The Top 10 Glasstable Design Principles to Boost your Career and your Business

In order to avoid this

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Use this if there will be two speakers for your session.

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Glass table design can have the same effect on your boss as on Phoebe

“If you want your career to take off, demonstrate that you don’t need to be a data scientist to be effective. Embracing data visualization and predictive analytics to communicate imaginative business intelligence can propel your career.” PwC
Principle #1

Glass Tables & dashboards are not reports
#1 – Glass tables & dashboards are **NOT** reports

<table>
<thead>
<tr>
<th></th>
<th>Reports</th>
<th>Glass Tables</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of data</td>
<td>As much as you can</td>
<td>Most important data</td>
</tr>
<tr>
<td>Realtime</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Presentation</td>
<td>Detailed</td>
<td>Consolidated</td>
</tr>
<tr>
<td>Format</td>
<td>Static</td>
<td>Dynamic</td>
</tr>
<tr>
<td>Allows quick action</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Ease of use</td>
<td>Complex</td>
<td>Simple and easy</td>
</tr>
</tbody>
</table>
Principle #2

Start with paper!
#2 – Start with Paper

- Define your audience & Understand user requirements
  - What information do you need from me?
  - What form do you need it in?
  - What do you need or want to understand about this data?

- Content
  - Keep it relevant.
    - Less really is more.
  - Avoid overdesigning.
  - Use iconography. Content isn’t limited to text and charts.
Principle #3

Color and fonts matter.
#3 Colors and fonts matters

**Fonts matters**

- Stick to 1 font
- No more than 3 sizes
- Need to create visual hierarchy? Bold it or add an accent color (if everything's bold, nothing is)
- Use Serif fonts for body text (easier to read for longer text)
- Use sans-serif for headlines, short blocks of text

**Colors matters**

- Choose few and stick to them (but play with gradients)
- Leverage contrast (use the Adobe Color wheel [http://color.adobe.com](http://color.adobe.com))
- Use color sparingly (each color serve a articular communication goal)
- Pay attention to meaning - bad kind of bad good
- Adapt colors to your audience culture (death=black in western countries =white in asia)
- If using colors, make sure the background color is consistent (make color changes more obvious)
Principle #4

Choose the right visualization for the right data
Data visualization
(choose the right representation of data)

- Not all charts are created equal.
- Looking good ≠ ease of understanding
- Effective visualizations enables the audience to easily comprehend more data in less time.
Visualizations

**Tabular format**

<table>
<thead>
<tr>
<th>Title 1</th>
<th>Title 2</th>
<th>Title 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item 1</td>
<td>Item 2</td>
<td>Item 3</td>
</tr>
<tr>
<td>Item 4</td>
<td>Item 5</td>
<td>Item 6</td>
</tr>
</tbody>
</table>

Best used when exact quantities of numbers must be known.

Not conducive to finding trends and comparing sets of data.

**Bar chart**

Best used when showing comparisons between categories or items in the same category.

Less effective than line chart when trying to show trends over time.

**Line chart / Sparkline (condensed)**

Best used when trying to visualize continuous data over time.

If consistent scales on the axis aren’t used, it might lead to the data of a line graph appearing inaccurate.

**Stacked area chart**

Best used for showing cumulated totals over time via numbers or percentages.

Users yes tend to focus on the tops of each line, leading to misinterpreting the patterns.

**Pie chart**

Best used to compare parts to the whole.

Makes comparison of pie slice size difficult. Not great if less than 3 or more than 6 categories.

**Gauges**

Best used to show a range ideal when you have an absolute floor/ceiling value.

Takes valuable space with limited information (single dimension).

**Scatter chart**

Best for showing the overall relationship in a large amount of data.

Limited to two variables, they are unable to give the exact extent of correlation.

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Visualization tips

Static

Comparison

Over Time

Composition

Over Time

REDUCE CHART-JUNK AND INCREASE DATA-TO-INK RATIO
Principle #5

Follow the eyes
#5 – Follow the eyes

- What do they have in common?
  They are meant to be read from left to right and top to bottom.

- But remember principle #2: know your audience
  - Some languages use right to left scripts (Arabic, Hebrew, Kurdish…)
  - Some are even more complex (flexible) like ideographic languages (Chinese, Japanese and Korean): they can be written left to right or vertically top to bottom (with vertical lines proceeding from right to left), sometimes both directions can even be combined on one page.
Principle #6

Organize content blocks
#6: Organize content blocks

- **Hierarchy**
- **Proximity**
- **Balance**
- **Contrast**
- **Position**
- **Color**
- **Orientation**
- **Size**
- **Shape**
- **White Space**
Organize content blocks

Hierarchy

Proximity

Balance

Size

Position

Contrast

Shape

Color

Orientation
Principle #7

The power of diagrams and flows
The power of diagrams and flows
(let’s do some basic internal politics 😊)

Need to emphasize a new process?
Do not underestimate the power of the glass table

- Glass tables can be a good way to “push” for a new process
- Draw you process as a glass table background and add KPIs to it
- A great way to get your teams look at the process every day!
Principle #8

Use the dramatic approach when needed
Shift the focus from the full data to changes in the most critical data points.
By pulling out the important exceptions, you can make it easier for your audience to digest what matters and take action.

Alerts are one mechanism to turn the focus to the exceptions, outliers and data highlights.

- 4 C's:
  - **Context**: Users need to understand how an alert is defined and how it fits into the larger picture.
  - **Cogency**: An alerting system needs to avoid causing unnecessary alarm while delivering easy-to-understand information that can be acted upon.
  - **Communication**: Alerts must be designed to effectively capture attention and inform.
  - **Control**: Advanced alert system should give users the ability to customize and manage alerts.
Principle #9

Use simple tools like Powerpoint (or equivalent) and an image search engine (Google, Qwant...)

.conf19

splunk>
How to create a background image for your glass table

Step 1: design it on PowerPoint using Google/Qwant… or any other image search engine

Search for PNG transparent images (labeled for re-use or ask your marketing team)
How to create a background image for your glass table

**step 1: design it on PowerPoint using Google/Qwant... or any other image search engine**

Right click on shape

Set as Default Shape
Size and Position...
Format Shape...
How to create a background image for your glass table

Delete the widgets (will be added later on ITSI)

Export as PNG (will be added later on ITSI as background)
Principle #10

Be trendy
Flat Design

1. Minimalist

2. Influenced by the International Typographic Style and Bauhaus

3. Uses sans-serif typography ;)

4. Examples: Microsoft Metro design language (Xbox, Office...), iOS
“The exploration of taking colors that are opposites on the color wheel and pairing them together to make interesting and complementary color combinations” (wikipedia)

We see a growing problem with the use of color on dashboards/glasstables these days. There’s often either too much of it, making the dashboard visually overwhelming, or too little of it, producing a boring dashboard. The best way to engage users is through “colorblocking”: balancing monochromatic background colors against bright colors to highlight important insights or anomalies in the data.
1. A technique likely to become more popular in the near future

2. the overlapping effect consists of colors, text or image

3. Overlaps can create a sense of space and a more structured interface

4. gradients add realism and depth to the platform (feels more natural)
Thank You!
Q&A

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