Power BI Design

Beyond the ordinary

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Data Analytics & Visualization

Data Storytelling

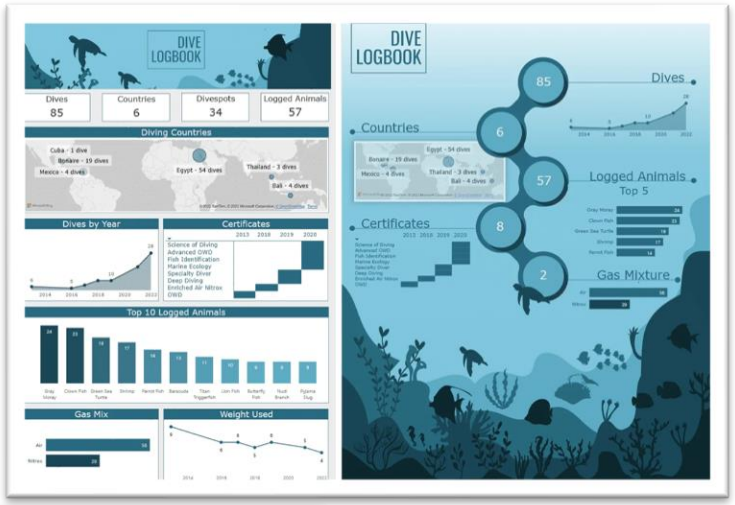
BI Standardization

Process Improvement

SPENT HOURS BUILDING AN AWESOME REPORT

NO ONE USES IT

Thinking outside the box



Research

Audience & Message

The audience & message

- Who is the audience?
- What motivates (or scares) them?
  -> Actions
- How much detail do they need?
- How do they access & consume information?

Create

Design Types

Dark mode

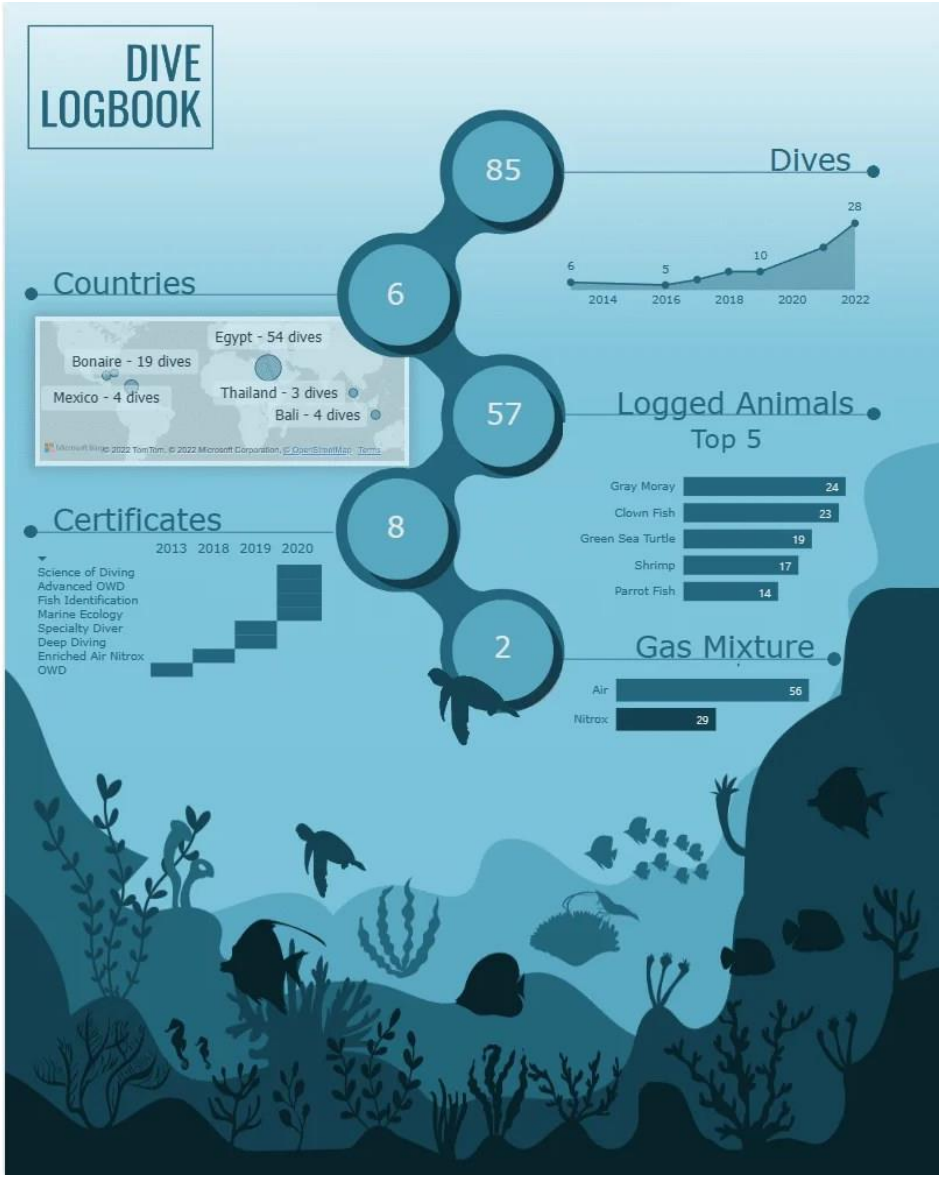
+ Comfortable viewing
+ Focus
+ Consistent experience

- Astigmatism (reading)
- Too much content
- Design calls for a wide range of color

Infographic

+ Visually appealing
+ Easy to understand
+ Non – Data Experts

- Less details
- Less options
- Difficult to do a handover



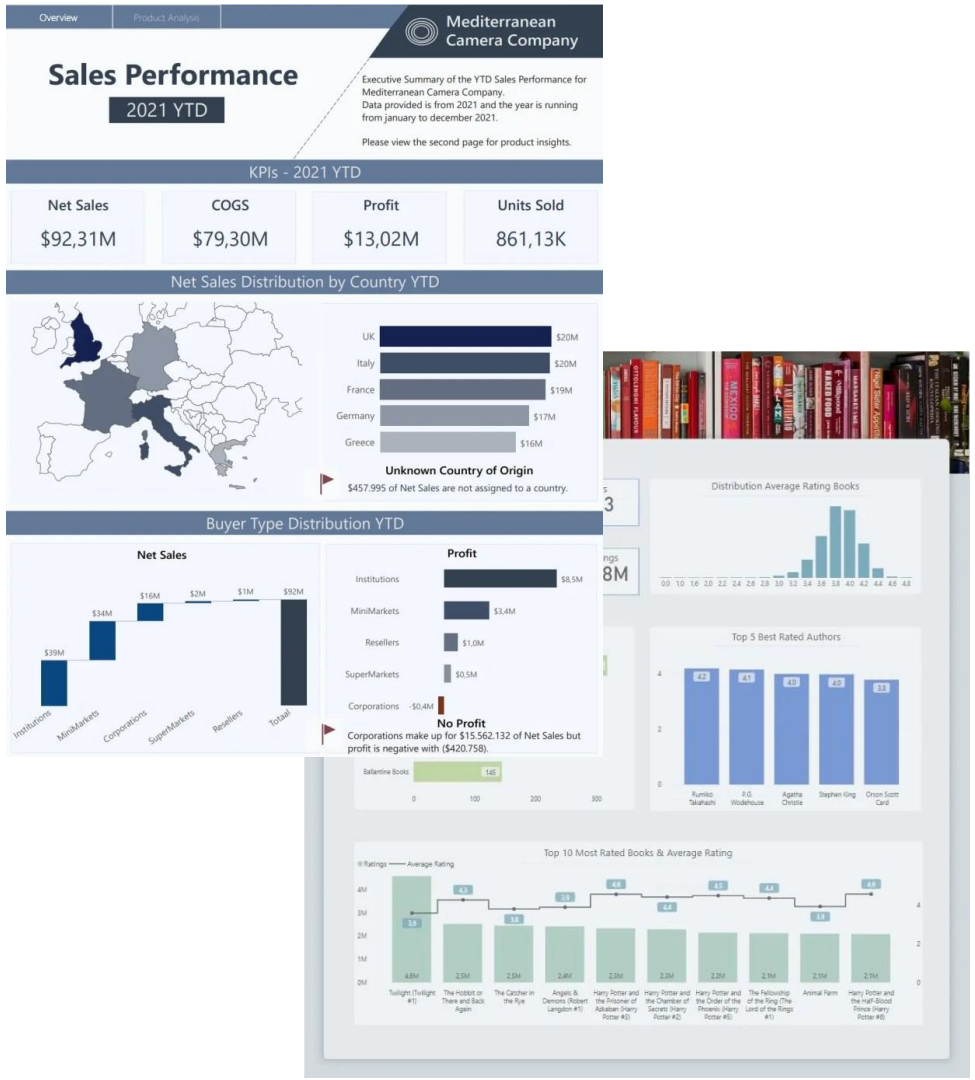
Minimalist

Combination Infogaphic & Insights

+ Easy to understand

+ Non – Data Experts

+ Some detail options if needed (drill throughs & filters)



Takeaway

- Consider your audience
- Different message = different design
- Think outside the box!
- Keep it simple