

PRINCIPLES OF DATA DESIGN™

DATA DESIGN APPROACH

Understand



Purpose Of The Dashboard

Audience Defintion

Brand

UxR

Sketch or
Rough Layout



Visual Hierarchy

Define And
Organize The
Information Flow

UxR

Visual
Design/Mockups



Incorporating
Brand Colors,
Fonts, Background
Creates Familiarity
And Acceptance

Widget Library

Charting

Design Principles

UxR

Feedback and
Iteration



Incorporate
Feedback And
Secure Approvals

UxR

Zeplin



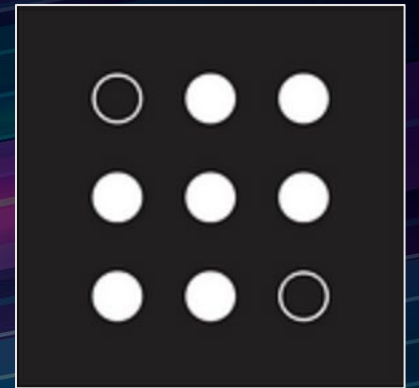
Transfer
Assets/Images
Css
Fonts Etc. To
Development

Visual Design

+ THE DESIGN PRINCIPLES

BALANCE

Ensures the dashboard is not overwhelming





CAMPAIGN PERFORMANCE ⓘ

Season: Jul 23, 2021 - Mar 12, 2022 📅

Filter results based on available dimensions below.

Control Group

Select

Channel Code

Select

Customer Segment

Select

Campaign

Select

Zone

Select

AUTOMATED INSIGHTS

AUTOMATED

HUMAN

Lorem Ipsum is simply dummy text of the printing
and typesetting industry. Lorem Ipsum is simply.
Lorem Ipsum is simply.



CUSTOMERS TARGETED

580K ⬆️ 0.00%

Previous Week: 540K

RESPONSE RATE

2.27% ⬆️ 0.00%

Previous Week: 2.02 %

Adequate spacing between the widgets

ROI

\$356 ⬆️ 17.29%

Previous Week: \$430.35

CUSTOMER REVENUE

\$45.5M ⬆️ 0.00%

Previous Week: \$45.59M

TOTAL REVENUE

\$50.8M ⬆️ 0.00%

Previous Week: \$50.53M

TOTAL ROA

\$115K ⬆️ 7.60%

Previous Week: 114.32K

Source: Data source 1, Data source 2, Data Source 3

CONTRAST

Emphasize certain elements





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Contrast in font size

Contrast in colour

Contrast in colour

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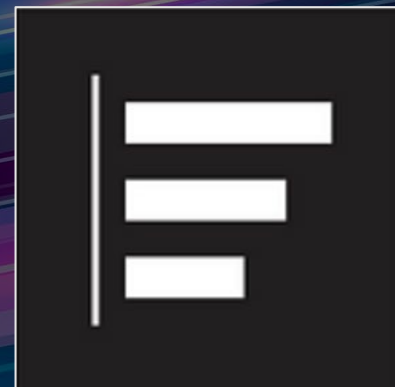
\$115K ⬆️ 7.60%

Previous Week: 114.32K

Source: Data source 1, Data source 2, Data Source 3

CONSISTENCY

Professional and Polished





CAMPAIGN PERFORMANCE ⓘ

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Select ▾

AUTOMATED INSIGHTS AUTOMATED HUMAN

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Alignment

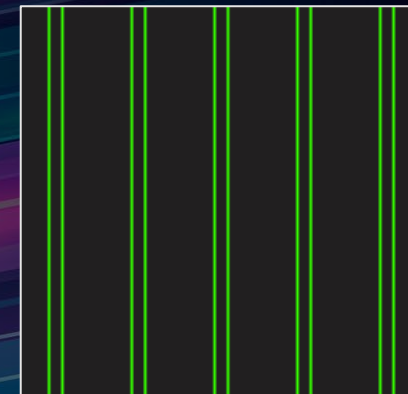


Source: Data source 1, Data source 2, Data Source 3

Build Designs and Arrange Information Spaces

GRID

Visually appealing and functional





Data Citizen

FEEDBACK

Design is an iterative process

Packaging and Dev Delivery

ZEPLIN



Assets, fonts, sizes, colours, CSS, etc.,



ROSS JENKINS

CEO

www.decisionfoundry.com