

1



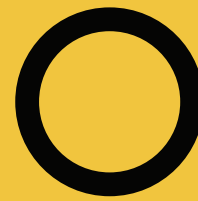
Design
for a target

2



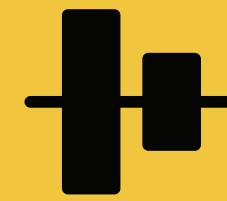
Keep everything
at a glance

3



Keep it simple

4



Align elements

5



Be consistent

6



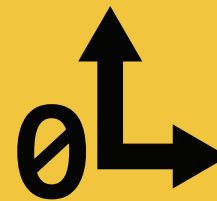
Highlight the most
relevant information

7



Be clear

8



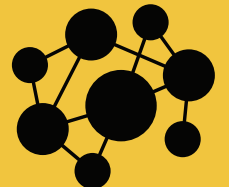
Start from zero

9

1M

Shorten the
numbers

10



Show the
context

11



Choose the
right colors

12



Design dashboards,
not reports

13



Show variations

14



Leave the
noise off

15



Pick the
right charts