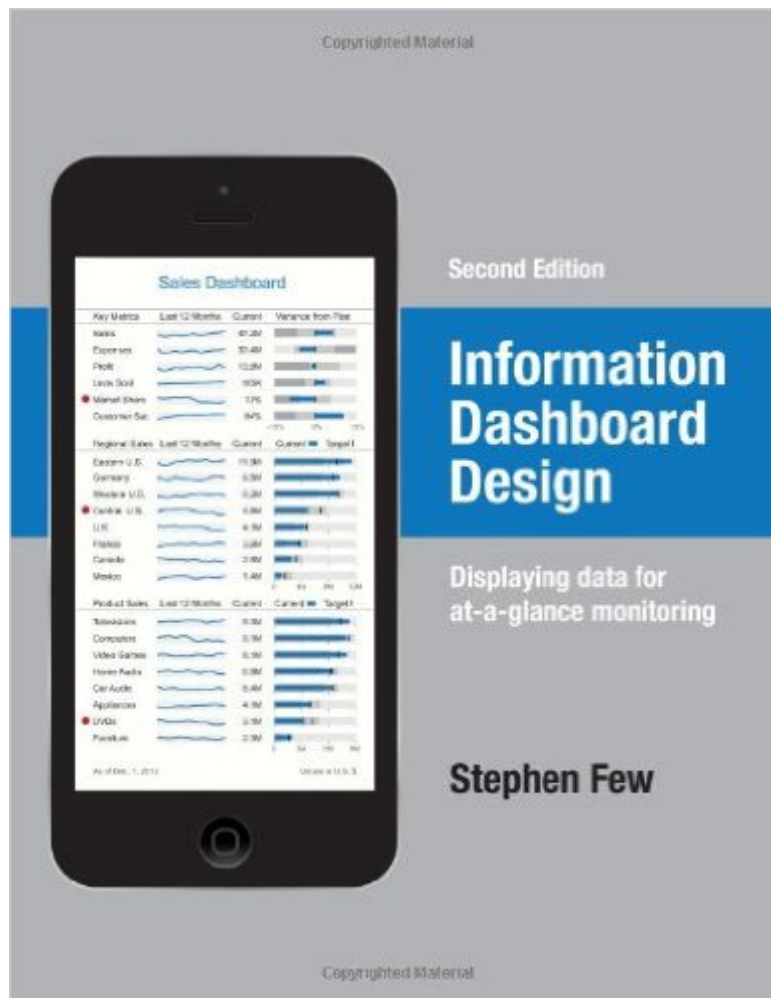




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# Information Dashboard Design: Displaying Data For At-a-Glance Monitoring



## Synopsis

A leader in the field of data visualization, Stephen Few exposes the common problems in dashboard design and describes its best practices in great detail and with a multitude of examples in this updated second edition. According to the author, dashboards have become a popular means to present critical information at a glance, yet few do so effectively. He purports that when designed well, dashboards engage the power of visual perception to communicate a dense collection of information efficiently and with exceptional clarity and that visual design skills that address the unique challenges of dashboards are not intuitive but rather learned. The book not only teaches how to design dashboards but also gives a deep understanding of the concepts—rooted in brain science—that explain the why behind the how. This revised edition offers six new chapters with sections that focus on fundamental considerations while assessing requirements, in-depth instruction in the design of bullet graphs and sparklines, and critical steps to follow during the design process. Examples of graphics and dashboards have been updated throughout, including additional samples of well-designed dashboards.

## Book Information

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## Customer Reviews

"Stephen Few is the master of creating simplicity and meaning through the clear visualization of data."—Garr Reynolds, author, *The Naked Presenter* and *Presentation Zen* "Design does not happen by accident. It is the product of careful and deliberate planning. Stephen Few demonstrates this through examples and best practices that are easy to understand and will

improve how we display and communicate information. Businesses that value design will leap ahead because they will be able to quickly assimilate information, efficiently focus time and efforts, and create alignment, agility, and effectiveness. This book provides a running head start!"

—Eleanor Taylor, strategist, SAS Institute

"Written by one of the foremost expert in the field of data visualization, this is one of those rare books that seem to make the publication of other works on the same topic unnecessary. This is a very complete book and was obviously developed with great care. I highly recommend Stephen Few's Information Dashboard Design to any information designers who are focusing on the visual display of data and, more particularly, to dashboard designers."

—Pabini Gabriel-Petit, CEO and Principal User Experience Architect, Spirit Softworks

"How nice to find a book in which the best practices for dashboard design are all thoughtfully packaged. You are advised to make these mandatory reading for your designers."

—Claudia Imhoff, president, Intelligent Solutions, Inc.

Stephen Few is the founder of the consultancy Perceptual Edge. He speaks, teaches, and consults around the world and writes the quarterly Visual Business Intelligence Newsletter. In addition to this book, he is also the author of *Show Me the Numbers: Designing Tables and Graphs to Enlighten*, *Now You See It: Simple Visualization Techniques for Quantitative Analysis*, and *Signal: Understanding What Matters in a World of Noise*.

If you spend any part of your work day looking at dashboards that don't seem quite right this book is a must read. This book is incredibly helpful for both dashboard creators and consumers. It has a permanent place on my bookshelf. As a mandatory textbook for a data course I was skeptical that a book on design was necessary. Boy was I wrong. After quickly reading it cover-to-cover I can definitively state this is a must have reference for anyone who utilizes dashboards. As someone who consumes dashboards regularly at work, the examples provided have served me well as I look to improve their usability. The book construction is as well designed and thought out as the content. The images & text are crisp, the pages are soft and smooth. While the book wouldn't make sense on an e-ink kindle, it would be great to have a digital version available if only to have a searchable version when referencing after the first read.

Good clear examples and explanations for the most part. A bit redundant on how much it continues to beat you over the head with some ideas. I wish it could show more real life examples of bad and how they could be better to convey the same information, but a lot of it is subjective too in

determining which data is useful.

Fantastic reference for data visualization. Some good examples on "how to" and on "not to"!

This is a really great book. It lays out in very understandable detail the principles of effective dashboard design. Few shows multiple examples of what not to do and approaches that should be followed. When designing a dashboard, start with Few's clear and concise definition and move on from there. The bottom line is that a dashboard should inform, with context, not distract with "bling" or chart junk, and fit on one screen. This is a tall order.

One of the best books on next-level design concepts. Easily the most detail-oriented book I have read on the subject. I emailed the author, and had a reply within the hour, even though he lives overseas. Includes details/thoughts/ideas that I hadn't ever contemplated.

The book is full of great stuff. And lots of ego. It is worth the read if you have a filter set on "OK, so you invented that, big deal"

I work in administration at a college, and purchased this as a reference as we go through the process of creating dashboard indicators for our operations. I found this book to be a great reference for this purpose.

Don't waste your time on any other book or resource...this is the one. Read it over a weekend and created my dashboard straight away which is the 1st thing our board of directors sees each month. I will be following Stephens thoughts on this area from now on. My dashboard has inspired others in the business I'm in to think carefully about their dashboards.

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