Dashboard Design

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pluralsight
hardcore dev and IT training

Course Outline

Visual Perception

Planning

Building in Excel

Common Charts

Design

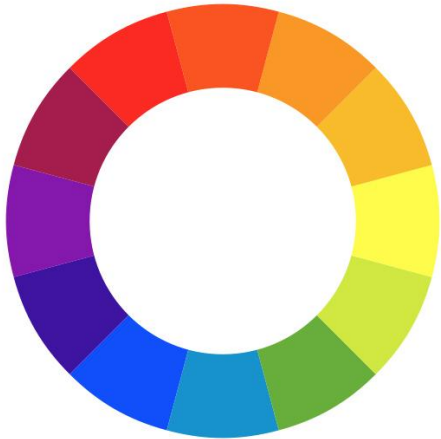Building in Tableau

Overview

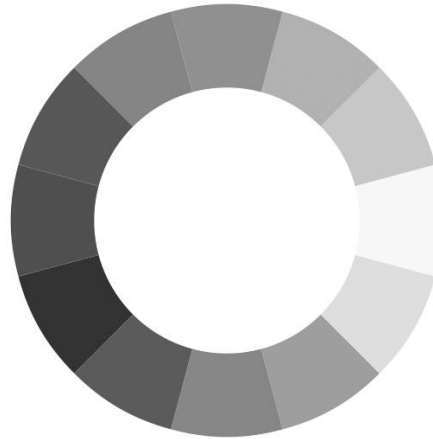- **Dashboard Design Considerations**

- **Knowing Your Audience**
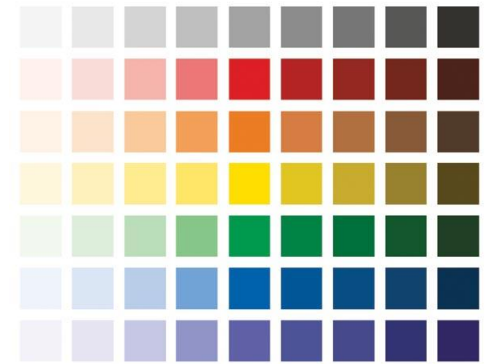
- **Choosing the Right Data**

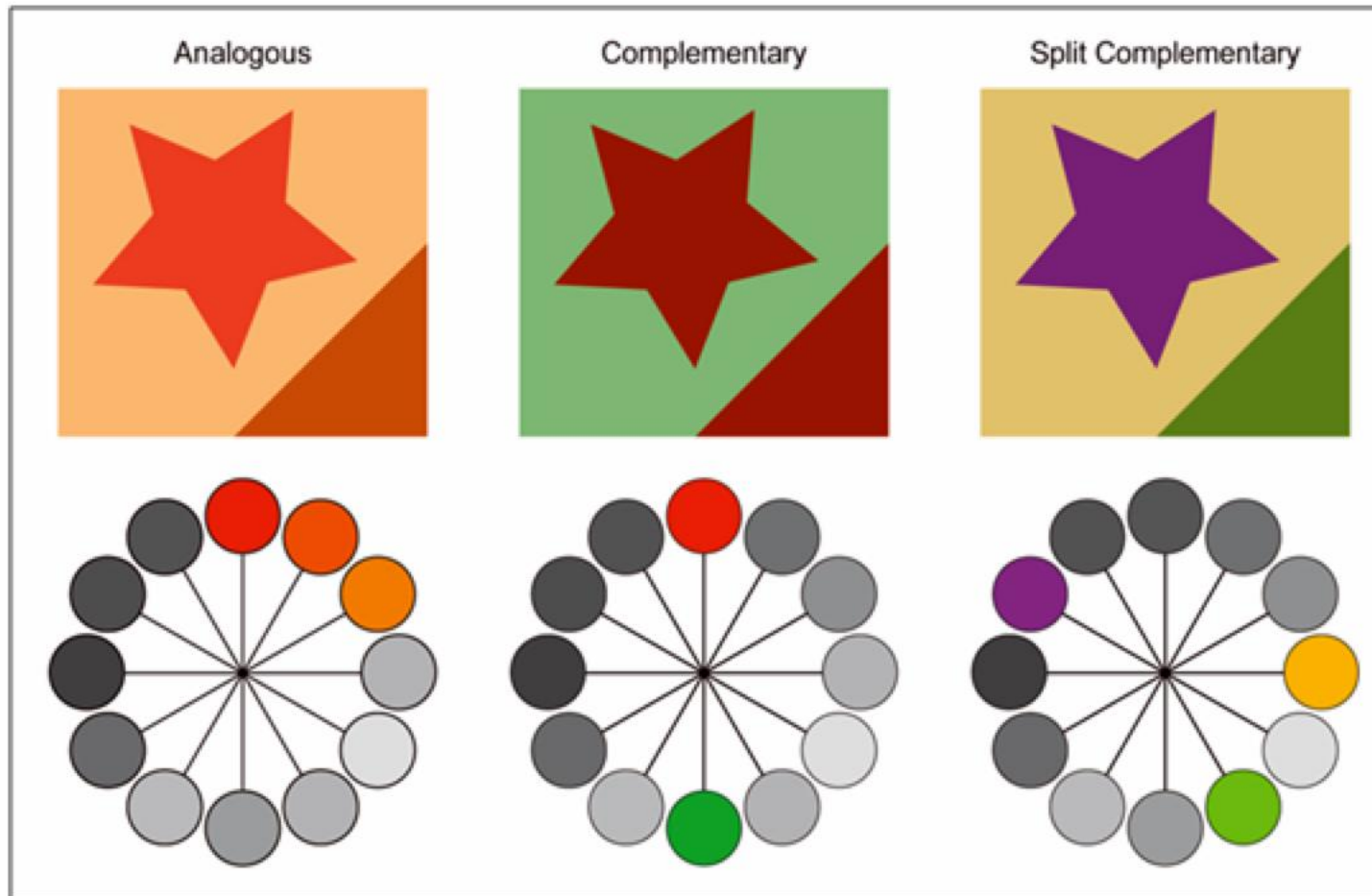- **Dashboard Layout**

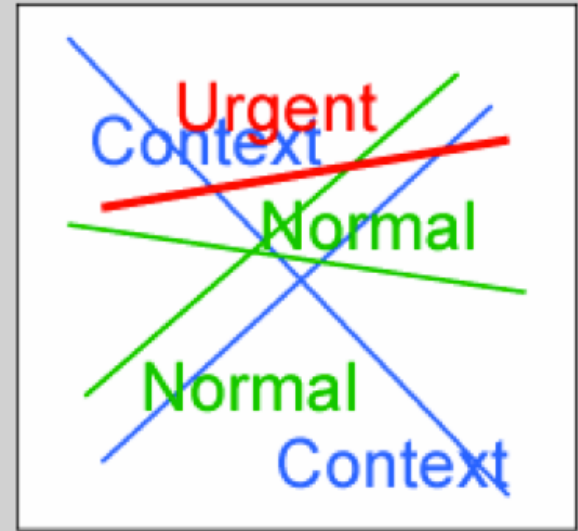# Dashboard Design Considerations
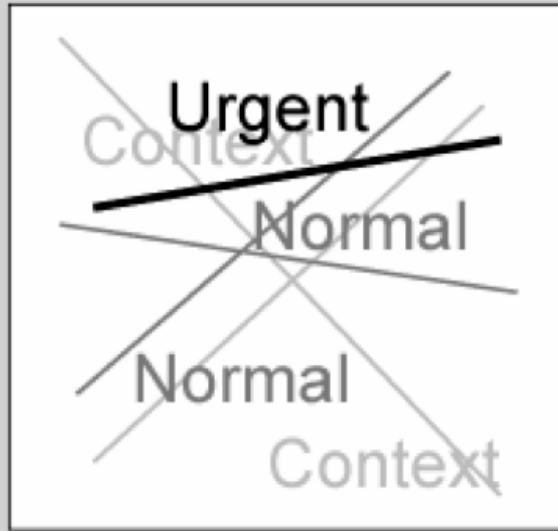
Color

Hue

Lightness
(value)

Intensity
(chroma)

How to Use Color

How to Use Color
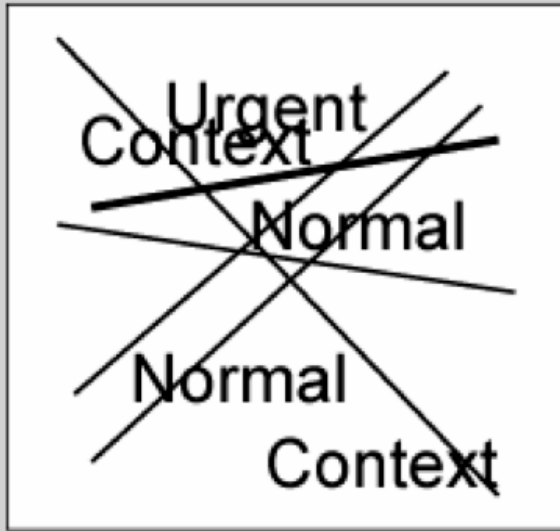
src: http://www.perceptualedge.com/articles/b-eye/choosing_colors.pdf

Annotation

50% increase following change on May 18

Flow

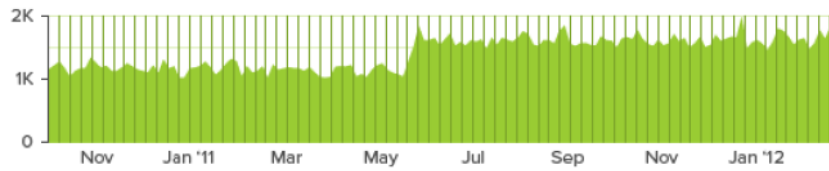Heatmaps from user eyetracking studies of three websites. The areas where users looked the most are colored red; the yellow areas indicate fewer views, followed by the least-viewed blue areas. Gray areas didn't attract any fixations.

src: http://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/

Knowing Your Audience

Audience is King

- **Questions to ask yourself…**
  - What role does my audience fulfill?
  - What decisions do my readers need to make using this dashboard?
  - When will this dashboard be used? In what context?
  - How much time will the stay on the page?
  - Are they suits or propeller heads?
  - How intimate are they with this data? Do we need explanations of things?

Audience is King
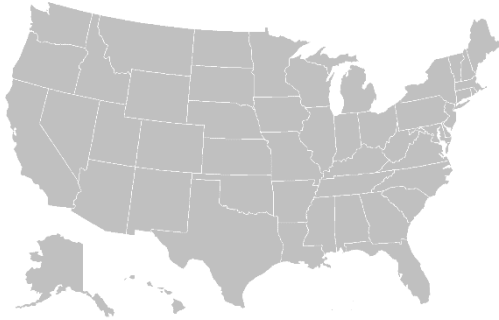
Exploratory

- Dashboards that allow for high interactivity
- Allow for many questions to be answered
- Take more time to understand
- Can draw people in and serve many purposes

Explanatory

- Simple and easy to consume
- Slim to no interactivity
- Very few questions answered, but quick!
- Minimal time to consume
- Can leave readers wanting more

Choosing the Right Data

Choosing the Right Data

- **Questions to ask your audience…**
    - What is the primary objective?
    - What questions MUST this dashboard answer?
    - How will you use each metric?
    - What level of confidence do you have in the data source?
    - How clearly understood is each metric?
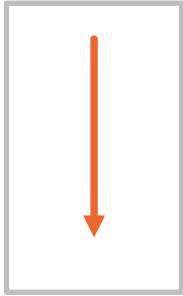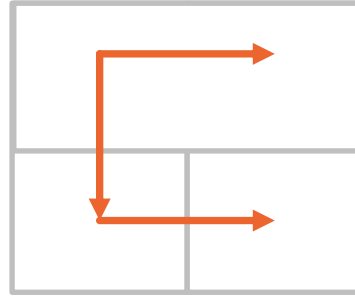   - Can any of these metrics be put in a detail dashboard?
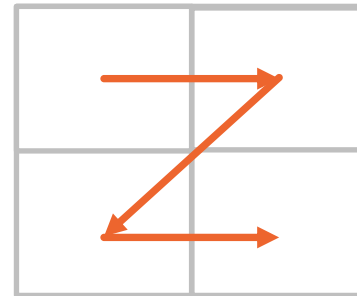
Choosing the Right Data
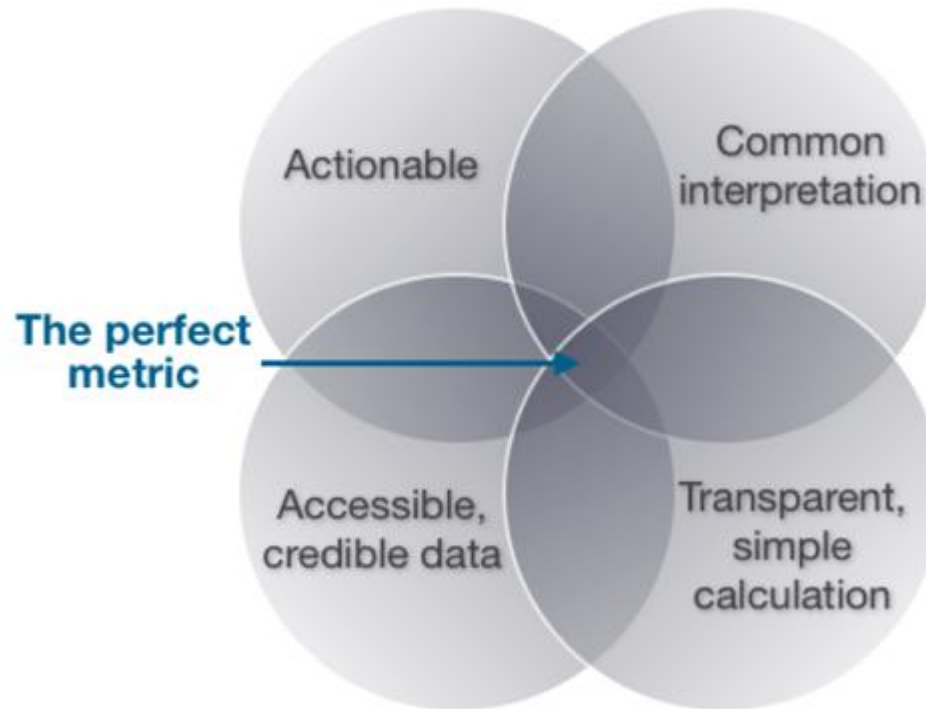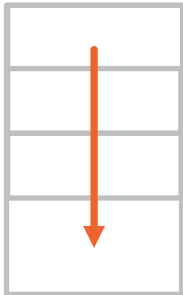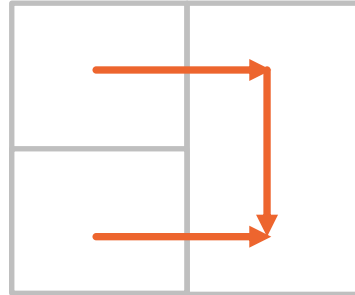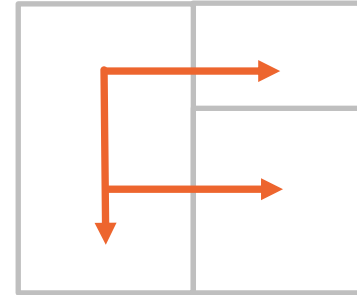
Dashboard Layout

Basic Dashboard Layouts

Flow

C Shape

Zig Zag

Chunked

Inverse C

F Natural

F Natural

Heatmaps from user eyetracking studies of three websites. The areas where users looked the most are colored red; the yellow areas indicate fewer views, followed by the least-viewed blue areas. Gray areas didn't attract any fixations.

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Summary

- **Dashboard Design Considerations**

- **Knowing Your Audience**

- **Choosing the Right Data**

- **Dashboard Layout**