Data Product Requirements Gathering

Deliver Better Dashboards that Create Action for Your Users

Design Meets Function

Busy dashboard that delivers no action
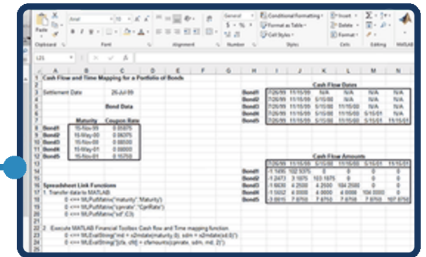
Overwhelming spreadsheet no one wants to use

Start With the Vision

As a [persona], I need to [persona need or action] so that [insight/why].

Seek Iterative Feedback
Involve your stakeholders early & often to meet their needs

Check Your Math
Trust in the numbers will make or break your product

Train & Communicate
Support users with documentation, videos, & emailed subscriptions

Measure Adoption
Data products will need to constantly evolve with use cases

Ask Questions That Matter

1. What is the business use case? Who will benefit?
2. What success indicators are you tracking?
3. How is this measured today? Where do people go?
4. What are the different factors that move the metrics?
5. What are the next steps you would need to take?

WHAT? *What is happening & should you care?*

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WHY? *Why are metrics going up or down?*

HOW? *How can I take action?*

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Need Guidance from Data Experts?

DataDrive is a Premier Tableau Partner having served 200+ organizations from F500 to small/mid-sized organizations on their data-driven journey with Tableau. Dashboard development, customized training, data integration and automation - we've got you covered!

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