Power BI meets UX Design
creating accessible, intuitive & visually appealing reports

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sqlbits
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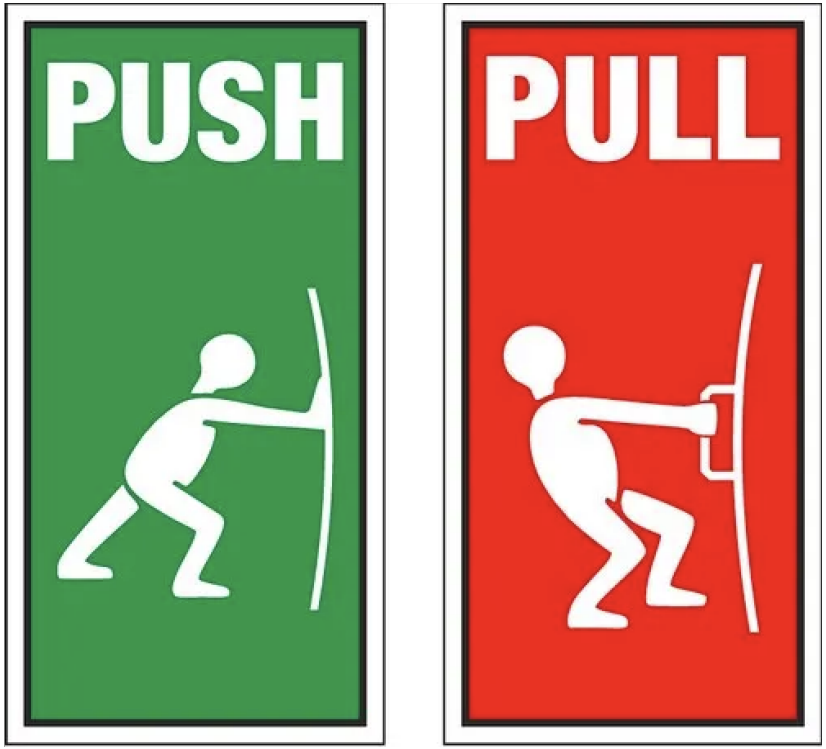
Power BI
&
UX Design

moonstory.design
@elenadrakul

what on earth is ux design?

AND WHY YOU SHOULD CARE

UX
DESIGN



HOW MANY TIMES HAVE YOU PULLED A DOOR THAT SAYS "PUSH"?

“

how can something as simple as a door be so confusing?

DON NORMAN

UX DESIGN

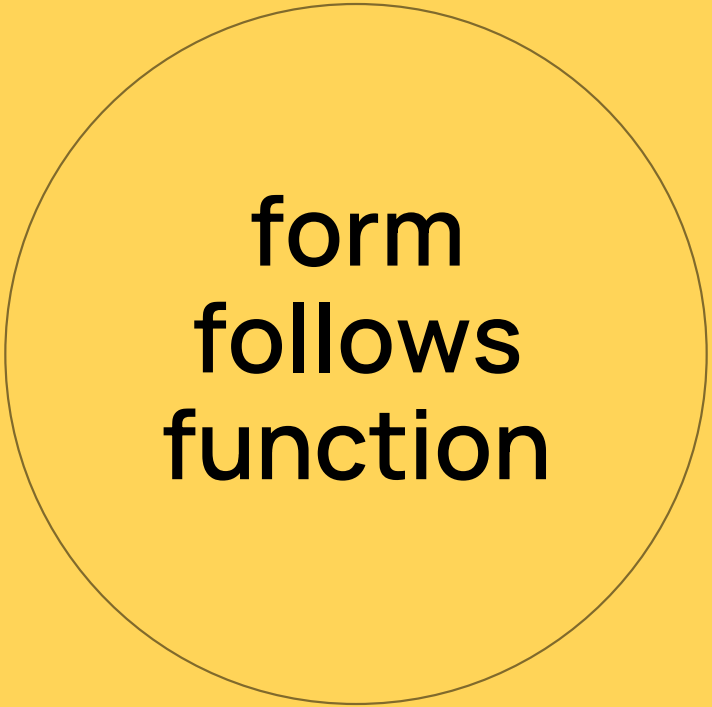
how a person, the user, feels about interacting with, or experiencing, a product

what you see
UI DESIGN

DID YOU KNOW?

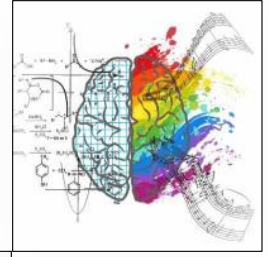
UX DESIGN
what you don't see

key takeaway #1



HAVE YOU EVER HAD TO RE-DO ALL YOUR REPORTS BECAUSE NEW REQUIREMENTS CAME ALONG?

key takeaway #2



visual perception

THE HUMAN BRAIN AND GESTALT PRINCIPLES

And you will read this last.

You will read this first.

And then you will read this.

Then this one.

And you probably did not read this at all because it looks like boilerplate.

VISUAL PERCEPTION

now what if you saw this?

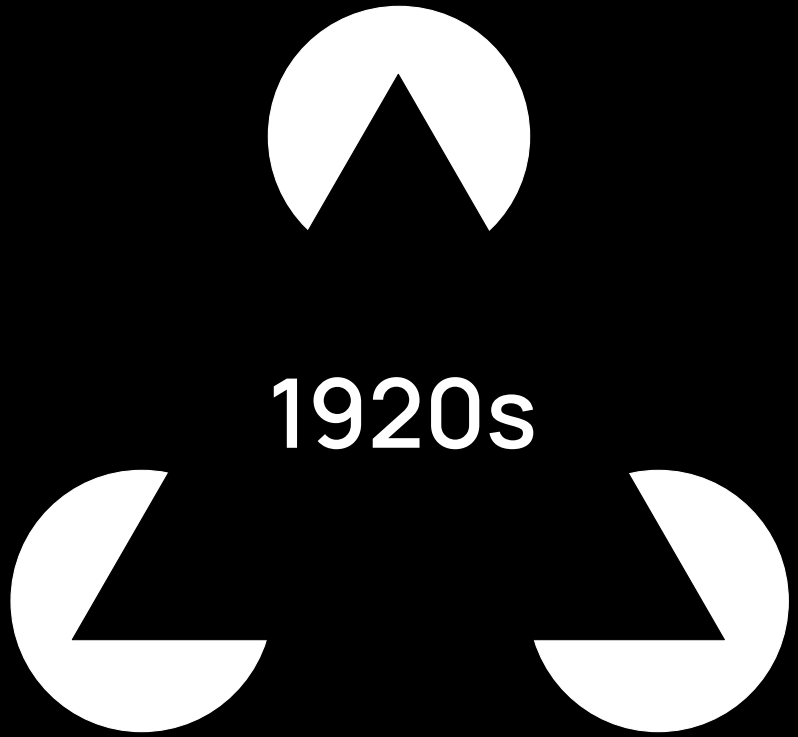
https://dribbble.com/shots/14318106-Reyada-Afkar-website-design

key takeaway #3

always
think about
the user

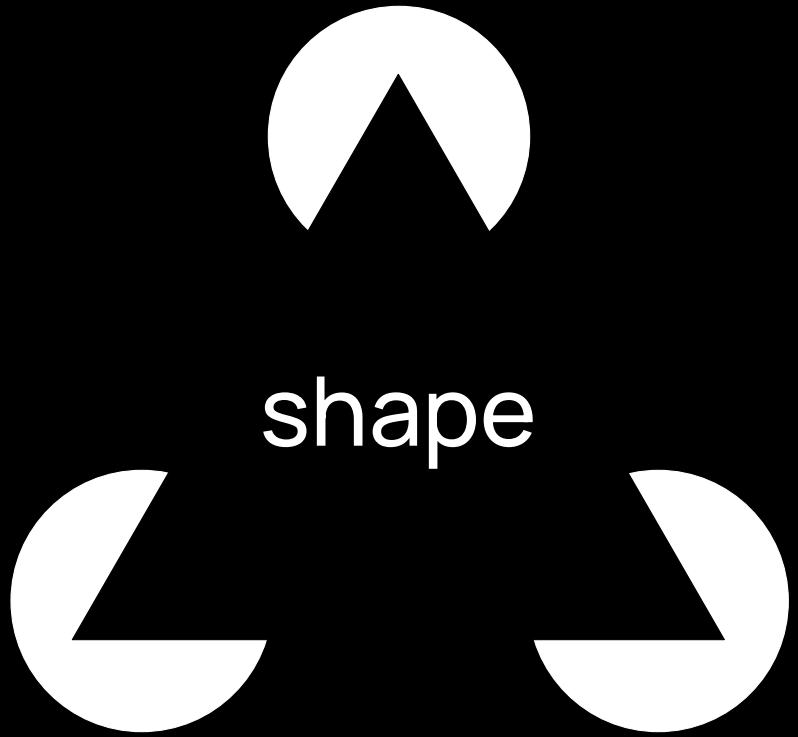
gestalt principles

/gəˈʃtɑːlt/

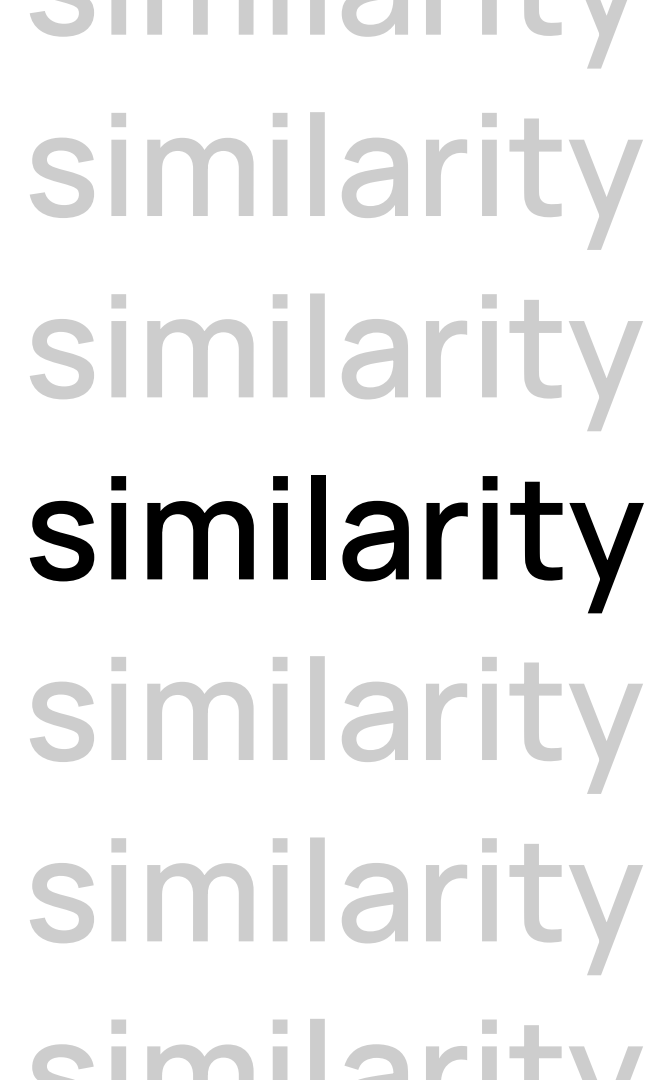


gestalt principles

/gəˈʃtɑːlt/

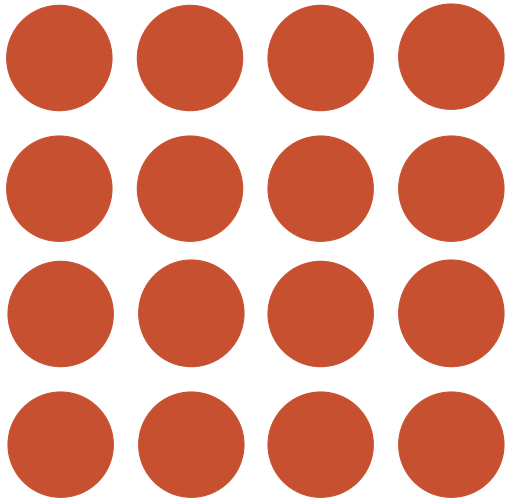


when things appear
to be **similar**,
we **group** them together.

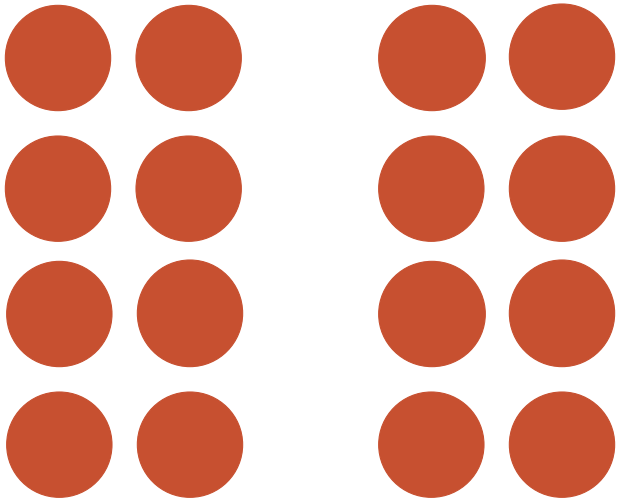


when similarity occurs,
an object can get
emphasized by being
different from the rest.

proximity

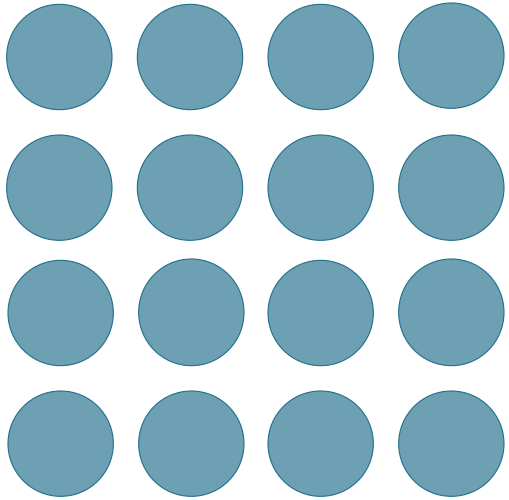


p r o x i m i t y

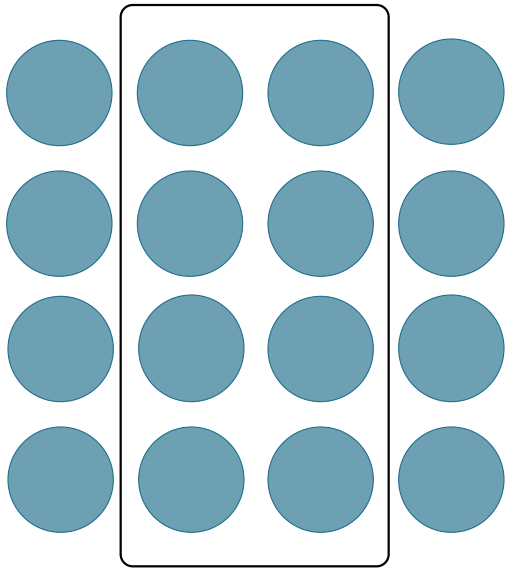


things that are **close** together appear to be **more related** than things that are spaced further apart

common region

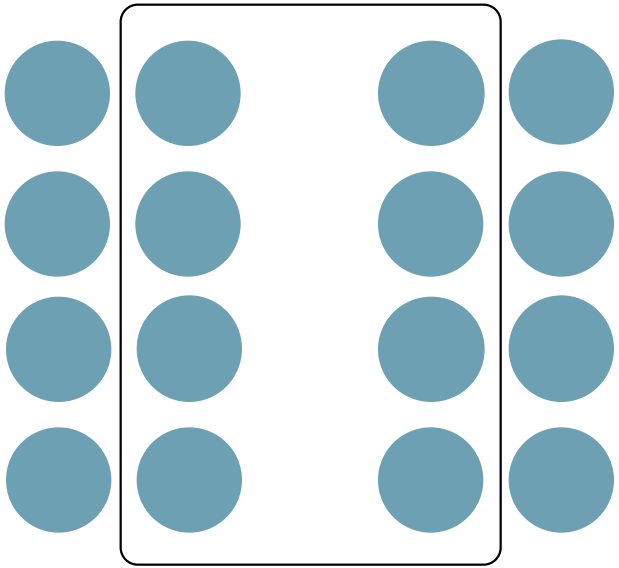


common region



when objects are located **within the same closed region**, we perceive them as being **grouped together**

common region



common region **overpowers** proximiy

DEMO

gestalt principles

key takeaway #4

adding colour to your reports

HOW TO DRAW THE USER'S ATTENTION AND CONVEY MEANING

the colour rule

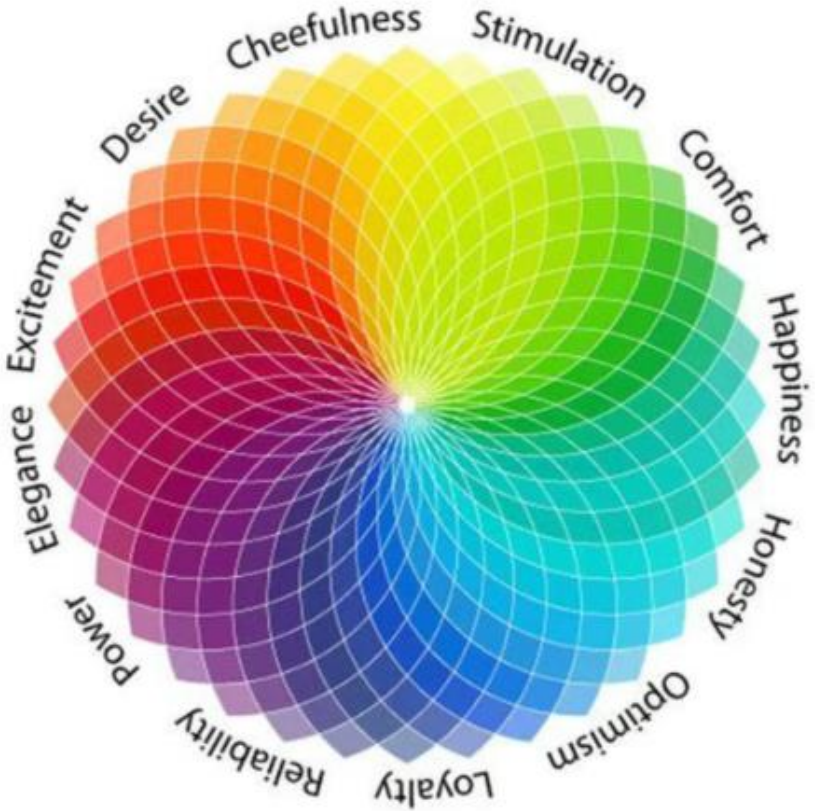
colours

From wow1day.com

use the colour wheel to find harmonies

[the colour wheel from adobe]

colours


Cheefulness
Stimulation
Desire
Comfort
Excitement
Happiness
Elegance
Honesty
Power
Optimism
Reliability
Loyalty

DEMO

colours

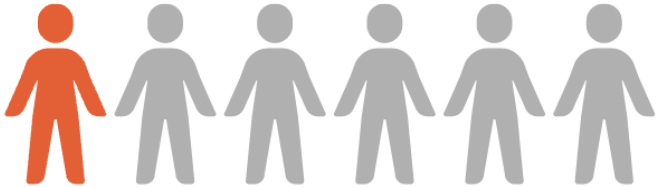
key takeaway #6

use colour only when necessary

accessibility

HOW TO MAKE YOUR REPORTS MORE ACCESSIBLE

why accessibility matters?



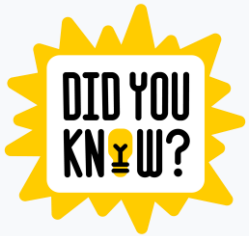
1 in 6 people in the world live with some form of **disability**

DID YOU KNOW?

why accessibility matters?

300 M

people in the world have
colour vision deficiency



why accessibility matters?

#visually impaired is expected to **double** by 2050

DID YOU KNOW?

why accessibility matters?

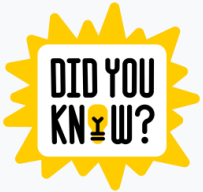
live with a disability

300 M

color vision deficiency

#. of visually impaired

*ACCORDING TO WHO ESTIMATES



DEMO

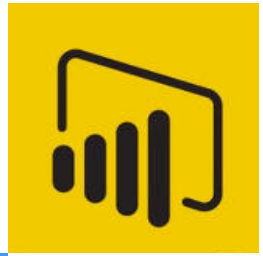
accessibility

key takeaway #7

find other ways of conveying information

putting it all together

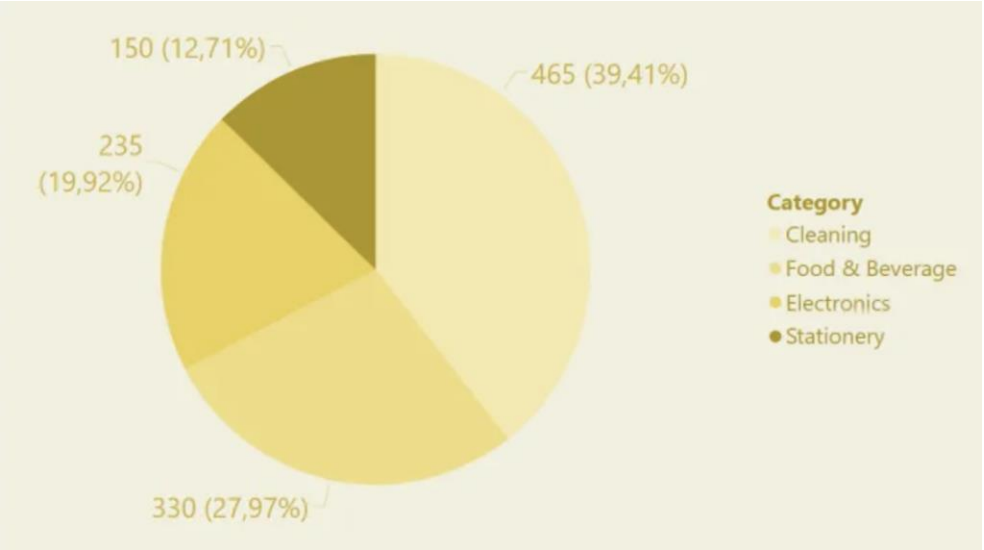
OVERVIEW OF CASE STUDIES



bad design just screams at you

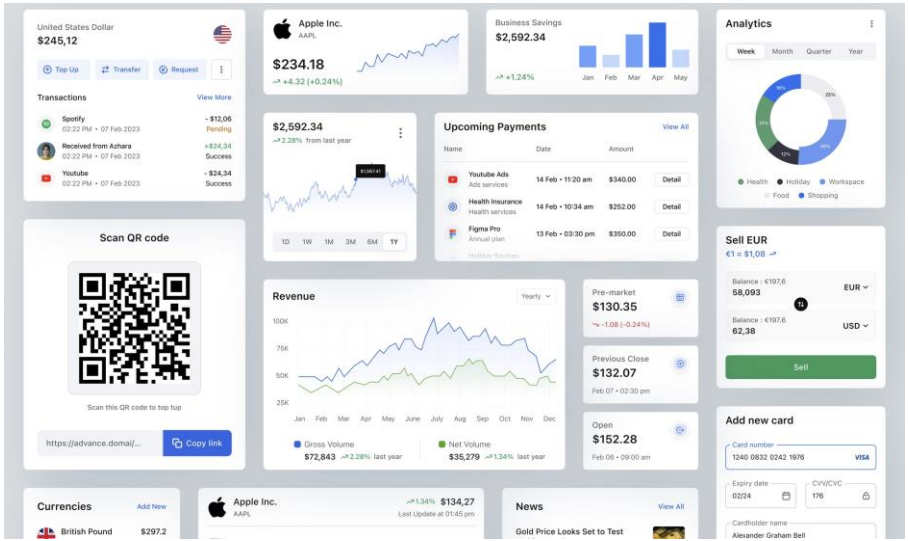
DISSONANT COLOUR PALETTE

bad design just screams at you



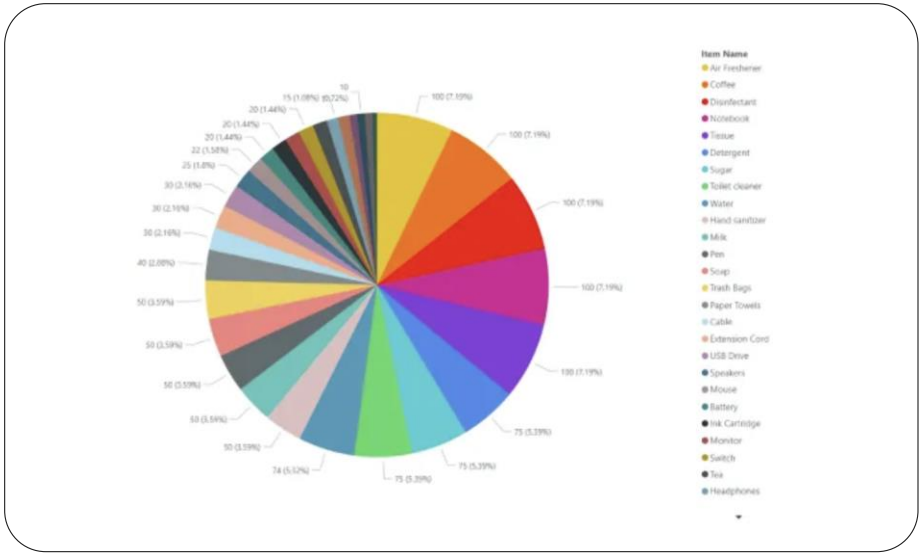
NOT ACCESSIBLE, POOR CONTRAST

bad design just screams at you



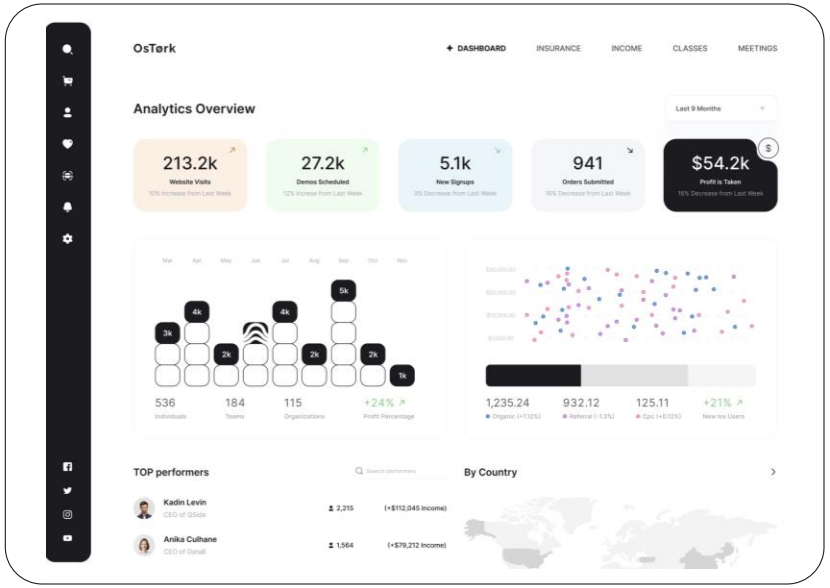
TOO MANY VISUALS & NO EMPHASIS

bad design just screams at you



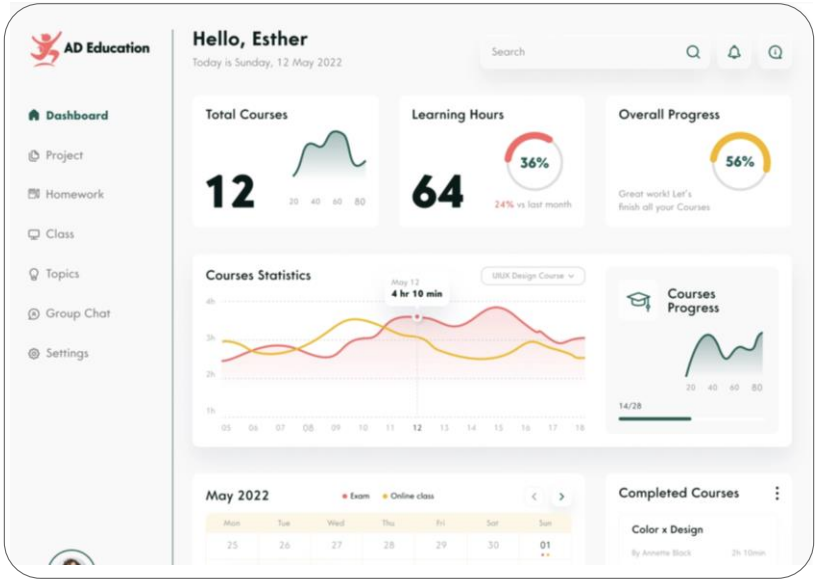
UNFITTING

good design is hard to notice



HEAD TO DRIBBBLE.COM FOR SOME INSPIRATION ✨

good design is hard to notice



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“

good design is a lot harder to notice than poor design—because good design fits our needs so well that the design is invisible.

DON NORMAN

thank you