perceptual edge

Dashboard Design Requirements Questionnaire

Before Perceptual Edge can help your organization with the visual design of a dashboard, we need to understand aspects of your requirements. Specifically, we need answers to the following questions:

1. How often should the data be updated in the dashboard?

2. Who will use the dashboard? Is it for a single person, a single group, or people in several different departments?

3. What will they use the dashboard to do? What questions will they use it to answer? What actions will they take in response to these answers?

4. What specific information should be displayed on the dashboard? List all of the data items that should be included on the dashboard. Also indicate the level of summary/detail at which each item should be expressed on the dashboard.

5. Which of the data items listed above are the key (i.e., most important) items needed to meet the objectives supported by the dashboard?

6. What are the logical groupings that could be used to organize these data items on the dashboard? Into which of these groups does each data item belong?

7. What are the useful comparisons that will allow the dashboard's users to see the data items listed above in context? For instance, if one of the measures that your dashboard displays is revenue, do you have targets or historical data that could also be displayed to make current revenue more meaningful?

8. For each of these data items, what would constitute an exception? Are there specific thresholds that represent exceptionally high or low values or will users simply be looking for values that represent statistical outliers (meaning they're abnormally high or low)?