**User Research Questions**

**for Dashboard Design**

#### **32 questions to ask users when designing a dashboard**

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Read original article: [32 User Research Questions for Dashboard Design](https://uxdesign.cc/30-user-research-questions-for-dashboard-design-5534abbfca79)

#### **1. QUESTIONS ABOUT GOALS**

The three main purposes of a dashboard are:

* Setting goals and tracking progress *(strategic)*
* Monitoring real-time performance *(operational)*
* Identifying opportunities or investigating problems *(analytical)*

#### **GOALS, GENERAL**

1. What are the top goals and priorities in your role?
2. How do having these numbers help you in your role/achieving [a certain goal]?
3. Why is having [data or metrics] important?

#### **GOALS, STRATEGIC DASHBOARD**

1. What does success look like to you?
2. How do you measure your success?
3. Think of the last time you set goals. Imagine if you are asked to evaluate your progress today, how would you do it?

#### **GOALS, OPERATIONAL DASHBOARD**

1. What decisions do you frequently need to make?
2. What questions do you regularly ask yourself or your team about the business?
3. Walk me through a normal day at work, from when you arrive to when you leave.

#### **GOALS, ANALYTICAL DASHBOARD**

1. How do you identify opportunities for improvement?
2. Tell me the last time you use data to understand a problem.
3. What mistakes or missed opportunities can be prevented if you have data?

#### **2. CONTEXT OF USE**

#### **GENERAL CONTEXT**

1. Tell me the last time you use metrics.
2. What triggers you to look into data?
3. In what context would you review the dashboard?
4. How often do you review metrics?
5. How much time do you usually spend on reviewing numbers?

#### **OUTCOMES (DECISIONS & ACTIONS FUELLED BY DASHBOARD)**

1. What would you do if you have [certain data]?
2. How do you use these numbers to make a decision?
3. What data would prompt you to immediate action if you see it? / What are the thresholds that require you to take action?
4. If you see this number increase/drop/plateau, what would you do next?

**3. TIMELINESS AND INTERACTIVITY REQUIREMENTS**

This information is often already revealed from questions about the context of use. Probe further if users don’t automatically tell you.

#### **TIMELINESS**

1. What information do you need on a daily basis?
2. How often do you review [specific data or metrics]?
3. What information do you need to see in trends vs. a single point in time? Why is that important?

#### **INTERACTIVITY**

1. What do you compare these numbers to? (historical, average, company, industry, location…)

**4. FAMILARITY WITH DATA, METRICS, TERMINOLOGIES**

#### **FAMILARITY WITH DATA ANALYSIS**

1. Tell me about the last time you work with data. What tool did you use, what questions were you trying to answer, and how did you make sense of the data?
2. What do you often use Excel for?
3. Show me a report or analytics tool you enjoy using. Why do you like it? (do users prefer in-depth data or answer at a quick glance)

#### **FAMILARITY WITH BUSINESS METRICS & IMPLICATIONS**

1. What metrics do you currently track? Why are they important?
2. How do you decide which metrics to track?
3. Are you aware of any other metrics that your peers might use?

#### **FAMILARITY WITH INDUSTRY & ANALYTICS TERMINOLOGIES OR ACRONYMS**

1. What challenges did you face when you first using analytics in your job?
2. (No question) Take note of the user’s language