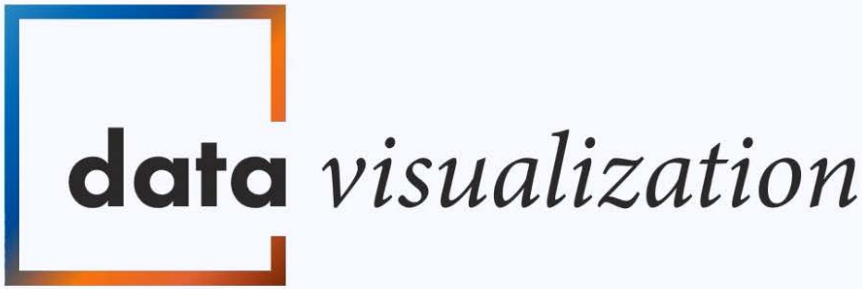

Essential Design Principles for Tableau

Language, Labeling, and Scales

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Key descriptors can:

Clarify

Define what's happening in the picture

Or, make the picture more confusing!

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Word choice

Familiar descriptors

Ensure understanding of meaning and context

Choose words specific to industry and cultural context

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Consider time and space

Adjust cultural phrases or expressions

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Cryptic terms

Ambiguous labels

Acronyms from source database

Are all descriptors clear to end users?

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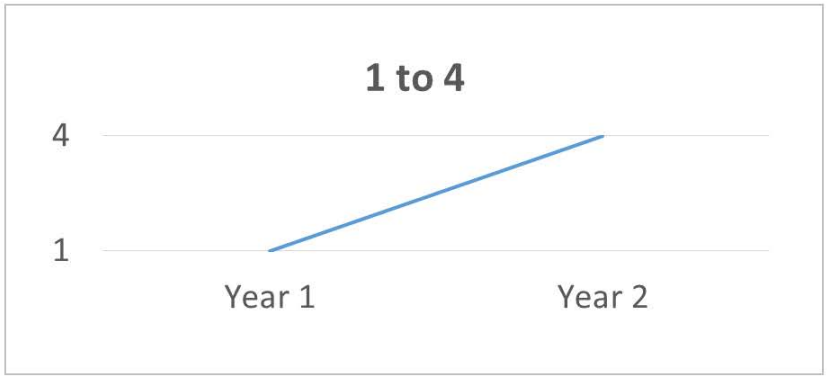

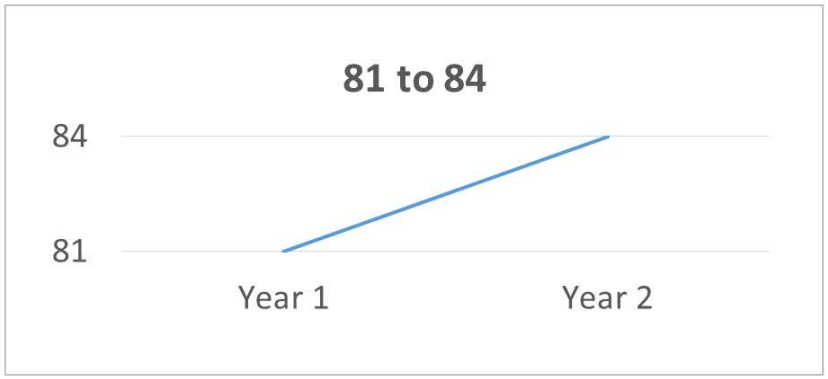

May significantly impact users' perception of data

Check:

Numeric starting point

Degree of change based on percentage

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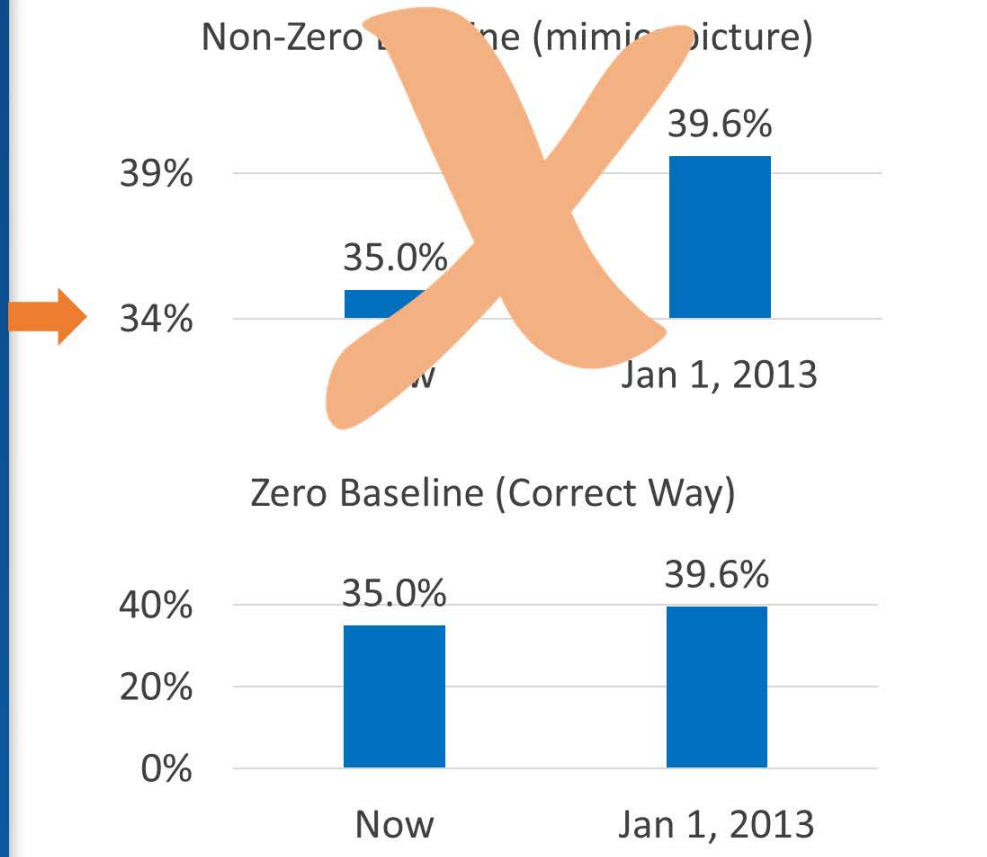
When deriving comparable scales for different types of data:

Start axes at zero, if possible



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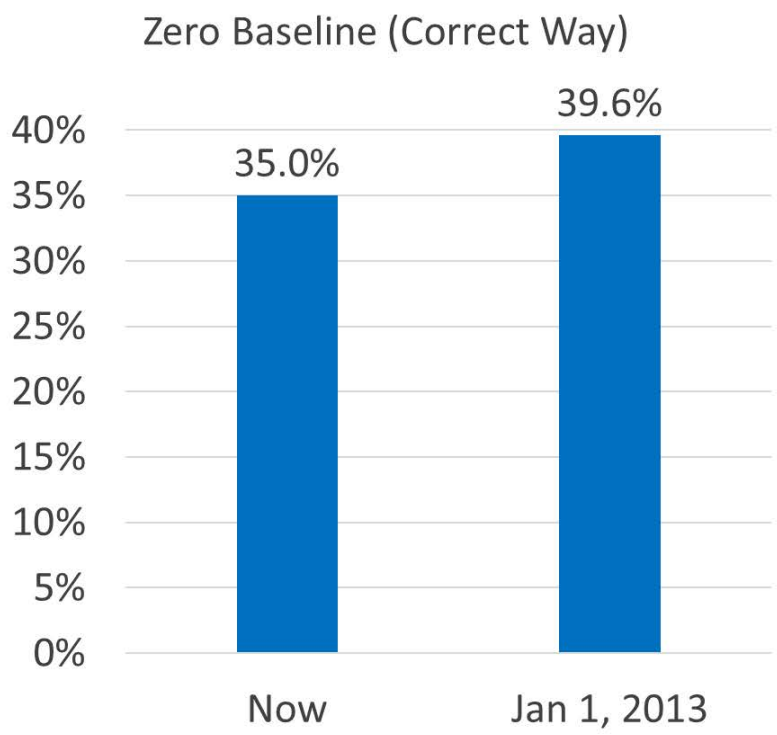

Scale and comparisons can lead to visual distortions

Use visuals with words and numbers to clarify

Choose with thought and care

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