

TIPS FOR HUMANIZING DATA EXPERIENCES

A Visual Guide

INFORMATION DESIGN MATTERS

When Information Is Clear, We Make Better Decisions

1

Visualize Impact
and Drive
Change

2

Assign Growth
Goals and Create
Accountability

3

Focus on
Platform
Adoption

FIND NEW INSPIRATION

Leaderboard

ALL RIDERS (192)	TOTAL OUTPUT
15 Susanna 8/14/2013 NEW YORK	89
PERSONAL BEST	
16 Jonathan 12/20/2013 TORONTO	73
17 Rachel 1/31/2013 ATLANTA	69
18 Yony 7/3/2012 NEW YORK	68
19 Alice 1/11/2012 WONDERLAND	64
20 Jamie 4/14/2012 BOSTON	59
21 Marjoret	51
18 Yony 7/3/2012 NEW YORK	68

Performance Metrics:

- Cadence: 72 RPM (Class Avg: 68)
- Output: 245 WATTS (Class Avg: 182, Total: 682)
- Resistance: 28 PERCENT
- Calories: 1245 BURNED

Disney
Aladdin



TRACKLESS WASTE
Shotgun
Legendary

Requires Level 32
400 ATTACK
"No footprints out here." —Olu Alderdice

Impact: [Bar]
Range: [Bar]
Stability: [Bar]
Handling: [Bar]
Reload Speed: [Bar]
Rounds Per Minute: 55
Magazine: 6

PRECISION
Recoil pattern is more vertical.

Increased ammo reserves. Faster reload, stow, and ready when crouched.

POWER: 400
Mobility: 5
Resilience: 4
Recovery: 4

Apple TV | movies iTunes | tv shows iTunes | Music

CREATE A COMMON LANGUAGE



REVIVE YOUR DASH-BORED



BUILD FOR THE AUDIENCE.



DESIGN FOR THE DEVICE



PAPER BEFORE PRODUCTION

Handwritten notes on the left side of the image include: VISITS, DESKTOP, VIDEO, DISPLAY, SEARCH, PRACT, 40M, 18M, and 10.

UI Mockup 1 (Top):

- Buttons: SUMMARY, PACING, CAMPAIGN, Advertiser 01
- Summary: Total Budget \$61K, 122% of \$50K
- Summary: Total Spent \$55K, 90% of \$61K
- Summary: Flight Pacing 90%, 85%, 90% of 100%
- Summary: 97% of 0.25%
- Line chart: How much have you spent over time by campaign? Advertiser 01 - Campaign 01
- Table: Week 1, Week 2, Week 3, Week 4, Week 5. Total Spend \$61,187
- Section: Automated Insights. Text: Lorem ipsum dolor sit amet, consectetur... Nulla quam velit, vulputate eu pharetra... neque. Duis vulputate commodo leo... tincidunt id. Sed rhoncus, tortor sit... tortor mauris molestie est, et leo... Quisque nec mauris sit amet eu... quis magna.
- Text: Aenean velit odio, elementum... diam. Pellentesque rhoncus... Ut vulputate eros sed fe... hendrerit. Vivamus varius... eutmod sit amet. Qu...

UI Mockup 2 (Middle):

- Buttons: SOCIAL, VIDEO, YOUTUBE, REPORTS
- Text: SHOWING DATA FOR: Oct 1, 2019 - Dec 31, 2019
- Buttons: SUMMARY, PACING, CTV, DISPLAY
- Text: Advertiser 01
- Text: LOGO
- Text: SOCIAL MEDIA \$100K \$90K
- Text: VIDEO 5K 5K
- Text: of \$5K
- Text: 90% of \$111K
- Navigation: < . . . >

UI Mockup 3 (Bottom):

- Buttons: SUMMARY, PACING, CAMPAIGN, Advertiser 01
- Text: CAMPAIGN: SELECT YOUR CAMPAIGN
- Section: Help Me Understand This
- Text: About My Performance: consectetur adipiscing elit. Nulla quam velit, vulputate eu... id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris...
- Text: About the Benchmarks: Quisque nec mauris sit amet elit iaculis pretium sit... rhoncus aliquam mattis. Ut vulputate eros sed fe... sit amet. Quisque laoreet sem sit amet orci ultr...
- Text: Where is this Data Sourced?: consectetur adipiscing elit. Nulla quam v... lectus, ac blandit elit tincidunt id. Sed r... quam nec du.
- Text: Let's see the Details: Quisque nec mauris sit amet elit... vehicula eu diam. Pellentesque... hendrerit. Vivamus varius pret... ullamcorper at ultricies metu...
- Text: Let's see the Details: am dolor sit...

DON'T GRAPH IT, SAY IT!

- Shifting spend to Sub-Brand Campaign E have in CTR.
- Sub brand 2
Sub brand 3
- 2 • Target audience of [25 - 40 yrs • Female • New York] for Sub-Brand Campaign E have clicked 22% less than the historical benchmark (3,780). This click change is due to the Ad Product News Feed placement.

 [View details](#)

Sub-brand Z has a 22% higher spend rate than planned. At the current rate, your budget will be reached in 5 days. The intended target conversion rate of 4% will not be met.

 [Have Questions?](#)

BE CLEAR.

Now showing data: 10/01/2020 – 10/31/2020

Total display media spend only

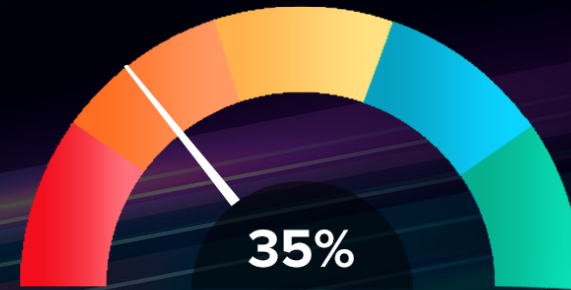
IMPRESSIONS
179,395,8

68% ▲

Goal: 265,079,8

MEDIA SPEND
\$354,873

▲ PREV: \$321,117 (-10.5%)



MTD Goal: \$1,004,960

👍 37 🗨️ 08

Trends 📈

Source: DoubleClick for Advertisers

Mutual: Brand delivered a total CPM of 8,000,000 which is 80% above the historical benchmark. [See details](#)

11 Jan, 2020 - 29 Dec, 2020

Media Performance

Short description of this section goes here.

Total Spend

Cost Per Click

Cost Per Visit

Period
Month

Metric
Impressions

Campaign

Insight Automated

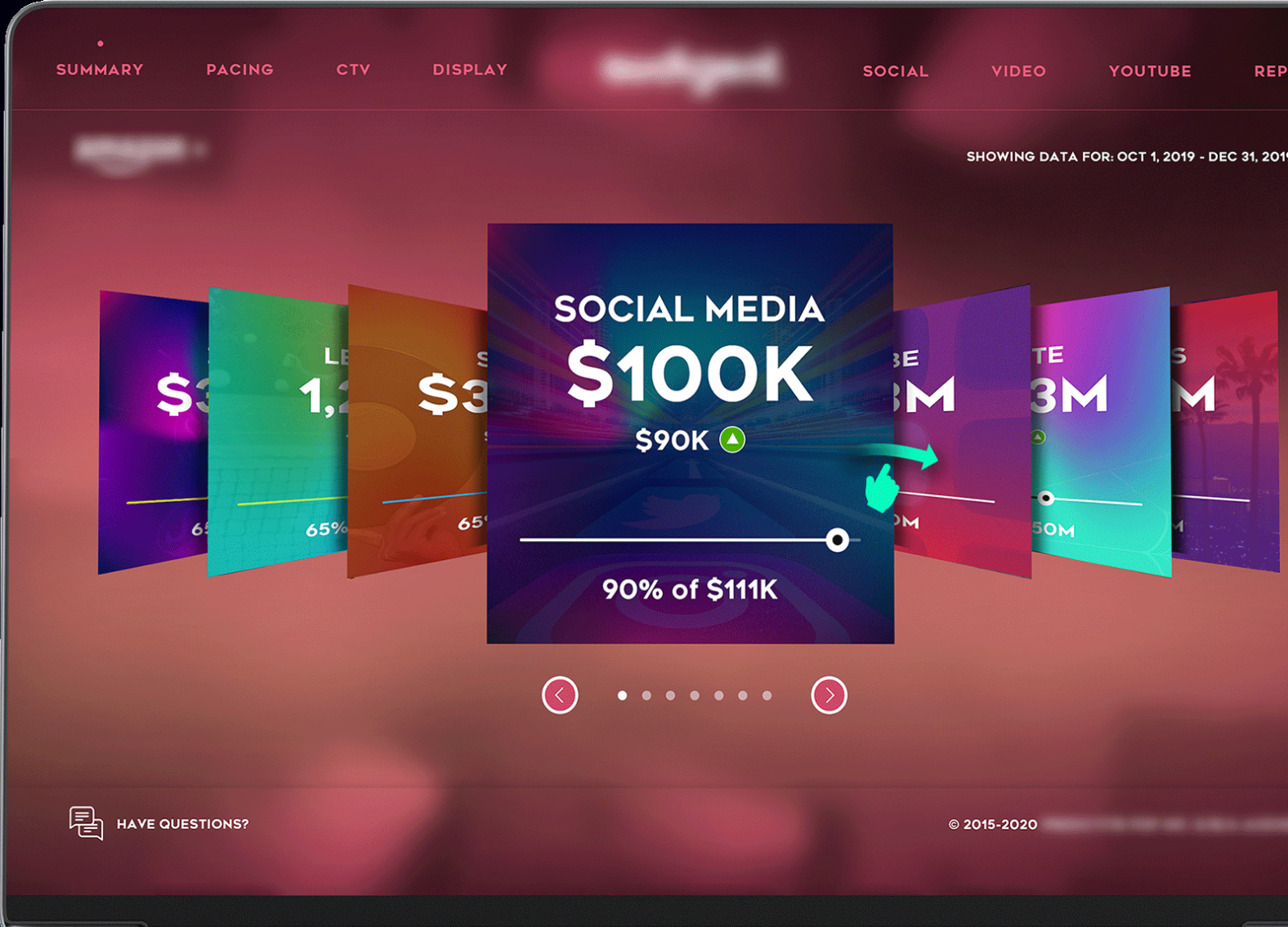
Brand delivered a total CPM of 8,000,000 which is 80% above the historical benchmark.

\$ 1.43
Target \$ 7.00



BE BOLD

MAKE IT FUN



KNOW YOUR SCORE

HOME

OVERVIEW

MEDIA

SOCIAL

SEARCH

PROGRAMMATIC

Showing data between: Aug 1, 2020 - Aug 31, 2020

OVERVIEW

CRITICAL PERFORMANCE INDICATORS

BY MARKET

BY LOB

TOTAL MEDIA SPEND

\$140K

MoM ▼ 13%

GOAL: \$200K

DETAILS



TOTAL IMPRESSIONS

0.8B

MoM ▲ 40%

GOAL: 2.5B

DETAILS



COST PER CLICK

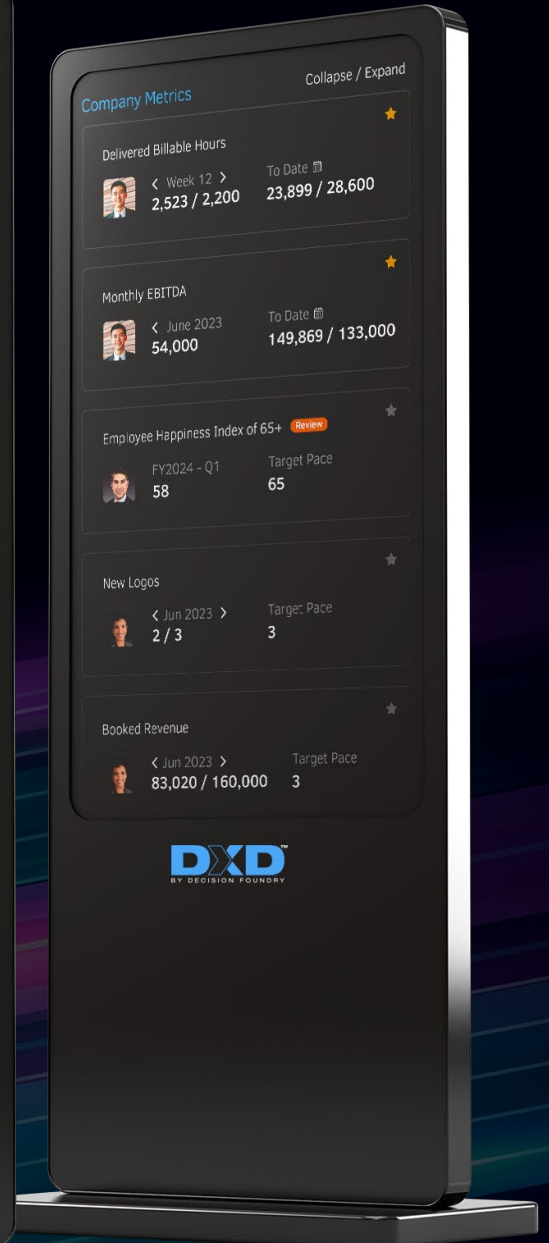
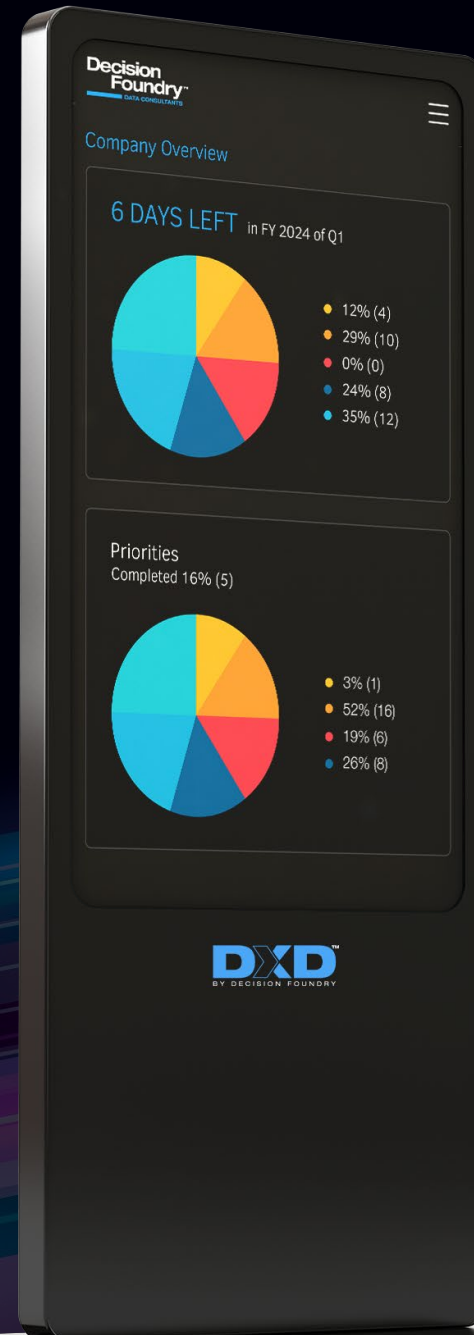
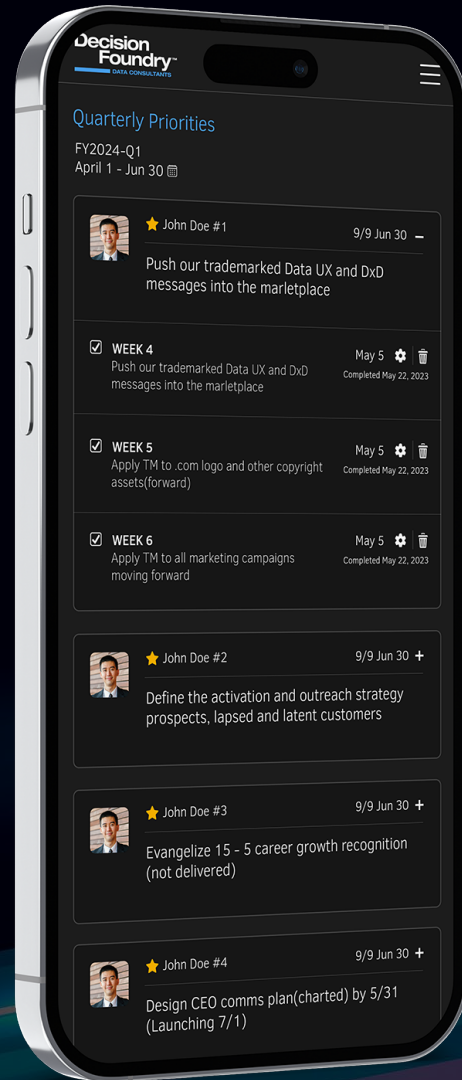
TOTAL CLICKS



MAKE DECISIONS



FOCUS ON THE WORK



DEMAND ACCOUNTABILITY

The image shows a screenshot of a CRM interface. On the left, a 'share' dialog is open, allowing users to share content via Slack, Email, Embed, or Download. The 'Email' option is selected. The dialog includes fields for 'Email Address:*' (joe@salesforce.com), 'Format:' (PNG), and 'Subject:*' (Status Updates on MQLs). A rich text editor is also visible with the text: 'Joe, I'm looking for the weekly updates on MQLs. When can i get that?'. At the bottom of the dialog are 'Cancel' and 'Send' buttons.

On the right, a dashboard widget displays 'LEADS 1,201' with a gauge chart showing a 29% completion rate towards a goal of 4,207. Below the gauge, two metrics are shown: 'MoM 51%' with an upward arrow and 'YoY 64%' with a downward arrow. A small line graph icon is also present in the bottom right corner of the widget.

Metric	Value	Trend
LEADS	1,201	29% (Goal: 4,207)
MoM	51%	↑
YoY	64%	↓

SOCIALIZE YOUR DATA

Alert : Lower Threshold CPM LIMIT

Admin from DF <alerts@decisionfoundry.com>
To: marketing@customer.com

Monday June, 8, 2020 at 10:10 PM

Hello!

This is to inform you that the competitors below have met a **lower threshold CPM limit**

Term	Search Volume	Share of Volume
Brand X	199,800.00	17.51 %
How to put in contacts	178,200.00	15.62 %
how to take out contacts	74,800.00	6.52 %
eye astigmatism	72,900.00	6.39 %

[Go to the Dashboard](#)

...ke for your confidence in our service!

TALK TO US

ROSS JENKINS

CEO

LARRY COHEN

EVP Data Strategy

www.decisionfoundry.com

info@decisionfoundry.com