

Create Dashboards that People Love

Introducing Splunk Dashboard Design Guidelines

Iryna Vogler | User Experience Design

September 26, 2017 | Washington, DC

Forward-Looking Statements

During the course of this presentation, we may make forward-looking statements regarding future events or the expected performance of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results could differ materially. For important factors that may cause actual results to differ from those contained in our forward-looking statements, please review our filings with the SEC.

The forward-looking statements made in this presentation are being made as of the time and date of its live presentation. If reviewed after its live presentation, this presentation may not contain current or accurate information. We do not assume any obligation to update any forward looking statements we may make. In addition, any information about our roadmap outlines our general product direction and is subject to change at any time without notice. It is for informational purposes only and shall not be incorporated into any contract or other commitment. Splunk undertakes no obligation either to develop the features or functionality described or to include any such feature or functionality in a future release.

Splunk, Splunk>, Listen to Your Data, The Engine for Machine Data, Splunk Cloud, Splunk Light and SPL are trademarks and registered trademarks of Splunk Inc. in the United States and other countries. All other brand names, product names, or trademarks belong to their respective owners. © 2017 Splunk Inc. All rights reserved.

The Speaker



Iryna Vogler

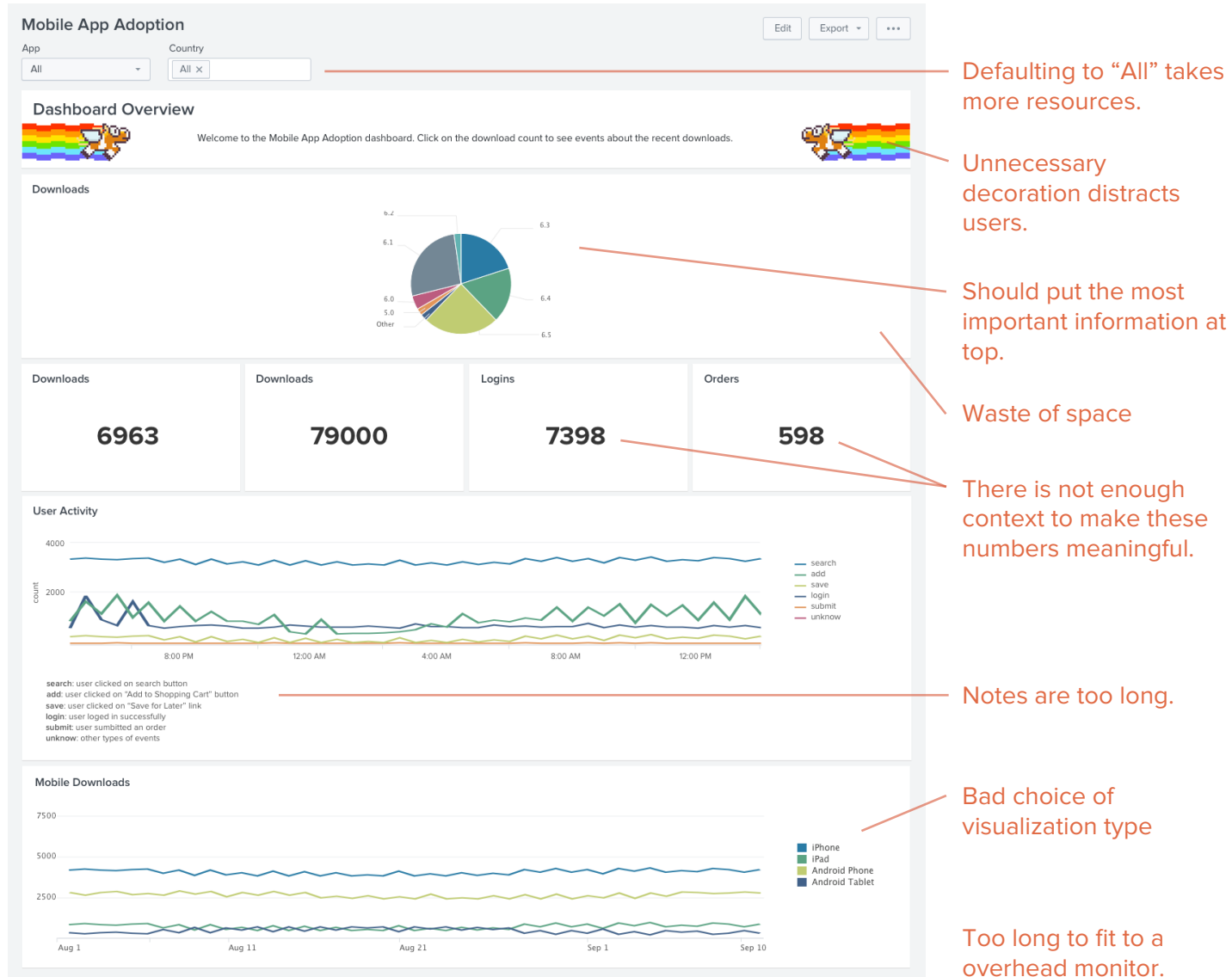
Design Thinking + User Experience

- ▶ Collect user requirements
- ▶ Create user flow, wireframes, prototypes
- ▶ Create guidelines

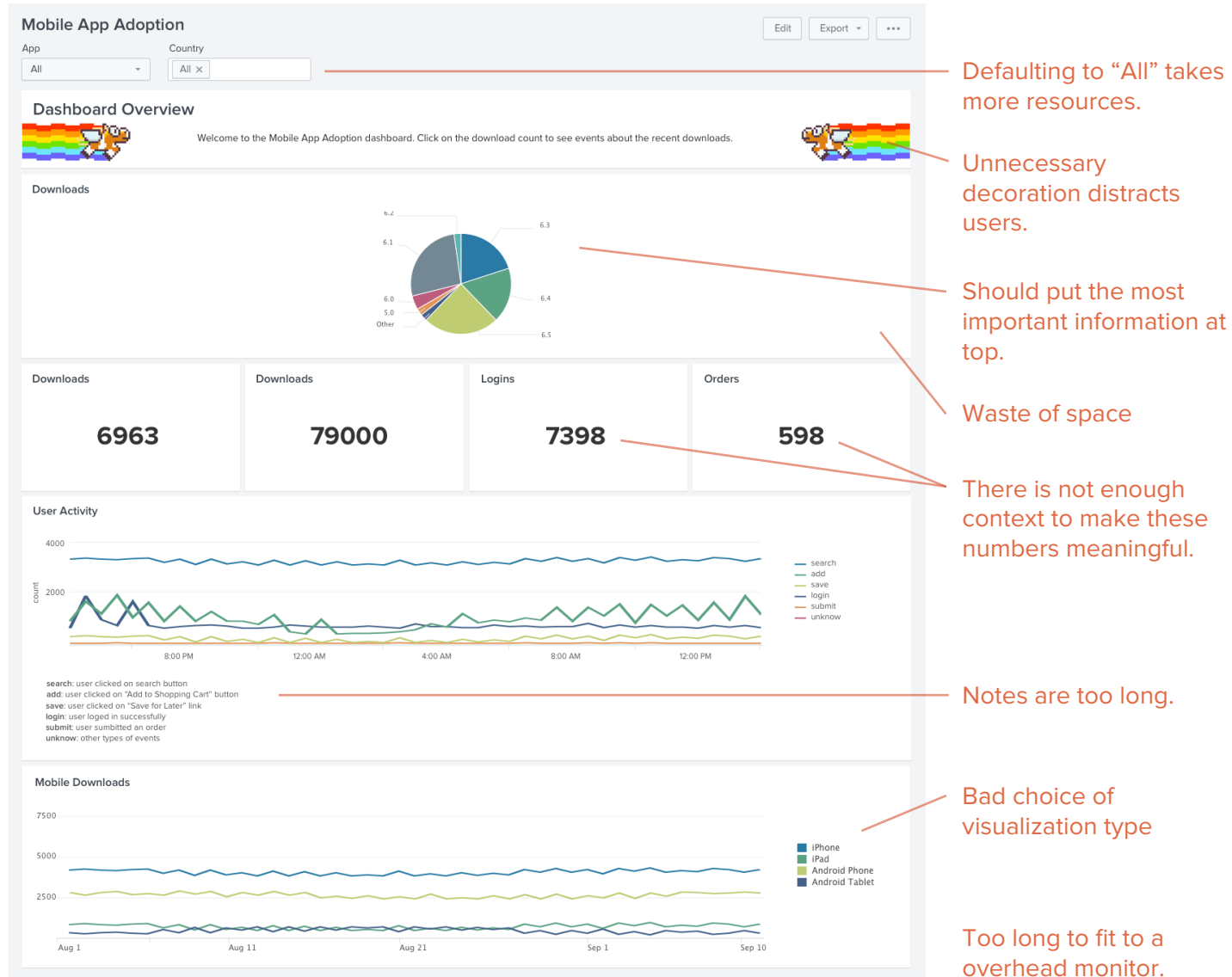
Many Dashboards Are Not Used



Common Mistakes on Dashboards



Common Mistakes on Dashboards



Current Creation Process:

Data → Style

Start with the User, Not the Data

Start with the User, Not the Data

- ▶ Questions to ask:
 - who will use this dashboard
 - what goals they have
 - where will they look at it, for how long, from what device
 - how familiar they are with the data
 - what they want to see first
 - what they want to do next
 - ...

Example

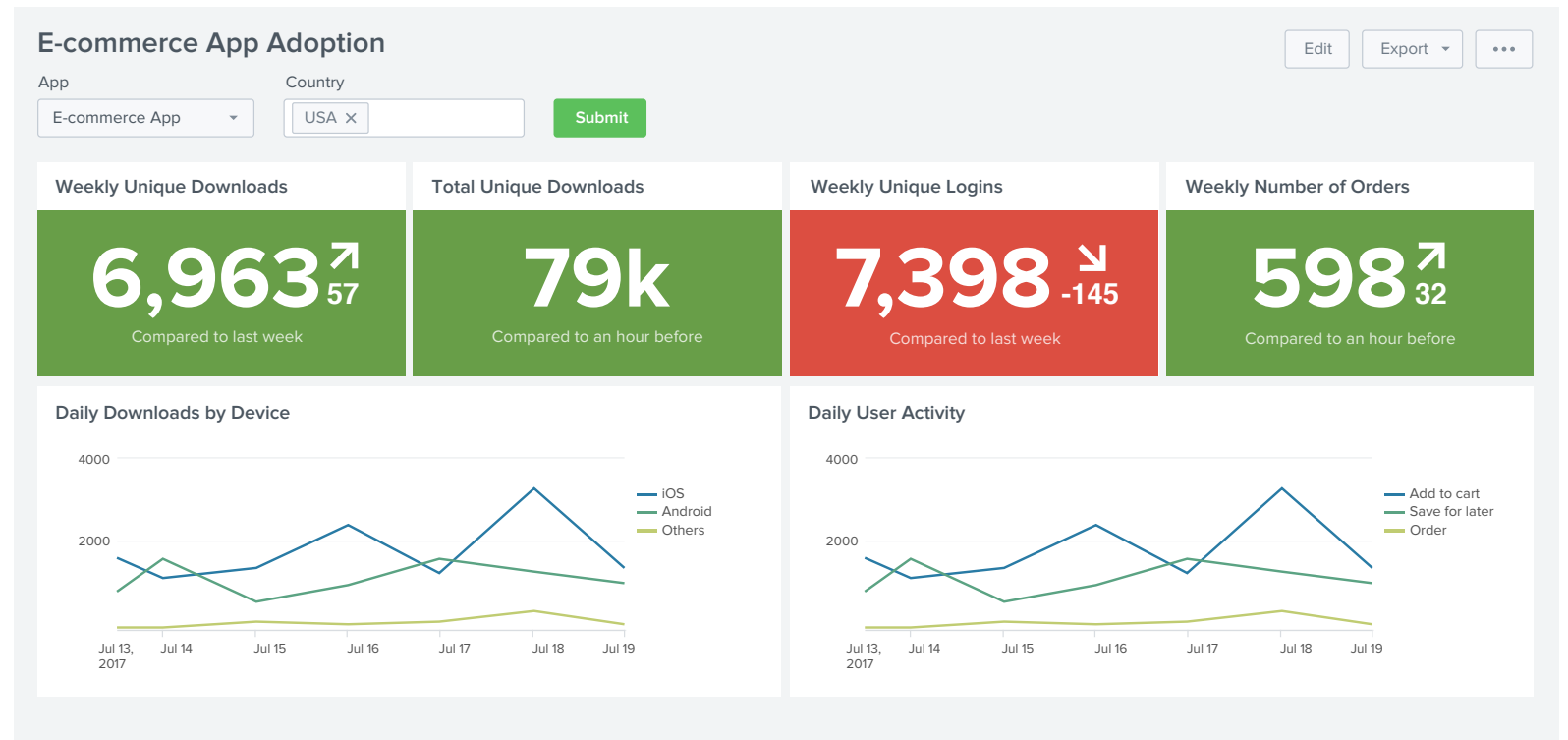
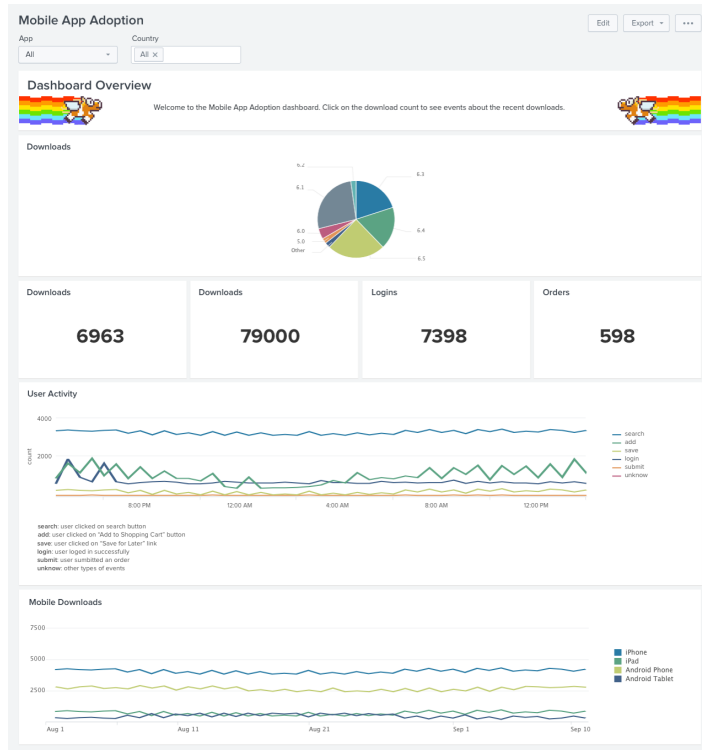
Example Build a dashboard to monitor and analyze the adoption of a company's mobile apps.

User Mobile Product Managers. Every PM in the team owns one of the mobile apps.

Use Case

1. PMs want to monitor downloads by platform. The dashboard will be displayed on an overhead monitor near where PMs sit.
2. PMs want to monitor and analyze user activities by viewing the dashboard on their laptops.

Example

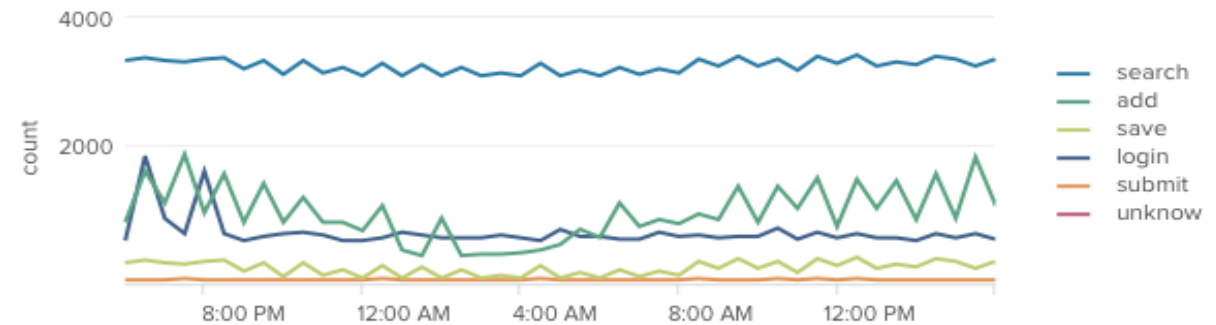


Dashboard Design Principles

- ▶ **Start with the user, not the data.**
- ▶ **Organize the layout and interactions to support the user's workflow.**
- ▶ **Be succinct.**
- ▶ **Provide insights at a glance.**

Best Practice Example: Note

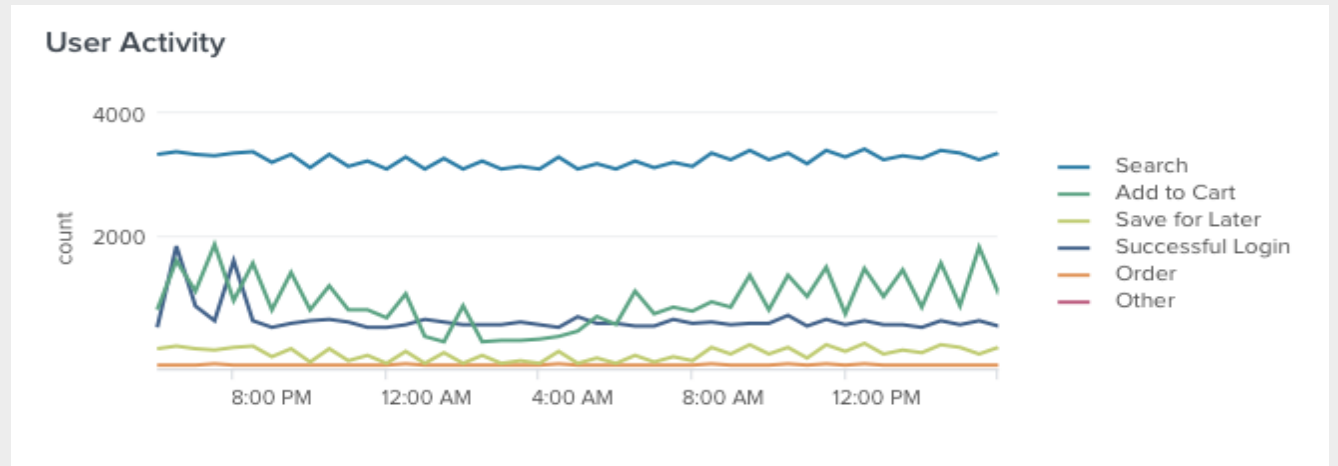
User Activity



search: user clicked on search button
add: user clicked on "Add to Shopping Cart" button
save: user clicked on "Save for Later" link
login: user logged in successfully
submit: user submitted an order
unknown: other types of events

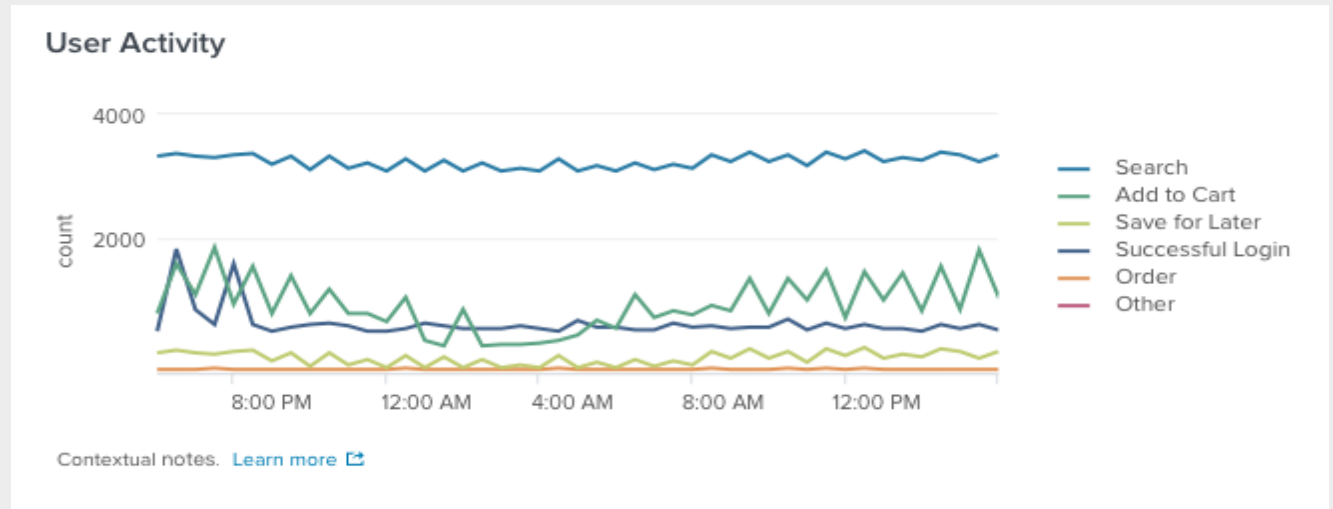
Don't.

Best Practice Example: **Note**



Do. Make sure field names are clear. Rename them as needed.

Best Practice Example: **Note**



Do. If necessary put a brief explanatory note below a visualization. Note text style is 11pt, #999. Use existing postcss variables where possible.

Talk to us: dashboards@splunk.com

Stop by at UX Booth and Dashboard Booth

Thank You

Don't forget to **rate this session** in the
.conf2017 mobile app

splunk> .conf2017