ERIN WALDRON FROM DATA DOZEN ◍ JANUARY 22, 2020

DESIGNING TABLEAU DASHBOARDS

YOUR AUDIENCE LOVES TO USE

START HERE

DOWNLOAD TABLEAU PUBLIC & DATA SET

www.datadozen.com/harvard-2020

TODAY

we have two goals

TABLEAU TRICKS

- sets, groups, aliases
- dual axes combination charts
- dashboard containers
- measure names and measure values

DESIGN CHECKLIST

- color, weight, lines, shading
- fonts, alignment, labels, tooltips
- zones, balance, negative space, flow
- title, keys, instructions, patterns

FILL IN THE BLANK

_____ (audience) will use this dashboard about
_____ (content) to _____ (purpose).
They will interact with this dashboard
on a _____ (platform)
for _____ (minutes) on a _____ (frequency) basis.

WHO
WHAT
WHY
WHERE
WHEN
WHEN

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FILL IN THE BLANK

The school board (audience) will use this dashboard about class enrollment (content) to allocate funds (purpose). They will interact with this dashboard on a paper report (platform) for 120 (minutes) on a annual (frequency) basis.

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FILL IN THE BLANK

The cafeteria staff (audience) will use this dashboard about class enrollment (content) to prepare each day's lunch (purpose). They will interact with this dashboard on a web portal (platform) for 5 (minutes) on a daily (frequency) basis.

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WE CREATE

precise interpretations & delightful experiences

ANALYTIC
RIGOR

AUDIENCE
ACCESSIBILITY

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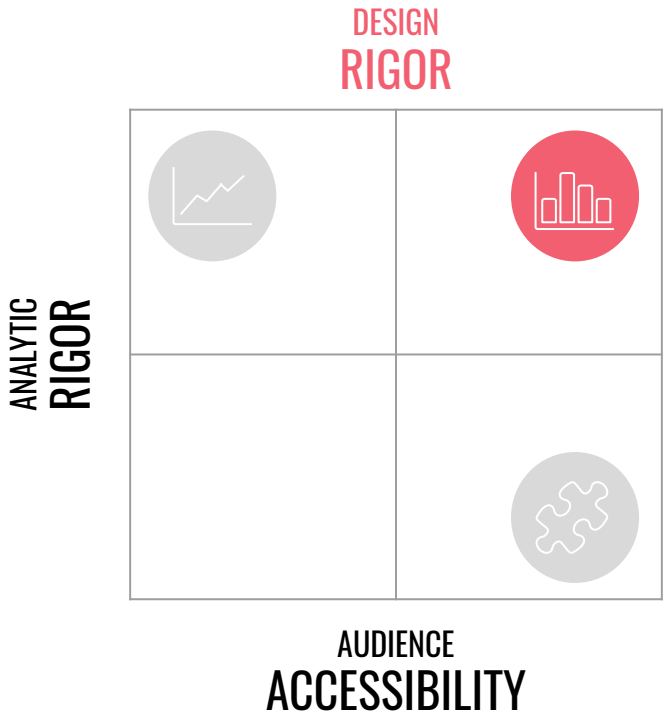

INK

- Color
- Weight
- Lines
- Shading

WORDS

- Fonts
- Alignment
- Labels/Axes
- Tooltips

LAYOUT

- Zones
- Balance
- Negative Space
- Flow

FOOTHOLDS

- Title
- Keys
- Instructions
- Patterns

THE DASHBOARD DESIGN CHECKLIST

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ENOUGH THEORY.

Let's build.

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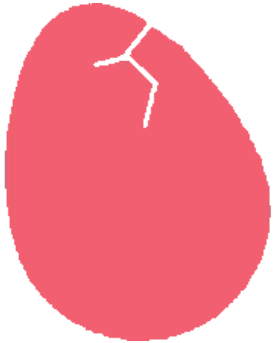

DATA DOZEN

DATA VISUALIZATION EDUCATION