Dashboard Design – The icing on the cake

5 Steps to improve your dashboard

Sponsors – Thank you!

About me

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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?
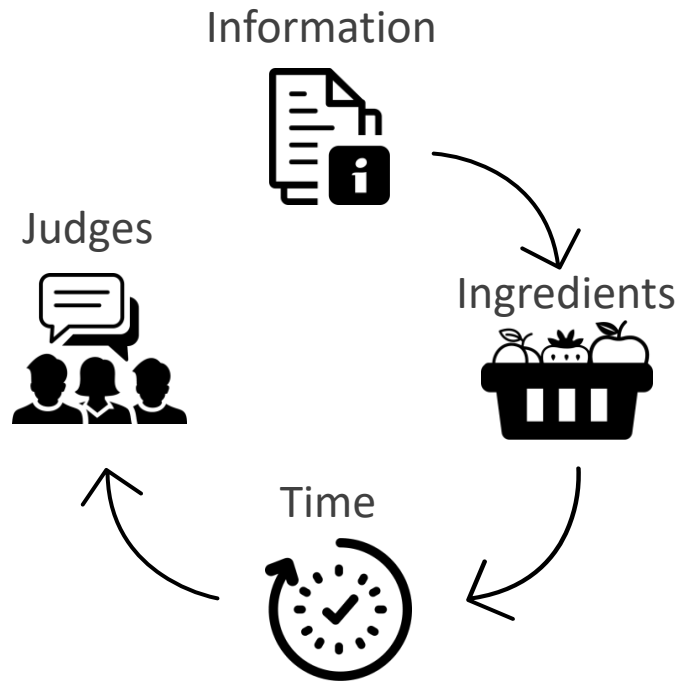
Engage

Easy to follow and understand

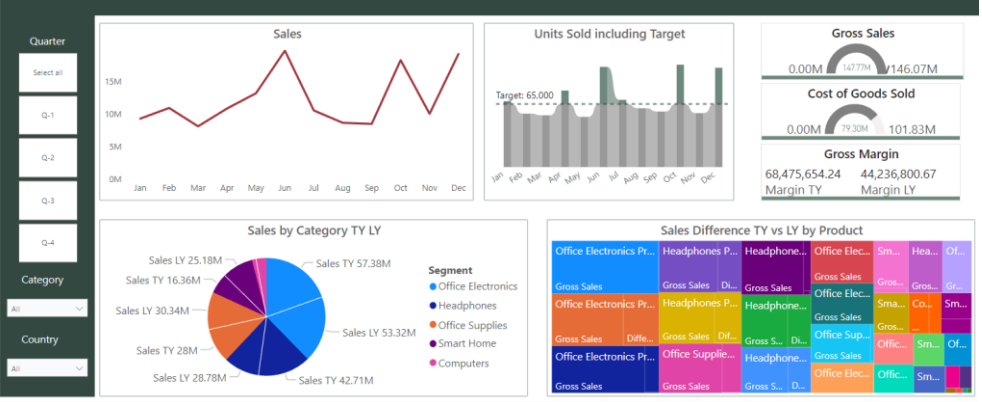Create reports that matter

…but don't forget the data quality!

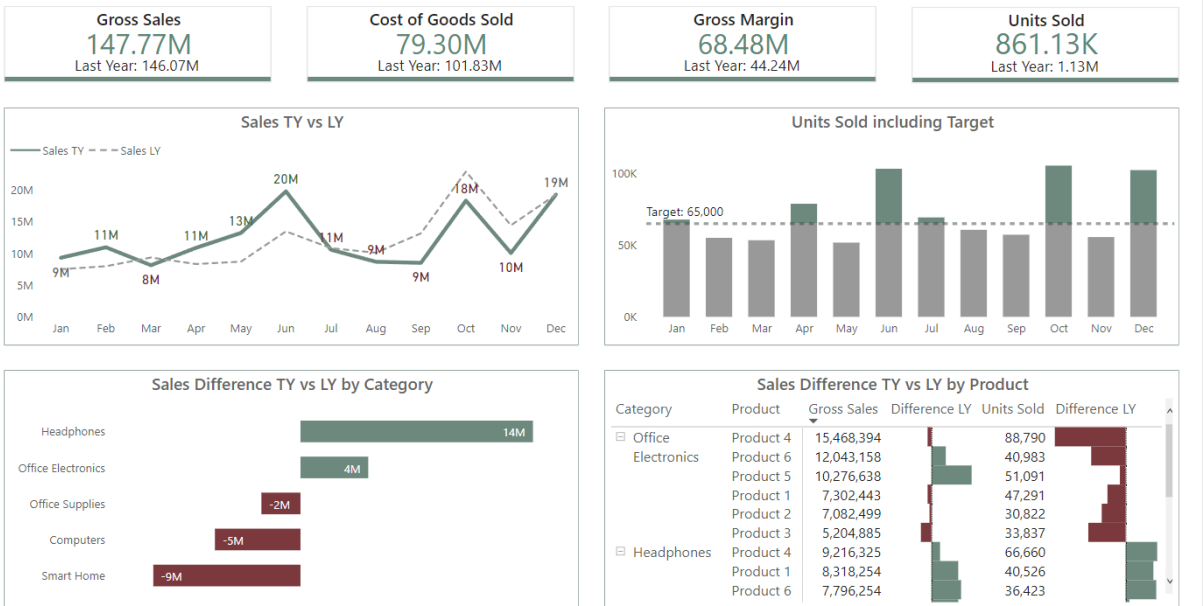Dashboard Design
=
Baking Competition?

Baking competition

Dashboard design

5 steps to improve
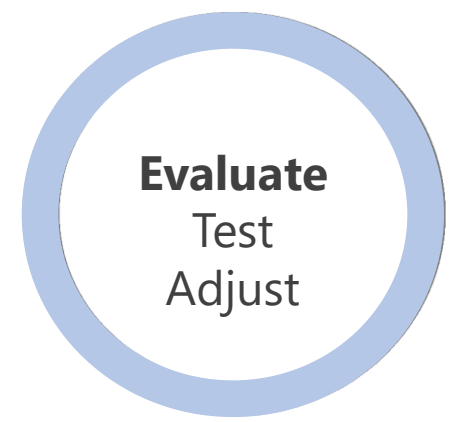
Research
Audience
Content

Organize
Plan
Template

Visualize
Ease of use
Declutter

Usability
Context
Color

Evaluate
Test
Adjust
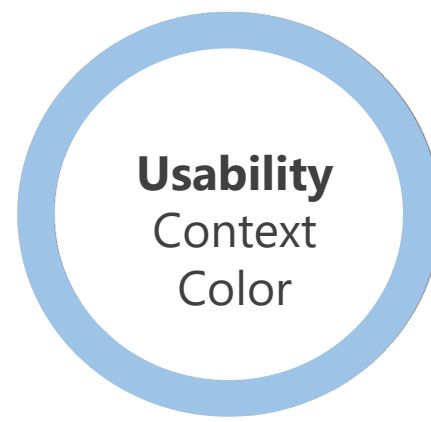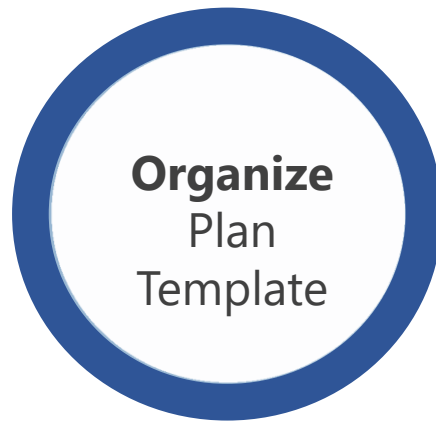
Step 1
Research your audience

Know your audience

Who?
Motivation
Scare
Experience level
Usage

Act

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	Margin % Actual vs LY	Avergae Price Product	Target Stores
$22,051,952	42.29%		
Goal: $23,132,601	Goal: 41.69%	Goal: (-$0.31)	
(-$1,080,649)	(+0.60%)		

Sales per m	Margin Actual vs LY	Units Sold Actual vs LY	Sales Are m
	$9,325,666	$4,015,391	
	Goal: $9,643,088	Goal: $4,461,252	
	(-$317,422)	(-$445,861)	

Cognitive Load

Step 2
Clean up & Organize

Organize & Mockups
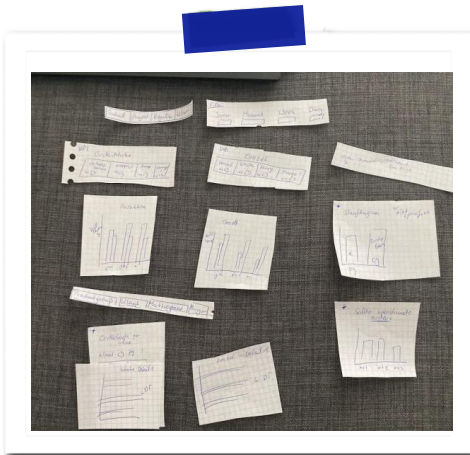
Gather all the information
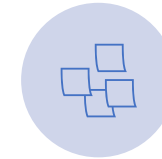
Sticky Notes (easy to rearrange)

Translate pieces to design

Each piece tells a part of the story
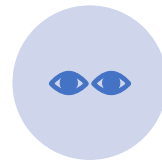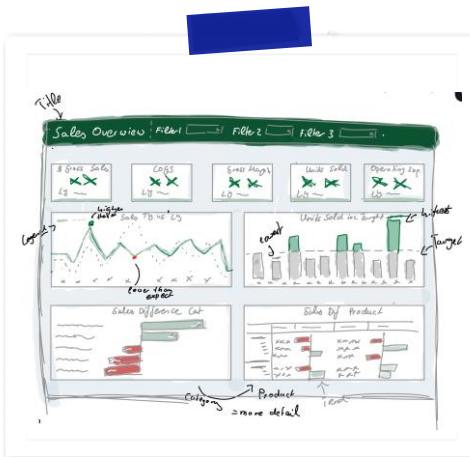
Keep it simple

Templates

- Guidance
- Starting point
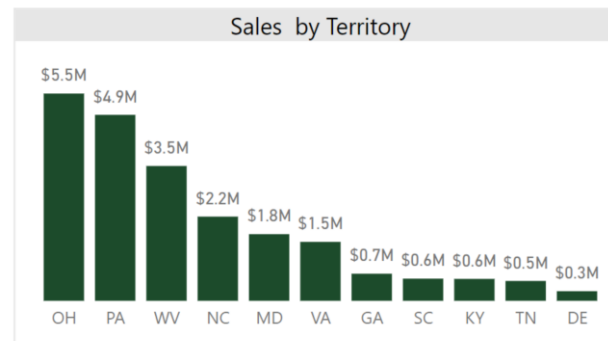- Check how busy your design is
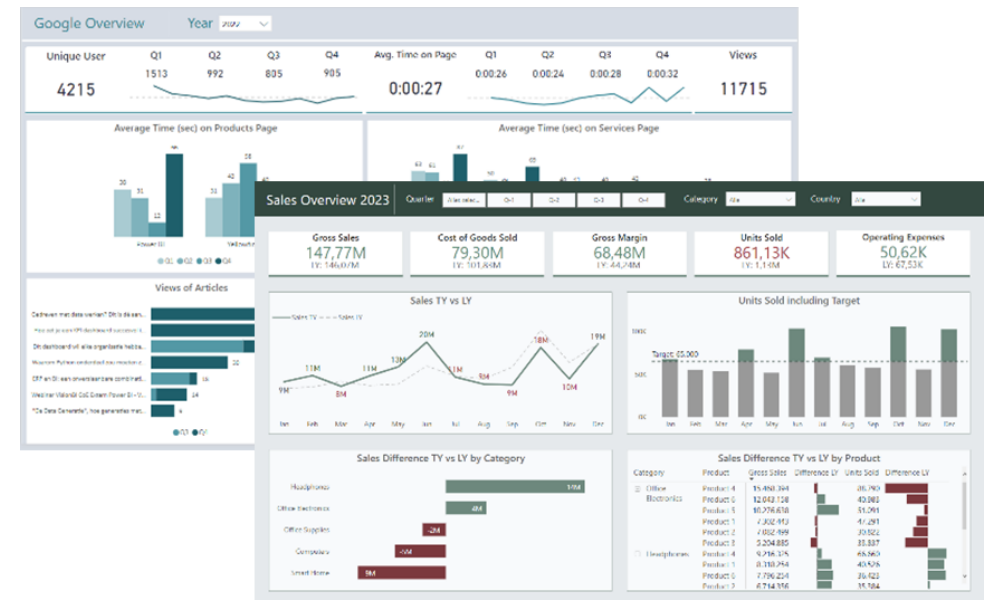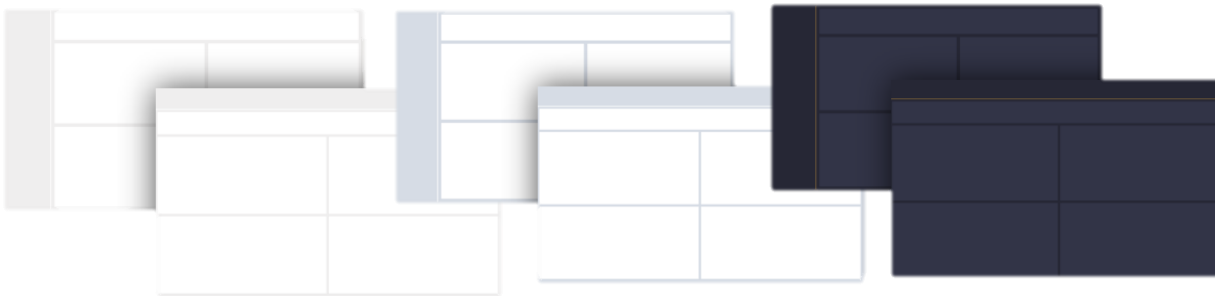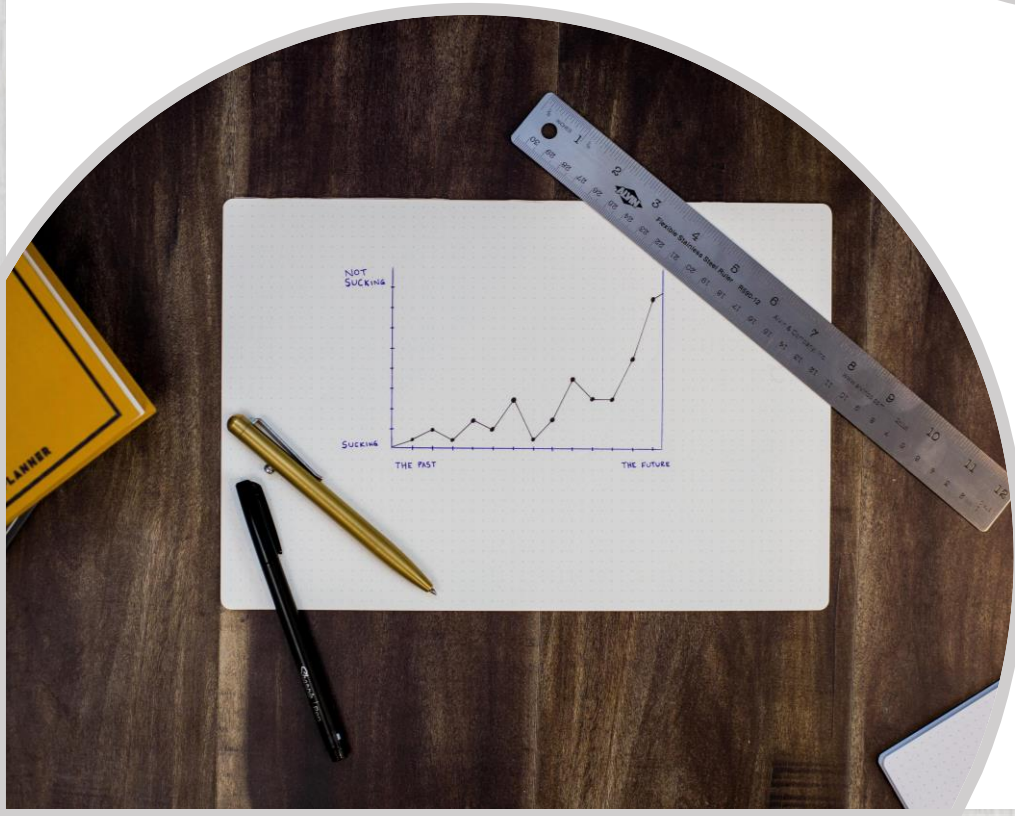
Step 3

Visualization

Visualization basics

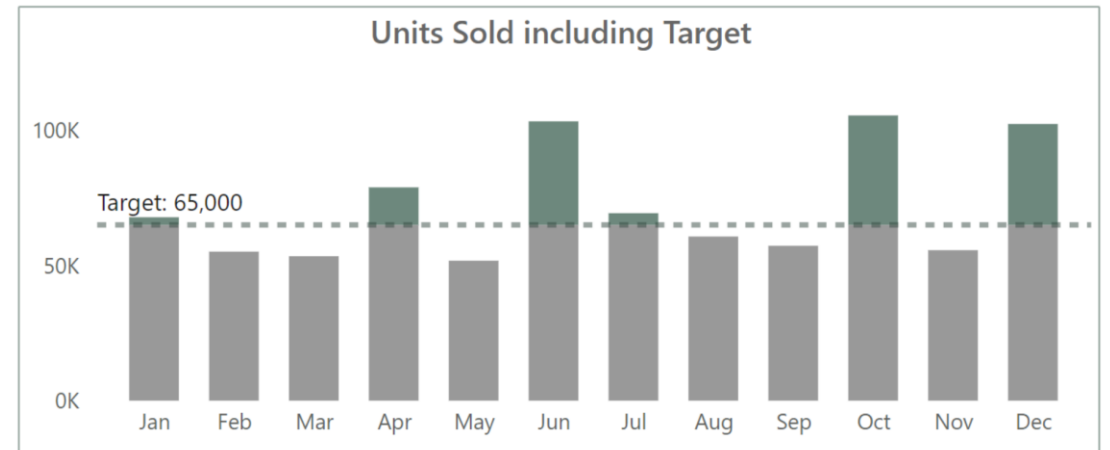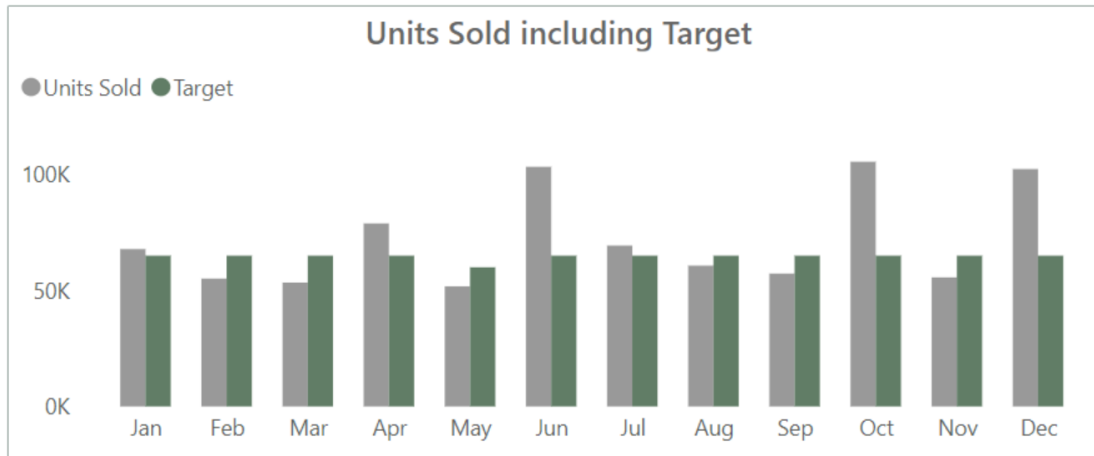Reading direction

Easy to interpret

Cues

Visual cues

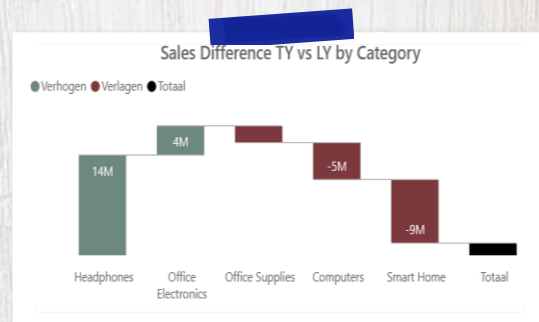# Declutter/Enrich

Do you really need all the information?
Do you need more information?
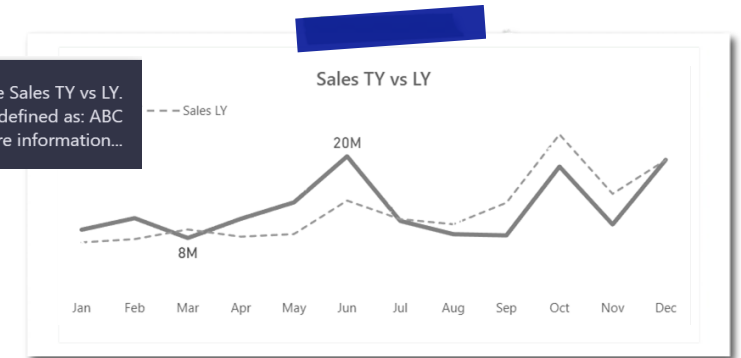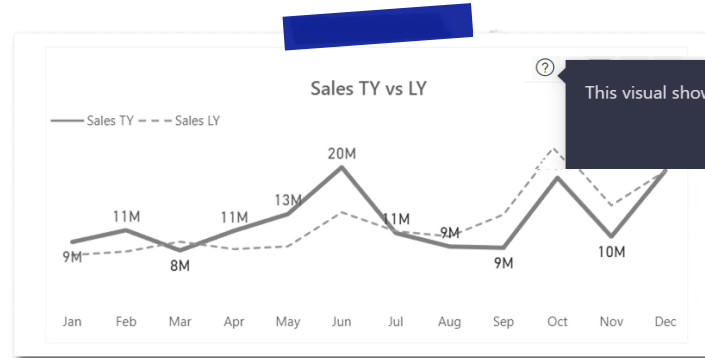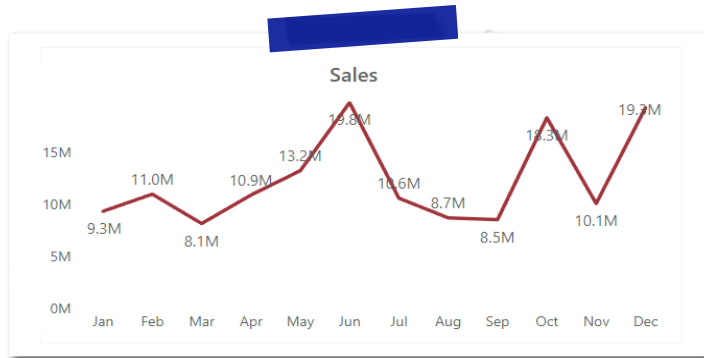
Check your visuals – tell a story
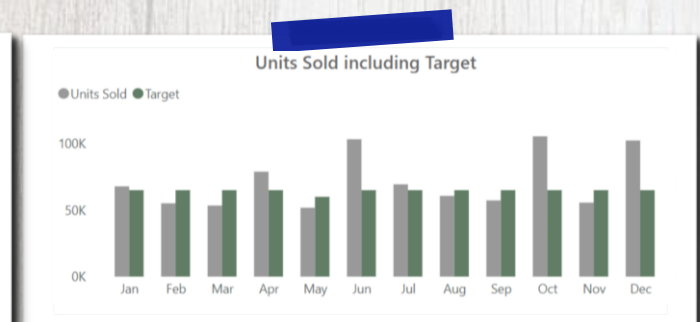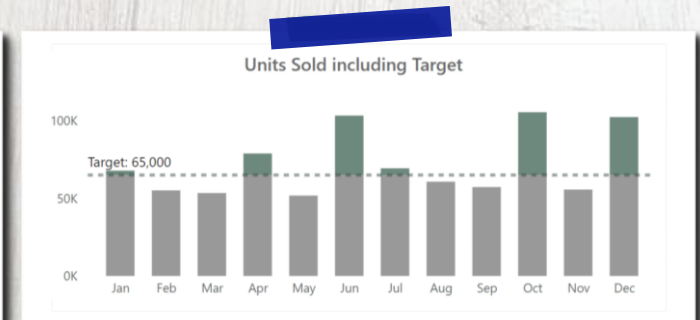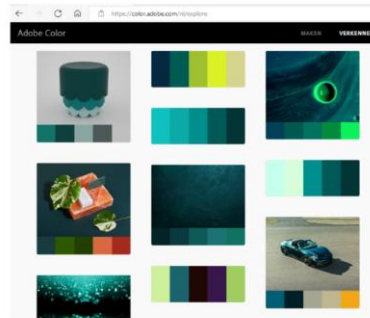
Step 4

Usability - Visually Appealing **AND** Useful
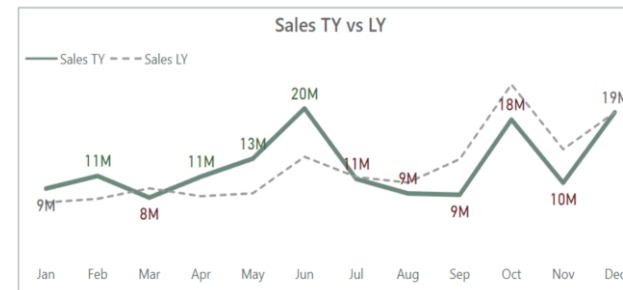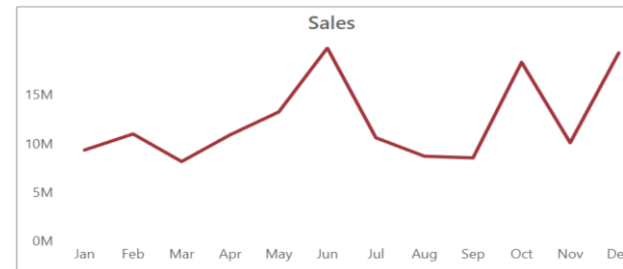
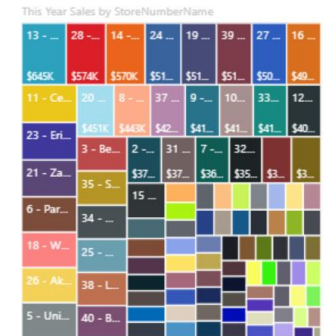# Useful and Appealing

Aesthetic-Usability Effect

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

Provide context

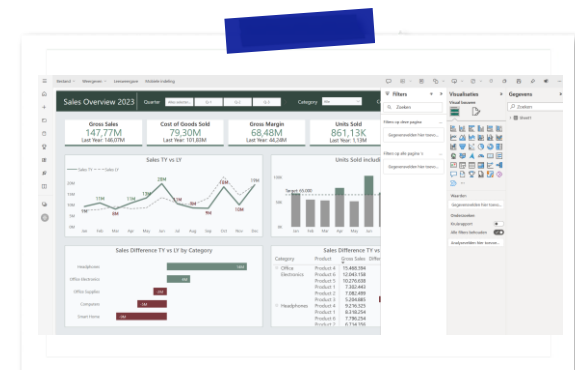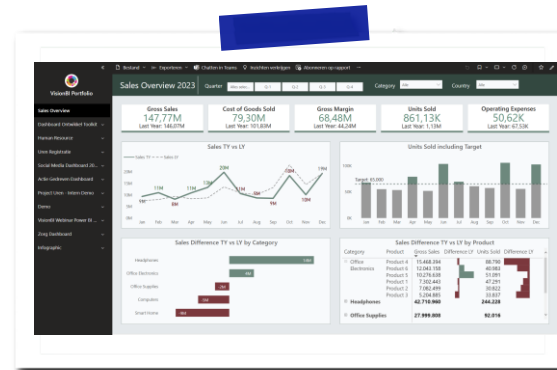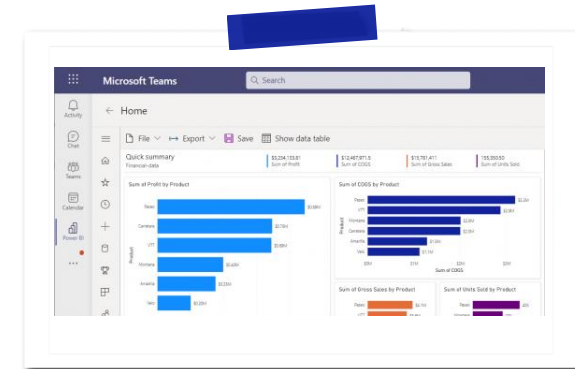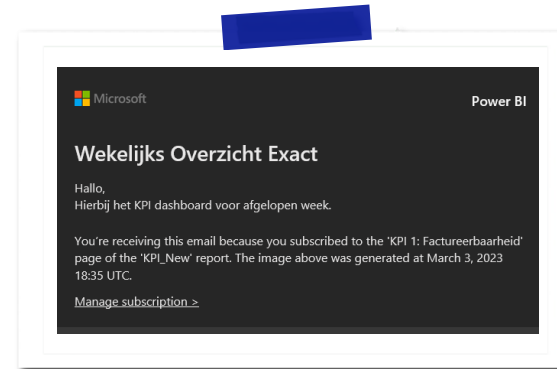Focus

Delivery method

- Mail
- Teams
- App
- Workspace
- Handout

Step 5

Evaluate - It's a process

Evaluate

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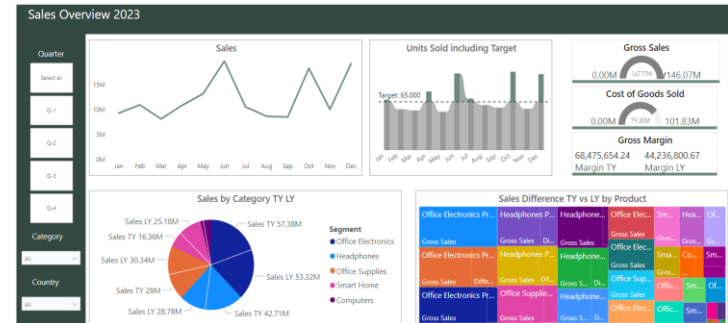- Evaluate with users
- Usage Report

It's a process

5 steps to improve

Research
Audience
Content

Organize
Plan
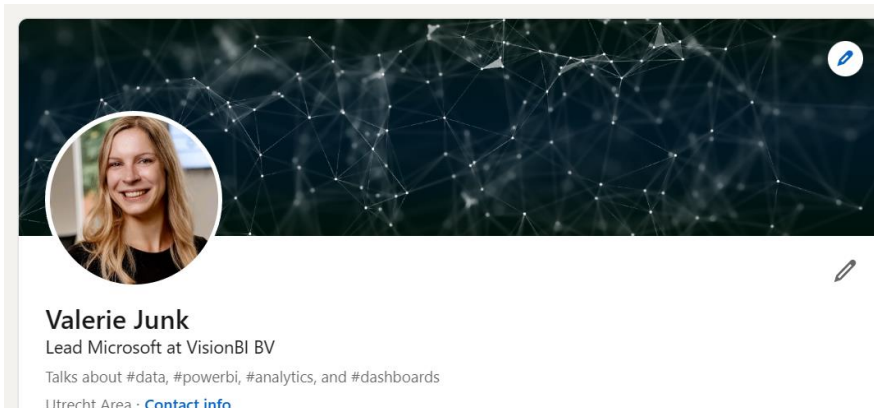Template

Visualize
Ease of use
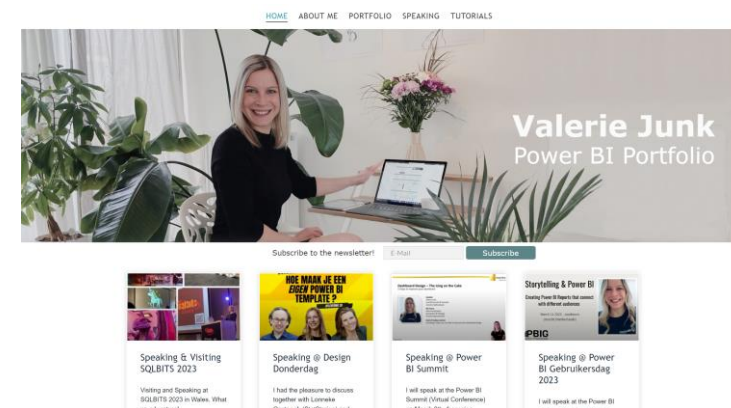Declutter

Usability
Context
Color

Evaluate
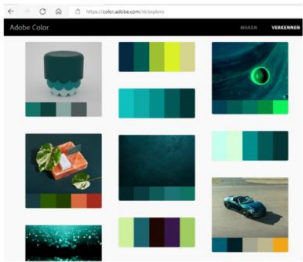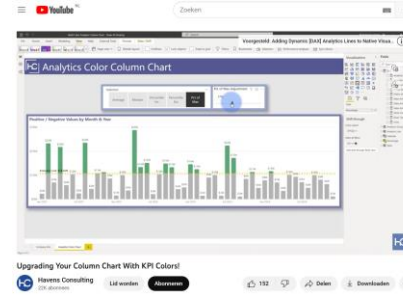Test
Adjust

Thank you

Connect with me:

https://www.linkedin.com/in/valeriejunk/
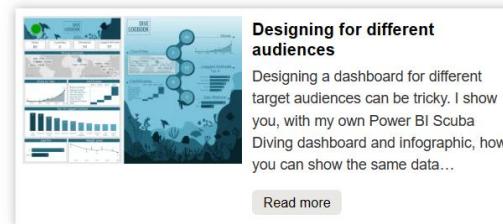
www.valerie-junk.com

Resources to study more

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

Reid Havens: Upgrading you column chart with colors: Youtube
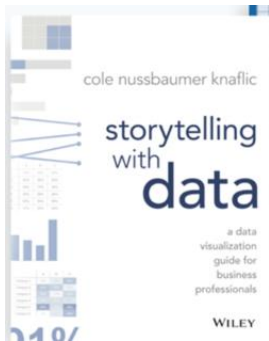
Book: Storytelling with data (Cole Nussbaumer Knaflic): Website

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