**Unit 5: Pulse Dashboards**

**Step 1: Define Audience / Tone**

* Who will visit your site? Potential employers? New clients or customers?

Pulse Dashboards will demonstrate how retailers can gain insights from their customers. Satisfaction ratings for services and products will be displayed on the site as a customer insights dashboard.

* What can make you and/or your product stand out against your competitors?

We conduct exploratory data analysis using our clients’ data and propose compelling data visualisations for their dashboard.

* How would you speak to your clientele if you were communicating in person? How could you translate that style and tone digitally?

Professional with a focus on “what the data says”. We will use the clients’ data to support evidence of best practice. We aim to present a variety of customer insights using palatable data visualisations.

* What colors represent you or your product?

Soft colours. Green, amber and red – these are the colour of customers that love, couldn’t care less or hate what the retailer has to offer.

* What images illustrate your message?



**Step 2: Define Site Structure**

What are the three-to-five pages titled?

About, Demo 1, Demo 2 and Contact.

What will be the purpose for each?

What should each page contain? Will there be textual content? Or just images?

**About**

General overview of what Pulse Dashboard offers.

Contains:

* Title/Logo
* Navigation
* Who we are
* What we do
* Paragraph

**Demo 1**

Large main plot of coffee satisfaction scores.

Contains:

* Main plot
* Large percent bar

**Demo 2**

Counts and percent bars for different coffees.

Contains:

* Number of coffees purchased (coffee icons)
* Coffee satisfaction percent bar

**Contact**

Contains:

* Title
* Navigation
* Body text

At this stage there is only one page.