

WHY NO ONE IS USING YOUR DASHBOARD

MERL Tech 2018 | Lightning Talk
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Data Visualization Lead

**What's the most
common question
I'm asked as a
data viz developer?**

What
dashboard tool
is the best?





Google Data Studio

DOMO



Tech makes big promises.

MicroStrategy



Power BI



Tableau Software: Business Intelligence and Analytics

<https://www.tableau.com/> ▼

Tableau can help anyone see and understand their data. Connect to almost any database, drag and drop to create visualizations, and share with a click.

Qlik: Data Analytics for Modern Business Intelligence

<https://www.qlik.com/us> ▼

Qlik's Associative engine lets you combine any number of data sources so you can freely explore across all your data and instantly pivot your thinking based on ...

Power BI | Interactive Data Visualization BI Tools

<https://powerbi.microsoft.com/en-us/> ▼

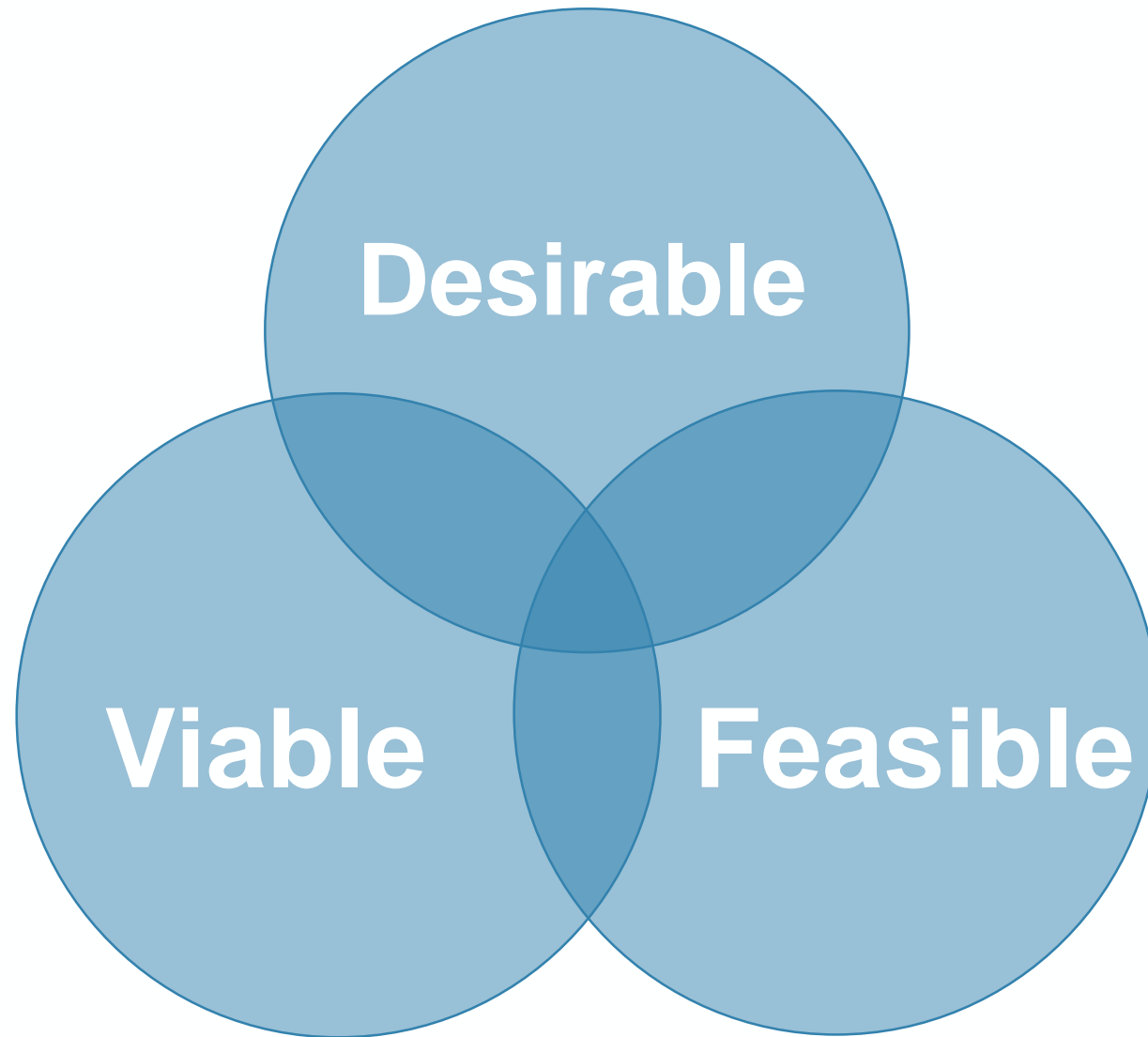
Power BI is a suite of business analytics tools to analyze data and share insights. **Power BI** dashboards provide a 360-degree view for business users with their most important metrics in one place, updated in real time, and available on all of their devices. **Power BI** Desktop is a ...

Data Studio Product Overview - Google

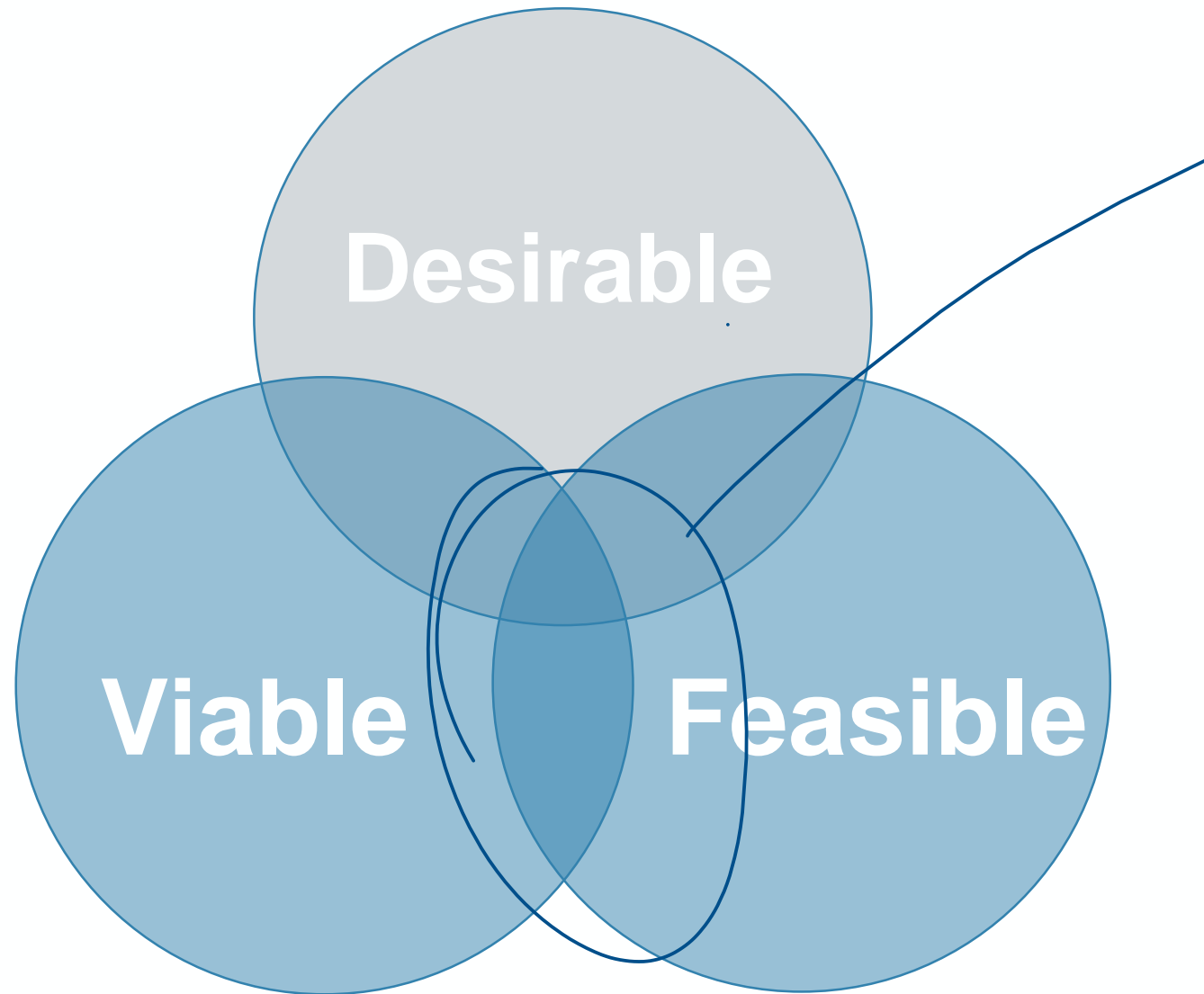
<https://datastudio.google.com/> ▼

Your **data** is beautiful. Use it. Unlock the power of your **data** with interactive dashboards and beautiful reports that inspire smarter business decisions. It's easy ...

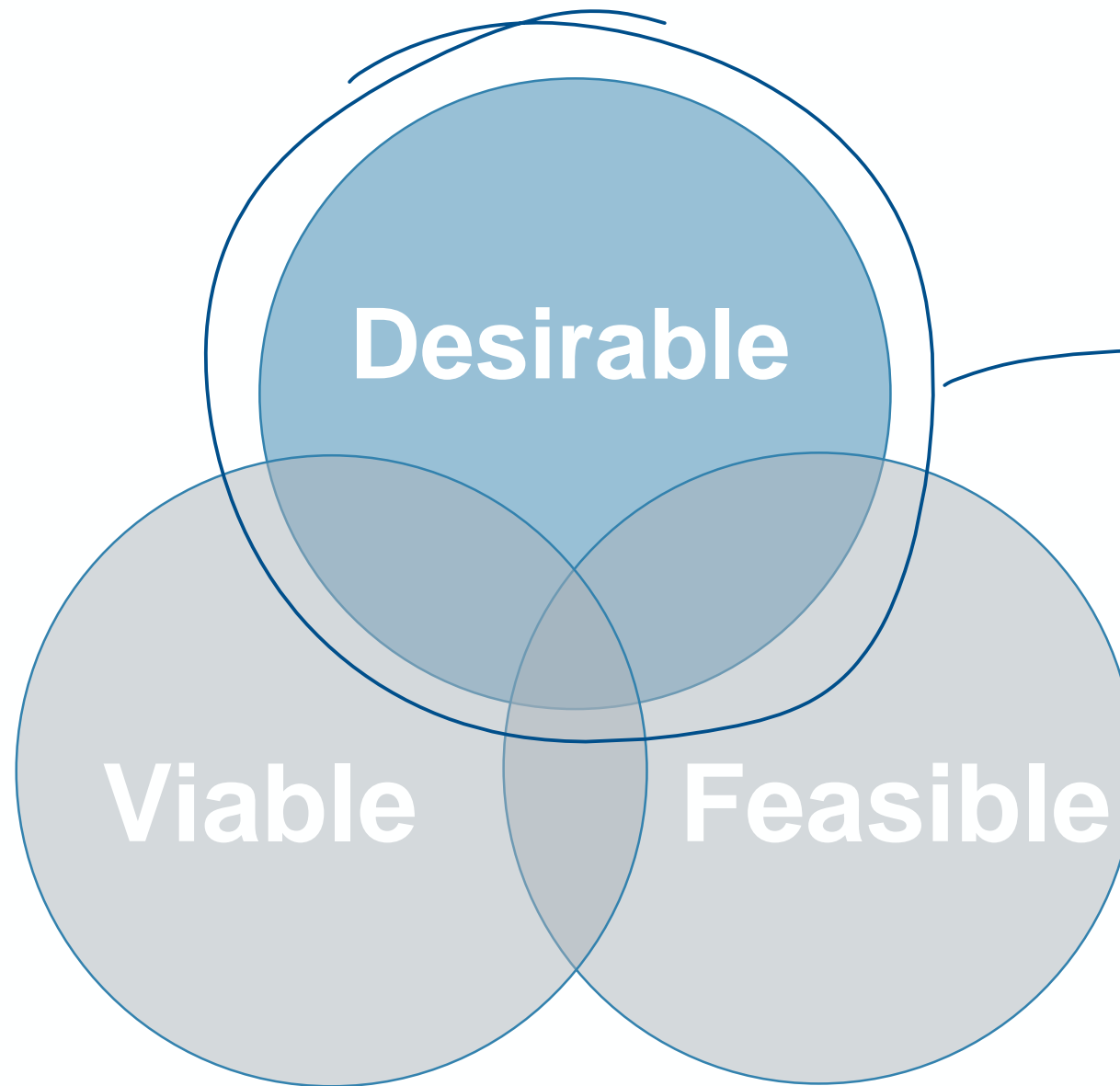
We're so focused on
technology platforms,
**we forget that each
dashboard is
a digital product.**



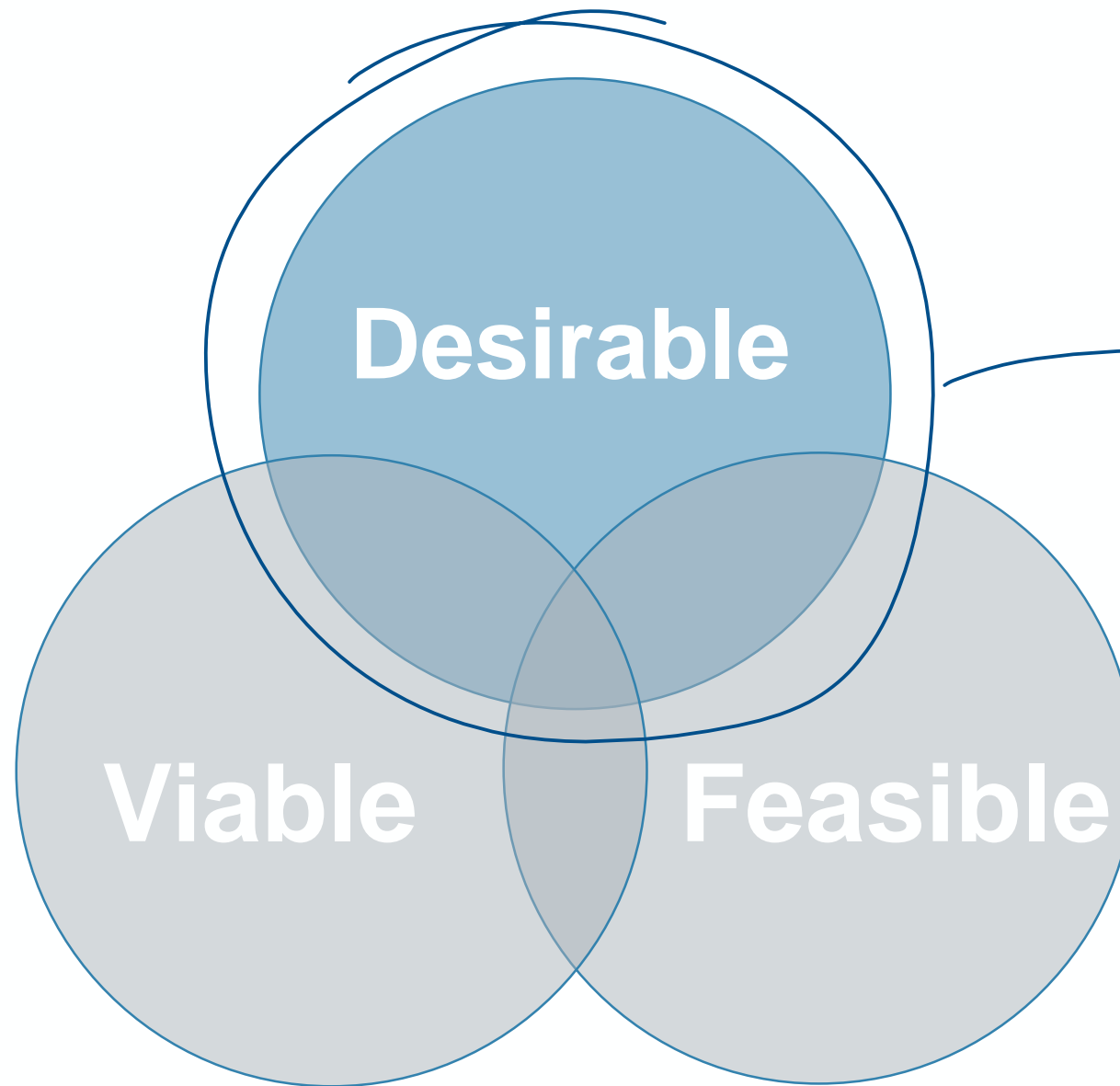
Adapted from IDEO https://designthinking.ideo.com/?page_id=1542



Functional,
but may fail
to meet user
needs



Aspirational,
but probably
can't be built.



Failing here =
why no one is
using your
dashboard.

We need to refocus on
resolving **common user**
issues to create
dashboards people
want to use.

I don't know how
to use the new
dashboard.



Why?

```
graph TD; A[Why?] --> B[Confusing UX design]; A --> C[Ineffective / insufficient training for new users];
```

Confusing
UX design

Ineffective /
insufficient
training for
new users



Embed user
cues in the
dashboard

On demand
trainings

I can't find the
data I need.



Why?



```
graph TD; A[Why?] --> B[User needs not well understood or prioritized]; A --> C[Failure of design and usability]
```

User needs
not well
understood
or prioritized

Failure of
design and
usability



Co-design
with end
users

Make purposeful
design decisions
& conduct user
testing

The dashboard
doesn't help me
uncover “why.”



Why?



```
graph TD; A[Why?] --> B[Design doesn't enable exploration]; A --> C[Design doesn't give necessary context];
```

Design doesn't
enable
exploration

Design doesn't
give necessary
context



Link views
within
dashboards and
enable
drilldowns

Add reference
lines, averages,
and benchmarks
for easy visual
comparisons



Google Data Studio

DOMO



Dashboard
platforms enable
great design, but
aren't silver bullets.

MicroStrategy



Power BI

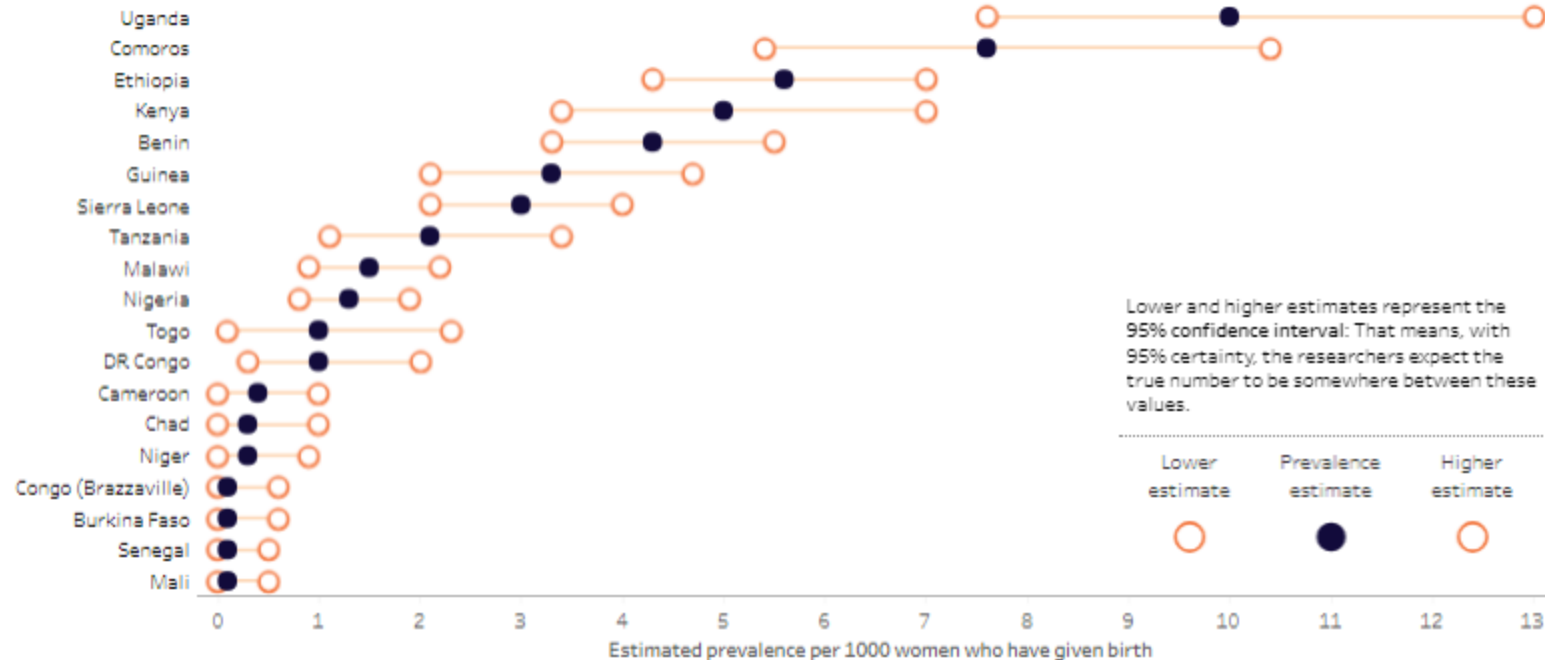
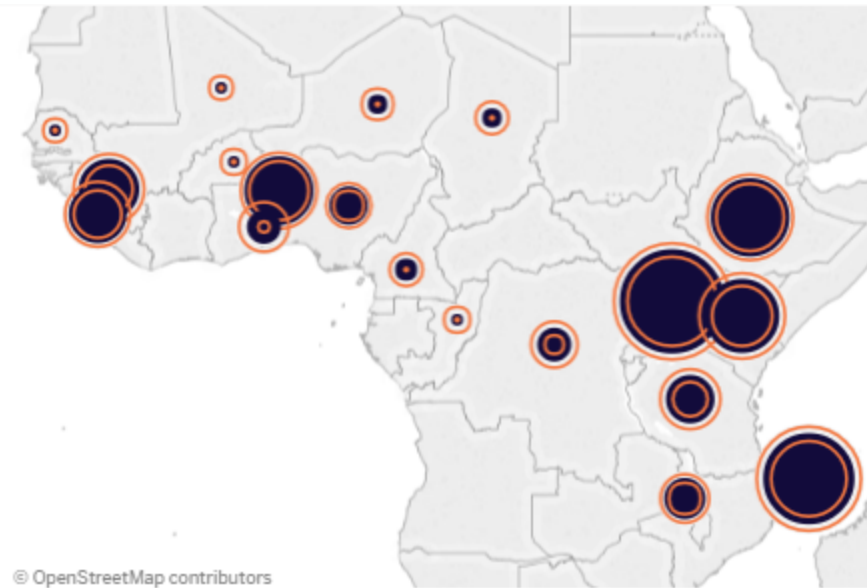


OPERATION FISTULA

Prevalence of Obstetric Fistula in 19 African Countries

How prevalent is Obstetric Fistula? The answer is: we don't know. The nature of the condition means we only have rough estimates. In 2015 a team of researchers used national health studies to create estimates for 19 African countries. Read their report to find out more:

Prevalence of symptoms of vaginal fistula in 19 sub-Saharan Africa countries: A meta-analysis of national household survey data. Maheu-Giroux, Mathieu et al., The Lancet Global Health, Volume 3, Issue 5, e271 - e278

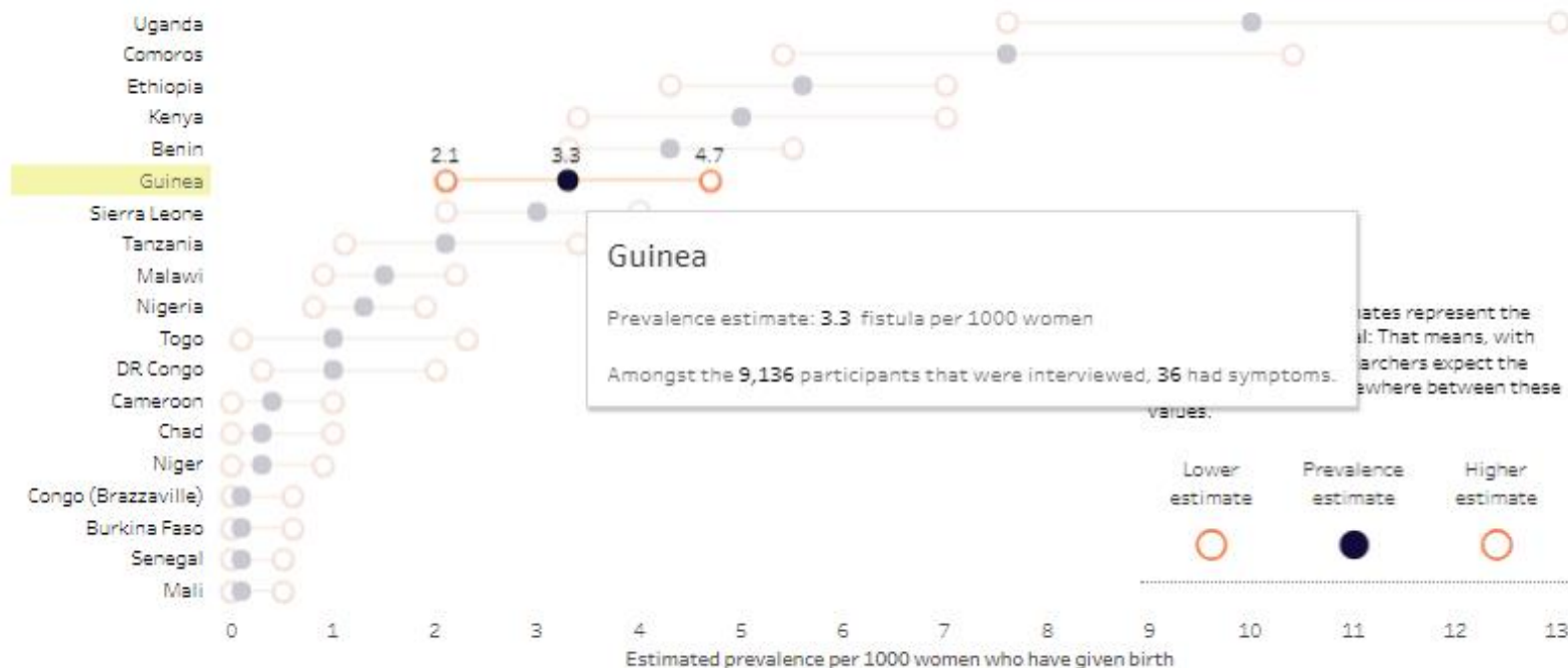
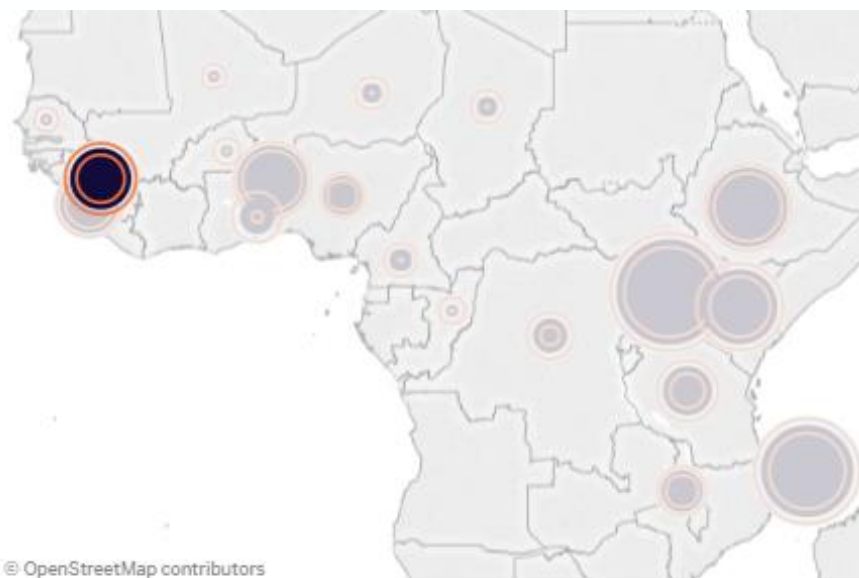


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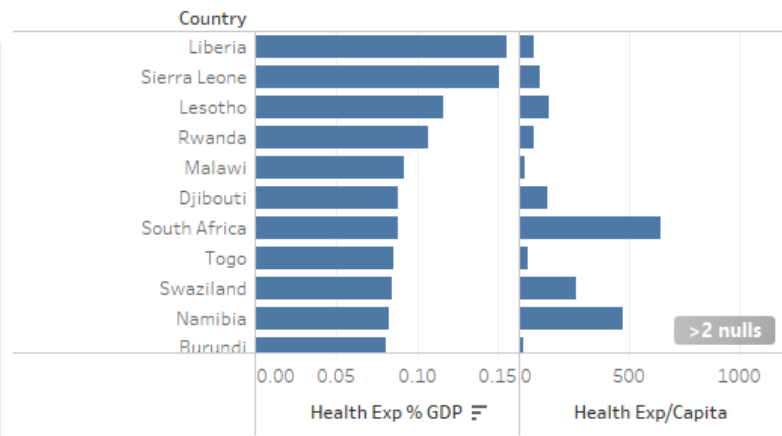
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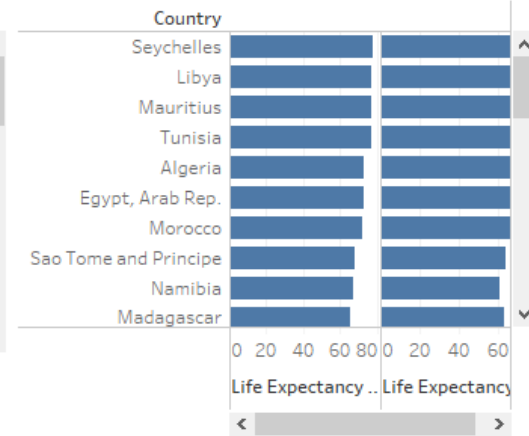
Percent of Population Living in Urban Areas



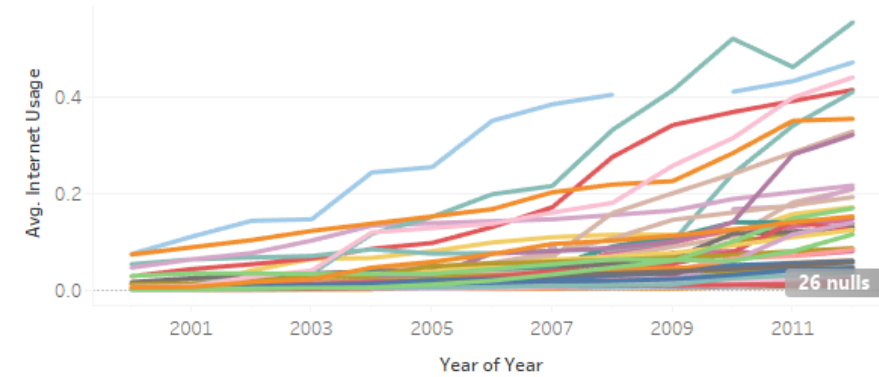
Health Expenditure



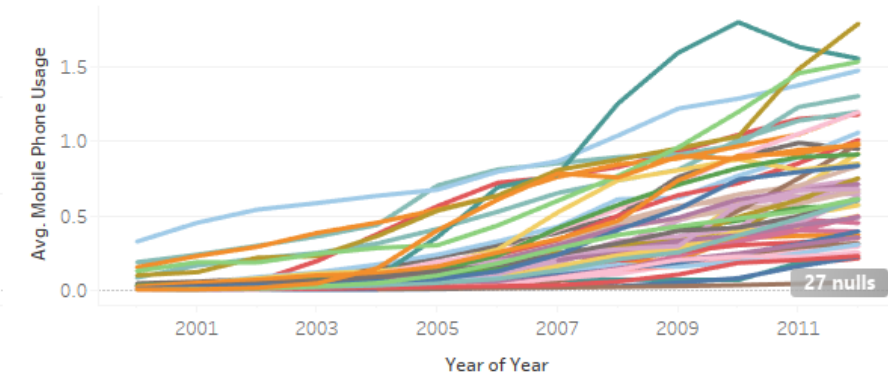
Life Expectancy



Internet Usage

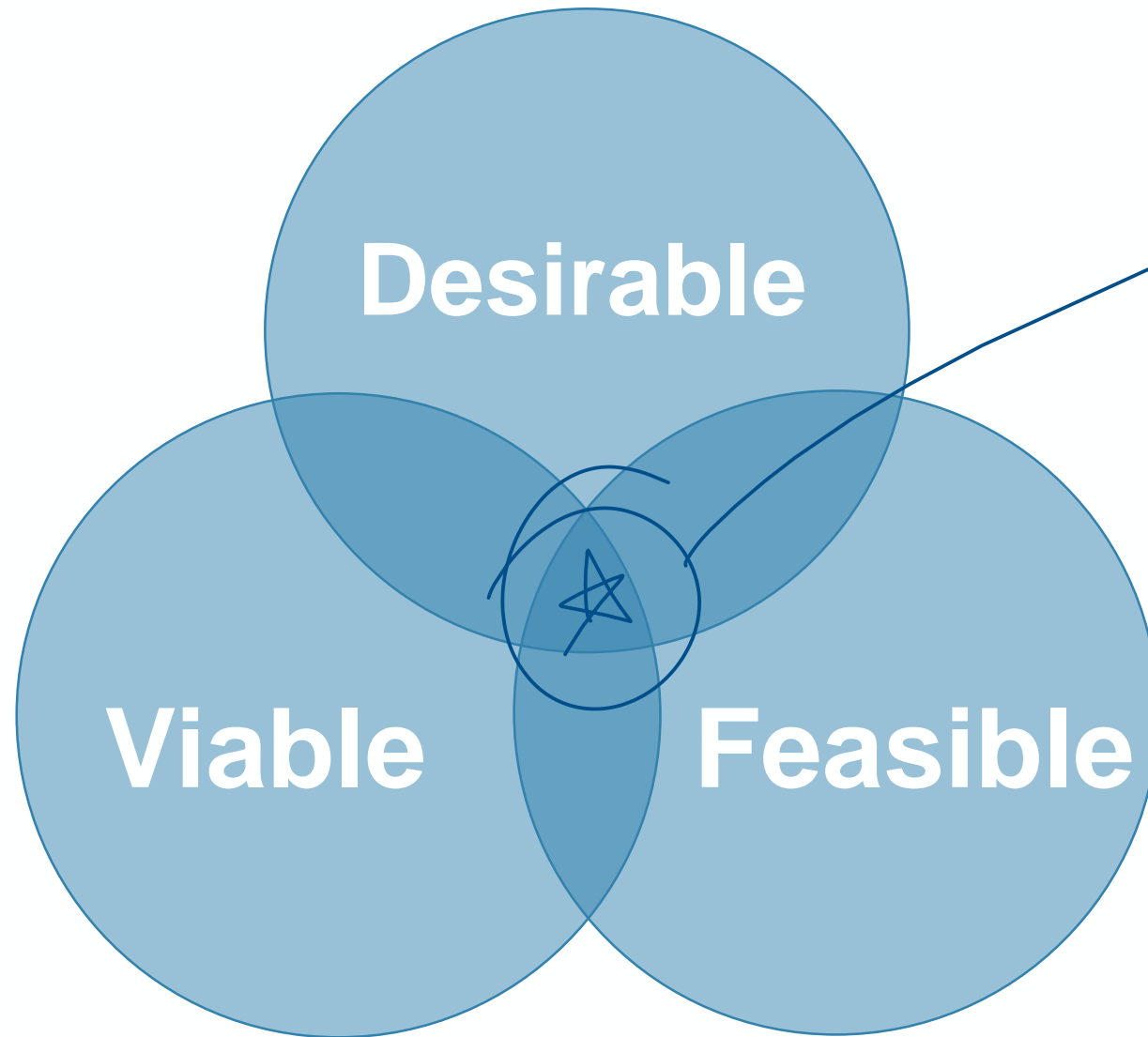


Mobile Phone Usage



GDPTable

Country	2008	2009	2010	2011	2012
Algeria	171,000,000,000	137,212,000,000	161,207,000,000	199,071,000,000	204,331,000,000
Angola	84,178,086,999	75,492,417,649	82,470,894,868	104,116,000,000	115,332,000,000
Benin	6,633,561,835	6,585,134,688	6,558,416,322	7,294,900,431	7,543,183,759



Sweet spot for
dashboard
success!



excella.com | @excellaco



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