Part 1 – UX FOR ANALYTICS & BI

INTRODUCTION
- What is the problem being solved
- How did we get here
- People, value and data
- What to expect
- Activities and exercises

MODULE 1: USER EXPERIENCE
- What is UX?
- The impact of the UX approach
- A brief history of UX
- Value as a path to data insight
- User benefits and outcomes
- UX applied to data

MODULE 2: INSIGHT STRATEGY
- Goals and objectives
- The process
- Measuring success
- The Insight Template: Understanding the landscape
- Assessing people, data, and change needs

MODULE 3: ALIGNING STAKEHOLDERS & USERS
- The roles involved
- Who is a stakeholder
- Who is a user
- The question approach
- Value through action and behavioral change

MODULE 4: PERSONAS & INTERVIEWS
- What is persona?
- How to create personas
- The interview process
- Tactics for interviews
- Actions and the “so what?”
- The stakeholder interview and questions
- The user interview and questions
- Persona template and feedback

MODULE 5: DATA ASSESSMENT
• Bringing stakeholders on the journey
• Mapping questions to data
• Rapid approach to scoring
• Assigning questions to iterations
• Completing the Insight Template

MODULE 6: SUMMARY
• Summary
• Application
• Conclusion

Part 2 – DASHBOARD & REPORT UI DESIGN

INTRODUCTION
• What is the problem being solved
• How did we get here
• What to expect
• Activities and exercises

MODULE 1: VISUALIZATION BEST PRACTICES
• The elements of good design
• UI design applied to visualization
• Types of visualizations and reporting
• The composition of a visualization
• Drawing attention to the important
• The data-to-ink ratio

MODULE 2: VISUAL STORY TELLING
• Designing for behavioral change
• Understanding the users
• Driving action from a visualization
• Connecting KPIs to charts
• Focus on value and outcomes
• Examples of good storytelling

MODULE 3: WEAVING CHARTS, KPIS & ACTION
• Three types of dashboard layout
• Common design patterns
• User design preference
• Chart selection hierarchy
• Key Performance Indicators
• Filters and filter placement
• Reducing chart junk

MODULE 4: WIREFRAMING & VALIDATION
• What is a wireframe
• Why wireframe, an indispensable tool
• How to wireframe rapidly
• User feedback
• Real world application
• Examples of bad visualization
• Examples of good visualization

MODULE 5: SUMMARY
• Bringing stakeholders on the journey
• Summary
• Application
• Conclusion

Part 3 – DATA & DASHBOARD ADOPTION

INTRODUCTION
• What is the problem being solved
• A change management approach to adoption
• What to expect
• Activities and exercises

MODULE 1: MANAGING CHANGE
• The impact of an effective dashboard
• What does adoption mean
• Measuring adoption
• Start with the end in sight
• The pillars of adoption

MODULE 2: ADOPTION STRATEGY
• The common pitfalls
• Planning for success
• Adoption roadmap
• Adoption gap analysis
- The adoption process

MODULE 3: ENABLEMENT, TRAINING & LAUNCH
- Building trust through engagement
- Training materials
- The overview tab
- Feedback and social proof
- The dashboard launch approach

MODULE 4: SCALING ADOPTION
- The maturity journey
- Scaling insight
- The BI & Analytics knowledge ecosystem
- A single place for all dashboards and related content
- Dashboard taxonomy

MODULE 5: SUMMARY
- The adoption journey
- Summary
- Application
- Conclusion