Create Dashboards that People Love
Introducing Splunk Dashboard Design Guidelines

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The Speaker

Iryna Vogler
Design Thinking + User Experience

- Collect user requirements
- Create user flow, wireframes, prototypes
- Create guidelines
Many Dashboards Are Not Used
Common Mistakes on Dashboards

- Defaulting to “All” takes more resources.
- Unnecessary decoration distracts users.
- Should put the most important information at top.
- Waste of space
- There is not enough context to make these numbers meaningful.
- Notes are too long.
- Bad choice of visualization type
- Too long to fit to a overhead monitor.
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Current Creation Process:

Data → Style
Start with the User, Not the Data
Start with the User, Not the Data

Questions to ask:

• who will use this dashboard
• what goals they have
• where will they look at it, for how long, from what device
• how familiar they are with the data
• what they want to see first
• what they want to do next
• …
Example

Build a dashboard to monitor and analyze the adoption of a company’s mobile apps.

User

Mobile Product Managers. Every PM in the team owns one of the mobile apps.

Use Case

1. PMs want to monitor downloads by platform. The dashboard will be displayed on an overhead monitor near where PMs sit.
2. PMs want to monitor and analyze user activities by viewing the dashboard on their laptops.
Dashboard Design Principles

- Start with the user, not the data.
- Organize the layout and interactions to support the user’s workflow.
- Be succinct.
- Provide insights at a glance.
Best Practice Example: 

Note

Don’t.

User Activity

- search: user clicked on search button
- add: user clicked on “Add to Shopping Cart” button
- save: user clicked on “Save for Later” link
- login: user logged in successfully
- submit: user submitted an order
- unknown: other types of events
Best Practice Example:

Note

Do. Make sure field names are clear. Rename them as needed.
Best Practice Example:

**Note**

Do. If necessary put a brief explanatory note below a visualization. Note text style is 11pt, #999. Use existing postcss variables where possible.
Dashboard Design Guidelines

Talk to us: dashboards@splunk.com
Stop by at UX Booth and Dashboard Booth
Thank You

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