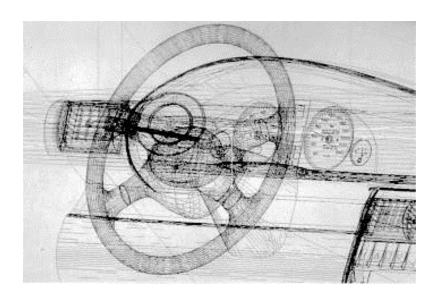
Digital Dashboards: Best Practices and Lessons Learned



March 18, 2013

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A User-Centered Design Approach Can Result in an Intuitive Interface

"A usable interface becomes invisible; sometimes you know you've gotten it right when your customers/users don't talk about how usable the product is . . . they're too busy raving about how you've made their life better."

Don Norman, useit.com, "The Design of Everyday Things" published in 1988



Some Benefits of Digital Dashboards for Grantmakers

- See the <u>big picture</u> of information and operations
- Graphical representation of data and <u>performance measures</u>



- Measure <u>efficiencies</u> and <u>inefficiencies</u>
- Quickly identify correlations and data outliers
- See key trends that need adjustment or correction
- Ability to make better informed decisions based on accurate information
- It's more effective than just running reports



Digital Dashboards



Many thanks to <u>CSDC Grantium and MicroEdge</u> for sharing some of their useful lessons learned and recommendations

Best Practices

- Who are your <u>information consumers?</u>
 - They may not be inputting or managing data, but are already consuming reports from the system.



- They can become self-service users.
- Make the focus being "<u>actionable</u> <u>information</u>" and "<u>lessons learned</u>"!
- What <u>information</u> (vs. data) do staff need at their fingertips in an <u>at-a-glance</u> format?



More Best Practices

 Don't try to graphically represent <u>non-quantitative data.</u>



- Get dashboard requirements from users.
 (e.g. what do staff need and want to see)
- What searches/reports are run most often? Which aren't and need to be?
- Start by <u>creating a whiteboard layout.</u>
- Use requirements to develop <u>standard</u> <u>dashboard parts</u> for each user type.



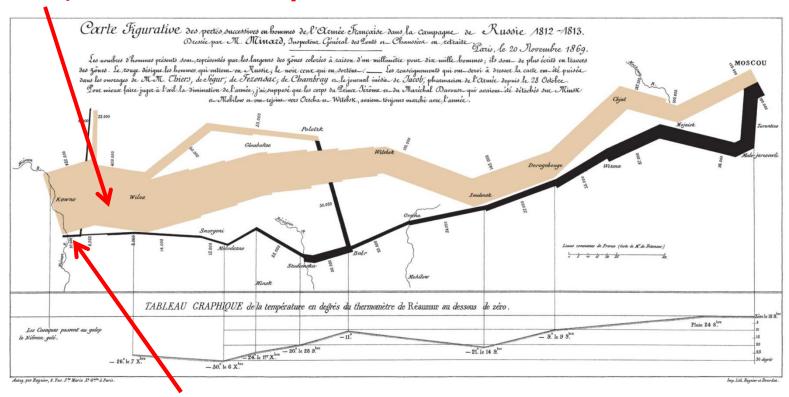
More Best Practices

- Decide who is <u>best qualified to create</u>
 <u>and maintain accurate dashboards</u>.
 (The data is complex and it's easy to make
 a mistake creating a dashboard view)
- Make each graphic part do double (or triple) duty when possible. (e.g. YTD to current to a detailed view)
- Use the <u>graphic type that best conveys</u> the information you're displaying.
 (e.g. a bar chart for comparison vs. a line chart for trend)



Napoleon's 1812-1813 "Grand Army" Invasion of Moscow from Kowno Lithuania

500,000 French troops head east to invade Moscow



Only 27,000 French troops returned to Kowno after the successful Russian "scorched-earth tactic"



More Best Practices

- Develop <u>simple instructions</u> and templates for creating and using dashboards parts.
- Train each type of user how to use their dashboards and record training for traveling staff.
- Repeat training months later and regularly so staff have times to use the system and ask questions.



Some Important Things to Do



Some Important Things to Do

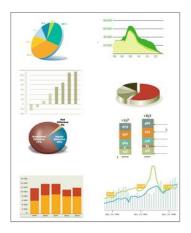
- Clarify scope with users and conduct a thorough requirements analysis.
- Build, evaluate and refine prototypes.
- Distinguish between requirements for dashboards vs. regular reports.





Some More Important Things to Do

- Consider consolidating information on a single screen display (keep in mind the limited real estate on smaller screens).
- Use the <u>appropriate graphical</u> <u>display</u> medium for efficient communication of data (graphs are understood faster than lists/tables).



 The better the <u>quality of data available</u>, the more meaningful the dashboard.



Major Potholes . . . and What Not to Do







Some of the Major Data-related Potholes



- 1. Data that's missing and/or has gaps
- 2. Incomplete data
- 3. Inaccurate data
- 4. Incorrectly entered data
- 5. Inconsistently coded data
- 6. <u>Diversely coded</u> data
- 7. <u>Different standards</u> by different staff
- 8. <u>Duplicate</u> records (orgs, requests and contacts)



More Major Data-related Potholes



- No clear <u>definition of "minority"</u> that changes among countries and over time.
- Constantly changing synonymous "codes du jour". ← French for "codes of the day"
- Too many unnecessary levels of codes.
- <u>Different coding terminology and program names</u> among:
 - Grant database
 - Accounting system (AP)
 - Communications for the Board, pubs and Web



Some of the Most Common Data Mapping Problems

- Mapping only the grantee's HQ office location vs. the grant program's geographic area served.
- Mixing all of these codes at the same level:
 - Continents, countries, regions, counties, states, cities and neighborhoods (often using non-standard names)
- Countries and cities listed in the wrong continents.





Examples of Good Coding

- A <u>logical graphical hierarchy</u>
 - Continent
 - Country
 - State, province, prefecture, canton
 - County
 - City
 - Borough or neighborhood
- Use standard code names that last over time, that are logical and enable searching.





Some Types of Digital Dashboards

| Bar charts | Maps (U.S. and worldwide) |
|---------------|---------------------------|
| Pie charts | Summary statistics |
| Line charts | Trend charts |
| Bullet graphs | Cards (e.g. contact info) |
| Area chart | Meters |
| Tables | Calendars |
| Gauges | Timeline charts |



23 North American Integrated Foundation Information System Software and Service Providers





FUSION LABS





















Foundation // Source



















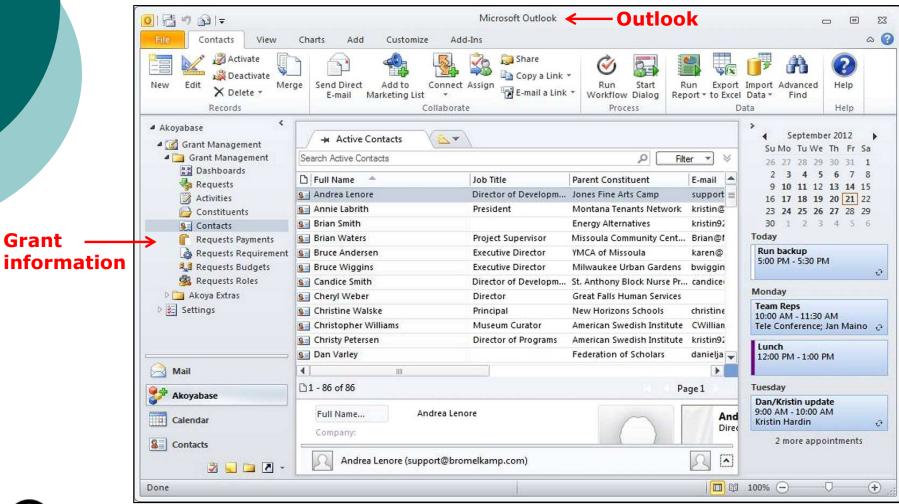


A Delectable Smörgåsbord of Digital Dashboards





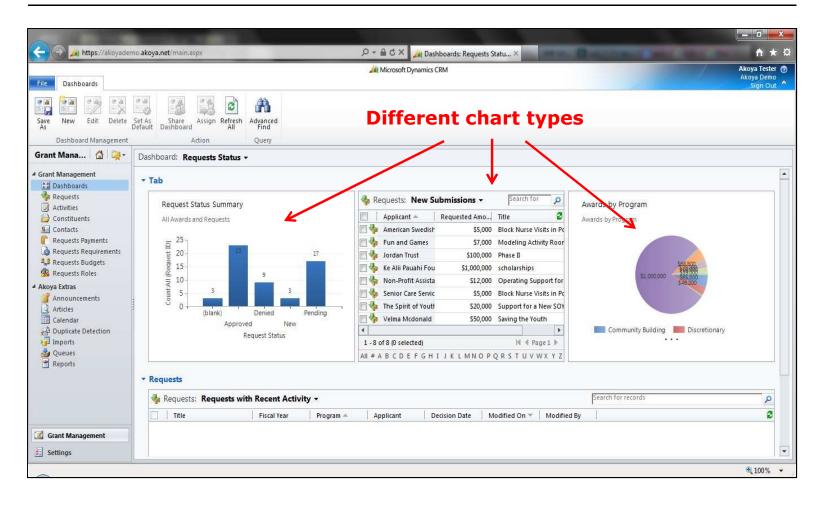
Outlook Link to Grant Data







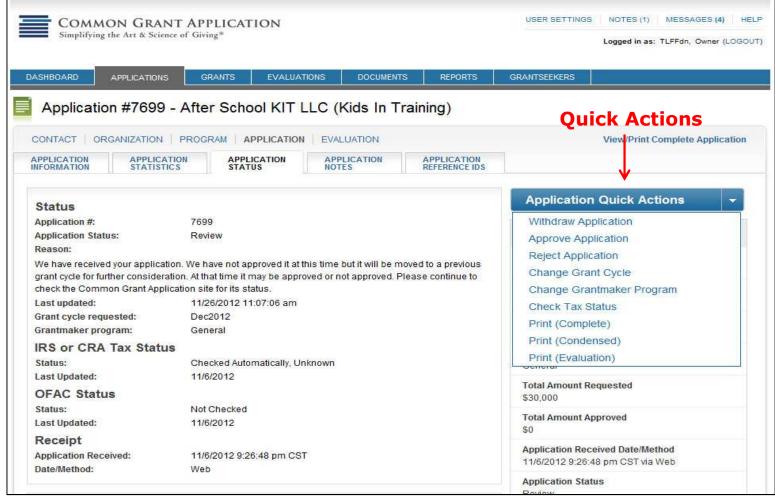
Charts, Tables and Pie







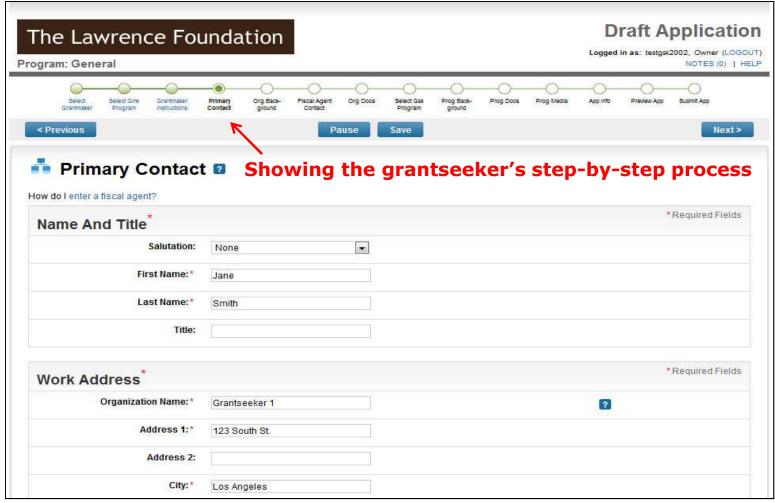
Application Status with Quick Action Dropdown







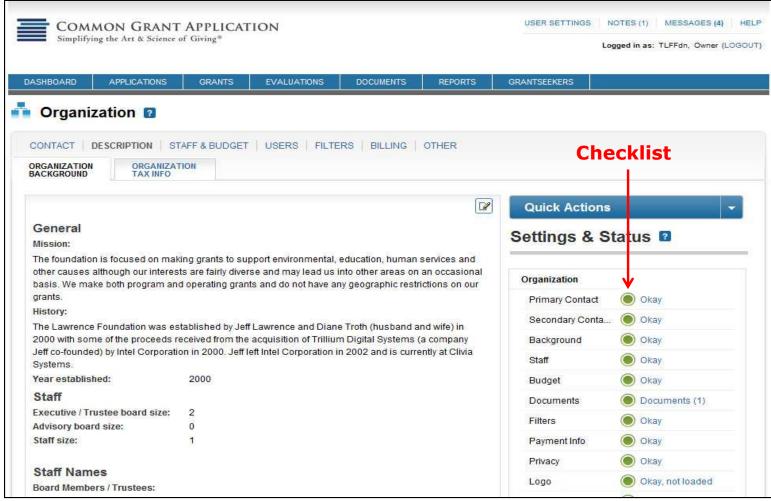
Grantseeker Step-by-Step Application Progress







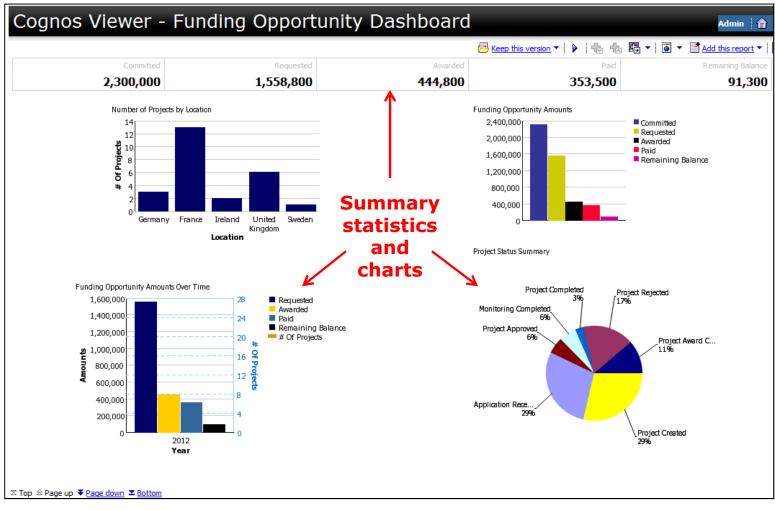
Grantmaker Dashboard Organization Detail







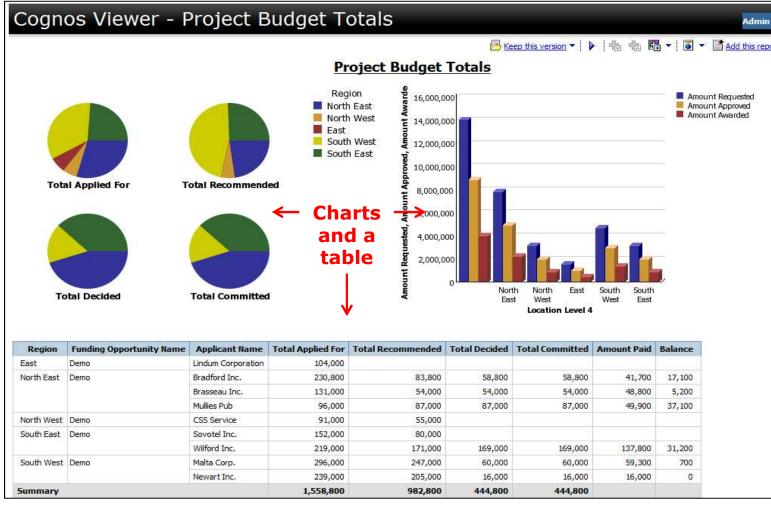
Funding Opportunity Dashboard







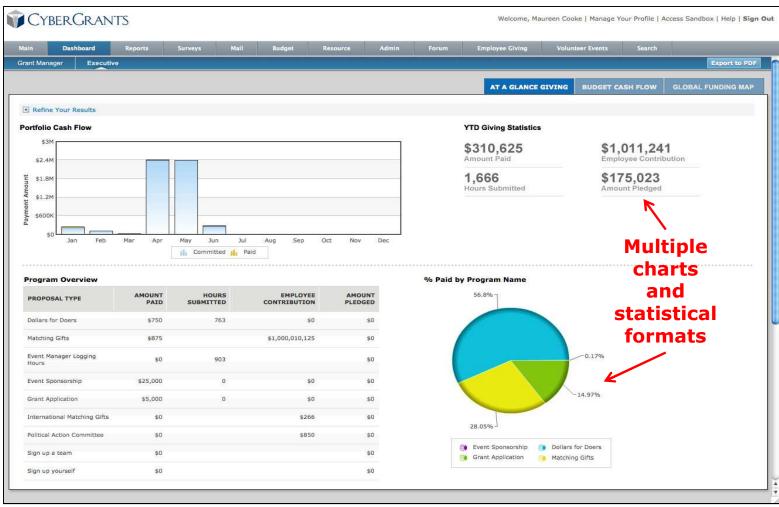
Project Budget Totals







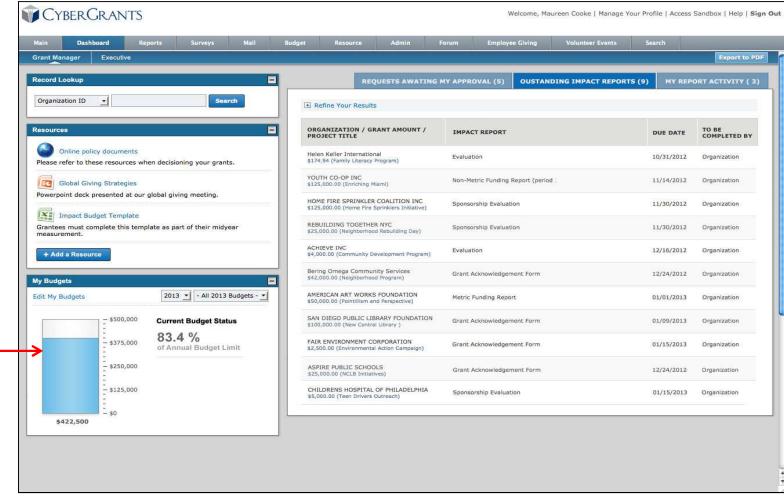
Chart, Summary, Table and Pie







Record Lookup, Resources, Budget Chart and Table





A chart

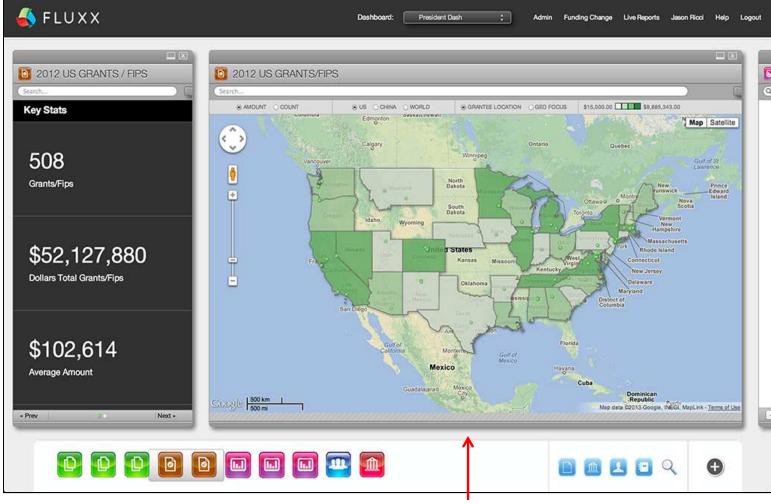
of the

current

budget

status

Key Grant Statistics Linked to Drill-down Google Map







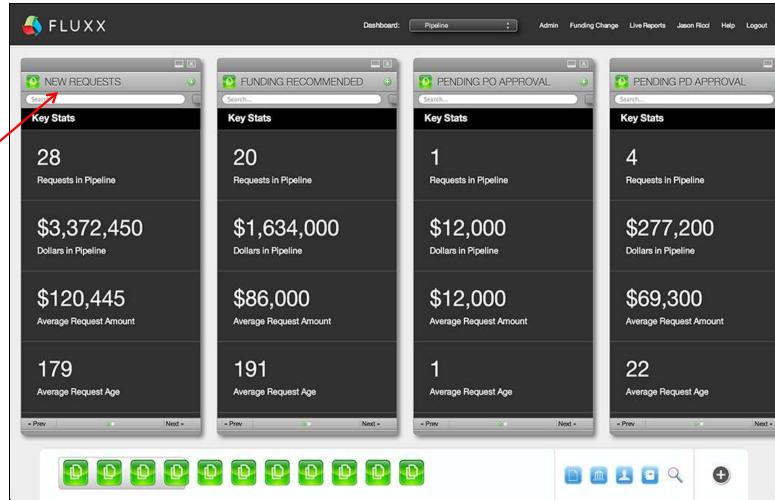
Budget Overview by Program







Summary Statistics Dashboard View





Multiple

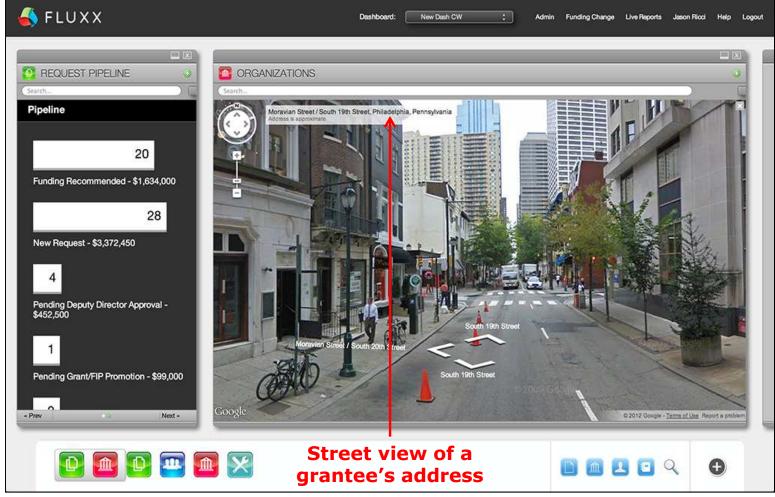
cards each with

different

data



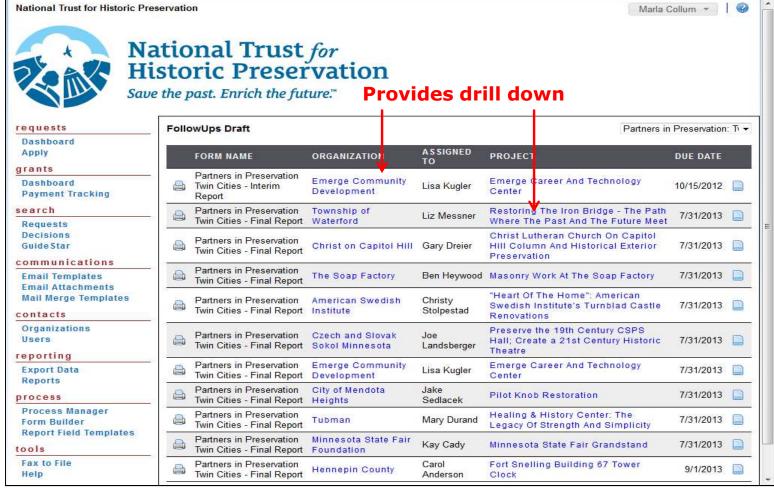
Request Pipeline and Google Street View of Addressee





Administrator View of Assigned Grant Follow Ups

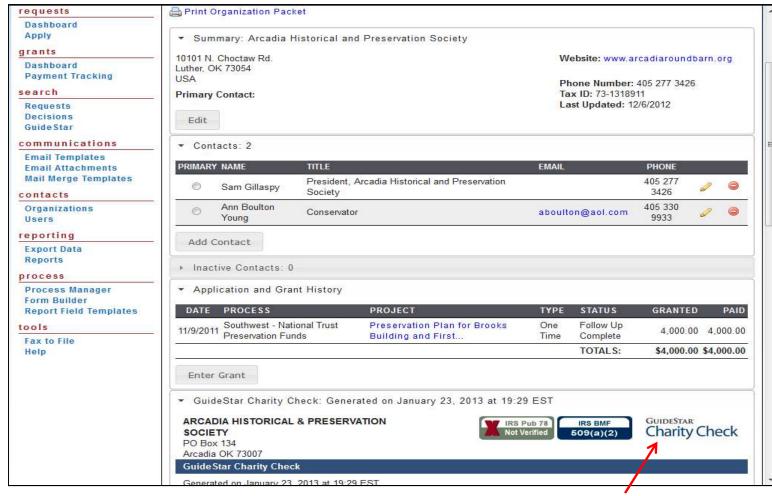






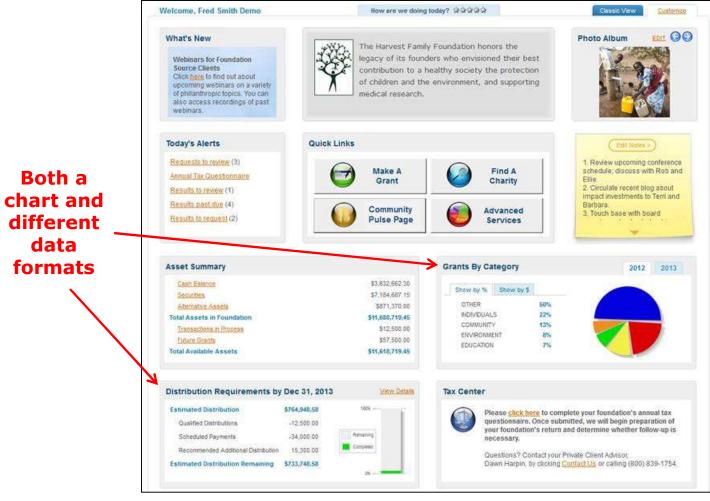








What's New, Alerts, Asset Summary, Distributions, Quick Links, Grants and Tax Center

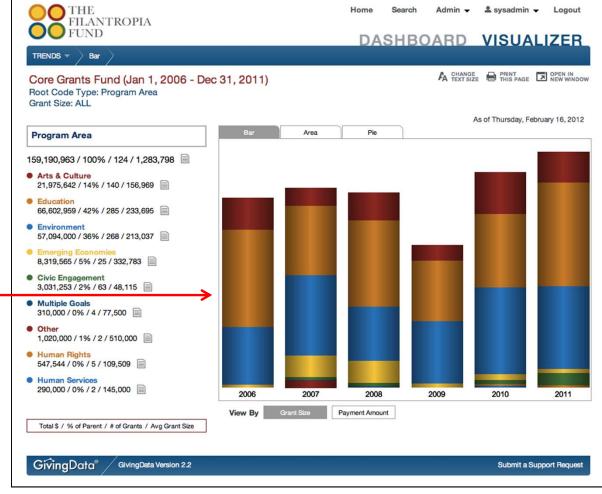






Dashboard Visualizer of Core Grants

A drill-down digital dashboard accessing an organization's grant data







Program Area Map on an iPad





Grant

data

displaying

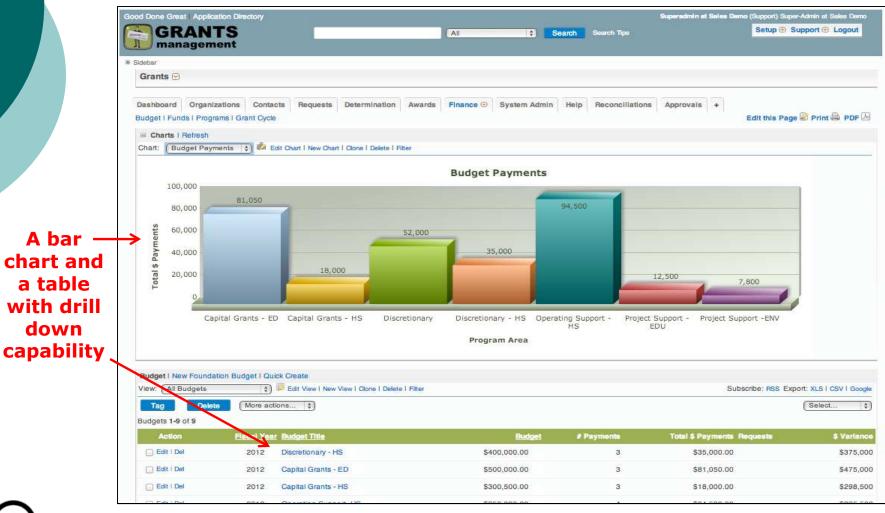
on an

Apple

iPad -

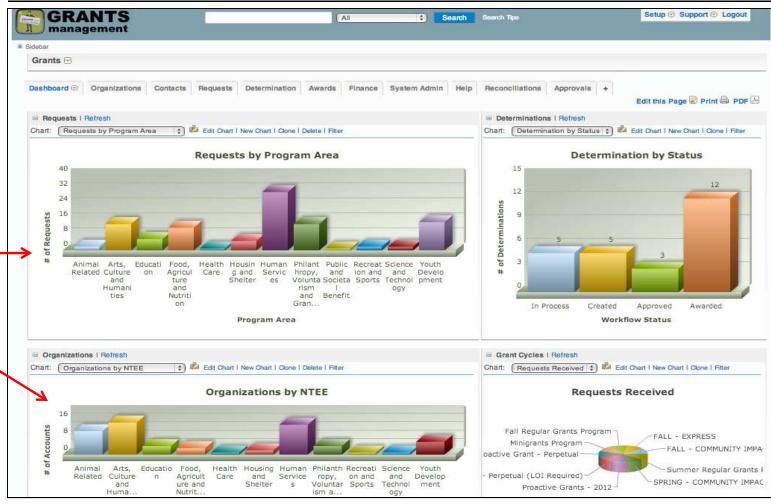


Budget Payments Chart and Table





Requests by Program, Status, NTEE Coding, and Requests Received





Multiple charts

formats

with

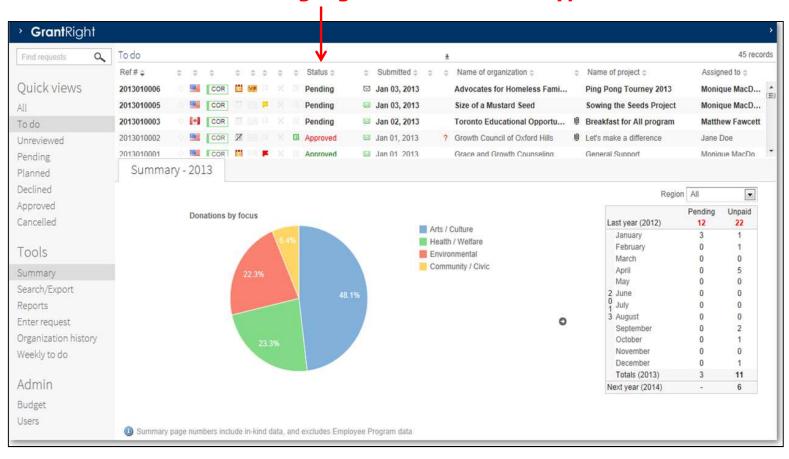
different

types of data

Quick Views, Tools, To Do, and Summary Data



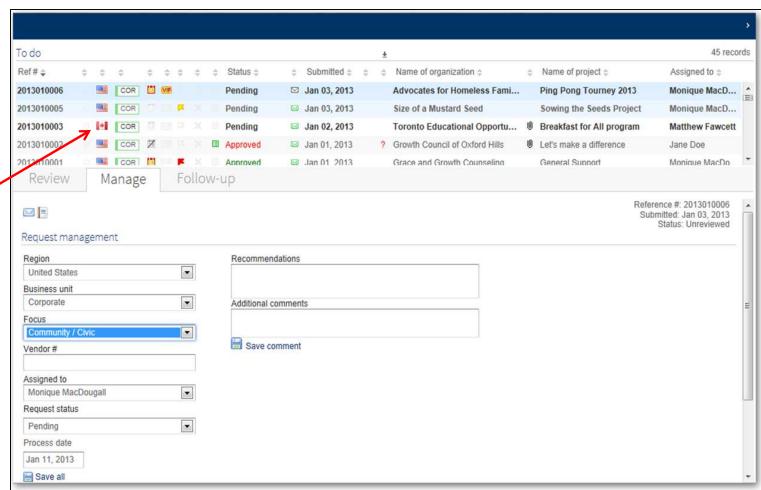
Colors highlight different status types







Review and Manage Grants





Flags can

show the

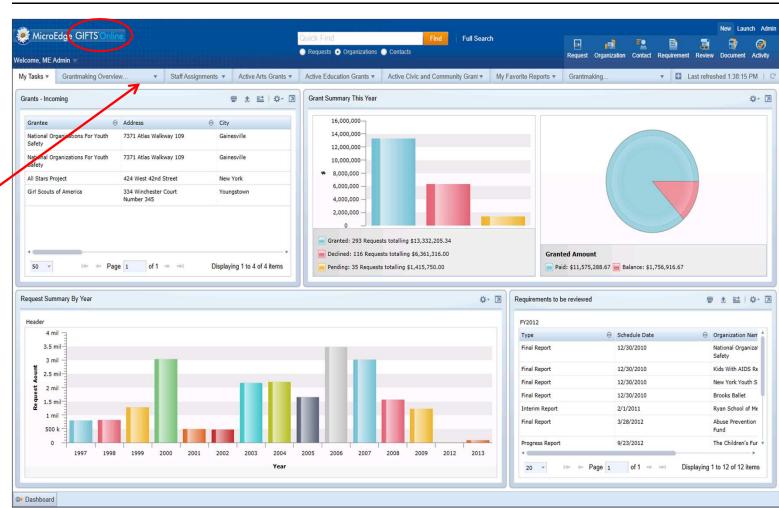
nationality

of the

grantee

MicroEdge

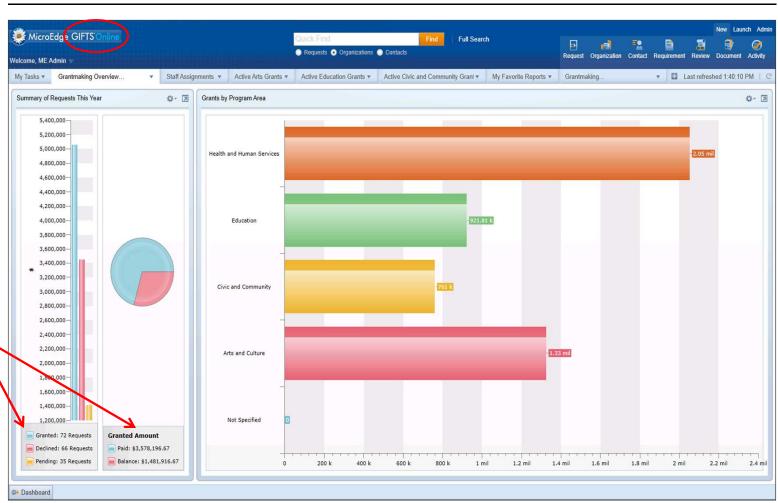
Incoming Grants, Grant Summary, Request Summary and Requirements to Review



A toolbar with 7 different dashboards



High Level Charts of Requests and Grants by Program





Combo of

a bar

and pie

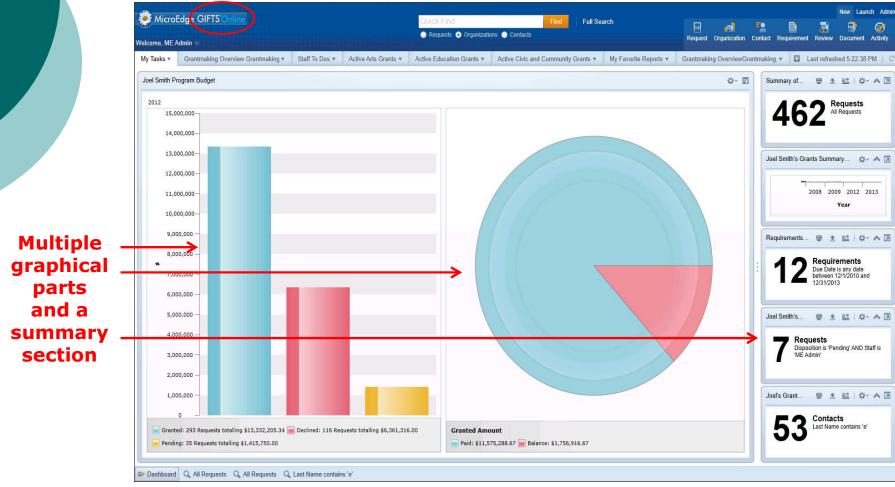
chart of

Requests

this year

Program Budget and Summary Statistics

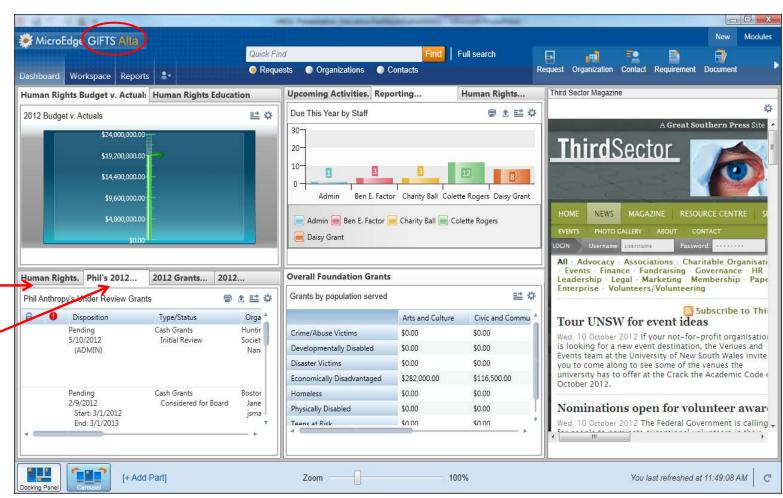








Grants Managers View





Each

frame has

multiple

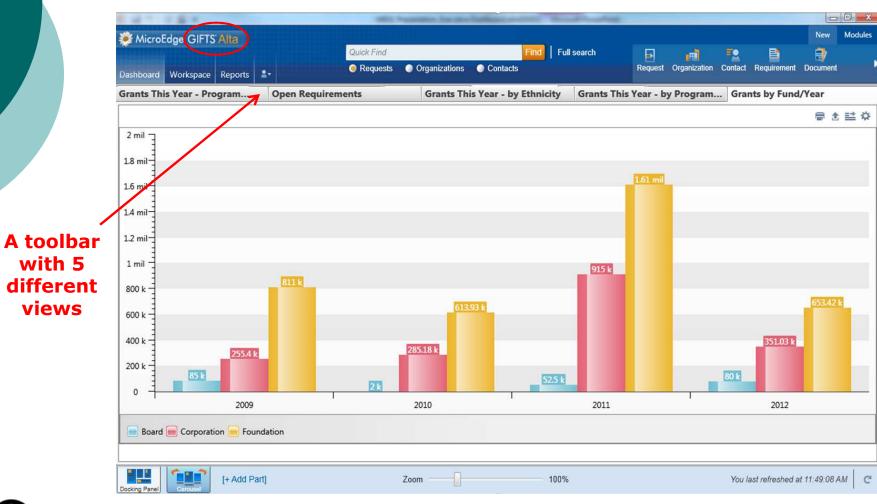
graphical

part

options



Grants by Fund/Year



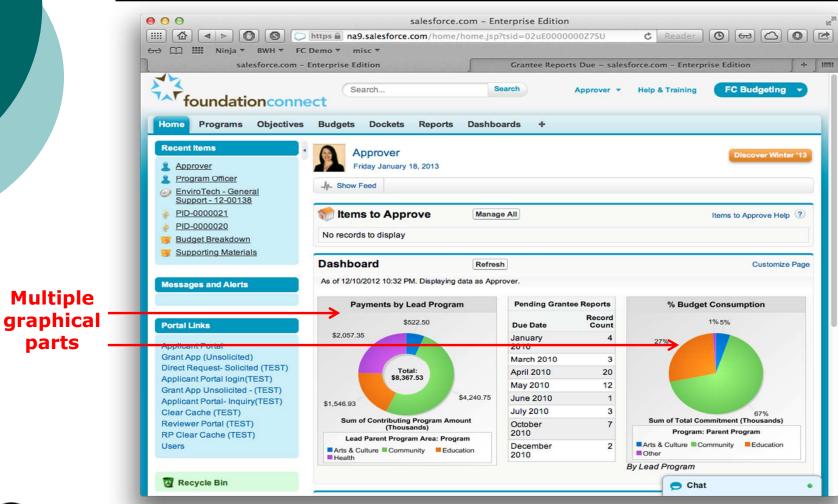


with 5

different

views

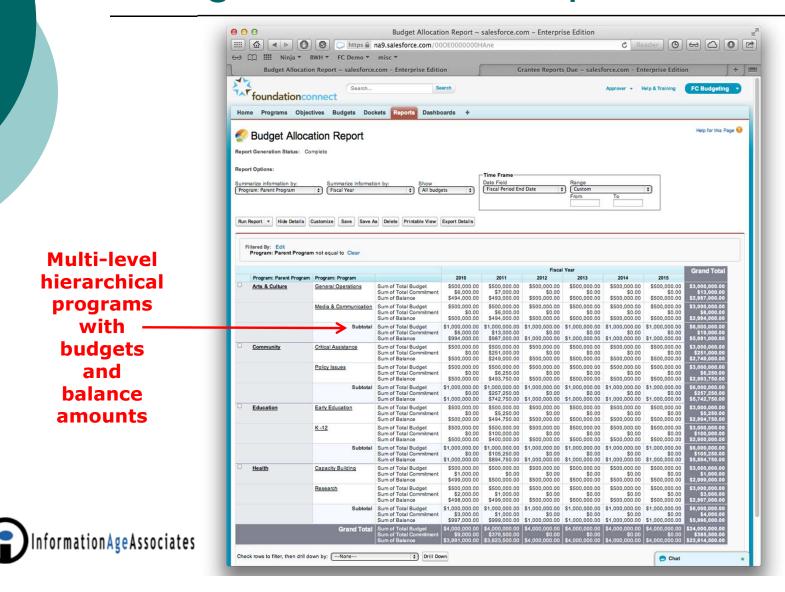
Payment by Program, Pending Grant Reports, Budget Consumption





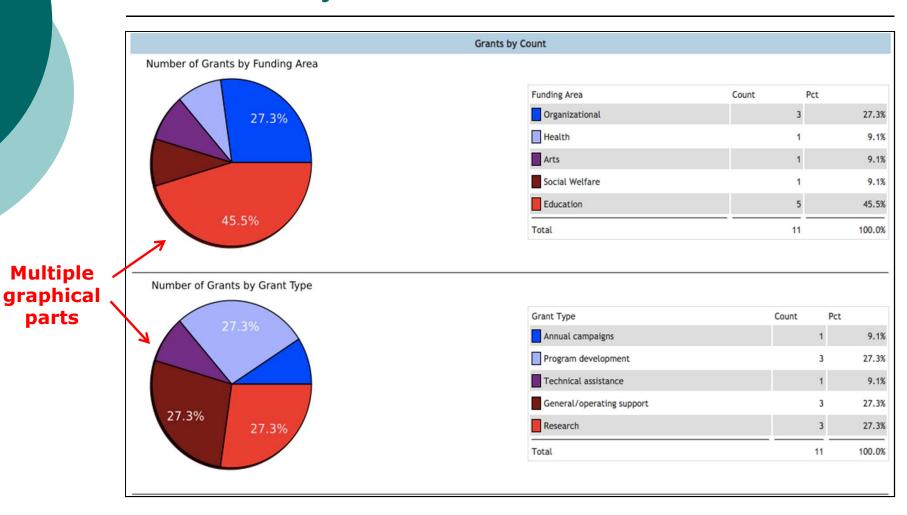


Budget Allocation Report





Grants by Count



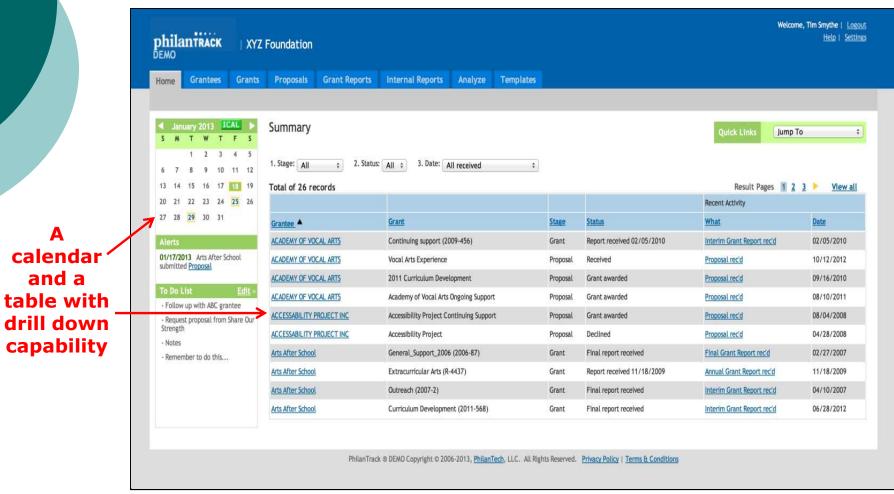


Multiple

parts



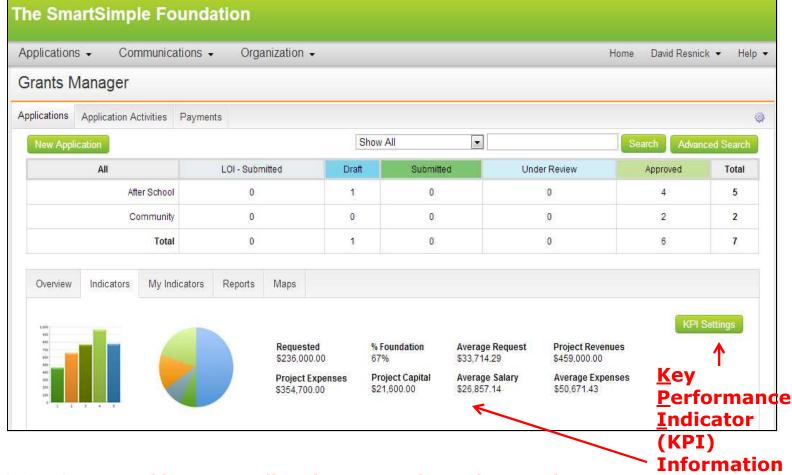
Grant Summary Information







Application Status, Indicators and Summary Data



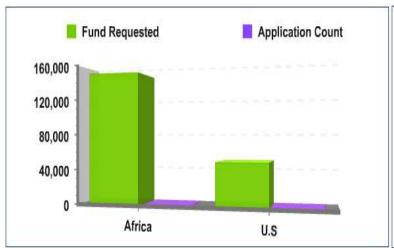


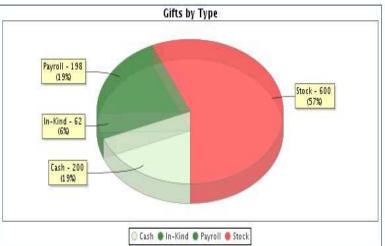


Submission Status, Pending Review, Regional Counts, GIFTS by Type

| Staff: Submissions by Statuses ■ | | Pending Review | Dril | l-dow | n capability |
|--|-------|--------------------------|----------|-----------|---------------------|
| Status Name | Count | Program | Туре | Status | Drafted Date |
| Approved | 6 | Cool the Planet | Review | Submitted | 2012-07-03 11:28:00 |
| Completed | 1 | Water for Everyone | Review / | Submitted | 2012-06-29 12:39:00 |
| Declined | 1 | Water for Everyone | Review | Submitted | 2012-08-03 14:07:00 |
| Draft | 1 | What to do after school? | Review | Submitted | 2012-12-07 11:23:00 |
| Under Review | 2 | What to do after school? | Review | Submitted | 2012-12-18 16:41:00 |

Staff submission by status summary

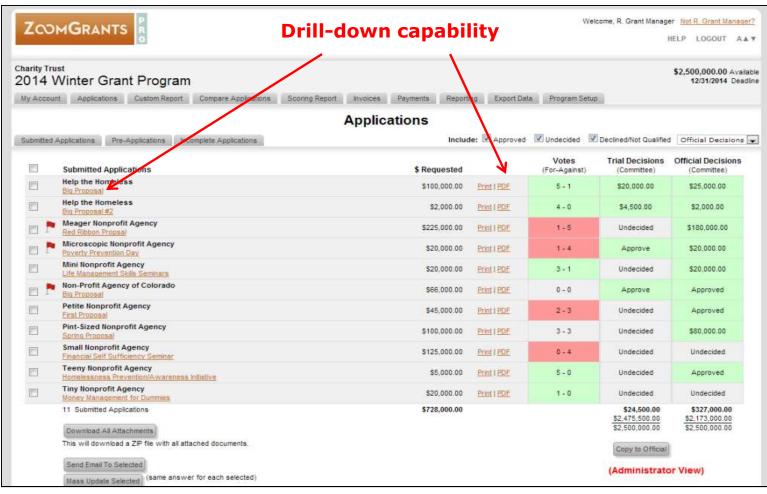








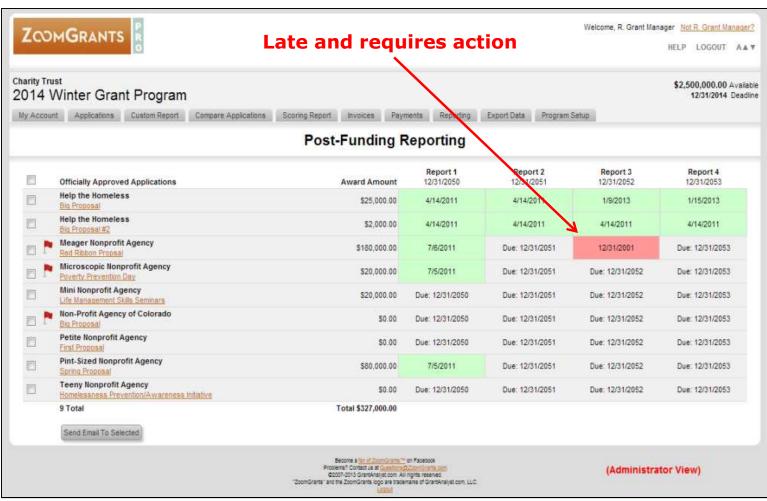
Grant Application Table with Review Ratings







Post-Funding Report Status





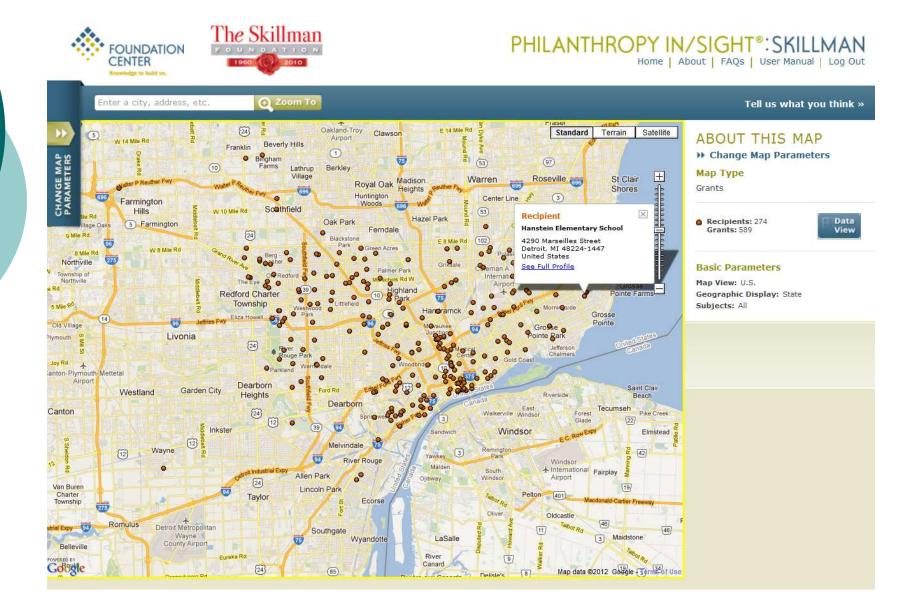
An Online Service that's a Digital Dashboard for eGrant Reporters



What is a mashup?

A mashup is an application that combines content from more than one source into an integrated experience.











PHILANTHROPY IN/SIGHT®: SKILLMAN

Grant Details

Recipient Name Hanstein Elementary School
Recipient Location Detroit, Michigan, United States

Type of Recipient Education, early childhood education; Elementary school/education

 Grant Amount
 \$50,000

 Year
 2007

 Duration
 3-year grant

Description For Good Schools: Making the Grade.

Type(s) of Support Program development

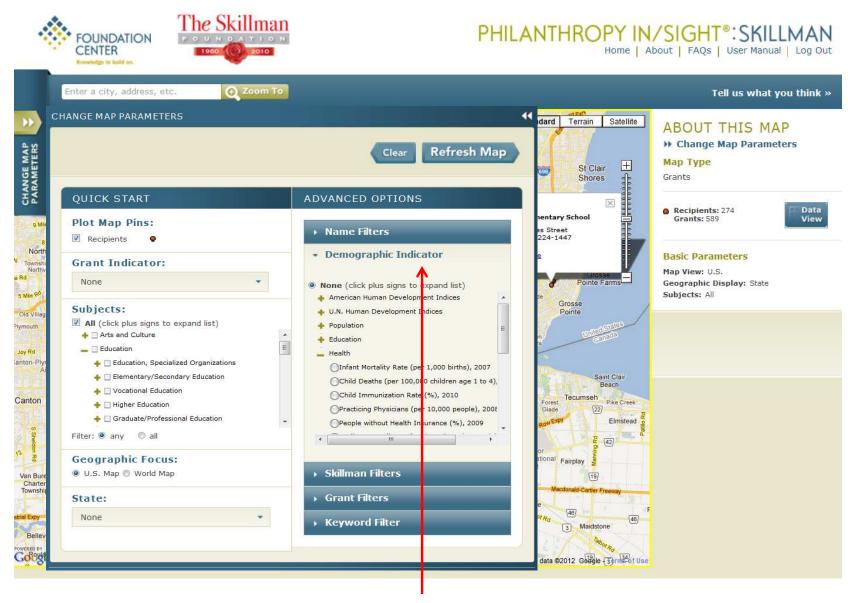
Subject(s) Children; Education, early childhood education; Elementary school/education; Government, local;

Infants/toddlers

Grantmaker Name The Skillman Foundation
Grantmaker Location Detroit, Michigan, United States
Type of Grantmaker Independent foundation









150+ demographic "mashup" database overlays to see with your grant information



Source: https://tagtech.site-ym.com/?publicreports



Time for Q&A!

Go to www.iaa.com for more information about integrated foundation information systems and digital dashboards

