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Considerations For Market Research Online Dashboards

1

Be clear about the purpose of the dashboard and what will benefit users most.

3

Make sure every page or tab is easy to understand.

5

Provide, if possible, other relevant business data alongside the research data.

7

Use infographics to make your data have more impact.

9

Make dashboards interactive where it makes sense.

2

Cater for different types of users.

4

Don't put too much information on one page/tab.

6

Carefully consider the right chart type or way you display data.

8

Keep styling consistent – colours, layout, fonts etc.

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Dashboards evolve. Respond to needs and make improvements.