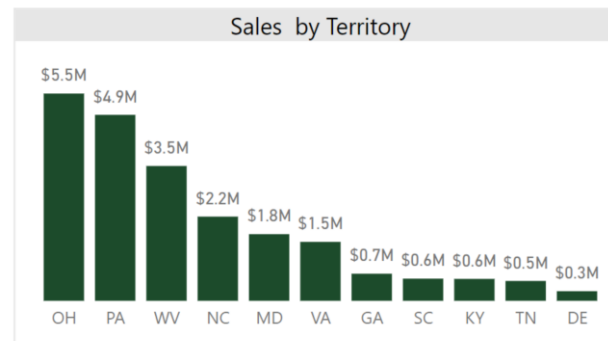
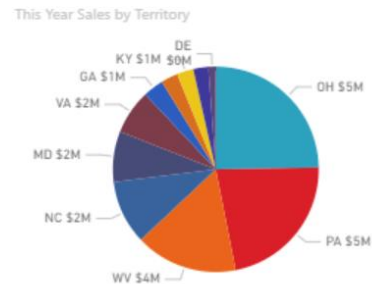
Visualization

Visualization basics

Reading direction



Easy to interpret

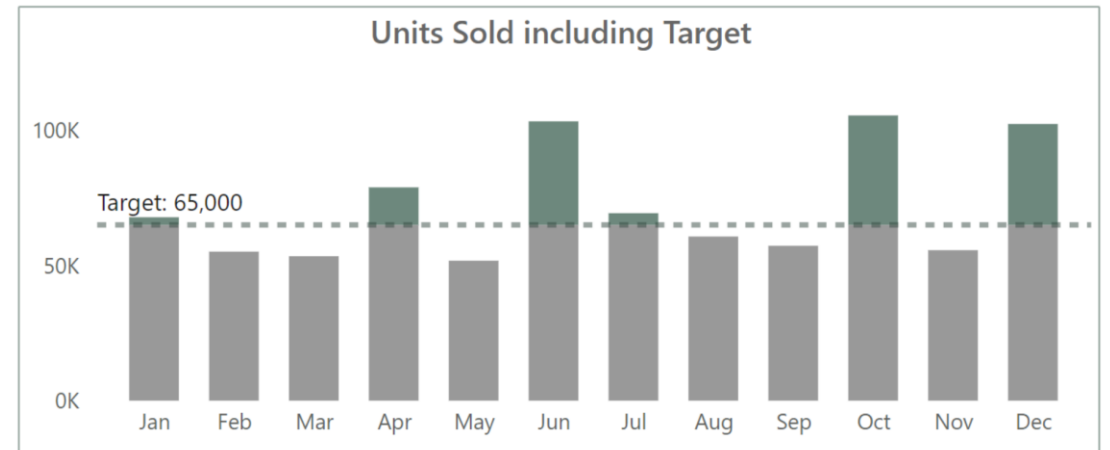
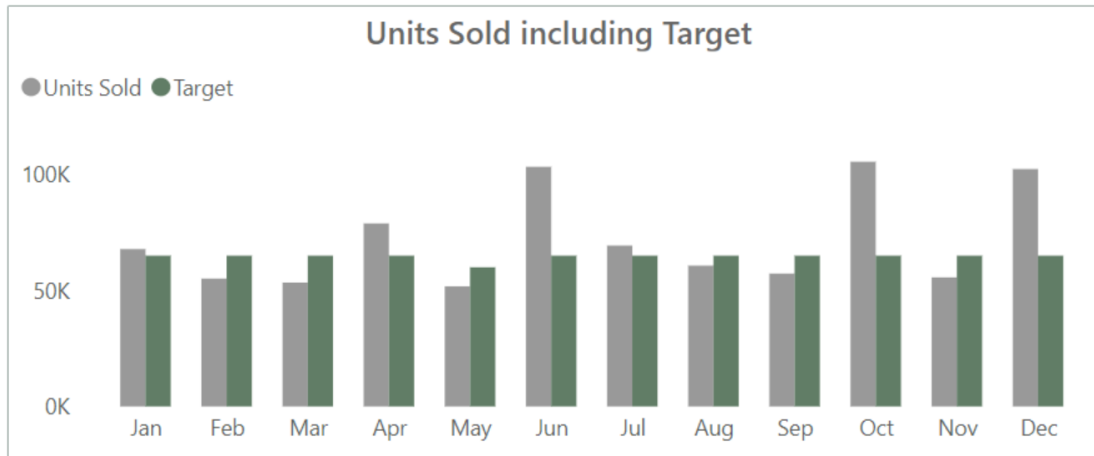


Cues

Sales Difference TY vs LY by Product					
Category	Product	Gross Sales	Difference LY	Units Sold	Difference LY
Office Electronics	Product 4	15,468,394.40	-583,396.53	88,790.00	-31,303.00
Office Electronics	Product 6	12,043,158.08	1,804,151.16	40,982.50	-15,084.50
Office Electronics	Product 5	10,276,638.44	5,093,043.05	51,090.50	-2,640.50
Headphones	Product 4	9,216,325.30	1,011,620.77	66,659.50	14,232.00
Office Supplies	Product 4	8,592,488.50	2,584,096.88	27,705.00	-5,007.00
Headphones	Product 1	8,318,254.37	3,318,314.67	40,525.50	12,470.50
Headphones	Product 6	7,796,253.92	3,730,122.58	36,423.00	13,603.00
Office Electronics	Product 1	7,302,442.70	-502,078.43	47,291.00	-8,067.50
Total		147,771,511.24	1,702,062.57	861,132.00	-264,674.00

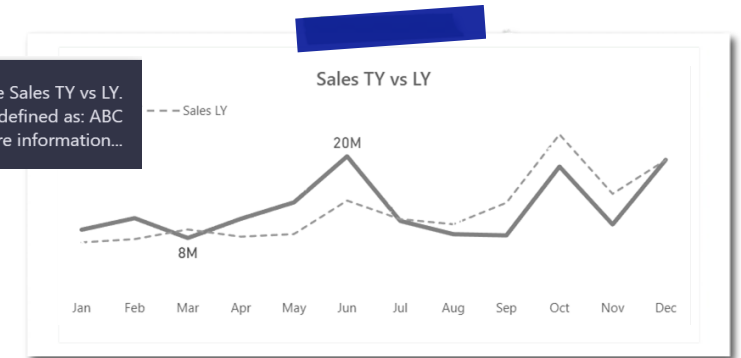
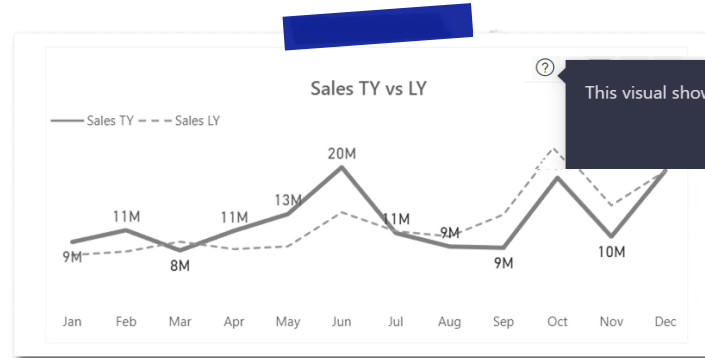
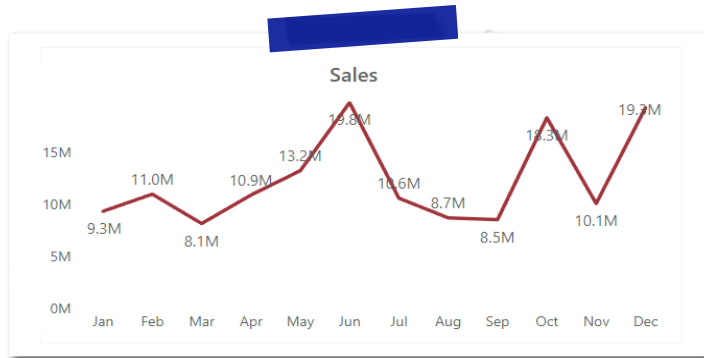
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	Product 5	10,276,638		51,091	
	Product 1	7,302,443		47,291	
	Product 2	7,082,499		30,822	
Headphones	Product 3	5,204,885		33,837	
	Product 4	9,216,325		66,660	
	Product 1	8,318,254		40,526	
	Product 6	7,796,254		36,423	

Visual cues

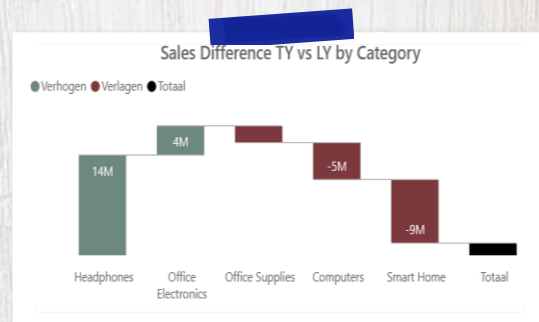


Declutter/Enrich

Do you really need all the information?
Do you need more information?

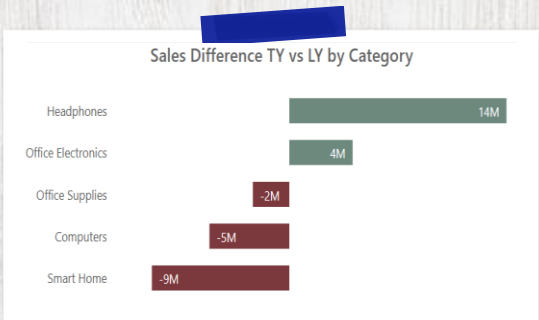
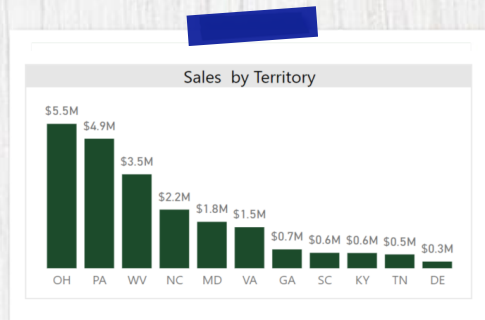
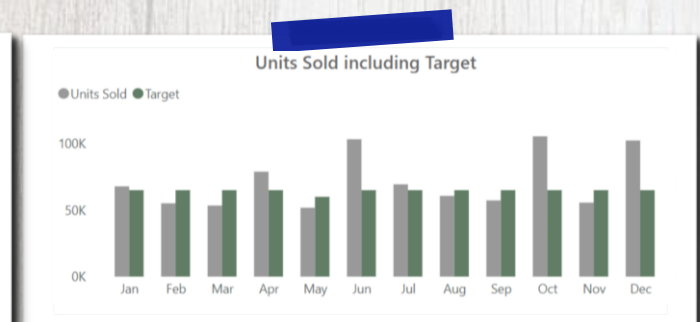


Check your visuals – tell a story



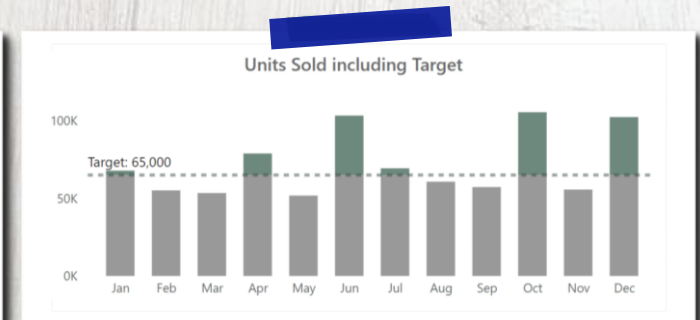
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Step 4

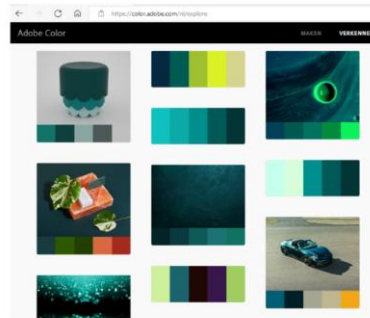
Usability - Visually
Appealing **AND** Useful

Useful and Appealing

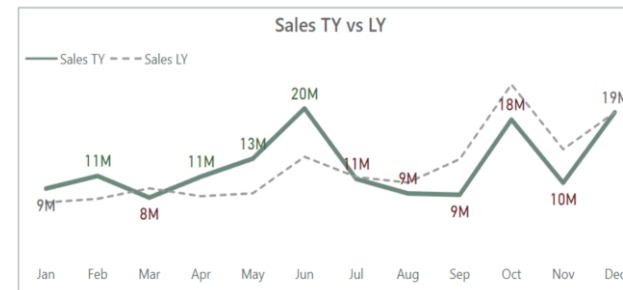
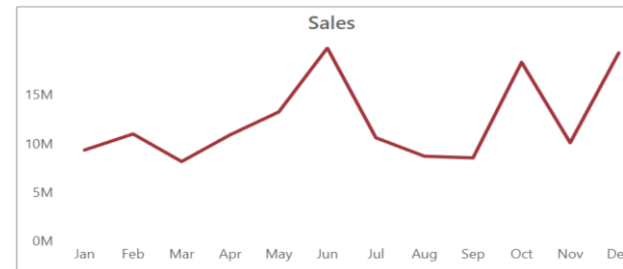
Aesthetic-Usability Effect



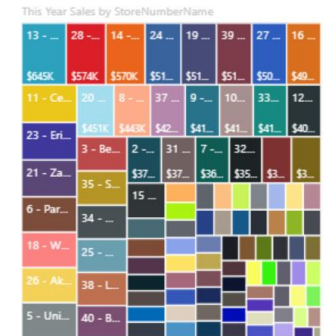
Pick a color scheme
(for example at: color.adobe.com)



Provide context

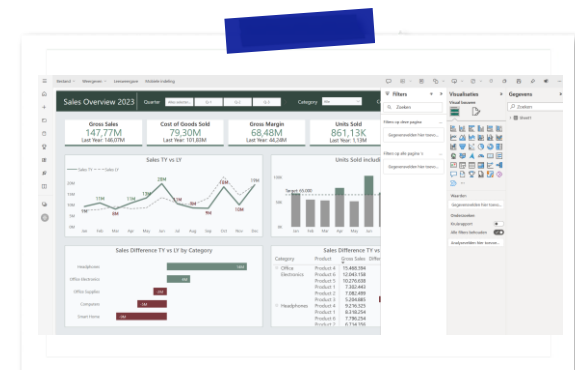
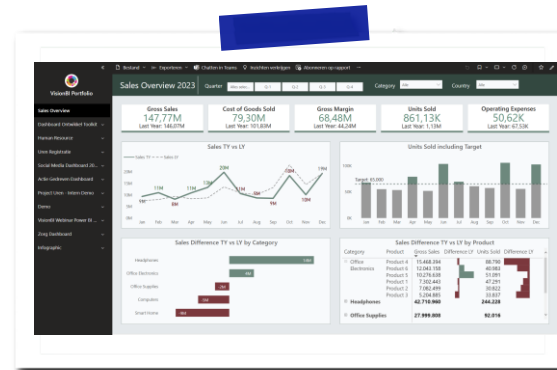
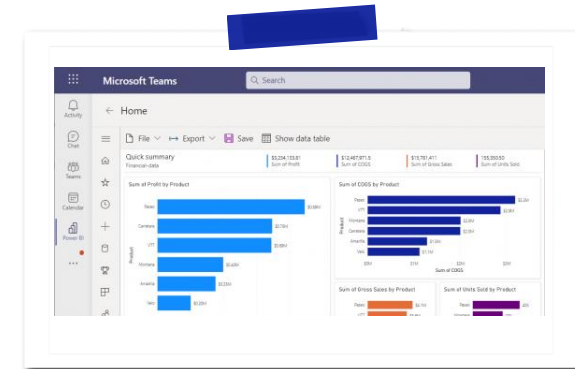
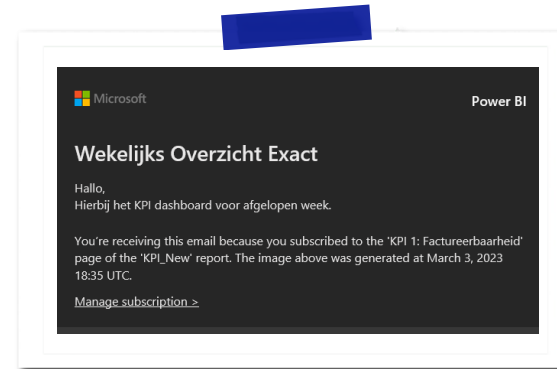


Focus



Delivery method

- Mail
- Teams
- App
- Workspace
- Handout





Step 5

Evaluate - It's a process

Evaluate



- Test run
- Reflect & Feedback
- Evaluate with users
- Usage Report

It's a process

DESIGN THINKING

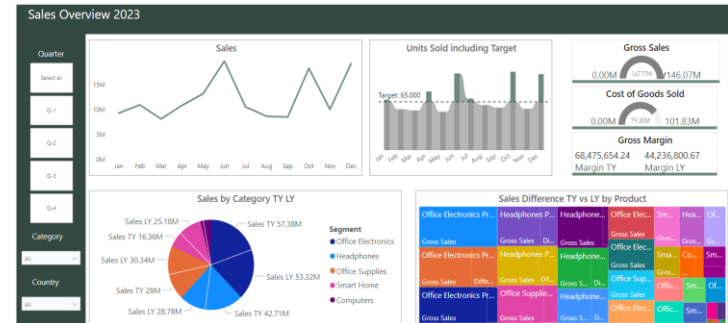

Empathize
Understanding people


Ideate
Generating your ideas


Define
Figuring out the problem


Test
Refining the product


Prototype
Creation and experimentation



5 steps to improve

Research
Audience
Content



Organize
Plan
Template



Visualize
Ease of use
Declutter



Usability
Context
Color



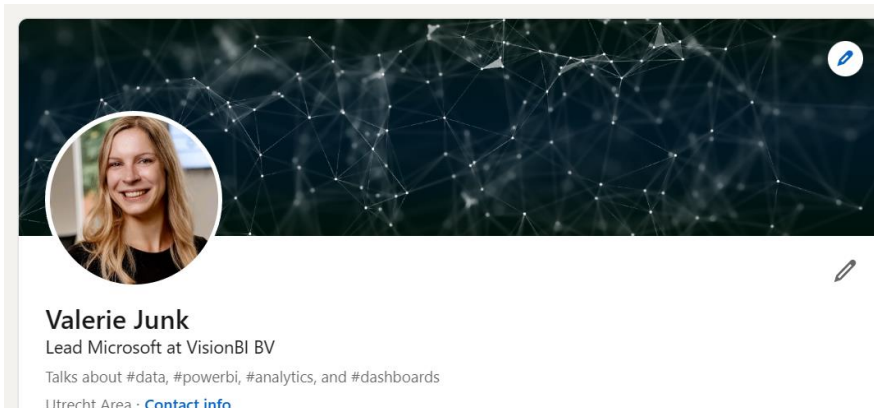
Evaluate
Test
Adjust



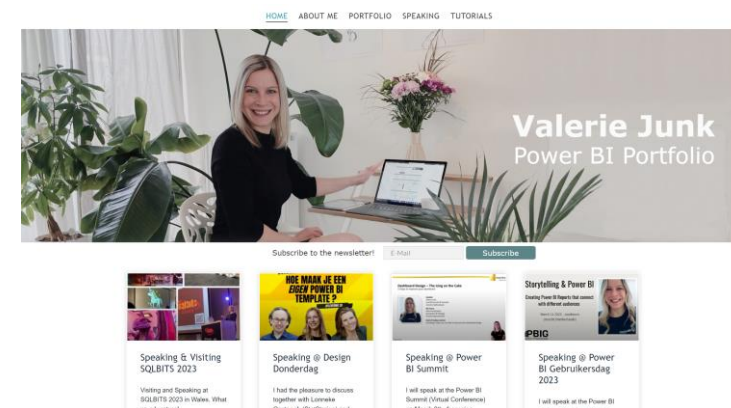
Thank you

Connect with me:

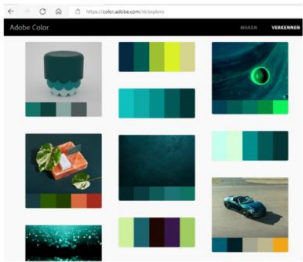
<https://www.linkedin.com/in/valeriejunk/>



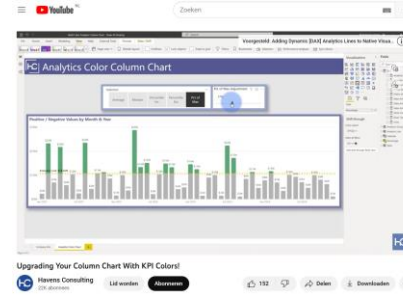
www.valerie-junk.com



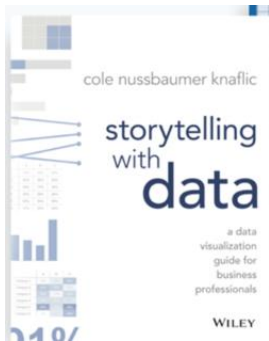
Resources to study more



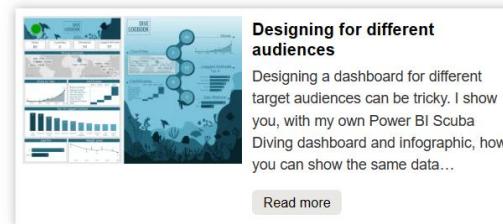
Color schemes (free):
<https://color.adobe.com/>



Reid Havens: Upgrading you column chart with colors: [Youtube](#)



Book: Storytelling with data
(Cole Nussbaumer Knaflic):
[Website](#)



Designing for different audiences
(questions you can ask): [Article](#)