

## 1. Design Decisions Should Serve the Audience

- **Key Point:** Every visualization choice should be made with the audience in mind.
  - **Description:** Insightfulness, layout, accessibility, and intuitiveness all depend on understanding what users need.
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## 2. Logical Organization Matters

- **Key Point:** A beautiful dashboard is useless if it's confusing.
  - **Description:** Organize content in a way that aligns with how users think and navigate—start by imagining their goals and work backward.
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## 3. Usability Studies & User Research

- **Key Point:** Learn what your users need before designing.
  - **Description:** Use methods like interviews, surveys, or analytics to guide design decisions based on real user behavior and expectations.
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## 4. Workflow Design

- **Key Point:** Workflows should be smooth and purposeful.
  - **Description:** Avoid unnecessary steps or confusing paths—design interactions that help users achieve their goals efficiently.
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## 5. Prioritize Relevant Information

- **Key Point:** Don't overload your dashboard with unnecessary features.
  - **Description:** Only include elements that add value; extra features can distract and reduce clarity.
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## 6. Work Backwards from User Needs

- **Key Point:** Start with the end in mind.
  - **Description:** Visualizations should be built around what users want to learn or accomplish—not just what data is available.
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## 7. Attention to Detail Drives Engagement

- **Key Point:** Thoughtful design keeps users coming back.
- **Description:** When dashboards are clear, relevant, and easy to use, they become trusted tools for decision-making.