Dashboard design

INFORMATION
DASHBOARD
DESIGN

The Effective Visual Communication of Data

Stephen Few
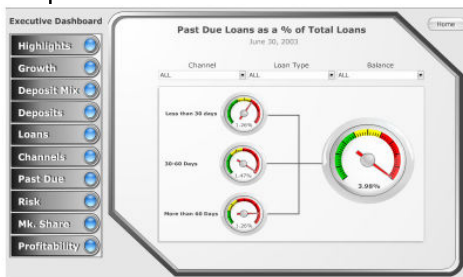
O'REILLY

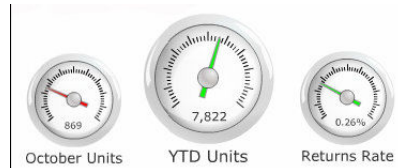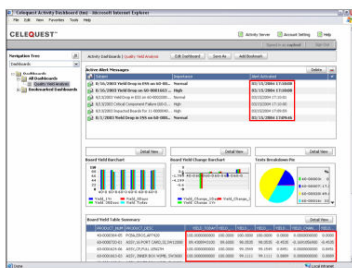# 13 common mistakes in design

Mistake 1

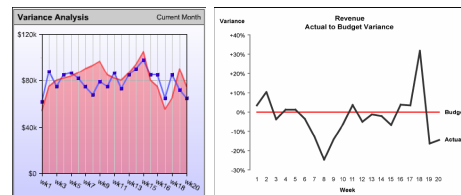**Exceeding the boundaries of a single screen**

Mistake 2

Supplying inadequate context for the data

Mistake 3

Displaying excessive detail or precision

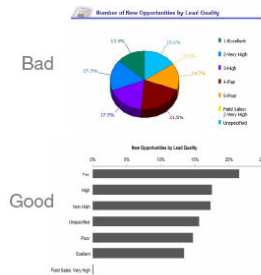# Mistake 4

Bad

Good

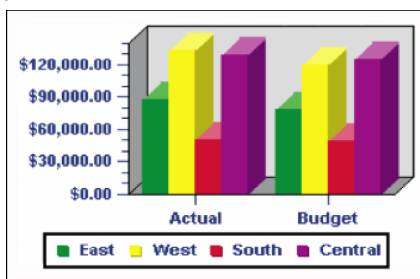**Expressing measures indirectly**

Mistake 5

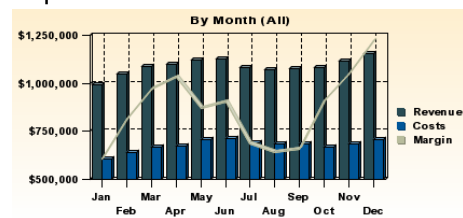**Choosing inappropriate display mechanisms**

Mistake 6

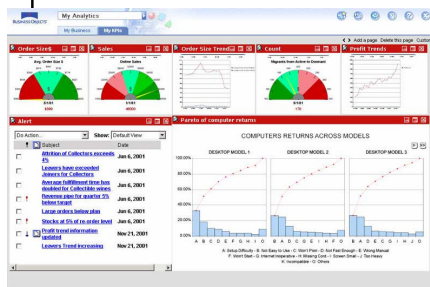**Introducing meaningless variety**

Mistake 7

Using poorly designed display mechanisms, many non-data pixels
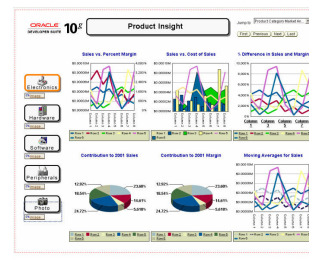
Mistake 8

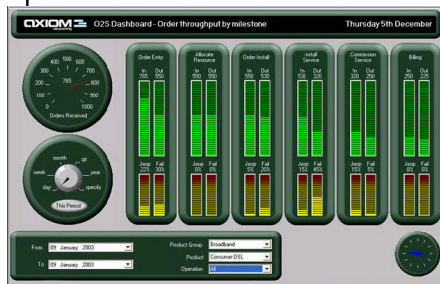**Encoding quantitative data inaccurately**

Mistake 9

Arranging the data poorly (note that the order of A-O in the bottom-right graphs changes, hard to compare the different graphs
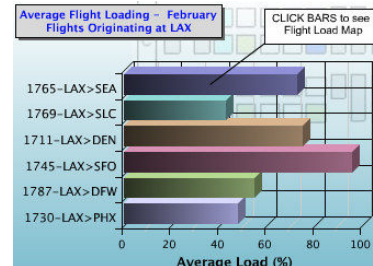
Mistake 10

Ineffectively highlighting what's important, everything is given the same emphasis
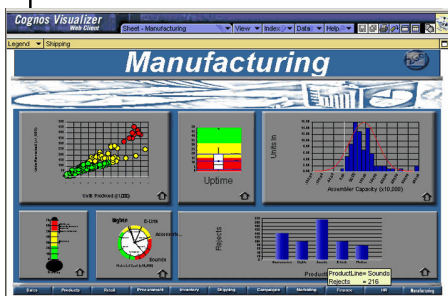
Mistake 11

Cluttering it with useless decoration

Mistake 12

Misusing or overusing color

Mistake 13

Designing an unappealing visual display

The 13 design rules

1. Use 1 main screen
2. Provide adequate context for the data
3. Choose appropriate level of detail and precision
4. Express measures directly
5. Choose appropriate display mechanisms
6. Use consistent visualization mechanisms
7. Properly design the display mechanisms
8. Encode data accurately
9. Arrange the data in a proper way
10. Use effective highlighting
11. Use decoration sparsely
12. Make appropriate use of color
13. Use appealing visual displays

The "ultimate" dashboard