Design guidelines for Pixel Perfect Document Design

Matt Pepper - UK Presales
Agenda

• How to make Impactful Applications

• UI vs. UX?

• The Requirements Process

• Iteration using MSTR

• Choosing the right visualization

• MSTR examples
What Makes a Good App?

• A blisteringly quick search engine
• A user experience that makes you caress your device

TYPICAL APPLE PRODUCT...

TOUCH

A GOOGLE PRODUCT...

YOUR COMPANY’S APP...

STUFFTHATHAPPENS.COM BY ERIC BURKE
UI vs UX
The difference and importance
A Case Study
So What is the Difference Between UI and UX?
How Are Skills Different?
Landing Page
Demo App

News

8th September 09:30
The network you can depend on.
We’re committed to building our strongest ever network, indoors and out. In fact, we’ve been building our network year after year since...

5th September 10:30
Keep on roaming.
Use your phone abroad at no extra cost. Now in 42 destinations including USA, Germany, Portugal and Greece.

Our network

Check out the best phones and tariffs

Video Training

MicroStrategy Symposium 2016 Series

Enable Business

Feeds

Tweets about bbcnews

Nick O'Donnell #FPBE @gnickodonnell
Replying to @cevans61 and 8 others
2/2 and I would stop donations from groups of more than 20. There would certainly be no tax advantage to donating and breaking the rules on party funding would be dealt with by issuing a fine equivalent to 150% of the amount. All parties need to play fair.

Elise Retweeted

DPAC @Dis_PPL_Protest
I suspect Greening didn't want to be responsible for Universal Credit. Justine Greening resigns.
The Requirement Process within MicroStrategy
A process recommendation
Why Are You Making the App?

Use One Sentence
Iteration within MicroStrategy: Whiteboarding
Iteration: Using Dossiers

- Cut table
- Connect via Data Import
- What can be built in VI?
- Draft Document design
- User feedback
- Draft schema
- Schema design

[Diagram showing iterative nature of iteration process]
Iteration: Using Dossiers
Iteration: Report Services

Performance Dashboard

Welcome, MSTR User

Summary | New Agreements | PAYG

Net Revenue
- January: 101.6%
- February: 100.0%
- March: 99.8%

New Agreements

PAYG

[Map of the UK with regional data insights]

MicroStrategy

[Website: MicroStrategy.com]
Chunking Data
Creating the building blocks for your Dashboard
Data isn’t like your kids, you don’t have to pretend to love them all equally.

Amanda Cox, NY Times
Chunking Data

Figure 1

Figure 2
Chunking Data

02083960000

Phone number as one large string

020-8396-0000

Phone number chunked into smaller strings
Chunking Data

May 4 - May 10, 2014

- Revenue: $3,567.00 (+$259.22)
- Orders: 36 (+12)
- Conversion Rate: 6.3% (-1.5%)

Graph showing trends for the week of May 4 to May 10, with revenue, orders, and conversion rate.
Hierarchy of Metrics

- Dashboard metrics
- Component metrics
- Contributing metrics
Hierarchy of Metrics
Example: Telecoms Customer Base

- Net Additions Registered
  - Gross Additions
    - Net Connections
      - Fraud
        - DCRC
      - 14DMRG
    - 14DMRG
  - Total Registered Churn
    - Total Voluntary Churn
      - Voluntary Churn
        - Voluntary Migrations Off
      - MNP
    - Voluntary Migrations On
    - Voluntary Migrations Off
    - Voluntary Migrations On
  - No. customers that have been newly provisioned
  - No. customers that have taken 14 day money back guarantee
  - No. customers that have disconnected
  - No. customers that have requested to have their number ported out
  - No. customers that have migrated to a PAYG tariff
  - No. customers that have migrated on to the Contract registered base
  - No. customers that have been disconnected due to non-payment
  - Involuntary Churn
Hierarchy of Metrics
Example: Telecoms Customer Base
Chart Types
Selecting the right one
Resources: An Aside

Pie Charts
Resources

Datavizcatalogue

No idea what visualization to use?

Try this site:

http://www.datavizcatalogue.com/
Resources

Cole Nussbaumer Knaflic

How to communicate effectively with data
Resources

Stephen Few

Great baseline for understanding Dashboard design, and how the human mind works
Edward Tufte

Tufte refers to data-ink as the non-erasable ink used for the presentation of data.

Also the removal of “Chartjunk” which distracts the viewer from the information.
Scott Berinato

Good for requirements gathering and looking at data in a different way
Matching Key Words to Chart Types

**COMPARISONS**
- before/after
- categories
- compare
- contrast
- over time
- peaks
- rank
- trend
- types
- valleys

**NOTES**
- 
- 
- 
- 
- 
- 
- 

**DISTRIBUTIONS**
- ahnvial
- cluster
- distributed
- from/to
- plotted
- points
- spread
- spread over
- relative to
- transfer

**NOTES**
- 
- 
- 
- 

**COMPOSITIONS**
- components
- divided up
- group
- makes up
- of the whole
- parts
- percentage
- pieces
- portion
- proportion

**NOTES**
- 
- 
- 

**DISTRIBUTIONS**
- ALLUVIAL
- BUBBLE
- HISTOGRAM
- SANKEY
- SCATTER

**NOTES**
- 
- 
- 
- 

**MAPS NETWORKS LOGIC**
- cluster
- complex
- connections
- group
- hierarchy
- IF/THEN
- network
- organize
- paths

**NOTES**
- places
- relationships
- routes
- structure
- space
- yes/no

**Source:** Berinato, Good Charts
Color

Stick to a well defined palette
Resources

Coolors.co

Inspire yourself
Typography
Stick with 1 – 2 readable fonts
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Sans serif**

**Helvetica Neue**

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**Arial**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Futura**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Avenir**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Serif**

**Georgia**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Times New Roman**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

**Garamond**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
Contrast

Direct the attention of the user
Contrast
Contrast
Contrast

Dark contrast, more emphasis

Bold for emphasis (metrics)

Light for less emphasis (labels)

Less contrast for less emphasis

Smaller font for less emphasis
Resources

Icon resource

www.flaticon.com
Resources

Image storage

Don’t have access to Web images folder?

www.postimage.org
Resources

Online image editor
Don’t have access to Web images folder?

https://pixlr.com/editor
Resources

Online Infographic creator
Make those dashboards look amazing

https://www.canva.com/
Formatting Tips in MicroStrategy

Explore your options – it’s worth it
Think Mobile First
Button sizes

57 Pixels Touch Target

• Index finger fits snuggly inside
• Target edges give visual feedback
• Finger pad is used instead of fingertip
Platform Selection

Select a device

- **3G** 89.7% 3G Enabled Devices
- **4G** 1.5% 4G Enabled Devices
- **WiFi Devices** 89.7%

Source: Localytics
Platform Selection
Select a device

- **Smartphone**
  - Impulse – Short time frames of mobility

- **Tablet computer**
  - Planned mobile usage

- **Laptop computer**
  - Planned and continuous usage
    - In fixed locations
Color Selection
Flatten Graphs
De-Emphasize Grid Lines
Transparency
Transparency

Global Insurer Dashboard

United Kingdom
Rank: 5

Health: 96.9%

- Total Spend %: 22.1%
- Total Spend: $88
- Avg Repair Cost: $1,288

Average Repair Cost

Efficiency: 93.6%

- In Network: 82.0%
- Auto Auth: 86.4%
- Cycle Time: 2

Customer Satisfaction: 94.1%
Thresholds
Thresholds

Pipeline: 10
Upside: 5
Commit: 3
Closed: 2
Thresholds
Fullscreen Mode
Formatting Tips in MicroStrategy
Explore your options – it’s worth it
<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
<th>Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Growth</td>
<td>811.5m</td>
<td>7.3%</td>
</tr>
<tr>
<td>Overall Mobile DAP</td>
<td>616.4m</td>
<td>7.3%</td>
</tr>
<tr>
<td>Overall MAP</td>
<td>1.276b</td>
<td>-7.3%</td>
</tr>
<tr>
<td>Overall Mobile MAP</td>
<td>1.009b</td>
<td>7.3%</td>
</tr>
<tr>
<td>Overall DAP/MAP</td>
<td>63.6%</td>
<td></td>
</tr>
<tr>
<td>Overall L6</td>
<td>640.4m</td>
<td>7.3%</td>
</tr>
</tbody>
</table>

**Graph Analysis**
- **Overall Growth** shows a steady increase of 7.3%.
- **Overall Mobile DAP** also shows a growth of 7.3%.
- **Overall MAP** experienced a decline of -7.3%.
- **Overall Mobile MAP** shows a growth of 7.3%.
- The **Overall DAP/MAP** is at 63.6%.
- **Overall L6** witnessed a growth of 7.3%.

The graph illustrates the growth trends from January to December, with markers indicating variations in growth rates for each period.
Thank You