

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

- 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