

# Design Principles

## Creating Content that Talks to Executives

Danika Saayman



*SOUTHERN AFRICA ESRI USER CONFERENCE 2025*



# What makes a good dashboard?



Clear Goal



Interactive



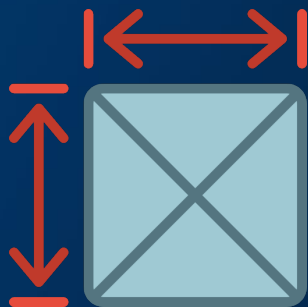
User Friendly



# What makes a good dashboard?

- What message is the dashboard supposed to convey?
- What information is the dashboard going to show?
- Who is my audience?
- How will it be used?
- Device considerations

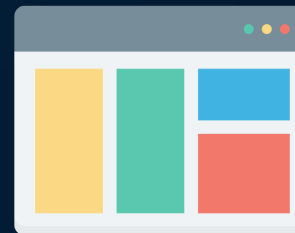
# What makes a good dashboard?



Size



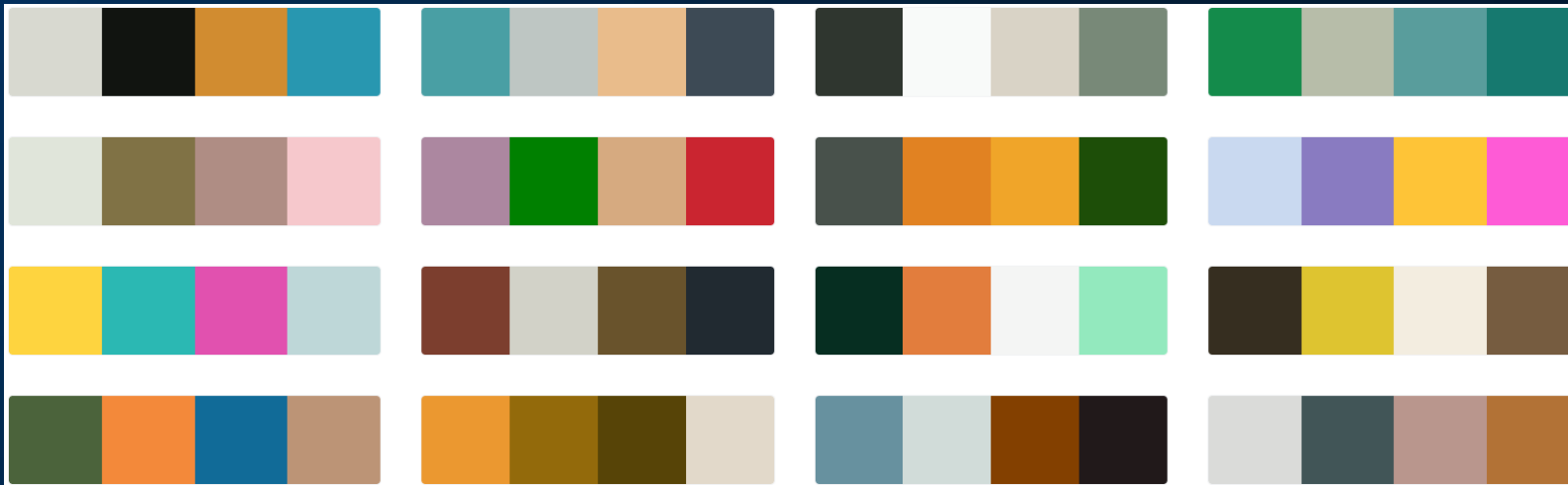
Colour



Layout

# Tools for making good dashboards

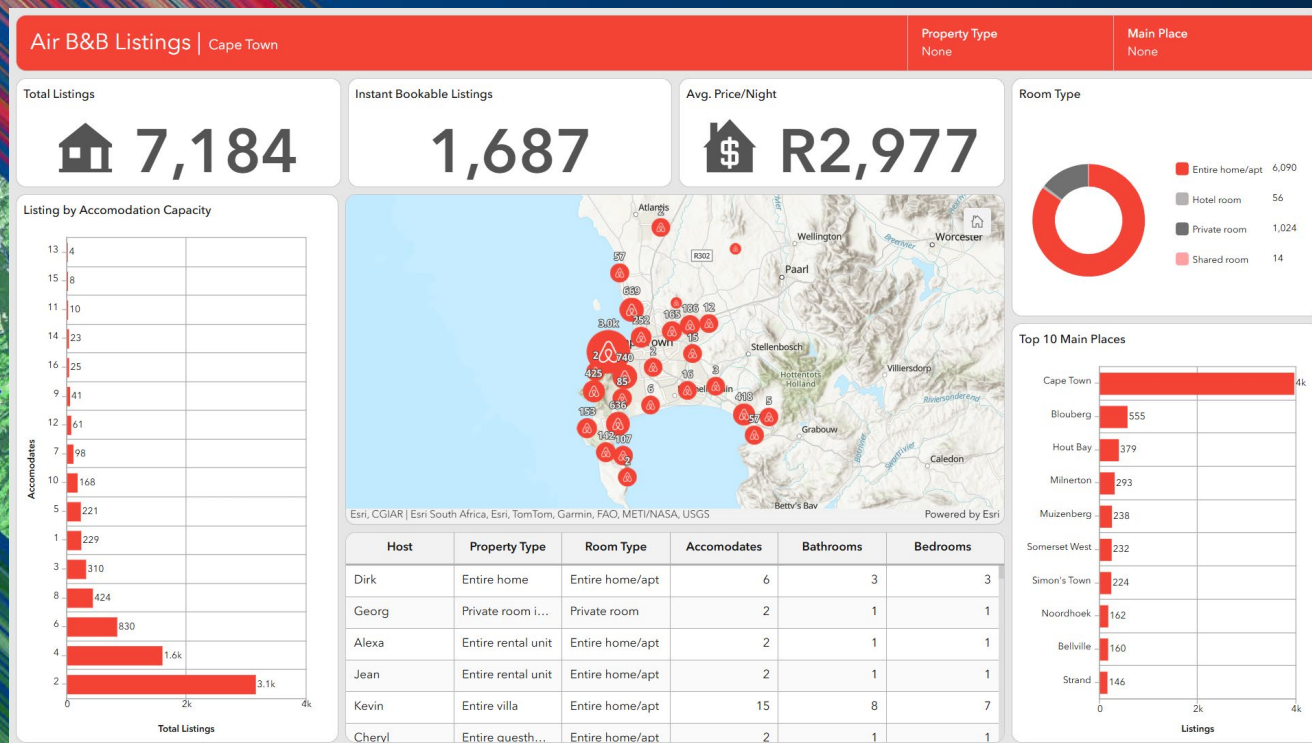
- Colors <https://colors.co/>
- ColorBrewer <https://colorbrewer2.org/#type=sequential&scheme=BuGn&n=3>



# Two groups of dashboards

- Snapshot dashboard
  - Summarize data
  - Tell story or make claim
- Monitoring dashboard
  - Dynamic
  - Values of interest





# Snapshot Dashboards

# Snapshot Dashboards

- Data: Snapshot of time
- Viewing Frequency: Once
- Style: Branding/ story telling
- Purposes:
  - Information
  - Explanation
  - Persuasion
  - Analysis





Total Listings

 7,184

Instant Bookable Listings

1,687

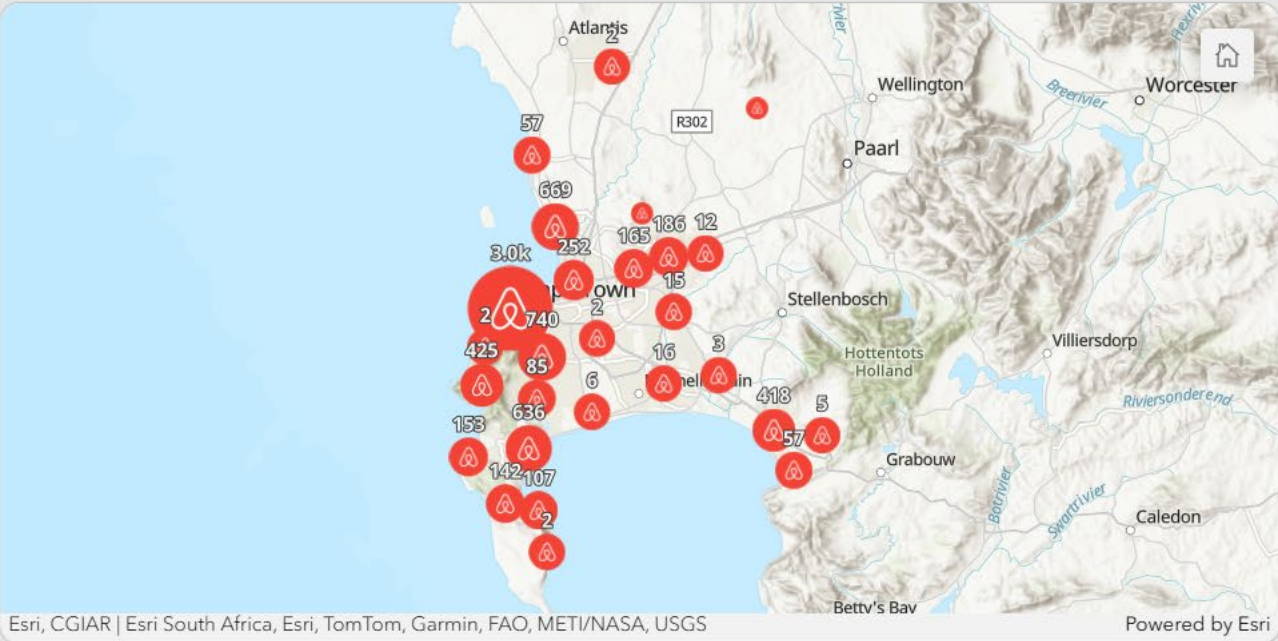
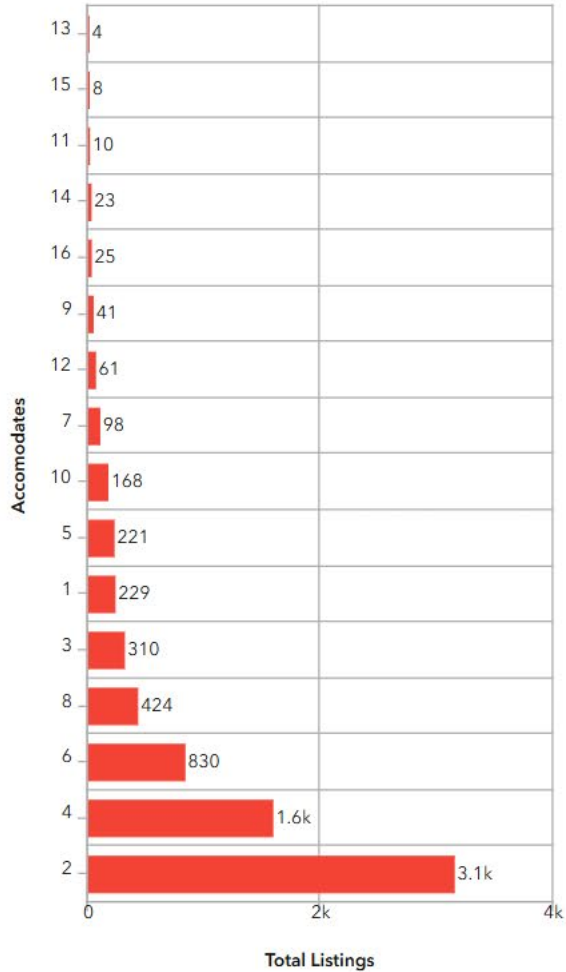
Avg. Price/Night

 R2,977

Room Type

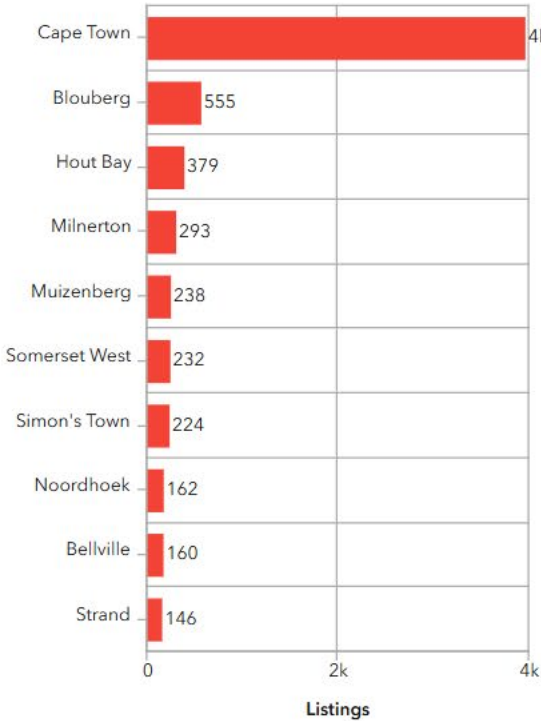


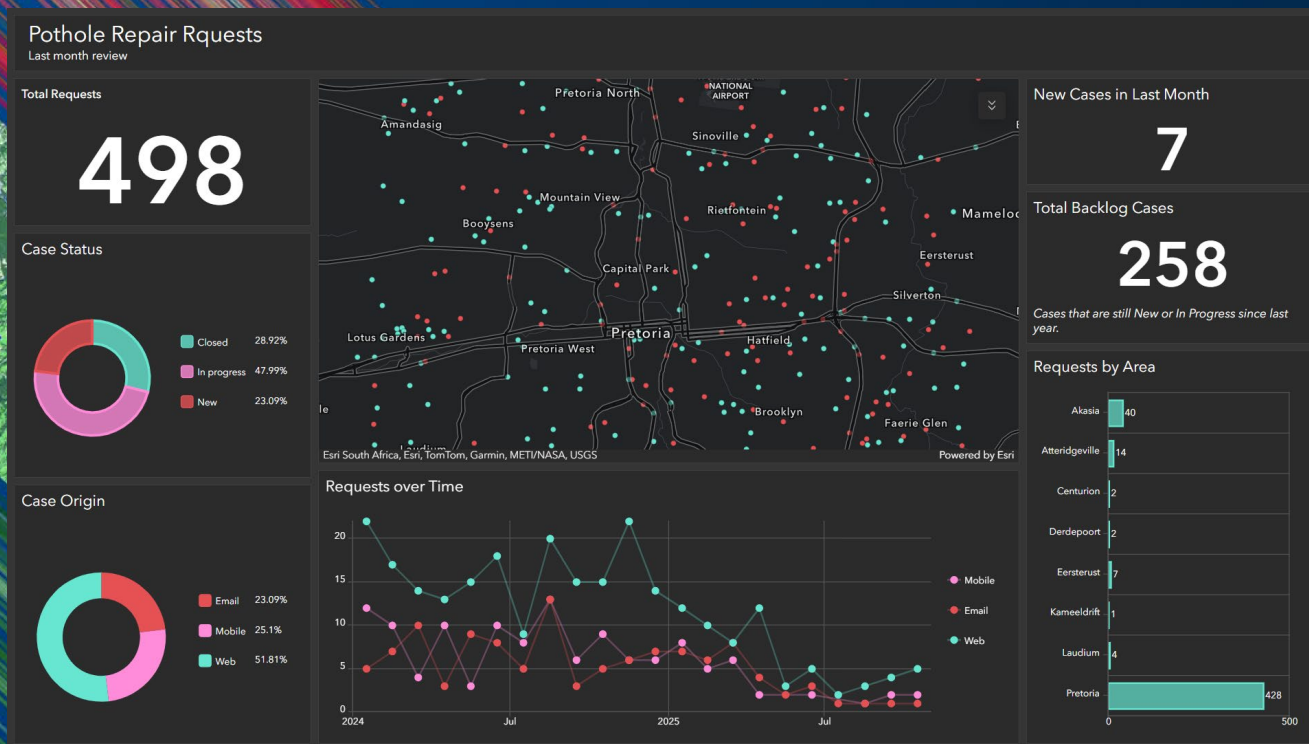
Listing by Accomodation Capacity



Host	Property Type	Room Type	Accomodates	Bathrooms	Bedrooms
Dirk	Entire home	Entire home/apt	6	3	3
Georg	Private room i...	Private room	2	1	1
Alexa	Entire rental unit	Entire home/apt	2	1	1
Jean	Entire rental unit	Entire home/apt	2	1	1
Kevin	Entire villa	Entire home/apt	15	8	7
Cheryl	Entire questh...	Entire home/apt	2	1	1

Top 10 Main Places





# Monitoring Dashboards

# Monitoring Dashboards

- Data: Updates intermittently
- Viewing Frequency: Reoccurring
- Style: Muted colour scheme vs. bold colours
- Purposes:
  - Performance Evaluation
  - Status
  - Progress
  - Analysis





# Pothole Repair Rquests

Last month review

## Total Requests

498

## Case Status

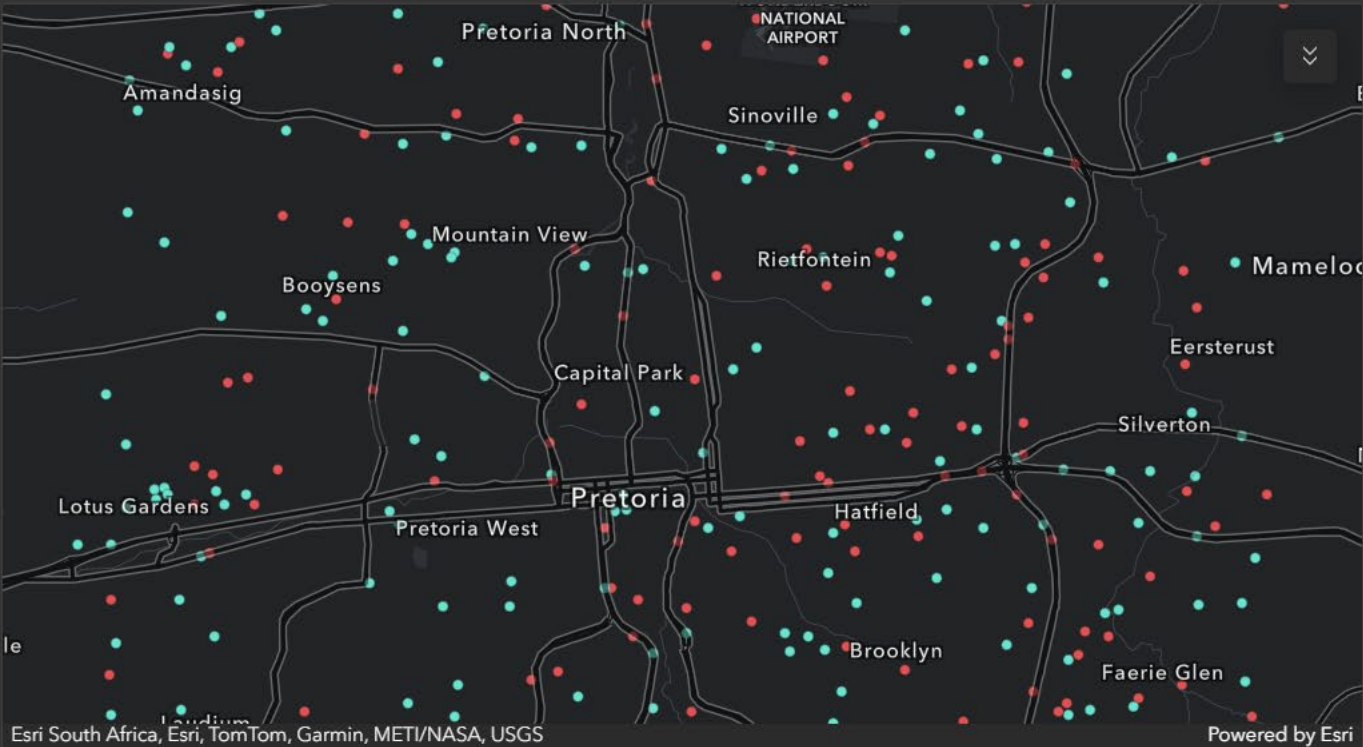


Closed	28.92%
In progress	47.99%
New	23.09%

## Case Origin



Email	23.09%
Mobile	25.1%
Web	51.81%



## Requests over Time



## New Cases in Last Month

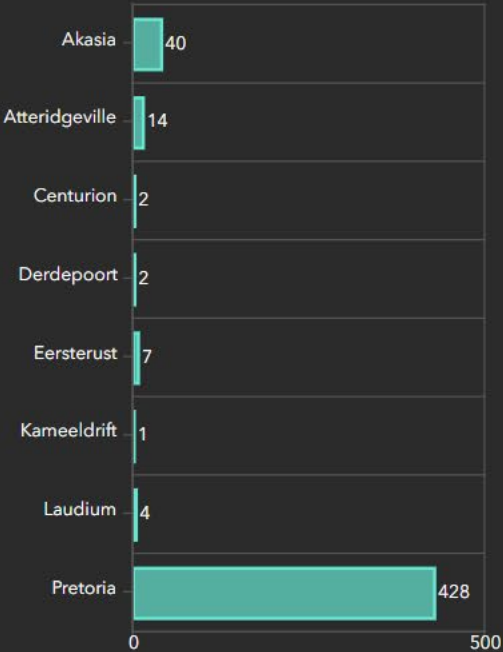
7

## Total Backlog Cases

258

Cases that are still New or In Progress since last year.

## Requests by Area





**SOUTHERN AFRICA  
ESRI USER CONFERENCE  
2025**