Focus on Design and Usability

- Tell your story from the left side of your page to the right bottom corner
- Design visualizations that respond to the business requirements and add value
- Select the correct chart for the given data (e.g. line charts for time series)
- Color should be used meaningfully, not for decoration
- Use multiple scales as appropriate
- No misleading Scales
- Have a clear flow from visualization to visualization and test your marking logic within that flow
- Use consistent colors and fonts for all visualizations across all tabs
- Use as few colors as possible. Colors have to fit well together.
- Use intuitive navigation
- Add Action Controls, Document properties and Bookmarks for better usability
- Format numeric values appropriately for labels, tooltips, axis scale labels
- Reorder columns in your data set when possible
- Try to control all settings via style editor. Do not overwrite on the visualization level

Provide Descriptive Content

- Consider adding large titles in each tab
- Keep descriptive content simple and short. Excessive text will be ignored
- Give visualization titles descriptive names or turn off if not needed
- Use description or Trellis for naming if you require additional space
- Keep narration to a minimum but informative
- Add text to "If no items are marked…" if Details visualization is blank by default
- Give tabs / pages descriptive names
- Label Axis Selectors appropriately (e.g. Sum([Sales]) \(\rightarrow\) Total Sales) or remove if not needed
- Use Tooltips wisely only providing relevant elements – edit display names, add/remove elements

Hide Unnecessary Content

- Close Details on Demand Panel if not needed
- Hide unused Filter Panel elements
- Consider moving relevant filters to a text box
- Turn off legend if not needed or turn off items individually, e.g.:
  - Marking
  - Data table name
  - Axis Selector names
  - Layers from a map
- Remove columns not used from table display, Details on Demand, etc.
- Remove color stripes in the visualization header