Design Thinking in BI Product Lifecycle

Yvette Lovas

Data Community Day Austria~ January 2025

THANK YOU

Data Community Austria Day 2025

Awesome Partner

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Power BI Camp
www.linearis.at

Why?	Design Thinking
How?	Product Mindset
When?	BI Lifecycle

My Questions

What?

How?

When?

Why?

What?



What is not defined cannot be measured.

What is not measured cannot be improved.

What is not improved is always degraded.

William Thomson Kelvin

Design Thinking



Empathize



Define



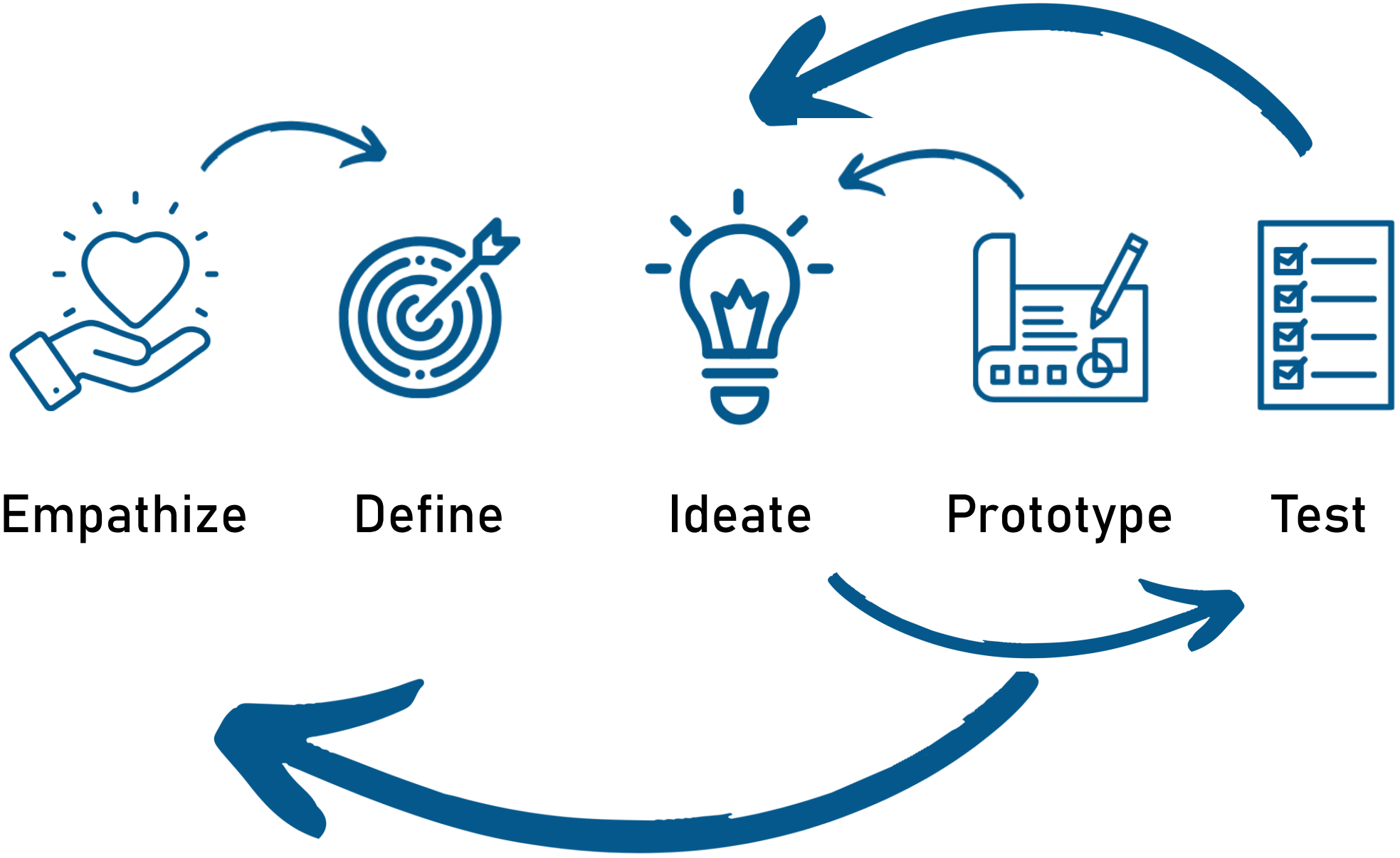
Ideate



Prototype



Test


Empathize
Define
Ideate
Prototype
Test

Mental Modelling

Whose opinion matters?



End Users

Top Management

Sponsors

UX Designers

Data Engineers

Business Leaders



What questions should you ask?

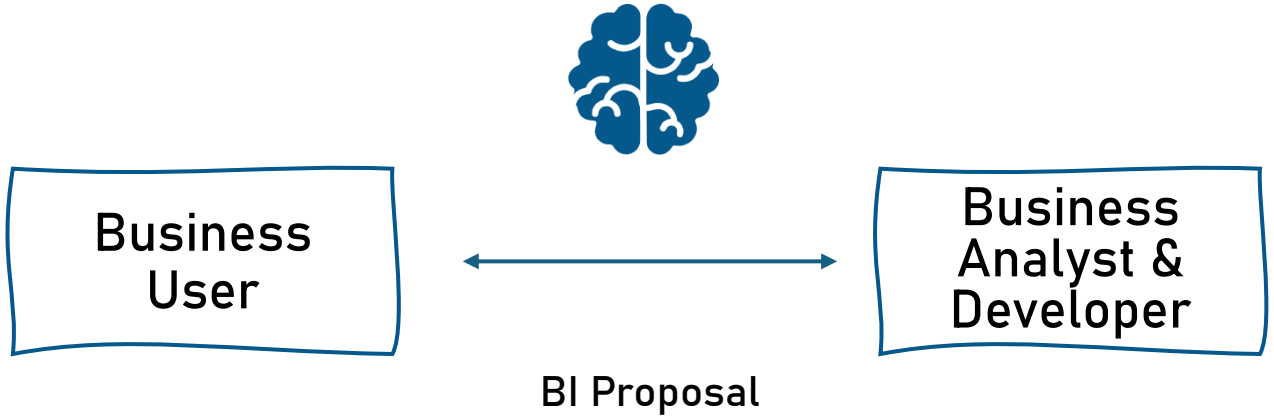


- What is the problem?
- What is the process?
- Who does what?
- Who will use that?
- What is the expected outcome?
- What decisions will be made by using it?

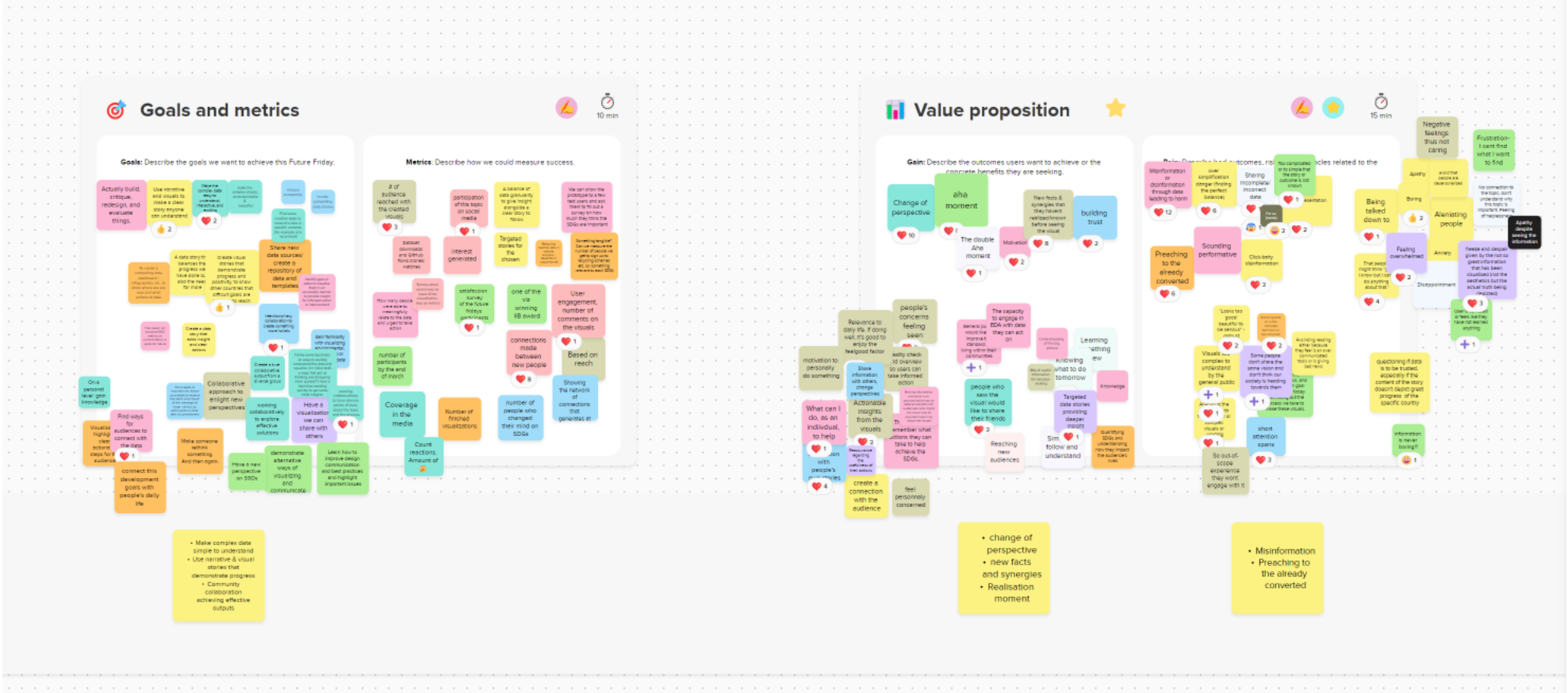


How do you create a Mental Model?





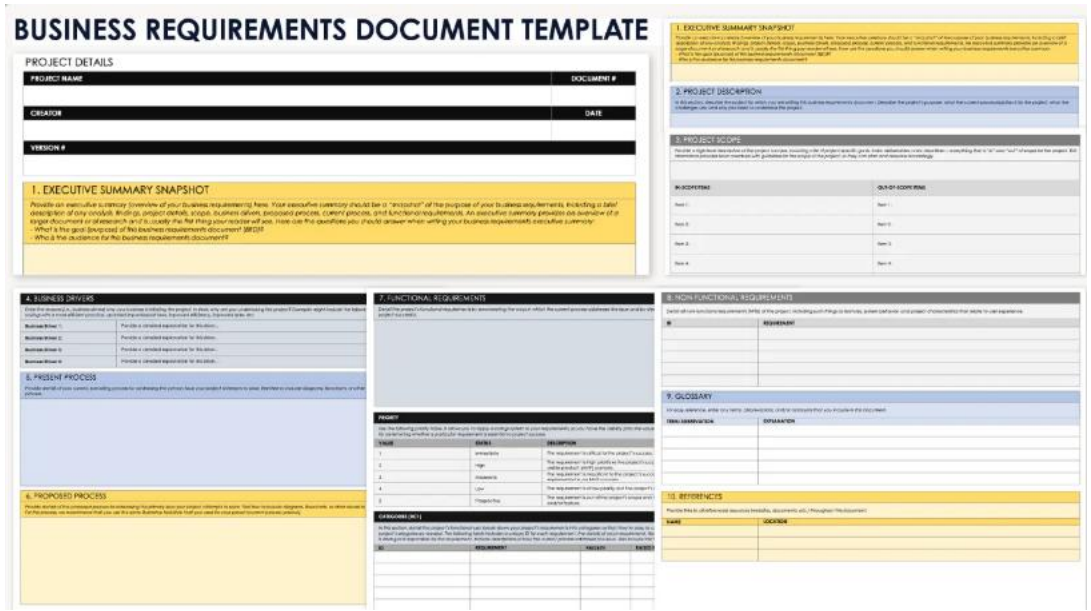
Examples:


Goals and metrics
10 min
Goals: Describe the goals we want to achieve this Future Friday.
Metrics: Describe how we could measure success.
Value proposition
15 min
Gain: Describe the outcomes users want to achieve or the concrete benefits they are seeking.
• change of perspective
• new facts and synergies
• Realisation moment
• Misinformation
• Preaching to the already converted

Examples:

Proposed:

- Overview:
  - Describe the background to why the reporting is necessary and how the reporting requirements will be used within the business
  - The overview should include descriptions of the reports identified so far that the metrics/kpis defined in this document will be used.
- Stakeholder:
  - Description of Stakeholders
- Current business process (at least high level)
  - What is the business process? (criticality)
  - When the process is executed and how frequently? Differences between soft/hard close?
  - Why does this process is in place
  - Where is the process maintained
  - Who are the process maintainers, beneficaries
- Current technical process
  - Data feeds, available accesses
  - Data processing / transformation (logics, mappings)
  - Granularity
  - Current process gaps and technical difficulties
- Out of Scope:
  - Description of any functionality or source system that is out of scope of this development.
  - If there is relevant functionality that is out of scope for delivery reasons, state the story or feature ID that the functionality will be delivered in
- In scope
  - To be business process / Process improvements
    - Any improvements to the above
  - To be technical process / Technical requirements
    - Data integration changes
    - Reporting location changes
    - Reporting layout changes
    - Any further enhancements/functionality
- Personas and Use Cases
  - Description of the personas and use cases that will be using these market requirements
  - MVP and Success Criteria
- Metrics & KPIs
  - Defition of the Metrics and KPIs that are required from data assets
    - Technical feasability
- High Level Bus Matrix - RACI
  - Description of the reference information needed to meet the reporting requirements defined in this document
- Non- Functional Requirements
  - Data Retention
  - User Access Management
  - Overall process controls (Internal vs. External)



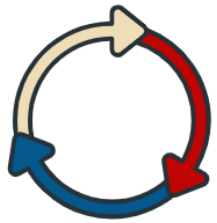
Wireframing

Visualize

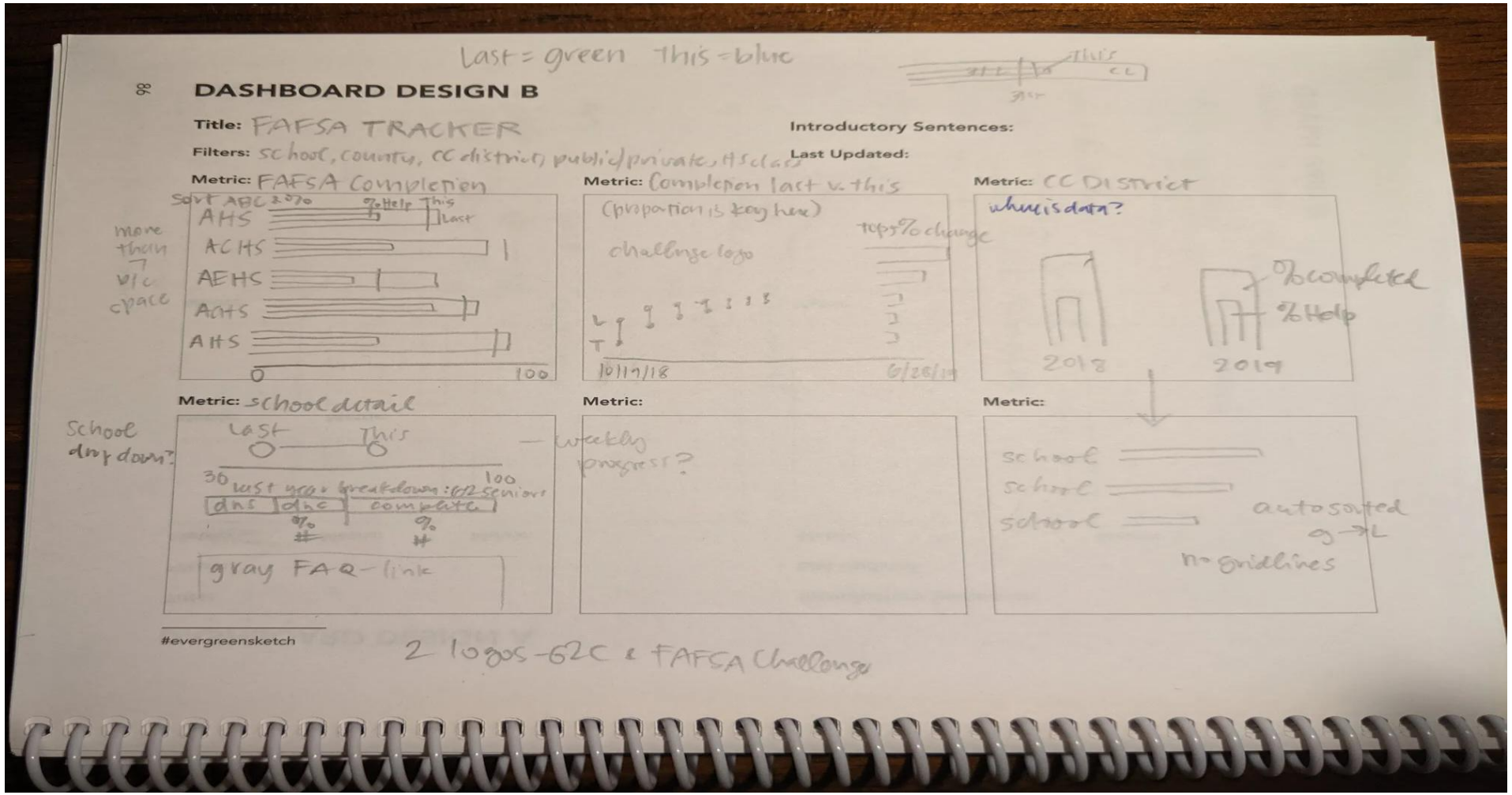
Validate

Simulate

Prototype



Dashboard Sketch



https://stephanieevergreen.com/the-dashboard-sketch-process/

Dashboard Wireframe



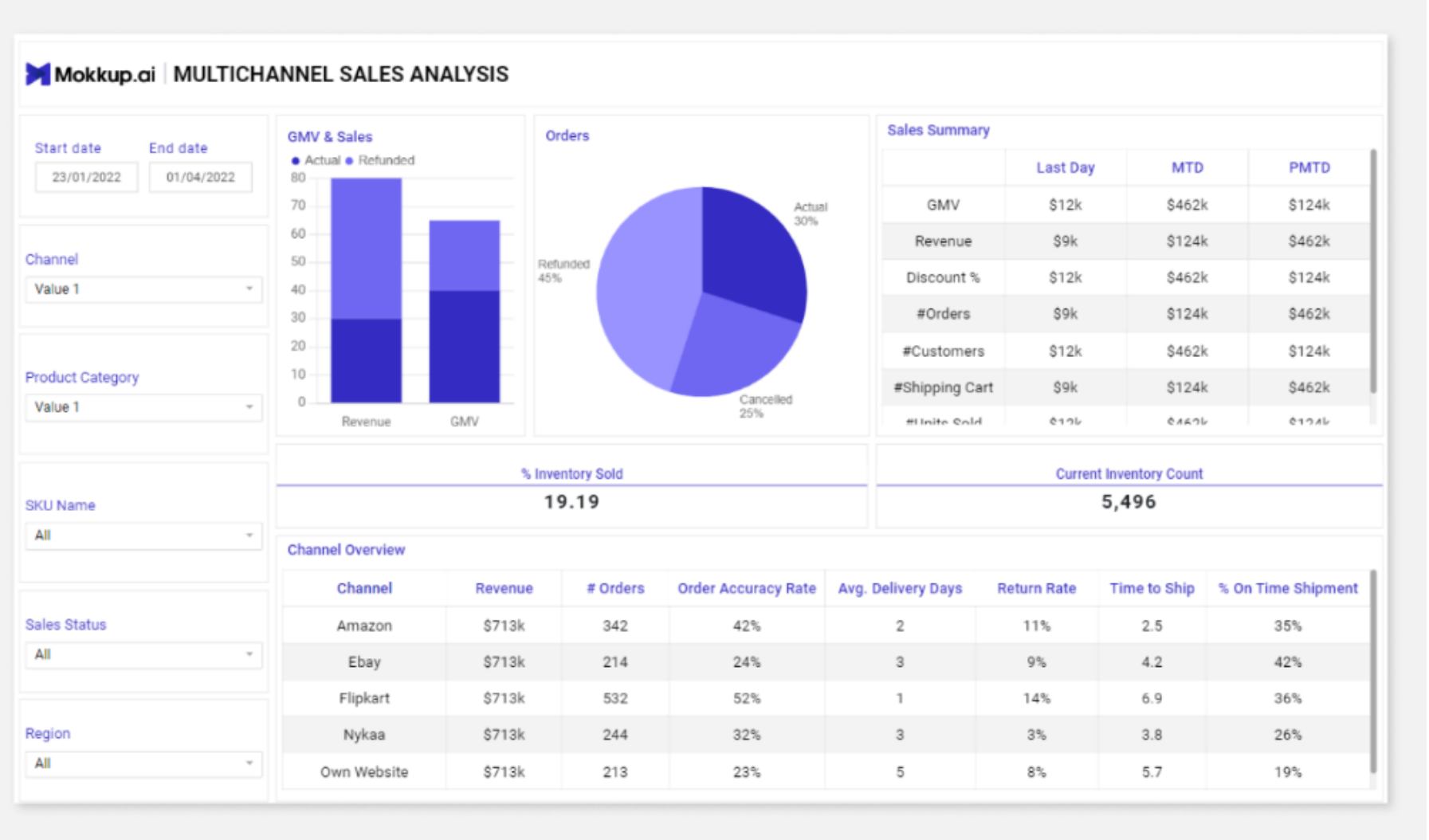
https://domoorewithdata.com/tag/wireframe/

Dashboard Wireframe



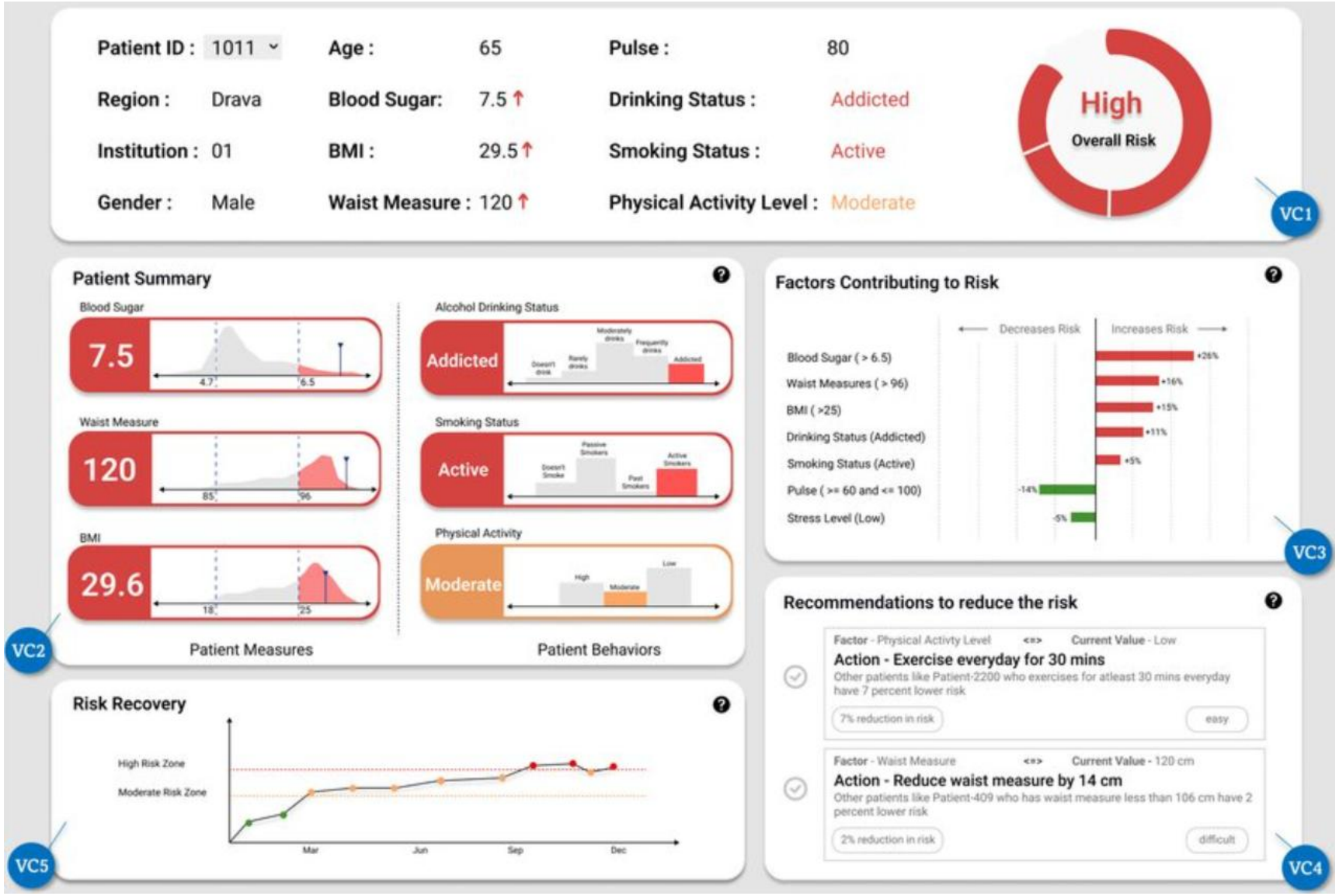
https://domoorewithdata.com/tag/wireframe/

Dashboard Mock-up



https://medium.com/microsoft-power-bi/tableau-power-bi-dashboards-vs-mokkup-dashboard-wireframing-90618a47149e

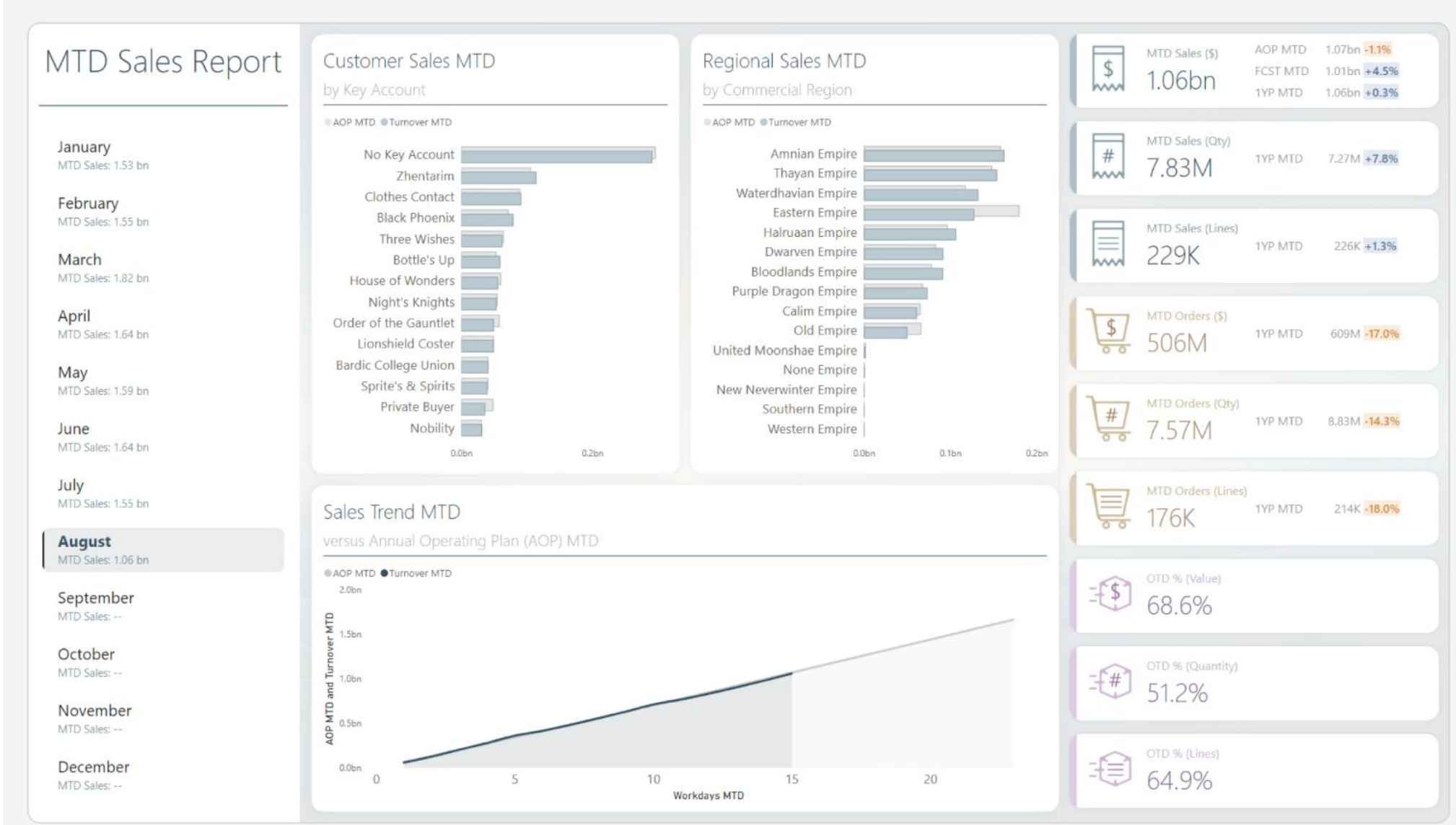
Dashboard Prototype



https://www.researchgate.net/figure/Dashboard-design-of-our-click-through-prototype-Visual-explanations-are-provided-using_fig1_368688190

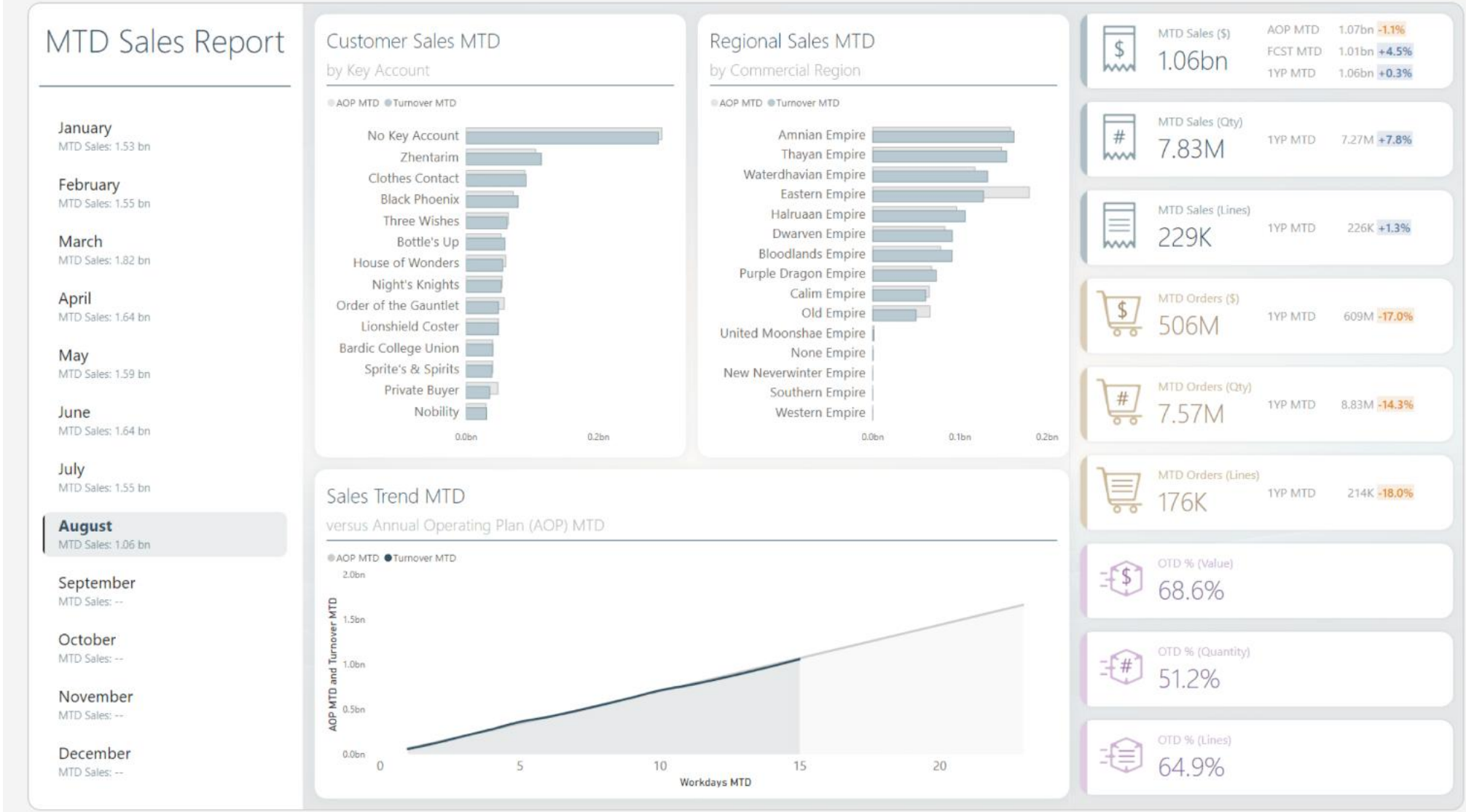
Visual Guidelines

Are we achieving the MTD target?



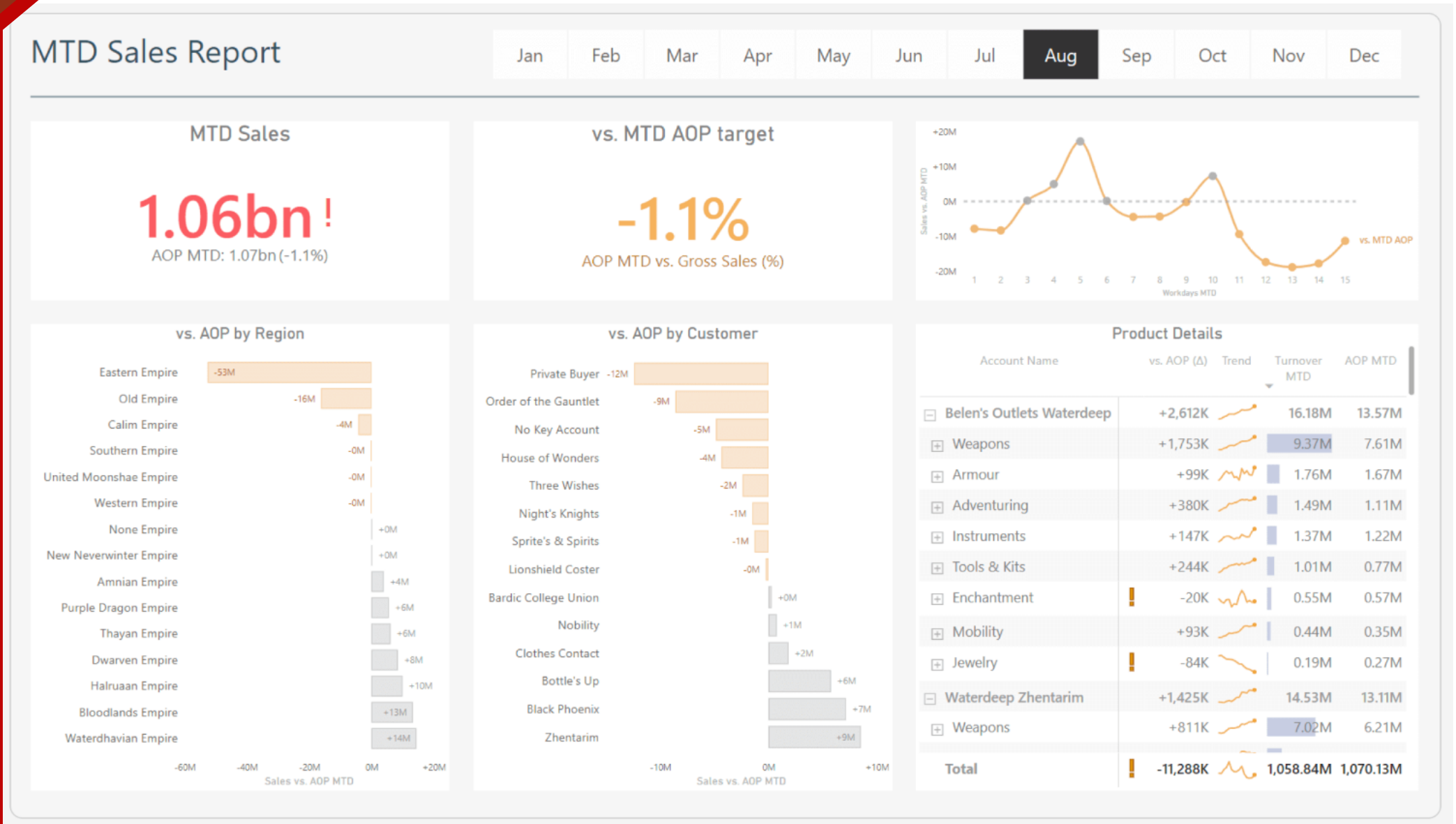
https://www.sqlbi.com/articles/introducing-the-3-30-300-rule-for-better-reports/

For which areas are we underperforming?



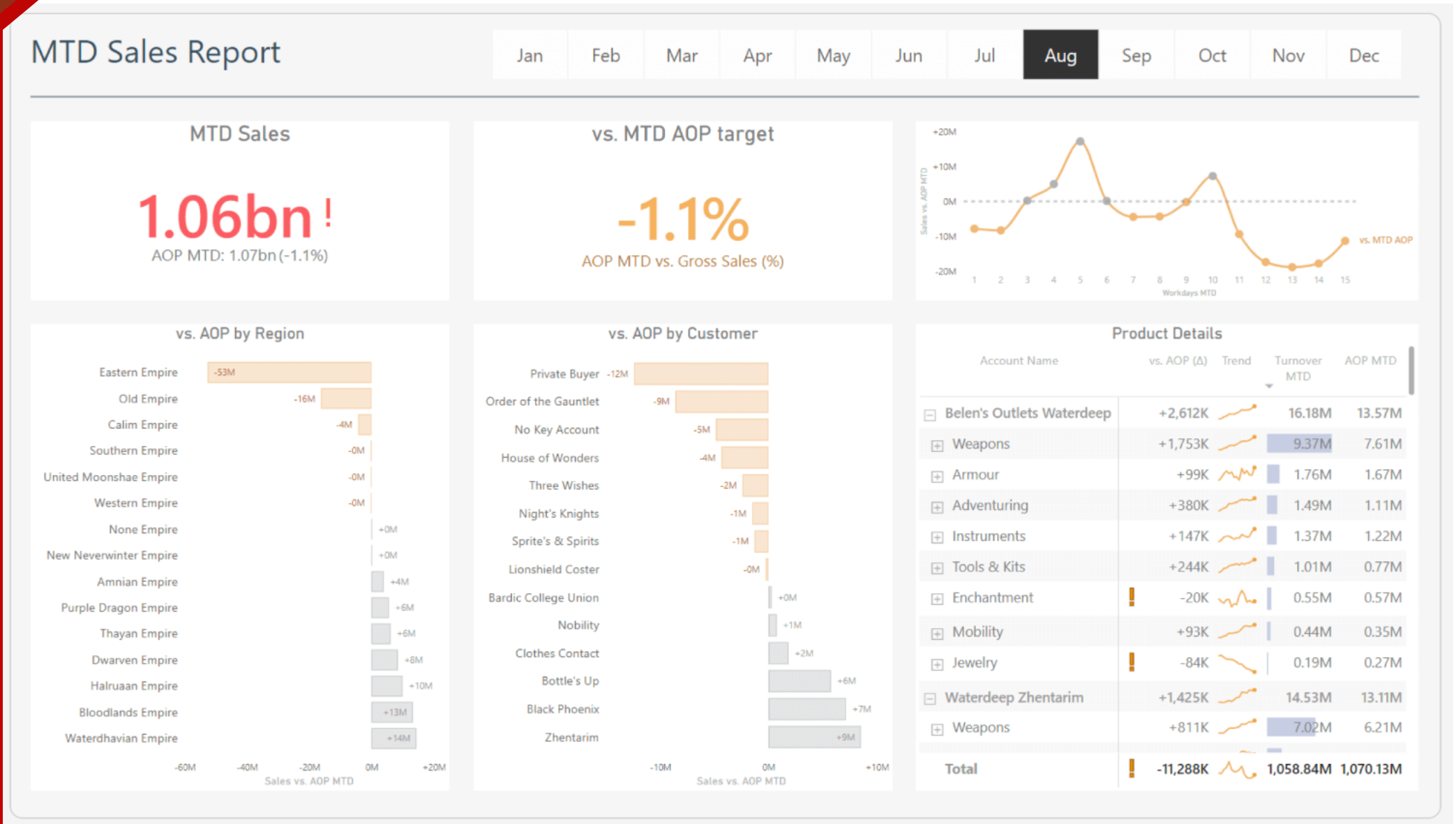
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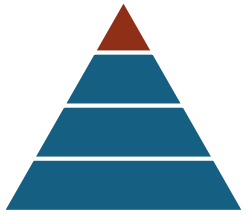
https://www.sqlbi.com/articles/introducing-the-3-30-300-rule-for-better-reports/

Information Gathering

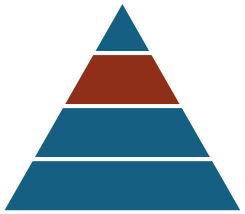
- 3 seconds: ~ *Inform*
  - Your KPIs and Targets
- 30 seconds: ~ *Guide*
  - Details about your KPIs
- 300 seconds (5 minutes): ~ *Understand*
  - Detailed information on what we saw in the graphs before



Dashboard vs. Digital Product

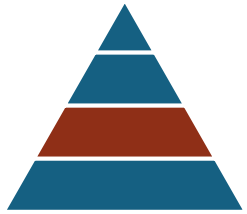


Overview



Regional

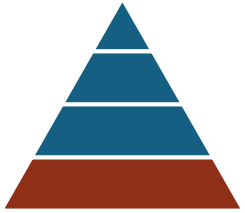
Customer



Product

Forecast

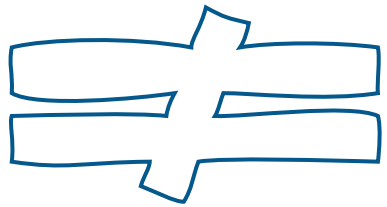
Historic



Invoice

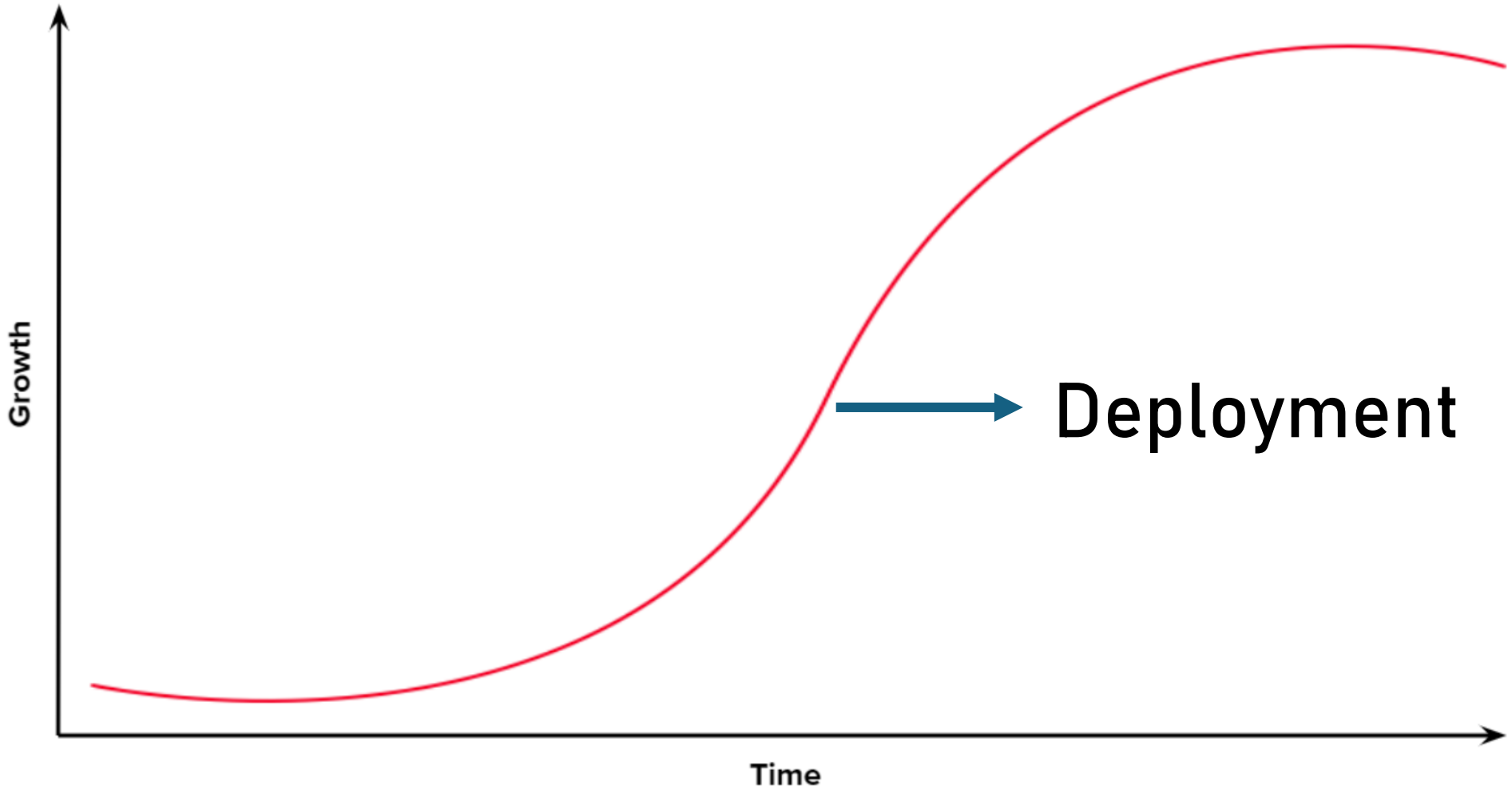
Dashboard Depreciation Disaster

User Satisfaction

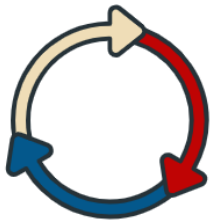


User Happiness

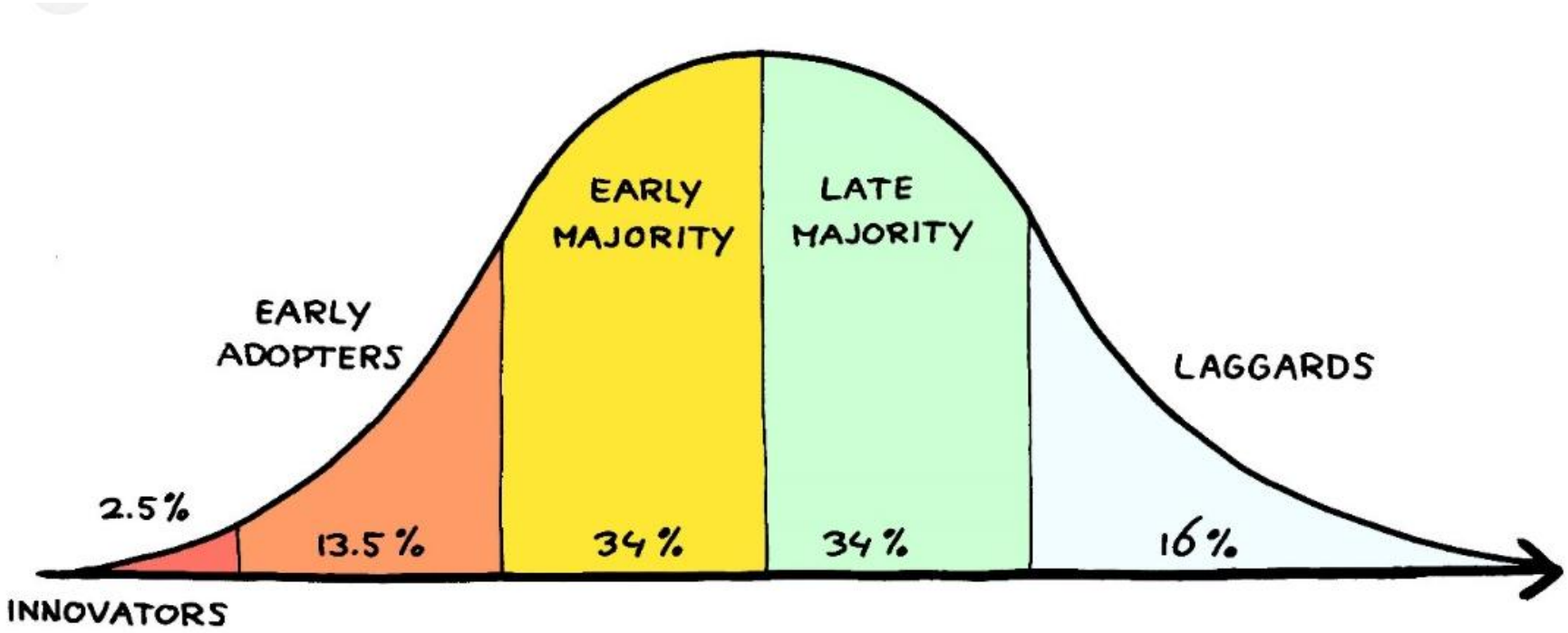
User Education & Deployment



Project ends with deployment while lifecycle starts there

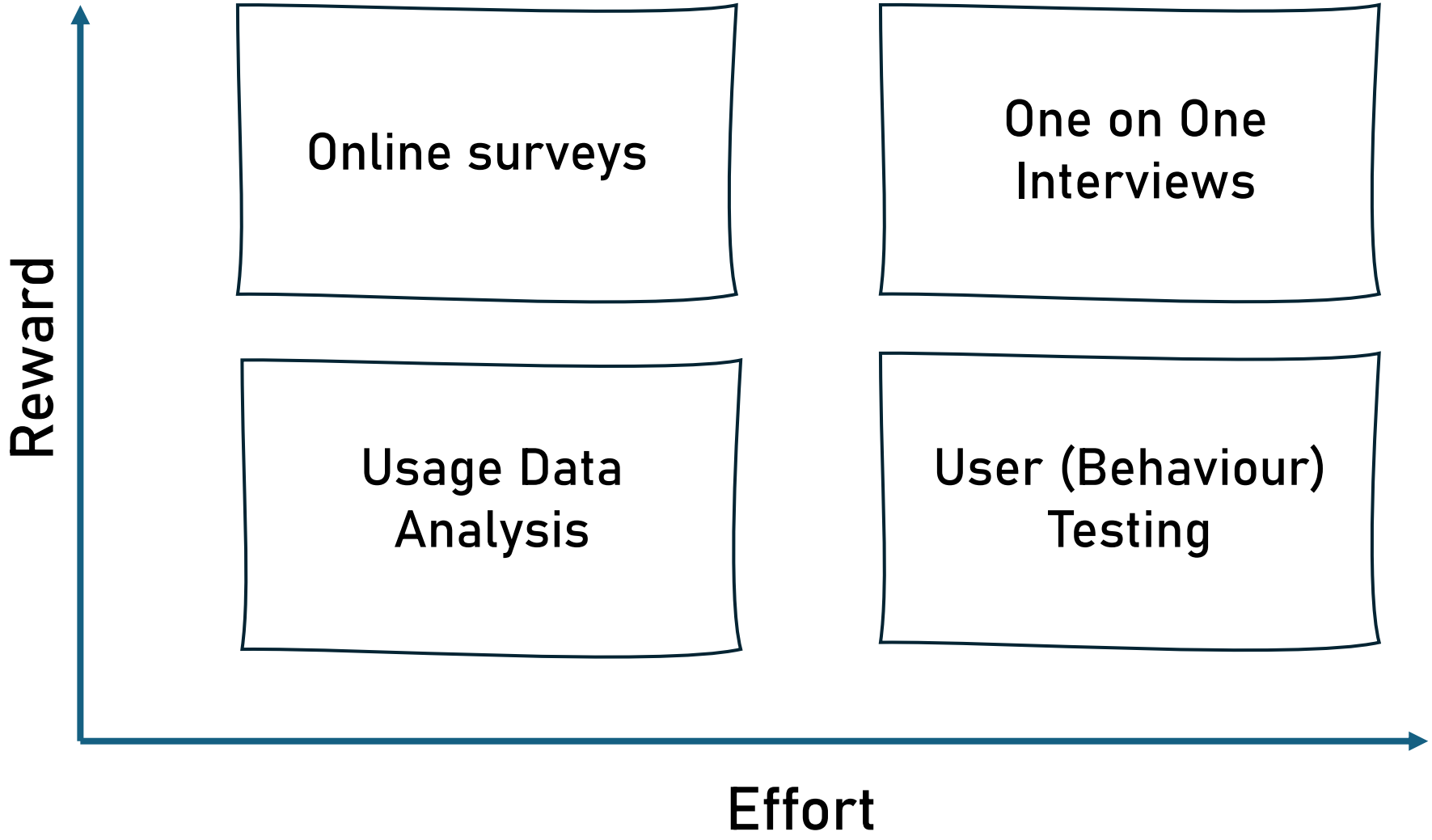


Adoption Tracking

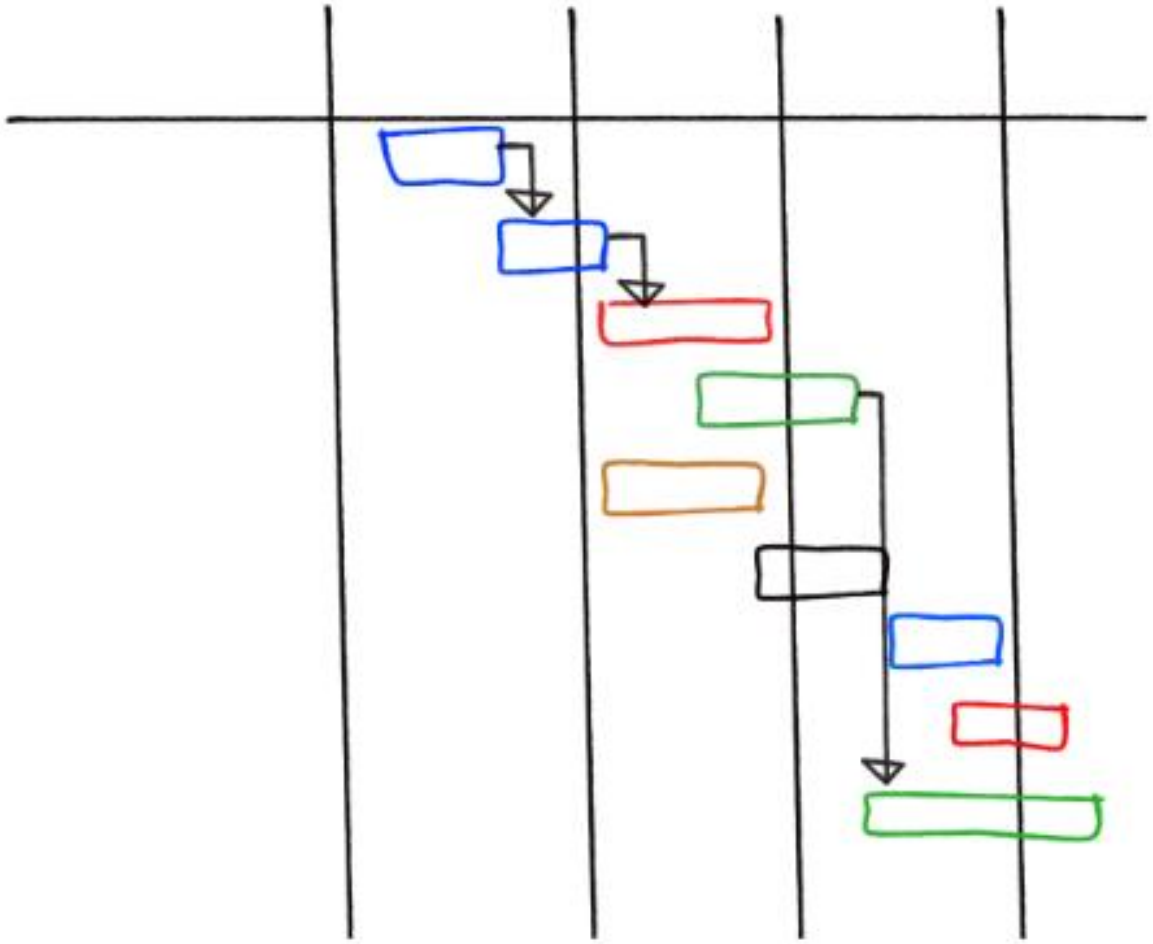


https://www.flickr.com/photos/jurgenappelo/5201275209

User Feedback

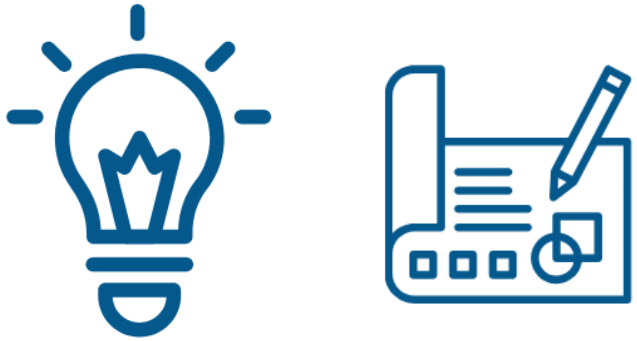


Project Phasing & Road Maps





Mental Model



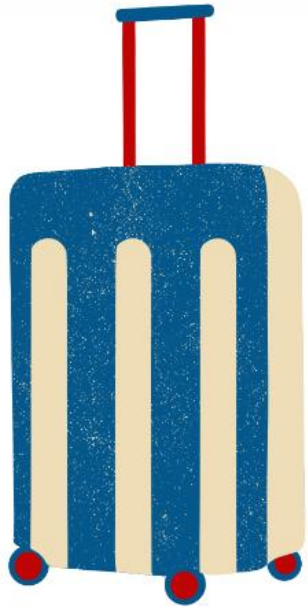
Wireframing



Lifecycle

Mental Goodie Bag

Step into the user's shoes



Session Feedback 💖

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