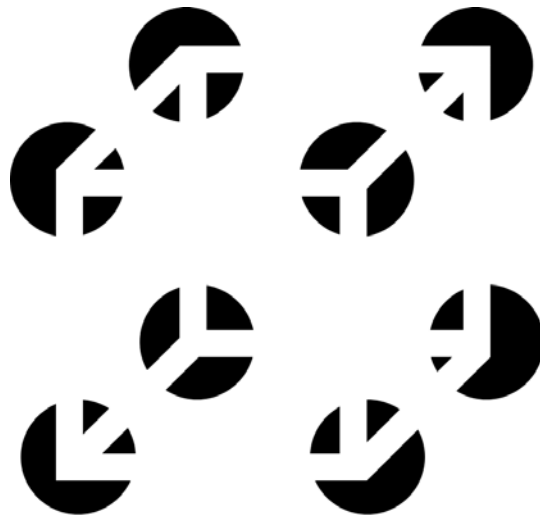


DASHBOARD DESIGN

(Guide 1)



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Content developed by Hunter Whitney, Inc.
Designed by Hunter Whitney and Andy Dunmire

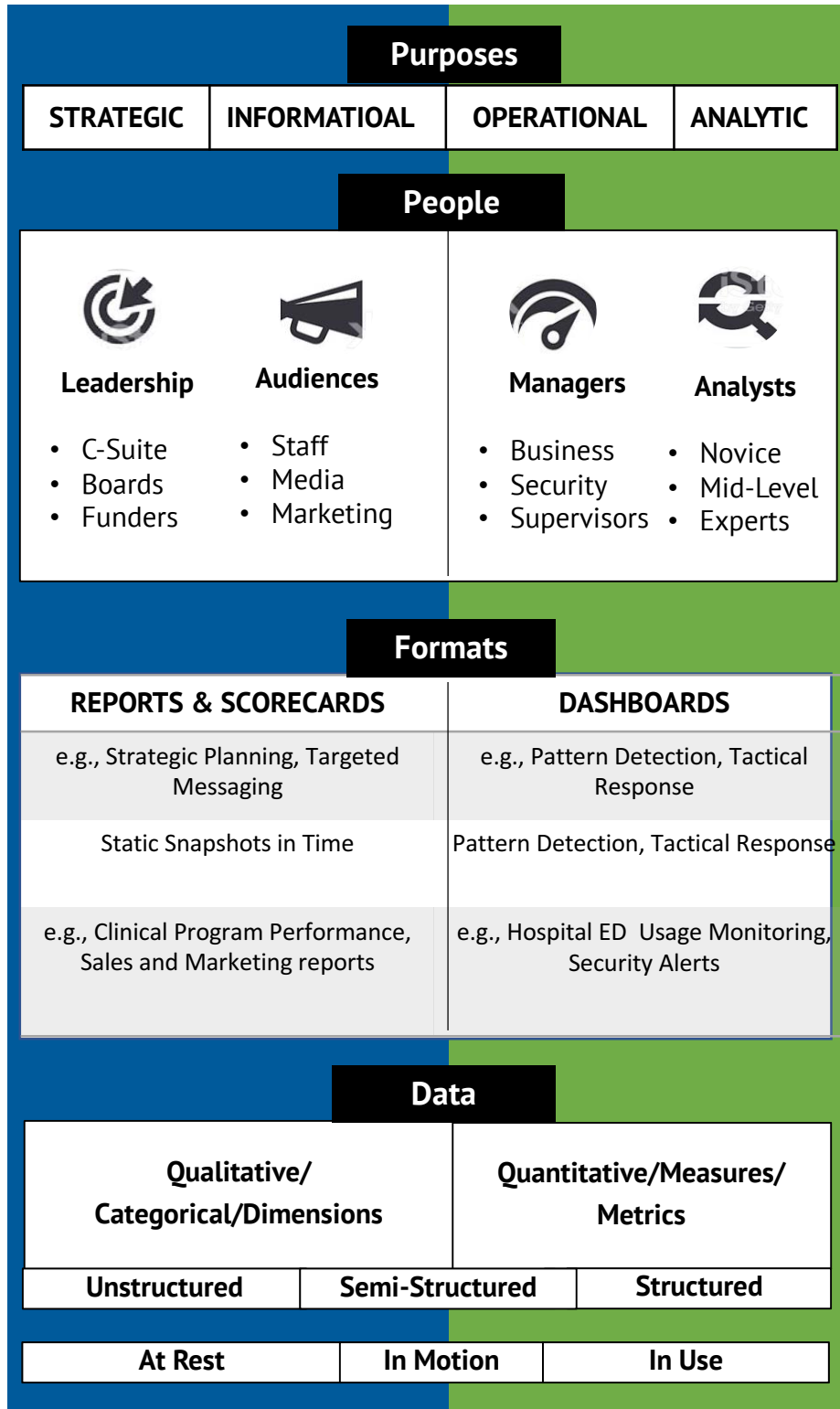
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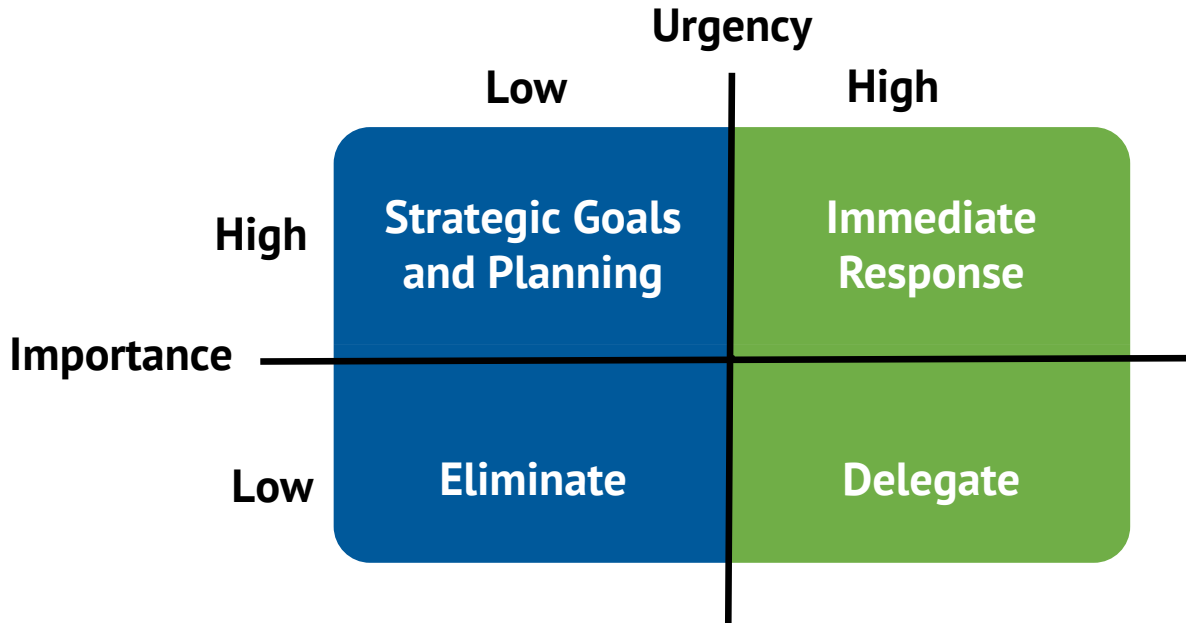
Preproduction Planning

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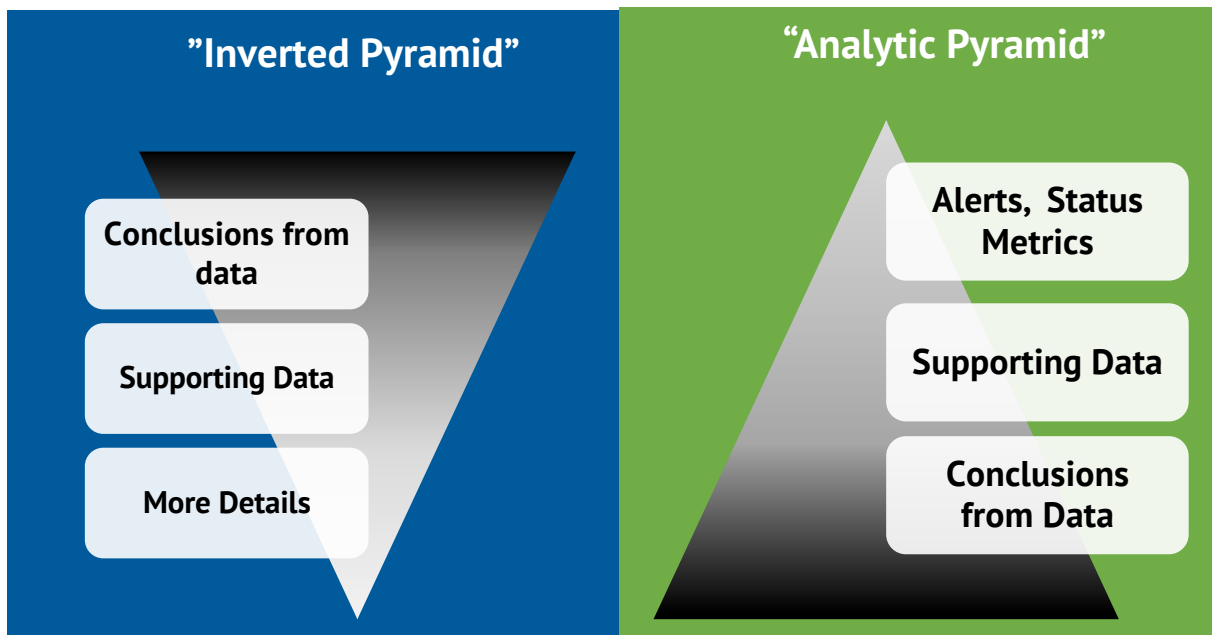
Metrics and KPIs

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Presentation Structures

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Metrics, KPIs, Etc.

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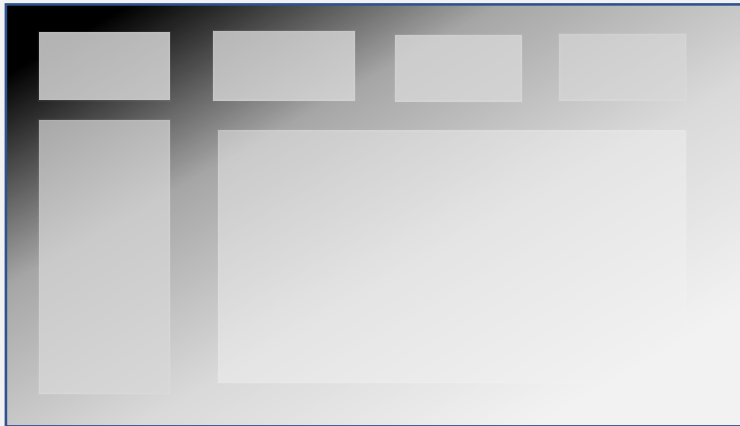
USER QUESTIONS	EXAMPLES	DESIGN IMPLICATIONS
What are the primary & recurring comparisons?		How many partitions are on the dashboard layout?
What are the secondary and lower level comparisons?		Visual hierarchy, Filtering
Are there benchmarks and targets that need to be tracked?		
What level of collaboration is needed?		
How often does the data change?		
What is the time-sensitivity for responding to the metric?		



Presentation Structures

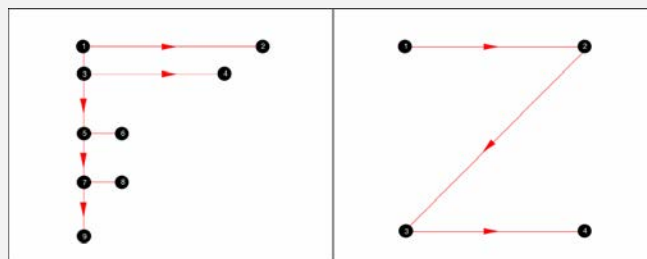
Viewing Patterns

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Gutenberg Diagram

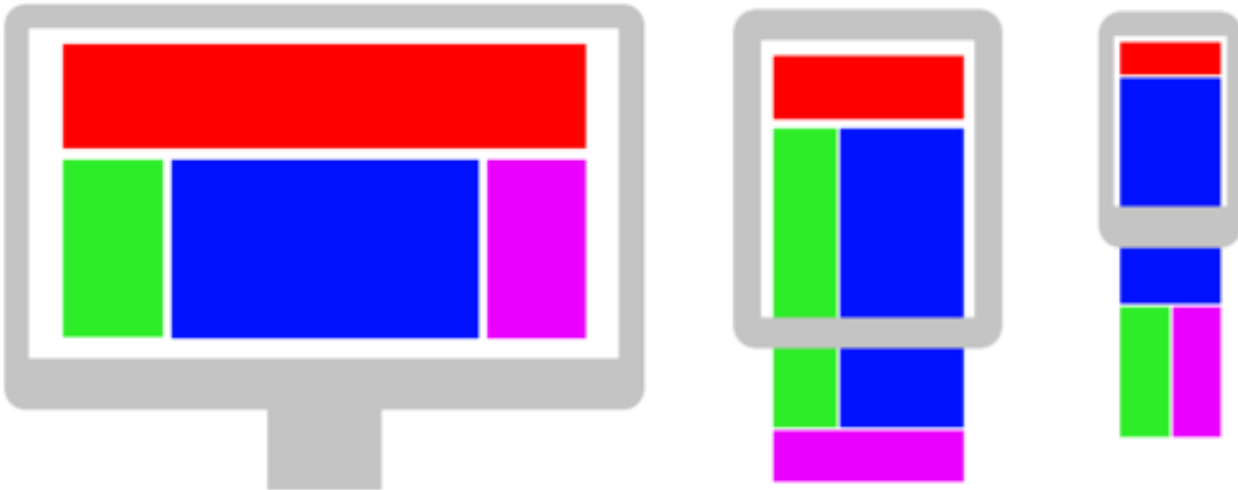
A dashboard is only of value if it helps people achieve their goals. Knowing the users' goals are crucial for an effective dashboard design.



Context, Device, and Content

Screen Size and Context

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33

Interactivity

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Organizing Principles

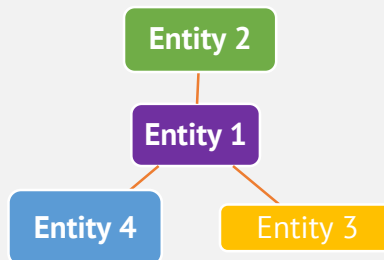
Change Over Time

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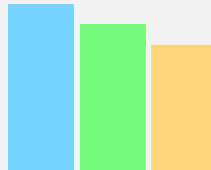
Relationships

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Category Comparisons

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Location

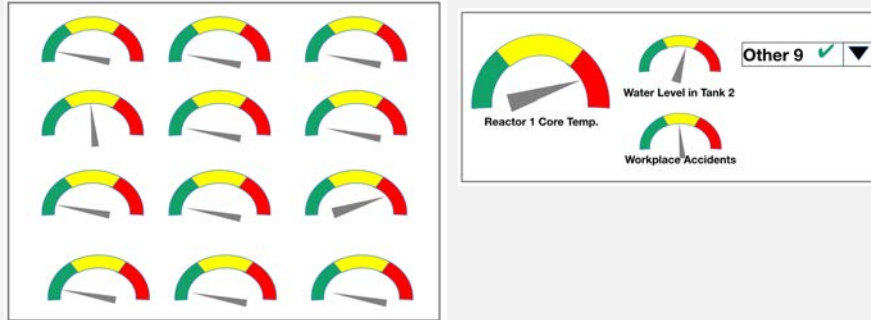
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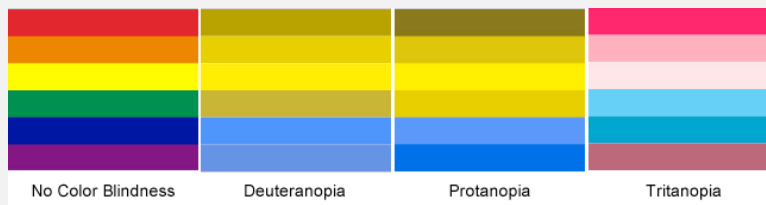
Focus, Emphasis, and Color

Progressive Disclosure and Rollups

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<http://usabilitygeek.com/5-simple-guidelines-to-improve-your-websites-accessibility/>



Questions & Stories Instead of Charts & Graphs

Rather than immediately jumping to visualizations, first try think in terms of a verbal explanation of the data.

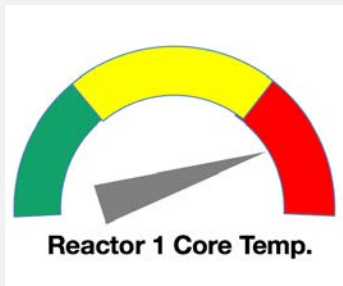
Highlighting a particularly meaningful number

“Our performance evaluation showed a lot improvement!”

96%

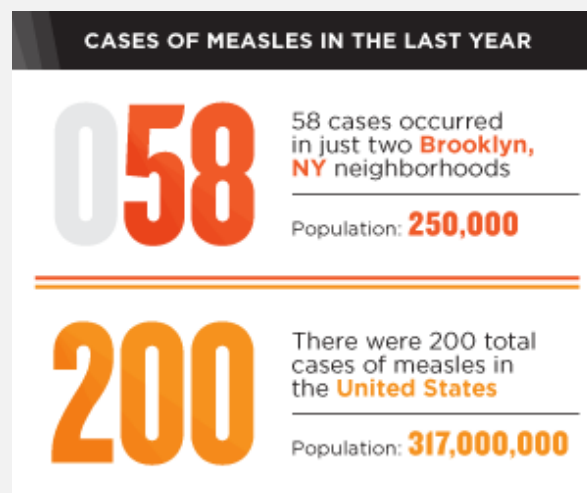
Revealing a particularly meaningful status

“The reactor temperature is in the danger zone!”



Comparing and Benchmarking

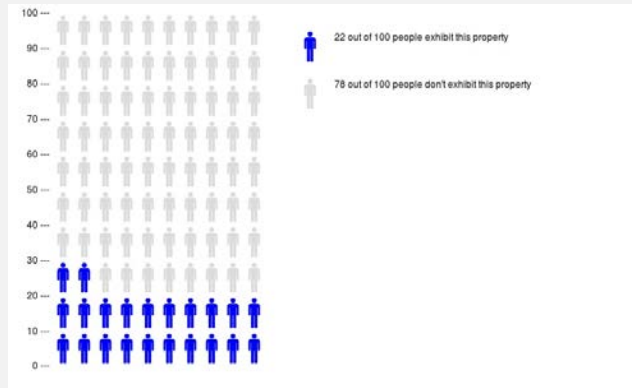
“How is our performance compared to...?”



Lorem Ipsum

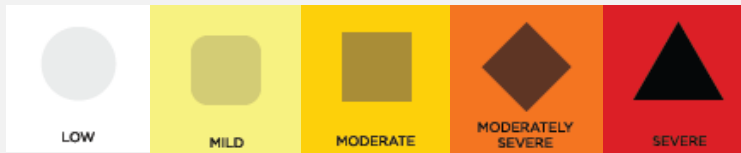
Part-to-Whole

“How does our performance picture look in relation to the entire organization?”



Alert Triage

“What are the fire conditions here today ?”

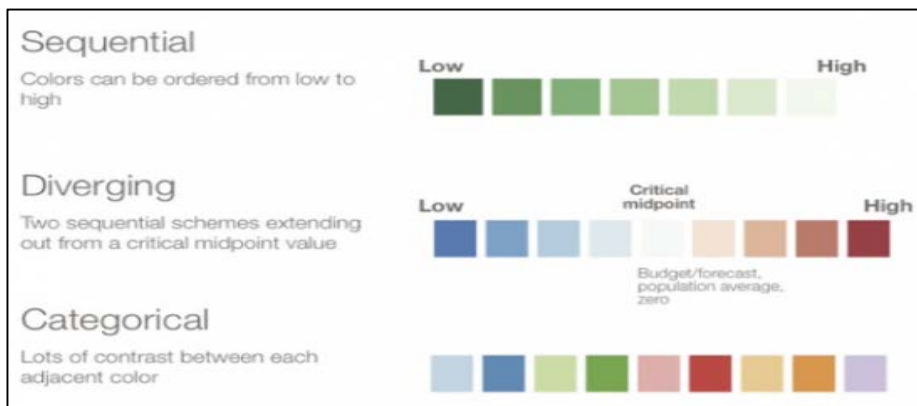


Data & Design

Qualitative	Quantitative
Orientation	Line Length
Line Width	2D position
Size	
Shape	
Curvature	
Added Marks	
Enclosure	
Hue	
intensity	

Color

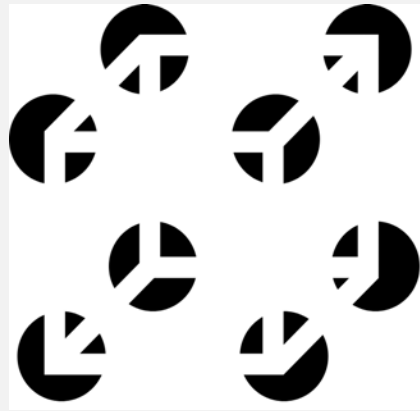
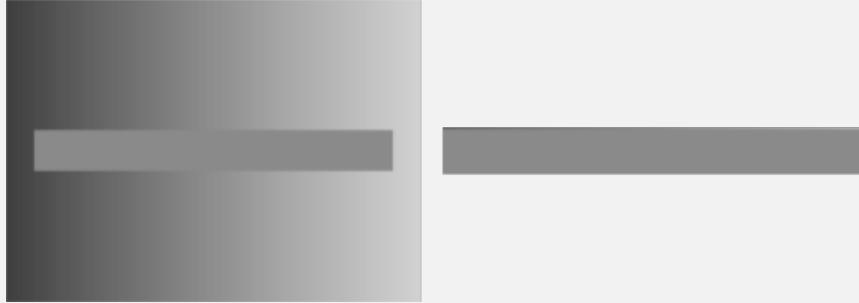
The ratios of quantitative versus qualitative data used in a dashboard can depend on the type of user and the context. More later about structured and unstructured data.



Perception and Psychology

Gestalt

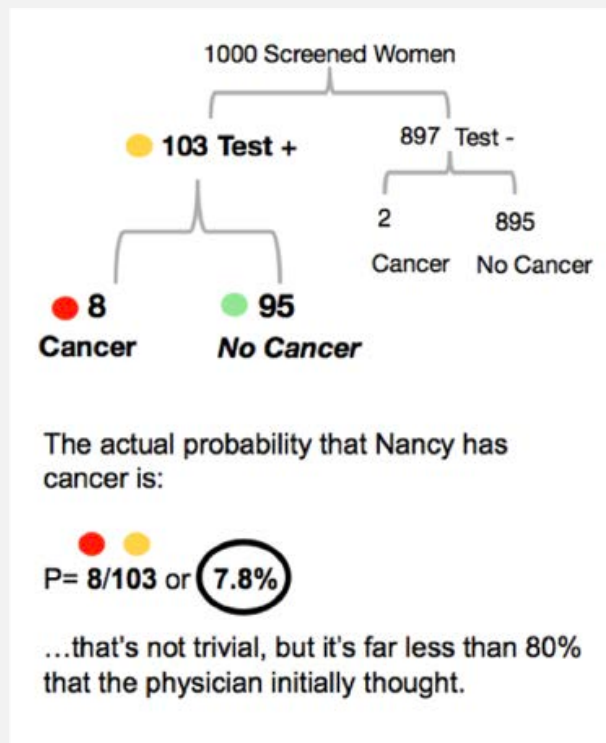
How does our performance picture look in relation to the entire organization?



Data, Design, and Cognitive Bias



	Has Breast Cancer	Doesn't Have Breast Cancer	Total
Positive Mammogram	(a) 8	(b) 95	103
Negative Mammogram	(c) 2	(d) 895	897
Total	10	990	1000



Data Ecosystems

