Dashboard Topic

- What is the subject of the dashboard?
- Do you already know which story you want to tell?

Goal

- What will be achieved with the implementation?
- Which actions will be taken based on the information in the dashboard?
- Questions that need to be answered:

Audience

- Who is the end user?
- What are the personas (for multiple end user)?
- What level of experience do the end users have?
- How will the dashboard be used (mobile/laptop/...)?

Current Situation

- Existing or new dashboard?
- What are the data sources?

If there is an existing dashboard:

- Which actions can be taken currently?
- What are the current pain points for the user?
- What is the current feedback?

Key Message

- Context
- Information
- Action

Example: As Management Team *(context)* we evaluate monthly *(context)* the KPIs *(information)* and the performance of both the best performing and least performing products *(information)* by country *(context)*. Based on this evaluation, we decide which products to change *(action)*.

Level of detail

- Which level of detail is needed?
- Which filter options are necessary to answer the questions?

Visualization

- Which visualizations can be used to answer the questions?
- Are there multiple options for visualization?

Test & Evaluation

- Who will test the dashboard?
- What criteria will be used for testing?
- Who determines if the final product meets requirements?
- Who is available for questions?
  - Dashboard questions:
  - Data questions:
  - Questions for business/end user:

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