



# Data – Driven Design Principles

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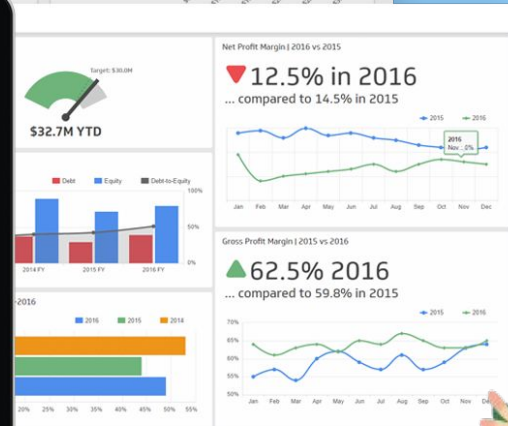
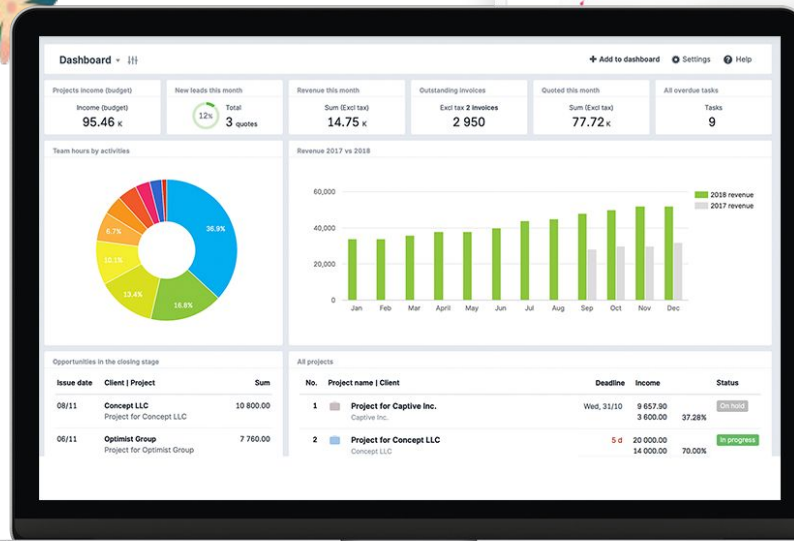
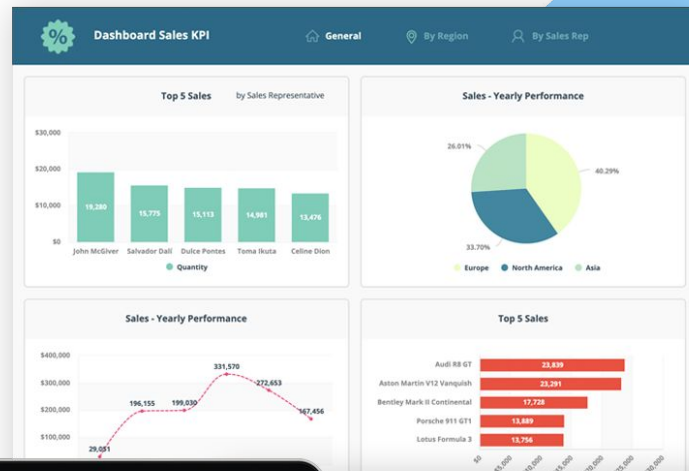
# Data – Driven Design Principles

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# Avoid the convention Trap.

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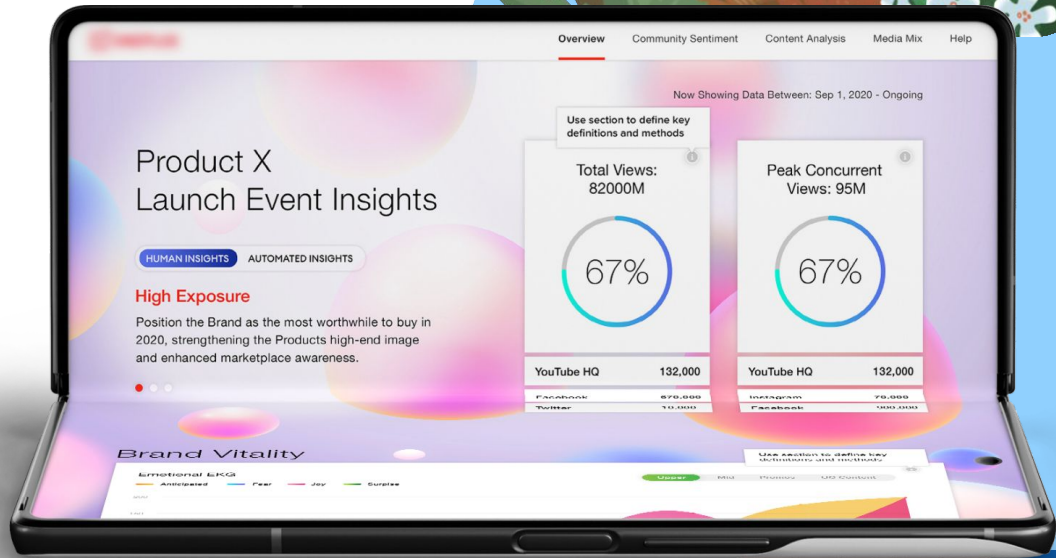
Too Much Data.  
**Too Few  
Decisions  
Made.**

“Do-nothing”  
dashboards don’t  
help us.



# Better Data Experiences.

Data projects have a limited shelf life. Create valuable data products built for the long-term.



# Hard Truths.

Dashboards aren't where work is performed, but rather places to check in now and then. How do we change that?



# Lacking a Clear Purpose, We Shout.

Why do our dashboards look  
like banner ads?



# Lack of Faith In Tools.

Should we blame the technology?





# Less Visualization and More on Data Communication.

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# A New North Star.

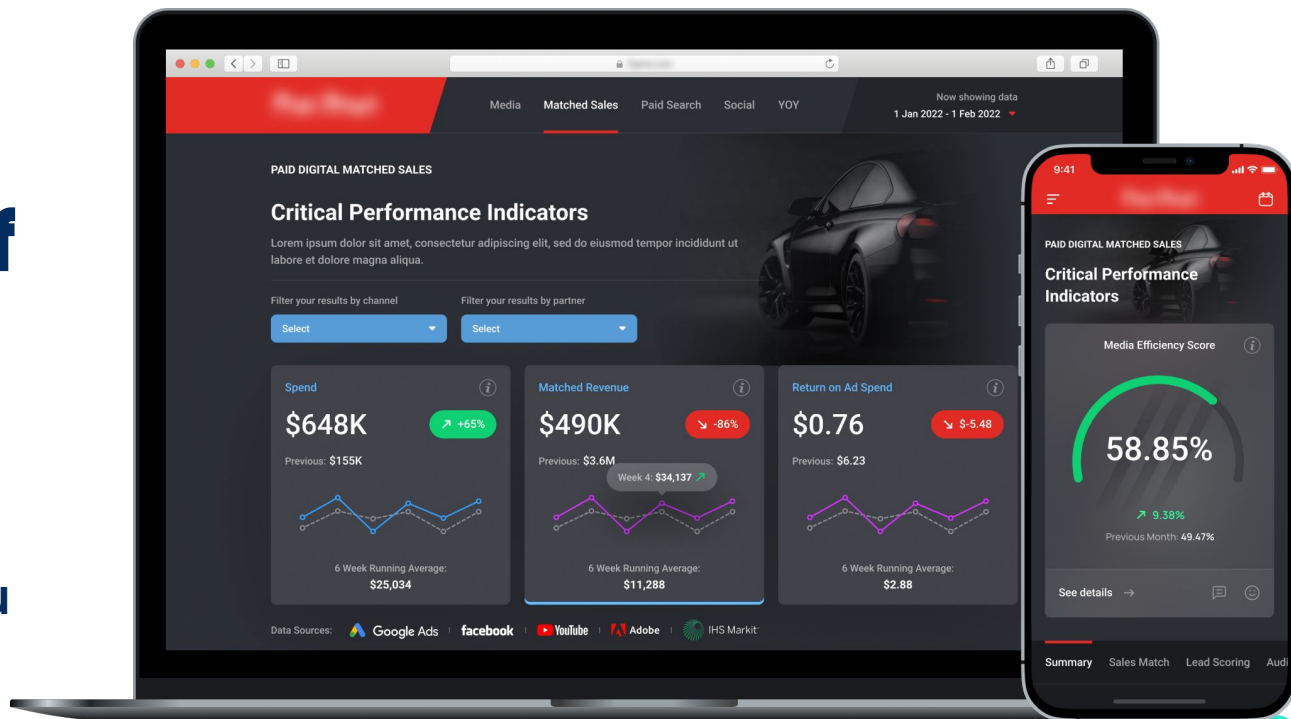
New sources of inspiration. Anything, but another “dash-board” to copy. Deliver applications that drive outcomes with a touch of “data creativity”.



# 5

## Principles Of Data-Driven Design

Data can shine in different ways, if you know how...



# 1

## People & Purpose Led



# People.

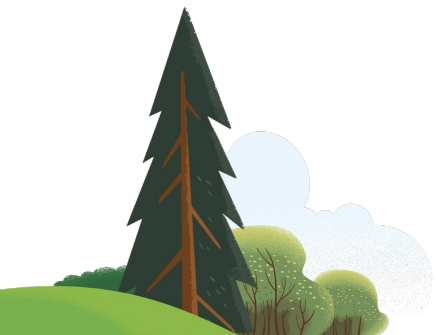
Performance Marketing  
is a Team Sport.





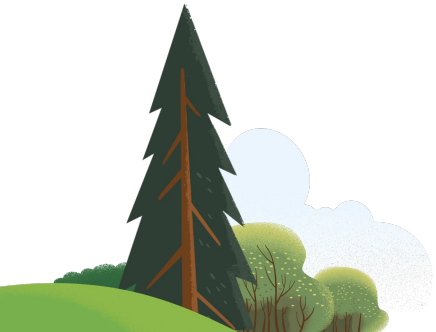
# Are You a Data Consumer?

"I commissioned the deliverable.  
I'm a product or brand manager.  
I'm responsible for  
communicating performance."



# Data Builder?

"I build models, manage data infrastructure, or make widgets."



# Or a Data Activator?

“I’m the media buyer, or the agency of record. I own the platform levers of execution.

I optimize to help you get to goal. What I know will help you, if you listen”.



# Purpose.

Socialize the Growth, Goals and the Drivers of Performance. Assign accountability.



# 2

## The Design Of Information

Clarity of information is key to avoiding the “Dash-Bored” Trap.







## Remove Spatial Clutter.

When you show too much, “standardization” can hurt you.



# Low Fidelity Development.

Don't skip the basics. Sketches reduce the risk of project failure.



# Organizing Principles.

Hierarchy Matters. Follow the grid and achieve balance.



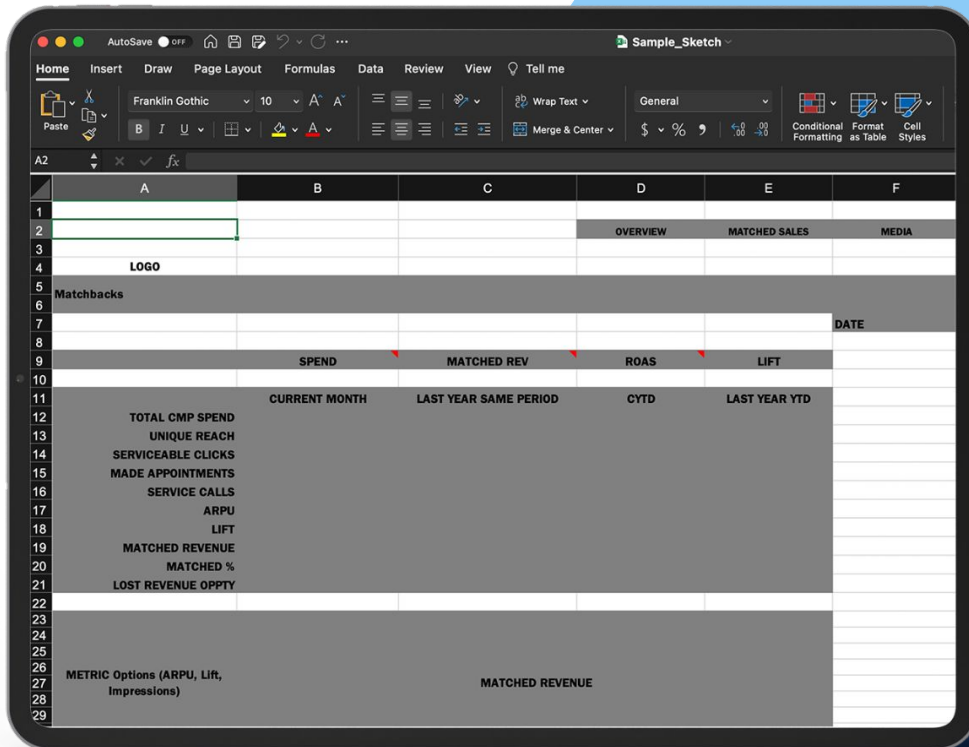
# 3

## Data Needs An Experience



# Early Concepts.

Keep your core audiences involved throughout the entire process. Show them early. Show them often.

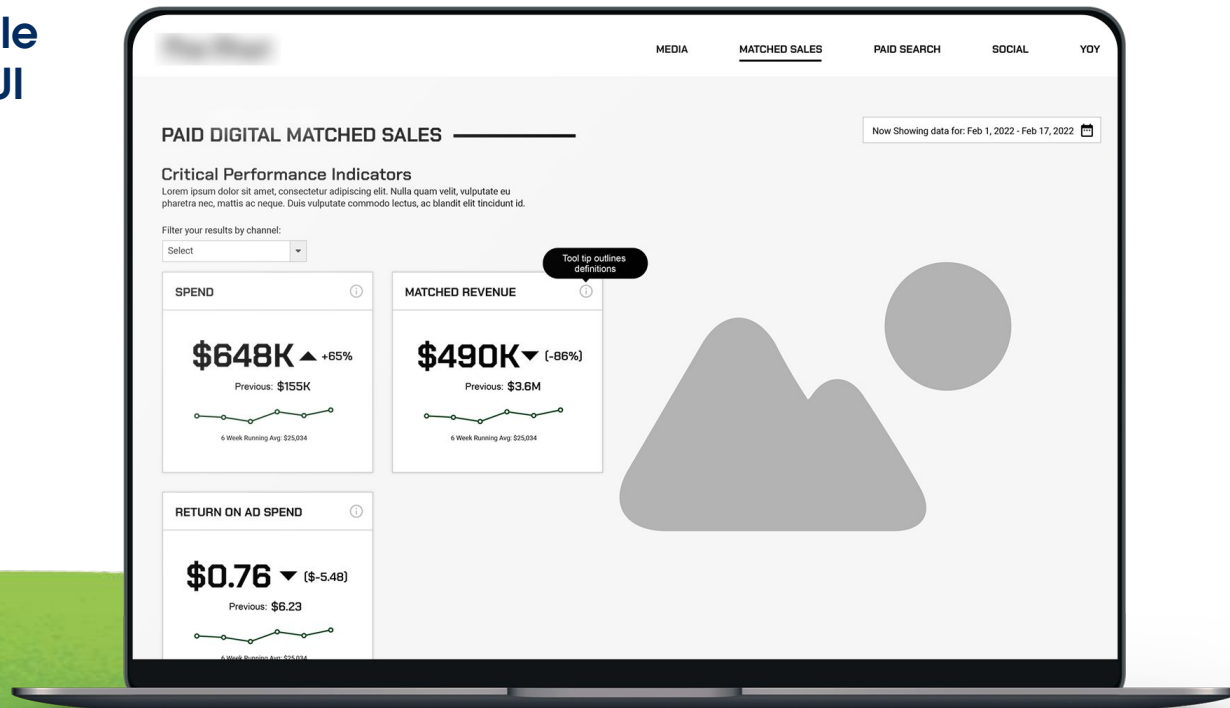


Sample_Sketch					
Home Insert Draw Page Layout Formulas Data Review View Tell me					
Paste	Franklin Gothic 10 A <sup>+</sup>	B I U	Wrap Text	General	Conditional Formatting Format as table Cell Styles
A2					
1					
2				OVERVIEW	MATCHED SALES MEDIA
3					
4	LOGO				
5	Matchbacks				
6					
7					DATE
8					
9		SPEND	MATCHED REV	ROAS	LIFT
10		CURRENT MONTH	LAST YEAR SAME PERIOD	CYTD	LAST YEAR YTD
11	TOTAL CMP SPEND				
12	UNIQUE REACH				
13	SERVICEABLE CLICKS				
14	MADE APPOINTMENTS				
15	SERVICE CALLS				
16	ARPU				
17	LIFT				
18	MATCHED REVENUE				
19	MATCHED %				
20	LOST REVENUE OPPTY				
21					
22					
23					
24					
25					
26	METRIC Options (ARPU, Lift, Impressions)		MATCHED REVENUE		
27					
28					
29					

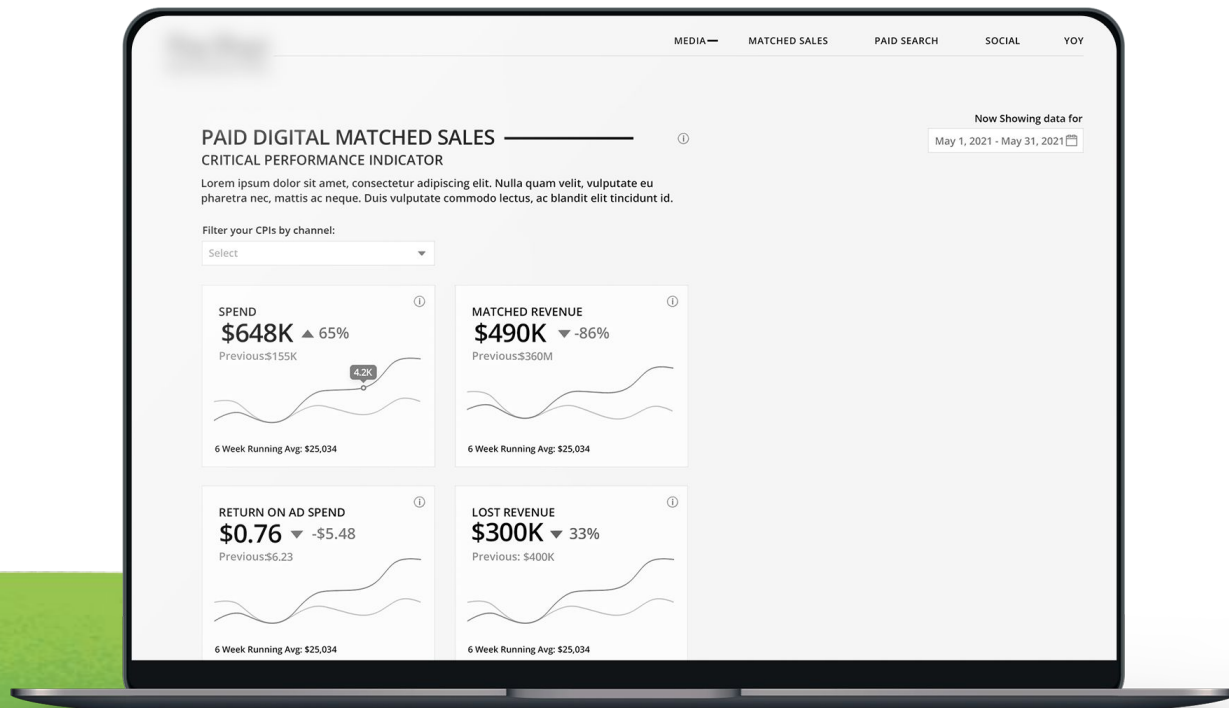


# Wireframes.

Help clients imagine the information space while uncovering potential UI challenges.

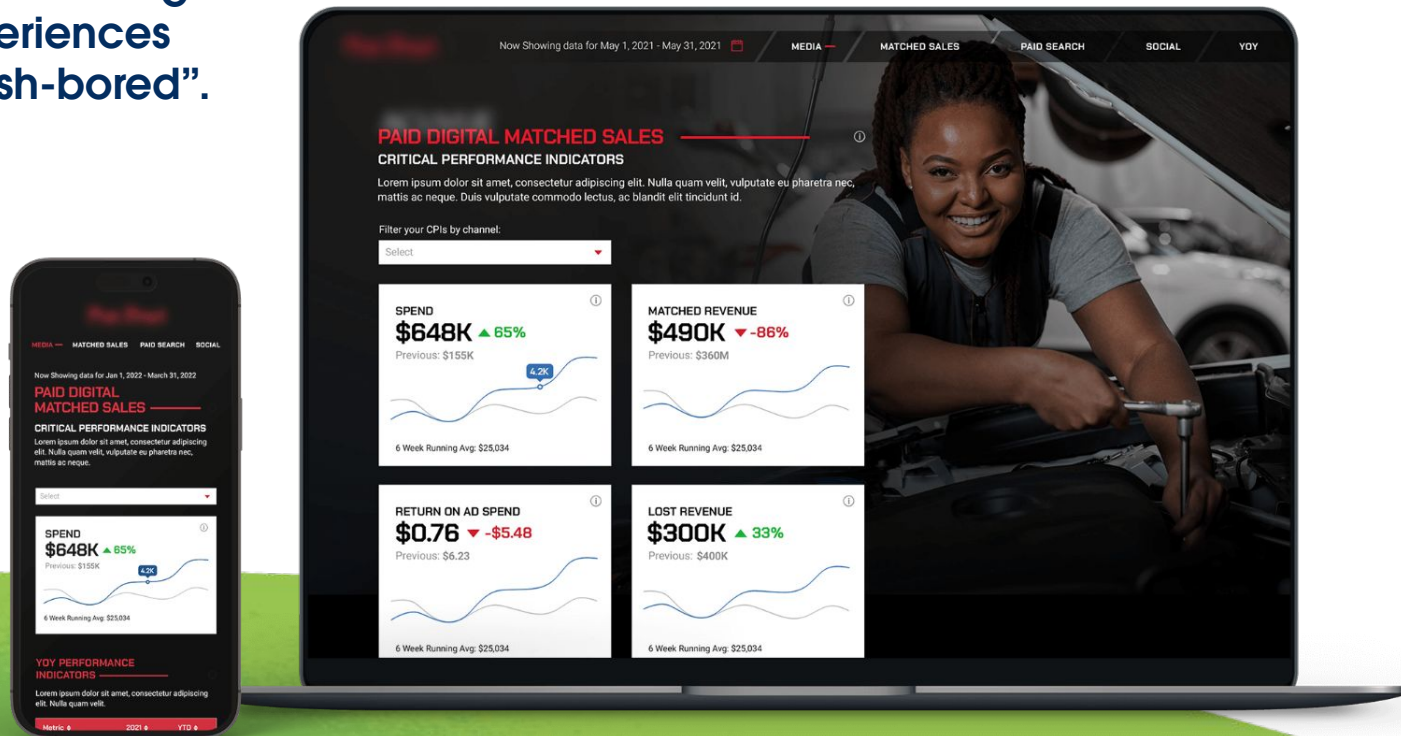


# Prototyping.

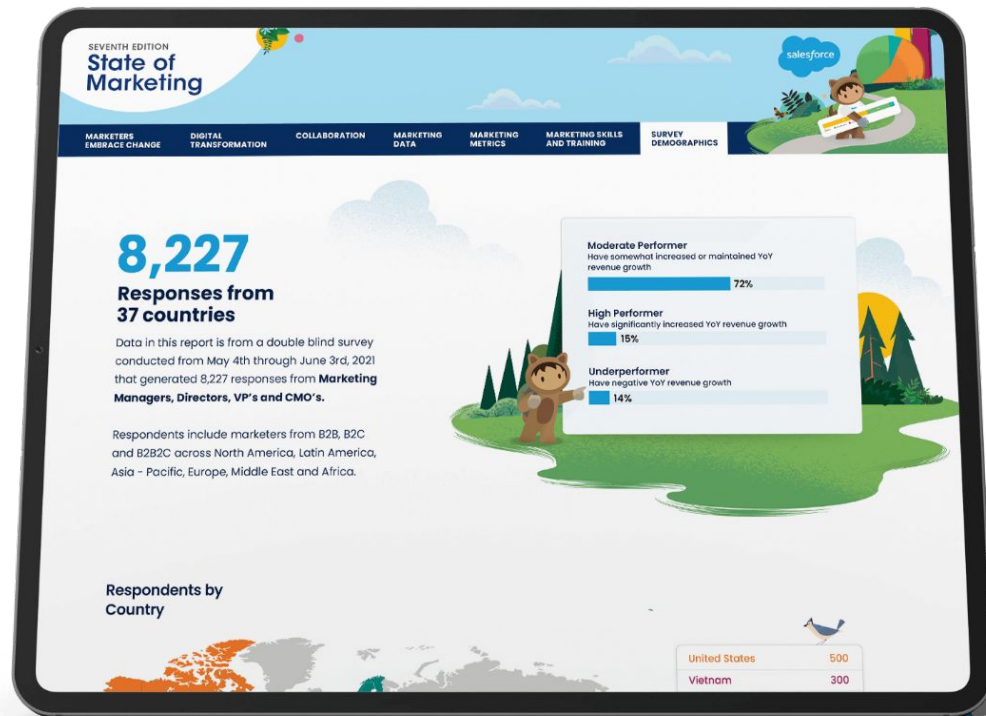


# Data Experience.

Bring all the elements together  
and deliver experiences  
beyond the “dash-board”.



# 4 Improved Decision Making



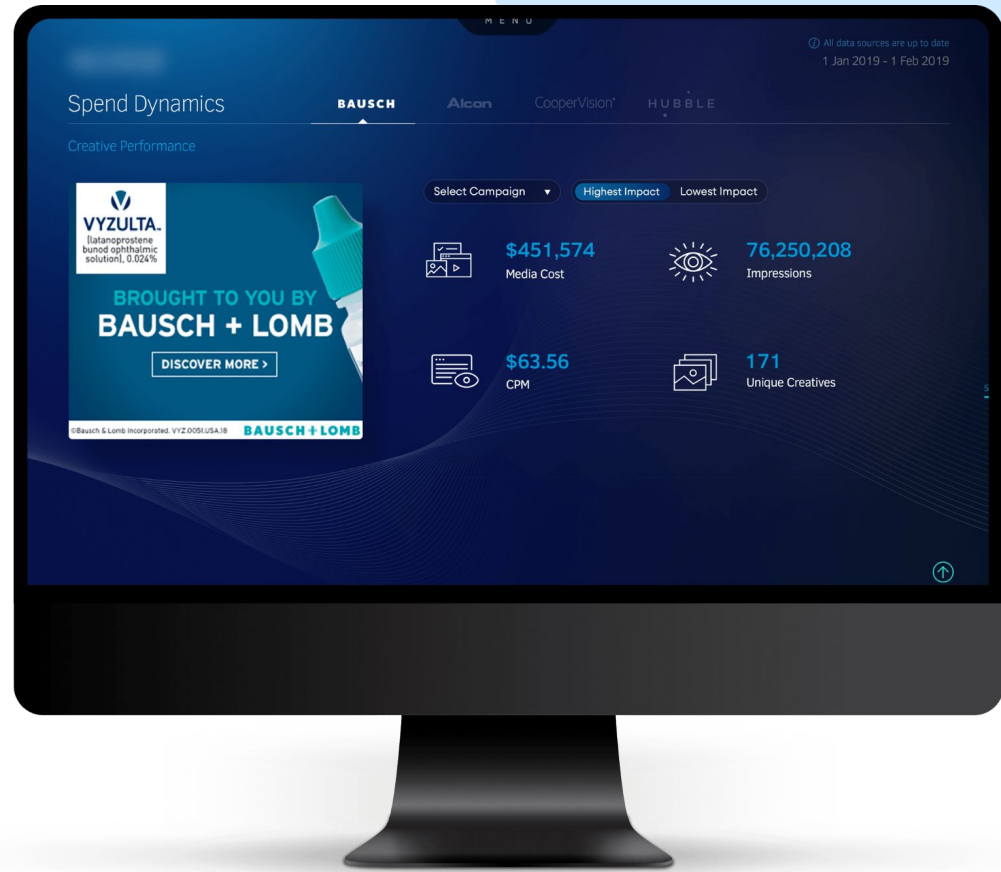
# Composite Scores, Indices & Dynamic Benchmarks.

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Why graph it when you can...

# Show it!





Stop hiding behind visuals.

# Performance in Plain English.


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Sharing, Collaboration &


# Assign Ownership Of KPIs.

Share

Slack

Email

Embed

Download

Email Address:\*

To add multiple addresses, separate by ","

Format:

PNG

▼

Subject:\*

↶ ↷ +

Heading 1 ▾

B I U

≡ ☰

Joe, I'm looking for the weekly updates on MQLs. When can i get that?

Cancel

Send



LEADS

1,201



29%

Goal: 4,207

MoM

51% 

YoY

64% 



# 5

## Adoption: the Ultimate Metric



Data Collaboration and Context



# Interesting or an Insight?

A form titled "Notes App" overlaid on a background image of a desk with a keyboard, a cup of coffee, a pen, and a notepad. The form has five input fields and a submit button.

**Notes App**

Your Date (MM/DD/YYYY)

Your Brand

Your Marketing Campaign


Your Site

Your Insights/Recommendation

**SUBMIT**

# Don't Be Shy About Feedback.

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How useful did you find this chart?

1	2	3	4	5
---	---	---	---	---

Strongly Disagree Strongly Agree

Question 1 of 2

Next

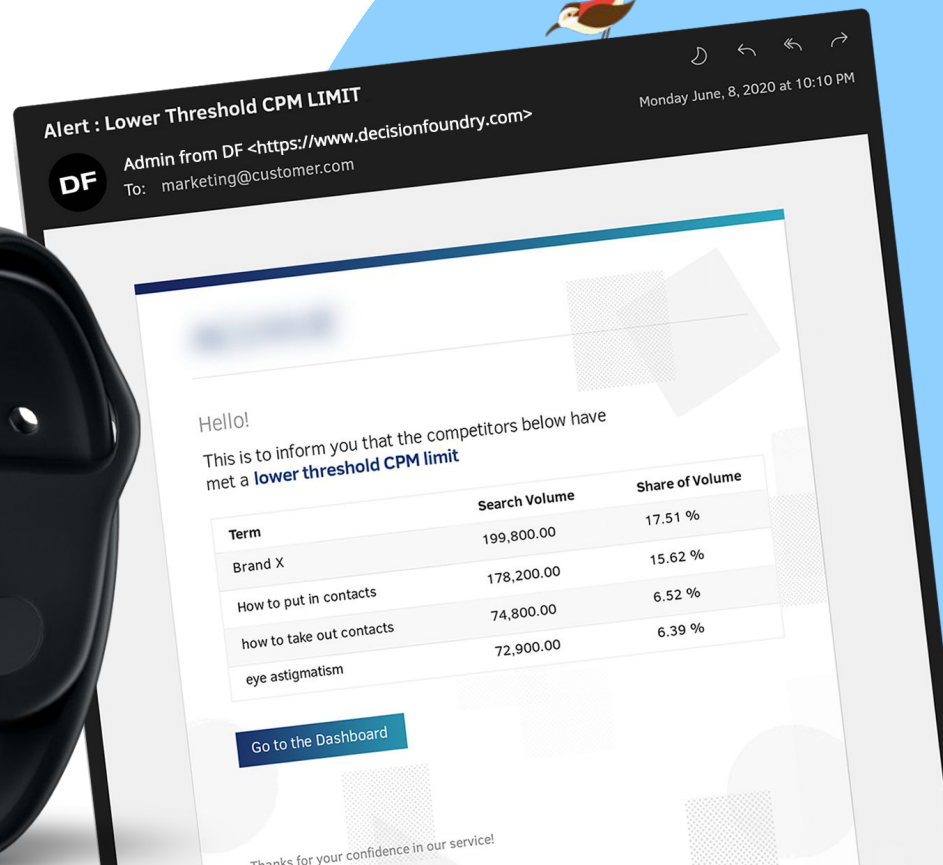




# Build an Engagement Strategy CRM Lite.

Information sharing should live  
beyond the dashboard.

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# Hard Truths

Dashboards aren't where work is performed, but rather places to check in now and then. Let's change that.



# Too Much Data. Too Few Decisions Made.

“Do-nothing”  
dashboards don’t  
help us.



# Be People and Purpose Led.



# New North Star for Inspiration.





Go Beyond Tools

# Data Communication.

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# Better Data Experiences.

Our focus isn't delivering projects, but rather building valuable data products.

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# 5 Data – Driven Design Principles

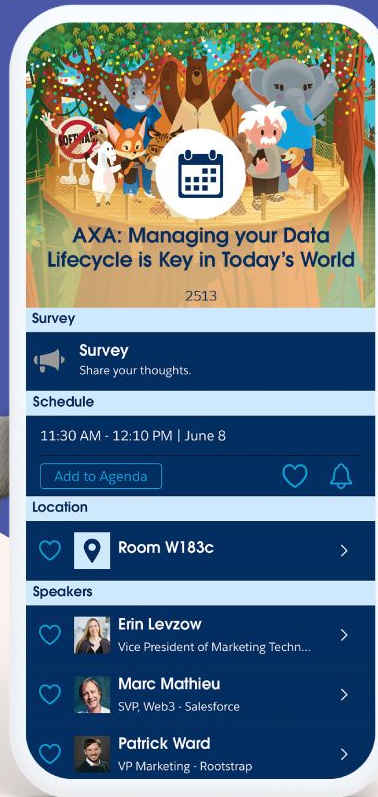
Post conference materials  
can be found at  
[decisionfoundry.com/dreamforce](https://decisionfoundry.com/dreamforce)





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# Thank you

