

Getting an emotional response

DATA VISUALIZATION IN POWER BI

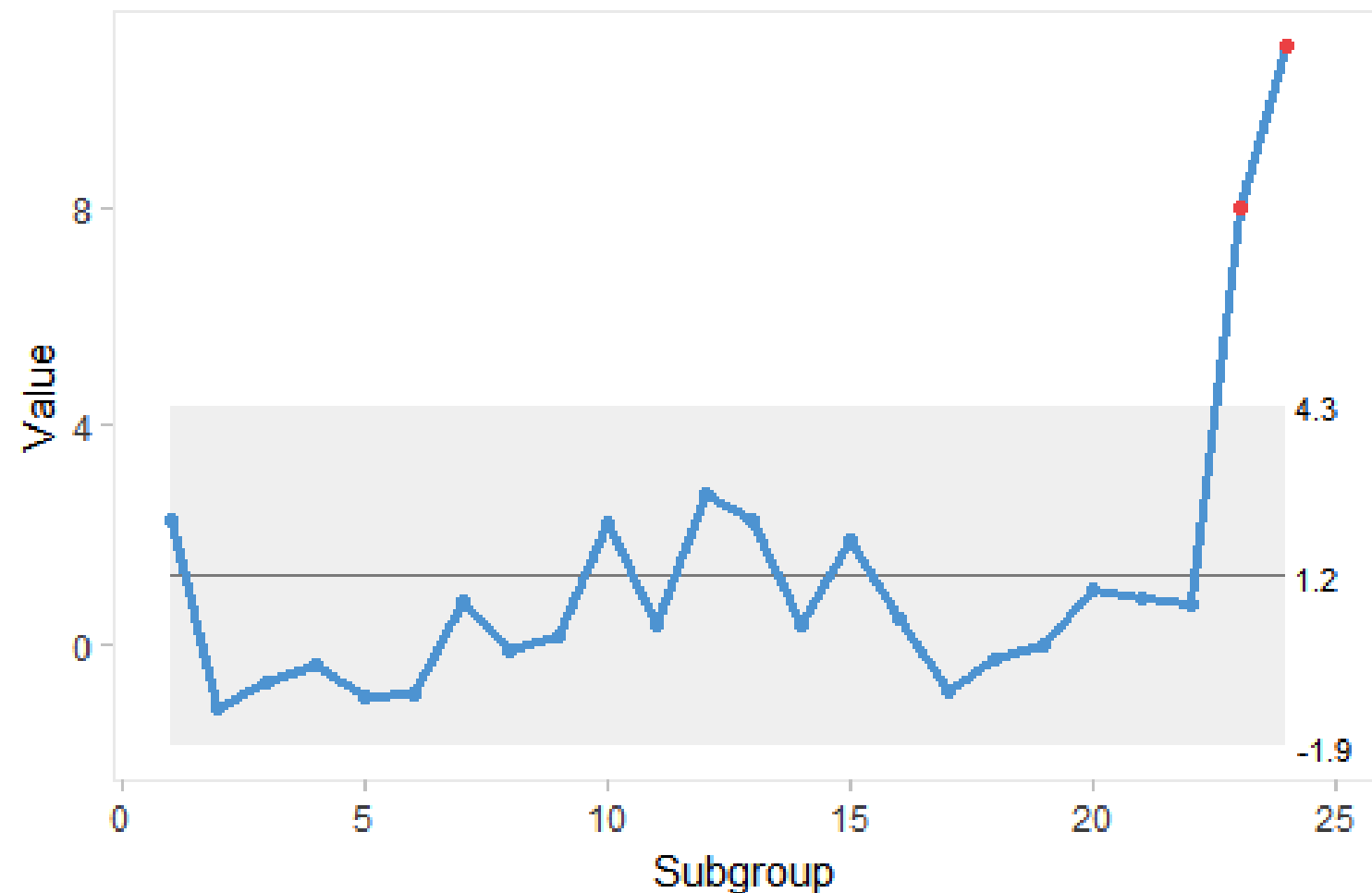


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Have you hit the right audience?

Process Control Chart



Context

- Show the bore depth on drilled machinery versus ideal
- If this is outside the acceptable (grey) zone, we have permanently damaged the product
- You are a specialist responsible for managing this drill press

Emotion engagement

Why I'm Happy



- Everything on the dashboard looks fine
- Do not need to perform any action (or can perform a positive action)

Why I'm Angry



- Something has gone wrong
- Need to act in response to this issue

Emotion engagement



Worst case: zero emotional response

- Dashboard not relevant to the user

Our audience

Product Manager

- Main focus is:
 - product success
 - product development
- Obtaining information on product performance is vital
- Product manager at Threads Ltd has a large team:
 - Any reports will be shared



Let's practice!

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Bar charts and small multiples

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