Dashboard Design Checklist

Professional Design in 4 Steps | insightstream.net

1. Clarity - Make It Understandable

- ■ Clear visual hierarchy (most important info first)
- ■ Consistent layouts and formatting throughout
- ■ No ambiguous labels or abbreviations
- ■ Appropriate date/number formats for audience
- ■ Color choices support the message (not distract)

2. Simplicity - Remove the Noise

- ■ Every visual serves a specific purpose
- ■ Limited to 3-5 colors maximum
- ■ No 3D charts or unnecessary effects
- ■ White space used intentionally
- ■ Removed decorative elements that add no value

3. Accuracy - Tell the Truth

- ■ Axes start at zero (or truncation is justified)
- ■ Data is current and from reliable sources
- ■ No misleading scales or distorted proportions
- ■ Context provided (targets, benchmarks, time periods)
- ■ All calculations verified and documented

4. Relevance - Align to Business Goals

- ■ Metrics align with business objectives
- ■ Audience needs considered (executives vs operators)

- ■ Actionable insights are obvious

- ■ Dashboard answers specific questions

- ■ Reviewed with stakeholders before launch

Before You Publish

- ■ Test on different devices (desktop, mobile, tablet)

- ■ Can audience grasp the message in 10 seconds?

- ■ Accessibility checked (colorblind-safe, contrast)

- ■ Data refresh schedule documented

- ■ Filters and interactivity tested thoroughly

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