**How to create displays**

Like in everything, the first impression sells. The same happens with dashboards. There are some guidelines to help create better displays:

* The concept of “Less Is More” (Eckerson, 2011) refers to the importance of creating a good visual work by taking care every single detail.
* Use only a screen to display the information and show important data at a glance.
* Group information in a way that users can see it in one section only.
* Relevant information should be shown on a screen and if more detail is needed then more screens can present the information.
* Balance sparsity and density
* Eliminate decoration
* Use and intuitive layout
* Arrange components efficiently

References

Eckerson, W. W. (2011). Performance Dashboards: Measuring, Monitoring, and Managing Your Business (2nd ed.). Hoboken, NJ: John Wiley & Sons, Inc.