Design Systems for Power BI

Transforming Dashboard Development

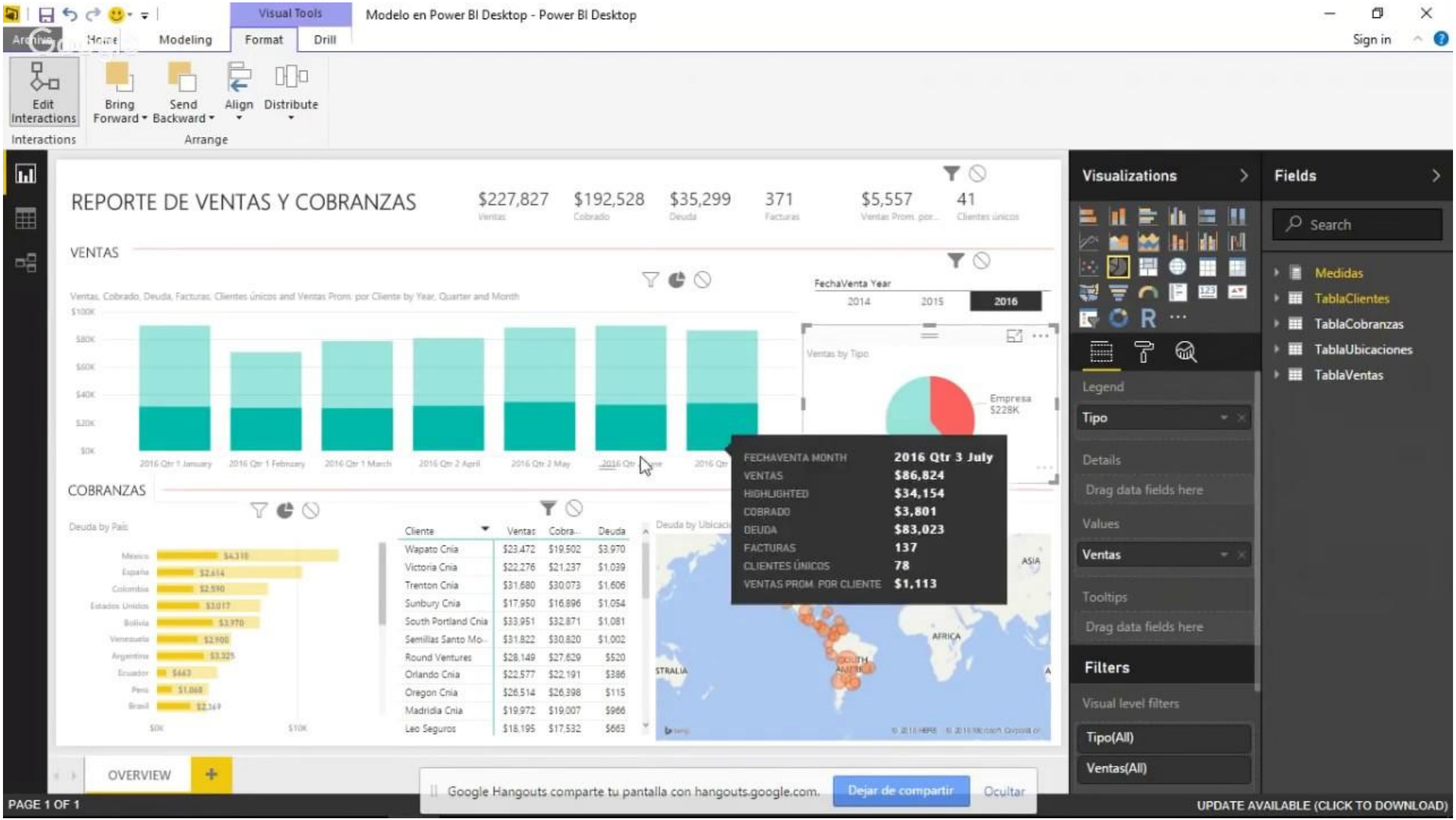
Session 23/01/2026

Data Community Days, Vienna ☺



FLOWER

replace with your name


Modelo en Power BI Desktop - Power BI Desktop
Visual Tools
Archivo
Home
Modeling
Format
Drill
Sign in
Edit Interactions
Bring Forward
Send Backward
Align
Distribute
Interactions
Arrange
REPORTE DE VENTAS Y COBRANZAS
$227,827
Ventas
$192,528
Cobrado
$35,299
Deuda
371
Facturas
$5,557
Ventas Prom. por...
41
Clientes únicos
VENTAS
Ventas, Cobrado, Deuda, Facturas, Clientes únicos and Ventas Prom. por Cliente by Year, Quarter and Month
FechaVenta Year
2014
2015
2016
Ventas by Tipo
Empresa
$228K
FECHAVENTA MONTH 2016 Qtr 3 July
VENTAS $86,824
HIGHLIGHTED $34,154
COBRADO $3,801
DEUDA $83,023
FACTURAS 137
CLIENTES ÚNICOS 78
VENTAS PROM. POR CLIENTE $1,113
COBRANZAS
Deuda by País
Cliente
Ventas
Cobra...
Deuda
Wapato Cnia $23,472 $19,502 $3,970
Victoria Cnia $22,276 $21,237 $1,039
Trenton Cnia $31,680 $30,073 $1,606
Sunbury Cnia $17,950 $16,896 $1,054
South Portland Cnia $33,951 $32,871 $1,081
Semillas Santo Mo... $31,822 $30,820 $1,002
Round Ventures $28,149 $27,629 $520
Orlando Cnia $22,577 $22,191 $386
Oregon Cnia $26,514 $26,398 $115
Madridia Cnia $19,972 $19,007 $966
Leo Seguros $18,195 $17,532 $663
Deuda by Ubicaci...
ASIA
AFRICA
Visualizations
Fields
Search
Medidas
TablaClientes
TablaCobranzas
TablaUbicaciones
TablaVentas
Legend
Tipo
Details
Drag data fields here
Values
Ventas
Tooltips
Drag data fields here
Filters
Visual level filters
Tipo(All)
Ventas(All)
OVERVIEW
Google Hangouts comparte tu pantalla con hangouts.google.com.
Dejar de compartir
Ocultar
PAGE 1 OF 1
UPDATE AVAILABLE (CLICK TO DOWNLOAD)

STORE SALES REPORT Store Sales Overview

This Year Sales

$22 mill.

$23,132,601
Last Year Sales

10
New Stores

This Year Sales por Chain



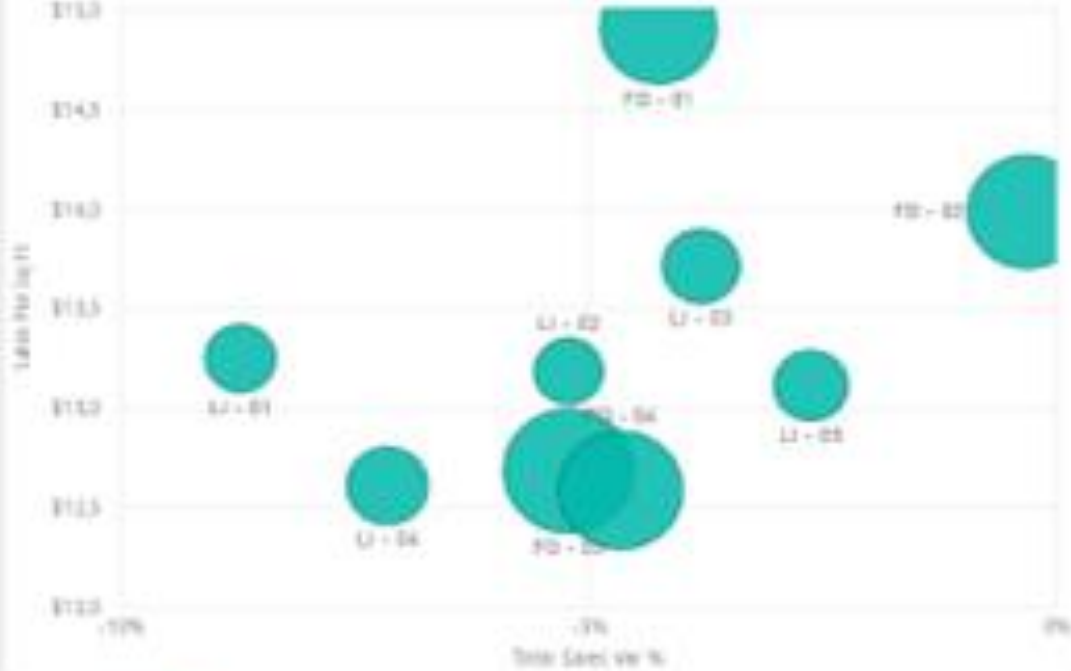
Total Sales Variance by FiscalMonth and District Manager



This Year Sales por PostalCode y Store Type



Total Sales Var %, Sales Per Sq Ft y This Year Sales por District



Store Sales Overview | District Monthly Sales | New Stores | Page 4 | Info Page | +

SECONDARY SALES

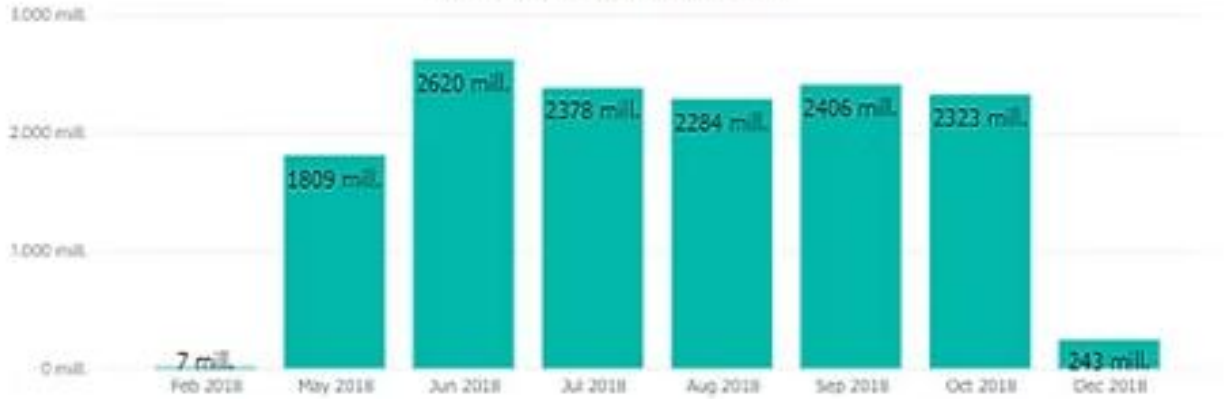
15 m... Total Sales

12 m... Sales Qty

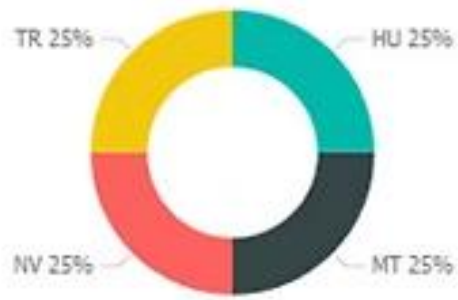
Status: Approved | Cancelled | Rejected

Year: 2017 | 2018 | 2019 | 2020

Secondary Sales by Period



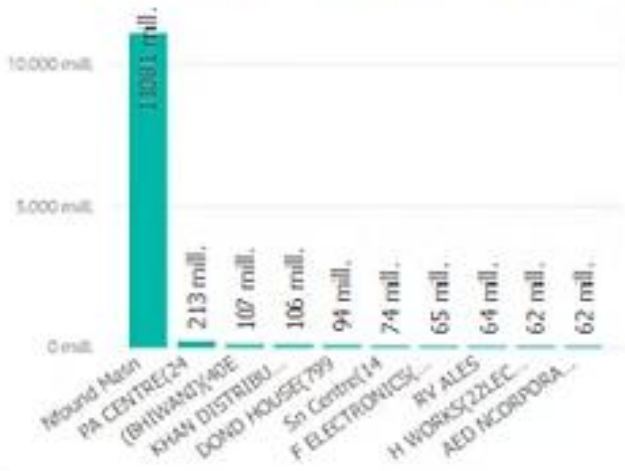
Secondary Sales by Segment



Secondary Sales by brand



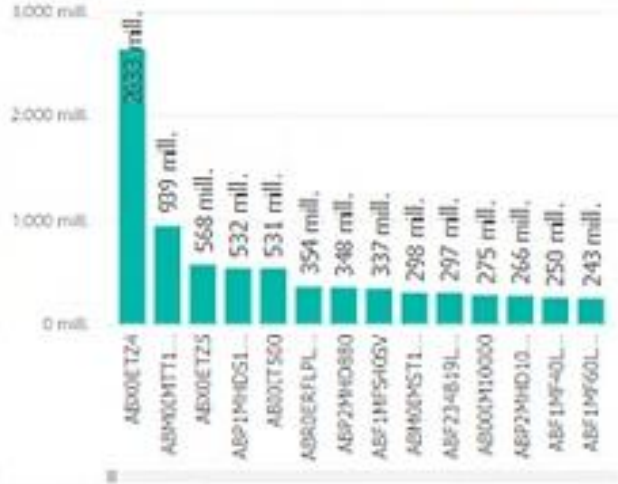
Top 10 Secondary Sales by DealerName



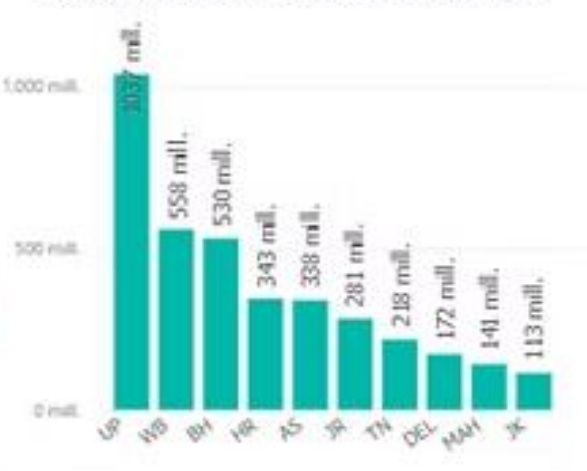
Top 10 Secondary Sales by PartnerName



Top 10 Secondary Sales by ProductCode



Top 10 Secondary Sales by Dealer State



Secondary Sales by Month Year

PRIMARY & SECONDARY SALES

1 mill.
Primary Qty

65 mil
Secondary Qty

Year: 2017 | 2018 | **2019** | 2020

2,2 ...
Primary

1,4 m...
Secondary

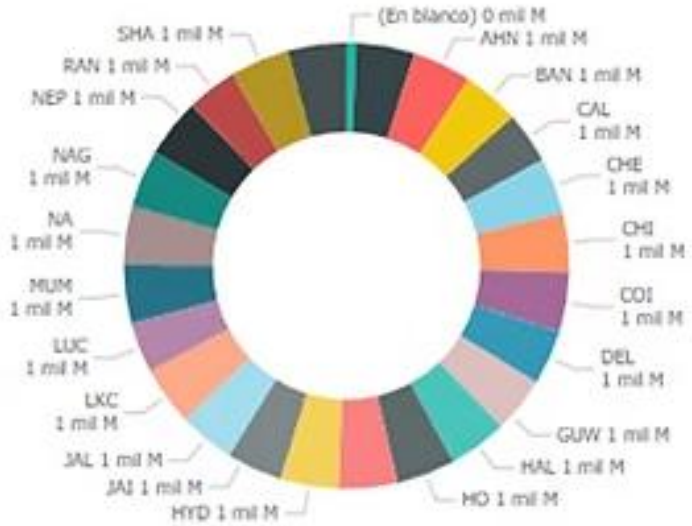
Primary & Secondary Sales by Period



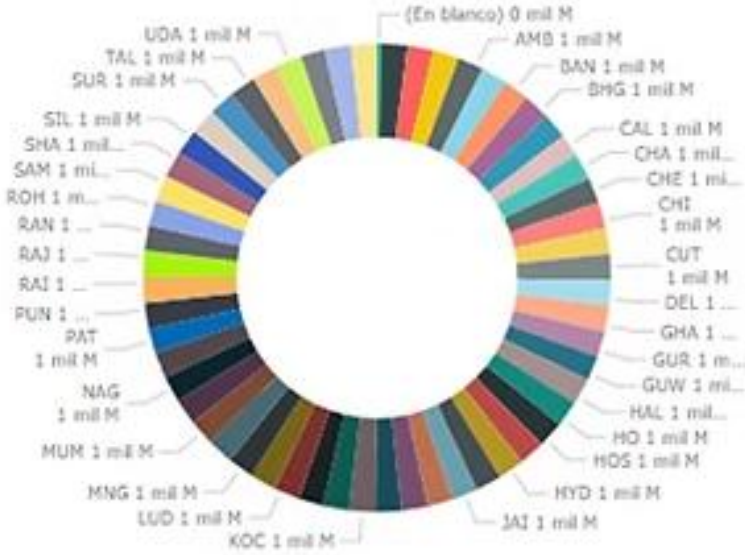
Inventory Valuation por Month Year



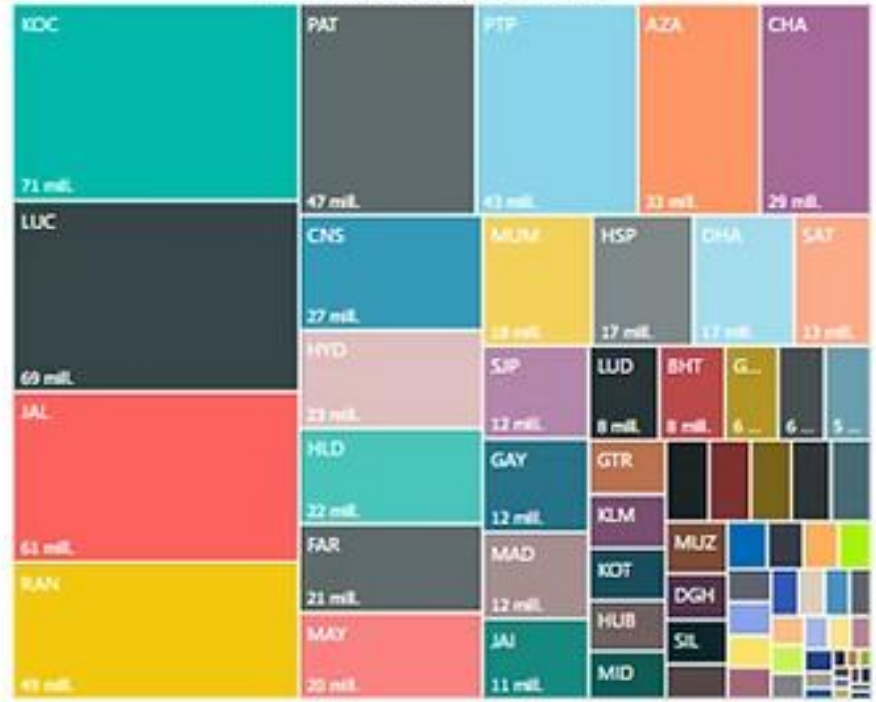
Inventory Valuation by Sector



Inventory Valuation by Center Area



Inventory Valuation por Spoke

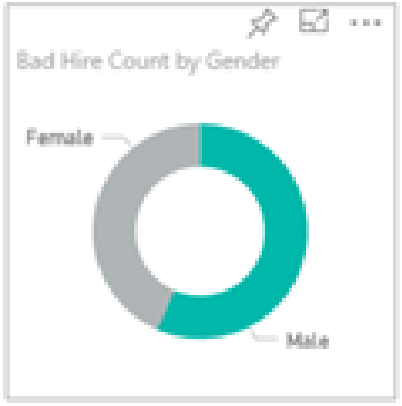


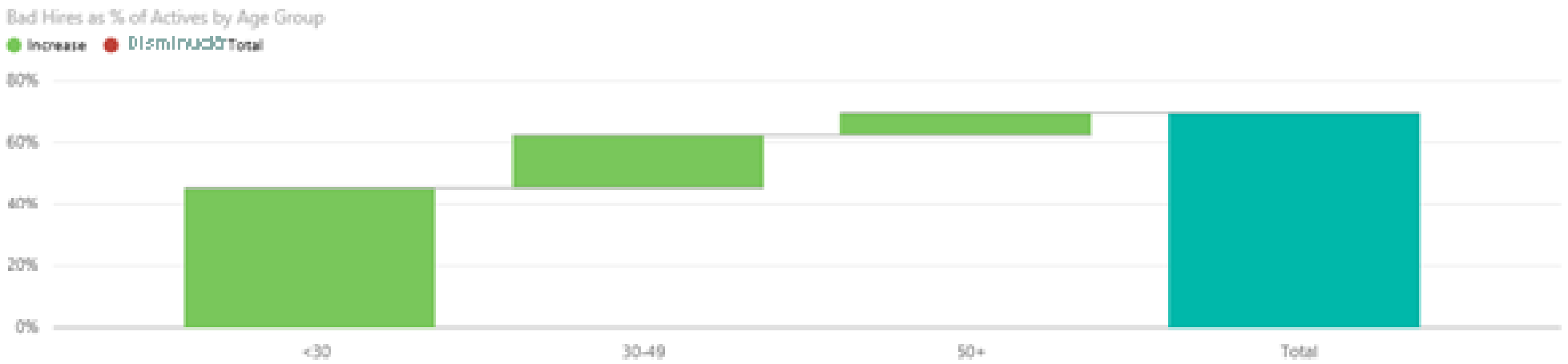
Bad Hires

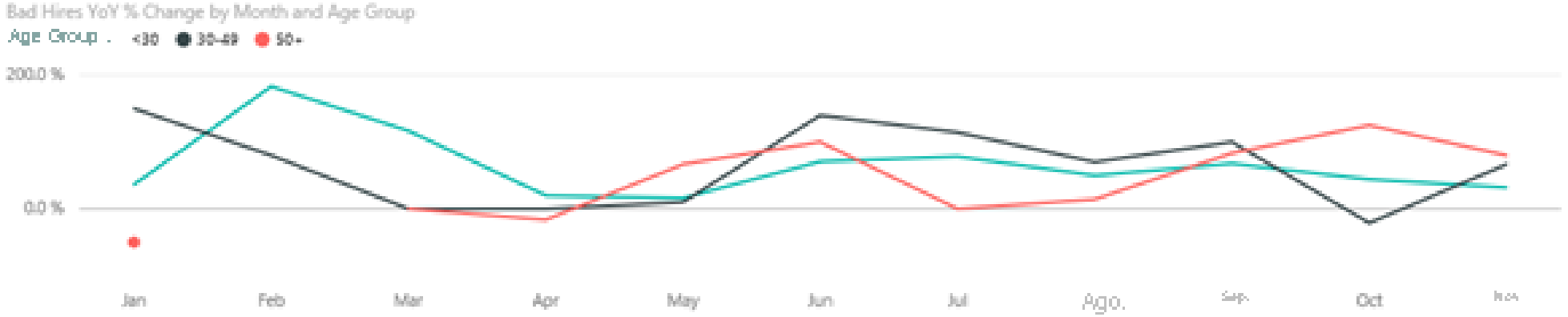
(<60 day employment)

Region

- Norte
- Medio oeste
- Noroeste
- Este
- Central
- Sur
- Oeste









1.

Reports within an organization are often inconsistent, even when using the same theme or colors.

2.

You get one shot at a first impression — make it count.

3.
Developers deal with this constantly... it's not on you.

THANK YOU SPONSORS!

Platinum



Gold









Bronze









Paula García Esteban

- 💫📊 Data visualization and AI
- 🏅💻 Microsoft MVP Data & AI
- 👩‍🏫🤖 LinkedIn Learning Instructor
- 🎨🚀 Design and UX for Power BI
- 🙆‍♀️💡 Human centered by default

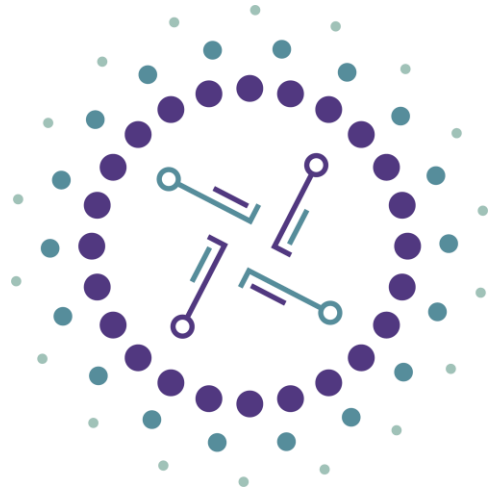
stratadom



¡Hola! Olà!
Ciao! Hello!


ZOO

Women for Technical Talks



Developers deal with this constantly... it's not on you.

You put in the effort and do your best.

That doesn't mean the hours you spent don't matter.
But maybe you're spending A LOT.


AGREEMENT
PROJECT PLAN YEAR
Sale UP

Technical teams don't fail at designing... they fail at deciding.

A design system is a system of decisions already made. (Framework)

Without a system → every report is a special case
With a system → every report is a combination of rules

Paula García Esteban

"Oh nooo!
What about my
creativity?!"

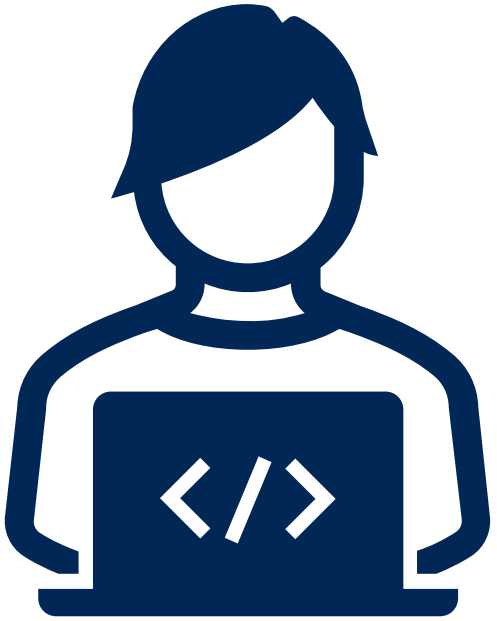
A design system don't limit your creativity, it reduces ambiguity.



Artists vs designers



Expresses

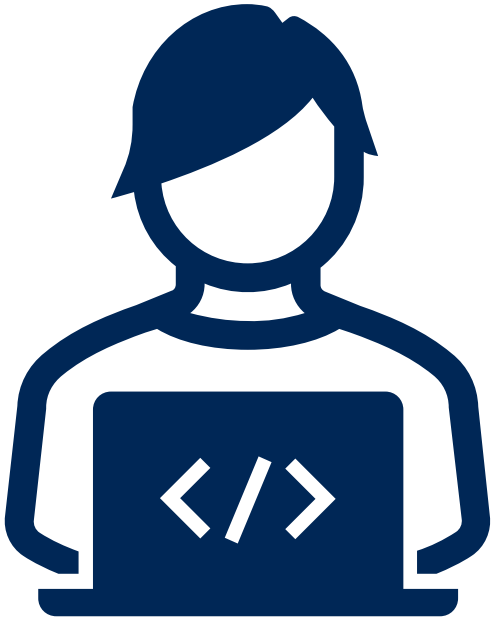


Solves a problem

Artists vs designers



Expresses

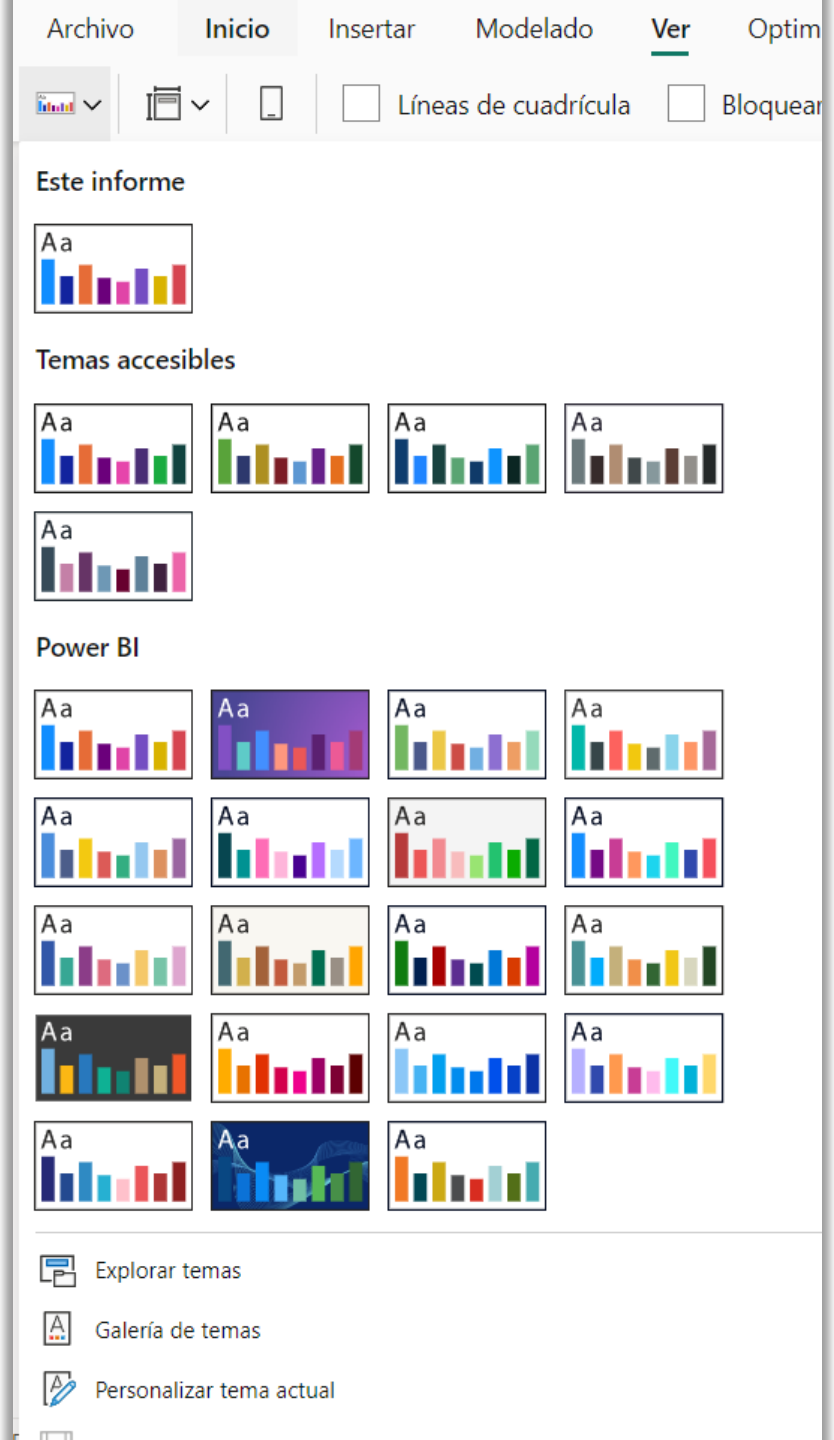


Solves a **COMPLEX** problem

A Power BI theme is much more than colours...

Design system

- Much more than colors...
  - Fonts
  - Structure
  - Header with primary and secondary navigation
  - Buttons and states
  - Help elements
  - Tooltip style
  - Etc



Use color with a reason



Use of color

- Classify (positive/negative, multiclass)
- Add an extra dimensión (gradient or divergent colors)
- Highlight insights (Maximums, minimums, anomalies…)

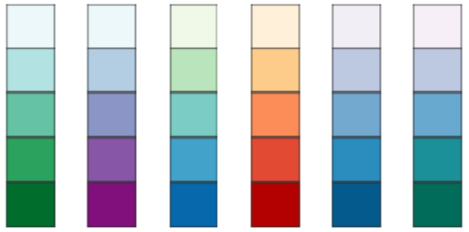
- And decorate… or more than decorating, providing context/branding

2 key ideas

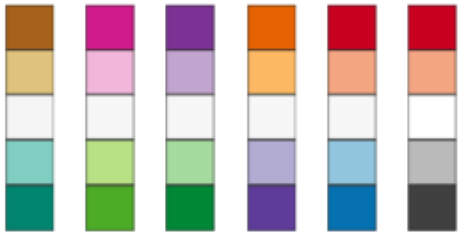
Reduce cognitive load: Reduce the mental effort an individual requires to complete a task.

Less is more: Use intuitive graphical elements that indicate the function/use of system features.

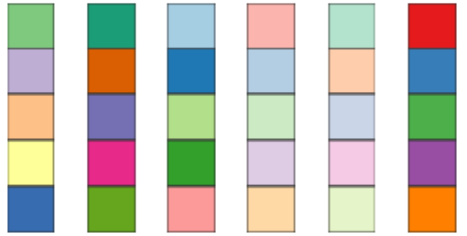
Adding more info with colours



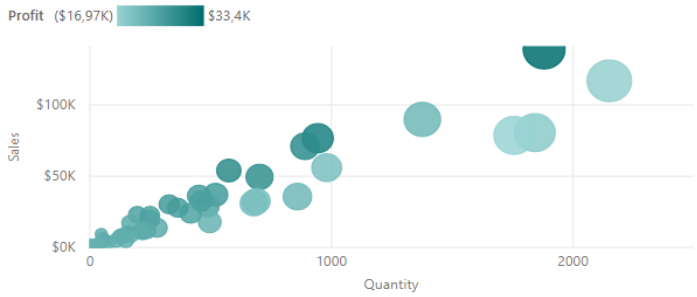
GRADIENTS

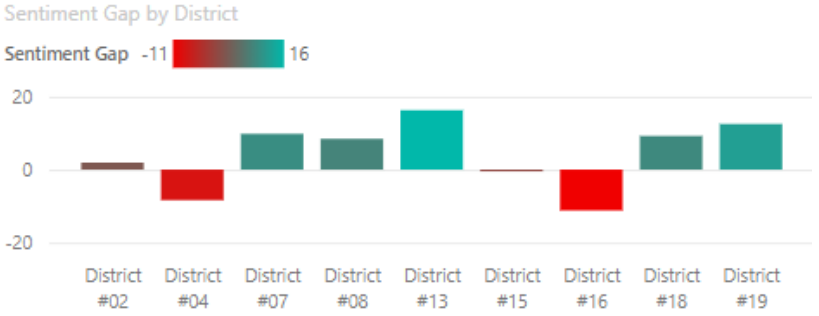


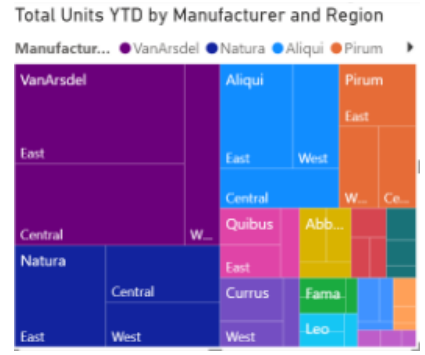
DIVERGING COLOURS



CATEGORYCAL COLOURS (LEGENDS)

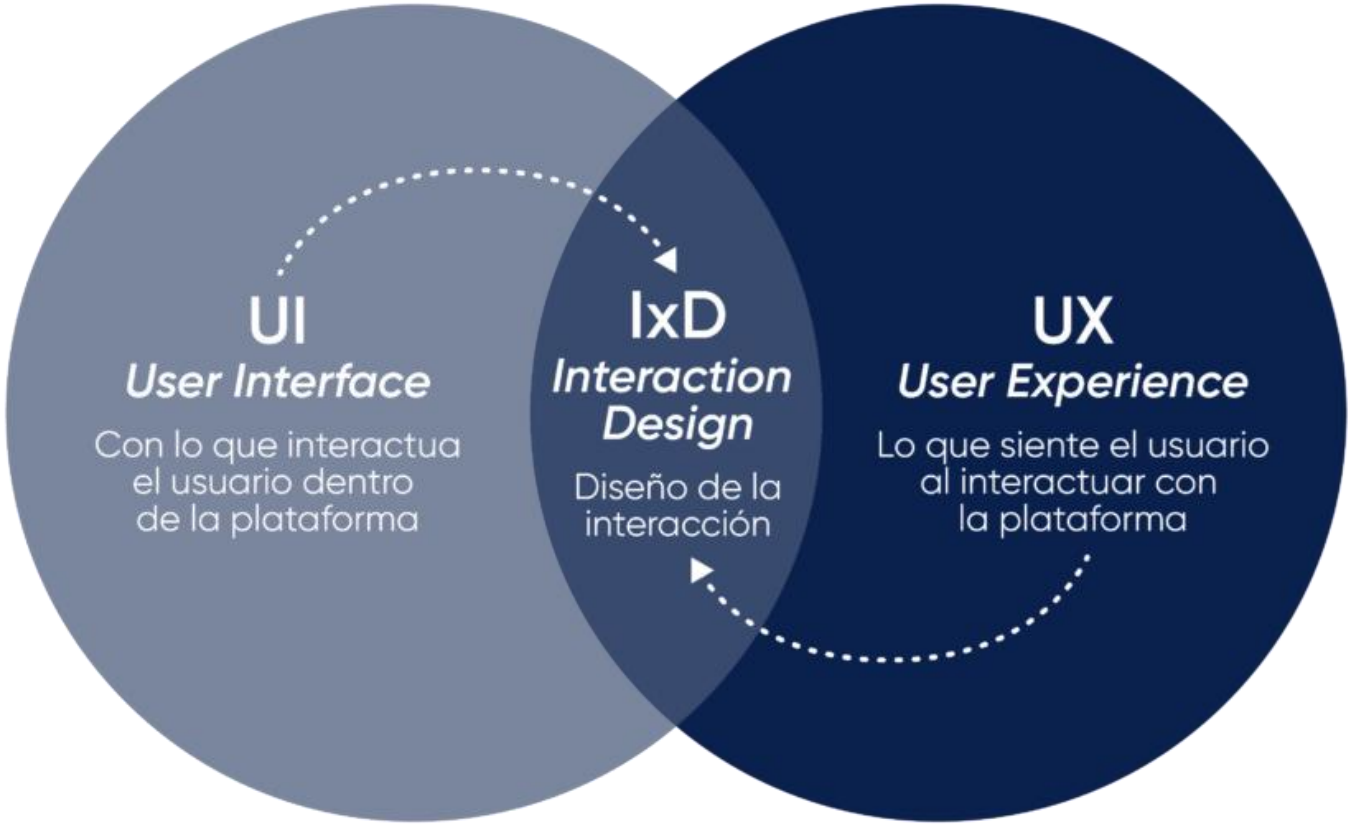


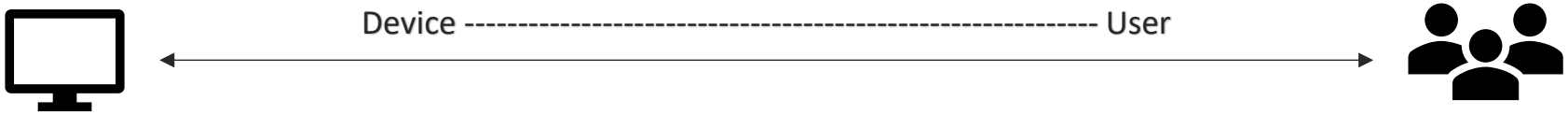




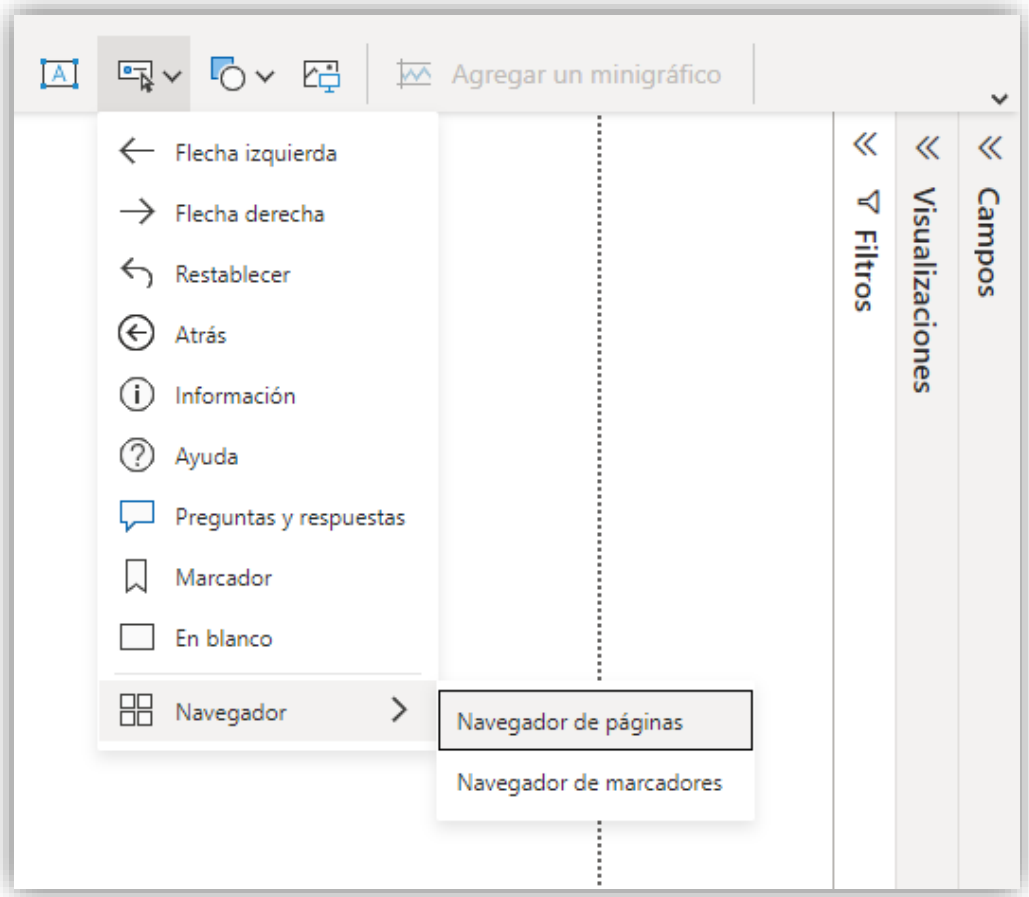
Paula García Esteban

IxD = Interaction design

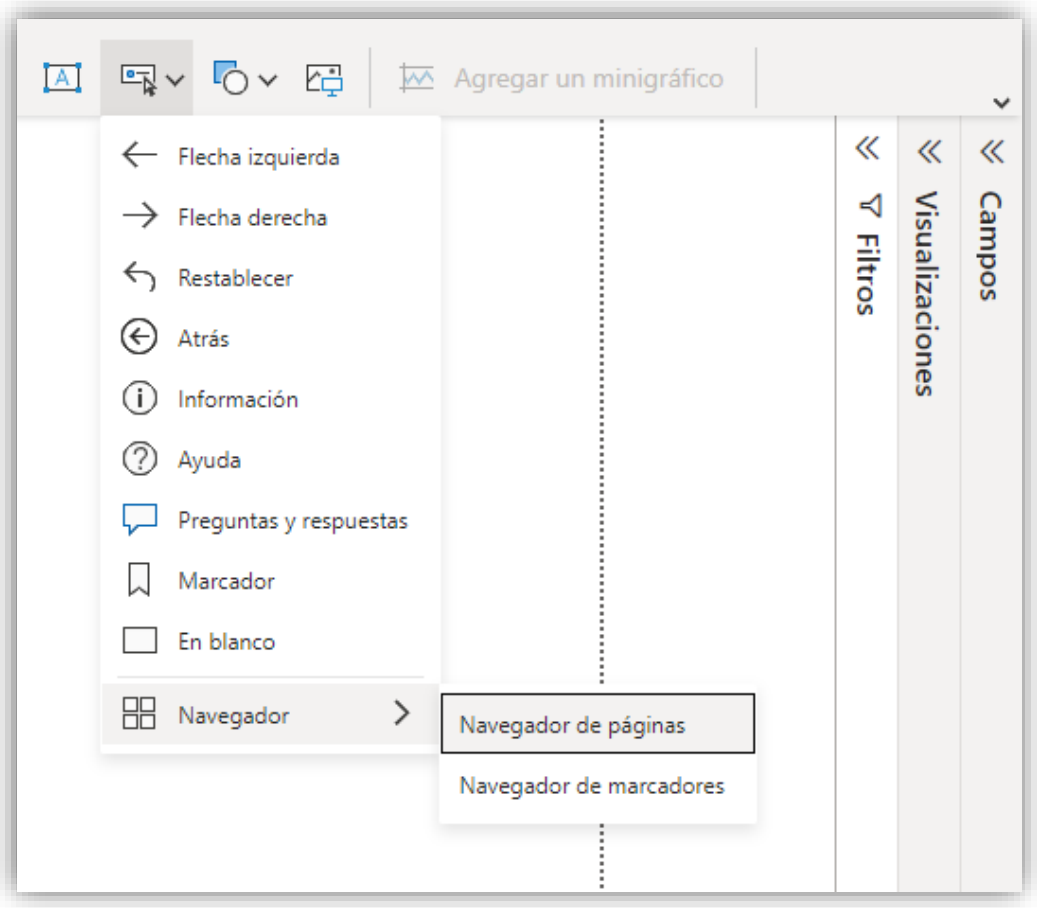




Elements for navigation

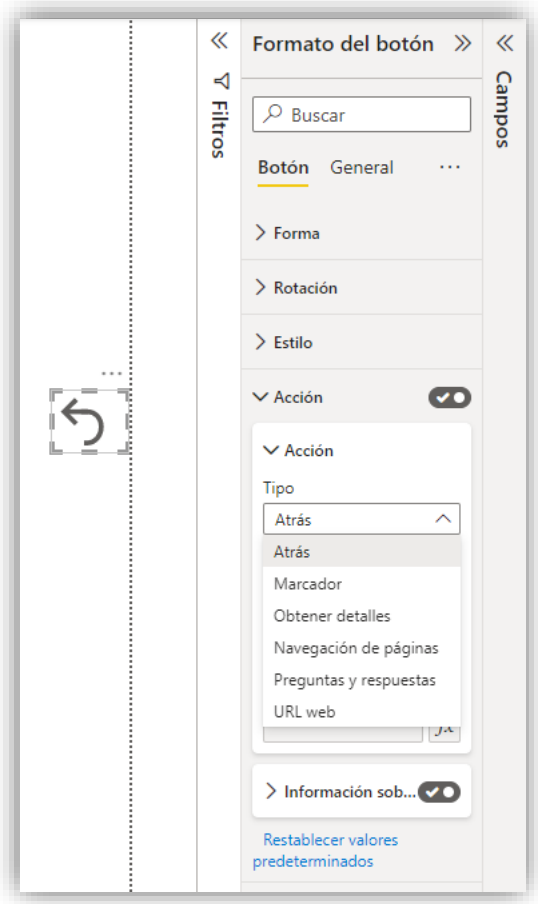


Elements for navigation





Elements for navigation



Jacob's law

- **Principle of usability** which advises using familiar patterns in the design to facilitate the user experience, who usually prefers **a site working the same way as all the other sites he already knows.**

- According to this rule, originality would penalize the user experience.

More about me…



Albacete

“City of the Knives”

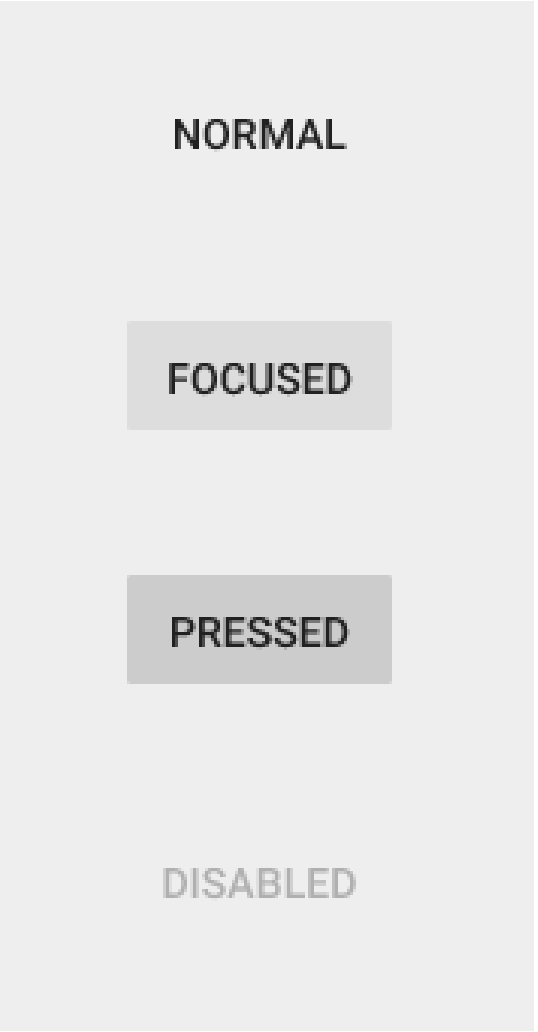




Affordance, definition

Affordance is a term used in design, cognitive psychology, and perceptual theory to refer to the possibilities of action that an object, environment, or interface offers to a user.

It was introduced by psychologist James J. Gibson in 1977 and popularized in interaction design by Donald Norman.



https://pedrofigueras.com/que-es-el-affordance-de-un-objeto/






Logo

Year

Select

Region

Select

Sales person

Select

This is a sample text. I just met this girl on the subway the other day. W exchanged contacts. Pretty sure w had a nice conversation.

MÁS INFO Y CONTACTO

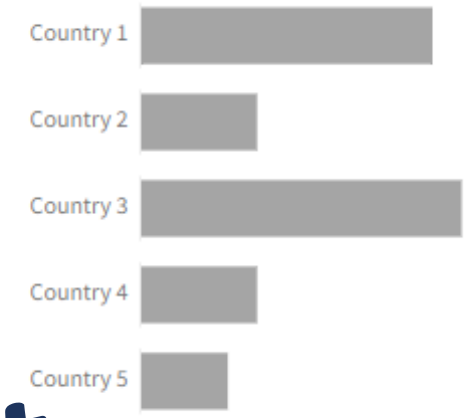
Sales	Quantity	Profit	Profit margin
$221,324.5	2121	$221,324.5	24.50 %

Product	Quantity	Profit	Profit margin

QANTITY BY CATEGORY



QUANTITY BY COUNTRY



SALES AND PROFIT MARGIN



Spend here your creativity

Free plan
moqups.com

LOGO Y TEMA

Year

FY2019

Region

Todas

Salesperson

Todas

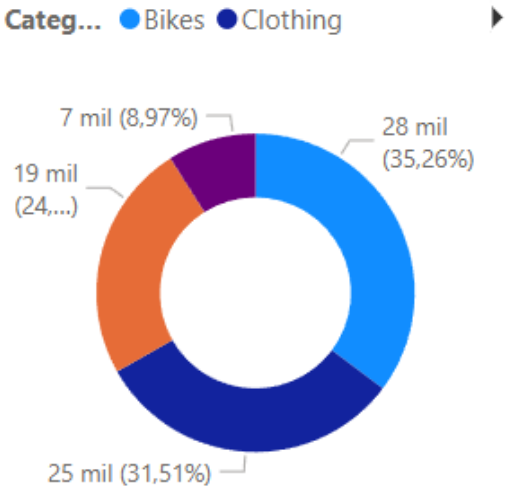
Dashboard creado a partir del dataset de Microsoft para la preparación del examen de certificación PL-300 de **Github.**

MÁS INFO Y CONTACTO

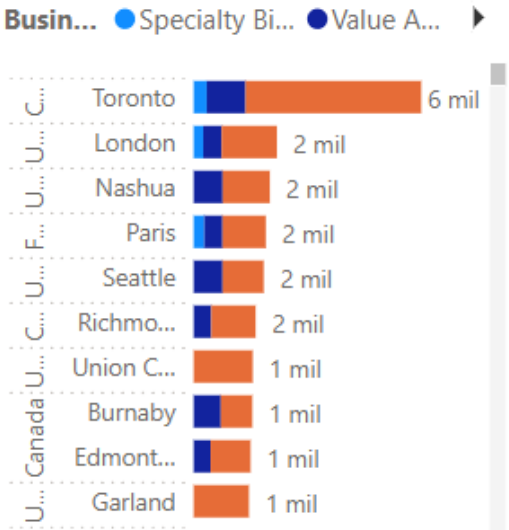
Sales	Quantity	Profit	Profit Margin
$28 mill.	79 mil	$1 mill.	4,33%

Product	Quantity	Sales	Profit	Profit (%)
Half-Finger Gloves, L	298	$4.211	$1.316	31,26%
Men's Bib-Shorts, L	633	$34.176	$10.678	31,25%
Women's Tights, M	394	$17.726	$5.538	31,24%
Men's Sports Shorts, L	445	$16.016	$5.004	31,24%
Full-Finger Gloves, S	493	$11.235	$3.510	31,24%
Half-Finger Gloves, S	520	$7.342	$2.291	31,20%
Men's Bib-Shorts, S	872	$47.014	$14.645	31,15%
Men's Sports Shorts, S	567	$20.379	$6.348	31,15%
Minipump	1.130	$13.524	$4.206	31,10%
Cable Lock	1.086	$16.249	$5.049	31,07%
Half-Finger Gloves, M	1.059	$14.905	$4.618	30,99%
Men's Sports Shorts, M	1.274	$45.634	$14.108	30,91%
Men's Bib-Shorts, M	1.606	$85.982	$26.366	30,66%
Women's Tights, L	2.112	$94.077	$28.746	30,56%

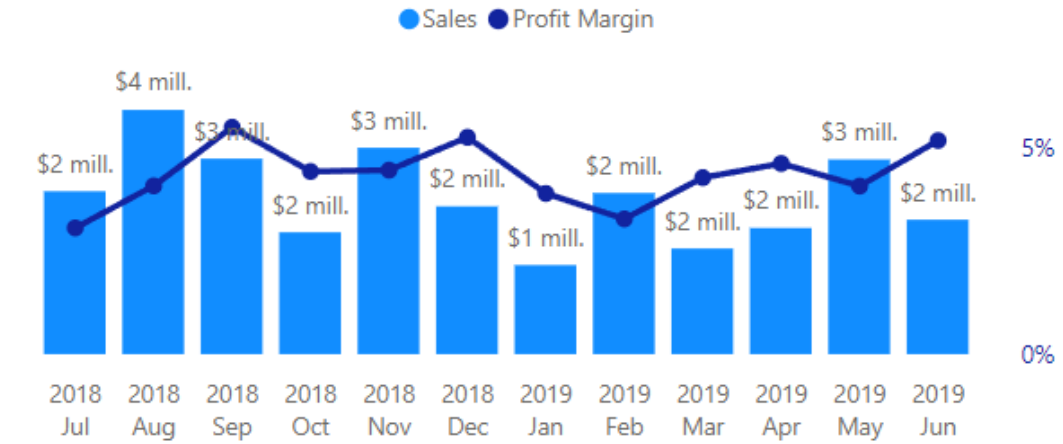
QUANTITY BY CATEGORY



QUANTITY BY COUNTRY



SALES AND PROFIT MARGIN



PROFIT MARGIN BY RESELLER



LOGO Y TEMA

Sales	Quantity	Profit	Profit Margin
$28 mill.	79 mil	$1 mill.	4,33%

Product	Quantity	Sales	Profit	Profit (%)
Full-Finger Gloves, L	3.365	$72.036	$19.303	26,80%
Long-Sleeve Logo Jersey, L	2.346	$66.697	($1.525)	-2,29%
AWC Logo Cap	2.304	$11.792	($258)	-2,18%
Full-Finger Gloves, M	2.197	$48.720	$14.291	29,33%
Women's Tights, L	2.112	$94.077	$28.746	30,56%
Women's Tights, S	2.056	$91.238	$27.639	30,29%
Sport-100 Helmet, Blue	1.739	$34.246	$10.112	29,53%
Sport-100 Helmet, Black	1.635	$32.259	$9.569	29,66%
Men's Bib-Shorts, M	1.606	$85.982	$26.366	30,66%
Sport-100 Helmet, Red	1.493	$29.411	$8.691	29,55%

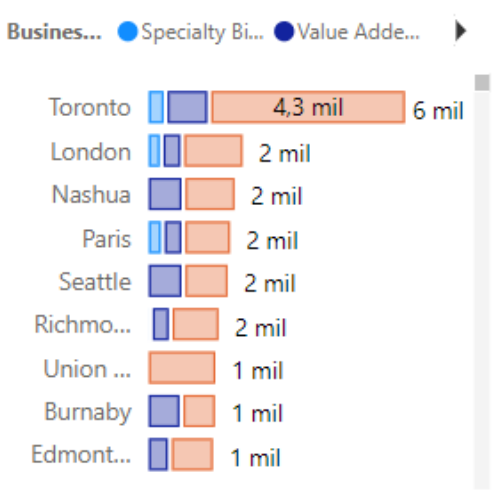
QUANTITY BY CATEGORY

Part of the total by category



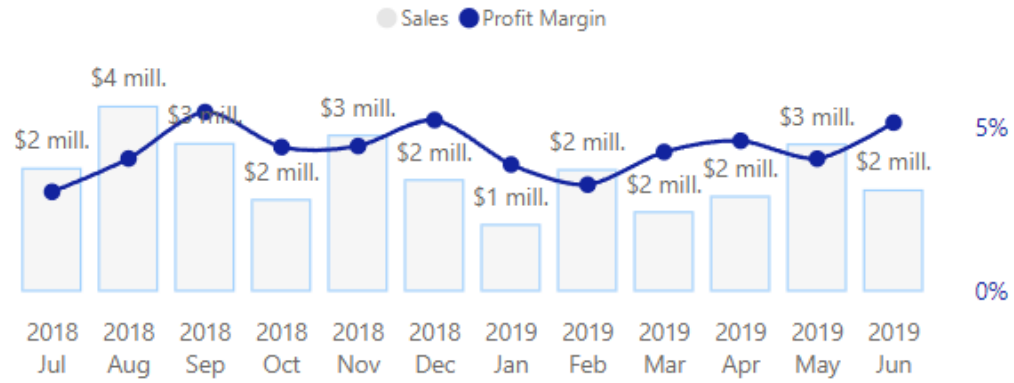
QUANTITY BY COUNTRY

Ranking by country and business type



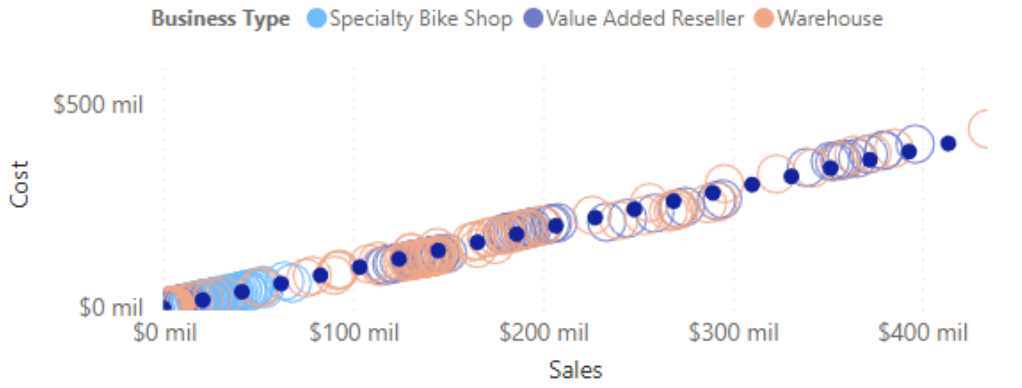
SALES AND PROFIT MARGIN

Correlation sales / profit margin by month



PROFIT MARGIN BY RESELLER

Correlation sales / cost by reseller and business type



Year

FY2019

Region

Todas

Salesperson

Todas

Dashboard creado a partir del dataset de Microsoft para la preparación del examen de certificación PL-300 de Github.

MÁS INFO Y CONTACTO

Disney Villains



Year

FY2019

Region

All

Salesperson

All

Dashboard creado a partir del dataset de Microsoft recomendado para la preparación del examen de certificación PL-300. Disponible en Github.

MÁS INFO Y CONTACTO

Sales
$28M

Quantity
79K

Profit
$1M

Profit Margin
4.33%

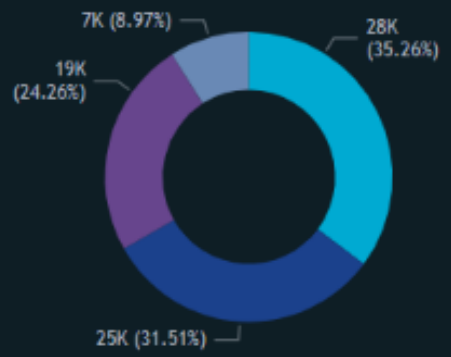
PRODUCTS

Product	Quantity	Sales	Profit	Profit (%)
Half-Finger Gloves, L	298	$4,211	$1,316	31.26%
Men's Bib-Shorts, L	633	$34,176	$10,678	31.25%
Women's Tights, M	394	$17,726	$5,538	31.24%
Men's Sports Shorts, L	445	$16,016	$5,004	31.24%
Full-Finger Gloves, S	493	$11,235	$3,510	31.24%
Half-Finger Gloves, S	520	$7,342	$2,291	31.20%
Men's Bib-Shorts, S	872	$47,014	$14,645	31.15%
Men's Sports Shorts, S	567	$20,379	$6,348	31.15%
Minipump	1,130	$13,524	$4,206	31.10%
Cable Lock	1,086	$16,249	$5,049	31.07%
Half-Finger Gloves, M	1,059	$14,905	$4,618	30.99%
Men's Sports Shorts, M	1,274	$45,634	$14,108	30.91%
Men's Bib-Shorts, M	1,606	$85,982	$26,366	30.66%

QUANTITY BY CATEGORY

Part of the total by category

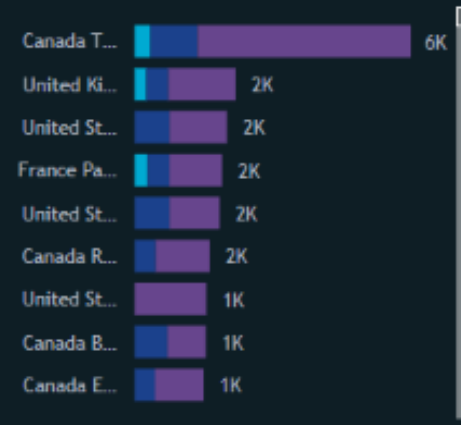
Category: Bikes, Clothing, Components



QUANTITY BY COUNTRY

Ranking by country and business type

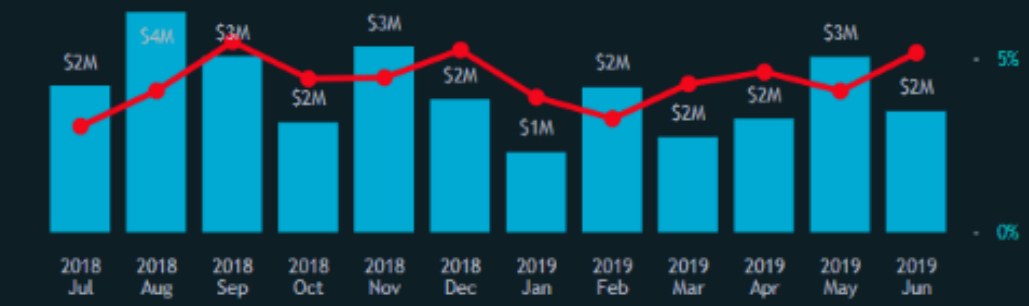
Busines... Specialty Bi... Value Add...



SALES AND PROFIT MARGIN

Correlation sales / profit margin by month

Sales, Profit Margin



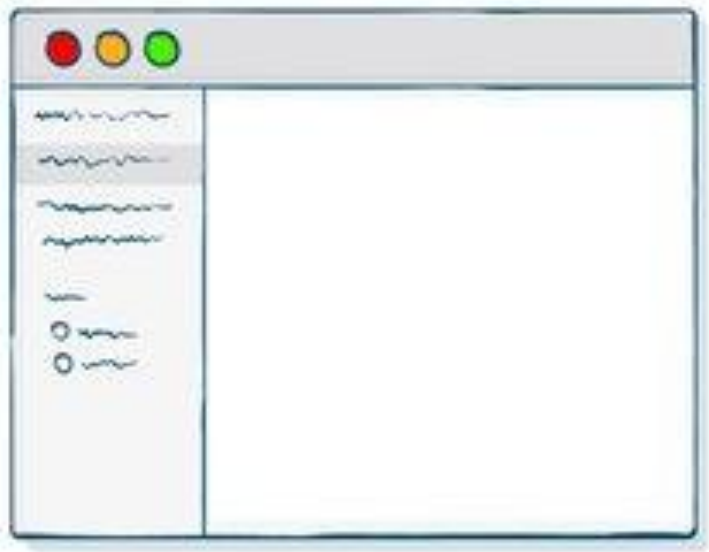
PROFIT MARGIN BY RESELLER

Correlation sales / cost by reseller and business type

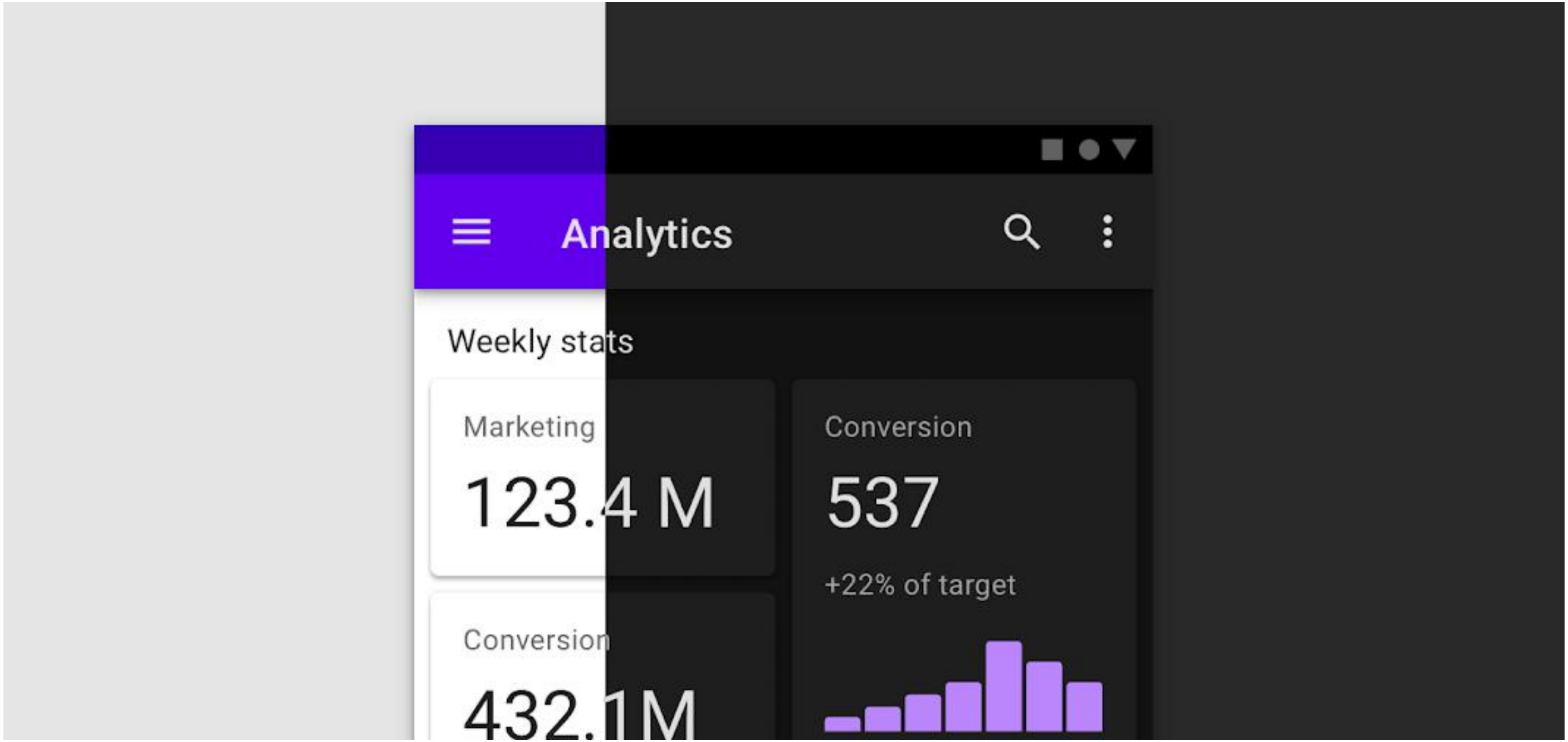
Business Type: Specialty Bike Shop, Value Added Reseller, Warehouse



Light vs dark mode






Analytics
Weekly stats
Marketing
123.4 M
Conversion
537
+22% of target
Conversion
432.1M

Use of colour / White / black

- Avoid distraction using colours
- Use different whites/blacks to create the general structure
- Standarize it

Json + Supplementary Materials + Style Guide

(with training and best practices in Power BI)







DEMO: Aplying a design system in minutes

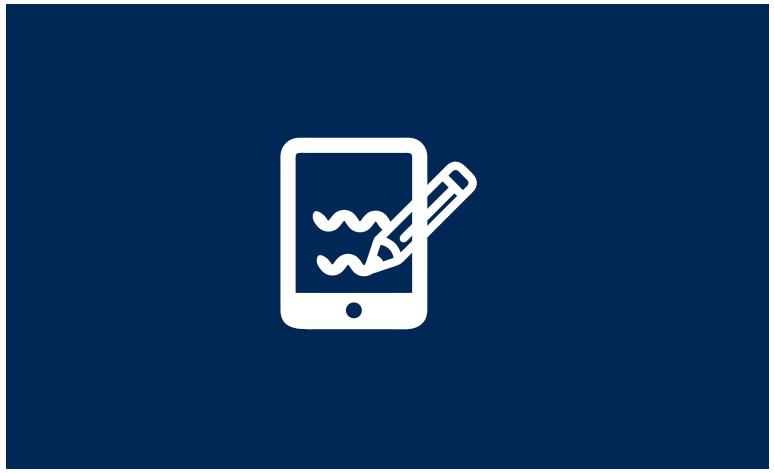


Steps to create a design system in your organization



Steps and application of a design system





Steps and application of a design system

1) Analysis

- Corporate Branding Colors and Guides
- Existing dashboards
- Specific needs

2) Definition of the "theme"”

- Colors* that contrast enough
- Fonts, resolution, grid, menu/navigation types…

3) Validation and generation.json

- Creation .json
- Creation templates and materials

4) Additional Materials

- Style guide with best practices
- Validation

5) Training

- Officially share materials
- Training

6) Application in existing reports

- Accompaniment
- Resolution of doubts

Iterations



These phases are planned in different iterations to gather feedback from users and stakeholders at each stage. Over the course of these six phases, the work involves analysis, validations, delivery of materials, training, and a Q&A session.



IBEROSTAR
HOTELS & RESORTS

Business case

UX for Power BI

https://uxforpowerbi.com/

Case Study

See how I helped Iberostar save time and improve their dashboards by creating a theme and custom design system that aligned with their rebranding while enhancing readability and consistency.

Download the Iberostar Case Study now to see how I can help you transform your reports into a powerful and cohesive tool for decision-making.

IBEROSTAR
HOTELS & RESORTS

DOWNLOAD PDF

Client Feedback & Reviews

"Working with Paula has been an exceptional experience. Always punctual with delivery deadlines, she enabled us to make swift progress toward our goals. Furthermore, the iteration-based workflow was key to ensuring that each version delivered met our needs perfectly. Her active listening ensured a complete understanding of our requirements, which translated into a product that was more functional and tailored to our daily use. Additionally, thanks to the continuous reviews, we observed significant improvements in design, making the solutions not only practical but also visually appealing and easy to use. Finally, with the tools provided, we've saved considerable time when generating new reports, significantly optimizing our workflow. I would undoubtedly recommend Paula to any organization seeking efficient and customized solutions."

Maria Bel Ballester

DATA ANALYTICS & INSIGHTS MANAGER AT IBEROSTAR

Testimonial

Benefits

With minimal involvement in the redesign process, Iberostar now has materials that streamline the design of their reports, allowing developers to focus on what truly matters: the data and its narrative, while spending minimal time on aesthetics and maintenance.

Her active listening ensured a complete understanding of our requirements, which translated into a product that was more functional and tailored to our daily use. Additionally, thanks to the continuous reviews, we observed significant improvements in design, making the solutions not only practical but also visually appealing and easy to use.

Finally, with the tools provided, we've saved considerable time when generating new reports, significantly optimizing our workflow.
I would undoubtedly recommend Paula to any organization seeking efficient and customized solutions."

Maria Bel Ballester | Business Analytics
Digital Area Data Analytics & Insights Manager

Benefits of a design system

- Optimized contrast / legibility
- Agility in creating new reports
- Standardization = reduced learning curve for new reports
- Department branding
- Professional perception
- Avoid opinions

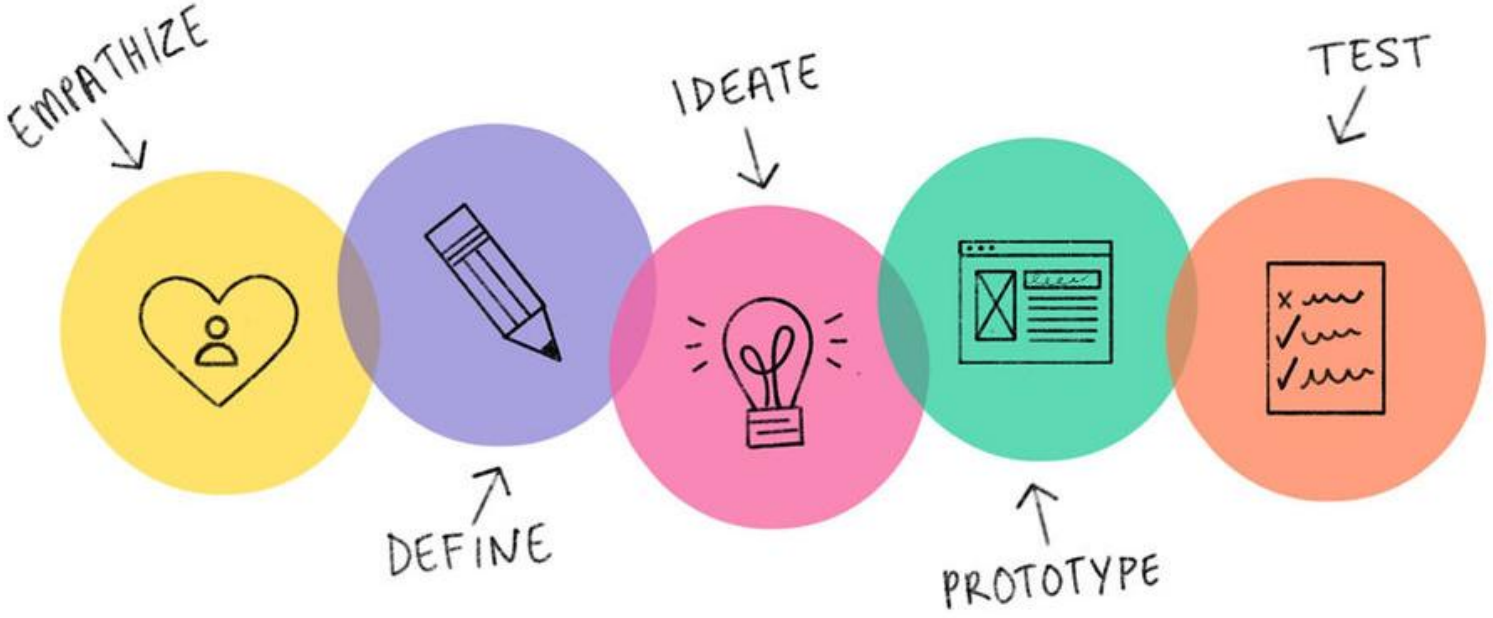
Conceptualization of exploratory reports and prototyping

Design thinking as a methodology

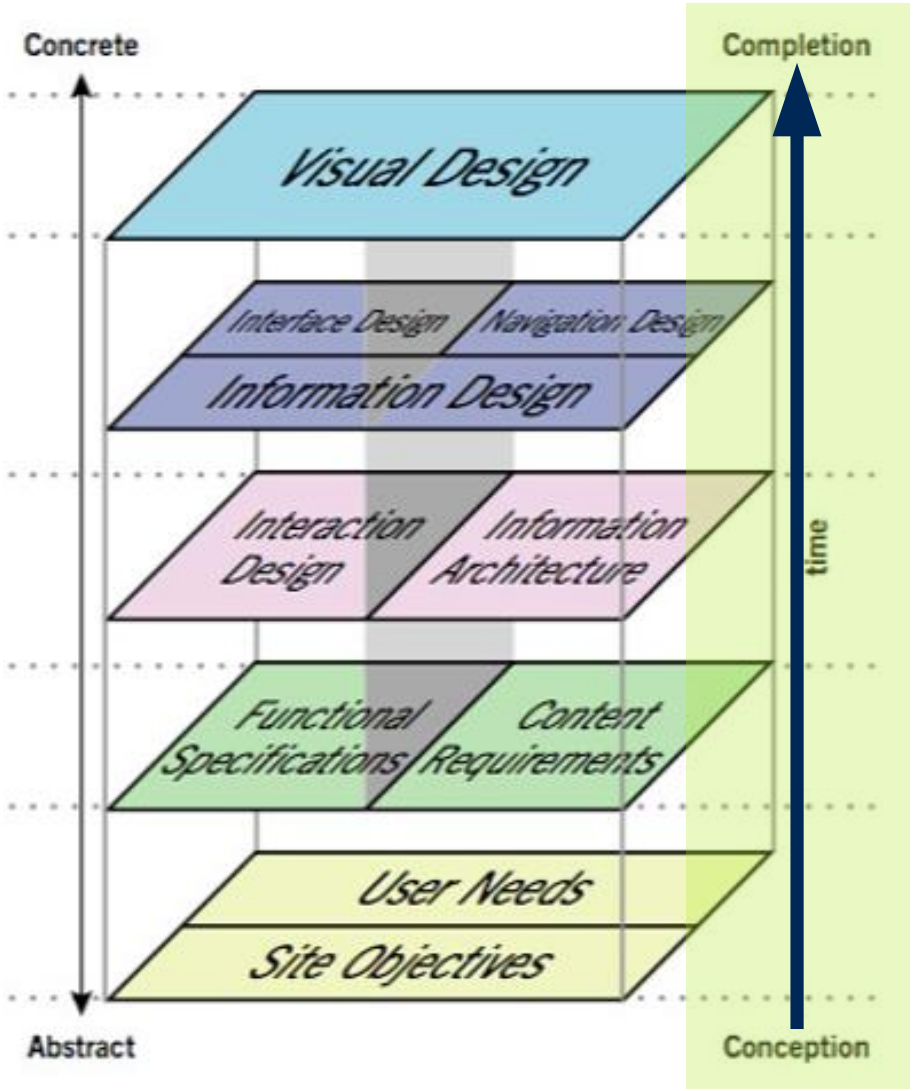
It is a methodology aimed at generating solutions to complex problems.

It consists of 5 phases:

- Empathize
- Define
- Ideate
- Prototype
- Test



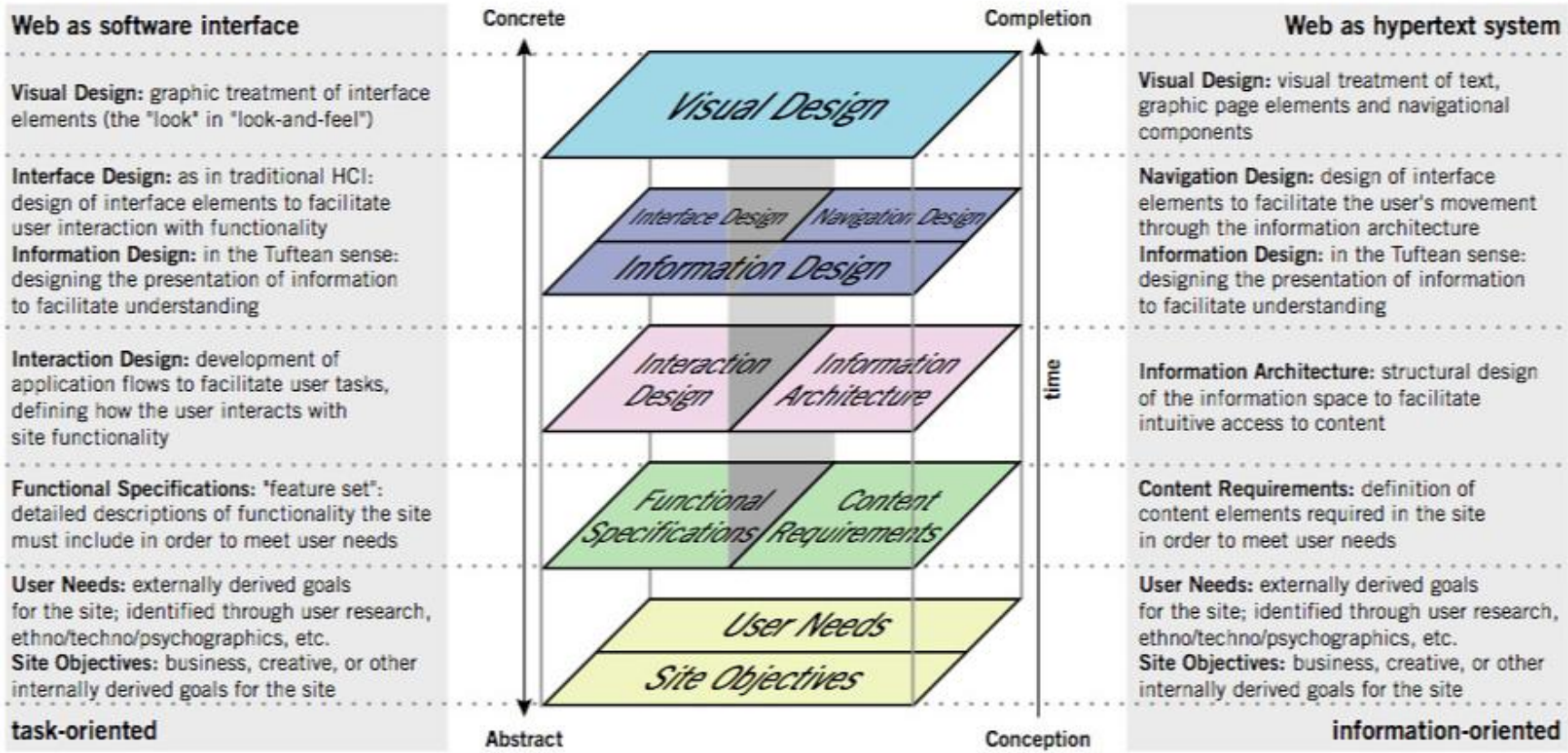
UX layers


Concrete
Completion
Visual Design
Interface Design
Navigation Design
Information Design
Interaction Design
Information Architecture
Functional Specifications
Content Requirements
User Needs
Site Objectives
time
Abstract
Conception

The Elements of User Experience

Jesse James Garrett
jjg@jjg.net
30 March 2000

A basic duality: The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.



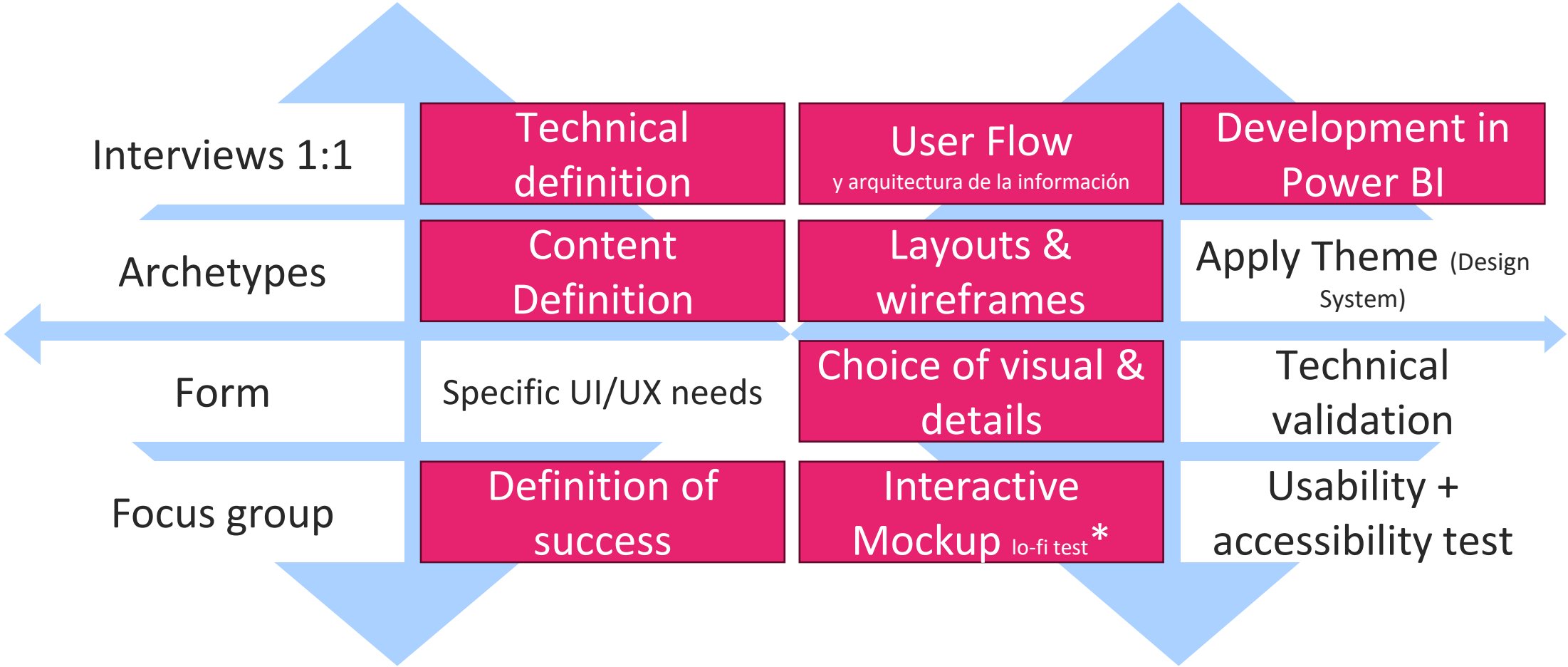
This picture is incomplete: The model outlined here does not account for secondary considerations (such as those arising during technical or content development) that may influence decisions during user experience development. Also, this model does not describe a development process, nor does it define roles within a user experience development team. Rather, it seeks to define the key considerations that go into the development of user experience on the Web today.

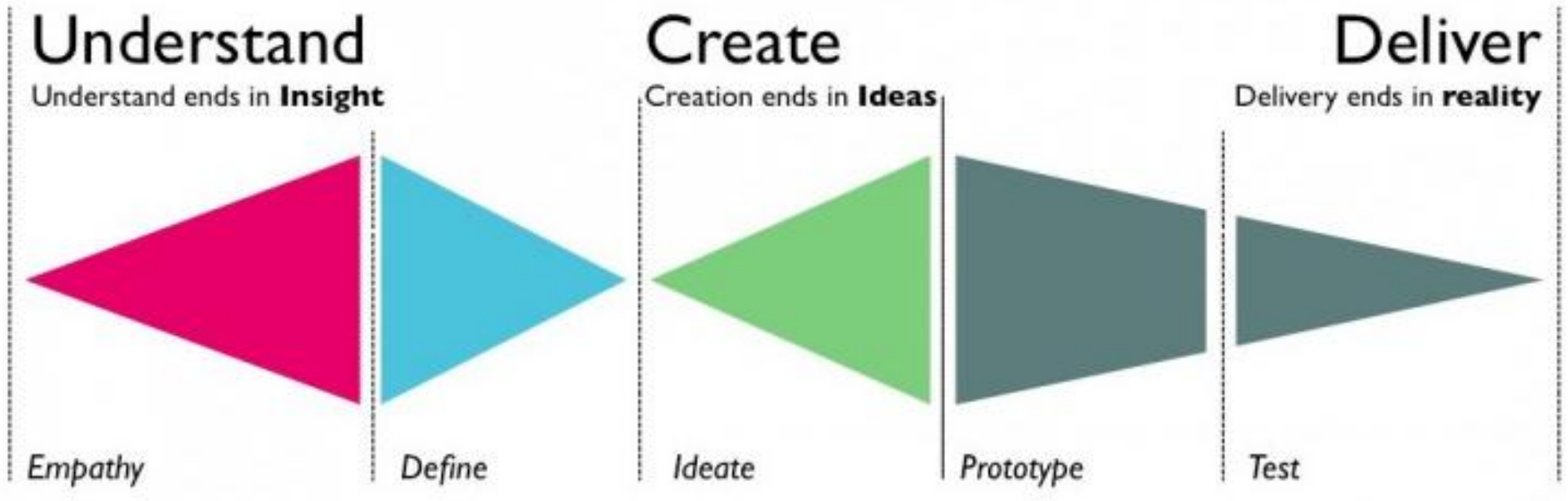
© 2000 Jesse James Garrett

http://www.jjg.net/ia/

Connecting Ideas: End-to-End User-Centered Design

End-to-End Process in an Organization





Business knowledge…

Form: goals, expected outcomes, metrics, and final users' understanding

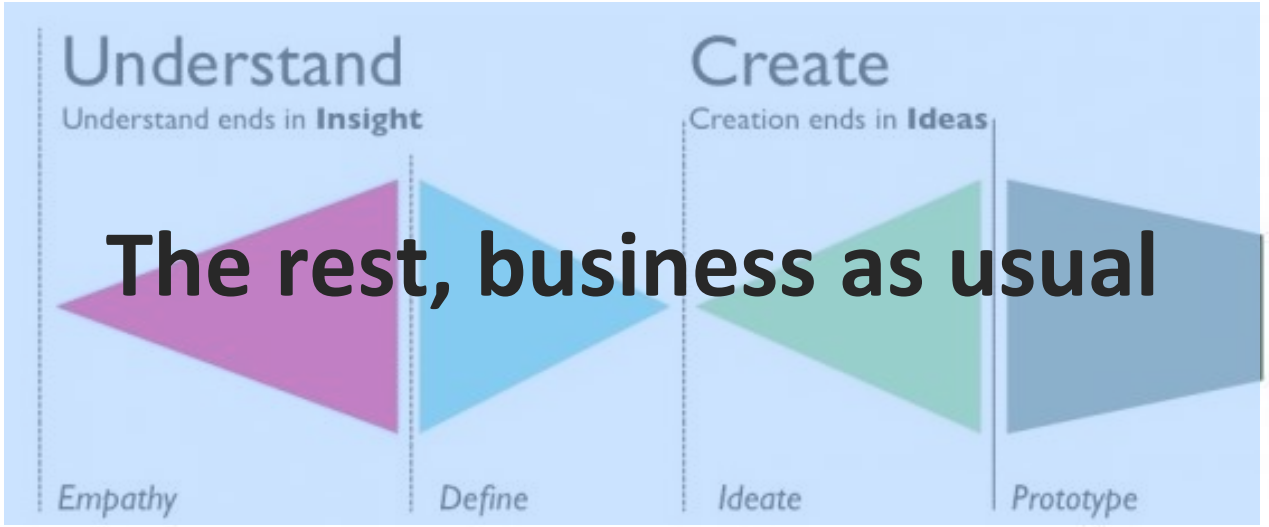
Next: surveys, interviews…

Proposal or co-creation workshop

Power BI prototype (no real data)

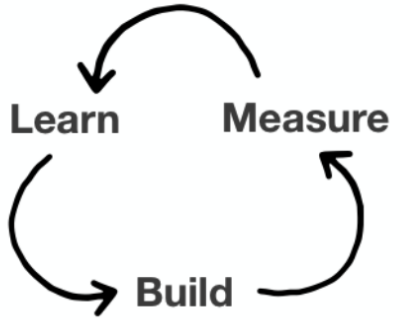
Dashboard to UAT

Final user training

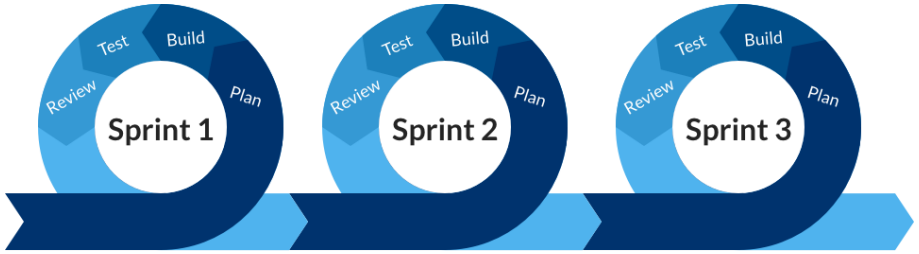


The rest, business as usual

Dashboard as live project



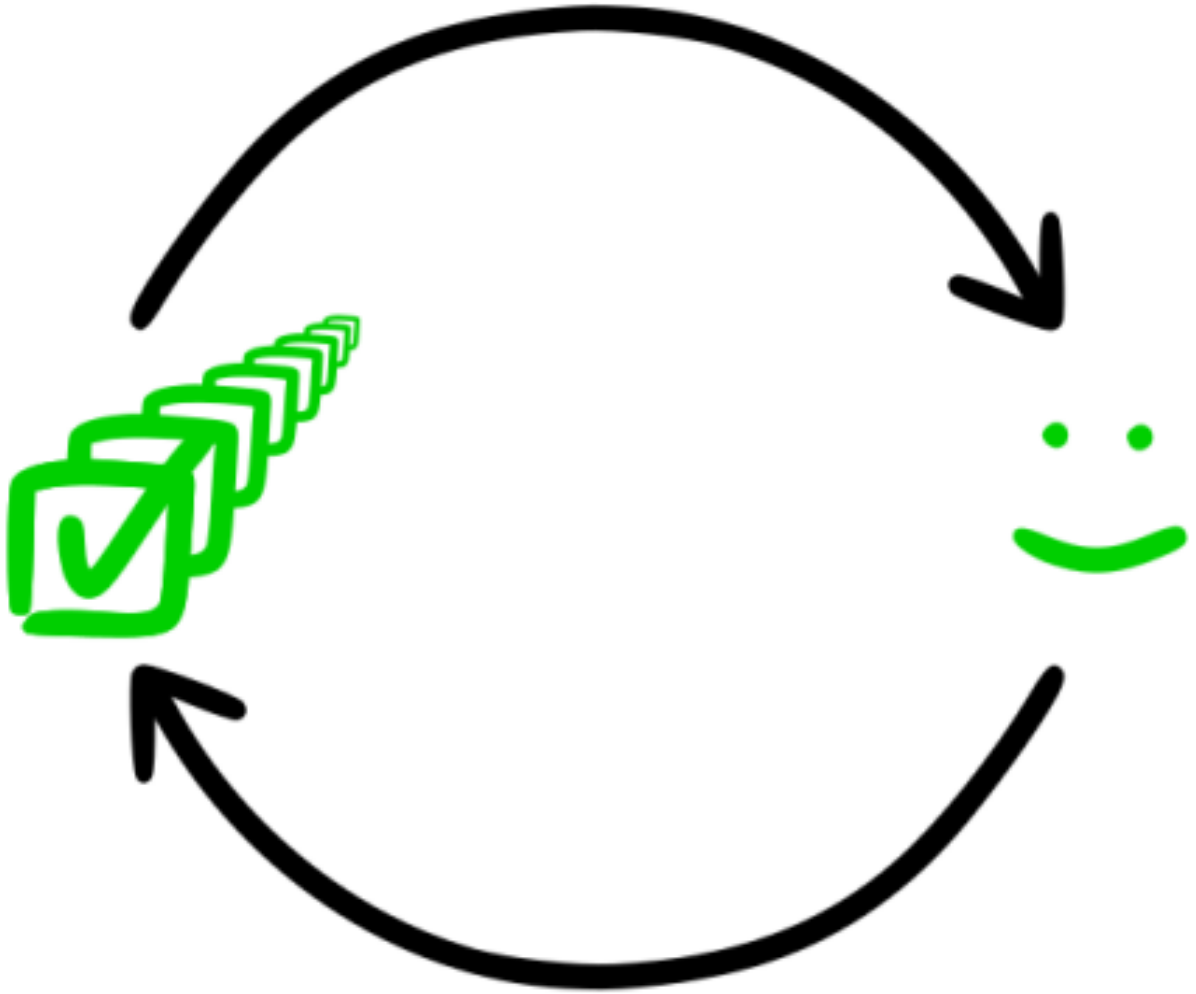
Business knowledge…



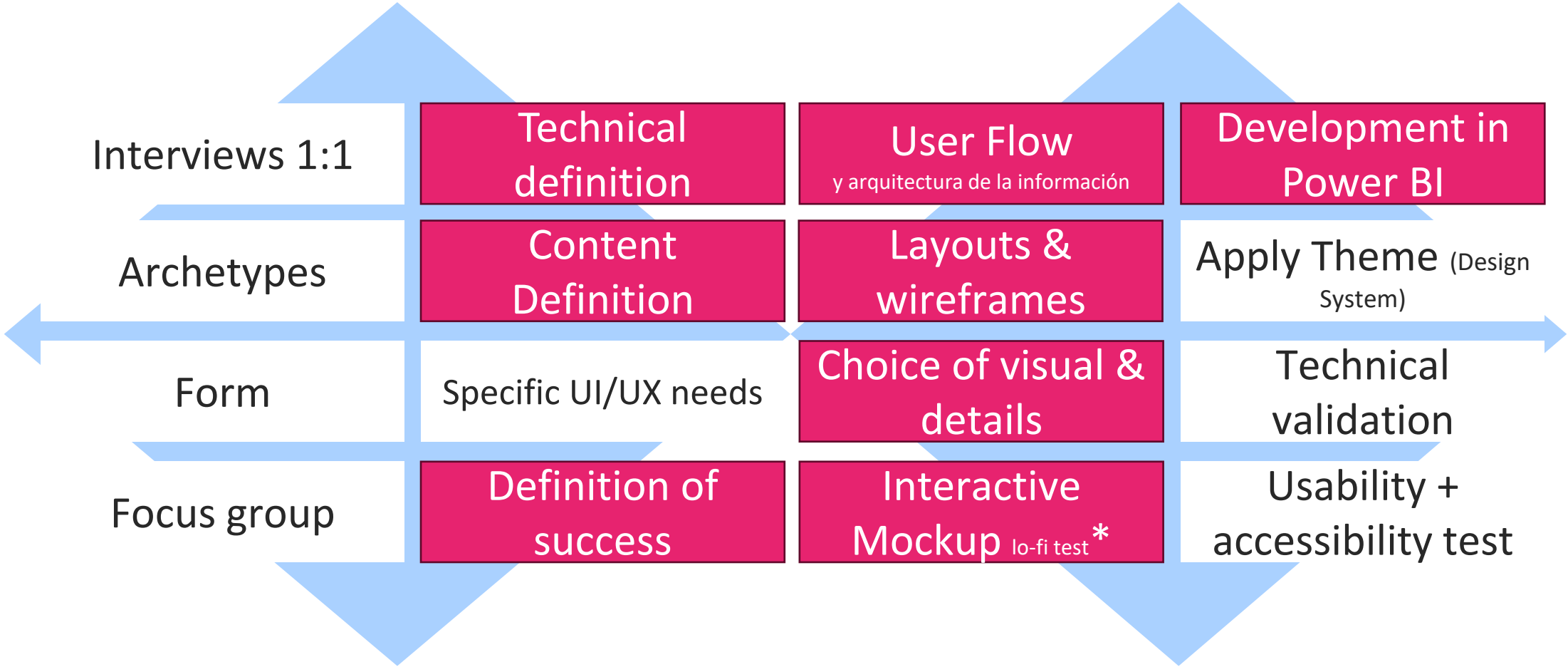
Validate DQ/model/metrics…

- New requirements
- UX improvements
- Bugs
- …

Feedback loop



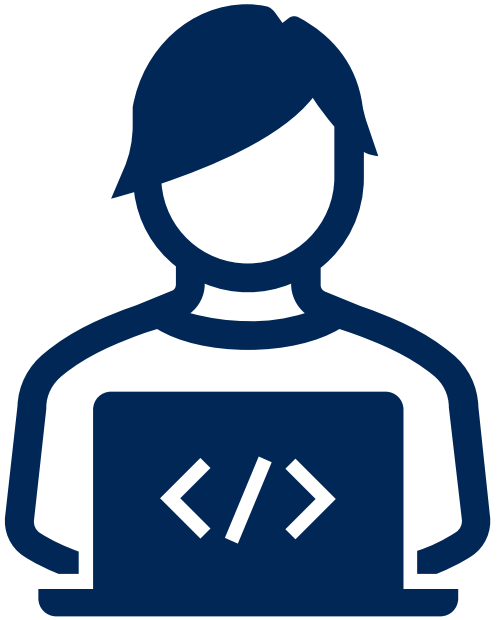
End-to-End Process in an Organization



Artists vs designers



Expresses and conveys



Solve a **COMPLEX** problem

THANK YOU SPONSORS!

Platinum



Gold









Bronze









Thank you!

Q&A time



Youtube videos

www.uxforpowerbi.com

Paula García Esteban



Paula García Esteban

💫📊 Data visualization and AI

🏅💻 Microsoft MVP Data & AI

👩‍🏫🤖 LinkedIn Learning Instructor

🎨🚀 Design and UX for Power BI

🙆‍♀️💡 Human centered by default

stratadom

Feedback please!

Design Systems for Power BI: Transforming Dashboard Development