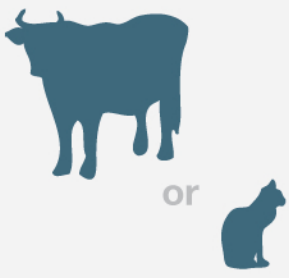


“If you knew this, what would you do?”



pg. 7

pg. 8

“Perfection is achieved, not when there is nothing more to add, but when there is **nothing left to take away.**”

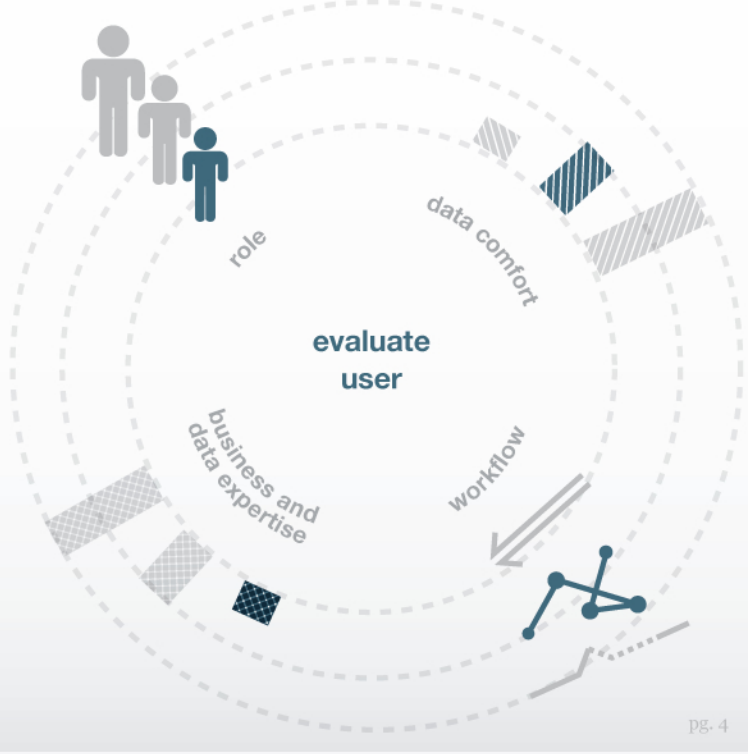
~ Antoine de Saint-Exupery

pg. 8

Making dashboards PEOPLE love to use

START WITH A STRONG FOUNDATION
Clearly identify your audience and then hone in on what enables them to do their job better.

Source: A Guide to Creating Dashboards People Love to Use, Part 1: Foundation



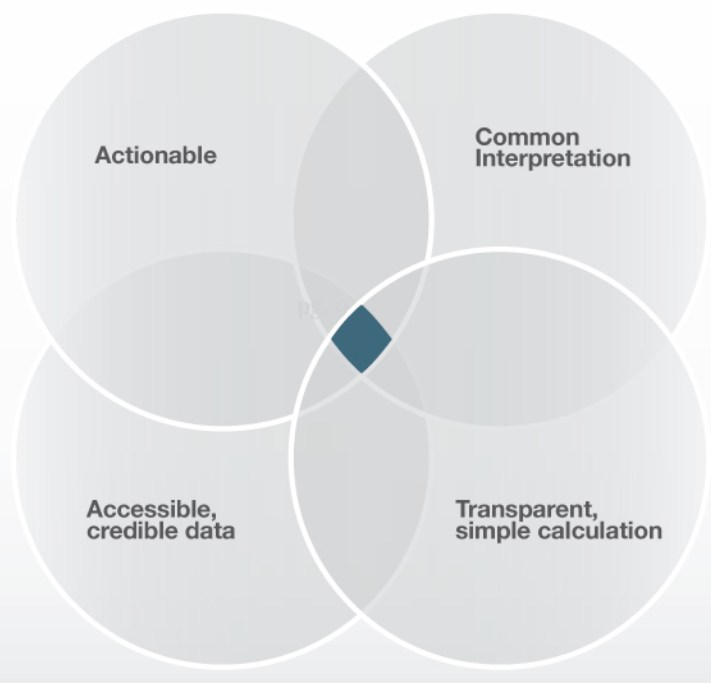
What's the value?

definition execution
peace of mind goals / expectations
education alerting progress
standardize analysis

pg. 5

distinguish
useful information

pg. 8



pg. 9

Design Principles

- Compactness & Modularity
- Gradual reveal
- Guide attention
- Support casual use
- Lead to action
- Customizable
- Explanation before information

Functionality

- Basic**
- Drill down
 - Filters
 - Comparison
 - Alerts
 - Export / print
- Advanced**
- auto-generated sentences show key info in the dashboard in order to give better context.
 - Text-based summary
 - Starring/tagging
 - Save/track changes
 - Advanced visualizations

pg. 10

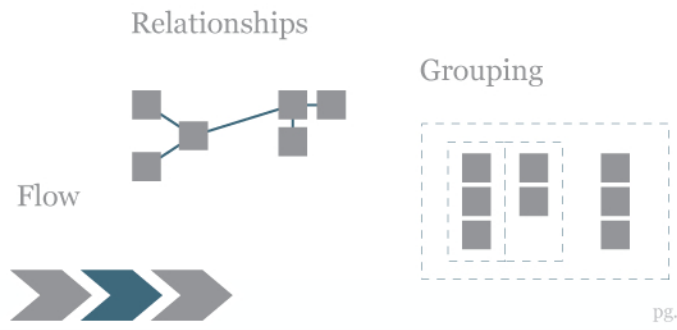
“Information **cannot be placed just anywhere** on the dashboard, nor can sections of the display be sized simply to fit the available space.”

~Stephen Few

pg. 6

	Paper One-Pager	Paper Presentation	Excel	Online app	E-mail / text msg	Large screen
Timeliness	-	-	+	+	+	+
Aesthetic	+	+		+	-	+
Mobility	+			+	-	
Connectivity	-	-		+	+	+
Data detail	-	+	+	+	-	
Data density	+	+	+		-	
Interactivity	-	-		+	-	-
Collaboration					+	-

pg. 5

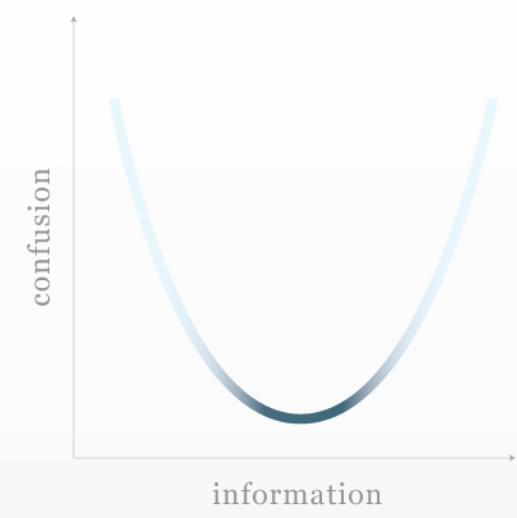


pg. 7

frees our users to ANALYZE information

ADD MEANING THROUGH STRUCTURE
Create a frame for your dashboard that facilitates understanding, exploration, and action.

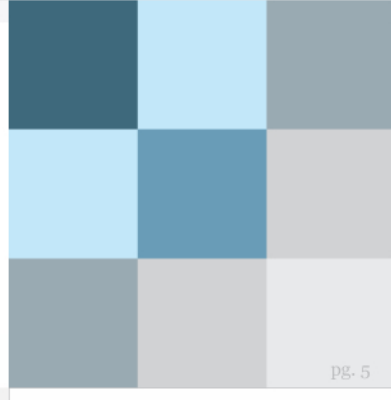
Source: A Guide to Creating Dashboards People Love to Use, Part 2: Structure



~ Jessica Hagy

white room to breathe space

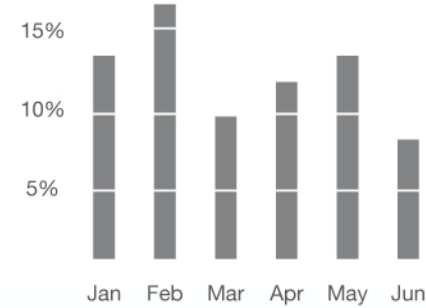
pg. 7



pg. 5

UNDERLYING grid structure

pg. 6



pg. 18

Reduce chart-junk
Increase data-to-ink ratio.

most naturally, namely, VISUALLY.

FINISH WITH PRECISE PRESENTATION
Display the information to the user in a manner that doesn't distract, but enhances the story the data is trying to tell.

Source: A Guide to Creating Dashboards People Love to Use, Part 3: Information Design

Right Chart?

serif sans-serif

Visit chartchooser.com for a starter.

pg. 14

pg. 10

Simple Font Framework

The purpose of the body paragraph is to have clean, readable text. This paragraph is using Helvetica Neue Regular and is 11pts, but typically just be sure you are using either a sans-serif font (Arial, Tahoma, Verdana) or serif font (Georgia, Times) and it is **10-16pts** in size. The color should be neutral, and the overall style should consist of **1.2 line spacing** and the font should be normal with no bold or italic attributes. Those modifications should only be used where emphasis is needed. For these key points you can use one **high impact color** or **bold** or **italic** or **both** or **all four!** It is also optimal if your line length is **10 words or less.**

Left: This header is 150% the font size of the body, and typically they should be 150-200%. The font can be flipped to a serif font or stay the same as the sans-serif body font. This header is in Georgia.

Notes point out additional information a user should be aware of. It may concern data sources or metric calculations. The color is lower contrast, the font size is 85% of the body, and the style is normal.

pg. 13

SEQUENTIAL
CATEGORICAL
DIVERGING

pg. 9

With today's tools, anyone can create a dashboard that shows lots of data. But we know that it's significantly more difficult to create one that enables its users to be more effective at their jobs. That's why Juice Analytics published *A Guide to Creating Dashboards People Love to Use*. It's an overview of some of the best practices that we use to enable information workers to connect with their data.

However, we also know that it's hard to remember everything when it comes to dashboard design. So, use this poster to remind you of some of the key points that are covered in the paper. It's sort of like visual breadcrumbs that can lead you back home if you get lost.

By combining the fundamental concepts of Edward Tufte, the infographic artistry of The New York Times, and the focus on action of David Allen, Juice has built a reputation for breaking down the barriers between people and their information. By using the principles found here, you will too.

