

1. Specialization Matters

- **Key Point:** Just like teachers, musicians, and coders, data analysts specialize in creating effective user interfaces.
 - **Description:** Users rely on data professionals to design intuitive dashboards that enhance their experience and understanding.
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2. UX vs. UI – Definitions

- **User Experience (UX):**
 - **Key Point:** UX is about how easy and pleasant it is to use a product.
 - **Description:** It focuses on the overall interaction and satisfaction of the user.
 - **User Interface (UI):**
 - **Key Point:** UI is the visual and interactive layer between the user and the system.
 - **Description:** It includes everything the user sees and interacts with on the screen.
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3. UX/UI in Data Visualization

- **Key Point:** UX/UI design is essential for cloud dashboards.
 - **Description:** If a dashboard is confusing or hard to use, stakeholders won't engage with it—no matter how good the data is.
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4. Real-World Examples

- **Key Point:** Good UX/UI makes a big difference.
 - **Description:** Think of websites or apps you love vs. ones you avoid—this contrast is driven by design quality and user experience.
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5. Dashboard Design Principles

- **Key Point:** Dashboards should be clear, interactive, and user-focused.
 - **Description:** Users should know what options are available, how to access them, and what insights they can gain.
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6. Indicating Interactivity

- **Key Point:** Users need visual cues to know what's clickable.
 - **Description:** Use bold text, underlines, icons, arrows, and stylized elements to signal interactivity and guide user behavior.
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7. Accessibility Matters

- **Key Point:** Design for all users, including those with disabilities.
 - **Description:** Consider screen readers and other assistive technologies to ensure your dashboards are inclusive and usable by everyone.
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8. Final Takeaway

- **Key Point:** UX/UI design is about enhancing user experience, not just aesthetics.
- **Description:** Thoughtful design helps users engage with data, understand insights, and make informed decisions—making you a more effective data analyst.