WHY NO ONE IS USING YOUR DASHBOARD

MERL Tech 2018 | Lightning Talk
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What’s the most common question I’m asked as a data viz developer?
What dashboard tool is the best?
Tech makes big promises.
Tableau Software: Business Intelligence and Analytics
https://www.tableau.com/
Tableau can help anyone see and understand their data. Connect to almost any database, drag and drop to create visualizations, and share with a click.

Qlik: Data Analytics for Modern Business Intelligence
https://www.qlik.com/us
Qlik's Associative engine lets you combine any number of data sources so you can freely explore across all your data and instantly pivot your thinking based on ...

Power BI | Interactive Data Visualization BI Tools
Power BI is a suite of business analytics tools to analyze data and share insights. Power BI dashboards provide a 360-degree view for business users with their most important metrics in one place, updated in real time, and available on all of their devices. Power BI Desktop is a ...

Data Studio Product Overview - Google
https://datastudio.google.com/
Your data is beautiful. Use it. Unlock the power of your data with interactive dashboards and beautiful reports that inspire smarter business decisions. It's easy ...
We’re so focused on technology platforms, we forget that each dashboard is a digital product.
Viable
Feasible
Desirable

Adapted from IDEO https://designthinking.ideo.com/?page_id=1542
Viable

Feasible

Desirable

Functional, but may fail to meet user needs

Adapted from IDEO https://designthinking.ideo.com/?page_id=1542
Aspirational, but probably can’t be built.

Adapted from IDEO https://designtinking.ideo.com/?page_id=1542
Viable Feasible Desirable

Failing here = why no one is using your dashboard.

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We need to refocus on resolving **common user issues** to create dashboards people want to use.
I don’t know how to use the new dashboard.
Why?

Confusing UX design

Ineffective / insufficient training for new users
Embed user cues in the dashboard  

On demand trainings
I can’t find the data I need.
Why?

User needs not well understood or prioritized

Failure of design and usability
Co-design with end users & Make purposeful design decisions & conduct user testing
The dashboard doesn’t help me uncover “why.”
Design doesn’t enable exploration

Design doesn’t give necessary context
Link views within dashboards and enable drilldowns

Add reference lines, averages, and benchmarks for easy visual comparisons
Dashboard platforms enable great design, but aren’t silver bullets.
Prevalence of Obstetric Fistula in 19 African Countries

How prevalent is Obstetric Fistula? The answer is, we don't know. The nature of the condition means we only have rough estimates. In 2015 a team of researchers used national health studies to create estimates for 19 African countries. Read their report to find out more.


Lower and higher estimates represent the 95% confidence interval. That means, with 95% certainty, the researchers expect the true number to be somewhere between these values.

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Guinea

Prevalence estimated: 3.3 Fistula per 1000 women

Amongst the 9,136 participants that were interviewed, 26 had symptoms.

Viable
Desirable
Feasible

Sweet spot for dashboard success!

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