

GOVERNMENT DASHBOARD¹

Redesigning the employee dashboard based on the user needs and the flow they follow in their work.

1: some content is censored to protect the privacy of Dutch citizens, government employees & my employer's contract

CHALLENGE

The dashboard was developed by one data analyst on his own accord, because he felt the organisation needed an overview of all data in one place. Within a year, it attained 250 daily users. Although it helped a lot of employees, it wasn't the most user-friendly and easily understandable dashboard. When I became administrator/developer of this dashboard, it was **my goal to 1) help onboard more new users easier and 2) make their daily work easier**

MY ROLE

- Usability and functionality research
- Employee journey map
- Wireframes
- Data analysis
- Dashboard development

THE TEAM

- Product owner
- 1.5 Data analyst & dashboard developer
- 1.5 UX designer (I did both data analysis and dashboard design)

PROJECT DURATION

- Feb 2022 - Jun 2022
- 3-week sprints

TOOLS USED

- Powerpoint Presentation (Unfortunately my boss didn't know Figma)
- SQL
- SAS VA

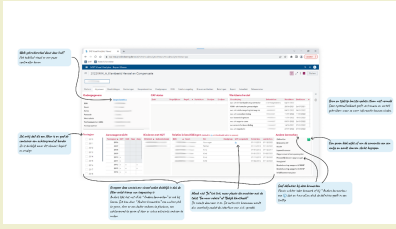
APPROACH

First we conducted user interviews with a representative sample of employees who use the current dashboard. We asked about their current workflow, pain points, and what features they would like to see in the new dashboard. We created persona's and employee journey maps.

Based on our research findings, the employee journey maps and best practices in data visualization, and user experience design, I developed a set of wireframes and prototypes. We iteratively validated this design with some of the interviewees.

After the green light on the design, we developed the dashboard in SAS VA and conducted several usability test weeks with a new group of representative users to evaluate the new dashboard's effectiveness in accomplishing their tasks. We asked for feedback and incorporated it into the design to ensure the dashboard was user-friendly.

We made sure that the dashboard was scalable, easily maintainable and created detailed user and administrator manuals.



UX interview think-out-loud insights



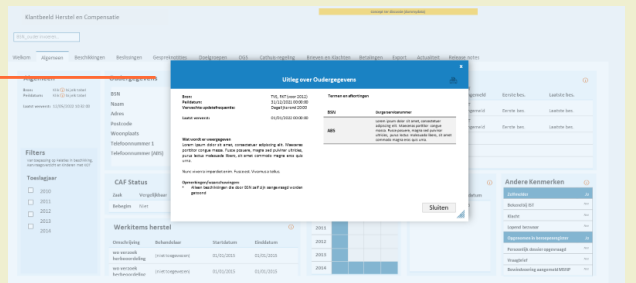
Employee journey maps

KEY FINDINGS

- 1. Employees doubt the completeness, the data source, and the timeliness of the data.**
They will still go to the individual systems to validate the information
- 2. Employees can't copy information out of SAS and have to retype information in their forms**
Sometimes taking up to 2 hours of manually work
- 3. Some of the information wasn't needed, technically named or on different pages**
Employees had to have good knowledge on the subject matter and combine information from different pages
- 4. Employees are confused about weird / inconsistent lay-out and certain components**
Tables and graphs had different colors and status indicators had a weird default look in the dashboarding tool

DESIGN SOLUTIONS

- 1. We used ⓘ icons and info pop-up windows at every chart where the employee could find additional data information when clicked**
With data source, latest refresh data, definitions (of abbreviations) and warnings
- 2. We created 1 page where a user could export the needed information**
4 clicks replacing 2 hours of work. Format of export was same as on form for helping the citizens.
- 3. Deleted data rows, wrote user-friendly text and solved different pages problem**
Deleted 300.000 unnecessary data rows, wrote out abbreviations and guided user with instructions, and solution 1 & 2 for info on different pages problem
- 4. Created a style guide, and a new look & feel for the user**
and consistency with the use of spacing and color



RESULTS

- **+100 (+21%)** more daily users (monthly averages)
- One day we reached **600** daily users
- Employee were more satisfied, received this feedback in new testing rounds

