Tableau Data Product Design

Excite Your Dashboard Users With a Clear, Compelling User Experience

DATADRIVE
YOUR DATA TEAM, DELIVERED.

Define the Business Purpose + Know Your Audience

Dashboards built "for everyone, for everything" will not meet your users' needs.

Data Visualization Best Practices

Embrace Gestalt Principles
Humans interpret proximity, size, & positioning faster than tables

1 2 1 2 Consistent Experience
Use purposeful colors & consistent fonts to improve usability

Less is More
Embrace white space & reduce unnecessary 'data ink'

Like a Book
People consume content left to right, top to bottom- plan accordingly

Tableau Design Considerations

- Fixed size makes it easier to control experience
- Containers simplify content organization
- Set up proper filter scope across visuals
- Clean up tooltips by adding helpful context
- Set up consistent, branded color palettes
- Use web-safe fonts to render correctly in browser

tableau
PARTNER OF THE YEAR
PREMIER
SERVICES PARTNER

Foundations of Effective Data Dashboards

- ✓ BUSINESS CONTEXT
- ✓ TECHNICAL ACCURACY
- ✓ USER EXPERIENCE

Need Guidance from a Tableau Expert?

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!