

# Dashboard Design Patterns



Online Course  
**Data Visualization  
for Professionals**

THE UNIVERSITY  
of EDINBURGH

# Dashboard Design with Figma Workshop

<https://dashboarddesignpatterns.github.io>

June 07, 2022



Visual+  
Interactive  
Data

design  
informatics



THE UNIVERSITY  
of EDINBURGH



University  
of Glasgow

THE UNIVERSITY OF  
WARWICK

KING'S  
College  
LONDON



UNIVERSITY OF  
OXFORD

# Goals

**Learn** about design guidelines for dashboard design.

**Design your own dashboard(s)** in the form of visual mockups and sketches.

Understand **design decisions** and tradeoffs.

Make **deliberate design** decisions and reflect on these choices.

Learn about **Figma**

# **Not goals**

An introduction to Tableau, Power BI, or similar tools.

A workshop on programming visualizations, e.g., using d3.js or other libraries.

# Outline

1/ Dashboard Design

2/ Dashboard Templates

3/ Activity 1: Tasks?

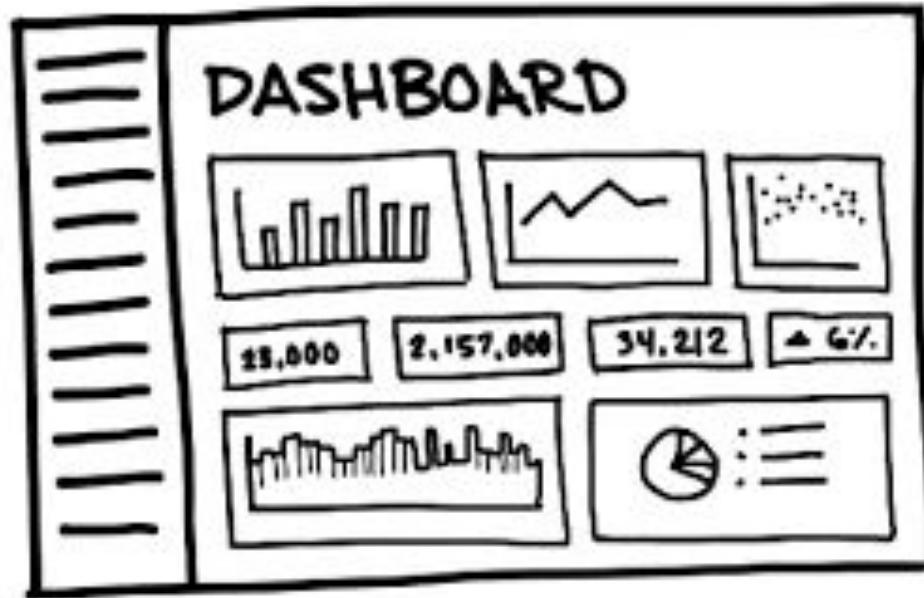
4/ Figma introduction

5/ Dashboard Design Patterns

6/ Activities 2-7: *Dashboard Design Patterns*

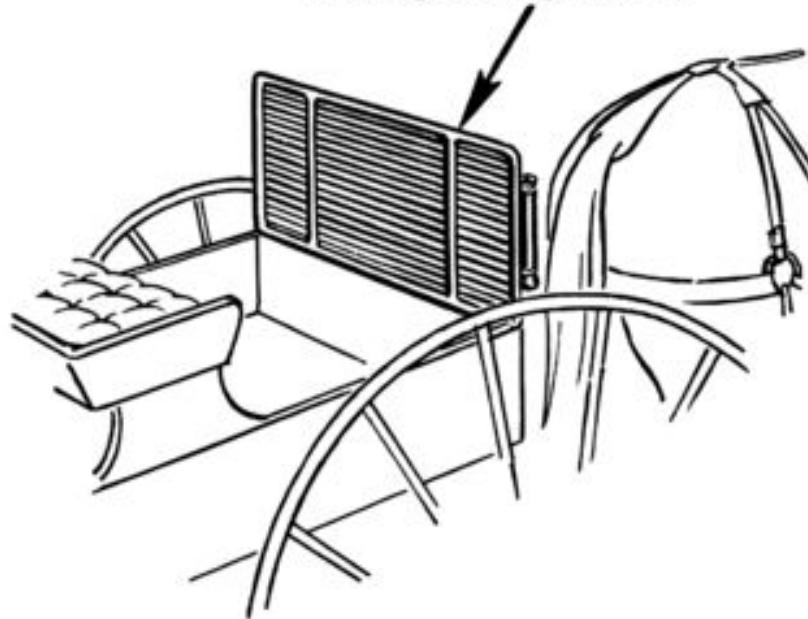
# What do I need?

- Figma: [figma.com](https://figma.com)
- *Pen & paper*



# 1/ Dashboard Design

**DASHBOARD**





# UK Summary

The official UK government website for data and insights on coronavirus

See the [simple summary](#) for the UK.

# Curated Dashboard

## Vaccinations

### People vaccinated

Up to and including 10 March 2022

Daily – first dose

4,765

Daily – second dose

14,282

Daily – booster or third dose

20,616

[All vaccinations data](#)

Total – first dose

52,692,089

Total – second dose

49,164,620

Total – booster or third dose

38,458,430

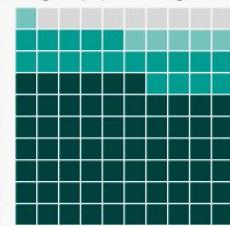
Percentage of population aged 12+

91.6%

85.5%

66.9%

First dose  
Second dose  
Booster or third dose



## Cases

### People tested positive

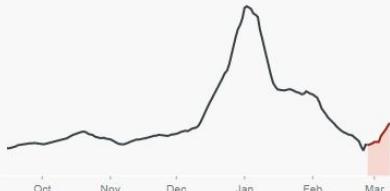
Latest data provided on 11 March 2022

Last 7 days

399,820

↑ 143,956 (56.3%)

► Rate per 100,000 people: 458.7



[All cases data](#)

## Deaths

### Deaths within 28 days of positive test

Latest data provided on 11 March 2022

Last 7 days

730

↑ 20 (2.8%)

► Rate per 100,000 people: 0.9



[All deaths data](#)

## Healthcare

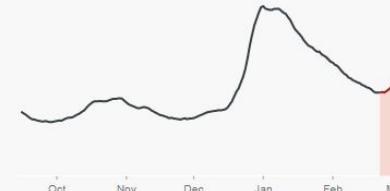
### Patients admitted

Latest data provided on 7 March 2022

Last 7 days

9,475

↑ 1,369 (16.9%)



[All healthcare data](#)

## Testing

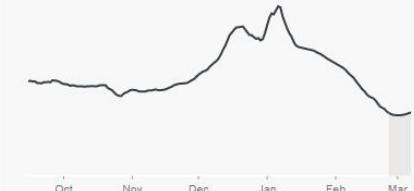
### Virus tests conducted

Latest data provided on 10 March 2022

Last 7 days

4,553,814

↑ 199,269 (4.6%)



[All testing data](#)

# Roles

- Monitoring a situation
- Informing about data that is available
- Comparing data values
- Analysis
- Quick update
- Decision making
- ....

*“A visual display of the most important information needed to achieve one or more objectives; consolidated and arranged on a single screen so the information can be monitored at a glance.”*

Stephen Few, 2006

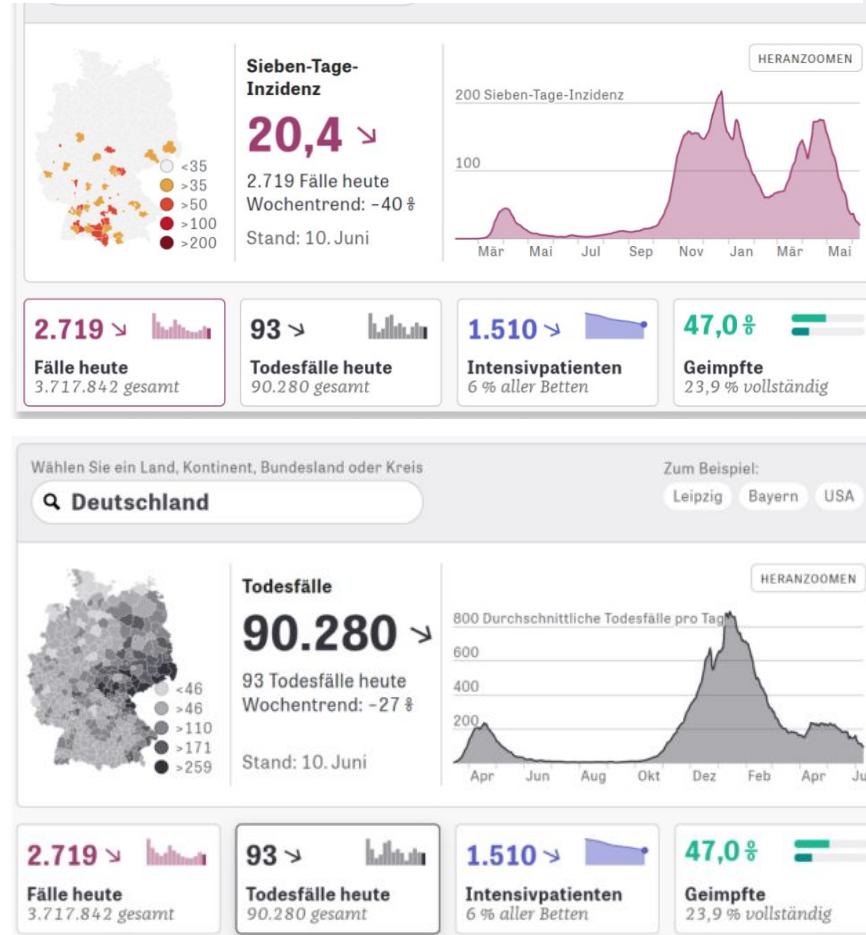
Few, S., 2006. *Information dashboard design: The effective visual communication of data* (Vol. 2). Sebastopol, CA: O'Reilly.

*“A dashboard seeks to add as a translator, not simply a mirror, setting the forms and parameters for how data are communicated.”*

Rob Kitchin et al., 2015

Kitchin, R., Laurault, T.P. and McArdle, G., 2015. Knowing and governing cities through urban indicators, city benchmarking and real-time dashboards. *Regional Studies, Regional Science*, 2(1), pp.6-28.

# Embedded Mini Dashboard

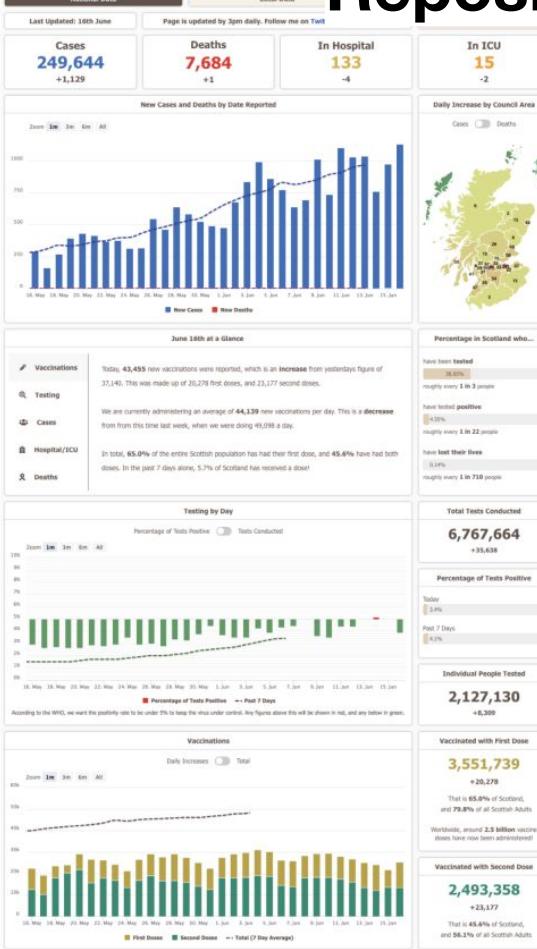




## Scotland Coronavirus

National Data

Local Data



# Repository Dashboard

Public Health  
Scotland

\* please see <https://www.healthscotland.scot/neighbourhood-area-of-work-test-10-cross-tack-small-area-count-breaker>

is for 7 day periods. The data for the most recent days are likely to be incomplete, therefore a 3 day lag has been applied to this data.

Neighbourhood population estimates remain at NRS mid-2019 until the 2020 estimates become available for this level of geography.

The Scotland level will be coloured according to the rate of confirmed positive cases per 100,000 population in each Local Authority area. You can also view maps showing confirmed cases in neighbourhoods within each Local Authority.

To see cases in your neighbourhood, choose your Local Authority area from the drop down list below.

Select Local Authority:  Use the slider to change 7 day range (based on specimen date)  To improve performance the data is restricted to the previous 6 months. The full dataset from March 2020 is available on the open data <https://www.opendata-scotland.gov.uk/dataset/covid-19-cases-and-deaths-in-scotland>

7 day positive cases in Scotland based on people tested between 24 August 2021 and 30 August 2021

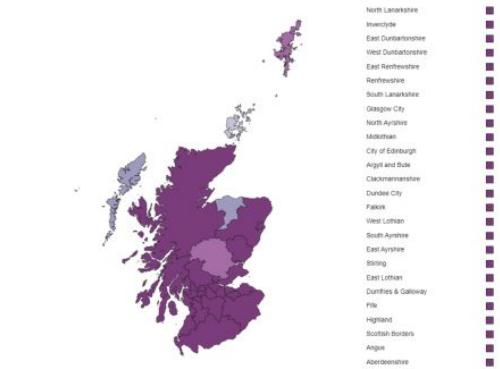
7 day positive cases	7 day positive rate per 100,000 population	7 day test positivity rate
40,935	748.9	13.4%

Clicking on the area you are interested in on the map below will display a box with 7 day figures and population count for that neighbourhood.

7 day positive rate per 100,000 population



Local Authorities in Scotland



How are neighbourhood areas defined?  
These maps use local neighbourhood areas defined by the Scottish Government. Their geographical size varies because they are based on the number of people who live in the area. Most neighbourhood areas contain between 2,500 and 6,000 residents, but some now have a notably lower or higher number than this because boundaries have changed since boundaries were last reviewed.

How do I find the name of my neighbourhood?  
To find the name of your neighbourhood (Intermediate Zone), you can search by place or postcode at <https://neabase.myscotlandshealthcare.scot/>

What determines the colours on the map?  
We have used population rates to colour these maps to show the number of cases in the context of the number of people living in that area. Areas with the same number of cases will have different colours if they have different population rates, because they have different population sizes. The rates associated with each colour are displayed on a scale daily, so you may notice small changes in the records are updated and amended.

How accurately do these maps show infection rates?  
Health teams across Scotland are constantly monitoring a range of different types of information to manage the pandemic. These maps show only confirmed cases of COVID-19. They do not show all infections, so they can only give an indication of the true rate of infection in each area. The data underlying the maps is refreshed daily, so you may notice small changes in the records are updated and amended.

Why are some areas coloured white and labelled\*\*\*\*?  
Where a local neighbourhood has fewer than 3 positive cases, the actual number of cases and population rate has not been shown. This is to help protect patient confidentiality. Some areas have very low populations and therefore drive high rates. Where a Local Authority has fewer than 5 positive cases in the selected 7 day period, a more detailed map is not available to protect patient confidentiality.

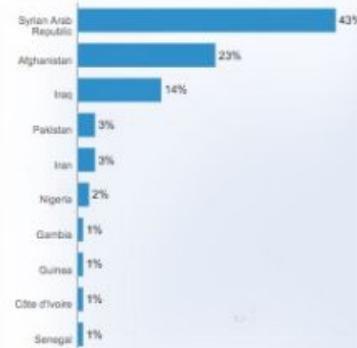
How do these maps relate to the levels set by the Scottish Government?  
The Scottish Government makes decisions about restrictions based on a set of indicators: test positivity rate, positive case population rate, projected case rates, projected hospital and intensive Care Unit demand. Decisions are made at Local Authority level. You can read more about the indicators and thresholds used at <https://www.gov.scot/coronavirus-covid-19/scottish-government-reviews-restrictions/>

[View the Notes page for more information on the data in this dashboard](#)

Increasing numbers of refugees and migrants take their chances aboard unseaworthy boats and dinghies in a desperate bid to reach Europe. The vast majority of those attempting this dangerous crossing are in need of international protection, fleeing war, violence and persecution in their country of origin. Every year these movements continue to exact a devastating toll on human life.

### Top-10 nationalities of Mediterranean sea arrivals

Top-10 nationalities represent 92% of the sea arrivals  
based on arrivals since 1 Jan 2016

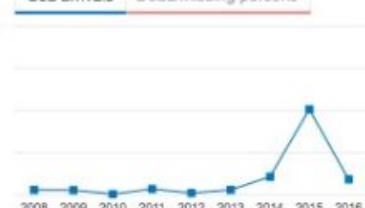


### Comparison of monthly Mediterranean sea arrivals



### Evolution - Mediterranean Sea

[Sea arrivals](#) [Dead/missing persons](#)



### Demographics based on arrivals since 1 Jan 2016



\*Serbia (AND KOSOVO: SIRS/124 (1999))  
[Download excel data](#)  
 The boundaries and names shown and the designations used on this map do not imply official endorsement or acceptance by the United Nations  
[Click here to view sources and disclaimer](#)

Covid

Tracking the coronavirus

How countries and regions are coping

# Magazine Dashboard

Covid-19 in Europe

Per 100,000 people. Last updated on September 3rd



APR 19TH 2021

Cases, last 7 days Deaths, last 7 days Deaths, total



In spring 2020 much of Europe was shut down to slow the spread of covid-19. Ten months on the continent is once again trying desperately to restrain the pandemic. By July 27th the first wave had resulted in the loss of 180,000 lives across Europe's 39 countries and territories (see the map above). After some respite during the summer months a second wave—now largely driven by a more infectious variant first spotted in Britain in December—has caused a further 350,000 deaths.

#### The latest on the coronavirus

- [The future of meetings](#) (Sept 2nd)
- How the pandemic became stagflationary (Sept 2nd)
- [Vaccine inequality will cost money as well as lives](#) (Aug 30th)
- Australia is ending its zero-covid strategy (Aug 28th)
- To follow The Economist's coverage of the pandemic, visit our [coronavirus hub](#)

Europeans and their governments will be hoping that vaccines, developed in record time, as well as lockdowns will help to reduce infections. More than 30 countries have active inoculation programmes, which make use of three main vaccines, developed by Pfizer/BioNTech, Moderna, and AstraZeneca/Oxford University. So far 14m shots have been administered. Britain, which on December 8th was the first country in the world to begin vaccinations, has now given jabs to more than one person in 20.

| Search country...

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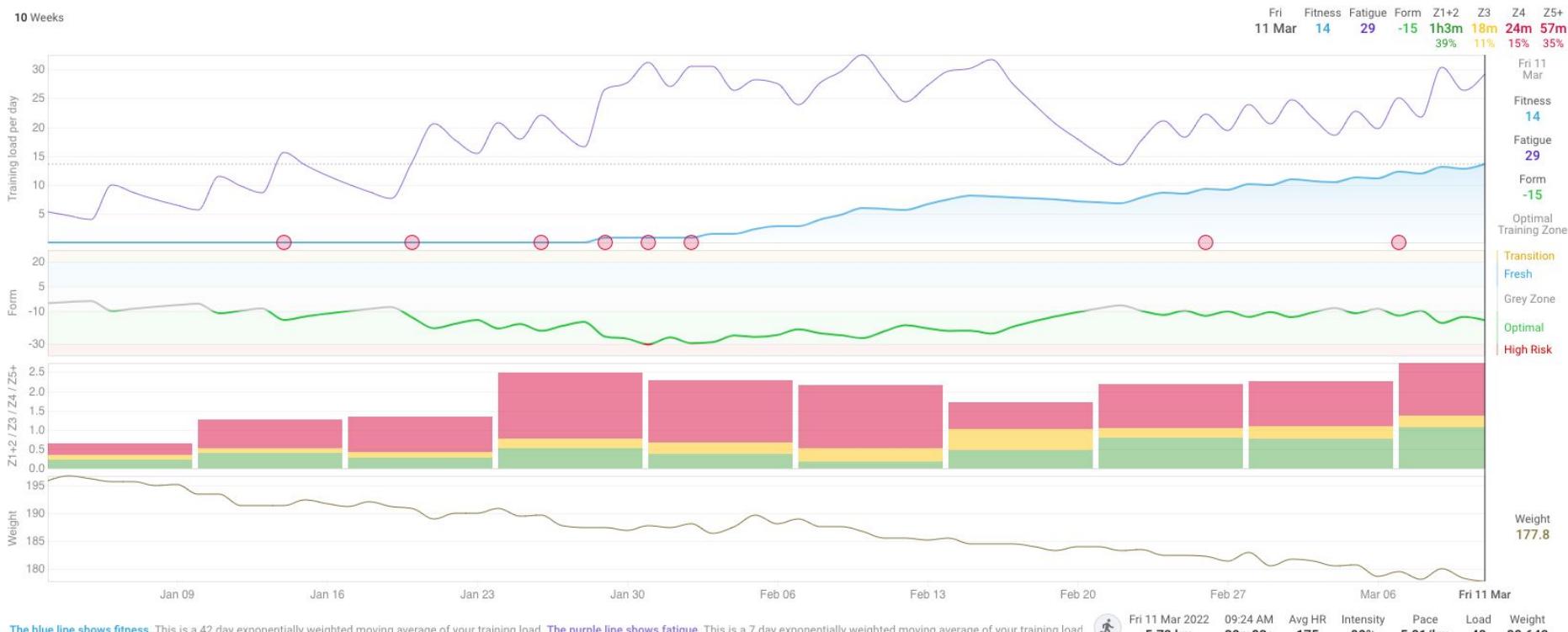
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# Analytic Dashboard



The blue line shows fitness. This is a 42 day exponentially weighted moving average of your training load. The purple line shows fatigue. This is a 7 day exponentially weighted moving average of your training load above the blue line. Your form is your fitness less fatigue. When your form is in the **optimal training zone** you are gaining fitness. When your form is **fresh** and you are fit then you are ready to race. Avoid staying in the grey zone for too long as it can lead to fatigue and decreased performance. References: [Monitoring your training load by Science2Sport](#) and [Managing Training Using TSB by Joe Friel](#).

# Dashboard Types



Static



Analytical



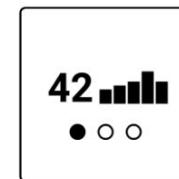
Magazine



Infographic



Mini



Slideshow



Repository

<https://dashboarddesignpatterns.github.io/processguidelines.html>

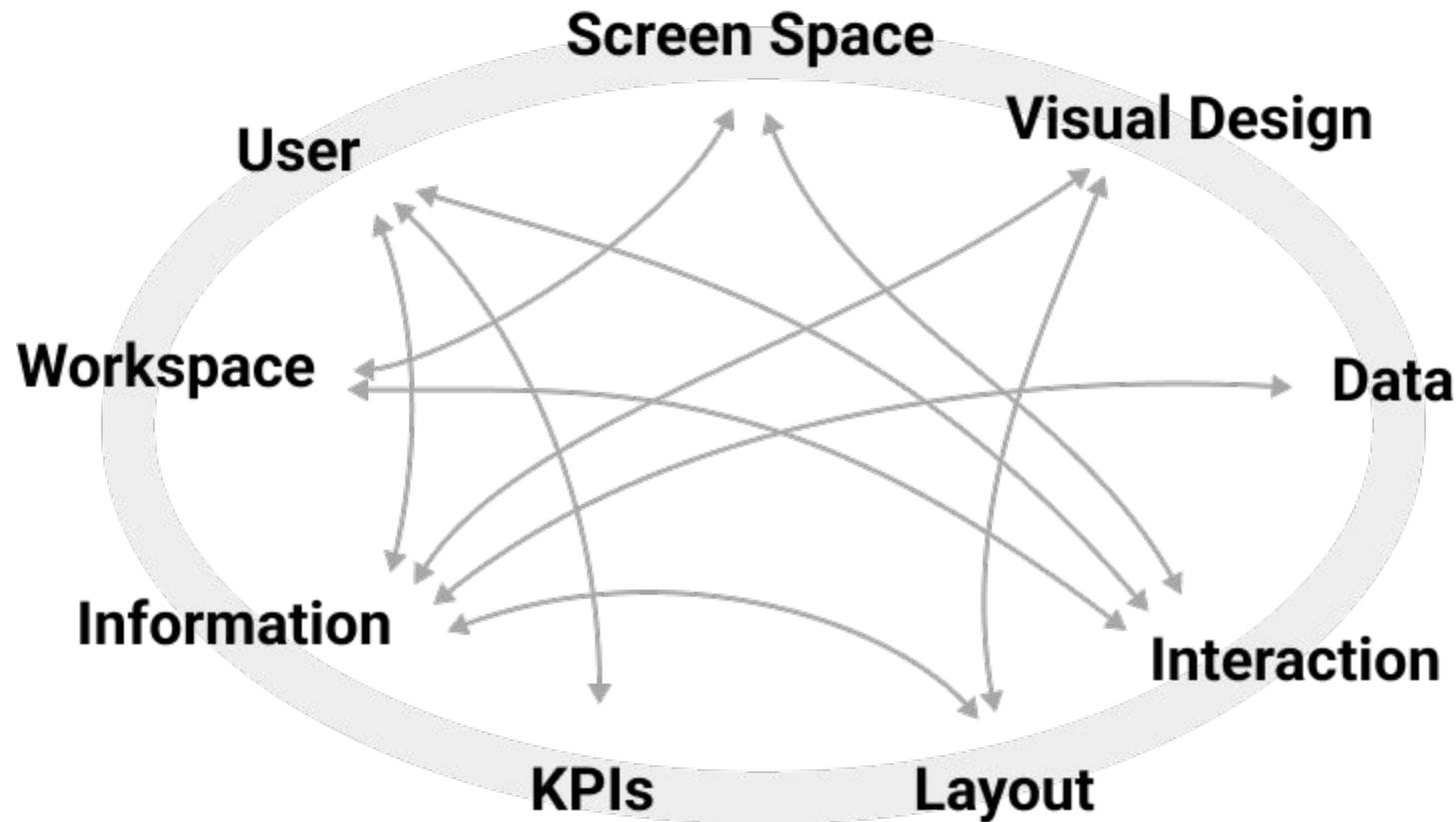
# 2/ Design Guidelines

# Design Guidelines

- 1. Don't overwhelm viewers
- 2. Avoid visual clutter
- 3. Avoid poor visual design
- 4. Carefully chose KPIs
- 5. Align with existing workflows
- 6. Don't add too much data
- 7. Provide for consistency
- 8. Provide for interaction affordances
- 9. Manage complexity
- 10. Organize charts symmetrically
- 11. Group charts by attribute
- 12. Order charts by time
- 13. Balance data + space
- 14. Increase information
- 15. Avoid redundancy of information
- 16. Show information, rather than data
- 17. Design is an iterative process
- 18. Context is very important
- 19. State your meta data
- 20. Use color carefully

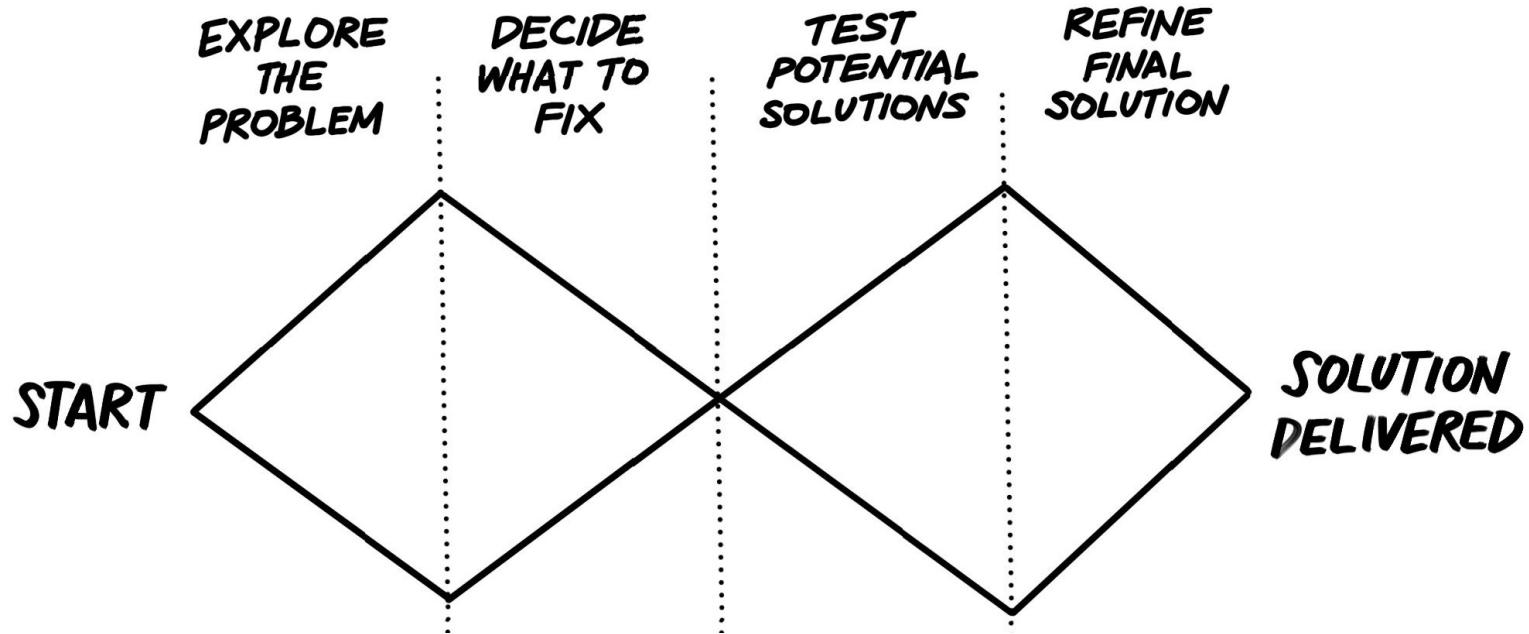
etc...

Great,  
thats easy!



# 3/ Design Tradeoffs

# Design Process: the double diamond



## Activity 1:

*“What am I designing for?”*

# **Parameters** (that you may not control)

1. Who is your audience?
2. What is the context & devices they engage with the dashboard?
3. What are the tasks they perform / decisions they make?
4. What information do they need to fulfill these tasks / make these decisions?

# Design Tradeoffs

**Screenspace**

**Number of  
Pages**

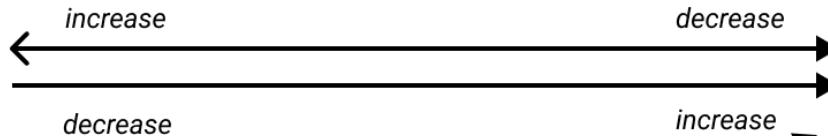
**Abstraction**

of information and  
visual encodings

**Interaction**

# Design Tradeoffs

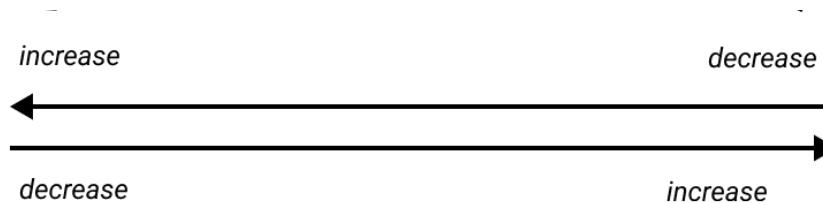
**Screenspace**



**Number of Pages**

**Abstraction**

of information and visual encodings



**Interaction**

# Design Tradeoffs

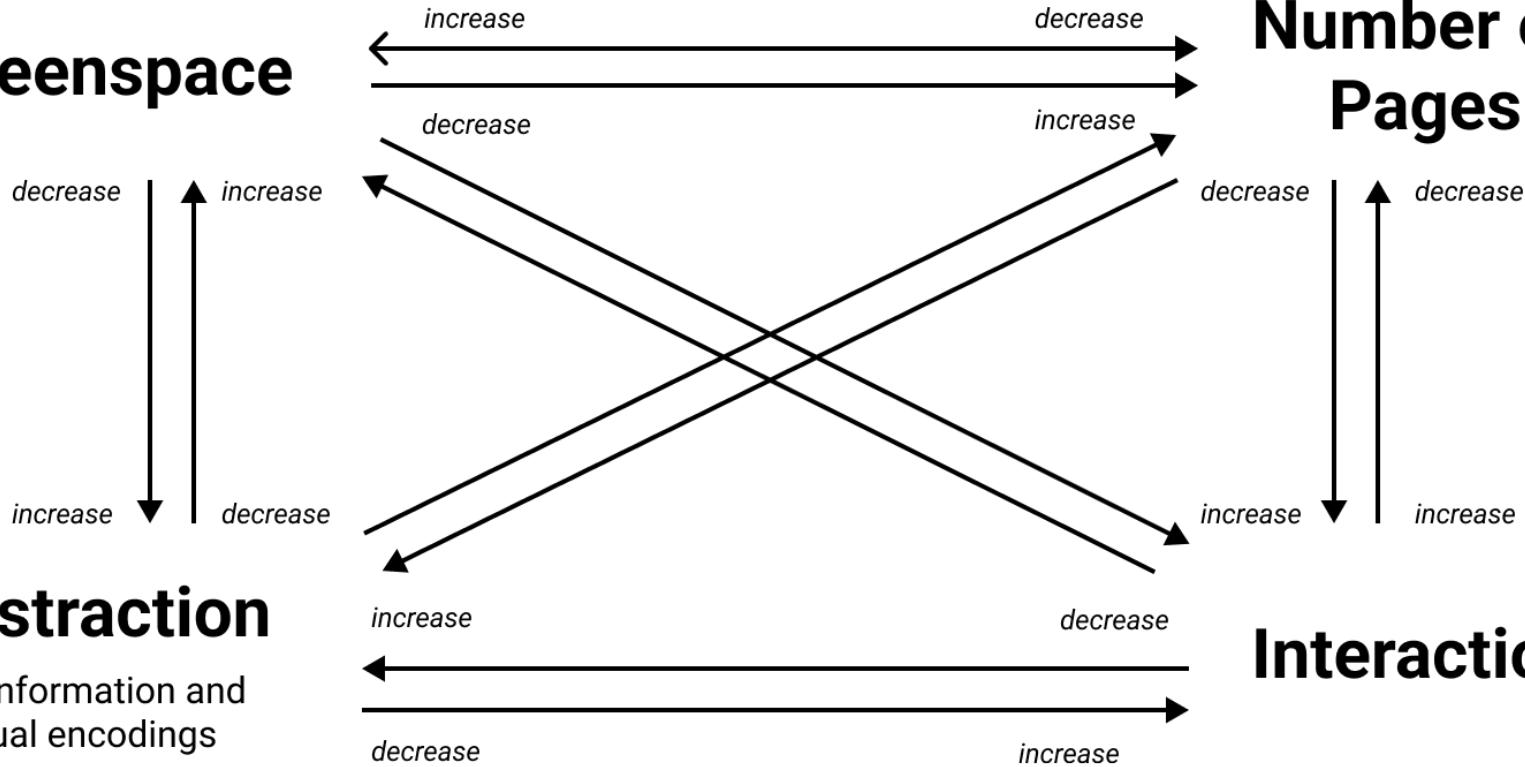
**Screenspace**

**Number of Pages**

**Abstraction**

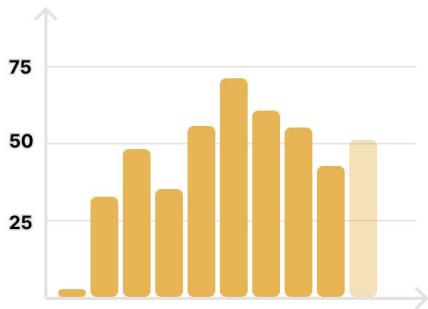
of information and visual encodings

**Interaction**



**UK****SCO****ENG****WLS****New cases**

June 6, 2022



New Cases

**40**

New Hosp/

**3**

New Vacc/

**51k**

Tot. Cases

**4m**

Tot. Hosp/

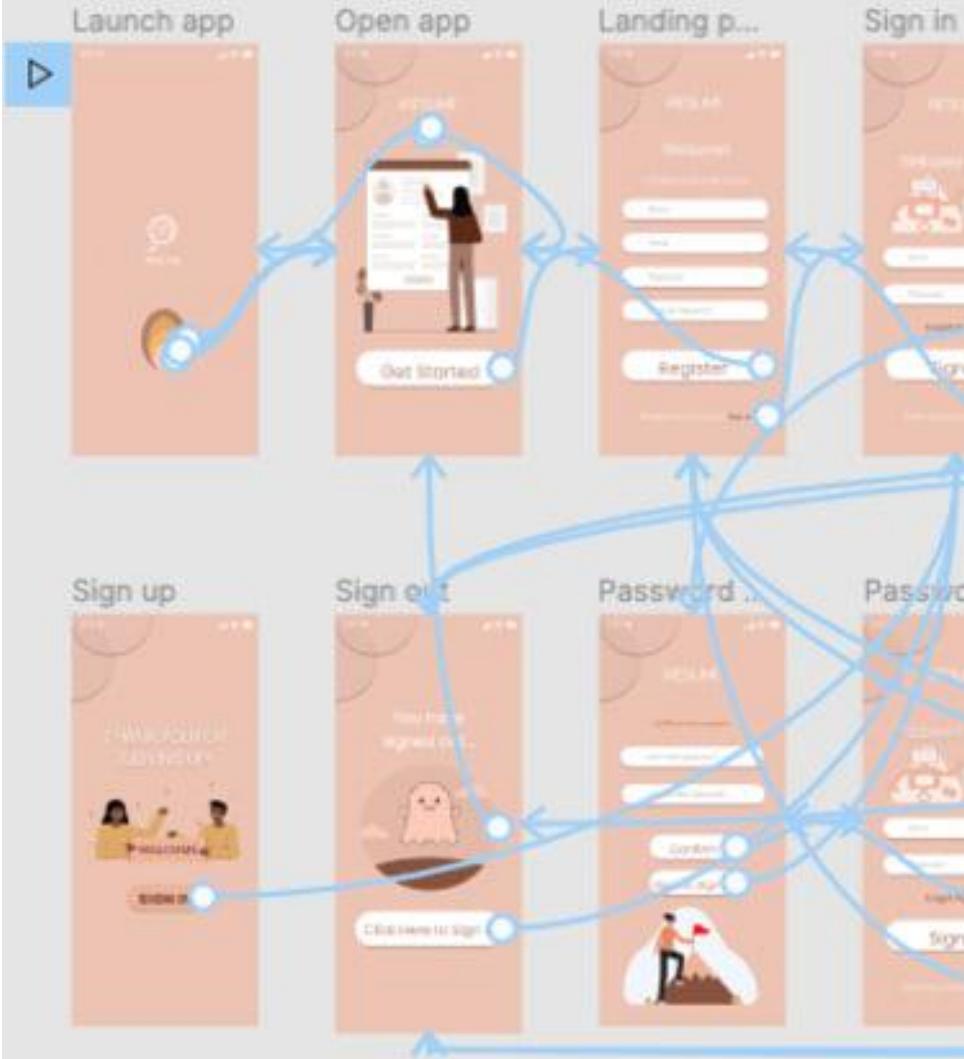
**1m**

Tot. Vacc/

**24m**



- Free vector and prototyping tool
- Web-tool and download
- Collaborative
- Free and commercial licenses
- Prototype interactions



Figma  
*<http://figma.com>*



# Design Tradeoffs

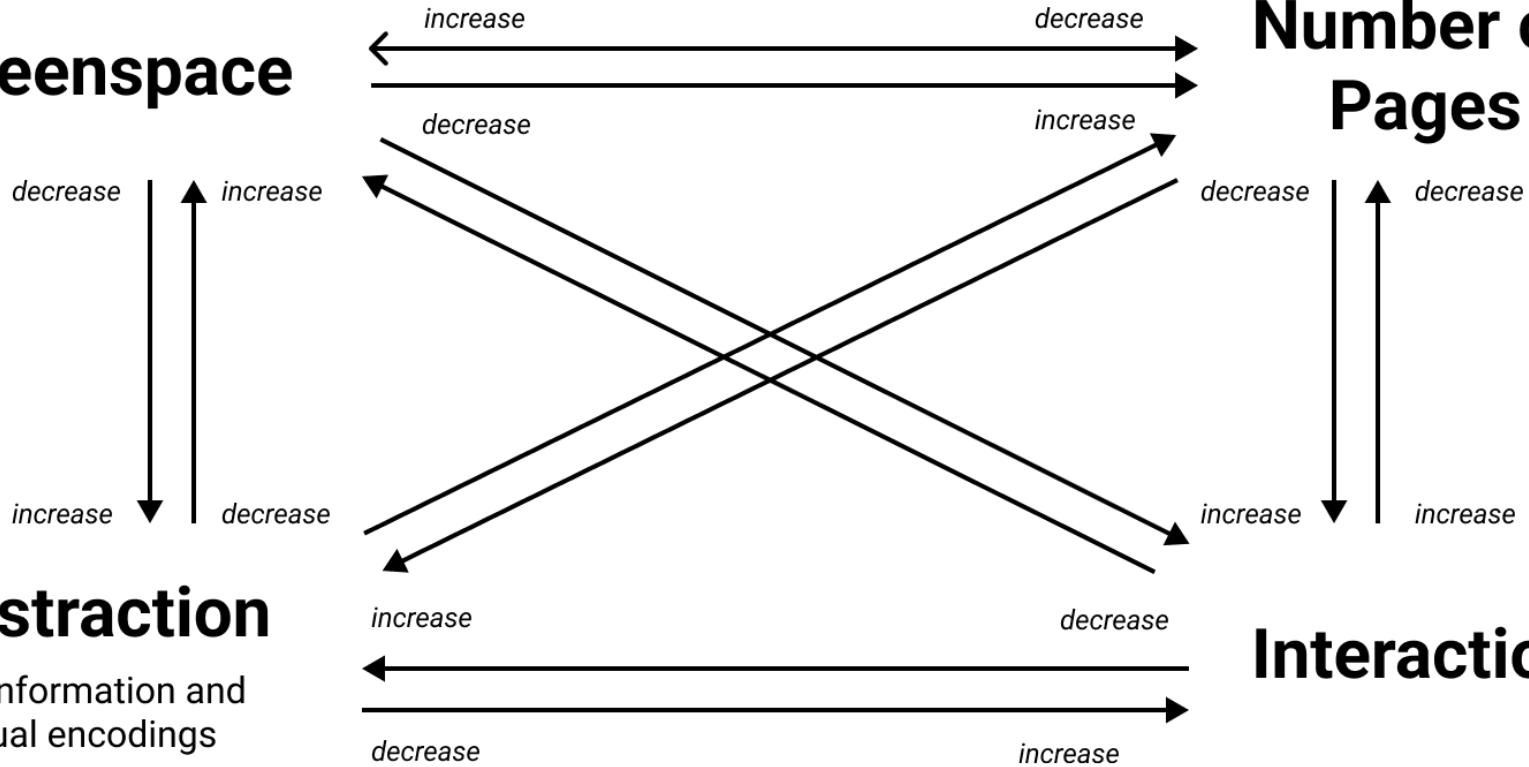
**Screenspace**

**Number of Pages**

**Abstraction**

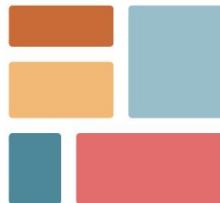
of information and visual encodings

**Interaction**



# 3/ Design Patterns



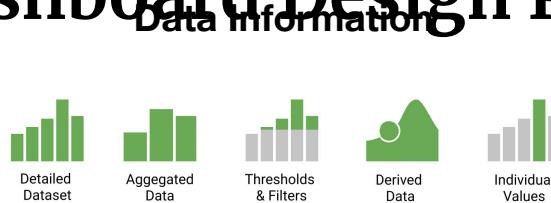


# Dashboard Design Patterns

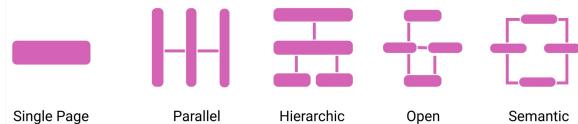
Reusable solutions for dashboard design

<https://dashboarddesignpatterns.github.io/patterns.html>

# Dashboard Design Patterns



## Structure



## Screen space



## Meta data



## Visual Encoding



## Page Layout



## Interaction



# Content Patterns

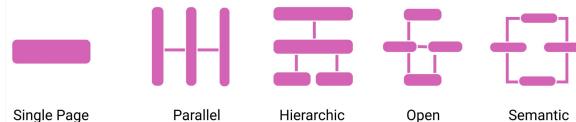
Data Information



## Visual Encoding



## Structure



## Page Layout



## Screen space



## Interaction



## Meta data



# Composition Patterns

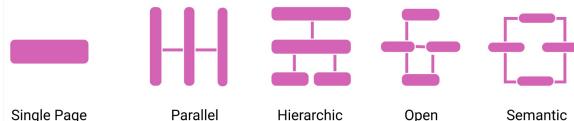
Data Information



Visual Encoding



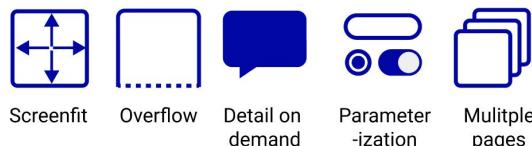
Structure



Page Layout



Screen space



Interaction



Meta data





## Activity 2:

*“How am I creating a design?”*

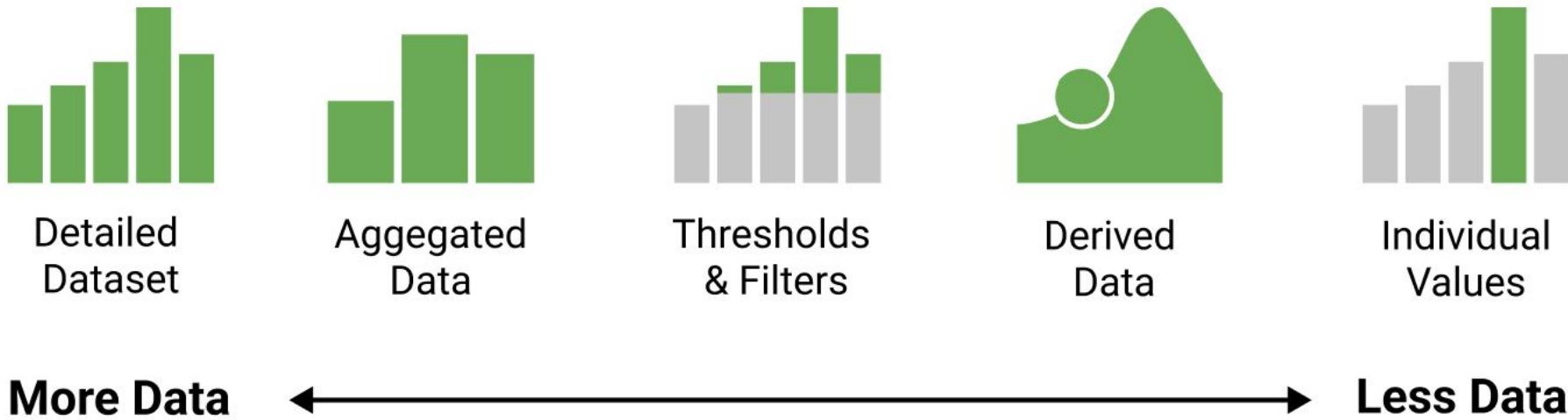
# Process Suggestion

## 1/ Data & information



# **1/ Data Information**

# Data Information



# UK Summary

The official UK government website for data and insights on coronavirus (COVID-19).

See the [simple summary](#) for the UK.

## Vaccinations

### People vaccinated

Up to and including 10 March 2022

Daily – first dose

**4,765**



Daily – second dose

**14,282**

Total – second dose  
**49,164,620**

Daily – booster or third dose

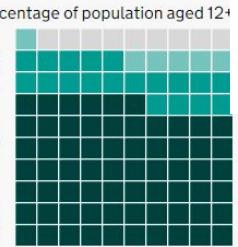
**20,616**

Total – booster or third dose  
**38,458,430**

[All vaccinations data](#)

Percentage of population aged 12+

91.6%  
First dose  
85.5%  
Second dose  
66.9%  
Booster or third dose



## Cases

### People tested positive

Latest data provided on 11 March 2022

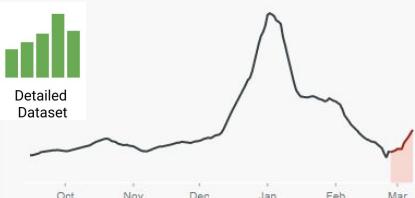
Last 7 days

**399,820**

**↑ 143,956 (56.3%)**



► Rate per 100,000 people: **458.7**



[All cases data](#)

## Deaths

### Deaths within 28 days of positive test

Latest data provided on 11 March 2022

Last 7 days

**730**

**↑ 20 (2.8%)**

► Rate per 100,000 people: **0.9**



[All deaths data](#)

## Healthcare

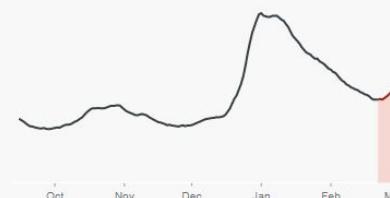
### Patients admitted

Latest data provided on 7 March 2022

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**9,475**

**↑ 1,369 (16.9%)**



[All healthcare data](#)

## Testing

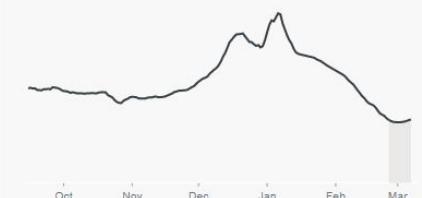
### Virus tests conducted

Latest data provided on 10 March 2022

Last 7 days

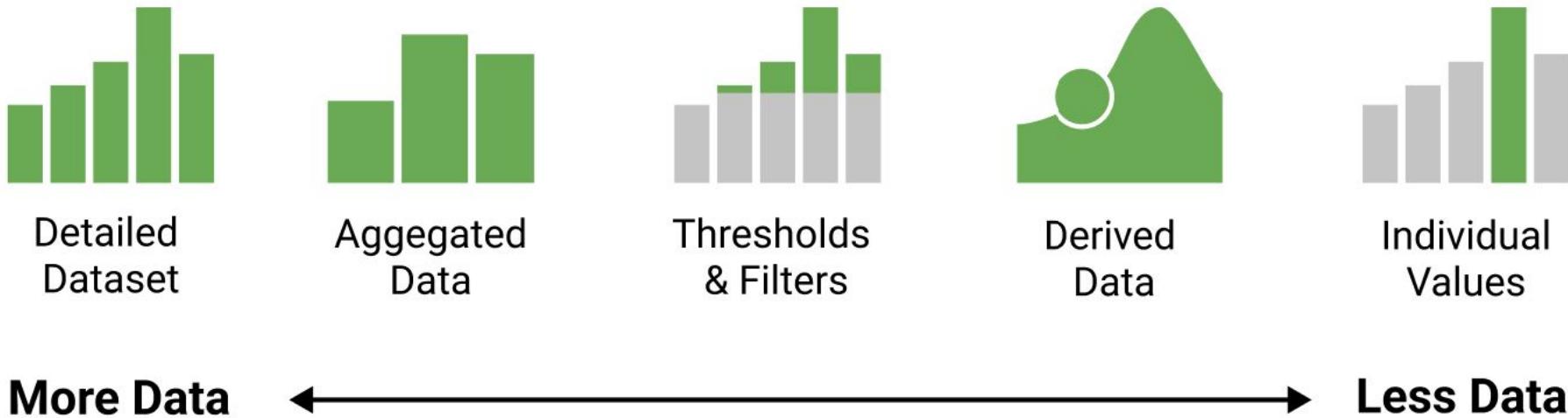
**4,553,814**

**↑ 199,269 (4.6%)**



[All testing data](#)

# Data Information

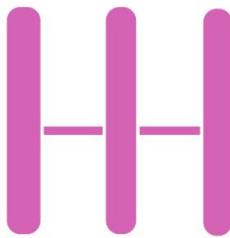


# 2/ Structure

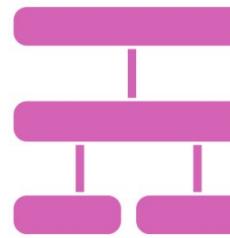
# Structure Patterns



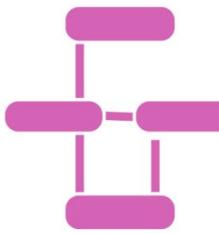
Single Page



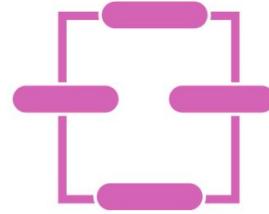
Parallel



Hierarchic



Open



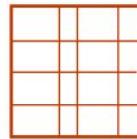
Semantic

# 3/ Visual Encoding

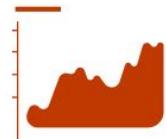
# Visual Representation



List



Table



Detailed  
Visualization



Miniature  
Chart



Progress Bars  
Gauges



Indicators



Trend  
arrow(s)



Pictogram

42

Numbers

More Detail



Less Detail

# Visual Representation: Data Visualization



List



Table

Cases by States		
	July 26, 2021	60,667
Selangor	281,670	+ 4217
Kuala Lumpur	87,711	+ 1395
Johor	74,436	+ 399
Sabah	72,042	+ 351
Sarawak	68,599	+ 352
Negeri Sembilan	51,851	+ 438
P. Pinang	36,376	+ 181
Kelantan	35,991	+ 95
Perak	28,903	+ 142
Kedah	28,202	+ 164
Melaka	21,009	+ 267
Pahang	15,848	+ 261
Terengganu	13,721	+ 35
Labuan	9,087	+ 35
Putrajaya	2,350	+ 35
Perlis	607	+ 4
Total	826603	60667

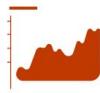
People who have received at least one dose by race/ethnicity



## Latest News

- about 4 hours ago  
New daily high of 20,596 cases bring total to 1,383,796  
Malaysia has reported 20,596 new cases of Covid-19 on Thursday, July 29. The health ministry has confirmed
- 4 days ago  
New daily high of 19,819 cases bring total to 1,363,976  
Malaysia has reported 19,819 new cases of Covid-19 on Wednesday, July 28, bringing the cumulative total to 1,363,976
- 5 days ago  
Another record high of 17,766 cases on Saturday (July 24)  
Malaysia recorded another record high of 17,766 new Covid-19 cases on Saturday, July 24. The health ministry has confirmed
- 6 days ago  
134 new deaths bring total fatalities to 8,859  
Malaysia recorded 134 new deaths from Covid-19 on Friday, July 23, again the health ministry has confirmed
- 7 days ago  
12,170 new cases on Thursday (July 22)  
Malaysia recorded 12,170 new Covid-19 cases on Thursday, July 22, the health ministry has confirmed

# Visual Representation: Data Visualization



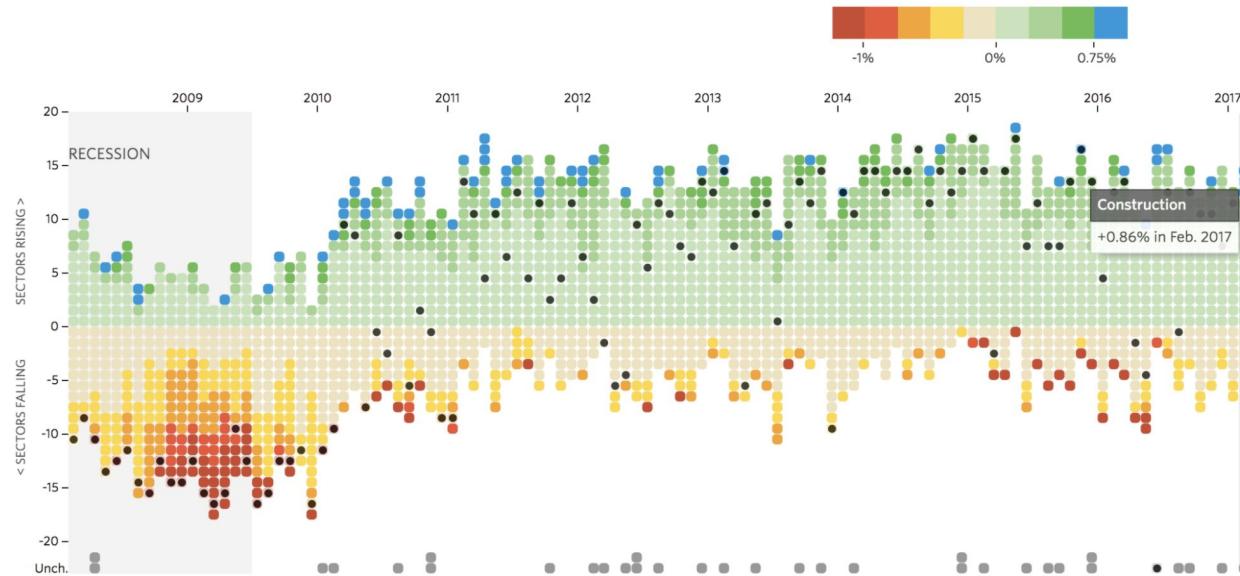
Detailed  
Visualization

## Track National Unemployment, Job Gains and Job Losses

By Andrew Van Dam and Renee Lightner

### Winners and Losers: Job Gains and Losses [Jump to National Unemployment](#)

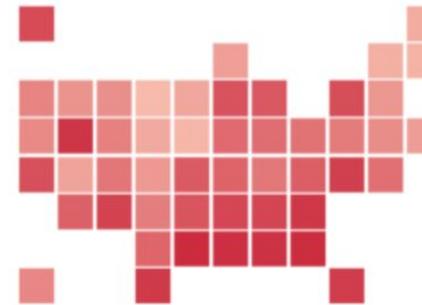
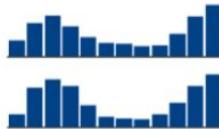
Track the number of sectors gaining or losing jobs each month. Boxes are shaded based on percentage change from the previous month in each sector's payrolls.



# Visual Representation: Data Visualization



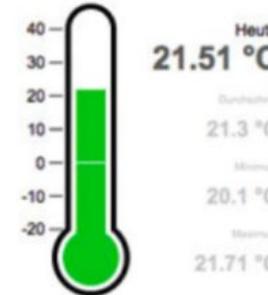
Miniature  
Chart



# Visual Representations



Progress Bars  
Gauges



(b) Gauges and progress bars (#19, #99, #16).

# Visual Representations



Pictogram

	Innengastro	Außengastro	Hotels
Baden-Württemberg	!	!	!
Bayern	!	!	!
Berlin	!	✓	✓
Brandenburg	!	✓	!
Bremen	!	!	!



WEEKLY TREND -1.6% ↘

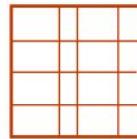
42  
Numbers

(a) Pictograms as *data* (#85, #37) and *index* (#102).

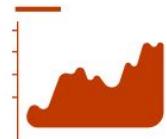
# Visual Representation



List



Table



Detailed  
Visualization



Miniature  
Chart



Progress Bars  
Gauges



Indicators



Trend  
arrow(s)



Pictogram

42

Numbers

More Detail



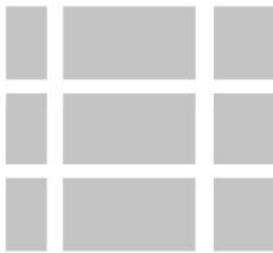
Less Detail

# 4/ Layouts

# Layouts



Open



Table



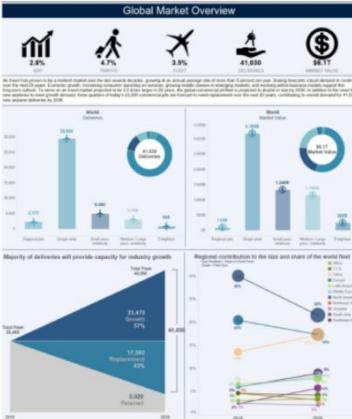
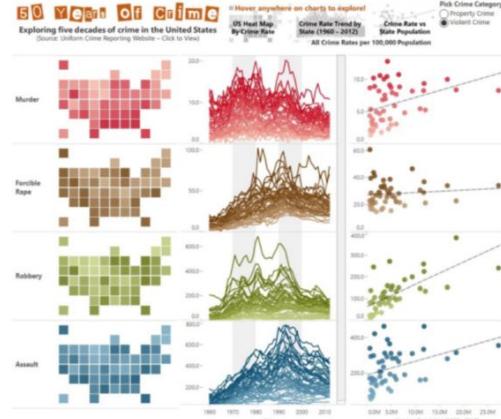
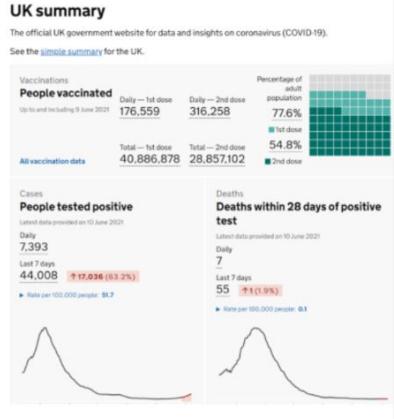
Stratified



Grouped

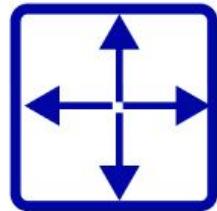


Schematic

**Open Layout****Strata Layout****Grid Layout****Grouped Layout**

# 5/ Screen space

# Pagination Patterns



Screenfit



Overflow



Detail on demand



Parameter-ization



Multiple pages

**More concise**

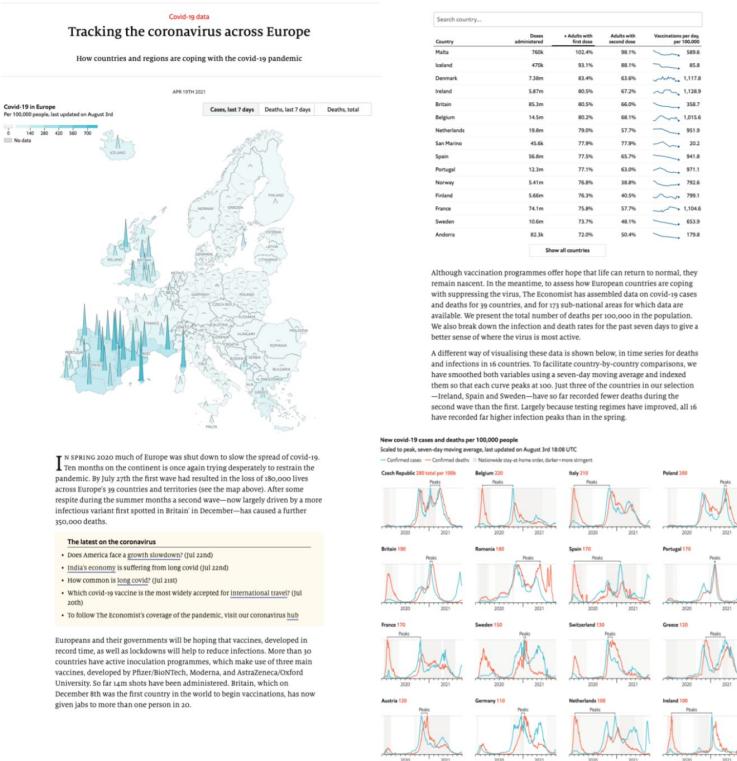


**Less concise**

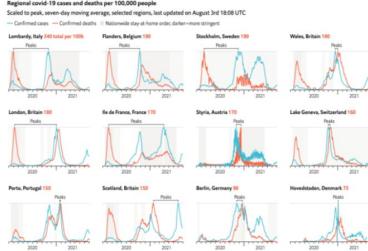
# Pagination: Scroll



Overflow



In the charts below, we use the same presentation format as ones above, but for 12 selected sub-national areas. These curves is very similar to that of the national figures, yet there are important discrepancies. For example, after battling a severe outbreak of infections in the autumn, Britain's North West is now in effect its third wave of the pandemic.



The table below presents the complete data for deaths and cases over the past week for each of the countries and regions that we are tracking. (You can sort each column by clicking on its header.) These figures are updated twice a day.

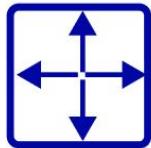
Region	Country	Population, '000	Cases last week per 100k	Deaths last week per 100k
Baleric Islands	Spain	1,188	821 ♦	1 ♦
Corsica	France	335	674 ♦	0 ♦
La Rioja	Spain	314	647 ♦	5 ♦
Navarre	Spain	650	633 ♦	1 ♦
Catalonia	Spain	7,566	626 ♦	1 ♦
Madrid	Spain	6,642	592 ♦	0 ♦
Basque Country	Spain	2,178	588 ♦	1 ♦
Province-Alps-Côte d'Azur	France	5,031	574 ♦	0 ♦
Arguedas	Spain	1,331	571 ♦	3 ♦
Galicia	Spain	2,790	530 ♦	1 ♦
Andalucia	Spain	8,437	520 ♦	1 ♦
Valencia	Spain	4,975	512 ♦	1 ♦
Canarias	Spain	582	501 ♦	1 ♦
Castile and Leon	Spain	2,406	499 ♦	2 ♦
Extremadura	Spain	1,065	472 ♦	1 ♦

Show all regions

As ever, some caution is required when interpreting these statistics. Differences in the amount of covid-19 testing and occasionally in the recording of deaths means that direct comparison between one country's statistics and another's can be tricky. For an all-encompassing measure of covid-19's toll, see our excess-death monitor data, which tracks the ratio of actual mortality rates compared with the historical average. Excess-mortality data are often incomplete and are released with a delay of several weeks or more. Subnational data thus provide useful and timely information on the progress of the pandemic. ■

To keep up with our coverage of the pandemic, visit our coronavirus hub. Some of our covid-19 coverage is free for readers of The Economist Today, our daily newsletter.

# Pagination: Screenfit



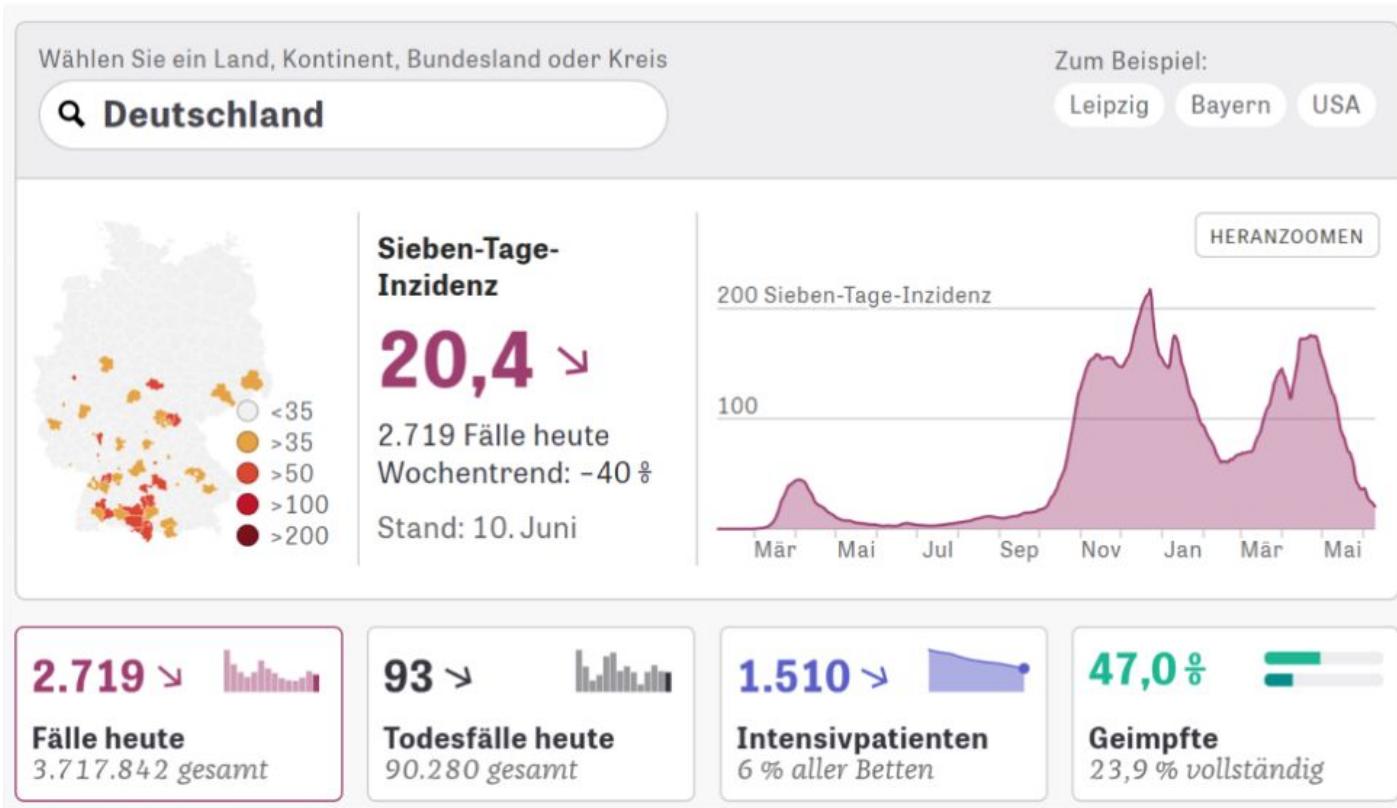
Screenfit



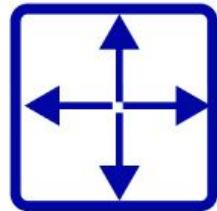
Multiple pages



Parameter  
-ization



# Pagination Patterns



Screenfit



Overflow



Detail on demand



Parameter-ization



Multiple pages

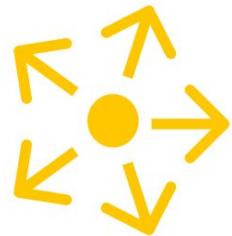
**More concise**



**Less concise**

# 6/ Interaction

# Interaction Patterns



Exploration



Navigation



Personal-  
ization



Filter &  
Focus

# **7/ Meta Information & 8/ Color**

# Meta Information Patterns



Data Source



Disclaimer



Data Description



Update Information

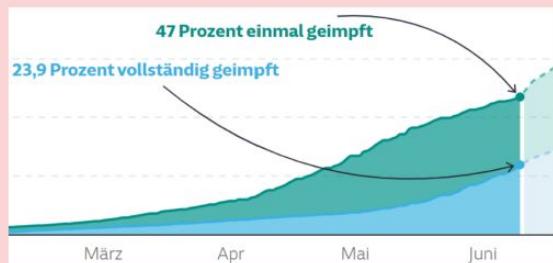


Annotations

## Cases

From [Our World in Data](#) and [JHU CSSE COVID-19 Data](#)

### Data Source



### Annotations

The number of people who have received a first dose COVID-19 vaccination, shown by date reported. Daily figures include all vaccines that were given up to and including the date shown, and that were entered on the relevant system at the time of extract.

### Disclaimer & Data Description

## Tracking Coronavirus Vaccinations Around the World

By [Josh Holder](#) Updated June 9, 2021

### Update Information

# Color Patterns

## Covid-19 in the UK



Daily cases

**7,393**

+2,119 vs last week ↑

Daily deaths

**7**

Total deaths

**127,867**

## Vaccination rollout



Daily vaccinations

**492,817**

-28,965 vs last week ↓

Received 1st dose

**61.2%**

Received 2nd dose

**43.2%**

Distinct

Forecasted new cases and deaths over the 28 day period

Deaths

**1,586**

Confirmed Cases

**686,137**

Shared

GBX 448.80

+GBX 10.75

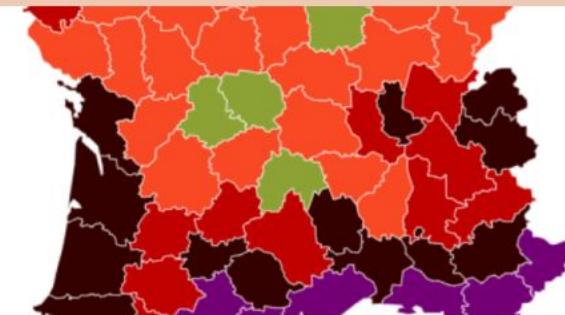
↑ 2.45%

GBX 311.55

-GBX 5.50

↓ 1.73%

Semantic



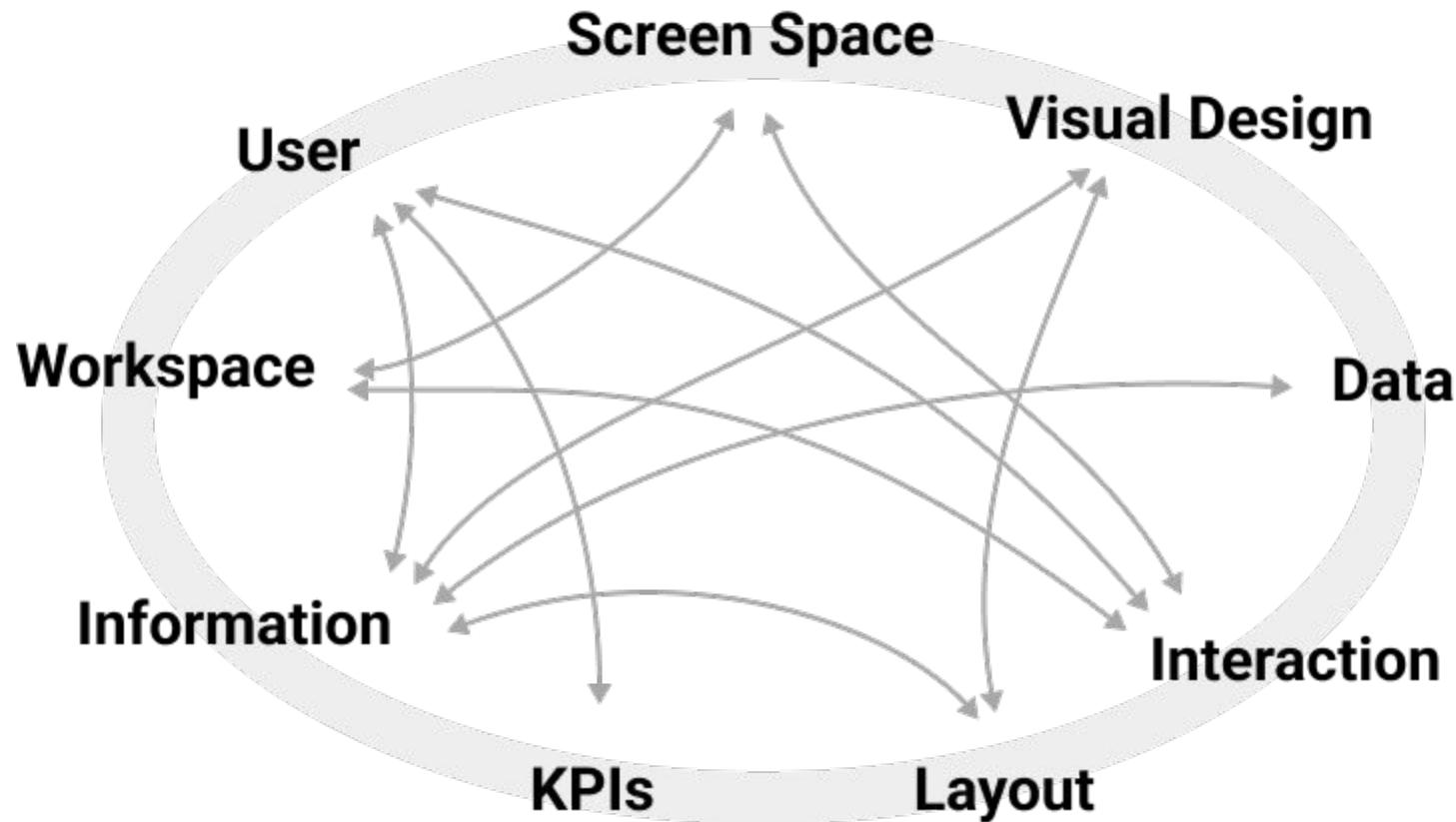
Data Encoding

# Discussion & Questions?

# Design Guidelines

- 1. Don't overwhelm viewers
- 2. Avoid visual clutter
- 3. Avoid poor visual design
- 4. Carefully chose KPIs
- 5. Align with existing workflows
- 6. Don't add too much data
- 7. Provide for consistency
- 8. Provide for interaction affordances
- 9. Manage complexity
- 10. Organize charts symmetrically
- 11. Group charts by attribute
- 12. Order charts by time
- 13. Balance data + space
- 14. Increase information
- 15. Avoid redundancy of information
- 16. Show information, rather than data
- 17. Design is an iterative process
- 18. Context is very important
- 19. State your meta data
- 20. Use color carefully

etc...



# Dashboard Types



Static



Analytical



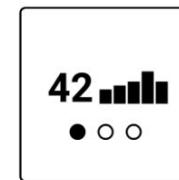
Magazine



Infographic



Mini



Slideshow

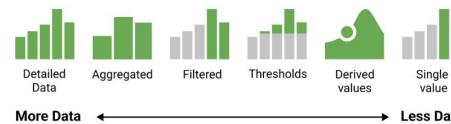


Repository

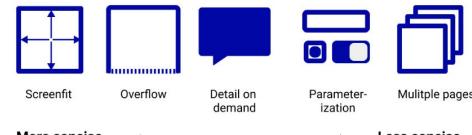
<https://dashboarddesignpatterns.github.io/processguidelines.html>

# Dashboard Design Cheatsheet <https://dashboarddesignpatterns.github.io>

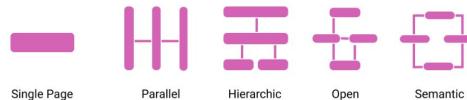
## 1/ Data



## 5/ Screenspace



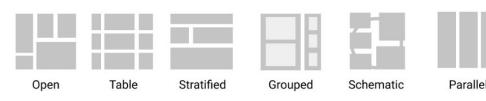
## 2/ Structure



## 3/ Visual Representation



## 4/ Page Layout



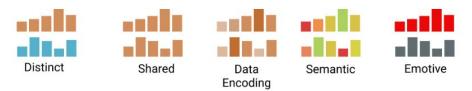
## 6/ Interaction



## 7/ Meta Data



## 8/ Color



*<https://dashboarddesignpatterns.github.io>*

# Figma resources

Interactive components:

<a href="https://help.figma.com/hc/en-us/articles/360061175334>Create-interactive-components-with-variants