

Dashboard Design – The icing on the cake

5 Steps to improve your
dashboard



Sponsors – Thank you!

EVENT SPONSORS, THANKS!!!

GOLD



SILVER



BRONZE



GETHYNELLIS.COM



unitfly

DATA SENSE
WHERE IT SPEAKS BUSINESS



comminus
FOR EVERY STEP OF THE WAY, THERE'S DATA



redgate



infobip



DATA
SATURDAYS

Have you seen a dragon?



Help him!

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



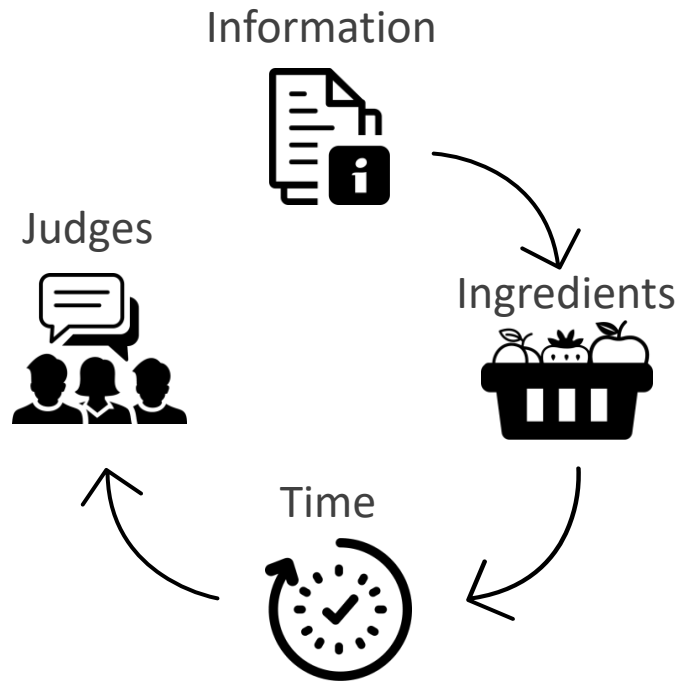
Create reports that matter

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



Dashboard Design
=
Baking Competition?

Baking competition



5 steps to improve

Research
Audience
Content



Organize
Plan
Template



Visualize
Ease of use
Declutter



Usability
Context
Color



Evaluate
Test
Adjust





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

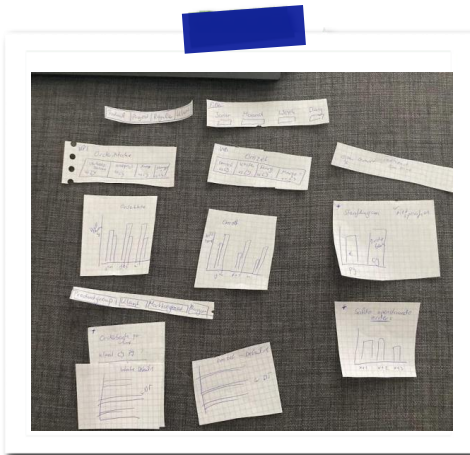




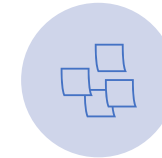
Step 2

Clean up & Organize

Organize



Gather all the information



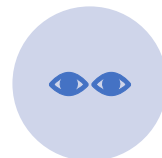
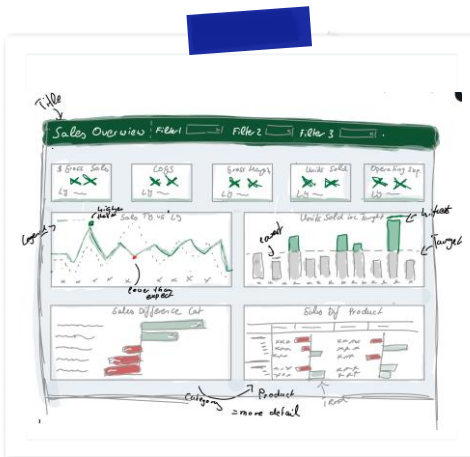
Sticky Notes (easy to rearrange)



Translate pieces to design



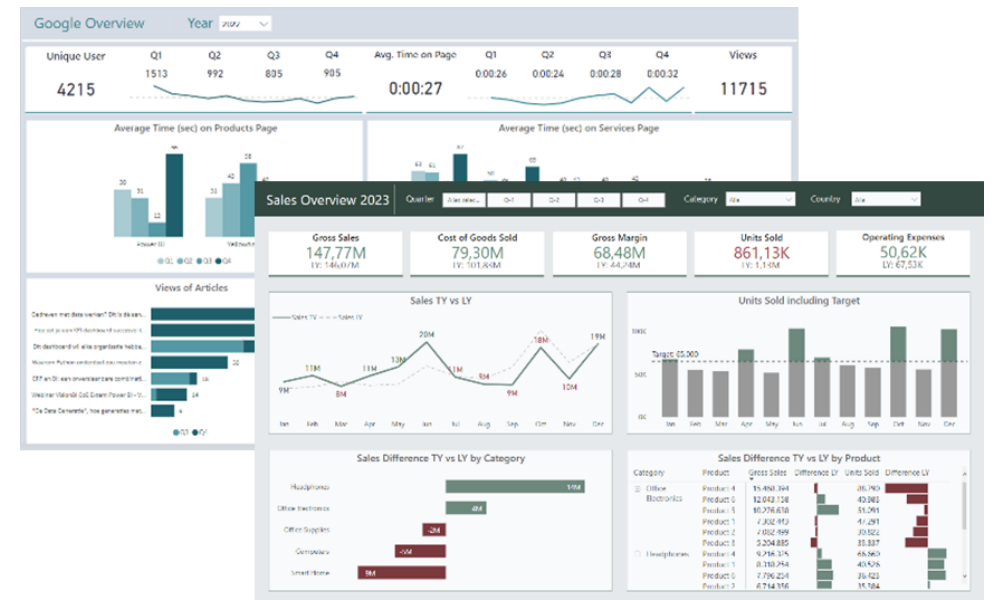
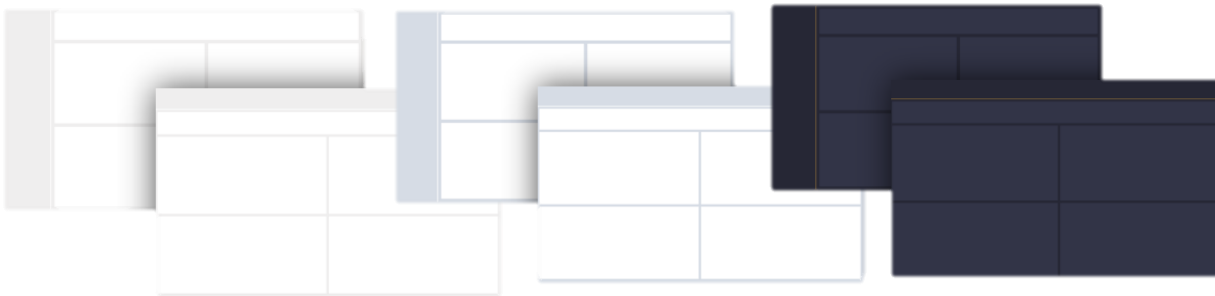
Each piece tells a part of the story

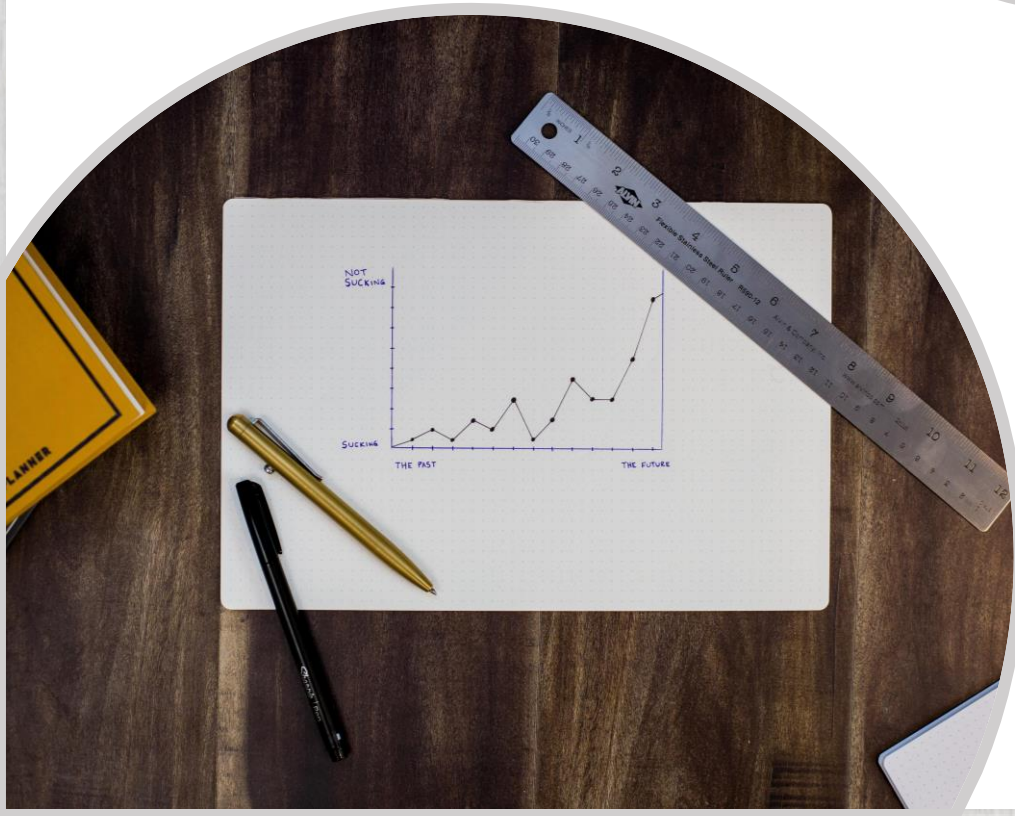


Keep it simple

Templates

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



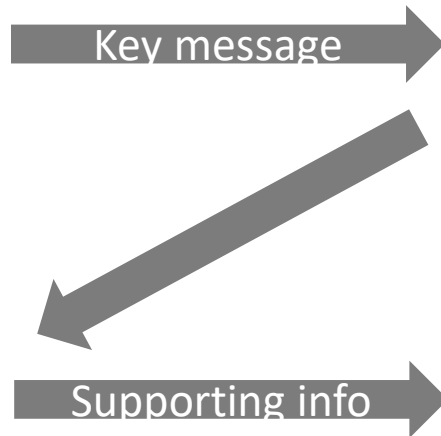


Step 3

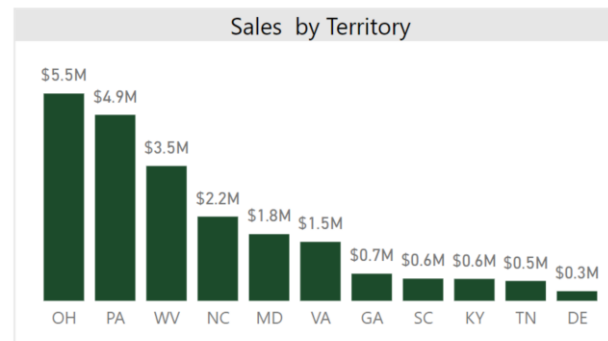
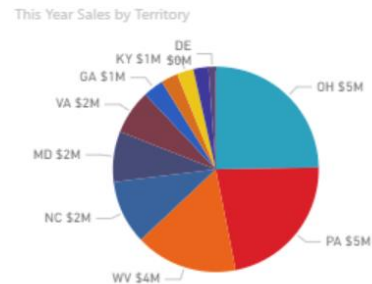
Visualization

Visualization basics

Reading direction



Easy to interpret

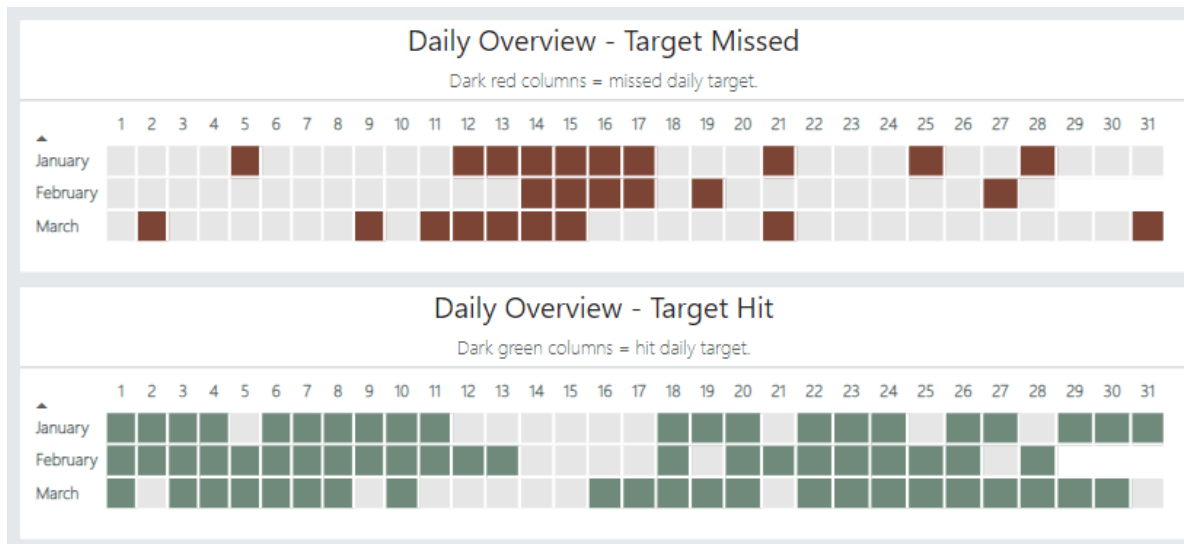


Cues

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 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



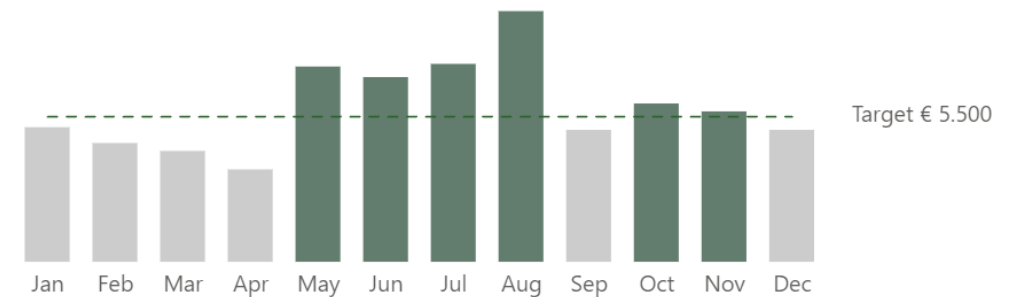
Monthly check - Sales Quota Hit or Miss?

Green columns - hit monthly target



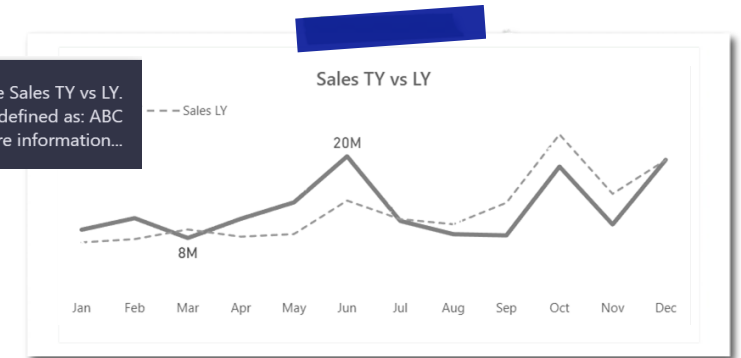
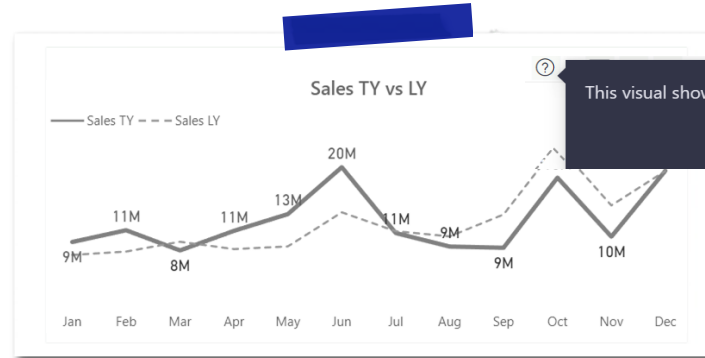
Monthly check - Sales Quota Hit or Miss?

Target (line) vs. Actual (bar). Darker color indicates target hit.

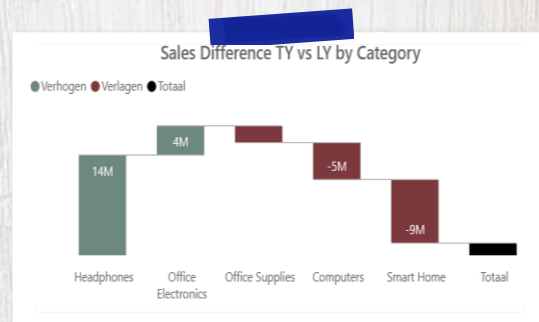


Declutter/Enrich

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

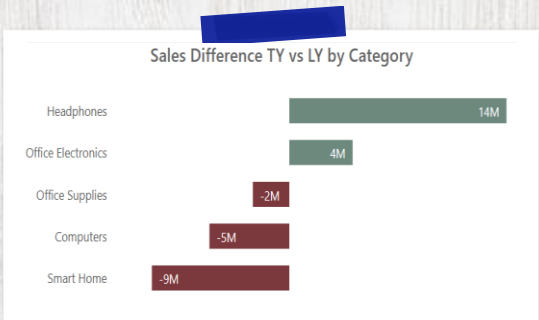
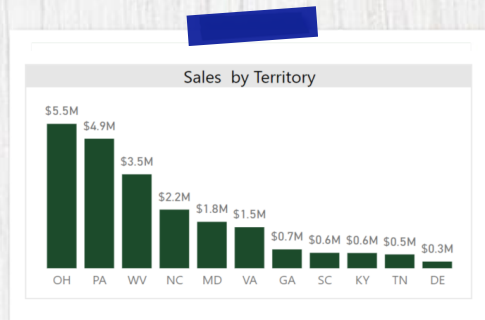
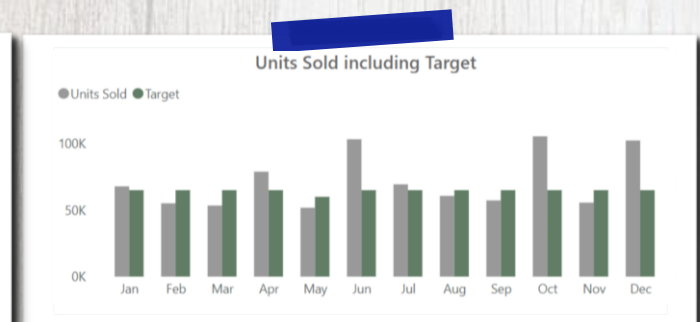


Check your visuals – tell a story



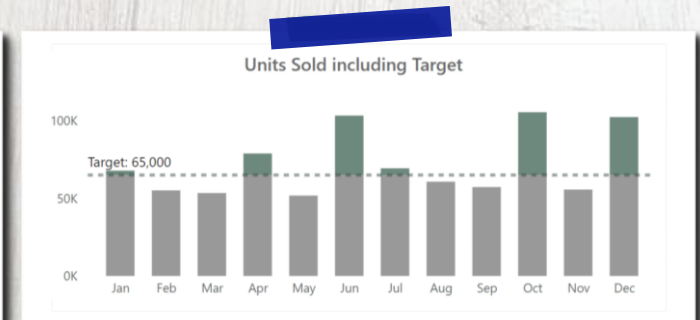
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Step 4

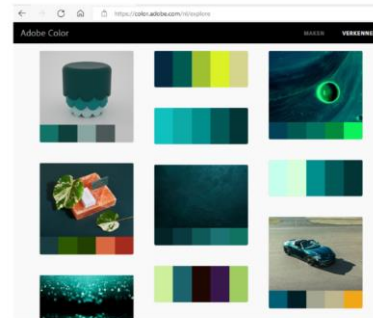
Usability - Visually
Appealing **AND** Useful

Useful and Appealing

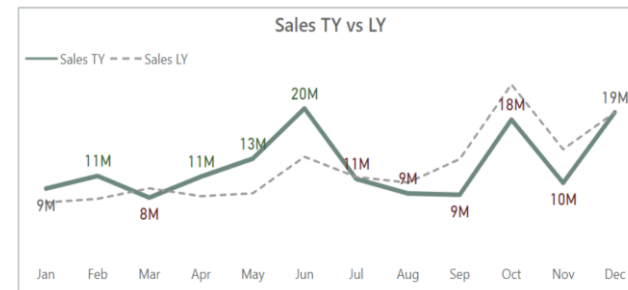
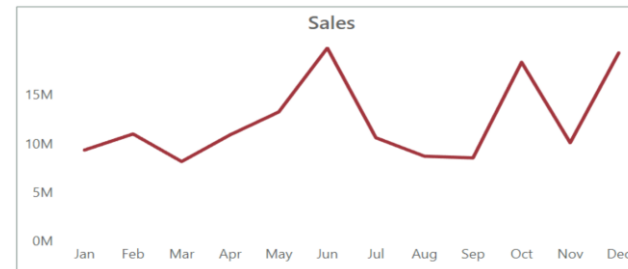
Aesthetic-Usability Effect



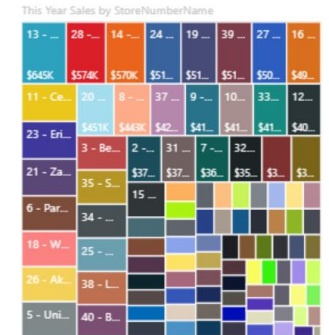
Pick a color scheme (for example at: color.adobe.com)



Provide context

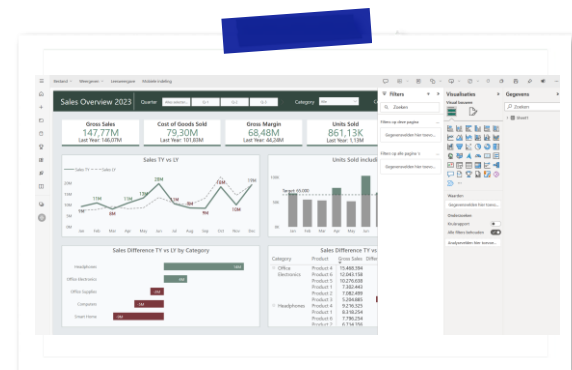
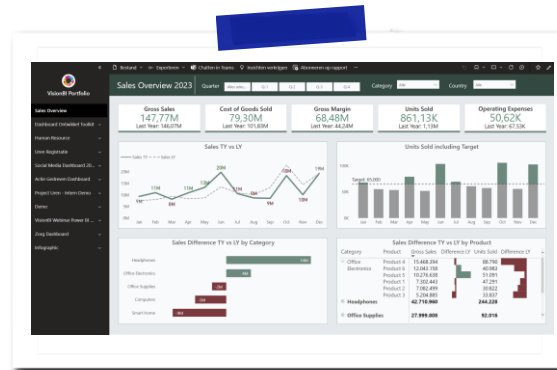
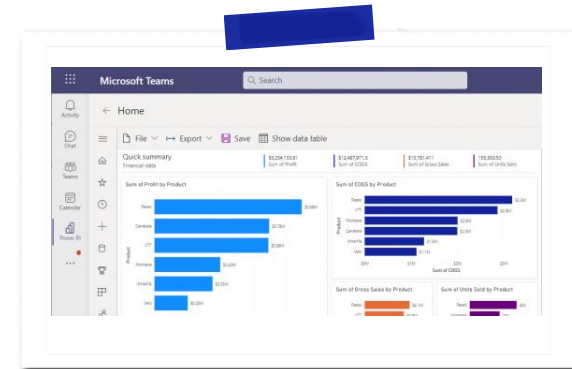
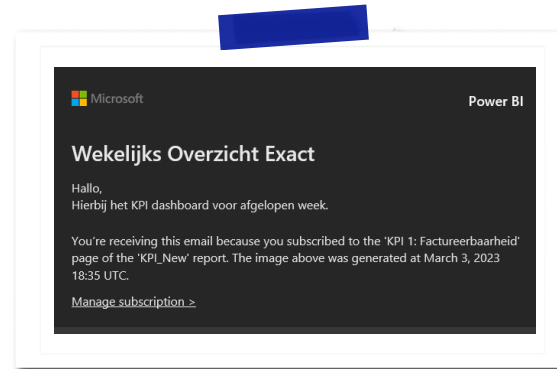


Focus



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



5 steps to improve

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Audience
Content



Organize
Plan
Template



Visualize
Ease of use
Declutter



Usability
Context
Color



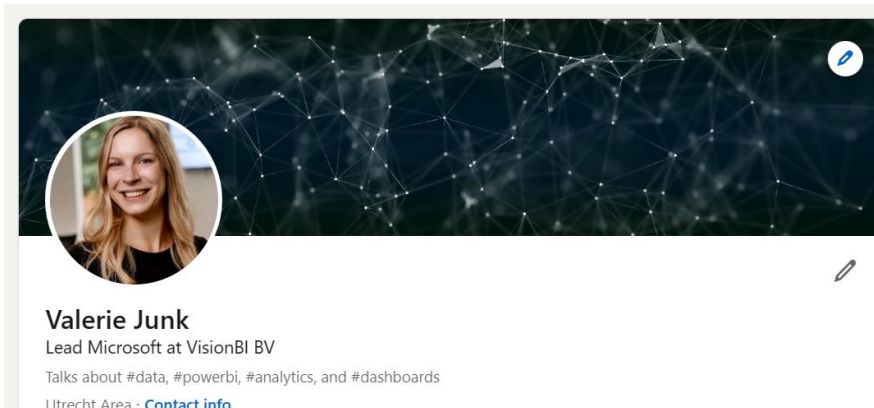
Evaluate
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Adjust



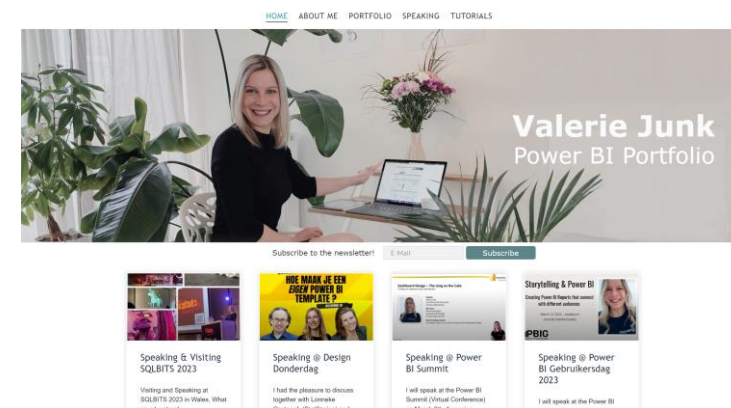
Thank you

Connect with me:

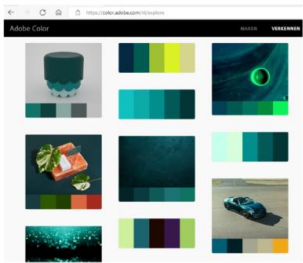
<https://www.linkedin.com/in/valeriejunk/>



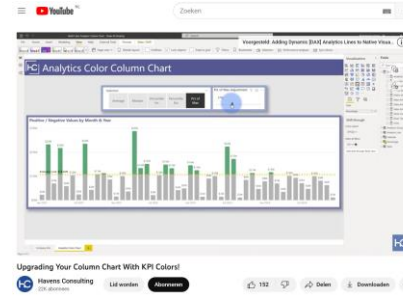
www.valerie-junk.com



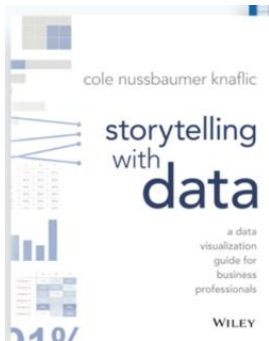
Resources to study more



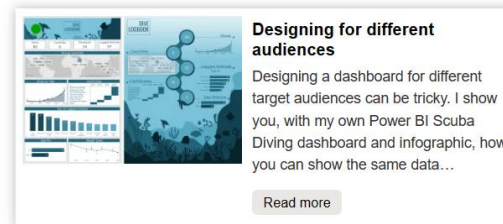
Color schemes (free):
<https://color.adobe.com/>



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



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



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