

10 DASHBOARD DESIGN TIPS

To create balanced dashboards

1

Make it relevant

Know who you are trying to reach, their level of expertise with the subject matter and data.

2

Consider device specific designs

Research up front to know which devices your audience uses to view dashboards.

3

Leverage the sweet spot

Research suggests that people instinctively start their scanning in the upper left hand corner of the screen. Leverage this spot by placing the most important view in the upper left hand corner

4

Limit the number of views and colors

Adding too many views will sacrifice the big picture. Too many colors create visual overload, slowing analysis

5

Add interactivity to encourage exploration

Engage your audience by using features like highlighting and filtering

6

Make it concise. Avoid clutter.

Every element should serve a purpose. If a title, legend or axis isn't necessary, eliminate it!

7

Avoid answering too many questions

Keep the scope of the dashboard tight and do not try to solve every business challenge with a single dashboard.

8

Use measures that matter

Ensure the measures you use and how you label them makes sense to the audience.

9

Chose the right chart type

Charts come in many forms. It is important to chose the right chart type to convey appropriate insight

10

Ensure fast load times

Take time to familiarize yourself with data and impacts on query performance to ensure fast load times