

# Create Dashboards that People Love

Introducing Splunk Dashboard Design Guidelines

Iryna Vogler | User Experience Design

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# The Speaker



## Iryna Vogler

Design Thinking + User Experience

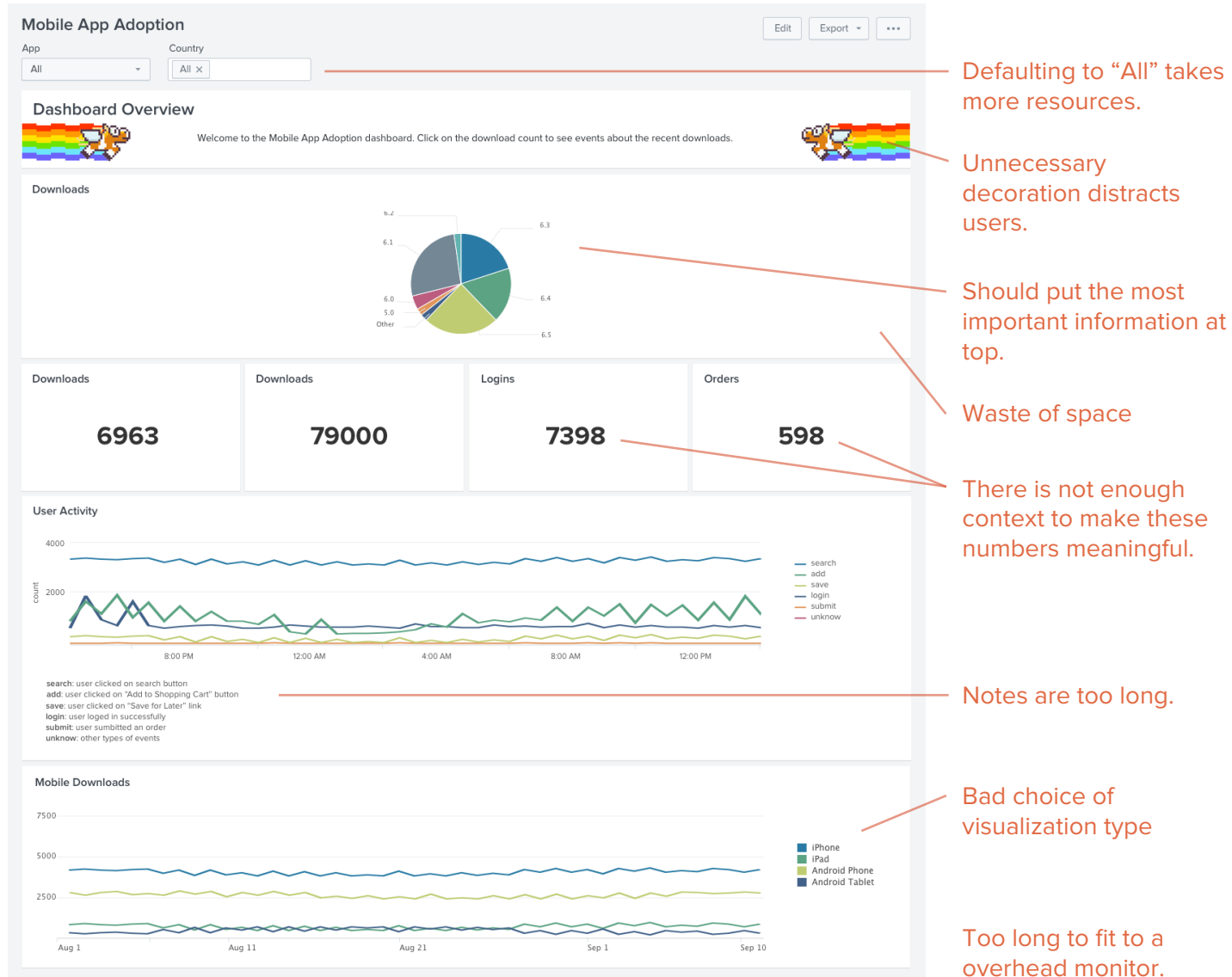
- ▶ Collect user requirements
- ▶ Create user flow, wireframes, prototypes
- ▶ Create guidelines

# Many Dashboards Are Not Used

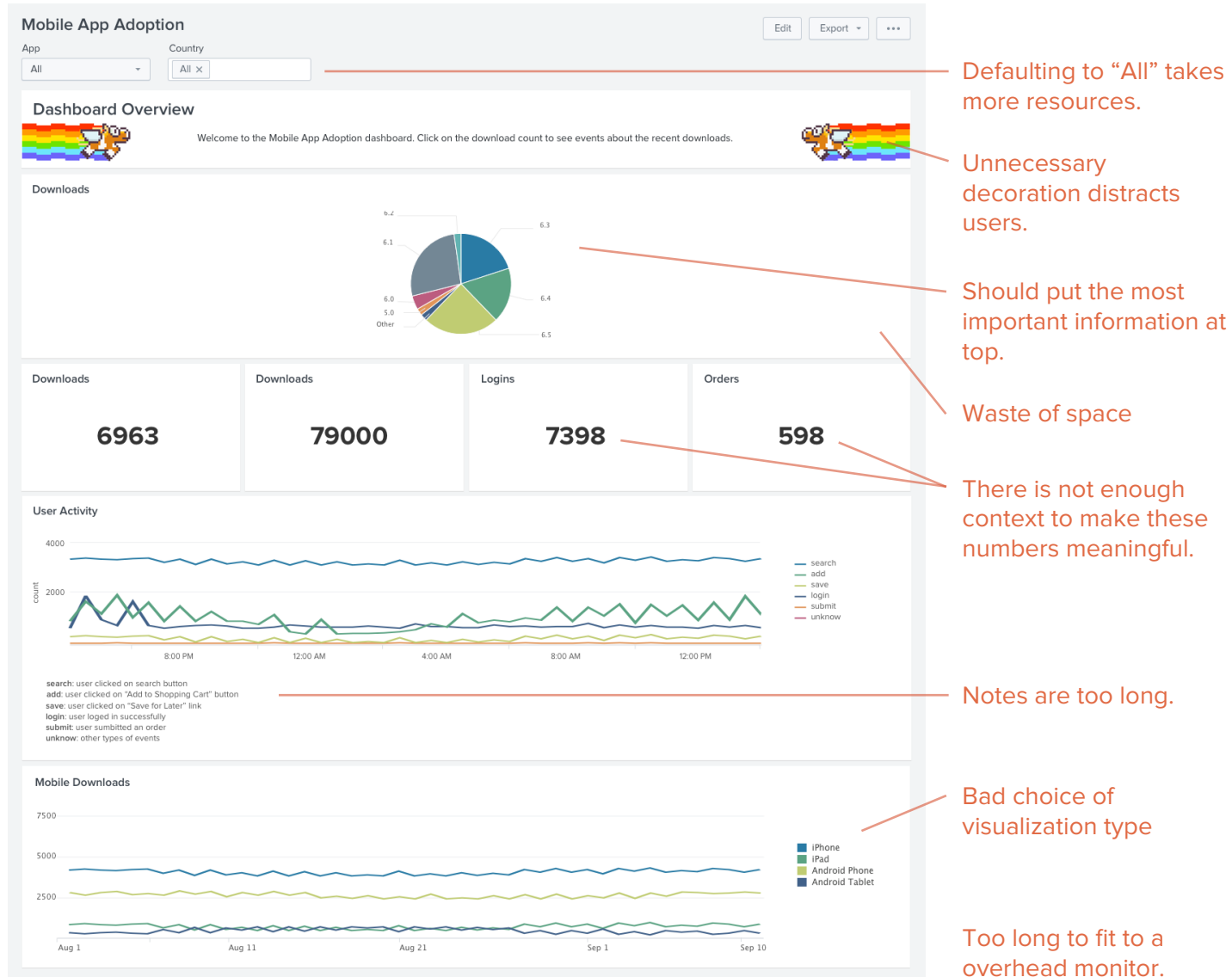




# Common Mistakes on Dashboards



# Common Mistakes on Dashboards



Current Creation Process:

**Data → Style**

# Start with the User, Not the Data

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- ▶ 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

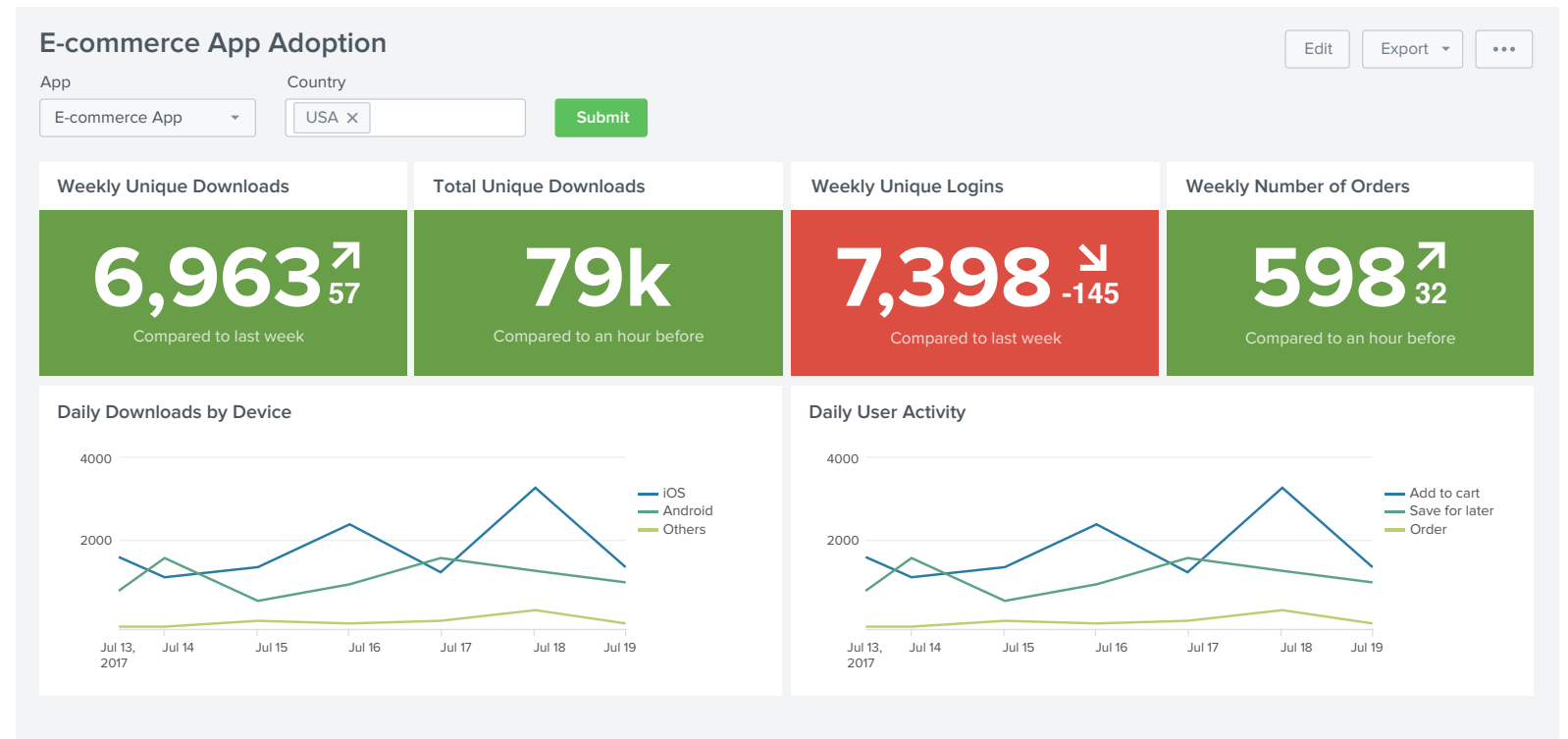
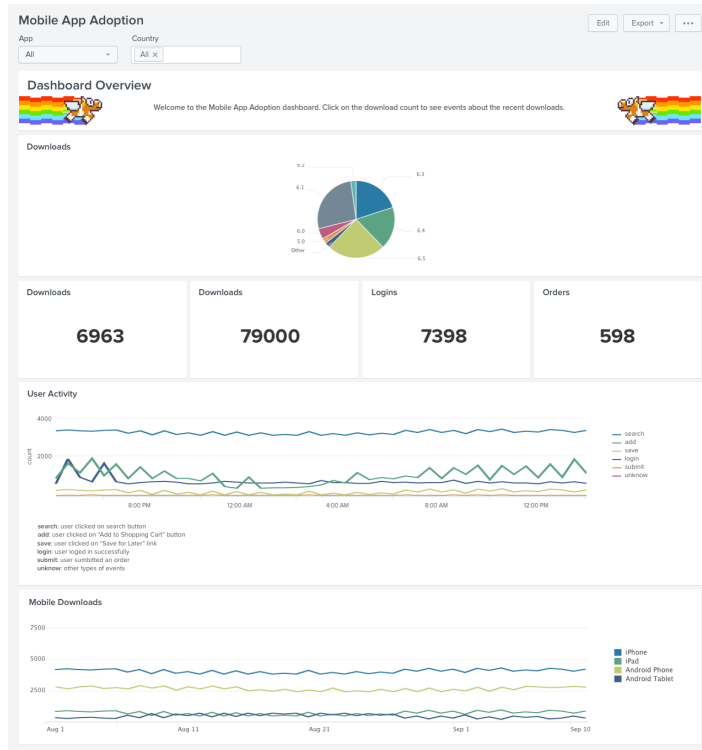
**Example** Build a dashboard to monitor and analyze the adoption of a company's mobile apps.

**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.

# Example



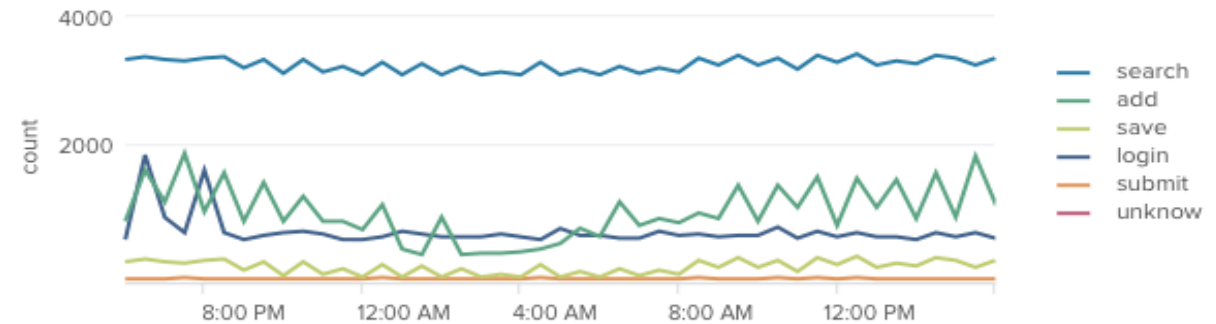
# Dashboard Design Principles

- ▶ **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.**

130.60.4 - - [07/Jan 18:10:57:153] "GET /category.screen?category\_id=GIFTS&SESSIONID=5015L4FF10ADFF10 HTTP 1.1" 404 720 "http://buttercup-shopping.com/cart.do?action=view&itemId=EST-6&product\_id=FI-SW-03"  
128.241.220.82 - - [07/Jan 18:10:57:123] "GET /product.screen?product\_id=FL-DSH-01&SESSIONID=5035L7FF6ADFF0 HTTP 1.1" 404 3322 "http://buttercup-shopping.com/category.screen?category\_id=GIFTS"  
317 27.160.0.0 - - [07/Jan 18:10:56:156] "GET /oldlink?item\_id=EST-26&SESSIONID=505L9FF1ADFF3 HTTP 1.1" 200 1318 "http://buttercup-shopping.com/cart.do?action=purchase&itemId=EST-26&product\_id=AV-CB-01&SESSIONID=505L9FF1ADFF3"  
125.17 14.1.1.1 - - [07/Jan 18:10:55:187] "GET /category.screen?category\_id=FLOWERS&SESSIONID=505L9FF1ADFF3 HTTP 1.1" 200 3885 "http://buttercup-shopping.com/category.screen?category\_id=FLOWERS&SESSIONID=505L9FF1ADFF3"  
125.17 14.1.1.1 - - [07/Jan 18:10:55:188] "GET /category.screen?category\_id=FLOWERS&SESSIONID=505L9FF1ADFF3 HTTP 1.1" 200 3885 "http://buttercup-shopping.com/category.screen?category\_id=FLOWERS&SESSIONID=505L9FF1ADFF3"

## Best Practice Example: Note

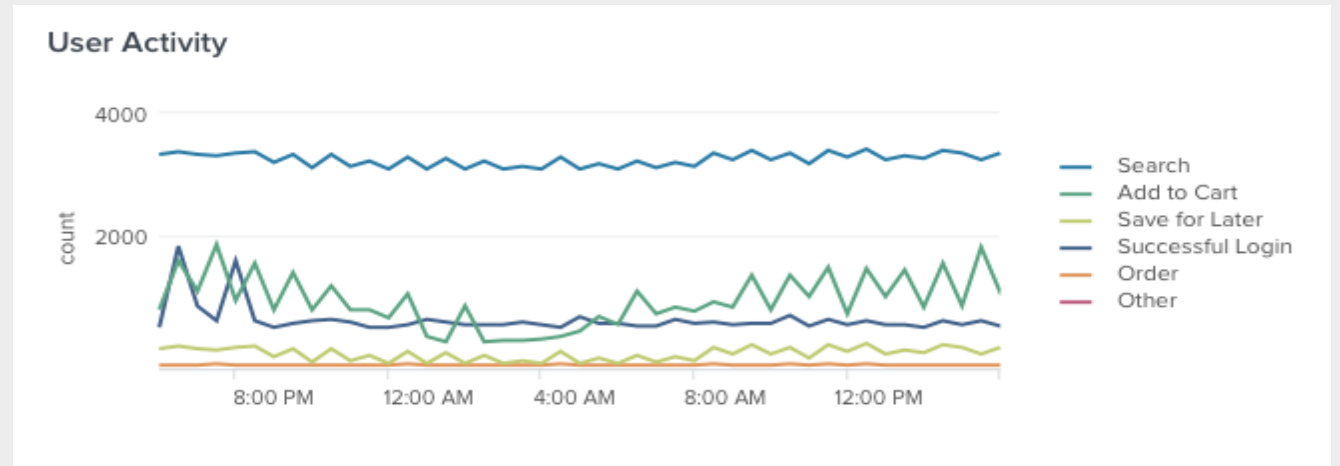
User Activity



**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

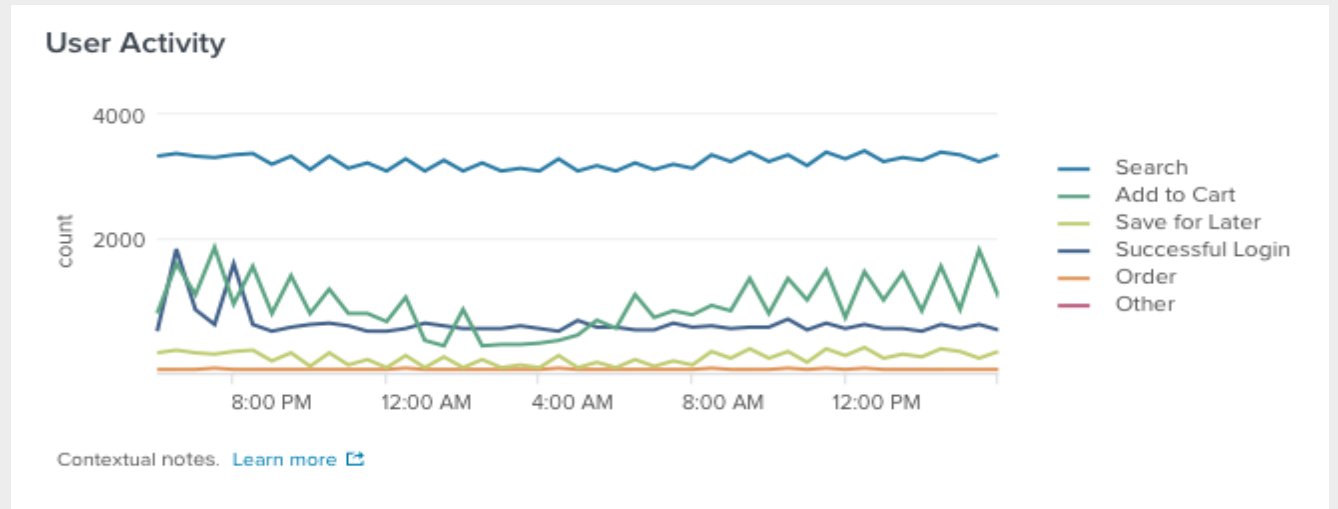
Don't.

## 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.



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