Dashboard Design Draft

This week you should submit an outline of your final module assignment – a dashboard presentation.

This assignment is not graded as it is not a summative weighted component, but you are encouraged to submit your draft dashboard to receive feedback from your tutor. You will submit the final version of your dashboard presentation in unit 12.

Implementing the feedback received will help to improve the quality of your final submission in unit12. You are required to submit your outline by the end of this unit.

Instructions

Design a dashboard for your (or any) organisation and write a short report (500 words) on your design rationale.

1. Describe your audience (who are they, what they need etc.)

2. What type of dashboard do you want to design and why?

3. Design your mockup dashboard (No data is required, you can do it on paper and then scan/take a picture of it, or you can use tools like PowerPoint, Adobe Photoshop, Paint to create the mockup.

4. Present your answers to questions 1-3 in your report and submit it on the platform for formative feedback.

Learning Outcomes

- Critically evaluate and apply data visualisation grammar and idioms to the whole of the visualisation process and the resulting presentations.

- Critically evaluate the capabilities of different visualisation tools and programming languages (proprietary and/or open source) to support the discovery and display of critical and valuable answers in different types of datasets.

- Systematically implement key analysis and visualisation techniques using realistic data sources from disparate disciplines.

- Effectively use the most appropriate visualisation tools in order to effectively present and communicate complex information and facilitate informed decision making.

Dashboard Design Draft

The dashboard designed is aimed at professionals within the hotel industry, particularly hotel managers, marketing analysts, and operational staff. These individuals rely heavily on accurate and accessible data to understand booking trends, guest behaviours, and performance outcomes. Their responsibilities range from planning marketing campaigns to managing staffing levels and optimising guest experience based on observed patterns. They require a tool that offers both a clear overview of the year's performance and the flexibility to drill down into specific data points, such as guest origins or the performance of different hotel types. This dashboard is designed to support those needs by consolidating relevant performance metrics into a single, interactive interface.

This is a strategic and operational dashboard developed for end-of-year analysis. The rationale behind this choice is to provide the audience with a comprehensive summary of how the hotel has performed across the calendar year. Unlike a real-time dashboard focused on daily monitoring, this design allows users to reflect on broader trends and assess business performance over time. It offers both high-level key performance indicators and the ability to interact with the data to extract more specific insights. The

design serves the dual purpose of informing long-term strategic decisions and supporting operational improvements in response to guest behaviour patterns.

The layout of the dashboard is structured to provide a clear flow of information. At the top of the dashboard, a key performance indicator (KPI) section presents five high-level metrics: total bookings, average daily rate (ADR), cancellation rate, no-show rate, and the percentage of repeat customers. These figures immediately communicate the most important performance outcomes of the year. Below this section, a heatmap of reservations by customer's country of origin serves as an interactive filter. Users can click on a country to update all visualisations throughout the dashboard to reflect data specific to that region. Additional filters are provided for hotel type (resort or city) and year, which allow users to narrow the data further and make comparisons across time or different property categories.

A line chart presenting monthly trends for reservations is used to visualise booking behaviour over time to help identify any seasonality. This chart includes drill-down functionality, allowing users to click on any month to view daily trends within that month. A bar chart illustrates the breakdown of bookings by market segment, helping marketing teams identify which channels were most effective. The dashboard also features a donut chart displaying the proportion of different customer types, such as transient or group bookings. Finally, a horizontal histogram illustrates reservation status, which users can drill down into to view deposit types associated with each status, such as: deposit, non-refundable, refundable.

The dashboard is styled with a white background and blue accents for a clean, modern look that supports readability and professional presentation. The dashboard is designed to be both informative and user-friendly, offering hotel teams the insights they need to assess yearly performance and plan effectively for the year ahead.

Submission status

Attempt number	This is attempt 1.
Submission status	Submitted for grading
Grading status	Not graded
Time remaining	Assignment was submitted 1 day 4 hours early
Last modified	Sunday, 30 March 2025, 7:08 PM
File submissions	Dashboard Design Draft.pdf 30 March 2025, 7:08 PM
Submission comments	▶ Comments (0)

Feedback

Feedback comments	It is a good plan. A couple of things you may think of including are: - theoretical discussion of the design principles you are adapting - HCI factors you are considering in the light of published literature - Reporting styles and contents - Visualization techniques you will be adapting, and keeping the best practices and theories in mind