

ERIN WALDRON FROM DATA DOZEN • OLIN BUSINESS SCHOOL

DASHBOARD DESIGN

HOW TO BUILD VISUALLY IMPACTFUL AND DELIGHTFULLY INTUITIVE DASHBOARDS





WHAT WE'LL DO TODAY

1

2

3



WHAT WE'LL DO TODAY

1 SLIDES - Big Picture Framework

2

3



WHAT WE'LL DO TODAY

- 1 SLIDES - Big Picture Framework
- 2 **BUILD - Review Tableau Skills with Five Visualizations**
- 3



WHAT WE'LL DO TODAY

- 1 SLIDES - Big Picture Framework
- 2 BUILD - Review Tableau Skills with Five Visualizations
- 3 **DESIGN - Create One Dashboard with a Design Checklist**

DASHBOARD DESIGN

After our dashboard is accurate, we have two design goals:

**VISUALLY
IMPACTFUL**
AESTHETICS



**DELIGHTFULLY
INTUITIVE**
AUDIENCE



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Here's what humanists are really good at:

Ambiguity & Beauty



AESTHETICS

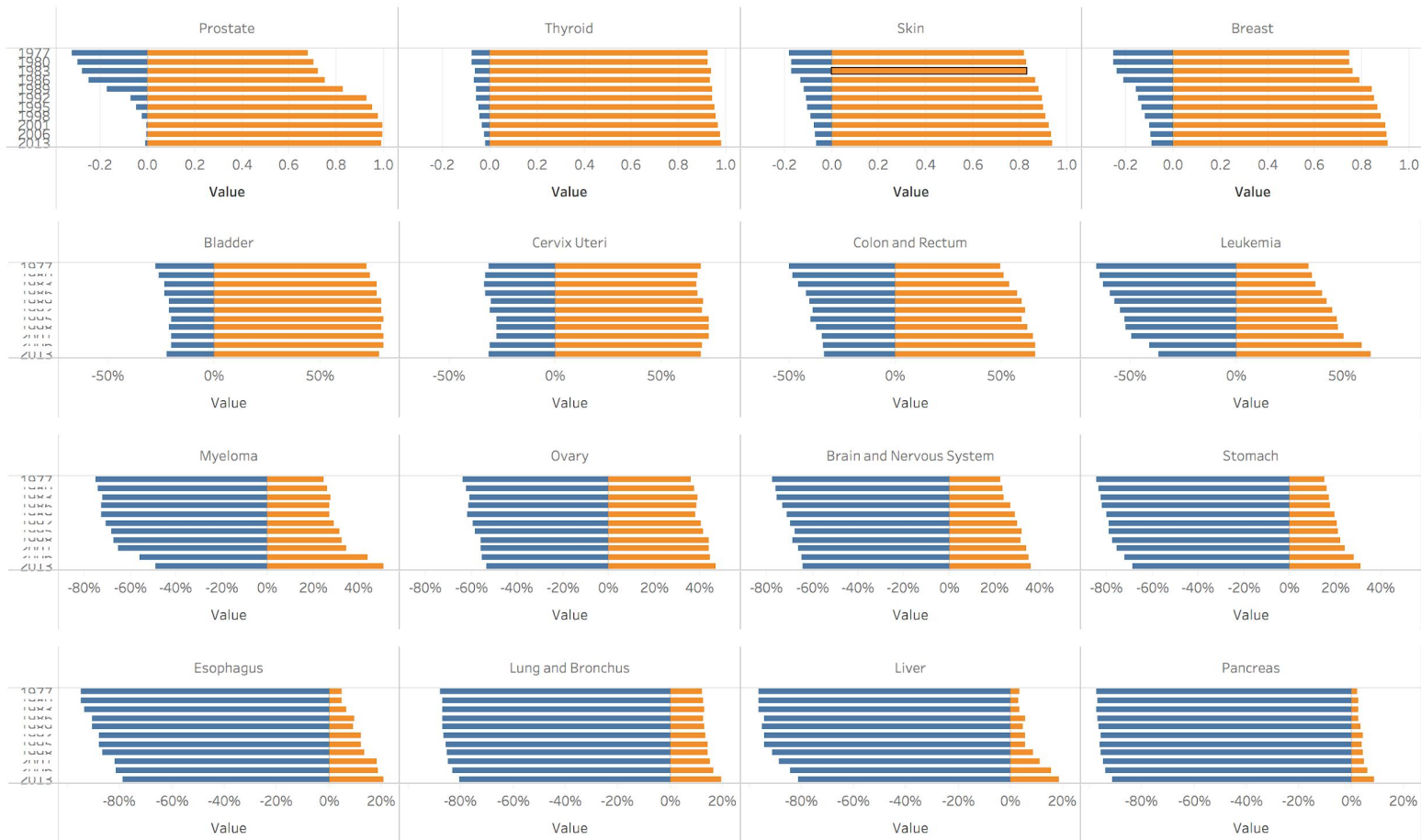
DEF: “A *particular theory or conception of beauty or art : a particular taste for or approach to what is pleasing to the senses and especially sight* .”



AESTHETICS

*Any tweaks you make to your work
after it's accurate and functional.*

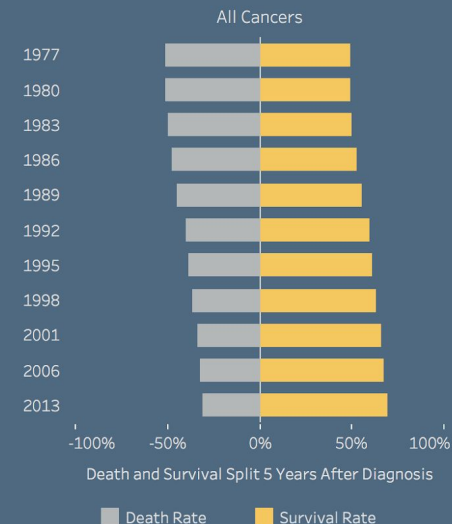




Five Year Cancer Survival Rates in the United States

(1977-2013)

Building upon Hannah Ritchie and Max Roser's original visualization published on *Our World in Data*, these diverging bar charts strive to contextualize the incremental progress we've seen in five year cancer **survival rates** with mortality outcomes that still underpin many cancer diagnoses. These charts include all races and, where applicable, all genders. The key below represents the five year outcomes for all cancer diagnoses collected between here 1977 and 2013.



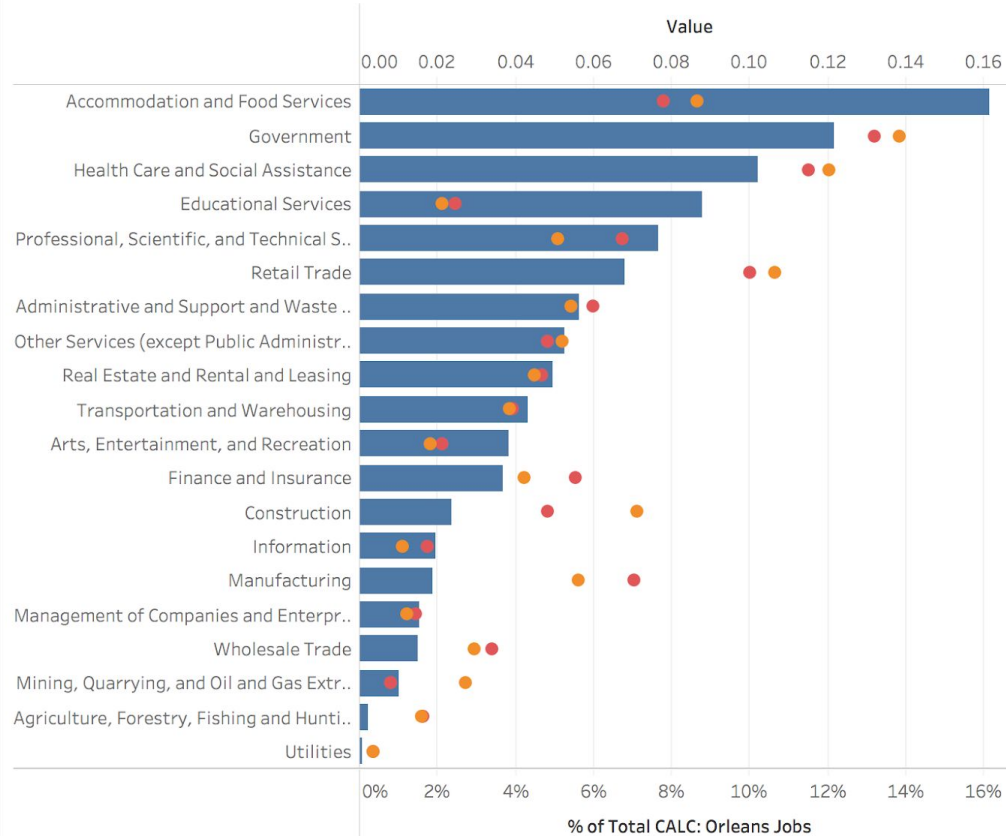
Source: *Our World in Data*

#makeovermonday | DataDozen.com

<https://data.world/makeovermonday/2018w40-five-year-cancer-survival-rates-in-america>



Sheet 1

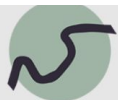


Click color legend to hig...

New Orleans

Louisiana

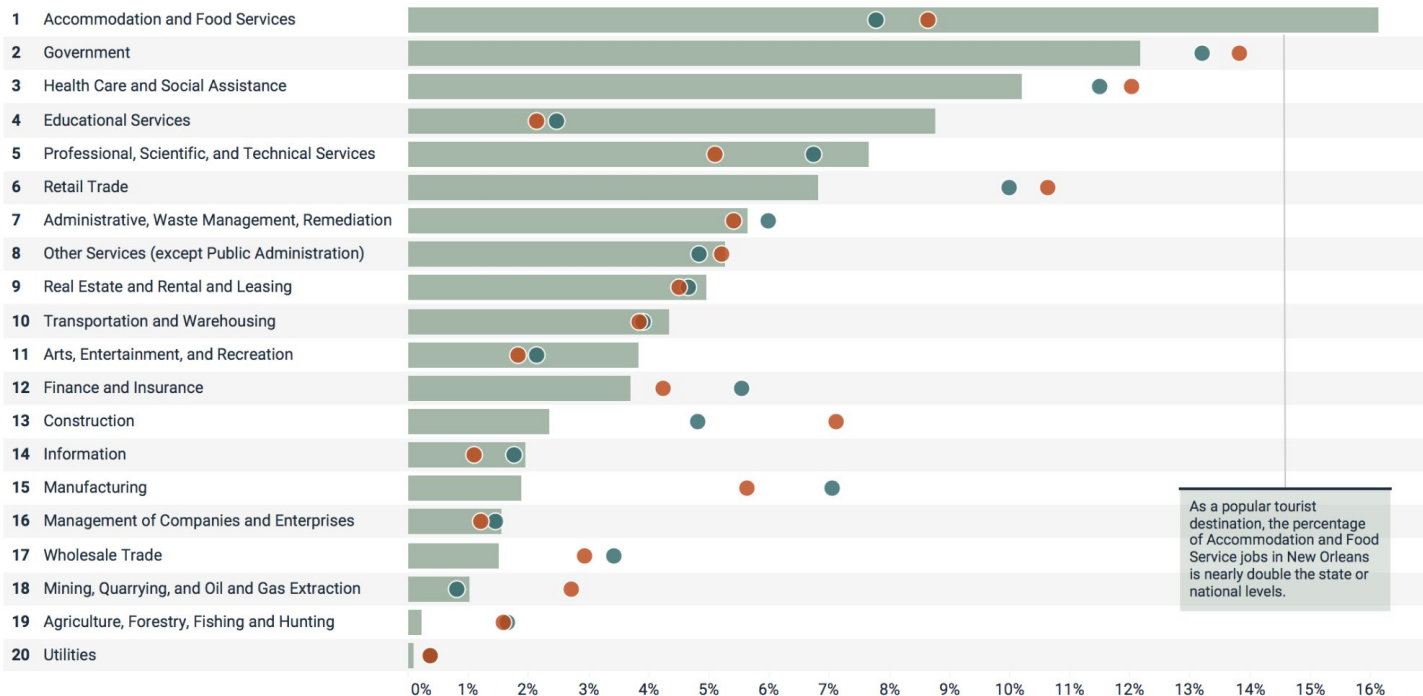
United States



THE COWEN INSTITUTE
hover over chart to learn more

How do the major industries in **New Orleans** compare with **Louisiana** and the **United States**?

HOW TO READ THIS CHART The green bars represent 100% of the jobs in New Orleans in 2017, broken down by industry. The orange and blue dots provide the same percentage distribution for the broader state economy in Louisiana and the United States' economy as a whole. Hover over the chart to learn more.



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FILL IN THE BLANK

____ **WHO** ____ (audience) will use this dashboard about
____ **WHAT** ____ (content) to ____ **WHY** ____ (purpose).
They will interact with this dashboard
on a ____ **WHERE** ____ (platform)
for ____ **WHEN** ____ (minutes) on a ____ **WHEN** ____ (frequency) basis.

FILL IN THE BLANK

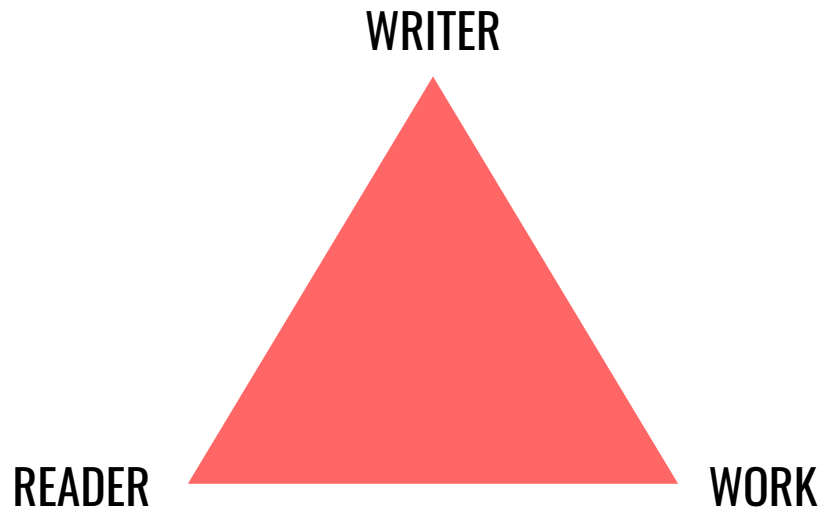
The school board (audience) will use this dashboard about
class enrollment (content) to allocate funds (purpose).
They will interact with this dashboard
on a paper report (platform)
for 120 (minutes) on a annual (frequency) basis.

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.

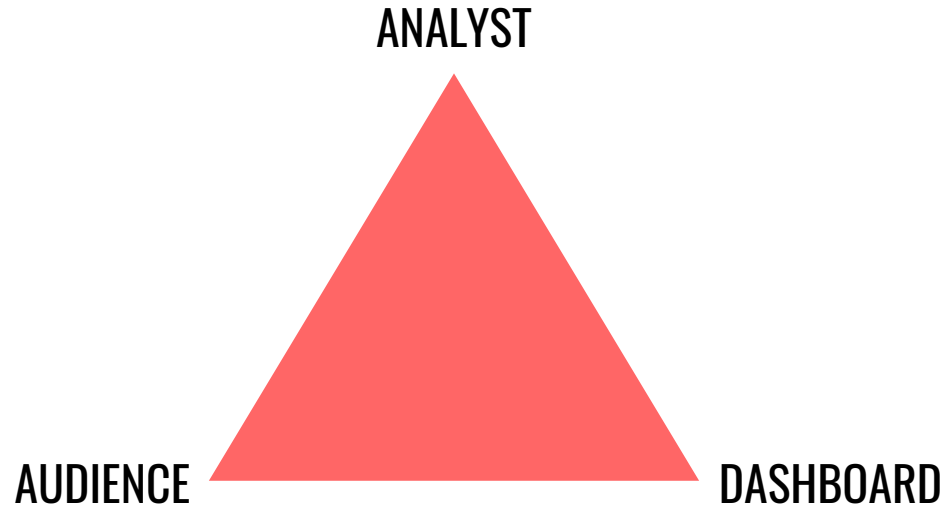
TRIANGLE

Here's where literary theory and dashboard design meet:



TRIANGLE

Here's where literary theory and dashboard design meet:



THINK ABOUT IT.

*Every chart we build visually encodes the data.
And then our audience has to **decode** our charts.*



DELIGHTFULLY INTUITIVE

precise interpretations & delightful experiences

**ANALYTIC
RIGOR**

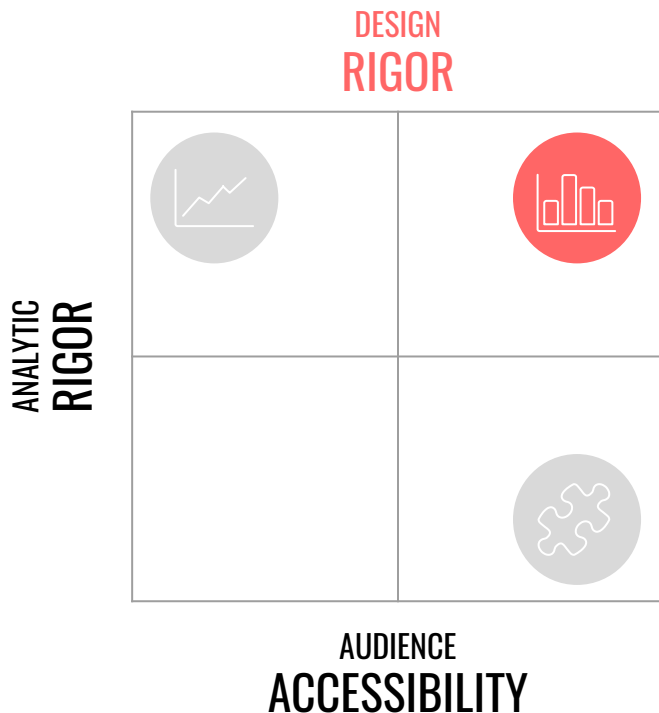


**AUDIENCE
ACCESSIBILITY**



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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

ENOUGH THEORY.

Let's build.



DATA DOZEN

a visual analytics studio

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