



# Essential Design Principles for Tableau

*Design for Purpose*



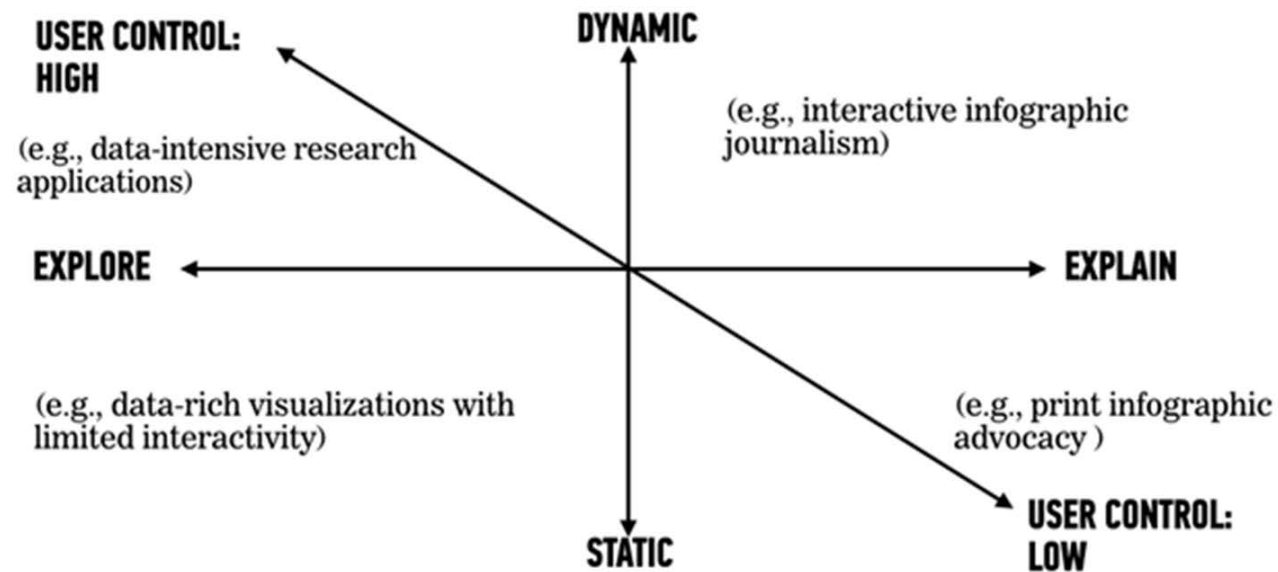
Consider the  
characteristics  
of your audiences

Consider the context  
and purposes of your  
users



Are users exploring data, communicating findings, or both?

## General framework for determining a visualization's context



Audience's goals  
are exploratory:  
Visualization and  
interface needs more  
user control



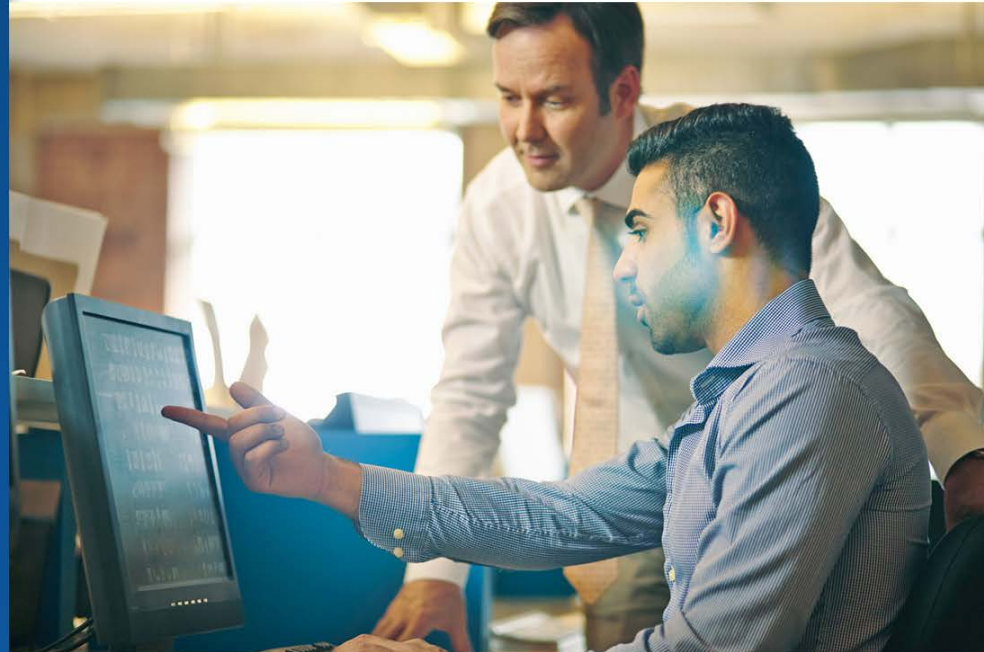




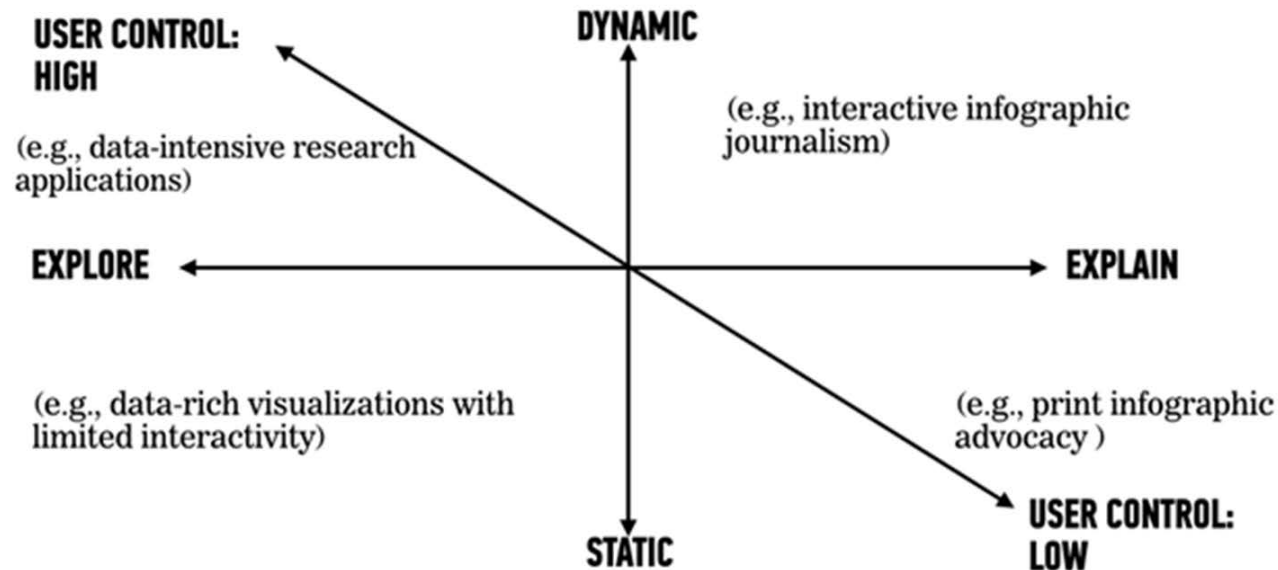
Greater user control  
requires users to:

Have more prior subject  
matter expertise

Be motivated to  
find answers



Explanatory visualizations are simpler and do not require the audience to have prior subject matter expertise







Have a clear message

Quickly get to the point

Not open-ended  
discovery or iterative  
investigation

Visits	Rank
↓ 50%	10,50



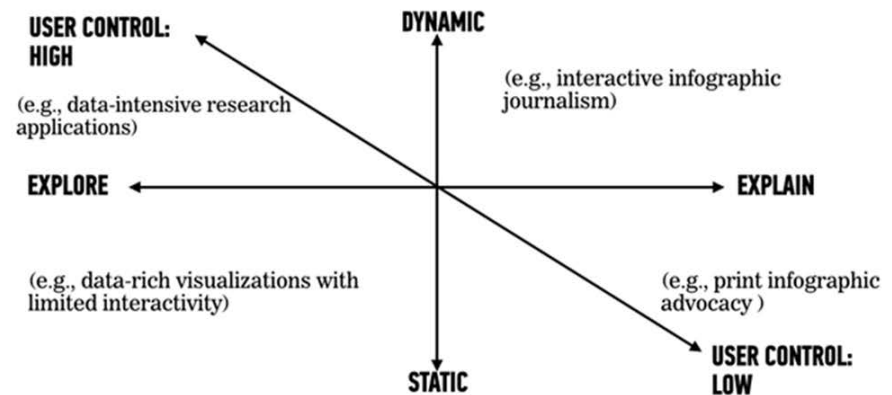
Show key ideas

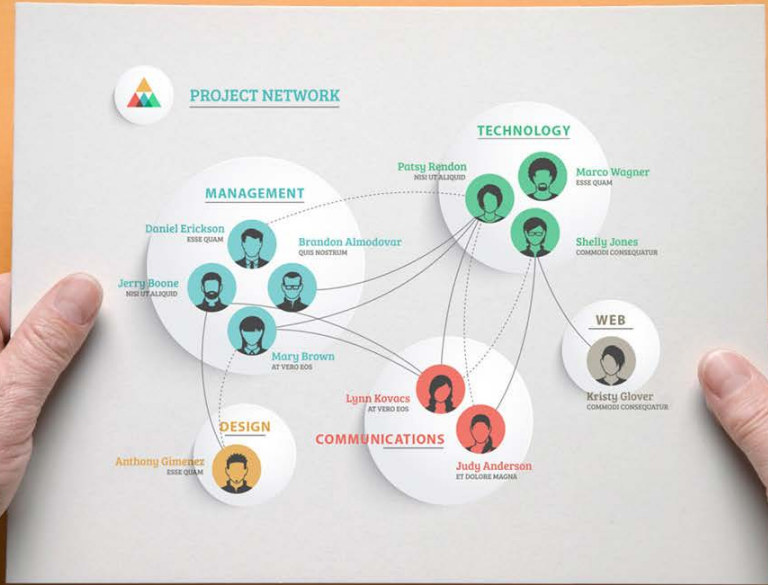
Make them clear, crisp and compelling

## Dynamic vs. static visualizations

What level of interactivity does the user have?

Can the user change views?





**PROJECT NETWORK**

**MANAGEMENT**

- Daniel Erickson  
ESSE QUAM
- Jerry Boone  
NISI UT ALIQUID
- Brandon Almodovar  
QUIE NOSTRUM
- Mary Brown  
AT VERBO EOS

**DESIGN**

- Anthony Gimenez  
ESSE QUAM

**TECHNOLOGY**

- Patsy Rendon  
NISI UT ALIQUID
- Marco Wagner  
ESSE QUAM
- Shelly Jones  
COMARODI CONSEQUATUR

**COMMUNICATIONS**

- Lynn Kovacs  
AT VERBO EOS
- Judy Anderson  
ET DOLORE MAGNA

**WEB**

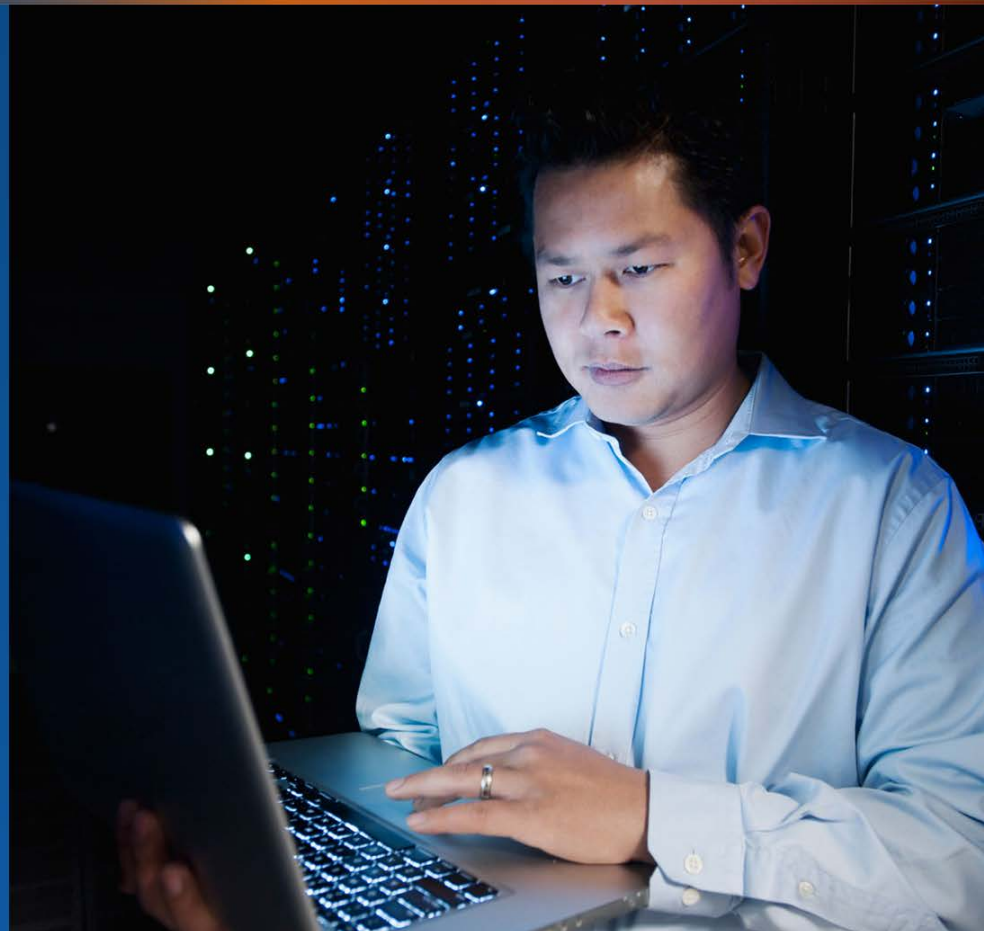
- Kristy Glover  
COMARODI CONSEQUATUR

Printed infographics  
are static  
Read only

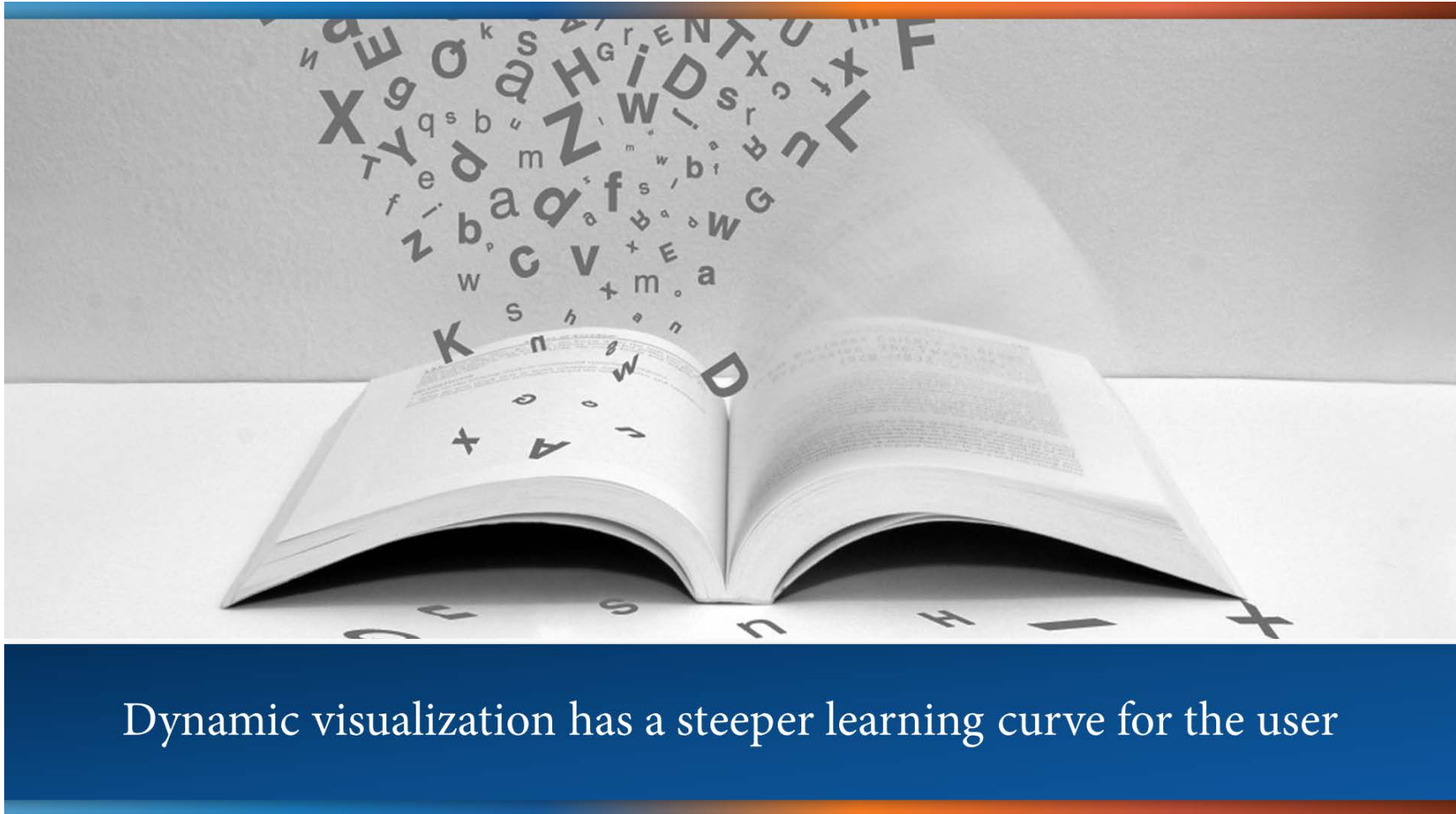
Cyber network  
visualization

Highly interactive  
with changeable views

User's engagement  
reveals the stories  
in the data







Dynamic visualization has a steeper learning curve for the user



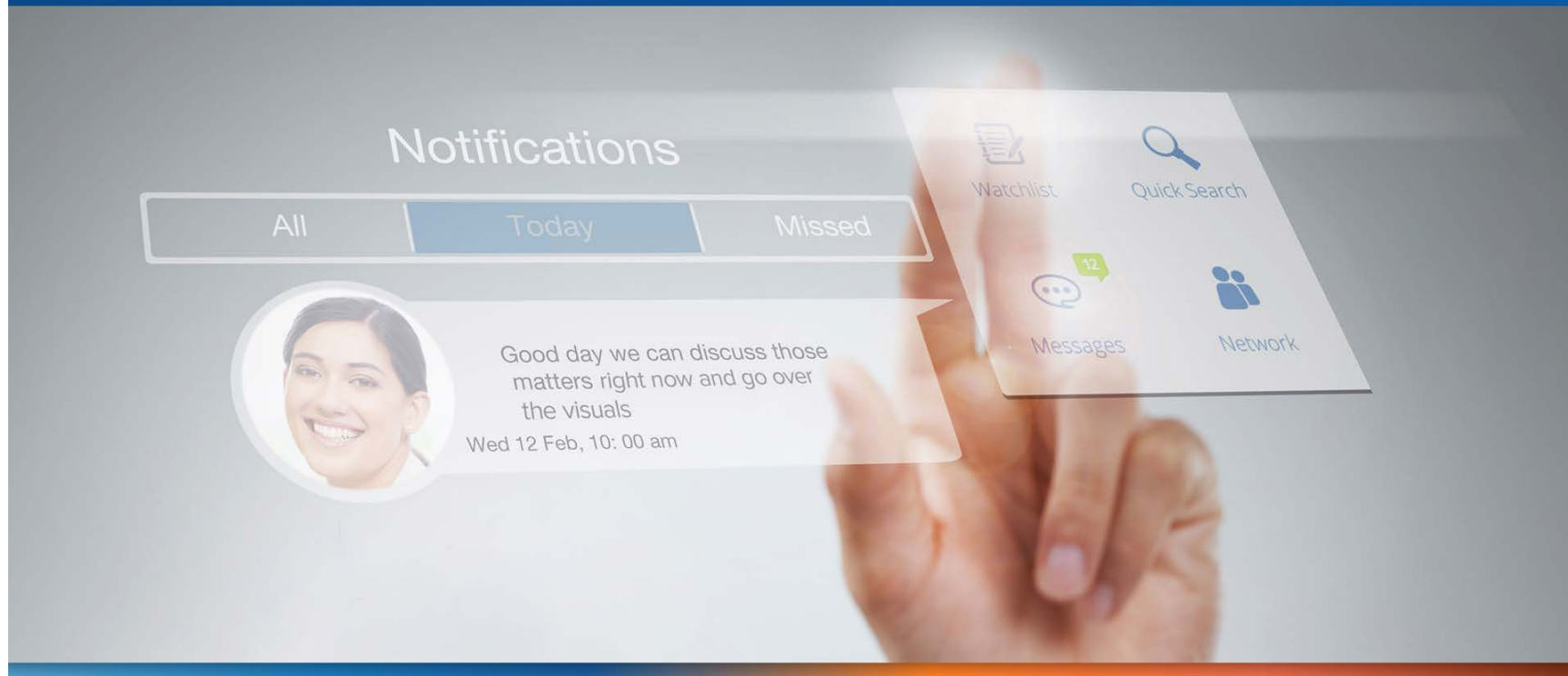
Static visualizations  
can be complex

In general complex  
visualization benefits  
from interactivity

There is a balance point  
between complexity  
and decluttering  
a visualization

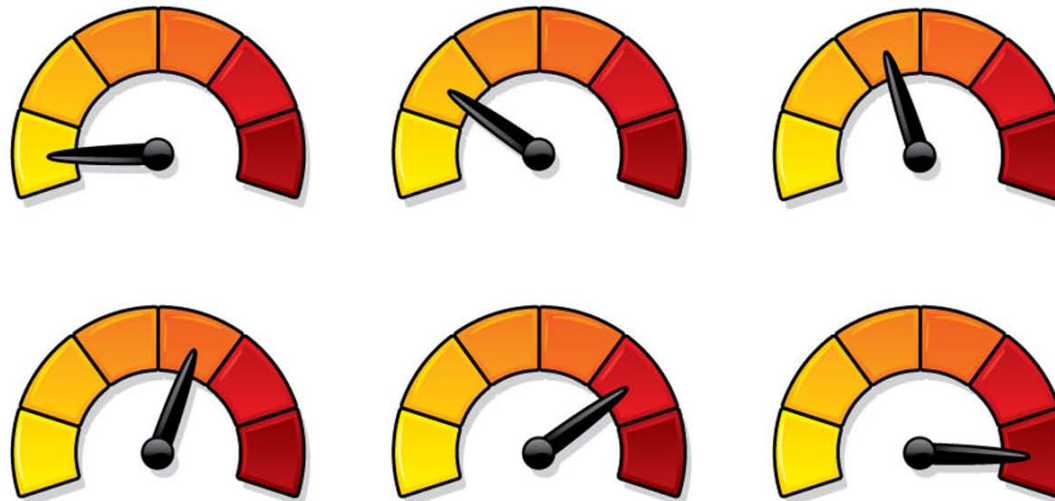


Progressive disclosure shows the amount of data that is useful at a given moment in a use-case or scenario





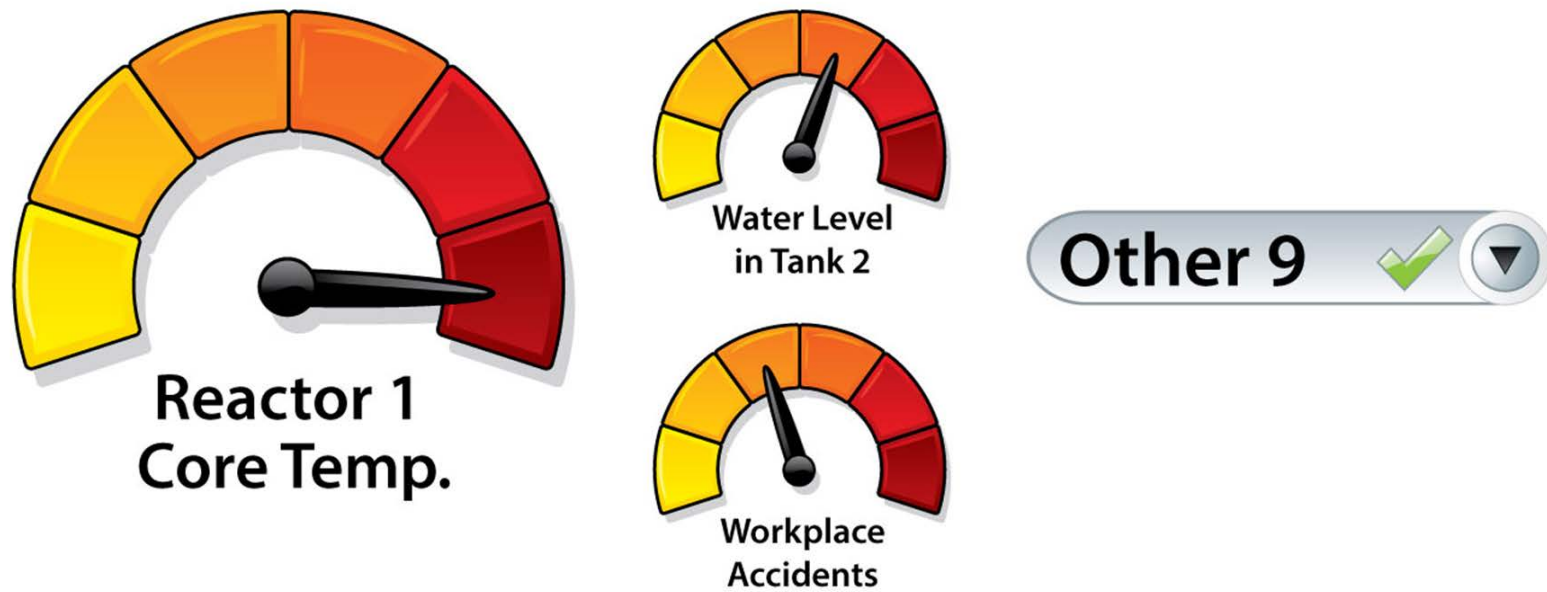
Everything being monitored is displayed  
at the same level of visual hierarchy





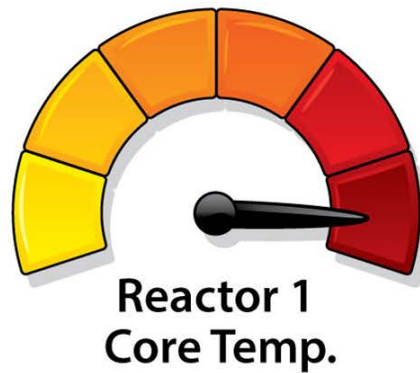
Malfunctioning indicators may get lost among all the dials





Alert users to problems by showing only critical information

### Critical System



### Normal Systems

Other 9



Users can view  
normal systems

Systems of immediate  
concern are emphasized

Simplicity is relative  
and depends on users'  
expertise and needs

"Simplicity is not the absence of clutter, that's a consequence of simplicity. Simplicity is somehow essentially describing the purpose and place of an object and product. The absence of clutter is just a clutter-free product. That's not simple."

Jonathan Ive

Chief Design Officer,  
Apple

People create  
visualizations for  
many purposes

Purpose dictates the  
visualization's design







Help users discover  
unknowns

Make a case for  
a discovery

Consider what level  
of detail is appropriate  
to meet your user's  
particular needs

Be simple, not simplistic

