

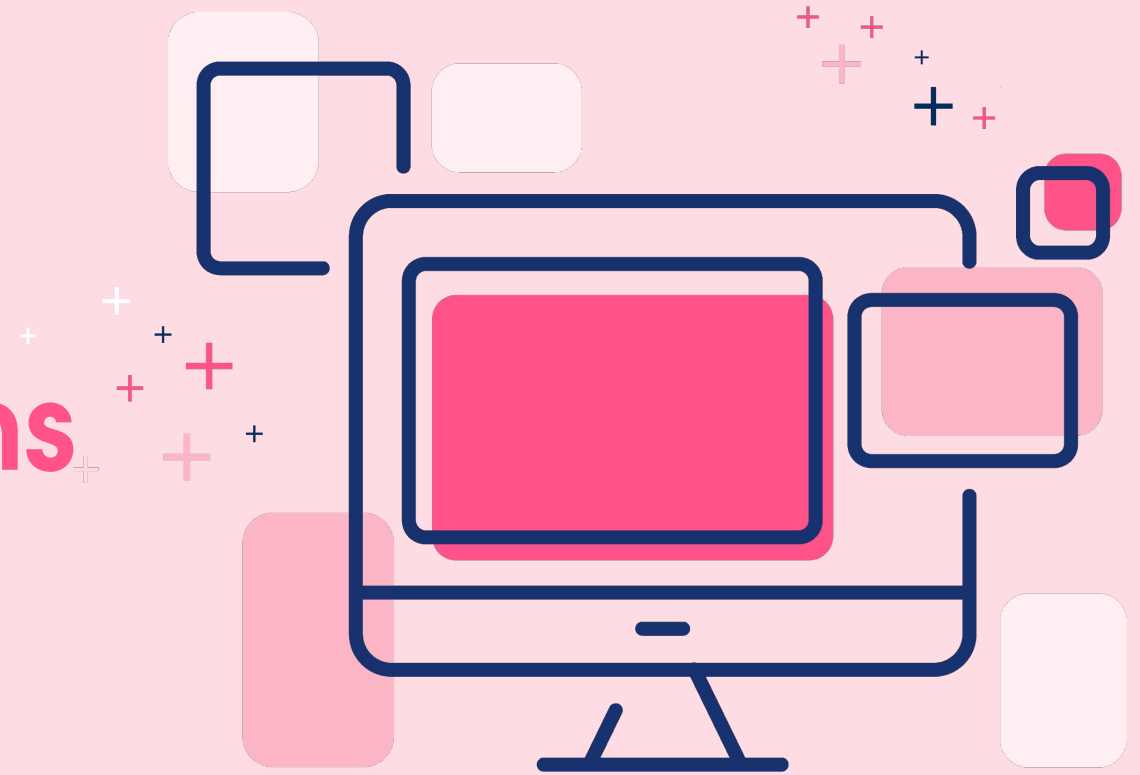
# Wireframe Your Way to Visualizations that Wow

Wireframing & Design Thinking

**Shreya Arya**

@datavizfairy | shreya.arya@theinformationlab.co.uk

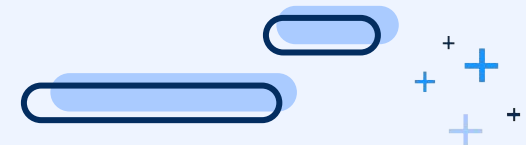
She/Her



# Forward Looking Statements



This presentation contains forward-looking statements about, among other things, trend analyses and future events, future financial performance, anticipated growth, industry prospects, environmental, social and governance goals, and the anticipated benefits of acquired companies. The achievement or success of the matters covered by such forward-looking statements involves risks, uncertainties and assumptions. If any such risks or uncertainties materialize or if any of the assumptions prove incorrect, Salesforce's results could differ materially from the results expressed or implied by these forward-looking statements. 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*DataFam*  
Europe



# Thank You

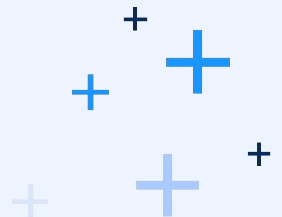


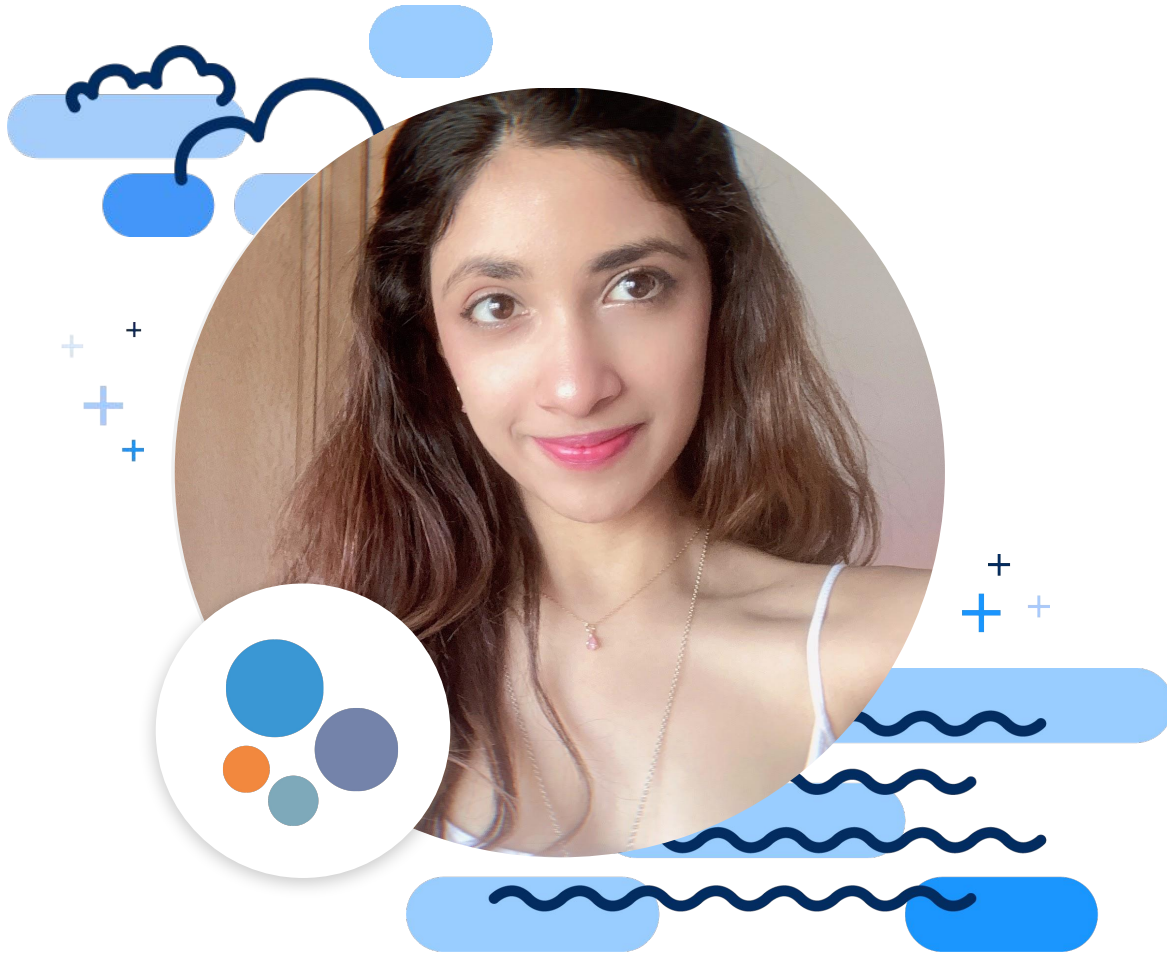


# Agenda



- 01 Setting the scene...
- 02 Who's the Expert?
- 03 The power of Design Thinking
- 04 Benefits of Wireframing
- 05 Where to Wireframe?
- 06 6 Tips





## Shreya Arya

Tableau/Alteryx Consultant  
The Information Lab

# About Me

- **Tableau Public Ambassador**  
Sept 2024
- **X8 Viz of the Day's**  
Tableau Public
- **X1 Vizzie Award Winner**  
The Kelly Martin Best Designer '24
- **B2VB Co-lead**  
Tableau Community Project

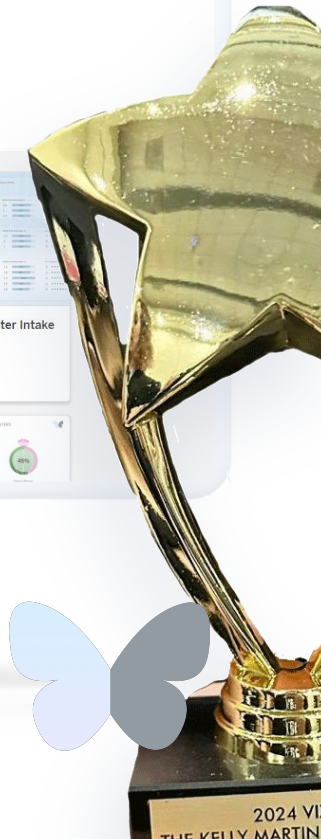
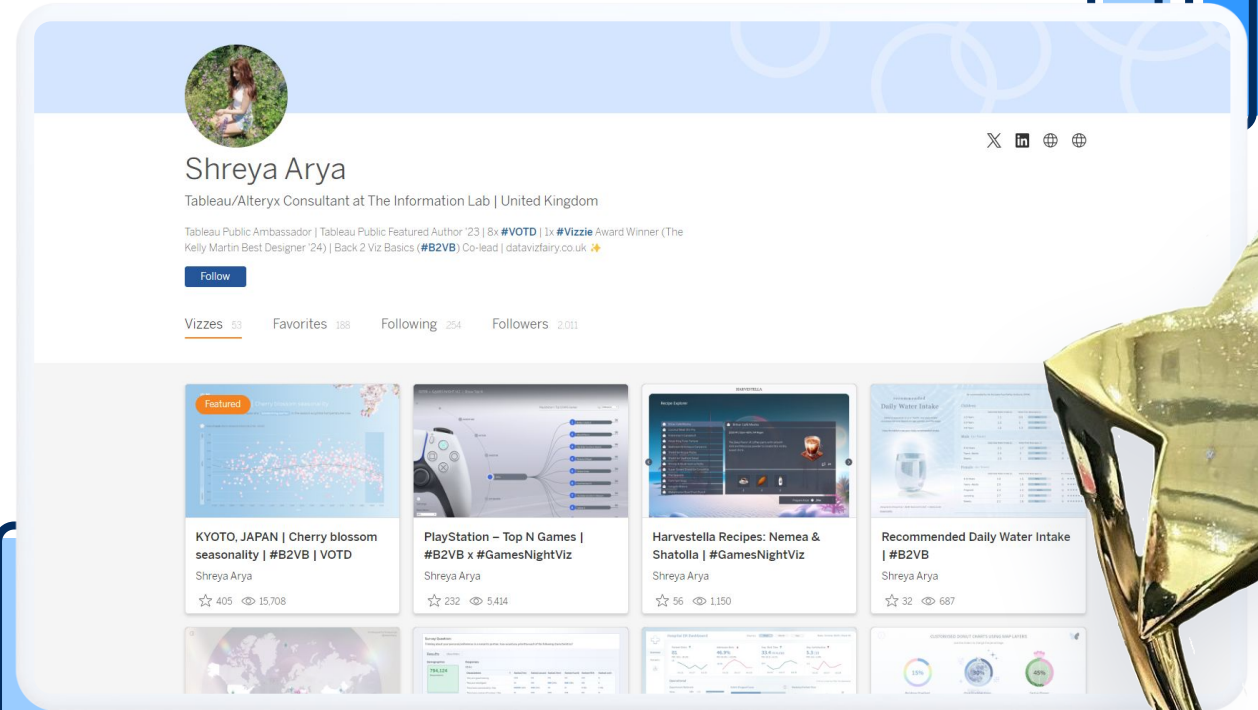


**2 Years**

Since I started my Tableau Journey...

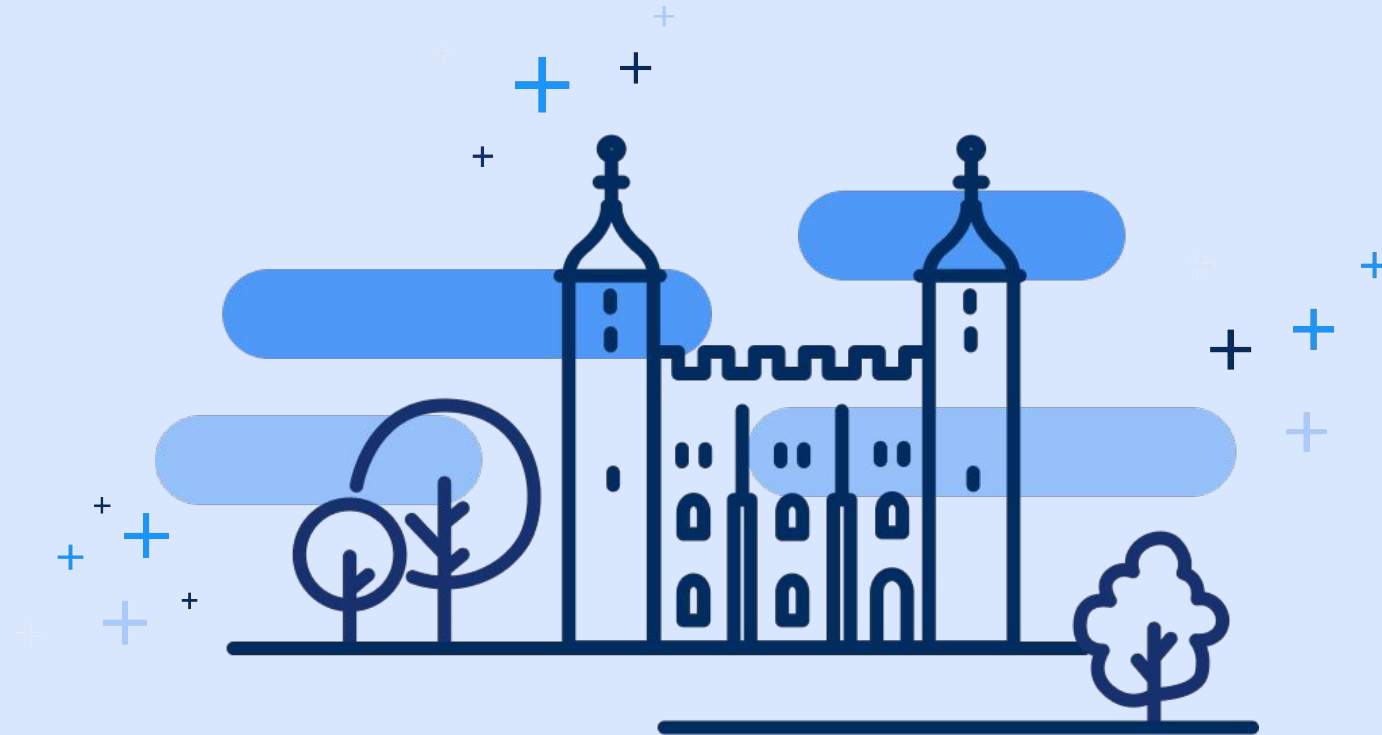


Shreya Arya – Tableau Public Profile



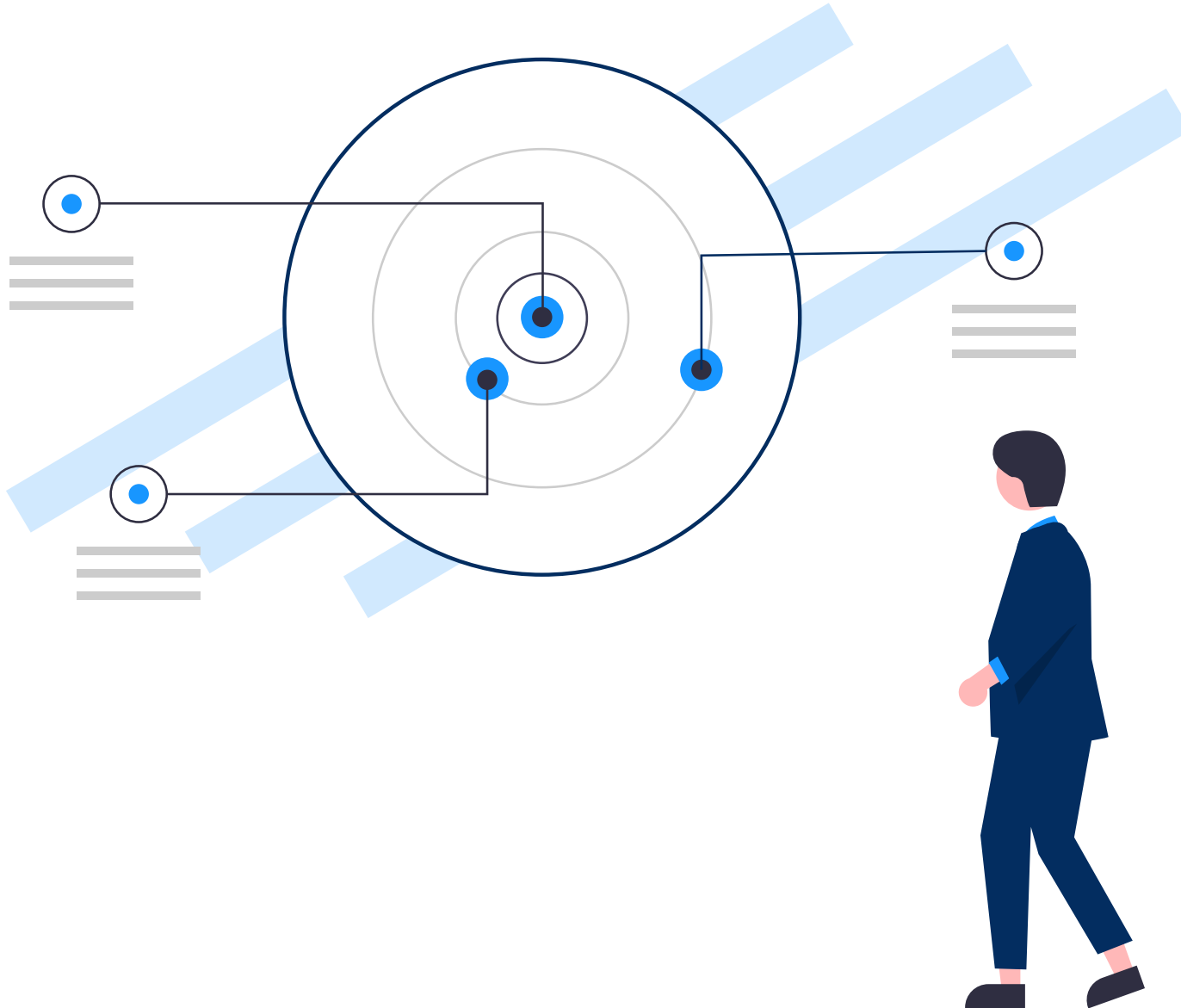
datavizfairy.co.uk

2024 VI  
THE KELLY MARTIN



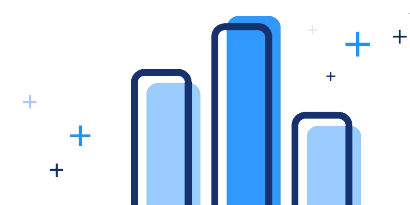
## Setting the Scene...

# Every Business has its goals...



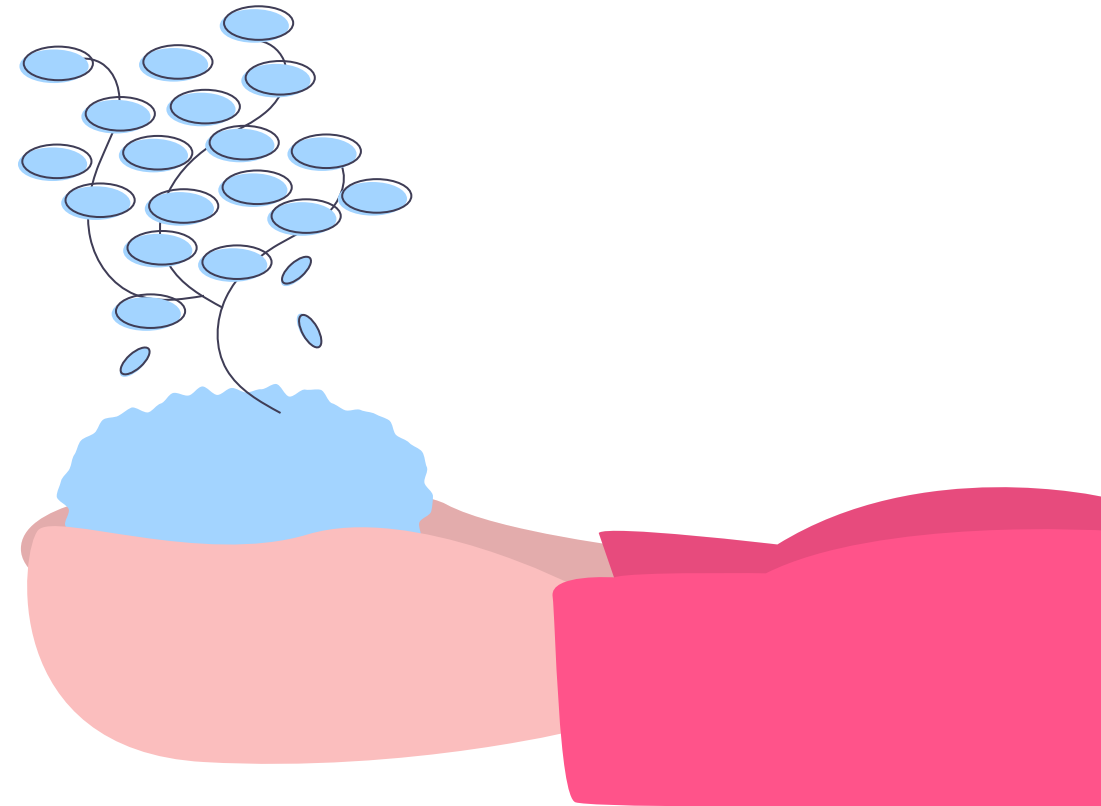
- Increasing Sales
- Improving Customer Retention
- Reducing Operational Costs

How can they **achieve** them?



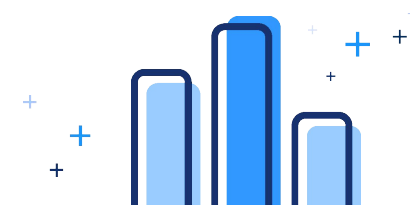


# By taking **targeted, strategic** actions...



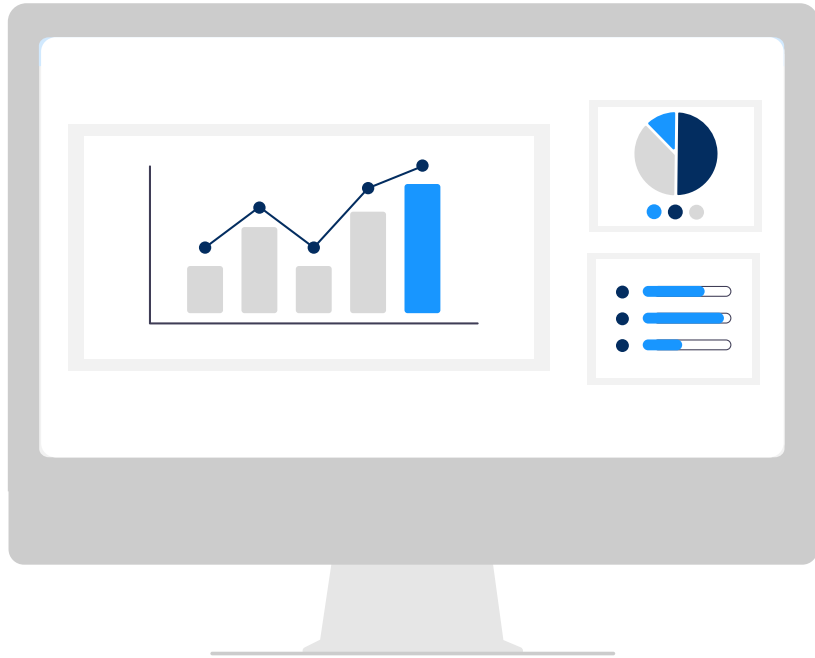
How do you know which **actions** will make the **most impact**?

# Data.



# Data

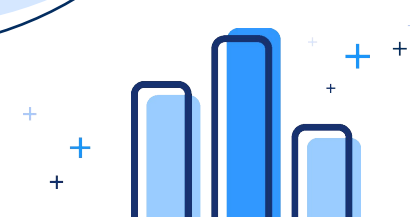
Helps us to identify the **problem**.



Revenue dropping?  
**Specific product.**

Customers leaving?  
**Poor service times.**

**DATA**





# Who's the expert?

Question

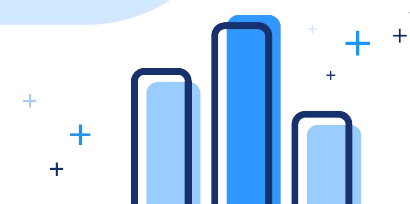
# Who's the expert?



Data Analyst



Stakeholder



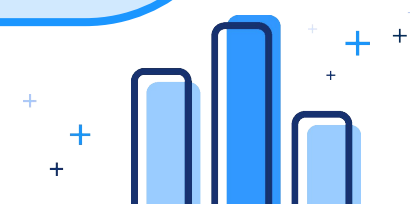
**Answer: Both!**



Data Analyst



Stakeholder

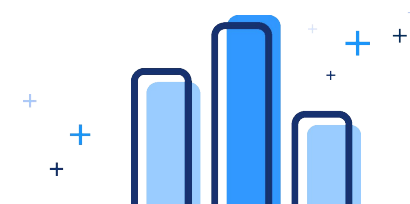


# An expert of data...



Data Analyst

- + Experienced with Business Intelligence tools.
- + Deliver insights quickly
- + Visualisation best practices
- Business Goals and Objectives
- Industry specific knowledge



# An expert of the industry...

- + Strong understanding of the Business / Industry.
- + Goals and Objectives
- + Decision making capability
- How to pull insight from the data



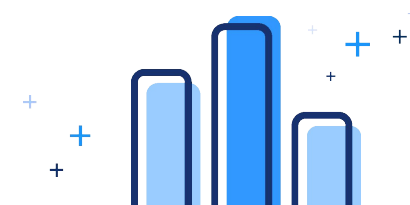
Stakeholder



# Data-informed decisions



drive business growth







# The power of Design Thinking

A collaborative process.

# What is **Design Thinking** ?

# Design Thinking

**A collaborative, problem-solving approach...**  
that focuses on understanding users' needs and  
creating innovative solutions.

# Design Thinking

Five Key Stages:



**Empathise**



**Define**



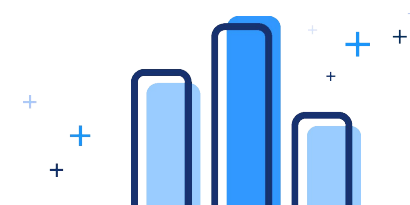
**Ideate**



**Prototype**



**Test**



# Design Thinking

Five Key Stages:



**Empathise**



**Define**



**Ideate**

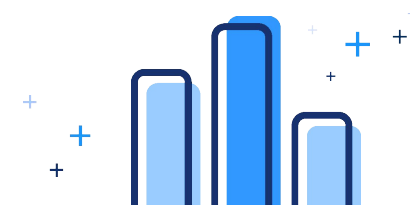


**Prototype**



**Test**

What are their **pain points**?



# Design Thinking

Five Key Stages:



**Empathise**



**Define**



**Ideate**

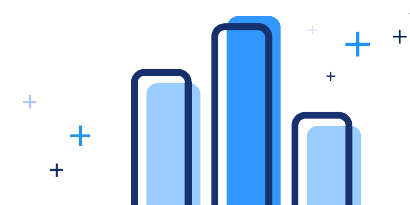


**Prototype**



**Test**

What's the main problem to solve?



# Design Thinking

Five Key Stages:



**Empathise**



**Define**



**Ideate**

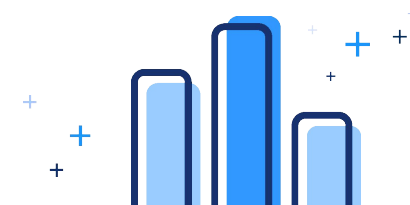


**Prototype**



**Test**

Which **insights** should stand out?



# Design Thinking

Five Key Stages:



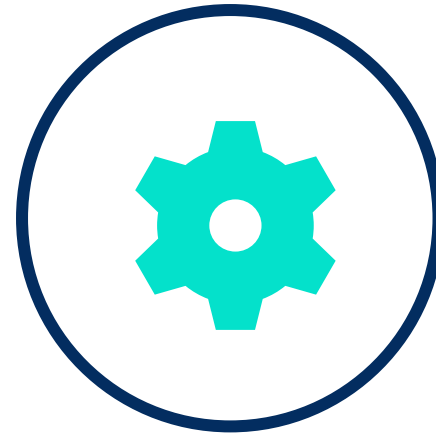
**Empathise**



**Define**



**Ideate**

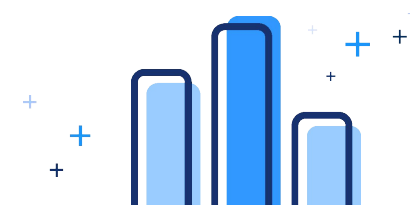


**Prototype**



**Test**

How will the **layout and flow** work?





# Design Thinking

Five Key Stages:



**Empathise**



**Define**



**Ideate**

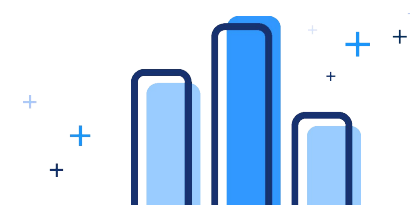


**Prototype**



**Test**

Does it meet their needs?



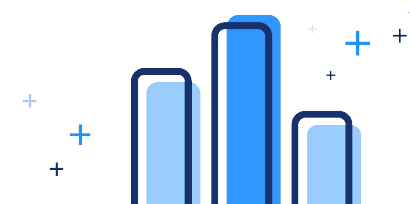
# Design Thinking

Example

Imagine you've been asked to create a dashboard for **your local hospital**.



How can you make the **most impact?**



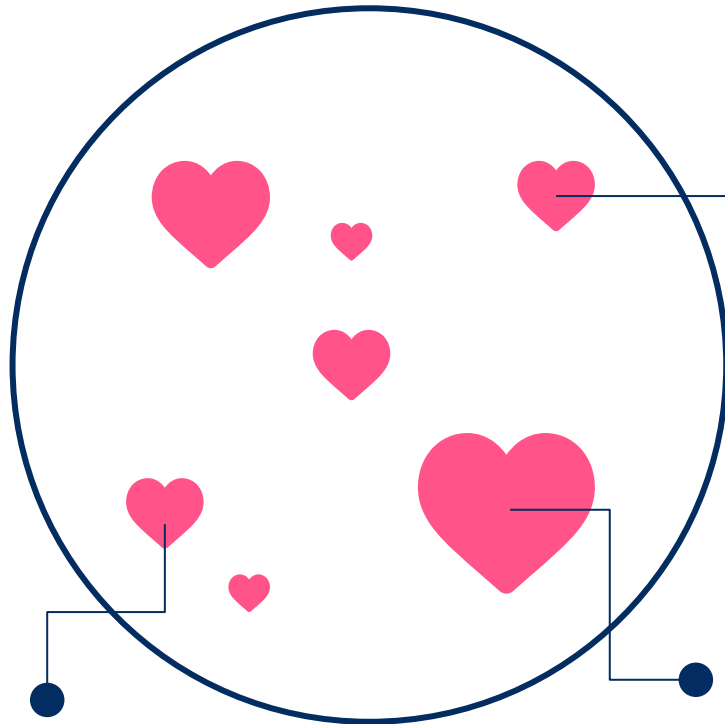
# Design Thinking

Imagine you've been asked to create a dashboard for **your local hospital**.



## Empathise

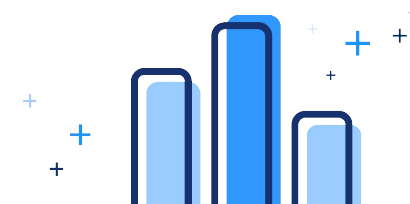
Understand the user and the problems they're facing...



Staffing and Resource Allocation

Patient Flow and Satisfaction

Bed Management



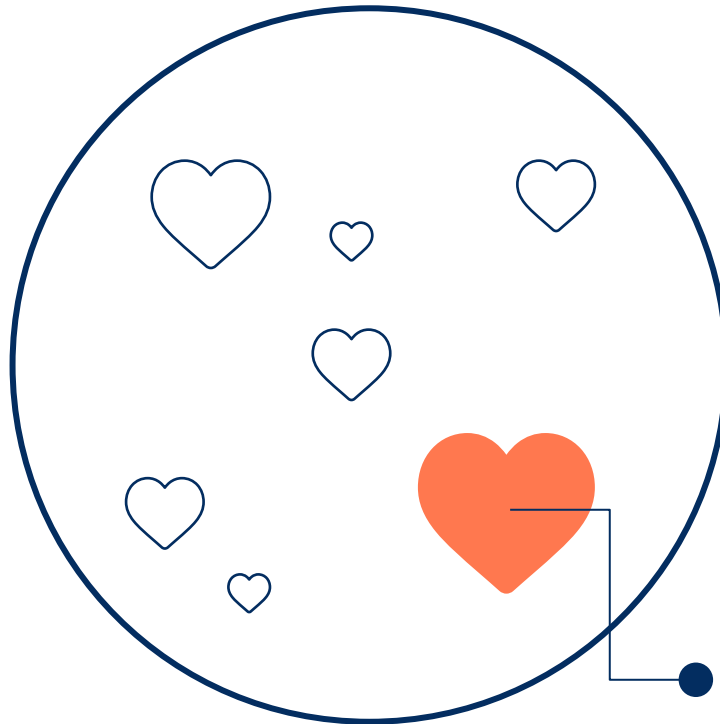
# Design Thinking

Imagine you've been asked to create a dashboard for **your local hospital**.



## Define

What problem are you targeting?



Patient Flow  
and Satisfaction

ER Department

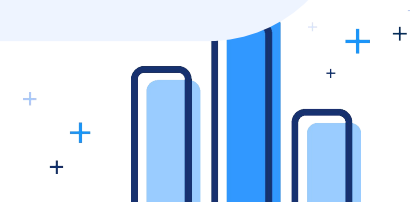
## User Story



As a **(Role)**,

I want to **(Objective)**

so that I can **(Desired Action)**.



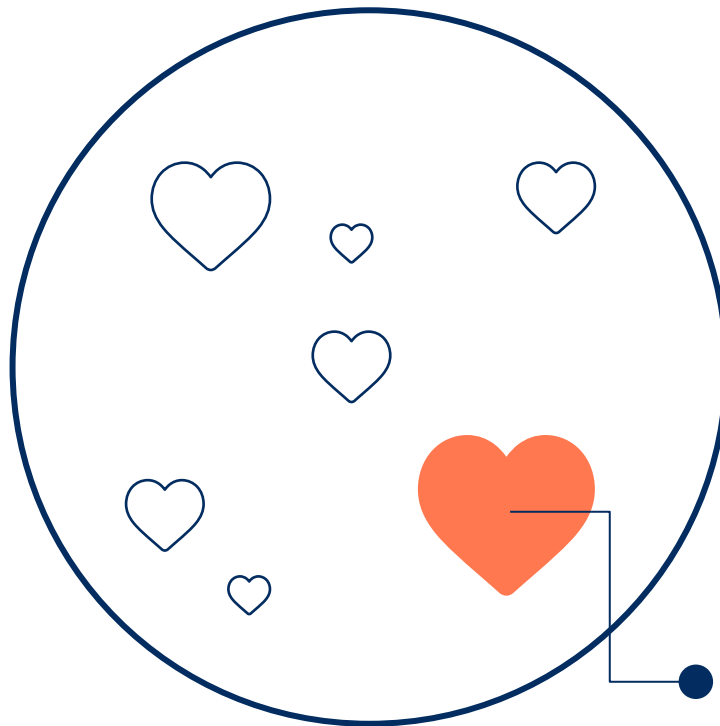
# Design Thinking

Imagine you've been asked to create a dashboard for **your local hospital**.



## Define

What problem are you targeting?



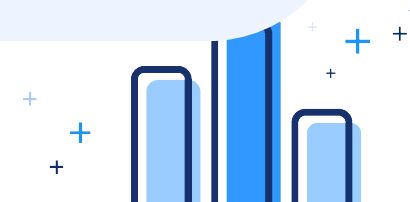
Patient Flow  
and Satisfaction

ER Department

## User Story



As an **ER Manager**, I want to **monitor patient wait times and admission rates**, so that I can **make informed decisions to keep the ER efficient and provide timely care to patients**.



# Design Thinking

Imagine you're creating a dashboard for **your local hospital**.



## Ideate

Which metrics or charts could help?

Patient Visits

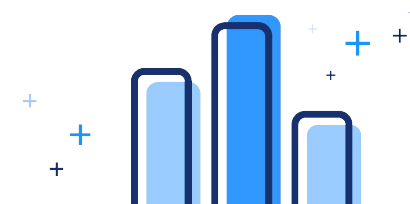
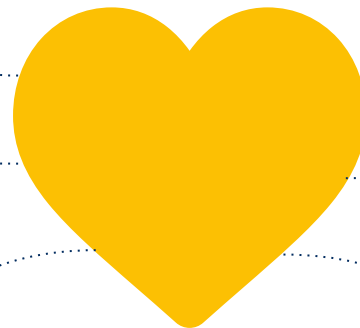
Admission Rates

Wait Times

Trends - Line Chart?  
Area Chart?

Satisfaction  
Scores

Percentages?



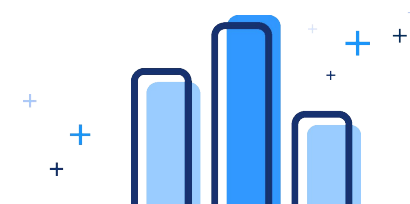
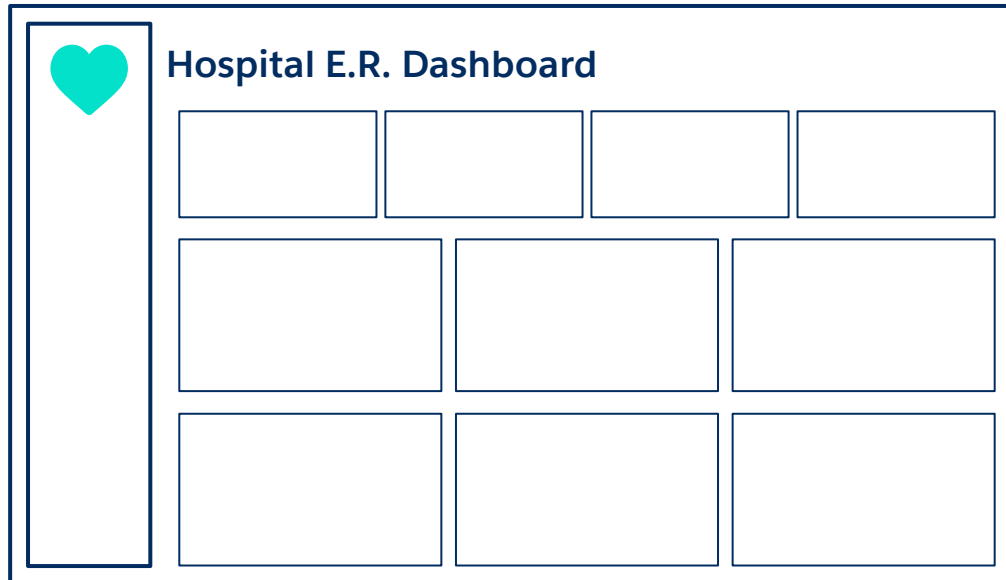
# Design Thinking

Imagine you're creating a dashboard for **your local hospital**.



## Prototype

Find the best layout and way to organise key metrics.



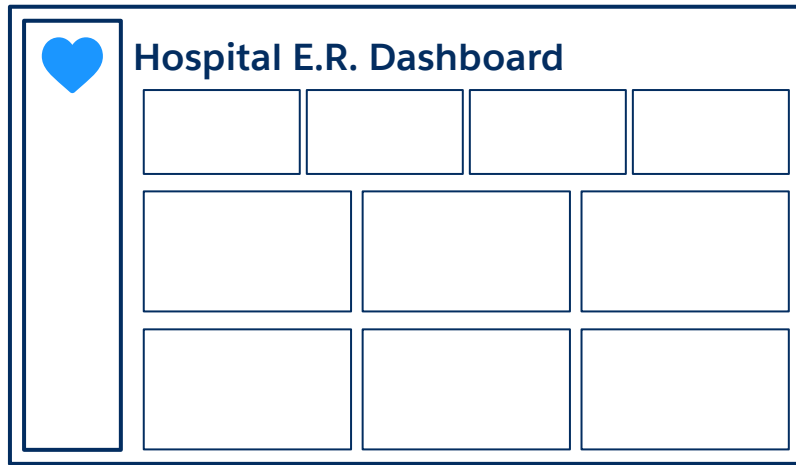
# Design Thinking

Imagine you're creating a dashboard for **your local hospital**.



## Test

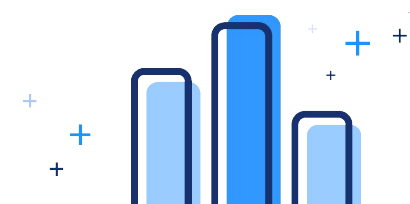
Present to Stakeholders. Be open to feedback!



e.g. they may not like a visual,  
prefer something else?

Remember, you are designing for  
their use and adoption.

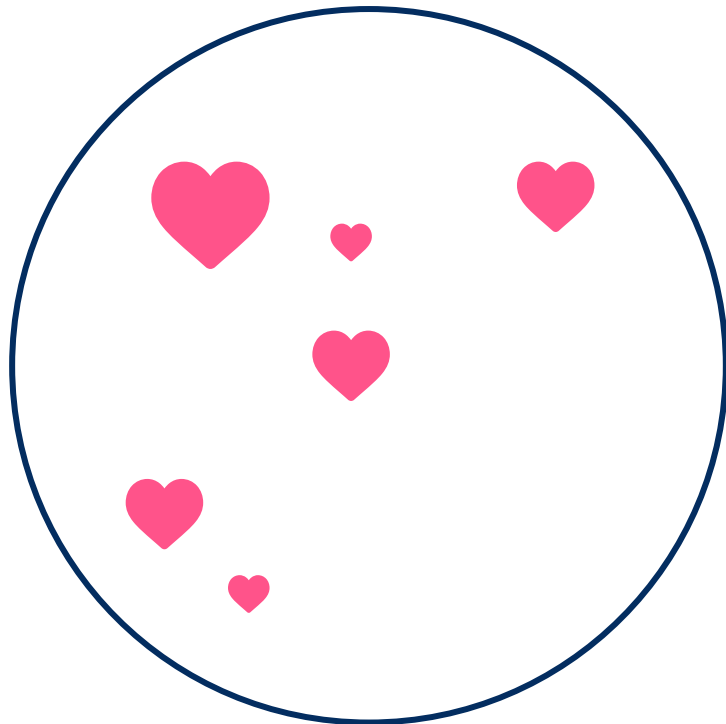
**Align to their needs.**



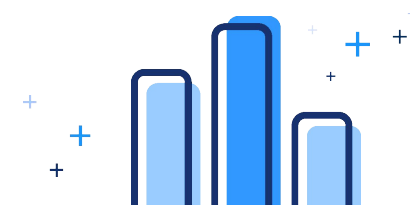


# Design Thinking

Imagine you're creating a dashboard for **your local hospital**.

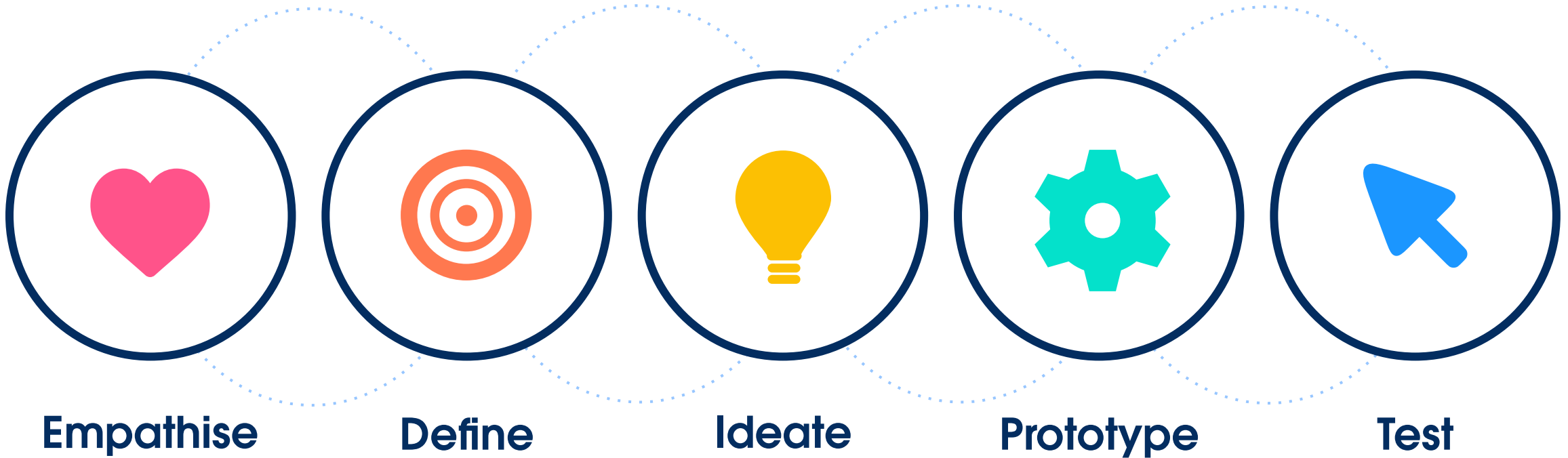


**Data Insights = Solution**

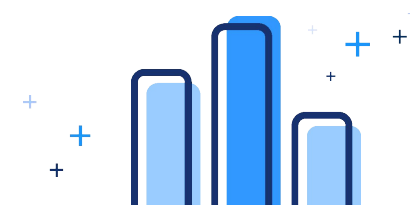


# Design Thinking

Five Key Stages:



An Agile process.



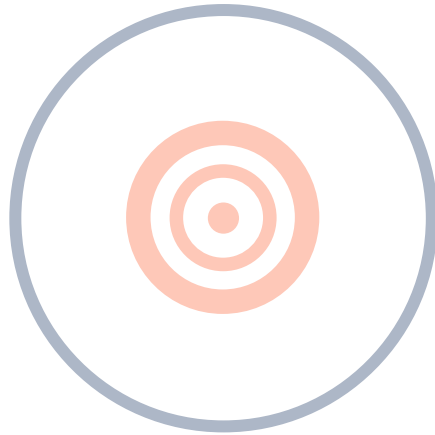
# Design Thinking

Five Key Stages:

Wireframing



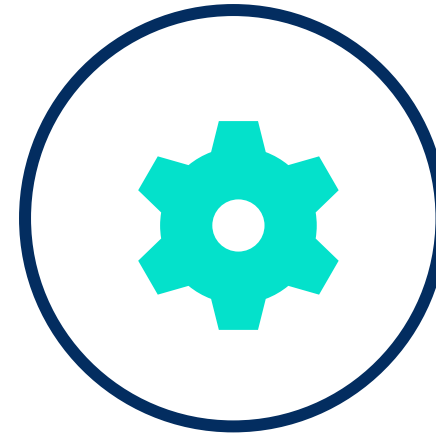
Empathise



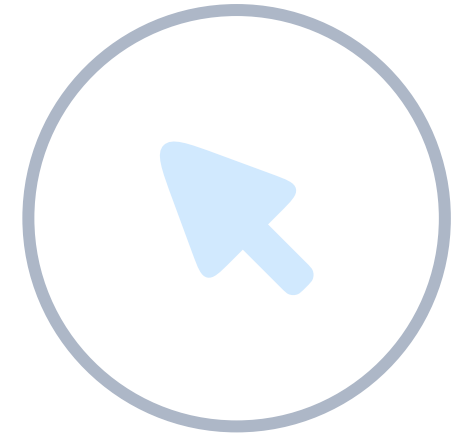
Define



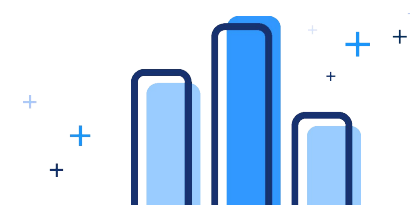
Ideate



Prototype



Test





# Benefits of Wireframing

The What, Why and the How...

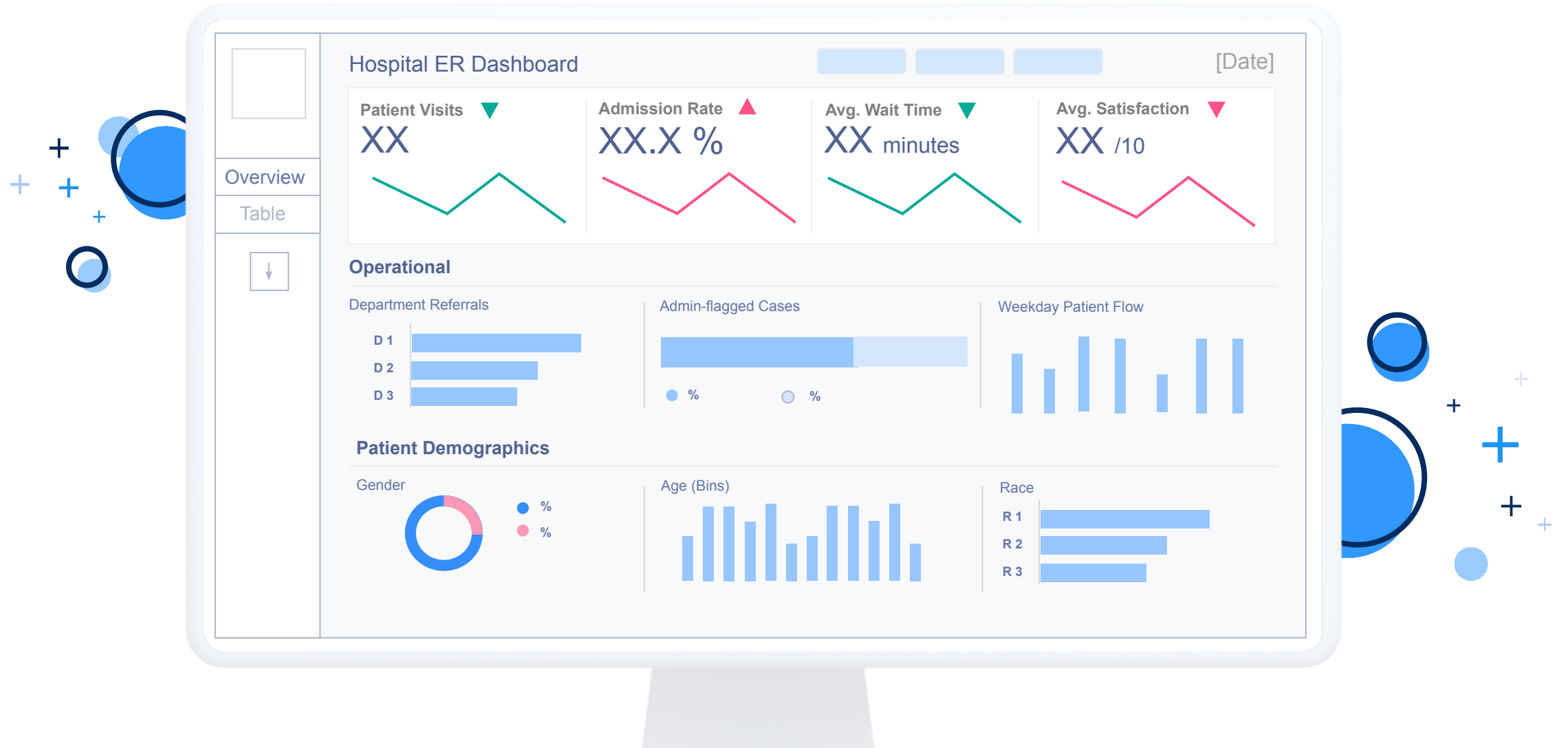
# What is a **Wireframe** ?

# Wireframe

**A basic sketch or diagram...**  
that illustrates the framework of a product,  
focusing on layout and functionality.

# Wireframing

A visual blueprint.



# Wireframing

A visual blueprint.





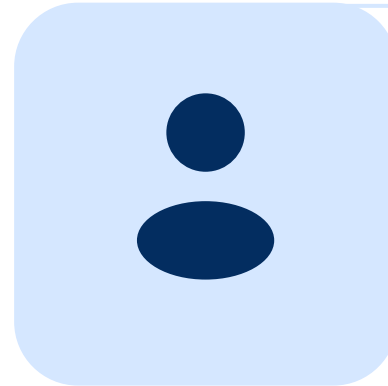
# Why build Wireframes?

4 Reasons why Wireframing is useful...

1. Saves Time



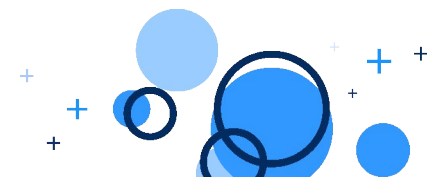
2. Improves Usability



3. Organise Layout



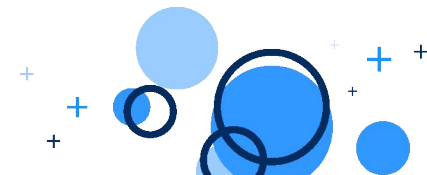
4. Prevent Scope Creep



# Wireframe Foundations

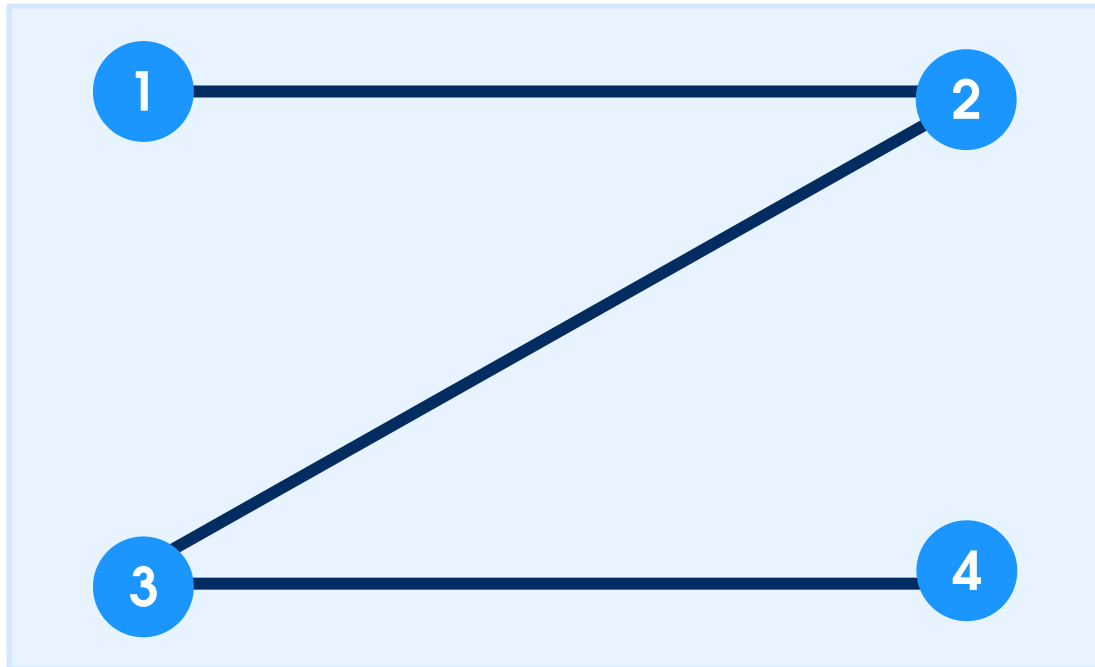
Each wireframe should contain the following information.

Element	Description
<input type="checkbox"/> <b>Title</b>	Indicate the dashboard's name or main focus.
<input type="checkbox"/> <b>KPIs &amp; Metrics</b>	Specify key performance indicators or metrics to include.
<input type="checkbox"/> <b>Chart Types</b>	Suggest appropriate chart types for data visualisation.
<input type="checkbox"/> <b>User Interactions</b>	Outline possible interactions (e.g. drill-downs, tooltips).
<input type="checkbox"/> <b>Filters</b>	Define filters available for customising data views.



# Dashboard Layout

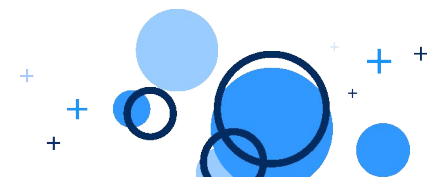
Where to place Key Performance Indicators (KPIs).



Z Pattern

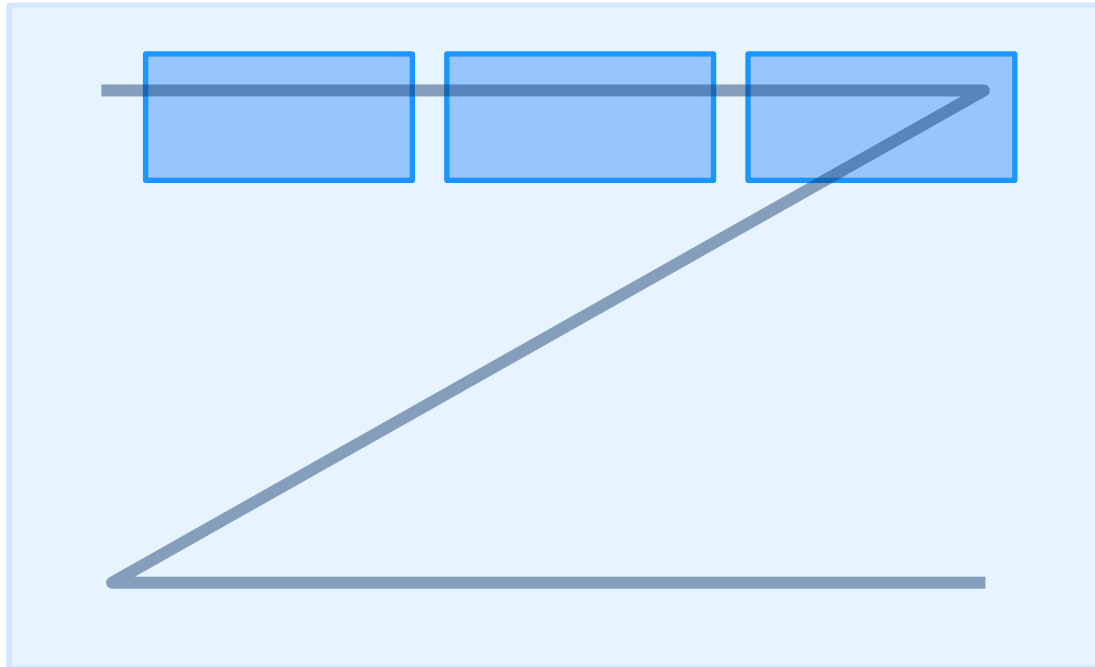


F Pattern



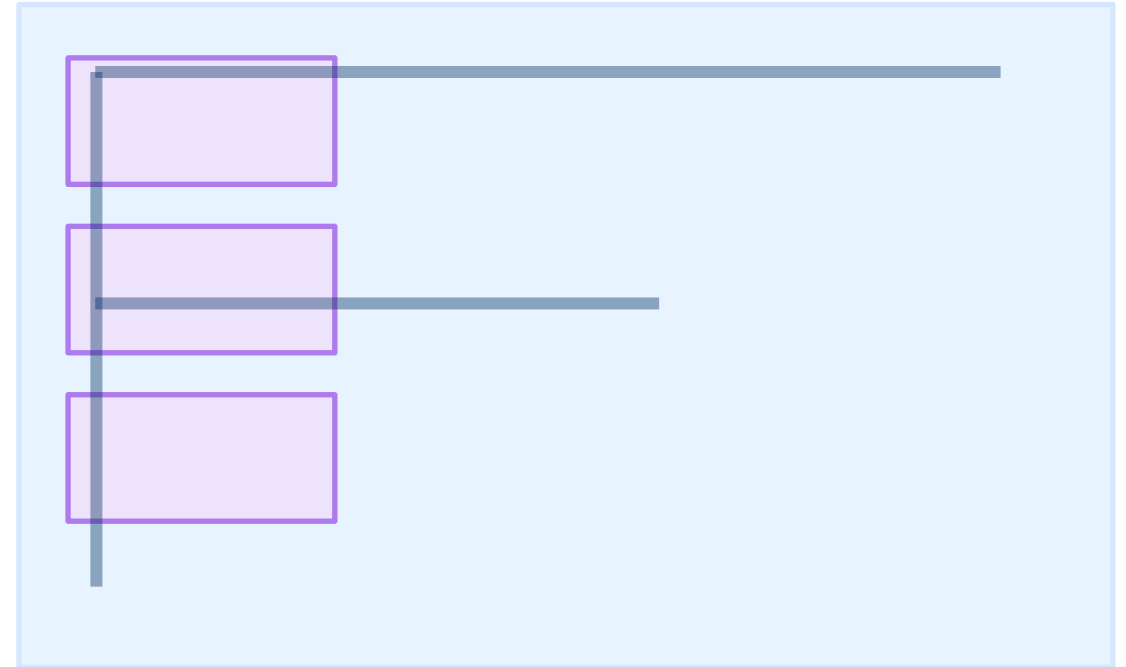
# Dashboard Layout

Where to place Key Performance Indicators (KPIs).

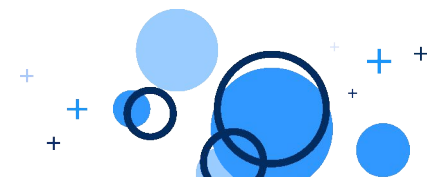


**Z Pattern**

Stronger Placement!

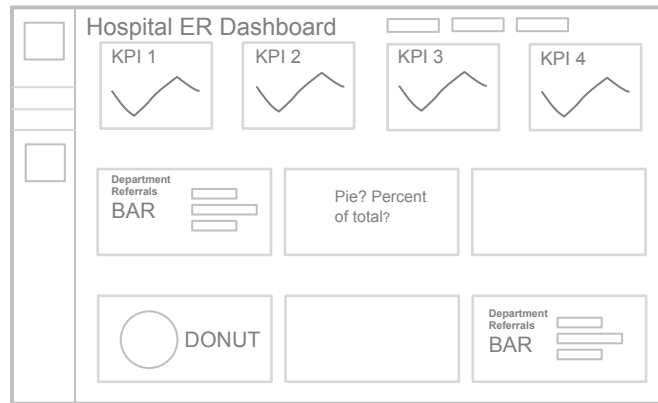


**F Pattern**



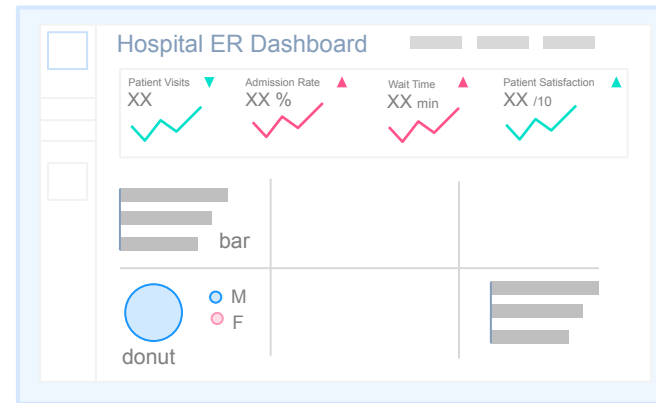
# Wireframe Fidelity

How closely the wireframe resembles the final product.



## Low Fidelity

Basic, rough sketch



## Medium Fidelity

Detailed, functional layout



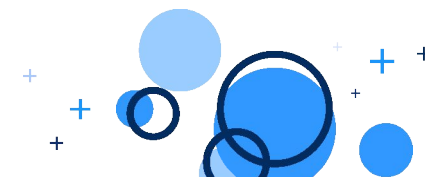
## High Fidelity

Polished, near final design

Less detail

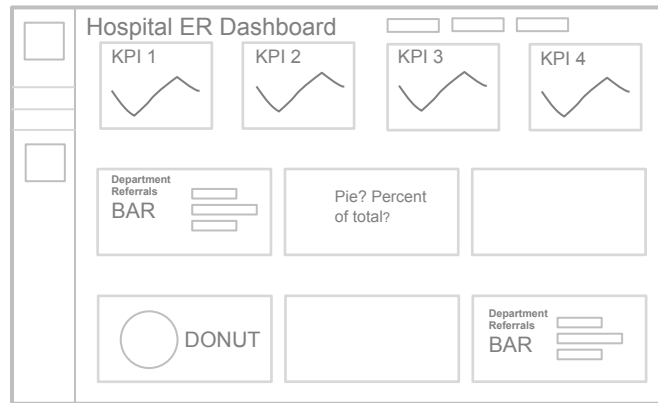
Function & Layout

More detail  
Style & Design



# Wireframe Fidelity

How closely the wireframe resembles the final product.

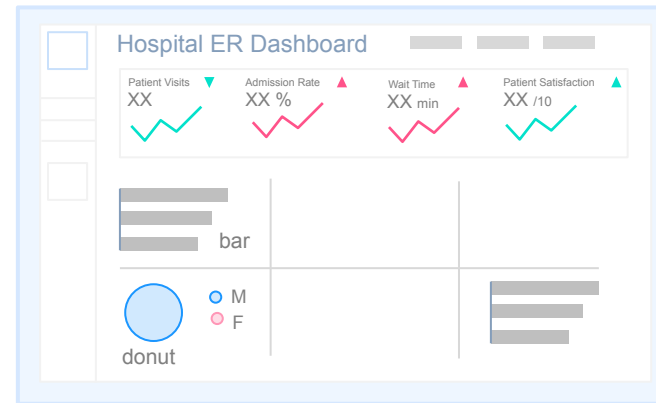


## Low Fidelity

Fast & Inexpensive

Early in the design process

Internal



## Medium Fidelity

Initial Stakeholder Review

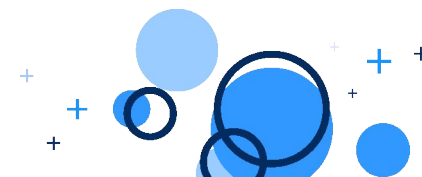
Refine Ideas



## High Fidelity

Stakeholder Sign-off

Test Visual Design



# By Hand or Digital

It depends, who's your audience?



## You

Whatever you're most comfortable with.

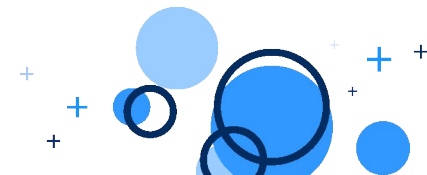
*Low Fidelity*



## Others

Digital – Clearer, more polished, professional.

*Low, Medium, High Fidelity*



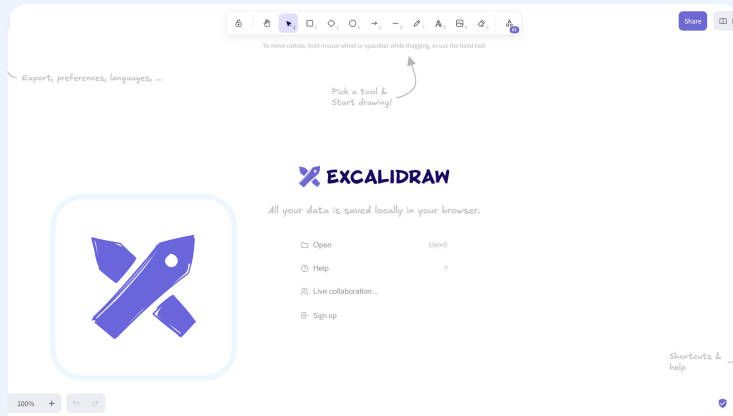


# Where to Wireframe?

Introducing 3 Digital Wireframing Tools...



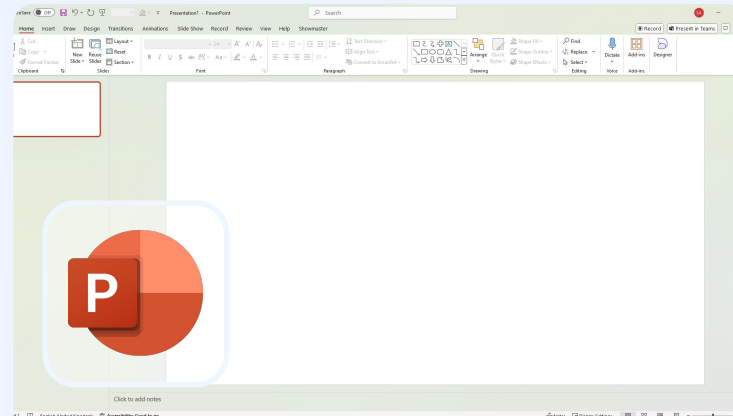
# Wireframing Tools: Excalidraw, PowerPoint & Figma



## Excalidraw

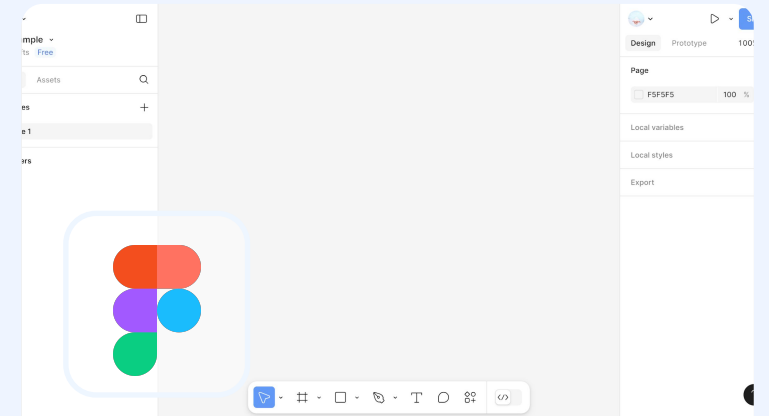
Quick and simple sketch tool

Great for rough drafts



## PowerPoint

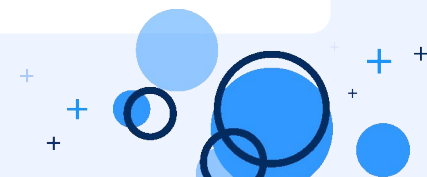
Highly accessible, as it's  
available in most organisations.



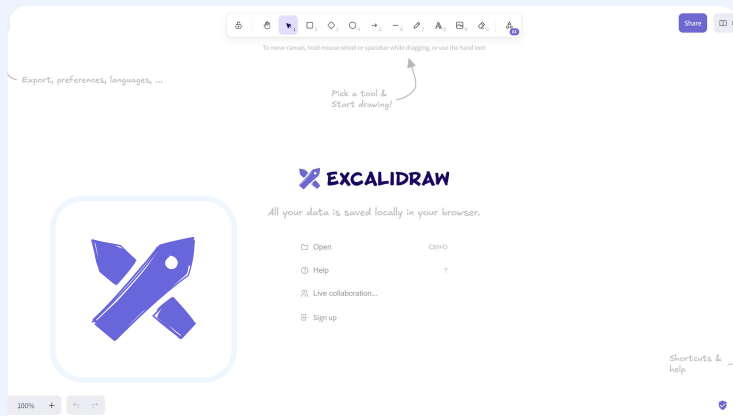
## Figma

Most advanced.

Detailed wireframes and  
collaborative editing.



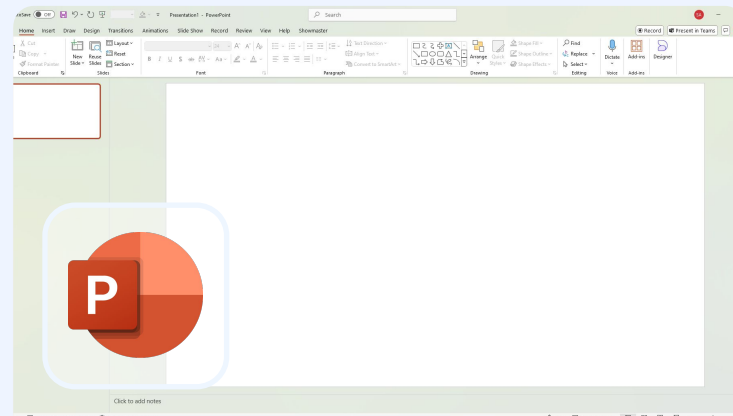
# Wireframing Tools: Excalidraw, PowerPoint & Figma



## Excalidraw Low Fidelity

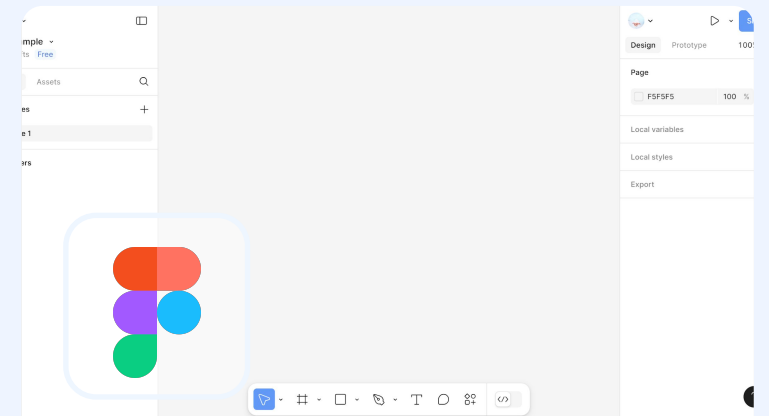
Quick and simple sketch tool

Great for rough drafts



## PowerPoint Mid Fidelity

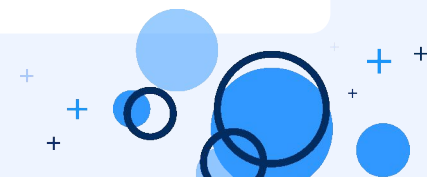
Highly accessible, as it's available in most organisations.



## Figma Advanced Fidelity

Most advanced.

Detailed wireframes and collaborative editing.



# Wireframing Tools: Excaldraw, PowerPoint & Figma

## Demo:



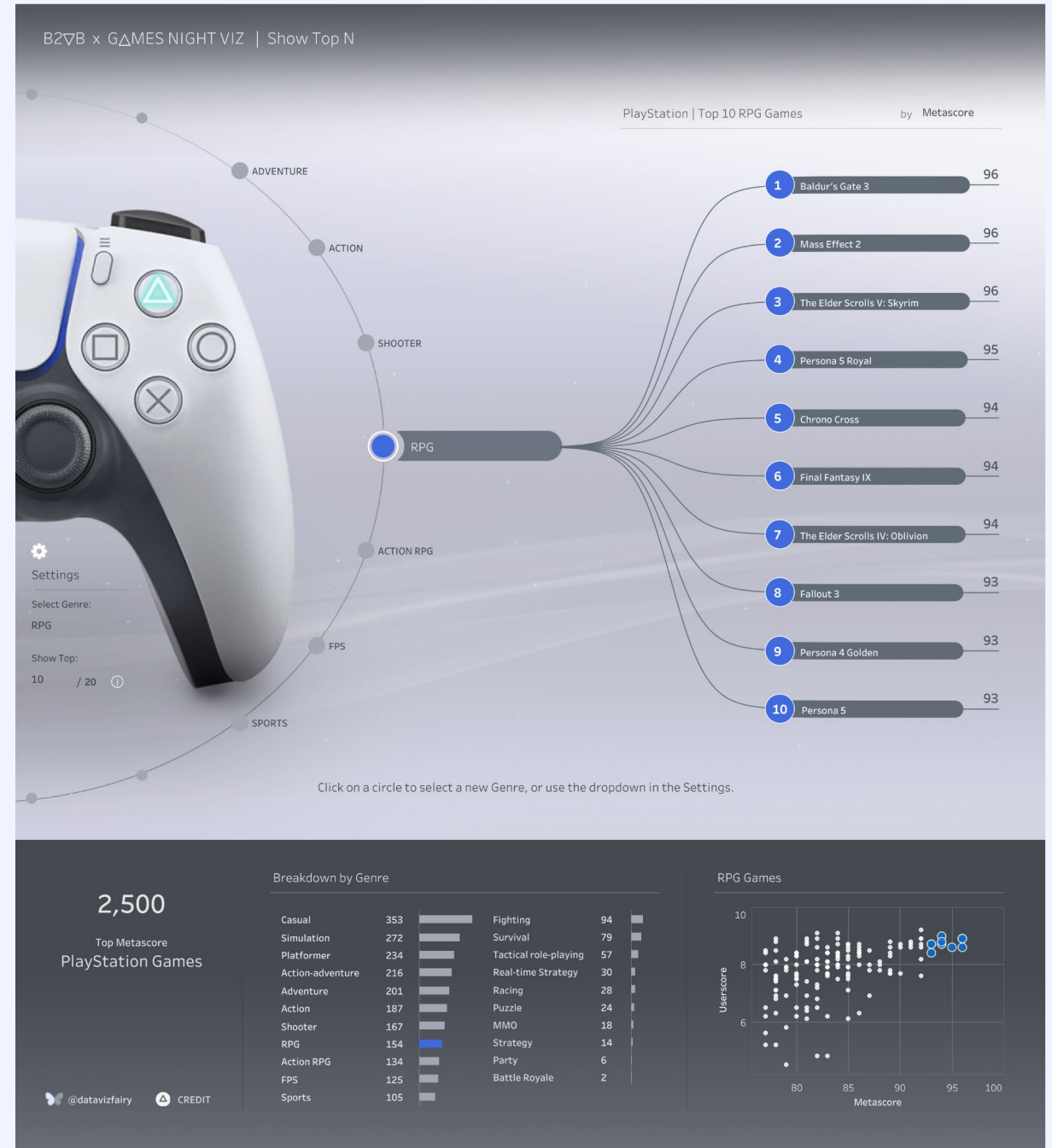
Excaldraw



PowerPoint



Figma





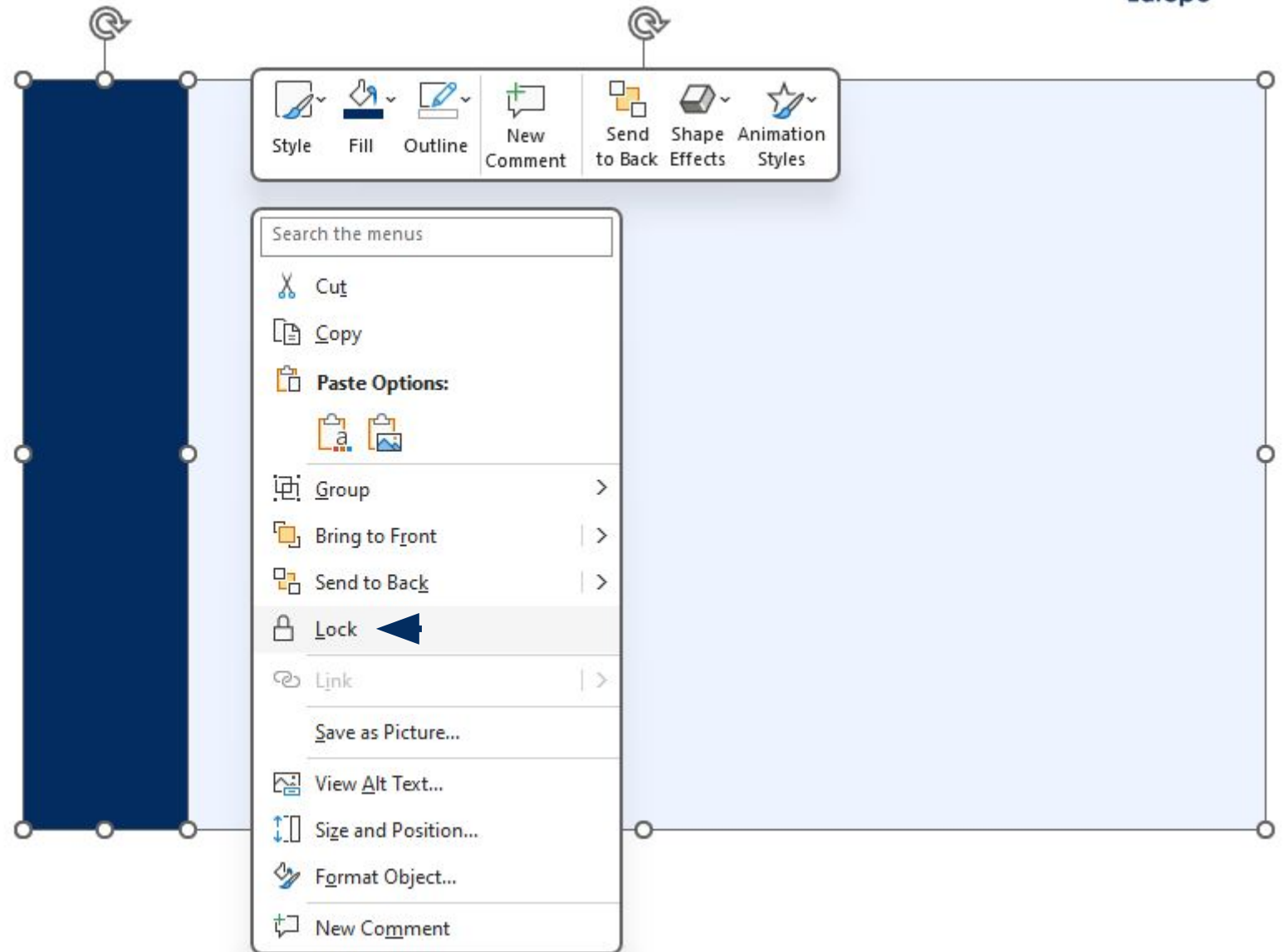
## 6 Tips

Take your wireframing game to the next level

# Tip 1.

Lock the base of your dashboard wireframe.

Prevents the base from moving.



## Tip 2.

Hold Shift to draw straight lines.



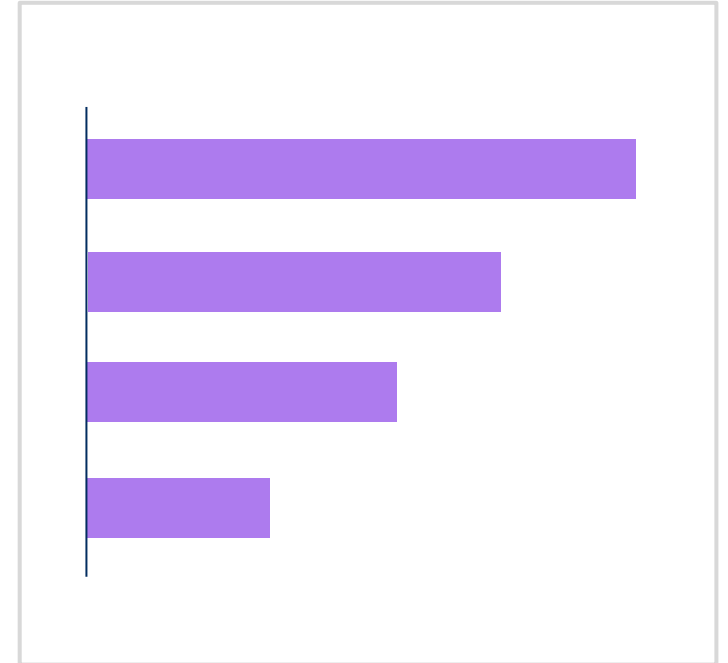
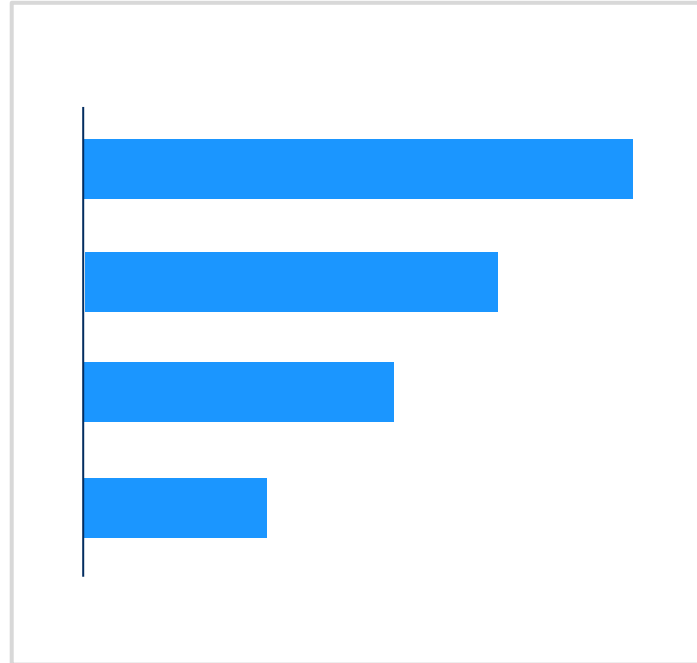
shift



# Tip 3.

Copy and paste chart elements.

Low – Mid Fidelity

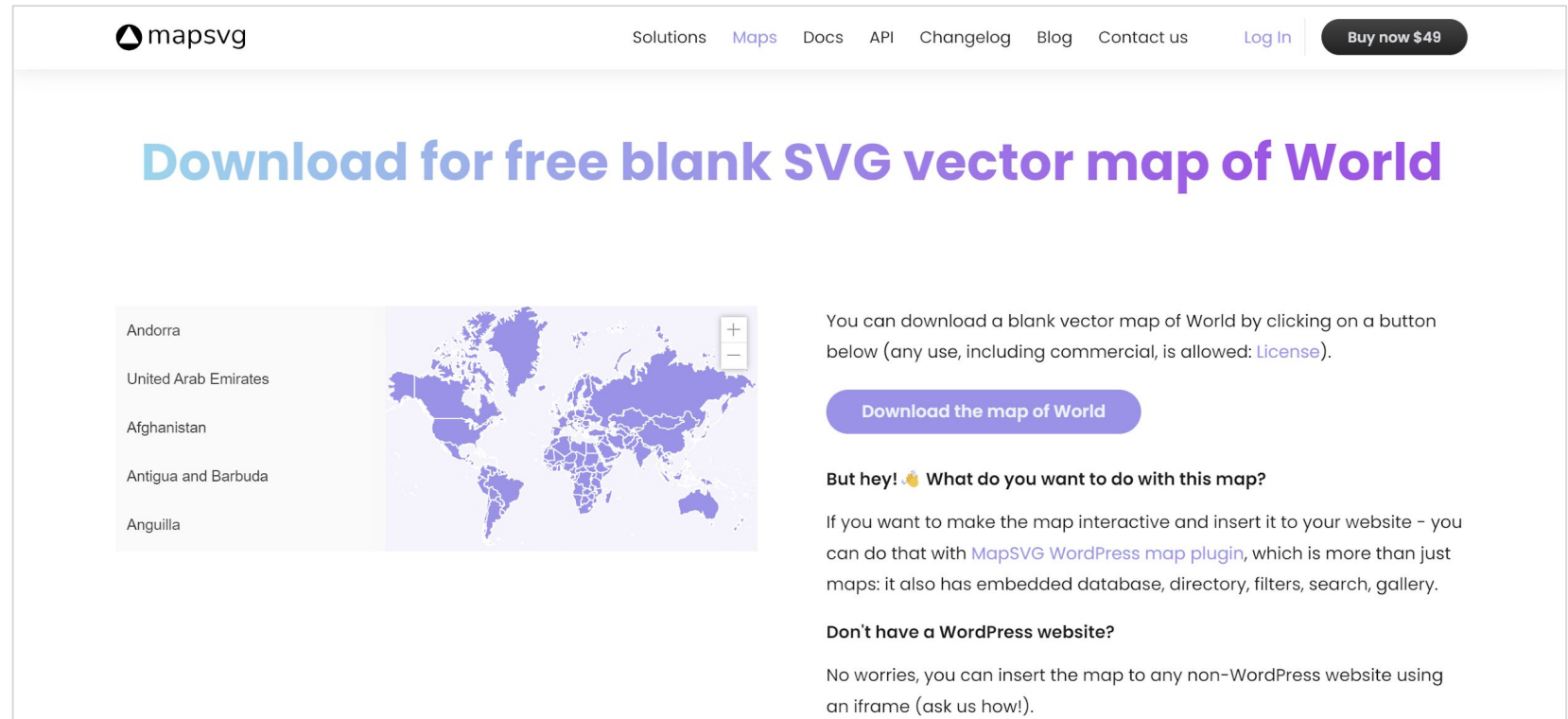


# Tip 4.

## Need a map?

Use an SVG image:

<https://mapsvg.com/maps/world>



The screenshot shows the homepage of mapsvg.com. The navigation bar includes links for Solutions, Maps, Docs, API, Changelog, Blog, Contact us, Log In, and a Buy now \$49 button. The main heading is "Download for free blank SVG vector map of World". Below this is a list of countries: Andorra, United Arab Emirates, Afghanistan, Antigua and Barbuda, and Anguilla. To the right of the list is a world map with a zoom control. A blue button labeled "Download the map of World" is positioned below the map. The text below the button explains that the map is available for free download and can be used for commercial purposes. It also provides information on how to use the map on a website, either through a WordPress plugin or an iframe.

mapsvg Solutions Maps Docs API Changelog Blog Contact us Log In Buy now \$49

## Download for free blank SVG vector map of World

- Andorra
- United Arab Emirates
- Afghanistan
- Antigua and Barbuda
- Anguilla

You can download a blank vector map of World by clicking on a button below (any use, including commercial, is allowed: [License](#)).

[Download the map of World](#)

**But hey! 🙌 What do you want to do with this map?**

If you want to make the map interactive and insert it to your website - you can do that with [MapSVG WordPress map plugin](#), which is more than just maps: it also has embedded database, directory, filters, search, gallery.

**Don't have a WordPress website?**

No worries, you can insert the map to any non-WordPress website using an iframe (ask us how!).



## Tip 4.

### Need a map?

Use an SVG image:

<https://mapsvg.com/maps/world>



## Tip 4.

### Need a map?

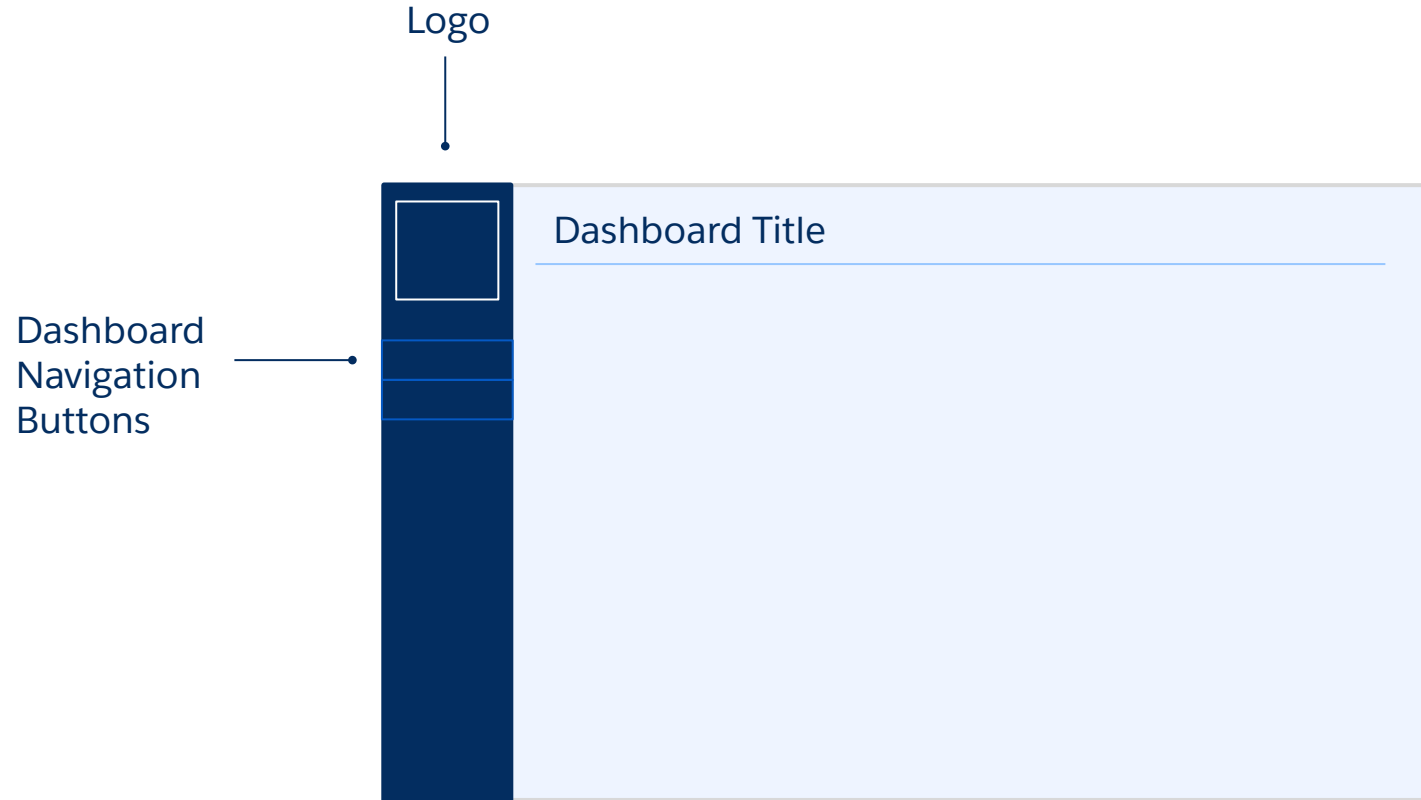
Use an SVG image:

<https://mapsvg.com/maps/world>



# Tip 5.

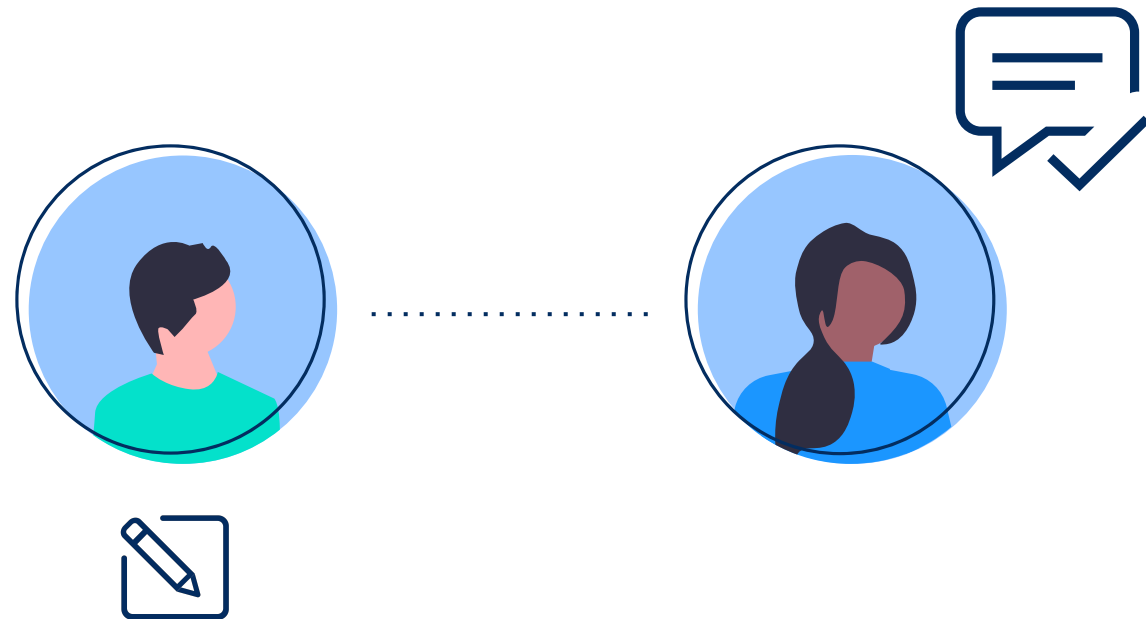
Highlight key functionality with comments.



## Tip 6.

### Be open to feedback!

Your wireframe should be a starting conversation.



# Want to practice?

## Try out Back 2 Viz Basics!



# Week 17, 2023

## Design a Wireframe

[thetableaustudentguide.com/vizbasics](https://thetableaustudentguide.com/vizbasics)

Back 2 Viz Basics

### 2023/Week 17 - Design a Wireframe

Dataset

Comment 3 Launch workspace

Overview Discussion Activity Settings

**Project Title:** Marketing Campaign Analytics

**Objective:** Create an interactive dashboard that enables our marketing team to analyze campaign performance and metrics with ease.

**Key Metrics:**

- Campaign Performance Metrics:
  - Click-Through Rate (CTR)
  - Conversion Rate
  - Cost per Click (CPC)
  - Return on Investment (ROI)
  - Total Revenue Generated
- Channel Metrics:
  - Website Traffic
  - Social Media Engagement
  - Email Marketing Effectiveness
  - Paid Advertising Performance
  - Referral Traffic

**Dashboard Features:**

- Customizable Date Range: Users should be able to select a specific month, quarter, or custom date range for analysis.
- Filter by Campaign: Allow users to filter the data by individual marketing campaigns for in-depth analysis.
- Interactive KPIs: Implement interactive key performance indicators (KPIs) that can be clicked to update the entire dashboard with relevant data.

**Additional Charts and Visualizations:**

# Want to practice?

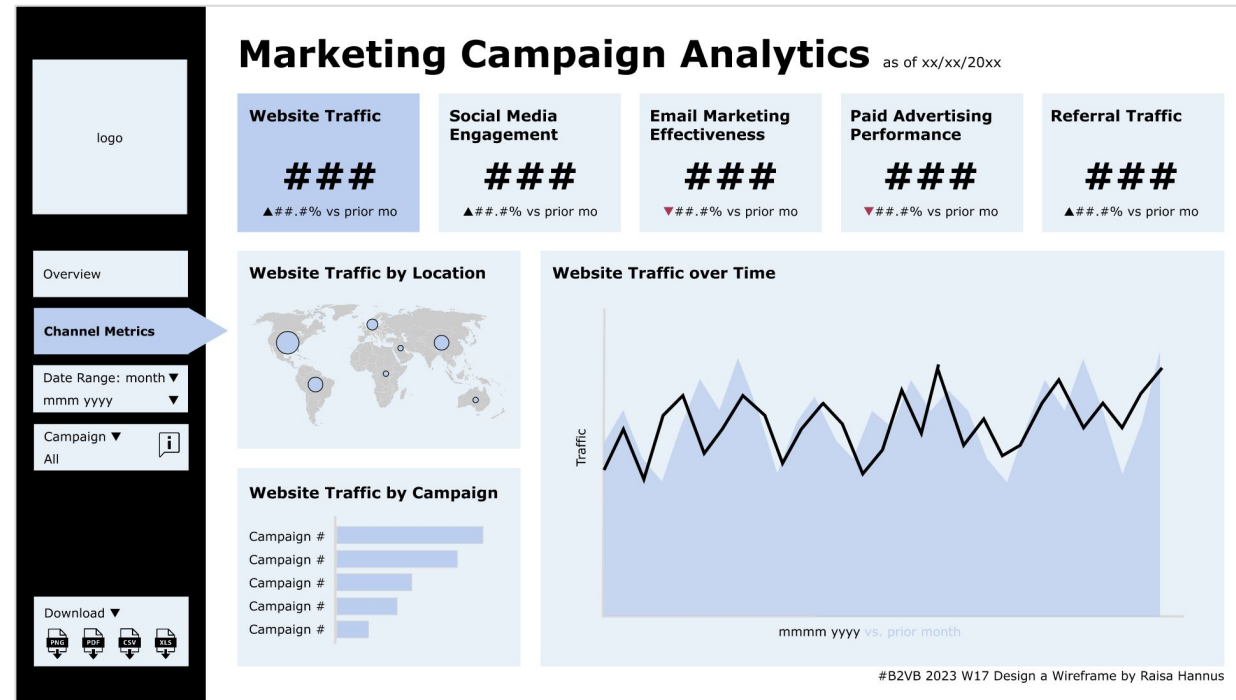
Try out  
Back 2 Viz Basics!



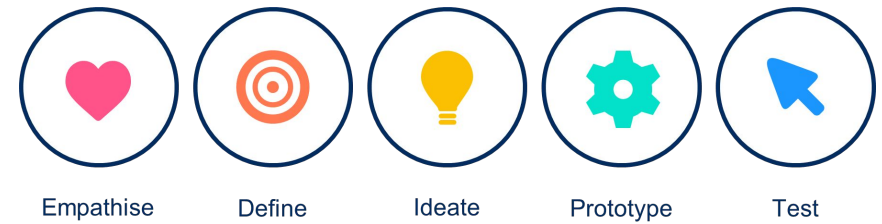
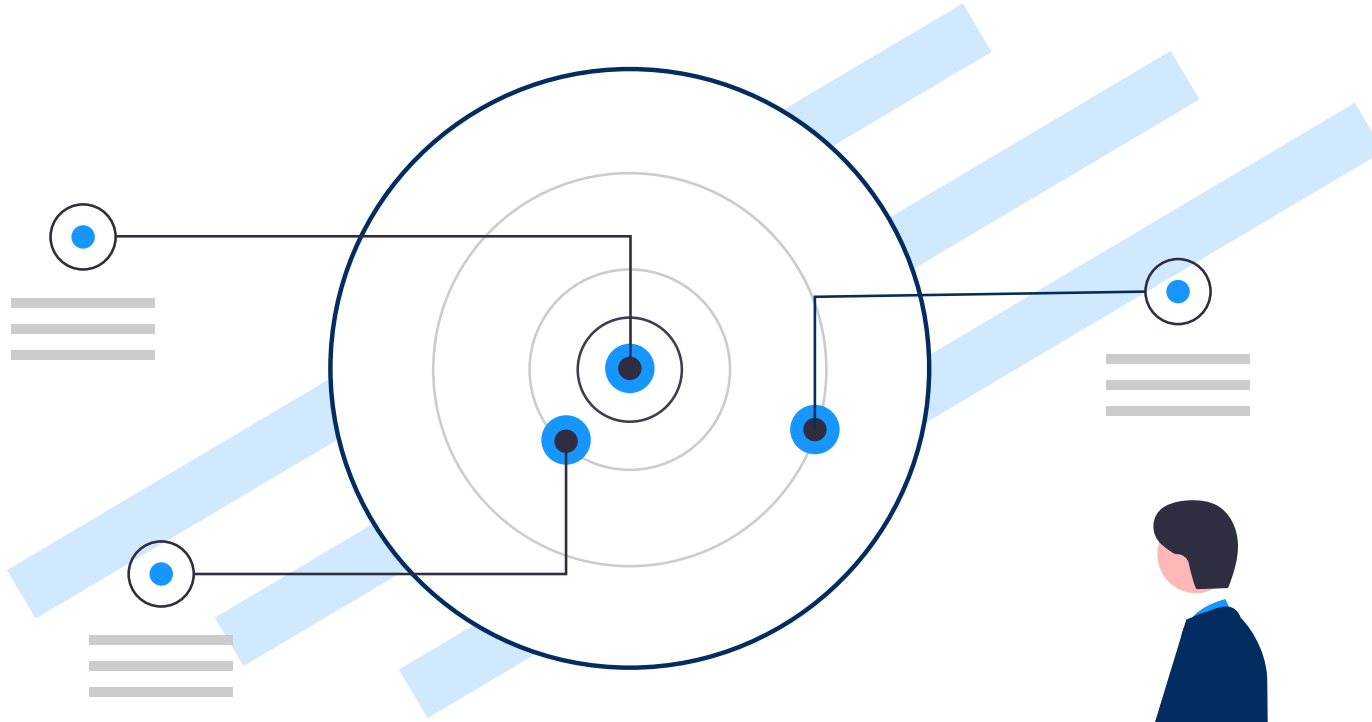
Raisa Hannus  
She/Her

## Week 17, 2023 Design a Wireframe

[thetableaustudentguide.com/vizbasics](https://thetableaustudentguide.com/vizbasics)



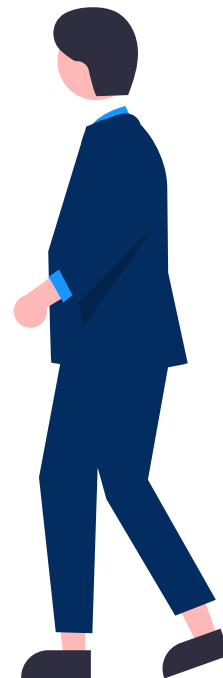
# Every Business has its goals...



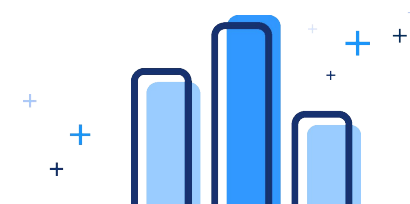
Effective Stakeholder collaboration

Design Thinking

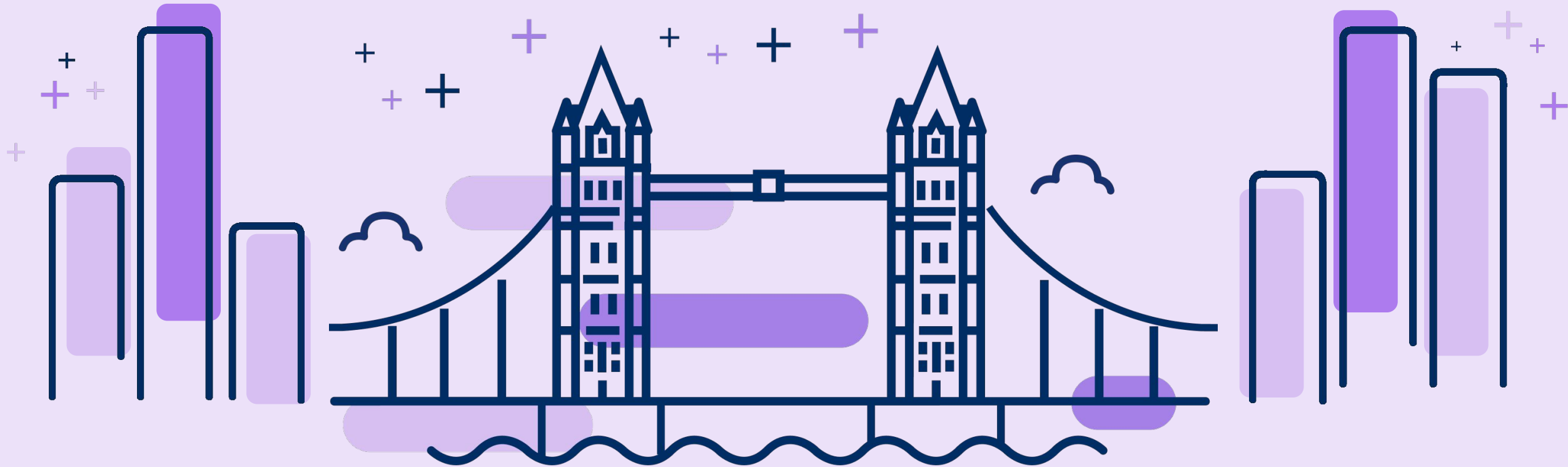
Wireframing



**You** can help achieve them with data.



# Thank you





# Coffee on us.

The first 50 DataFam to take a short survey of this event will be eligible to receive a £5 Starbucks gift card.\*

1. Scan the QR code
2. Take the Event survey or the Keynote survey
3. Present your completed survey and redeem your gift card at the Welcome Desk on Monday or Tuesday



\*The first 50 eligible DataFam Europe in person attendees who fill out and complete the DataFam Europe Event Survey in its entirety and show the survey completion page at the event registration desk or as otherwise instructed by Salesforce, Inc. ("Salesforce") may receive one (1) £5 GBP Starbucks gift card. Rewards must be redeemed on-site at the event. Your eligibility to receive the reward is not affected by the content of your survey responses. Must be at least 18+. Excludes officials and employees of any government entity, as well as employees, contractors, agents, directors and consultants of Salesforce or its parent, affiliated or subsidiaries. By accepting a reward, you agree that doing so complies with your employer's internal policies. Limit is one (1) reward per person subject to verification of eligibility and availability. Offer is not endorsed or sponsored by the reward producer, distributor or manufacturer. Rewards are subject to any terms and conditions set forth by the reward issuer, including without limitation expiration dates and associated fees, and are non-transferrable and not redeemable for cash. Offer subject to change at any time. Other terms and restrictions may apply.

# Data Fam

Europe



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