

Empathy = Outcomes.

RETHINK YOUR ANALYTICAL PROJECTS WITH DESIGN THINKING.

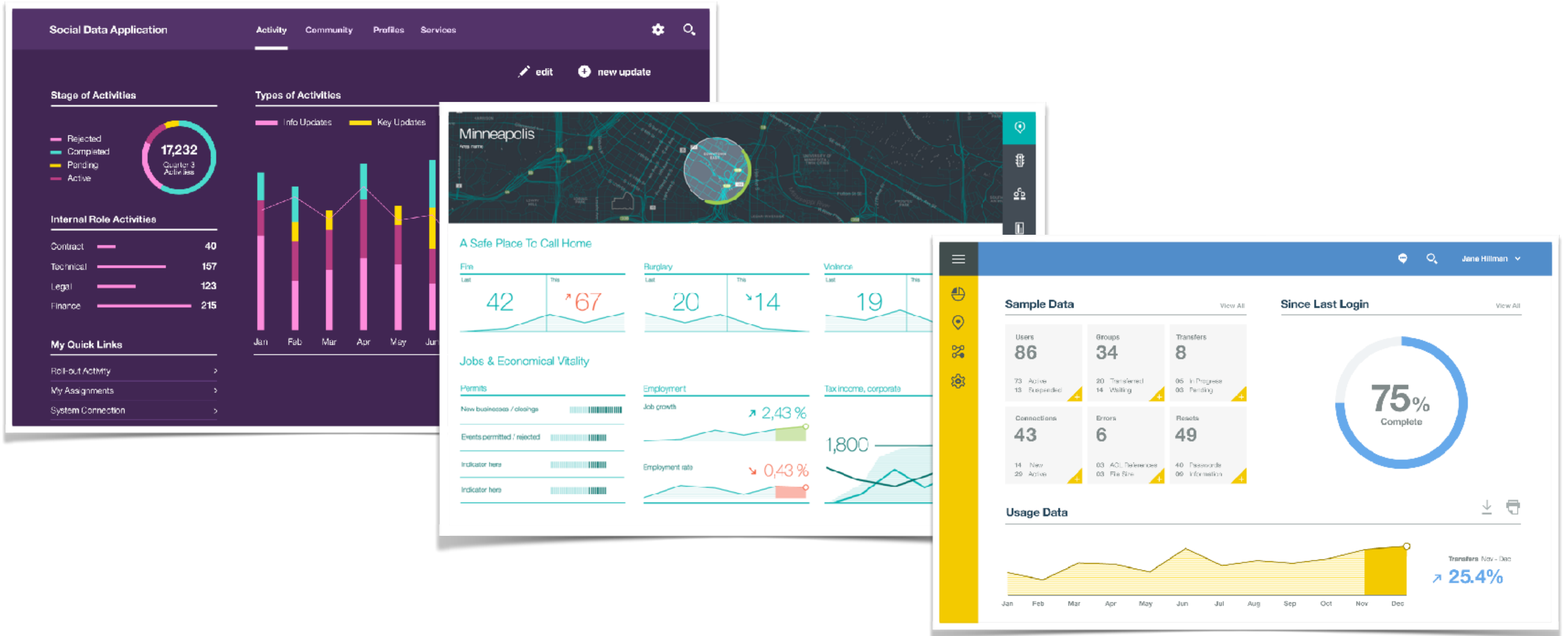


Joanna Levitt & Matthew Robinson

Analytics Network Event - 26th April - OR Society

IBM

Analytical Dashboards and Reports



DESIGN.



**Design is the intent
behind an outcome.**



**Human-centered outcomes
require empathy for the
people you serve.**

~~Let's All Focus on Technical Requirements & Data~~

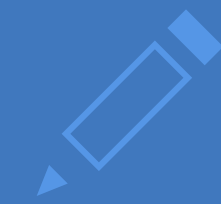
Your User.

Warm-up Activity





Take 1 minute and design a doorbell.



**Take 1 minute and design a better way
for teenagers to know someone is at the door.**



Take 1 minute and
design a doorbell.



Take 1 minute and
design a better way for
teenagers to know
someone is at the door.

Product Focused



Take 1 minute and design a doorbell.

Experience Focused

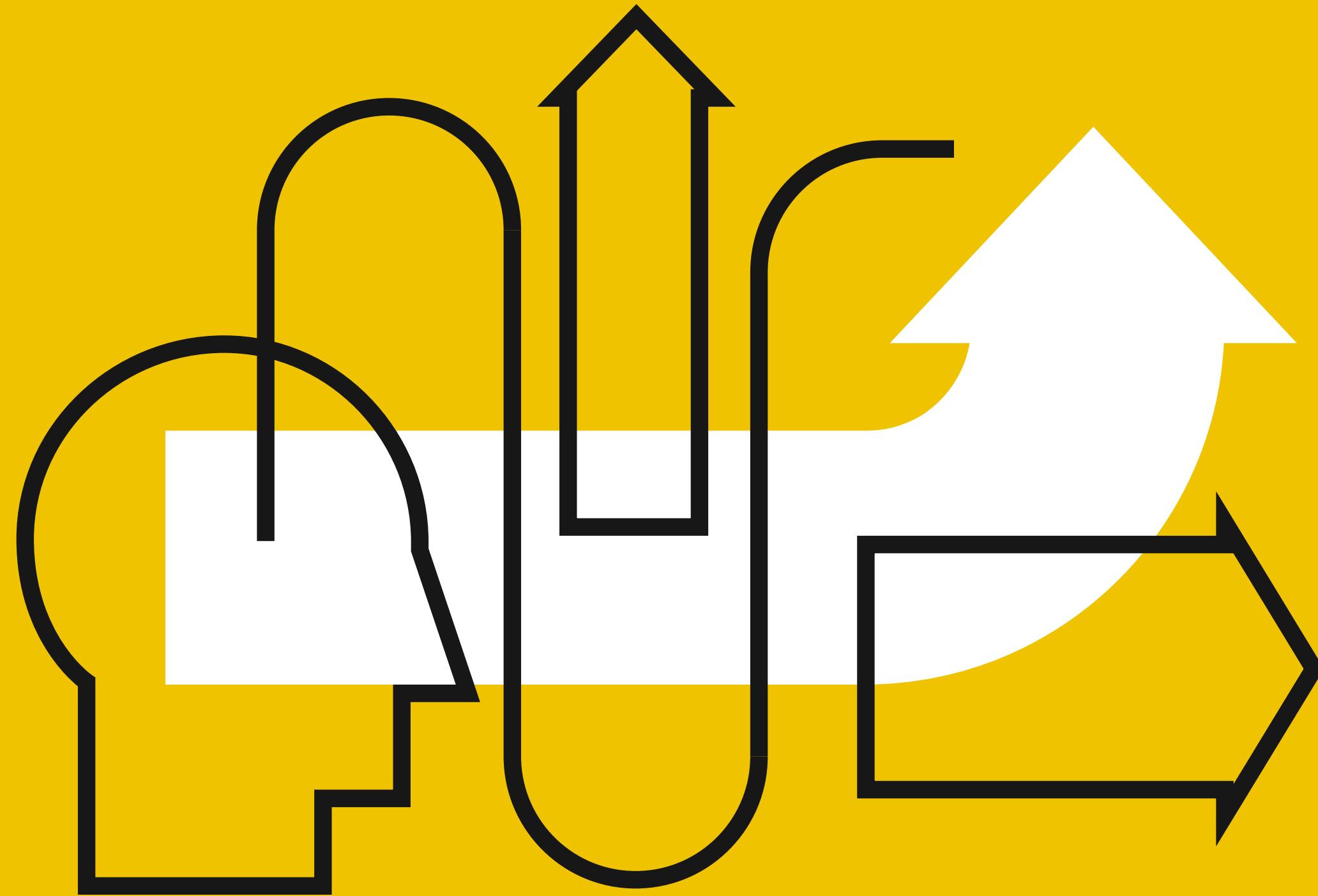


Take 1 minute and design a better way for teenagers to know someone is at the door.

Focus on
human problems rather than
on technical solutions.

Empathy





Understand people's needs.

USEFUL



USABLE



DASHBOARD DESIGN.



The 2 part approach.

✓ USABLE

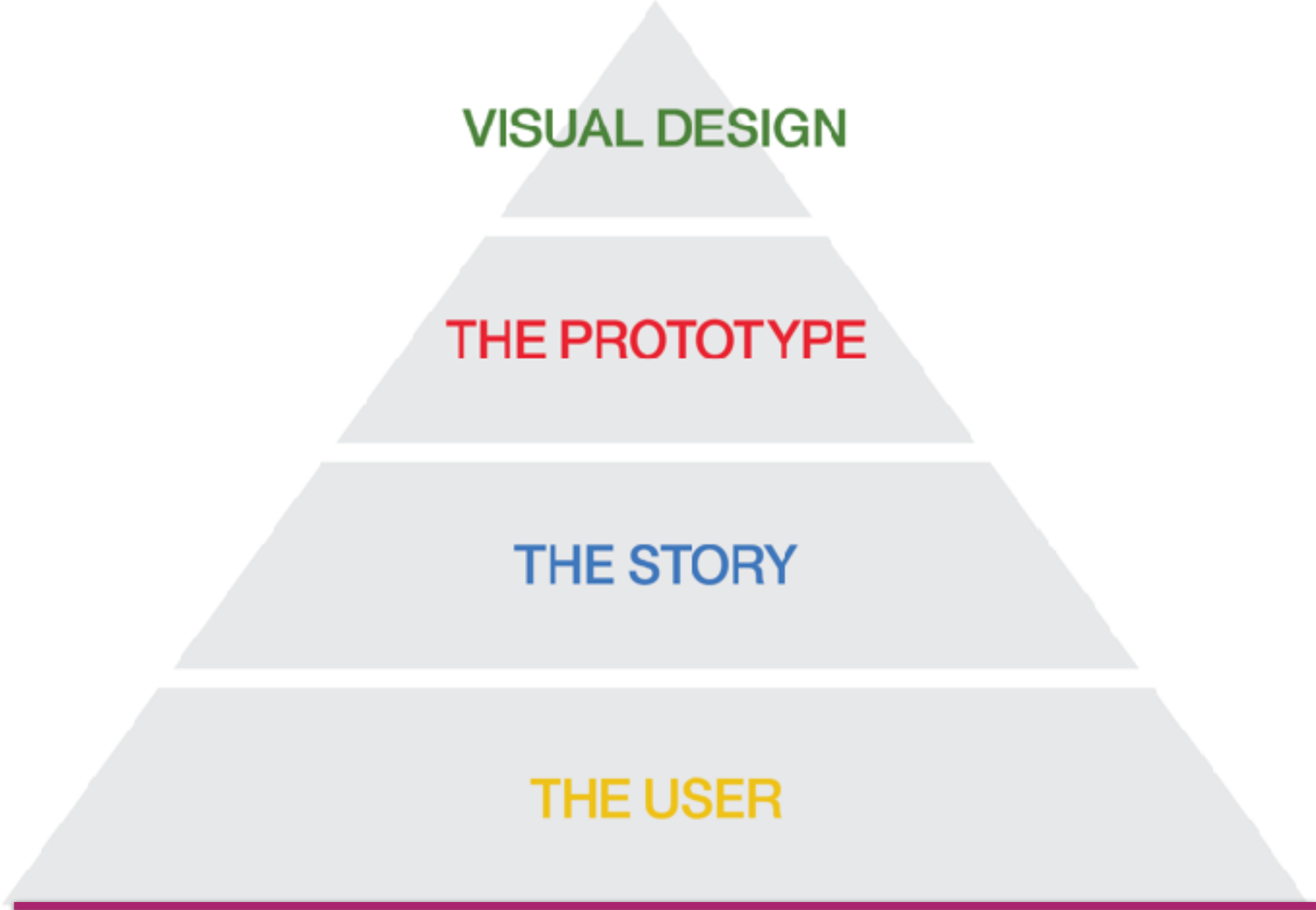


PART2
Visual Design

✓ USEFUL



PART1
Information Design



Hierarchy

- Organise content based on level of importance.
- Key information to be displayed first, at the top.
- Group related data together.
- Use size and positioning to influence hierarchy.
- Guide your users through a logical flow that makes sense to them.

Consistency

- Interactions with charts, buttons or navigation should be identical across all pages.
- Ensure colors are kept consistent across your dashboard. Use the same colors for visualizations, title headings and navigation.
- Use same styles for fonts, labels, functions and icons.

Alignment

- Align your charts and titles to a grid.
- Incorporate horizontal and vertical alignment.
- Do not randomly place elements on screen.
- Make sure everything lines up neatly.

Background & Font

- Use simple, plain colors for backgrounds.
- Avoid distracting images or patterns.
- Stick to maximum of 2 fonts only.
- Use no more than 3 sizes in that font type.
- Ensure all titles/headings have same font sizing.

Color

- Stick to a maximum of 4 colors and use tints/hues.
- Only use contrasting, accent colors to highlight, notify or draw attention.
- Consider your audience and account for color accessibility.

White Space

- Create visual pauses between elements.
- Use padding, margins and space to let your elements breathe.
- Frame your content with effective white space.
- Do not clutter your dashboard and cram everything in. Add breathing space around your visualizations.

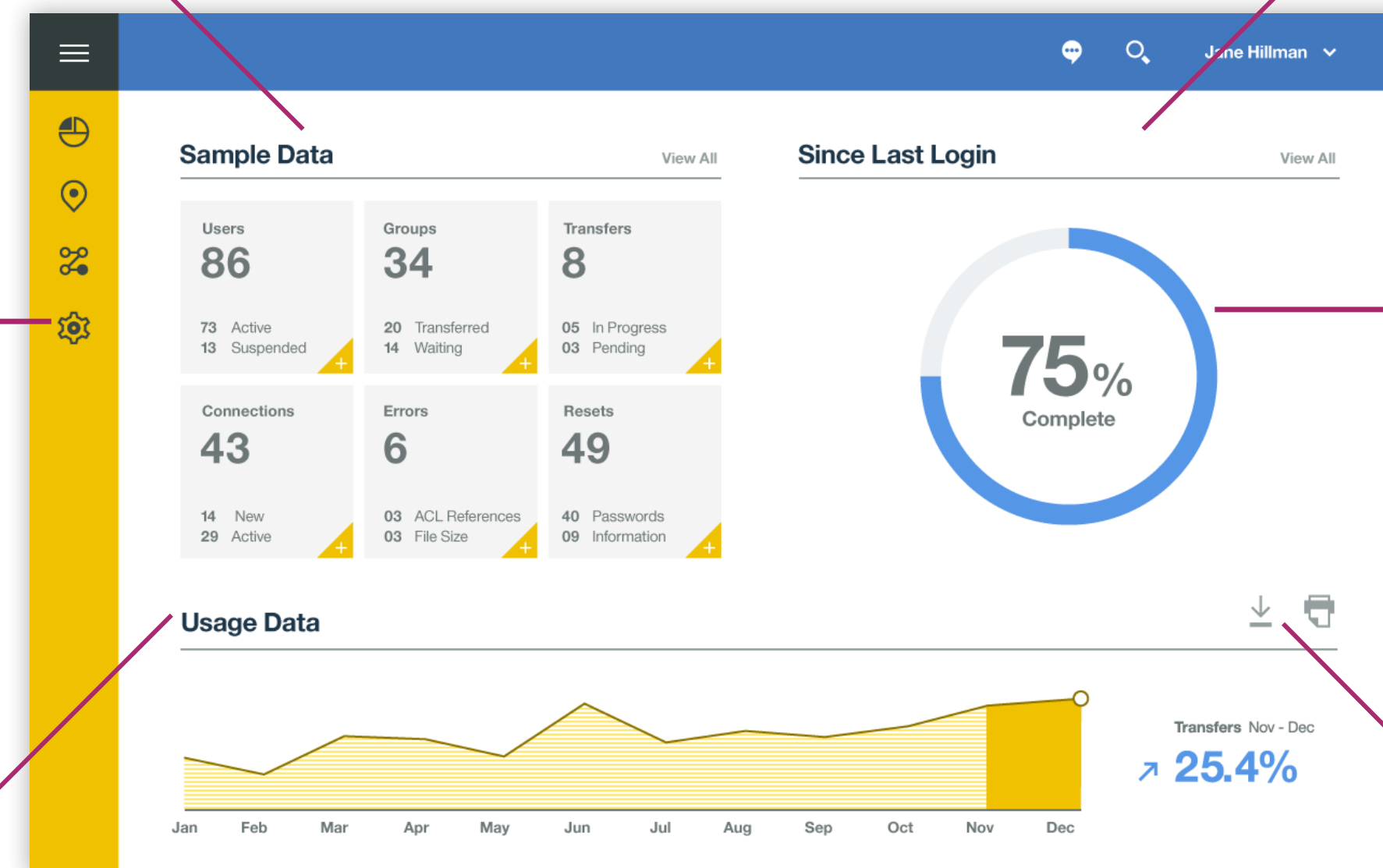
Emphasis

- Emphasise important elements using size or color.
- Highlight what's important.
- Direct readers with emphasis for users to know where or which element to interact with first.
- Fewer focal points means higher emphasis.

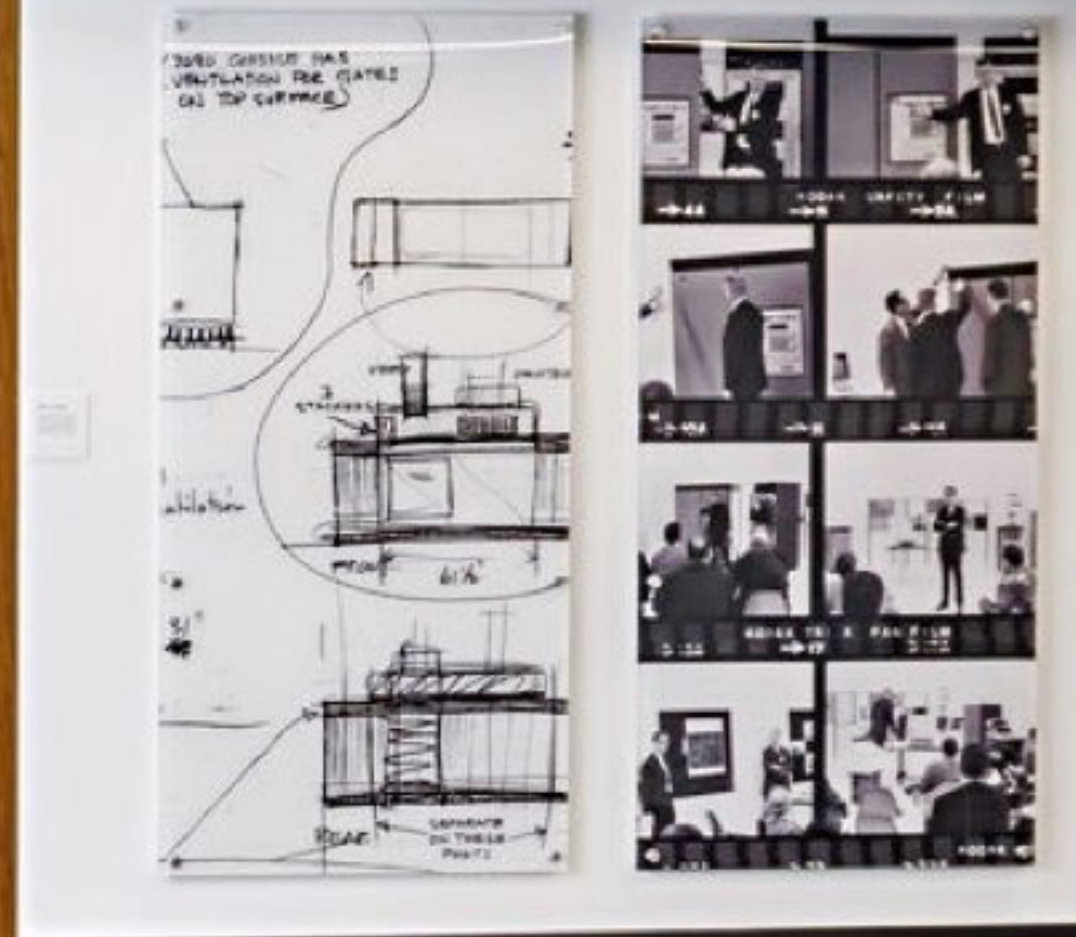
Proximity

- Group common elements with similar themes, together.
- Work with your hierarchy to consider which elements should be placed near each other.
- Color and shape can override the laws of proximity.

Visual Design



THINK



Empathy = Outcomes



David the Manager



Edward the Exec



Alice the Admin



Jean the Infosec Officer



Amy the App Owner

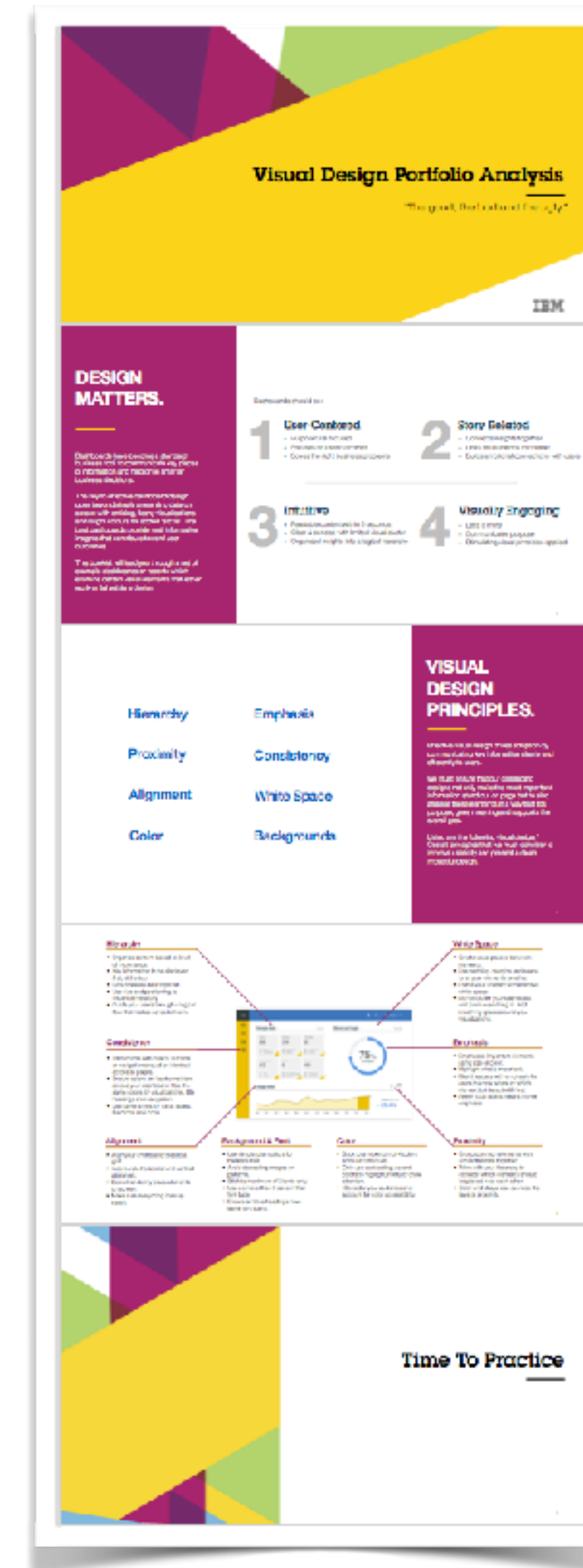


Penny the Physician

Analytics Dashboard Design Toolkit



Visual Design Portfolio Analysis



Links

<https://www.ibm.com/design/>

<https://www.ibm.com/design/thinking/>



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