

# Most dashboards don't get the desired user adoption.

## Challenge

## Solution

1

### Not addressing users' needs

Dashboards are designed in a way that doesn't address users' actual needs and ways of working, decreasing user productivity and satisfaction.

### Involve users early in the process

Start with user research and frequently test the solution with users. Constant feedback will ensure they get the solution they truly need.

1

2

### Too complex to use

Poorly designed and inconsistent data visualisations and feature overload make the learning curve steep and significantly decrease the solution's usability.

### Engage data UX experts

Involving people with data UX expertise will dramatically increase the chances of delivering an easy-to-use solution that gets widely adopted by users.

2

3

### Poor UI design

Poor colour selection, lack of branding and rough-edged user interface result in an unappealing and disengaging user experience.

### Create data visualisation UI standards

Standardising the form of data presentation creates familiarity between reporting solutions, reducing the need for re-learning and increasing users' productivity.

3

4

### Lack of accessible documentation

Dashboards don't provide contextual help on KPIs definitions, making data harder to comprehend for non-expert users and increasing their training needs.

### Design with non-expert users in mind

Design clear and purpose-serving data visualisations, well-thought-out user documentation and reliable contextual help.

4