

Improving User Adoption for a Leading Analytics and Research Firm



Summary

Our client is a leading analytics and research firm that consults businesses to enable faster and better decisions by providing reporting and dashboarding solutions. Their customers would often raise concerns about the poor user experience of these solutions leading to poor user adoption. We used our data visualization methodology to improve the way they represent insights.

Industry

Business Consulting

Users

Sales and Marketing Managers,
Senior Management

Technologies

QlikView and Tableau

Team Size

7 InfoCeptions, 3 Client Associates

→ The Challenge

Our client is a leading research and analytics firm that consults businesses to provide reporting and dashboarding solutions. Their solutions aid end-users in making decisions quickly. They were using data discovery tools like QlikView and Tableau to enable their customers' decision makers to explore enterprise data for decisive insights.

They sought our data visualization (DV) expertise to resolve the following user adoption challenges –

- Poor look and feel of dashboards
- Poorly defined information hierarchies
- Recurring formatting issues
- Poor understanding of QlikView and Tableau's UI and visualization limitations

These challenges had a negative impact on their ability to deliver solutions efficiently and effectively.

→ The Solution

Our multi-award winning DV team headed by a DV expert played an instrumental role in resolving issues during every development phase. We accelerated their development process and enabled end users to access insights efficiently.

The key highlights of our engagement are as follows –

- We provided expert consultation for representing large and complex information through graphical means
- Our DV expert defined exhaustive guidelines for choosing the most appropriate visualizations
- We reconfigured their dashboard navigation practices to ensure that their dashboards align with the sequence in which end-users consume information
- We established dashboard development processes that align with DV best practices
- We developed multiple dashboard prototypes that accurately depict the final UI of dashboard designs
- Our DV expert produced detailed UI guidelines for developers to create pixel perfect dashboard using a variety of data discovery tools

→ The Results

We were successful in resolving their dashboard development and reporting issues by delivering the following benefits –

- 30% reduction in development and iteration time
- Better adoption thanks to simple and clean visual representation of insights
- Better flow of information to enhance decision making
- Compliance of dashboards with data visualization best practices to represent data insights
- Ability to represent insights contextually leading to effective consumption by end-users