

Tips for good dashboard design

Key points of good dashboard design

To produce dashboards that really work, you must focus on the fundamental goal – communication.

Dashboards need to be simple and clear so people who read them should be able to understand them at a glance.

Tips for good design include:

- **Simplicity** - you should be able to digest the meaning of the information at a glance
- **Timeliness** – the information should, as much as possible, be a reflection of the reality now
- **Forward looking** – information should point towards predicted future performance, rather than only providing current or past performance
- **Practicality** – the effort it takes to develop and monitor a dashboard should not be greater than the insight and value it provides to the readers

Need help?

Call us on 04 499 9363 or email
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How you present the information matters more than you think...

Page layout matters

The most important data needs to be prominent.

The most prominent position on a dashboard is the top-left. English language readers read left-to-right, top-to-bottom, so data should be arranged in order of importance in the same manner.



Make it attractive

A guiding principle of *simplicity* can save the designer from 'unattractiveness agony'.

When a dashboard is unattractive the reader can also think it's not useful. Colour choices should be made thoughtfully, with an understanding of how colour is perceived and the significance of colour differences.

Appropriate means of display

Select a means of display that works best for the data

Often people feel they must change the display medium because they think the reader will be bored by 'sameness'. You should select the means of display that works best with the data, even if this results in a dashboard filled with the same type of graph.