The UX of Analytics: Bridging the Gap Between Data and Profit

Introduction and Overview
- Introduction & Background
- What’s the Problem?
- Benefits of the UX Approach
- Why Should I Care About Analytics UX?

What is UX?
- An Anthology
- Analytics Faces Extra Challenges
- Narrowing the Gap to Profit
- Narrowing the Gap Between People
- How Do the Pros Do It?
- How Can I Do It?
- Over Time It Got Better
- Activity

Case Study 1 – HR Workforce Dashboard

Process Step:
1. Interview Users
   - The User Interview Template
2. Interview Stakeholders
   - The Stakeholder Interview Template
3. Personas
   - The Persona Template
4. Scenario Mapping

Case Study 2 – Game Publishing Dashboard

Enterprise Dashboard Design Guide: How to Make Business Impact

What is Data Visualization?
- Narrowing the gap between data and profit
- The Wireframing Process
- Envisioning the Living Dashboard
Dashboard Design and Adoption: How to Make Business Impact

Course Outline

- The Living Dashboard
- A Matter of Focus
- Data Viz Quiz

Dashboard design approach – why?
- What are the problems?
- How Do the Pros Fix It?
- How Can I Do It?
- Over Time It Got Better
- The DIY Kit

Process Step:
  5. Grouping Questions
     - The Grouping Template

Real-world Storytelling
- Storytelling can overcome forgetfulness...
- People are forgetful
- Keeping the Story Simple
- Story Embedded in Layout
- Storytelling Embedded in Layout
- Let the User Tell the Story

Process Step:
  6. Data Check
  7. Technology Check

Data to Ink Ratio
- Minimize the Data-Ink Ratio
  - Remove Backgrounds
  - Remove Redundant Labels
  - Remove Borders
  - Reduce Colors
  - Remove Special Effects
  - Remove Bolding
  - Lighten Labels
  - Lighten Lines
  - Remove Lines
  - Direct Label
  - Before & After

Process Step:
8. Key Performance Indicator Selection

Some More Theory
- Human Perception
- Pattern Recognition
- Pre-attentive Processing
- Color Patterns
- Color Blindness
- Use Color to Emphasize and Emote
- Represent Your Story Graphically
- Typography
- Choosing the Correct Tool

Case Study

Process Step:
9. Chart Selection
10. Filter Selection

Examples from the Real World
- Tools and Visualization Types

Analytics Adoption: How to Make, and Maintain, Business Impact

What is Adoption?
- The Costs of Failed Adoption
  - Falling behind competitors
  - Reduced margins
  - Lack of innovation
  - Under-utilization of data investments
  - Stagnation

Barriers to Adoption
- Poor User Experience
- Not Discoverable
- Hard to Share
- The Living Dashboard
- A Matter of Focus

Process Step:
11. Alignment Check
Case Study 1

Process Step:
12. Sharing & Feedback
   • Feedback Prioritization Template

The Analytics KM Landscape

What has changed in the world?

Process Step:
13. Development
14. Training Materials

The Sharing Ecosystem

Analytics KM: How to Enable Adoption

Process Step:
15. Pilot

Case Study 2

The Product Launch Formula

Process Step:
16. Launch
   • Launch Timeline Template
17. Adoption

The Art of War

Process Step:
18. Iteration

Activity: 90-Day Strategy