



# Dashboard Design – The Icing on the Cake

5 Steps to improve your dashboard





# Power BI Summit presented to you by





# Dashboard Design – The Icing on the Cake

5 Steps to improve your dashboard



## Speaker

Valerie Junk

Lead Microsoft @ VisionBI

Utrecht, Netherlands

## My Focus

Data Visualization

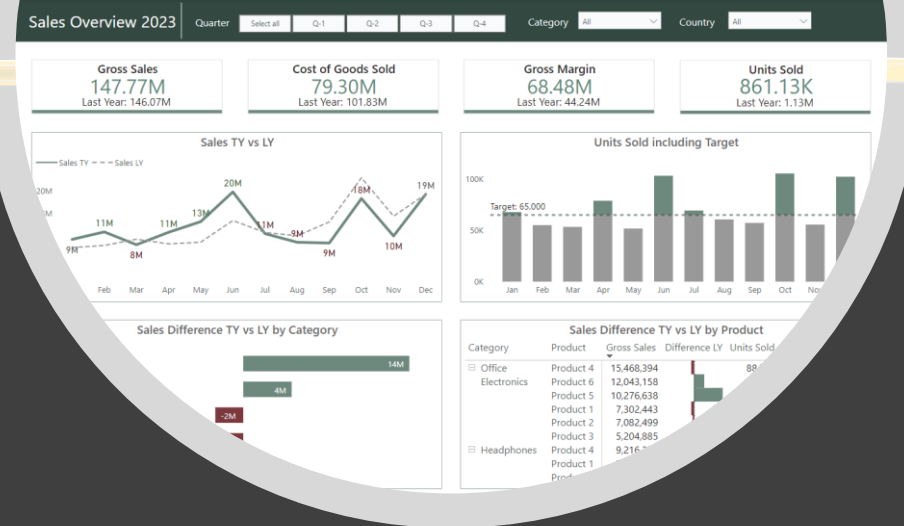
Innovation & Strategy

Process Improvement

## Goal of todays session

Providing 5 steps you can take to improve your dashboard design.



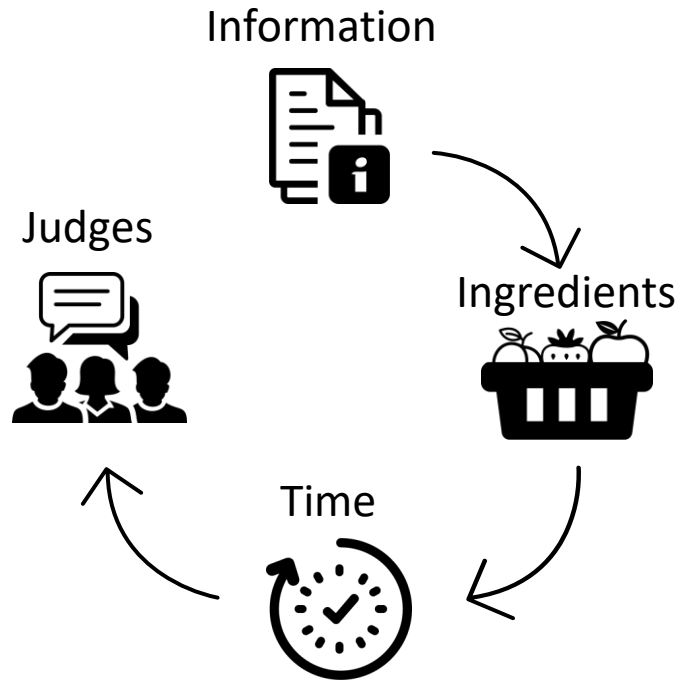


Why do I compare  
baking with  
dashboard design?





# Why designing is like a baking competition



Same

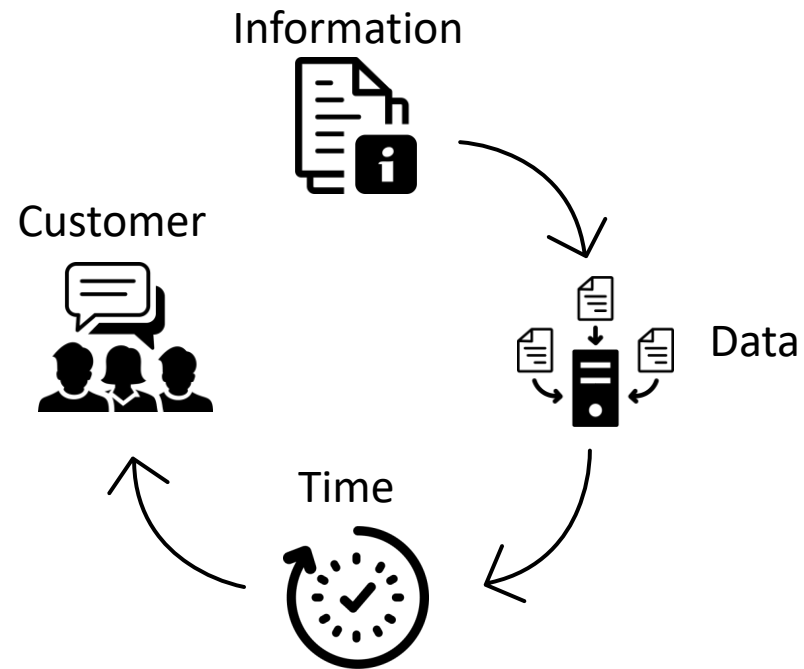


Different Result



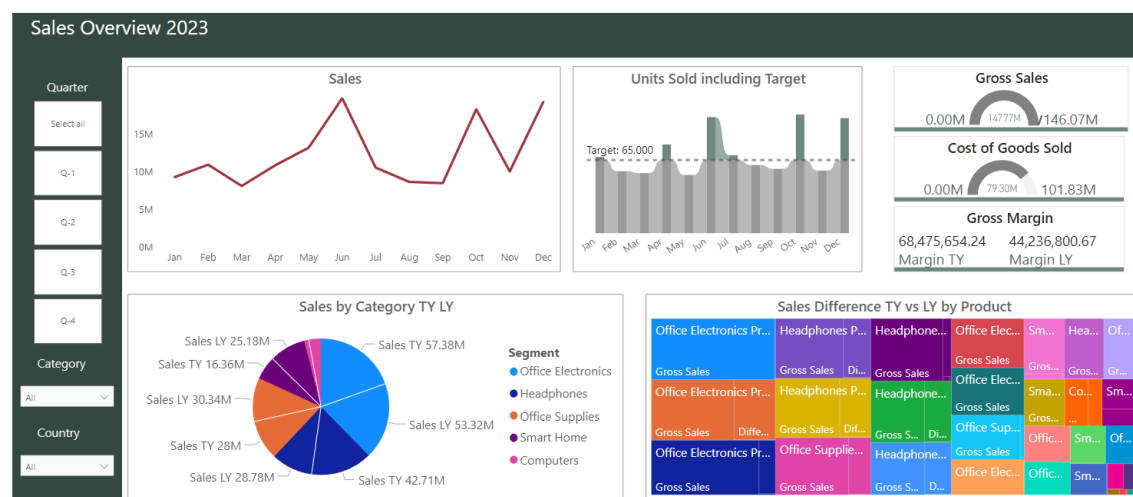


# Designing a Dashboard

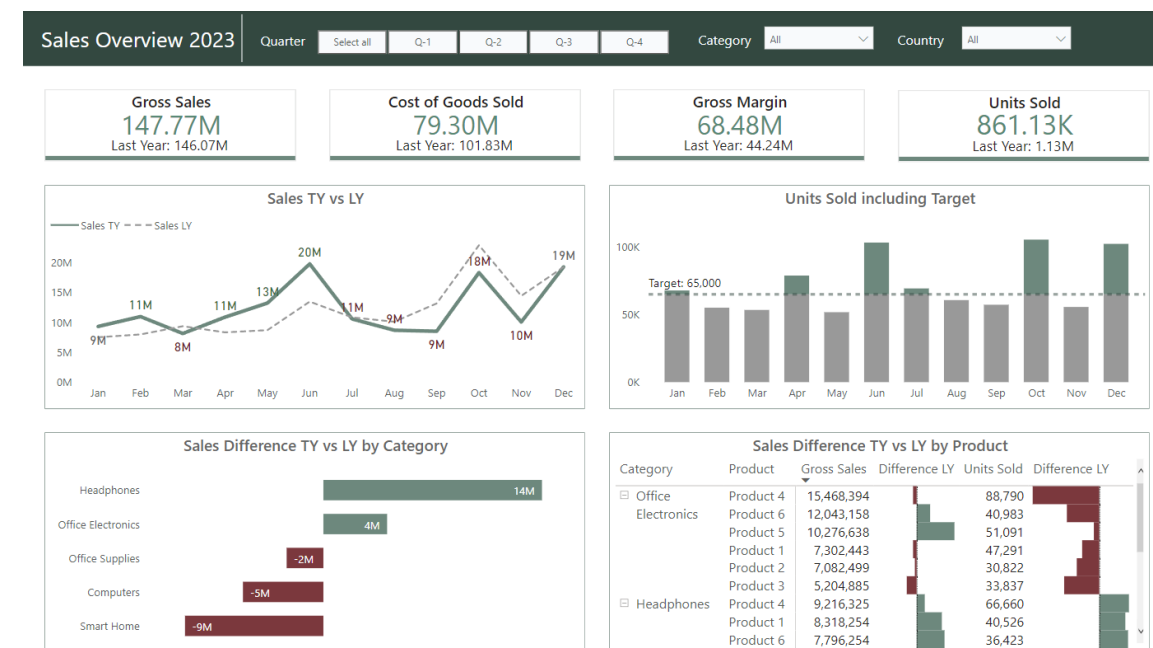




# Designing a Dashboard



Same



Different Result



# Step 1

Design for your audience!





# Step 1 – Design for your audience

## Audience



Who is your audience?

- Needs/Requirements
- Experience Level
- Department
- ..

## Usage (Device)



Which device is used?

- Laptop
- Mobile
- Tablet
- Big TV at the office

## Usage (Power BI)



How often will the dashboard be used?

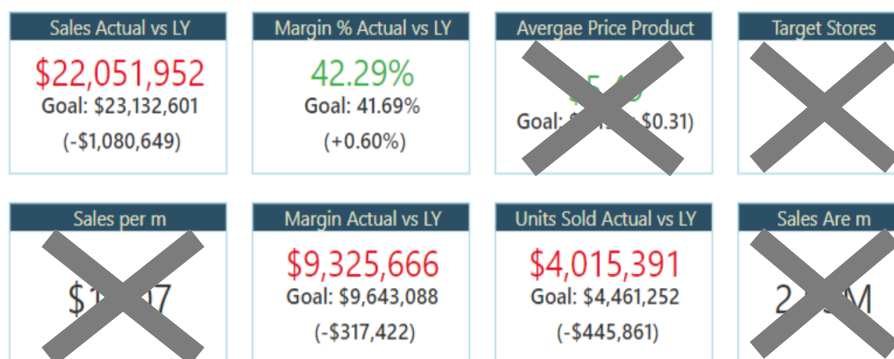
- Daily
- Weekly
- Monthly





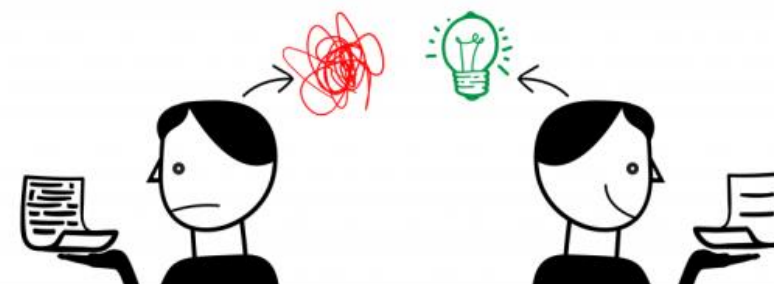
# Step 1 – Design for your audience

## Essential Information?



Don't add information on the dashboard just to put information on it. Only essential information, actually answering a question, should be added.

## Cognitive Load



Cognitive Load refers to the amount of effort required while thinking. A high load means that a lot of energy and effort needs to be taken to understand information.





## Step 2

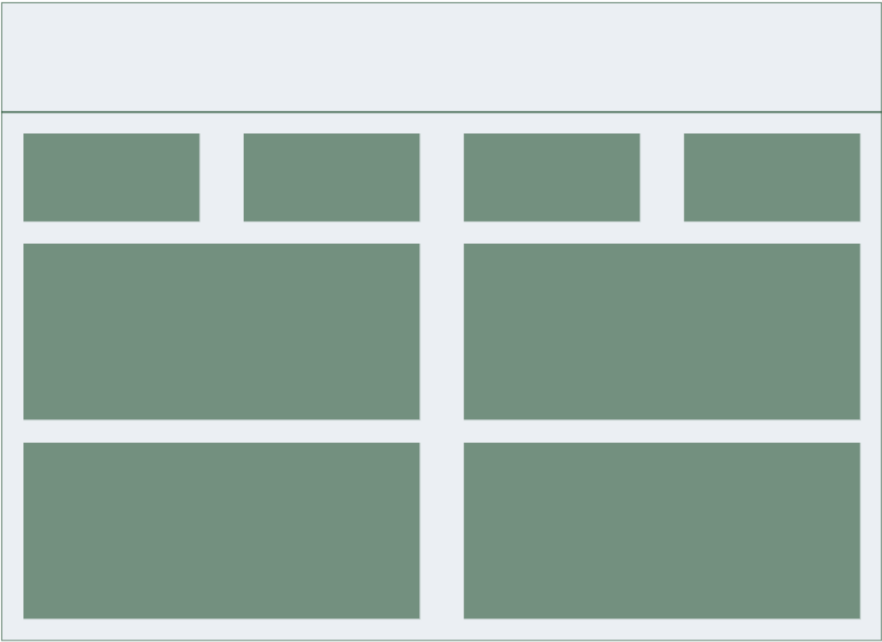
Clean up & Organize



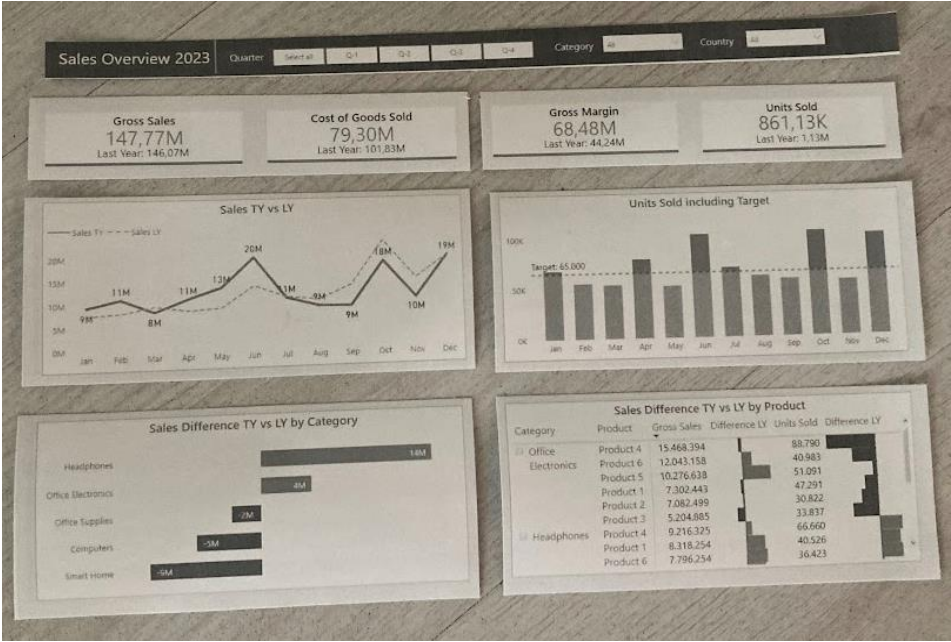


# Step 2 – Clean up & Organize

Layout in Power BI



Paper & Scissor Layout





# Advantages of using a template

- Define a common base (starting point)
- See if the design is too busy
- Quick overview on amount of information (is it too much or unrelated?  
Ask yourself if it belongs on the dashboard)
- Quickly move around visualizations to see where they work best
- Try different visualizations and see which works best







# Step 3

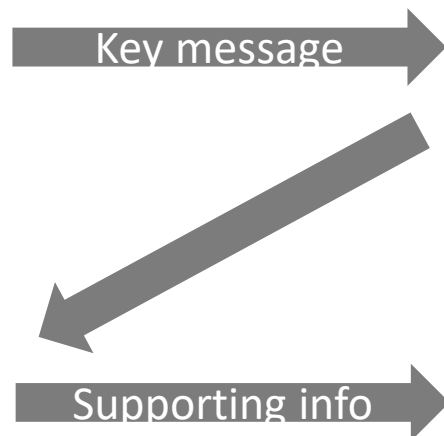
## Visualization



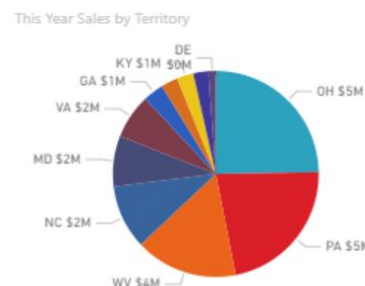


# Step 3 - Visualization

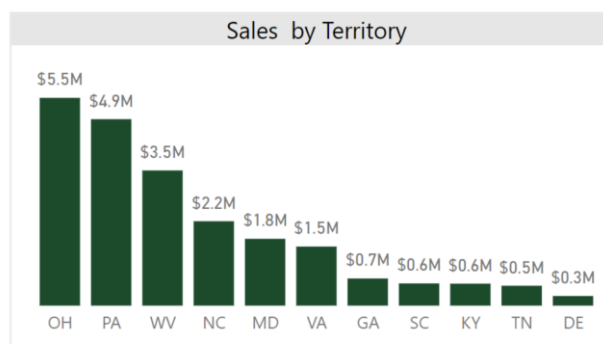
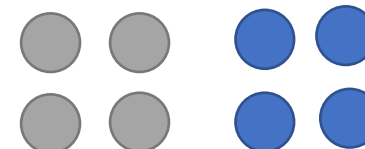
Reading direction



Easy to interpret visualization



Proximity





# Step 4

## Pretty **AND** Useful



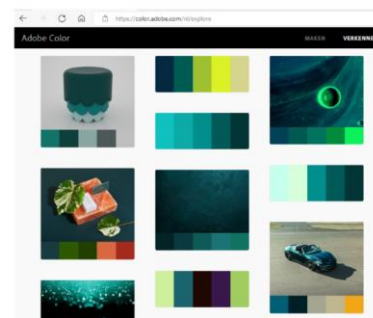


# Step 4 – Make it pretty and useful

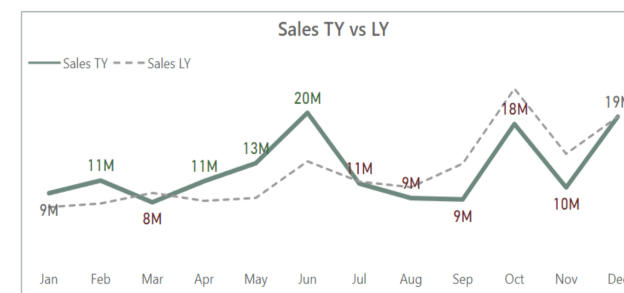
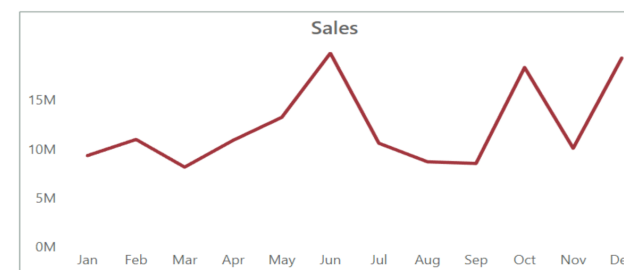
## Aesthetic-Usability Effect



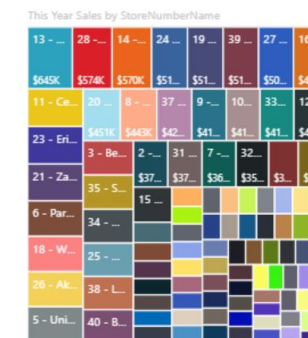
## Pick a color scheme (for example at: [color.adobe.com](https://color.adobe.com))



## Provide context

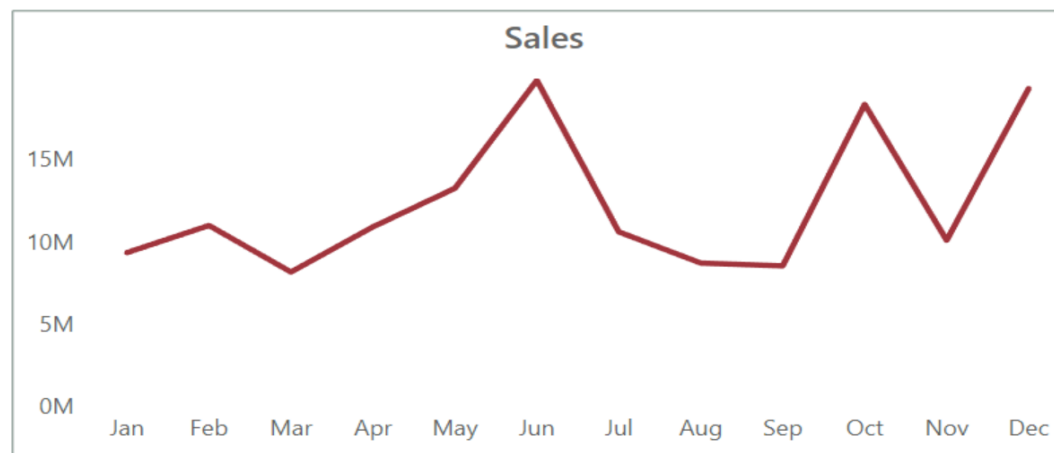


## Focus

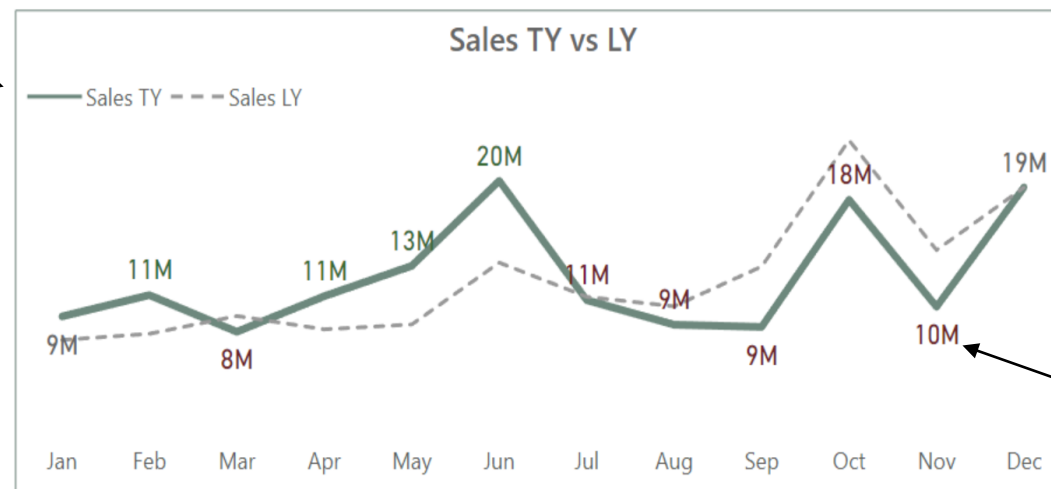




# Step 4 – Make it pretty and useful



Legend



Last Year

Visual Cue



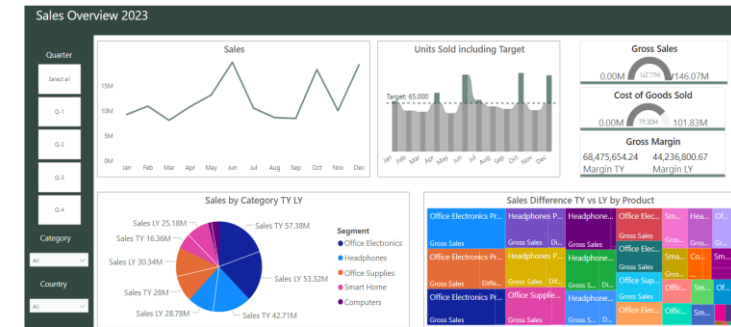




# Step 5

## Start Small – It's a process

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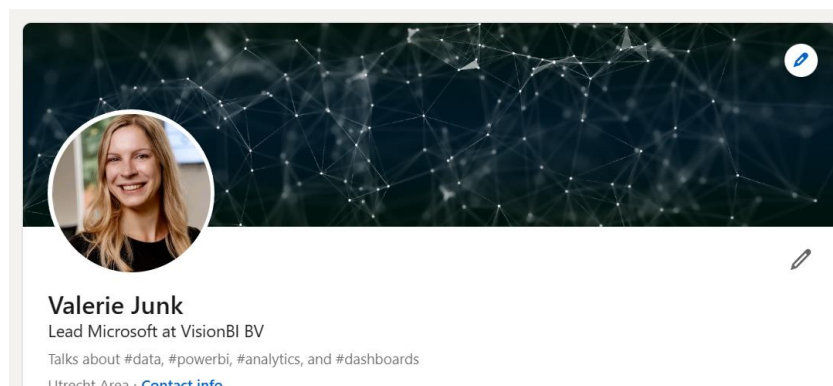




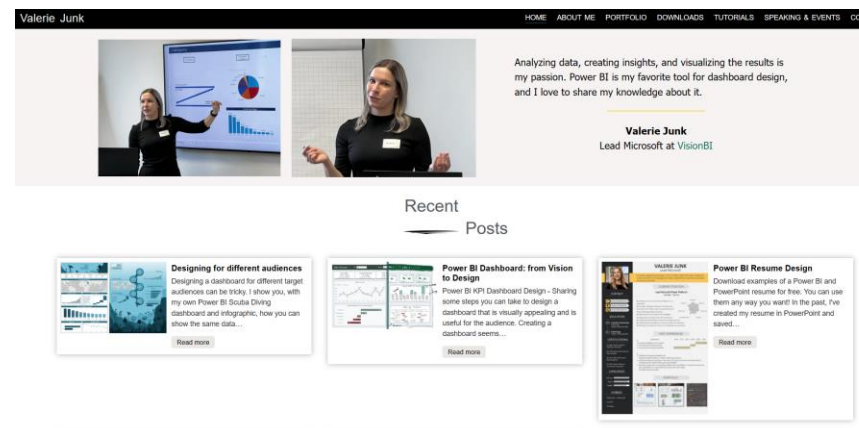
# Thank you

Connect with me:

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



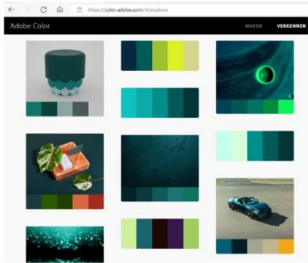
[www.valerie-junk.com](http://www.valerie-junk.com)



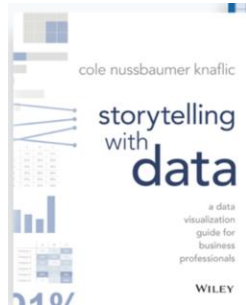
Stay online for my live Q&A sessions!



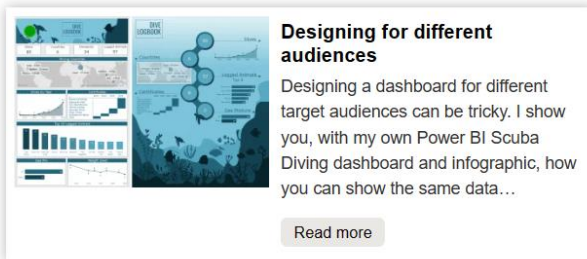
# Resources to study more



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



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



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