



# Power BI meets UX Design

creating accessible, intuitive & visually appealing reports

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Creator of **MoonStory**



 moonstory.design

 @elenadrakul

Power BI  
&  
UX Design





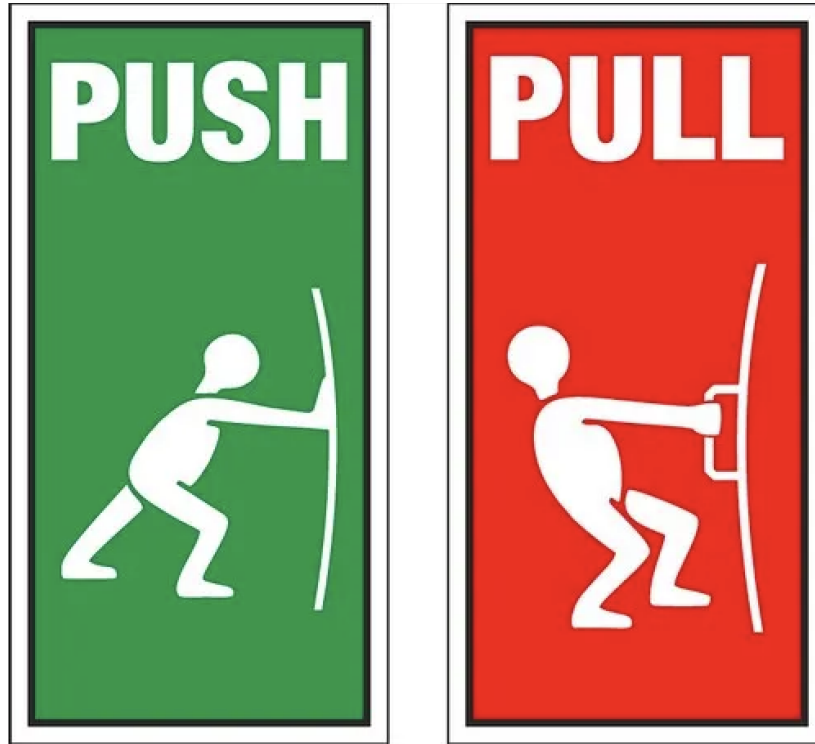
# what on earth is ux design?

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

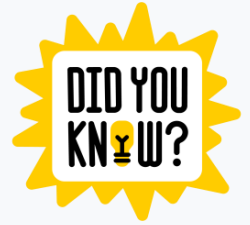


The slide features several solid-colored circles of varying sizes and colors (blue, green, yellow, orange, and red) scattered around the text. The circles are positioned in the corners and along the edges of the slide, creating a modern, minimalist aesthetic.

## UX DESIGN

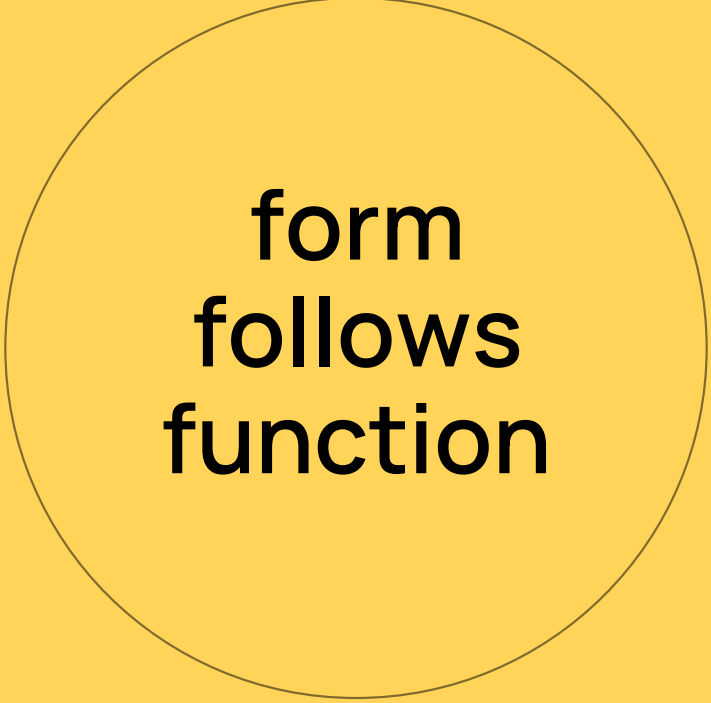
how a person, the user,  
feels about interacting with,  
or experiencing, a product

what you see  
UI DESIGN



UX DESIGN  
what you don't see

key takeaway #1




**form  
follows  
function**



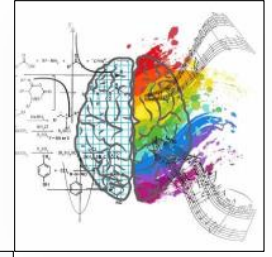


HAVE YOU EVER HAD TO **RE-DO** ALL YOUR REPORTS BECAUSE  
NEW REQUIREMENTS CAME ALONG?

## key takeaway #2



**always  
do your  
research**



# 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.

VISUAL PERCEPTION

now what if you saw this?

إبداع يلبي طموحاتكم

ريادة الأفكار  
productions

نبتكر الأفكار وحلول

**التواصل عبر  
المحتوى الرقمي،**


فنحن مبدعون في تعزيز الوعي بالعلامة التجارية وإدارة الحملات  
التسويقية من بداية الفكرة إلى دهشة الجمهور

شركائنا الإبداعية

عملنا  
ريادة وزيادة

<https://dr.bubble.com/shots/16318106-Riyada-Al-Afkar-website-design>

key takeaway #3



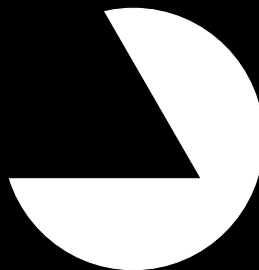
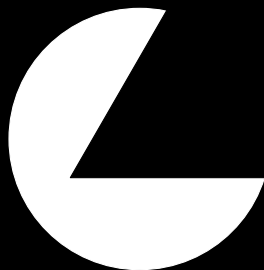
**always  
think about  
the user**

# gestalt principles

/gə'ʃtɑ:l/

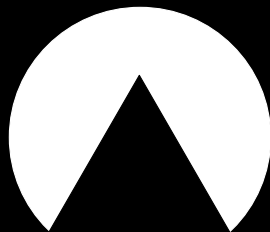


1920s

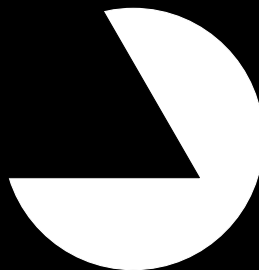
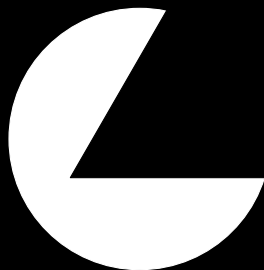


# gestalt principles

/gəˈʃtɑːlt/



shape





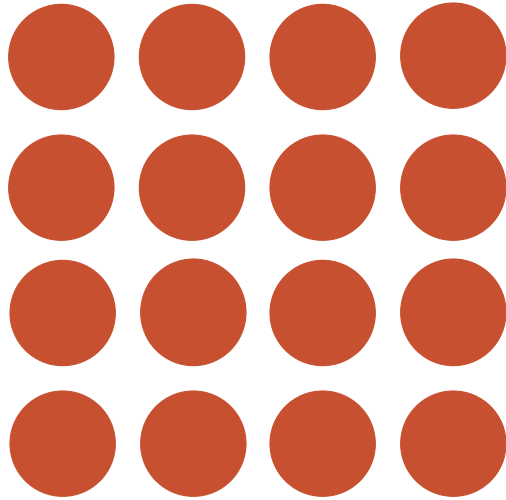
similarity  
similarity  
similarity  
similarity  
similarity  
similarity  
similarity

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

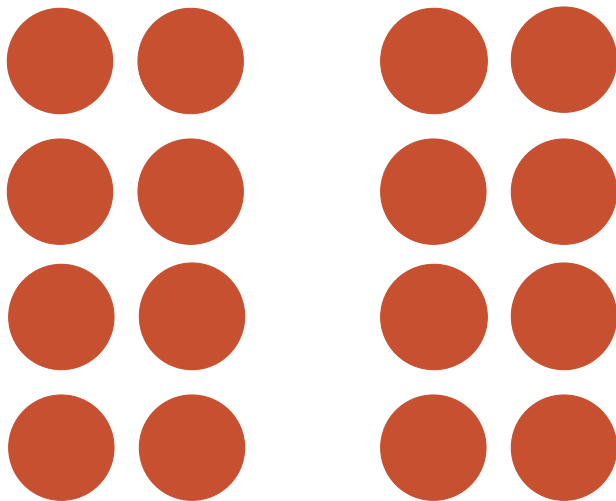
similarity  
similarity  
similarity  
**similarity**  
similarity  
similarity  
similarity

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

# proximity

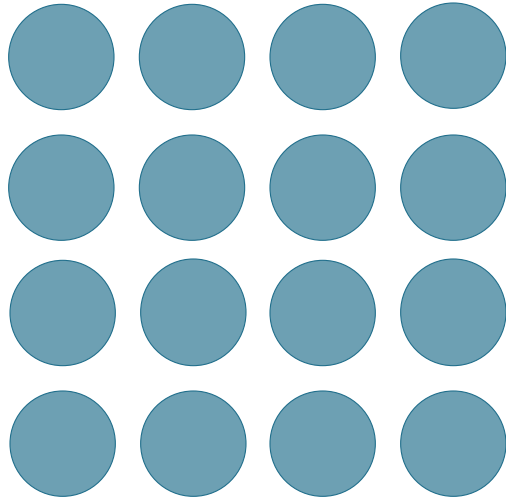


p r o x i m i t y

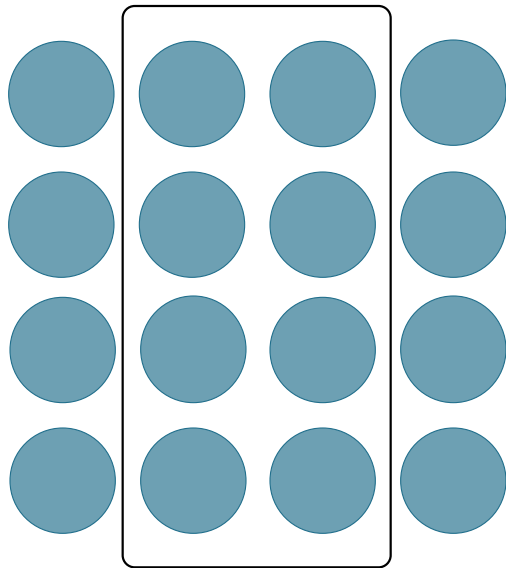


things that are **close** together appear to be **more related**  
than things that are spaced further apart

common region

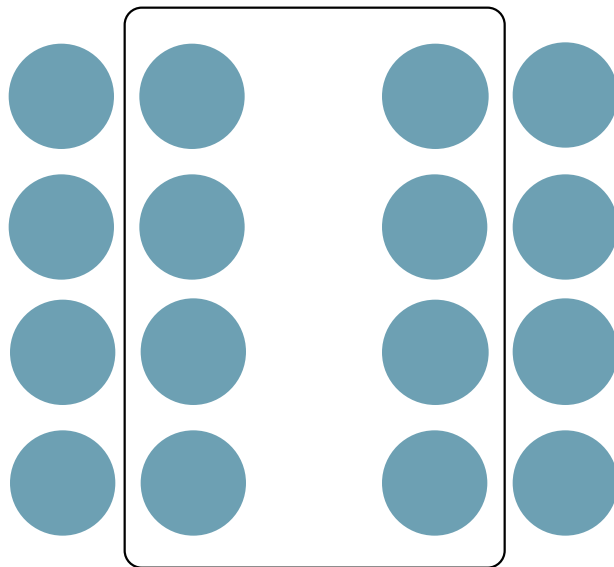


# common region



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

common region



common region **overpowers** proximity


The slide features several solid-colored circles of varying sizes and colors (blue, green, yellow, orange, red) scattered across the background. The word "DEMO" is centered above the main title in a light blue, sans-serif font. The main title "gestalt principles" is centered below it in a larger, bold, black, sans-serif font.

DEMO

# gestalt principles



key takeaway #4



**may the  
gestalt  
be with you**



# adding colour to your reports

HOW TO DRAW THE USER'S ATTENTION  
AND CONVEY MEANING

# the colour rule



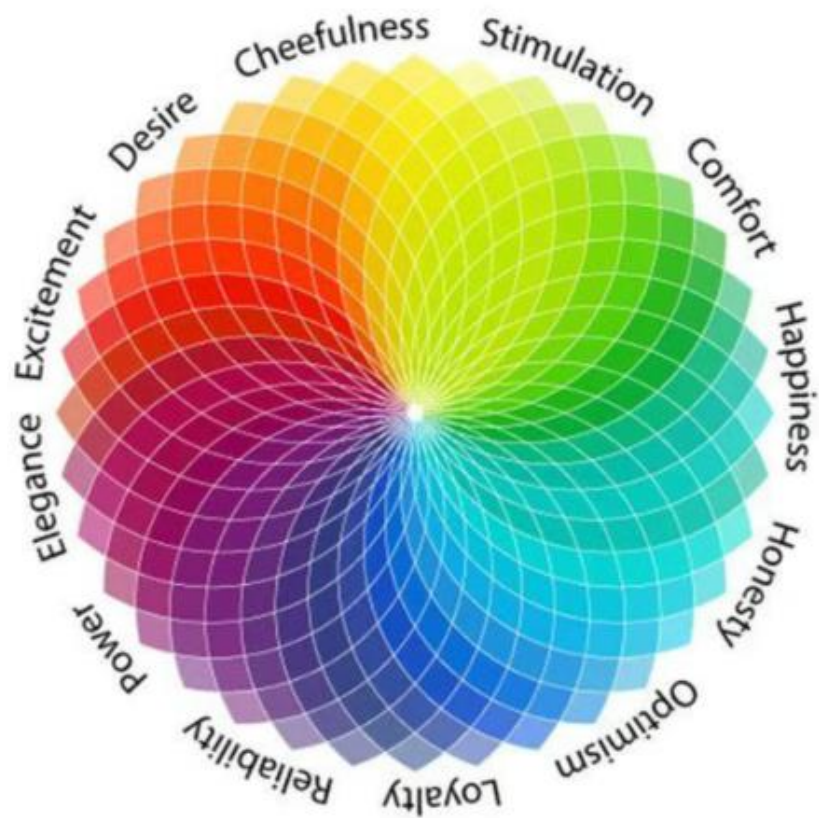
# colours



From [wow1day.com](http://www.wow1day.com)

use the colour wheel to find harmonies  
[the colour wheel from adobe](#)


# colours



The background features several solid-colored circles of varying sizes. In the top right, there is a large blue circle, a medium green circle, and a small purple circle. On the left side, there is a medium yellow circle and a large orange circle partially visible at the bottom left.

# DEMO colours

key takeaway #6



**use colour  
only when  
necessary**



# accessibility

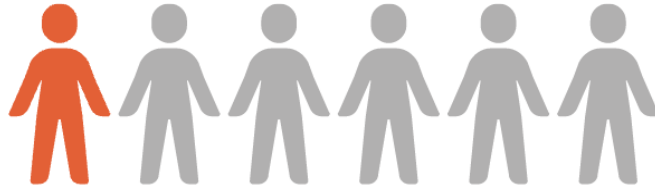
HOW TO MAKE YOUR REPORTS  
MORE ACCESSIBLE



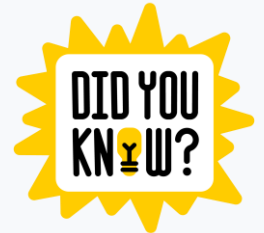




# why accessibility matters?



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

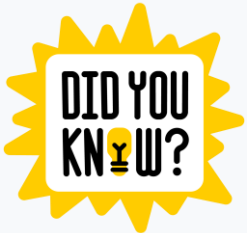




# why accessibility matters?

**300 M**

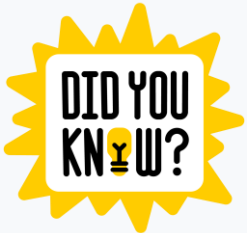
people in the world have  
colour vision deficiency



# why accessibility matters?



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



# why accessibility matters?



live with a  
disability

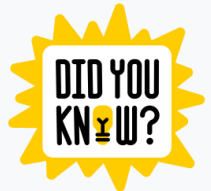
**300 M**

color vision  
deficiency



# of visually  
impaired

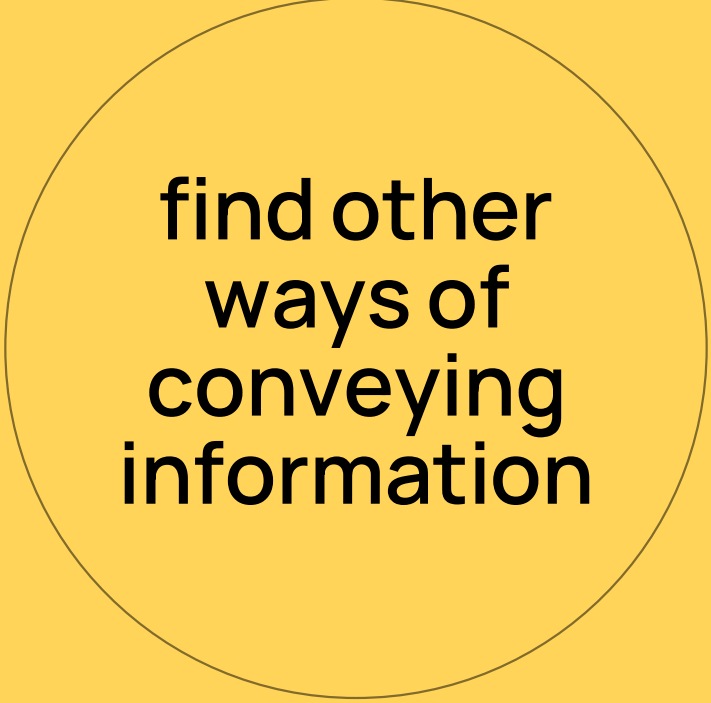
\* ACCORDING TO WHO ESTIMATES



The background features several solid-colored circles of varying sizes. In the top right, there is a large blue circle, a medium green circle, and a small purple circle. On the left side, there is a medium yellow circle and a large orange circle partially visible at the bottom left.

# DEMO **accessibility**

key takeaway #7



**find other  
ways of  
conveying  
information**

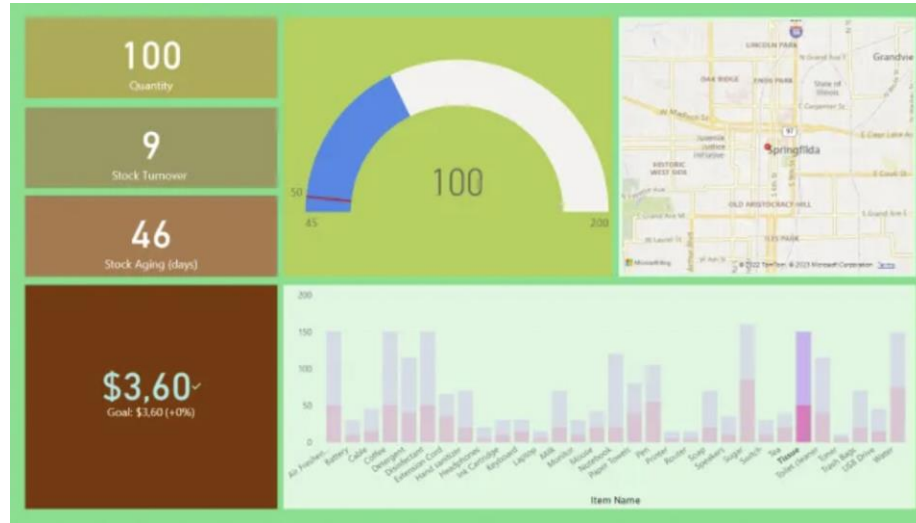




# putting it all together

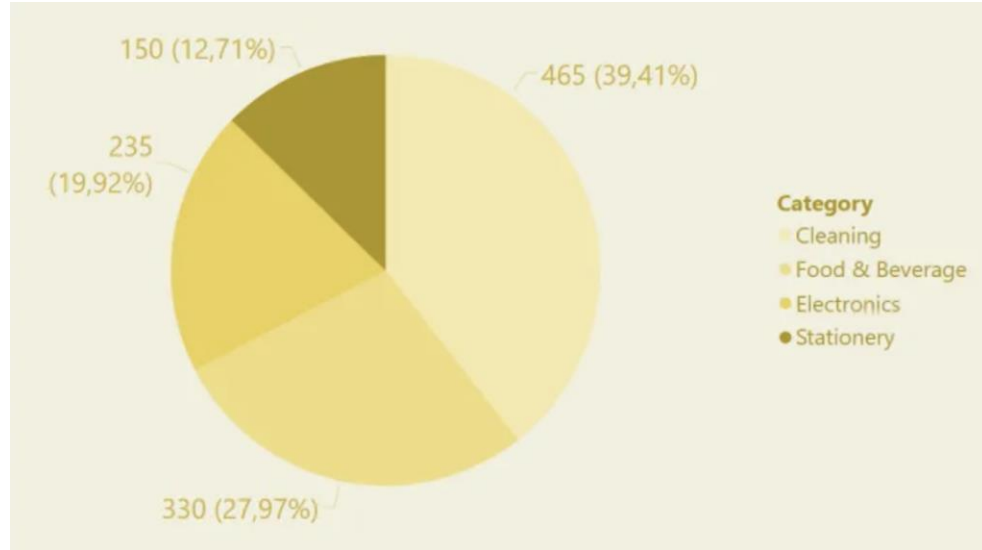
OVERVIEW OF CASE STUDIES

# bad design just screams at you



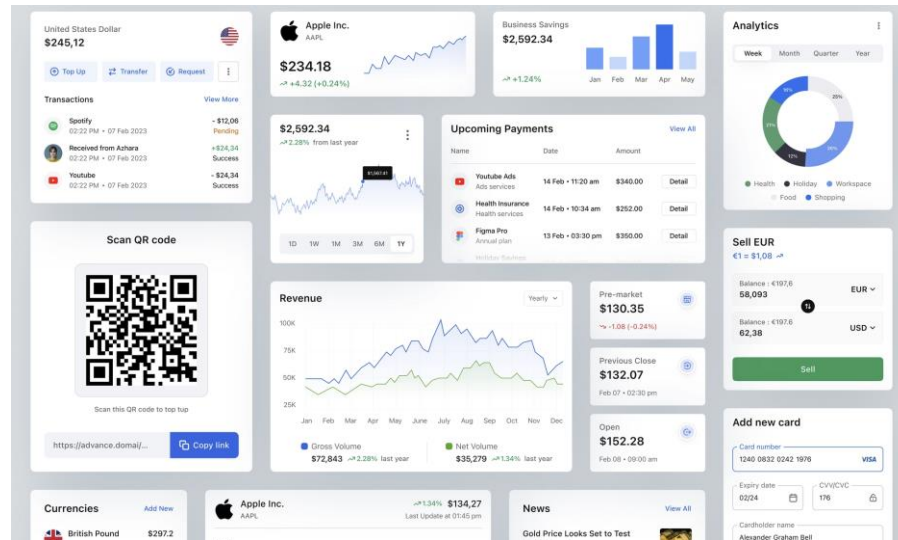
## DISSONANT COLOUR PALETTE

# bad design just screams at you



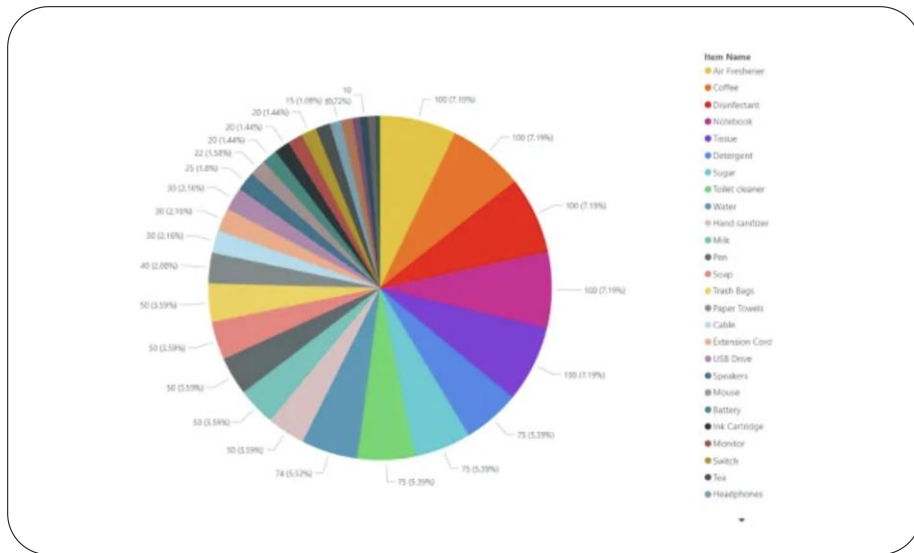
NOT ACCESSIBLE, POOR CONTRAST

# bad design just screams at you



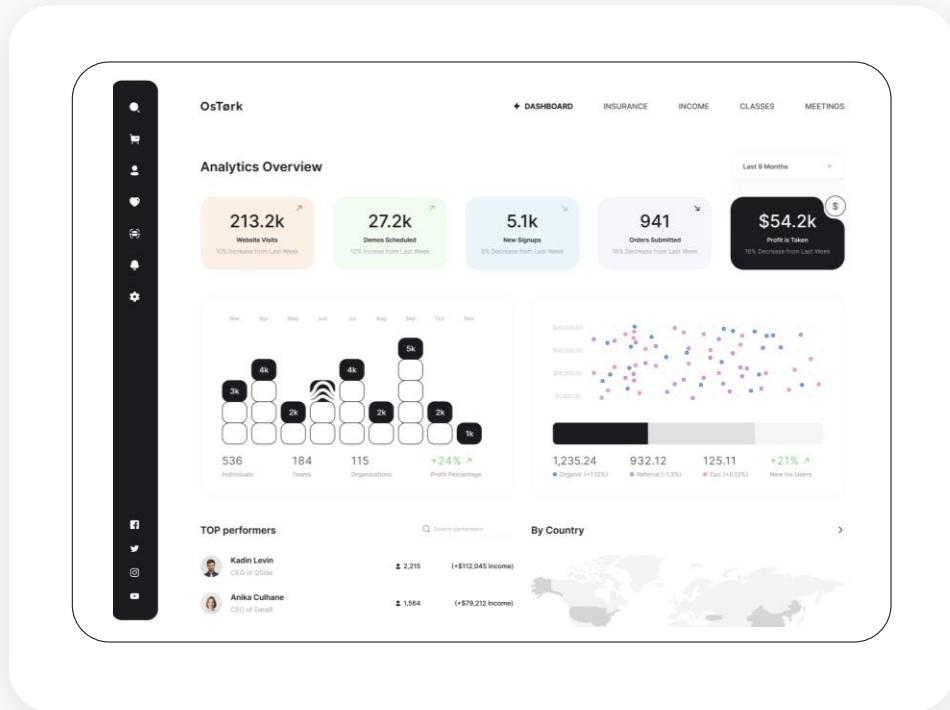
TOO MANY VISUALS & NO EMPHASIS

# bad design just screams at you



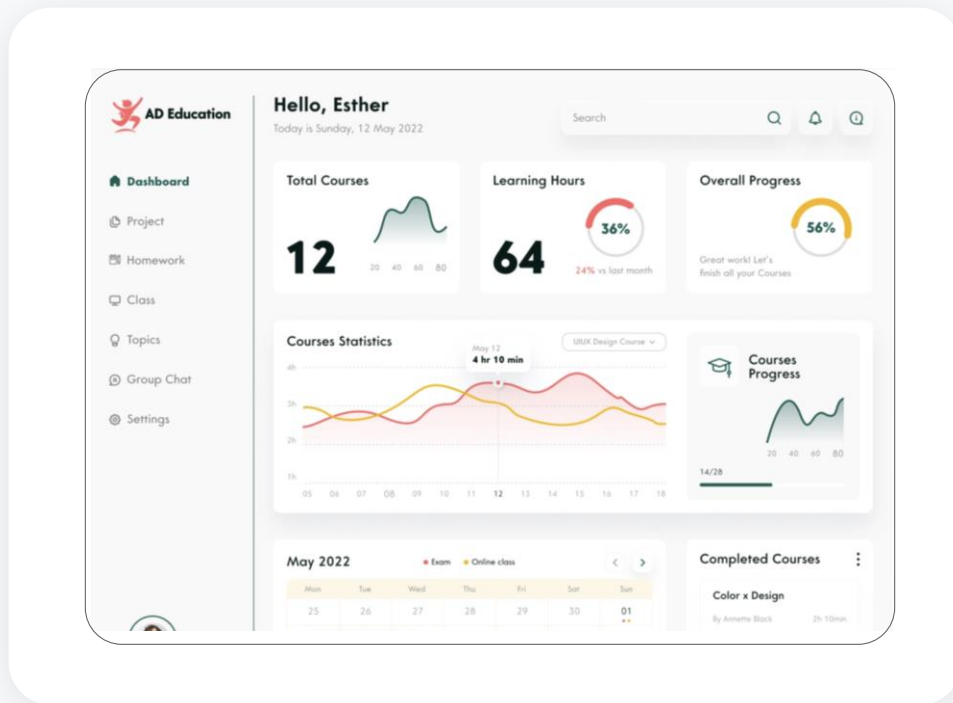
UNFITTING

# good design is hard to notice



HEAD TO [DRIBBLE.COM](https://dribbble.com) FOR SOME INSPIRATION ✨

# good design is hard to notice



HEAD TO [DRIBBBLE.COM](https://dribbble.com) FOR SOME INSPIRATION ✨



“

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**