

AI / BI 
SYMPOSLIA

Refresh & redesign: le Applicazioni con l'utente al centro

Maria Corrado – Sales Engineer



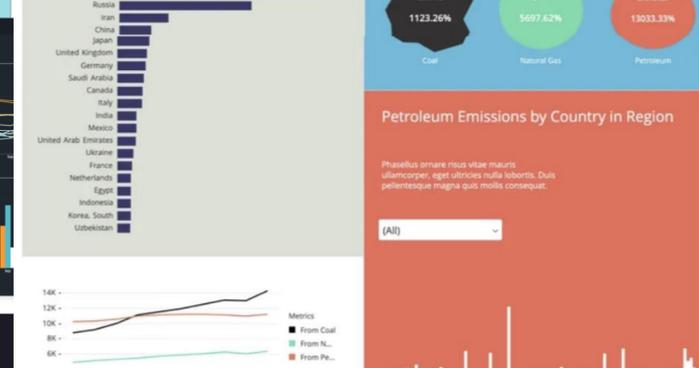
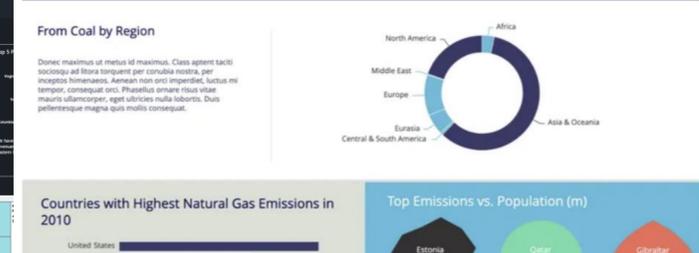
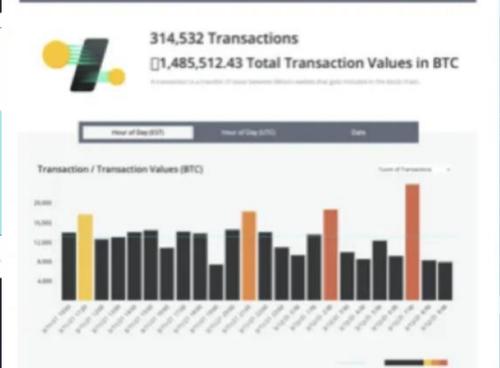
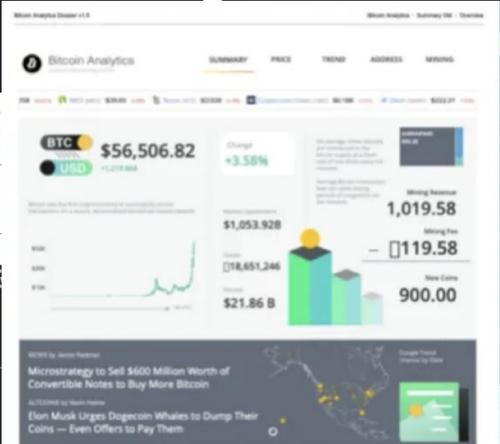
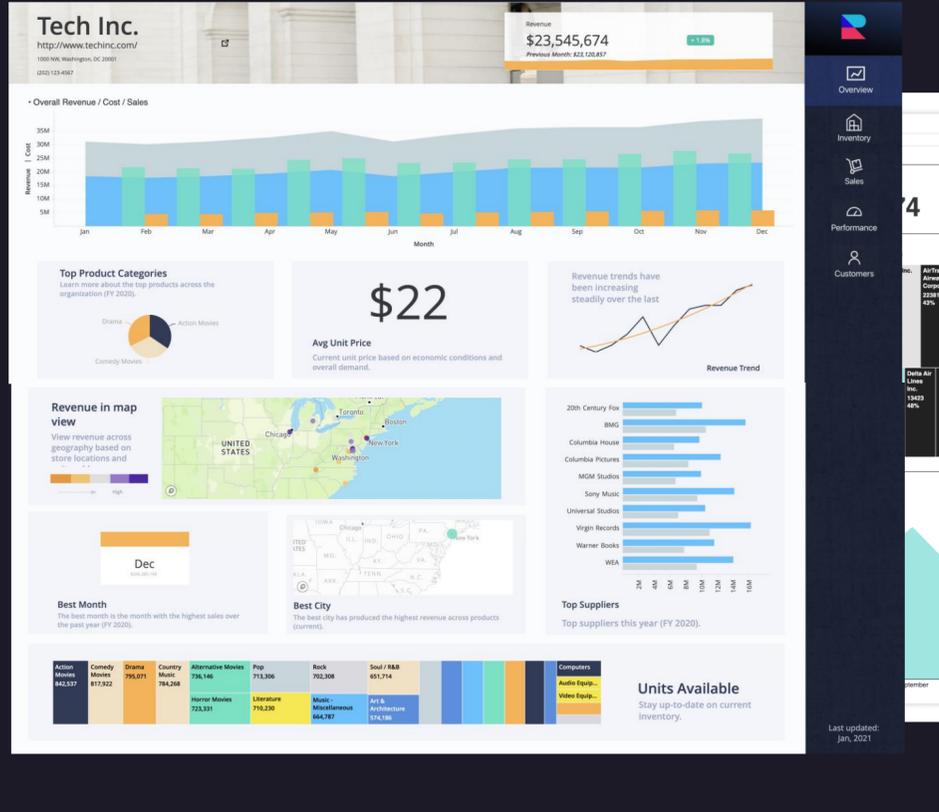
I DATI SONO NOIOSI
O NO?

ENJOY

ANALYTICS

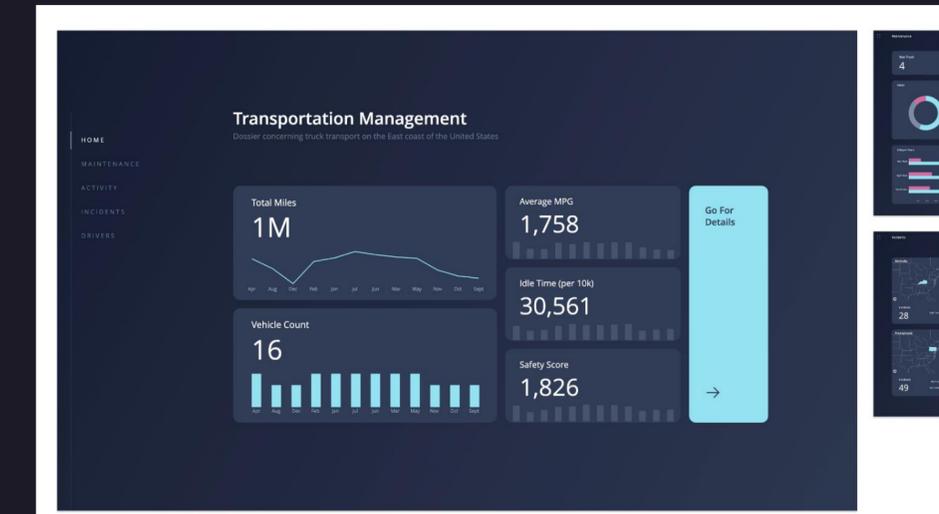
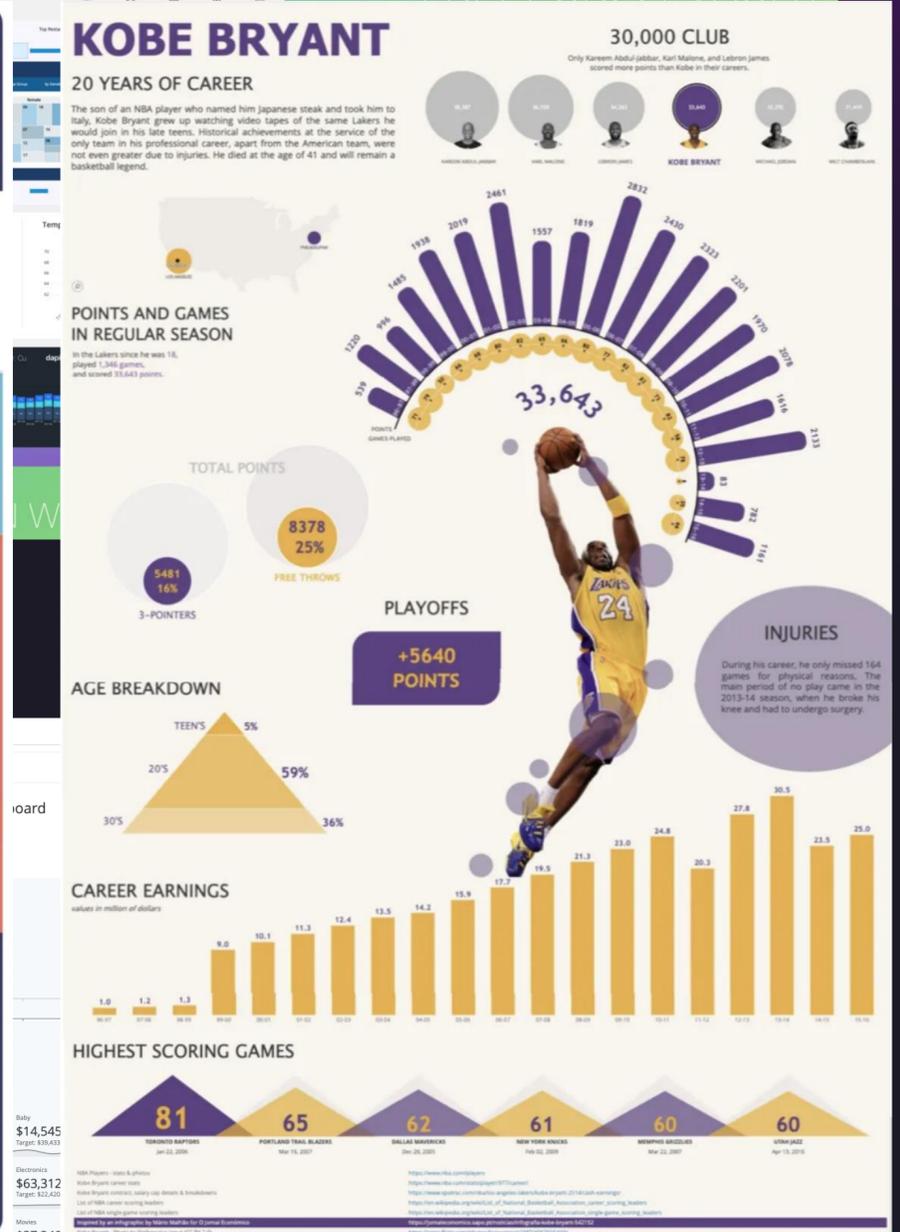
WITH 

Enjoy analytics with MicroStrategy!



Top 20 Highest CO2 Emissions by Country - Details (2009-2010)

Country	From Coal		From Natural Gas		From Petroleum		Total Emissions	
	2009	2010	2009	2010	2009	2010	2009	2010
Australia	219.46	210.17	62.04	63.95	130.11	131.22	411.61	405.34
Brazil	34.67	43.70	42.66	53.48	337.33	356.69	414.66	453.87
Canada	106.39	103.61	173.12	163.37	271.74	281.77	551.25	548.75
China	5,971.86	6,946.31	173.28	208.94	1,059.74	1,165.72	7,204.88	8,320.97
France	39.43	45.07	95.26	97.17	260.82	252.95	395.51	395.19
Germany	281.02	299.84	176.60	183.91	305.33	309.91	762.95	793.66
India	1,124.50	1,161.57	105.60	127.33	392.60	406.73	1,622.70	1,695.63
Indonesia	152.05	116.97	87.00	90.31	178.53	182.16	417.58	389.44
Iran	4.71	4.57	308.92	316.51	235.26	239.25	548.89	560.33
Italy	46.14	50.12	149.56	159.06	212.77	207.19	408.47	416.37



Modern Application Design Principles



1

Visualization principles

2

La Forma segue la Funzione

3

Mobile First

4

Uso intelligente degli spazi

5

Pensa fuori dagli schemi

Visualization principles

Vecchi concetti per dashboard moderne

Cosa rende un'Applicazione una buona Applicazione?



TYPICAL APPLE PRODUCT...

TOUCH

A GOOGLE PRODUCT...

FIND

YOUR COMPANY'S APP...

FIRST NAME: TYPE CD: 4 - K
LAST NAME: TOP STAT: AA2-
SSN: FT/PT: VER: DK9B
ID: CAT CD: KKA?
PHONE 1: CITY: CN3
PHONE 2: STATE: AA-9
ADDR 1: ZIP: NEW
ACCT #: ORD #: DEL

OKAY APPLY SAVE UNDO HELP DELETE EDIT
SELECT BROWSE ERRORS

STUFFTHATHAPPENS.COM BY ERIC BURKE

La regola dei 5 secondi



Se un visitatore non capisce i tuoi contenuti, il tuo prodotto o di cosa tratta il tuo sito web in 5 secondi, probabilmente li hai persi

Experience the new MicroStrategy Library. Share your dossier and take advantage of new collaboration tools. [Launch](#)

Worldwide Summary

MARCH 2020

VP MTD BY COUNTRY

VP YTD YoY (000) **NDS YTD YoY** **NSP YTD YoY**

955,707 Previous Year: 903,829 + 5.7%	231,083 Previous Year: 260,042 - 11.1%	51 Previous Year: 32,067 - 1.3%
--	---	--

VP MTD YoY (000) **NDS MTD YoY**

350,297 Previous Year: 304,361 + 15.1%	86,946 Previous Year: 110,789 - 21.5%
---	--

VP YTD YoY BY REGION (000) **VP YTD BY REGION (000)**

Region	2019	2020
APAC	~180K	~200K
EMEA	~150K	~180K
MEX	~100K	~120K

VP YTD BY MONTH (000)

Month	2019	2020
Jan	~100K	~120K
Feb	~100K	~120K
Mar	~100K	~120K

SharePoint

- KEY METRICS
- RETENTION
- DS COUNT
- DS TRENDS
- HBI SALES
- ORG. DEEP DIVE
- KEY METRICS (Corporate Graphs)
- SPONSORING
- NEW MEMBERS
- SALES BY CHANNEL
- PURCHASER SEGMENTATION
- PRODUCTS
- DAILY SALES REPORT
- NUTRITION CLUB
- GO! HL STATS

Raggruppamento delle informazioni



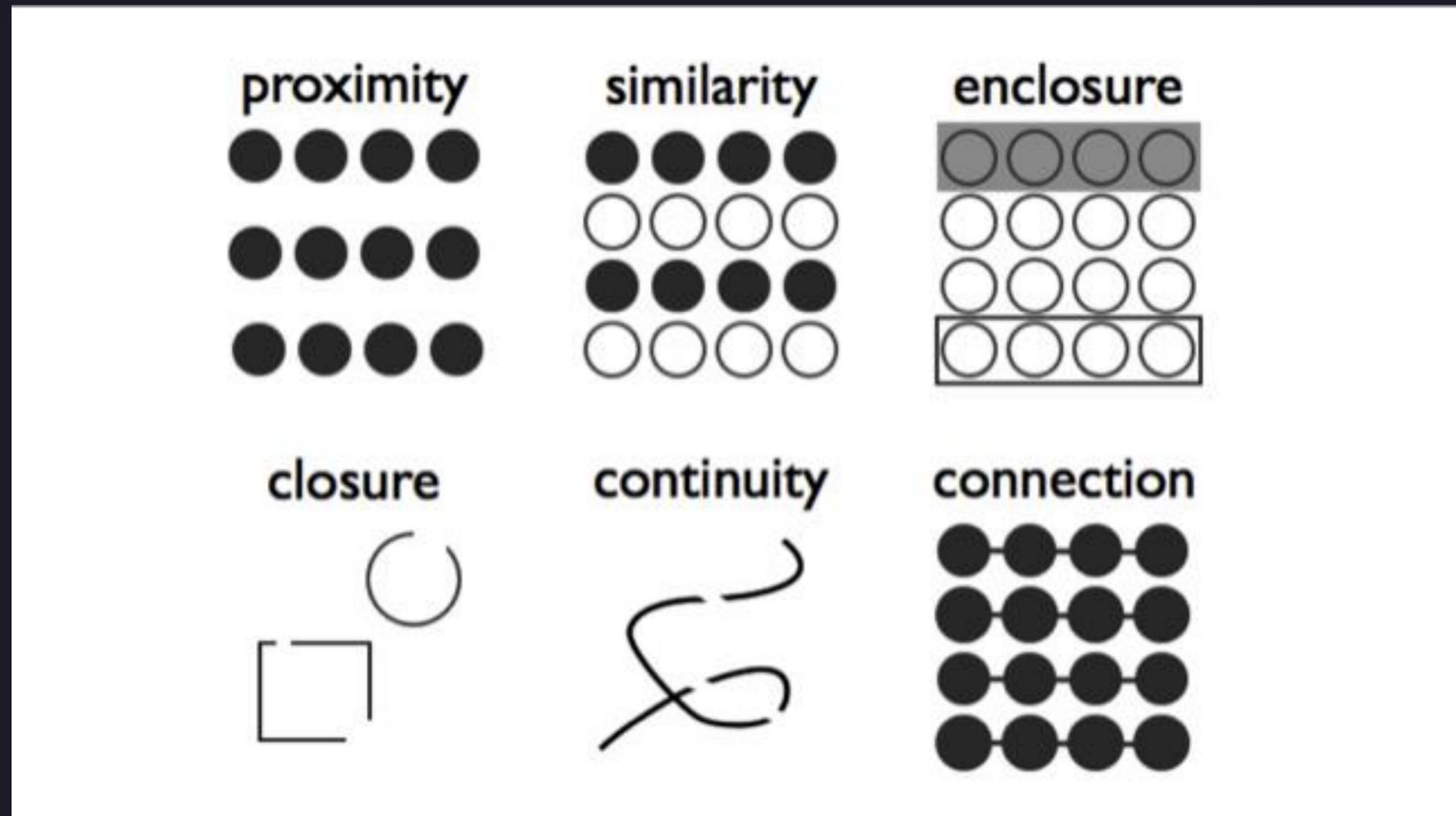
02083960000

Numero di telefono
come una lunga
lista di numeri

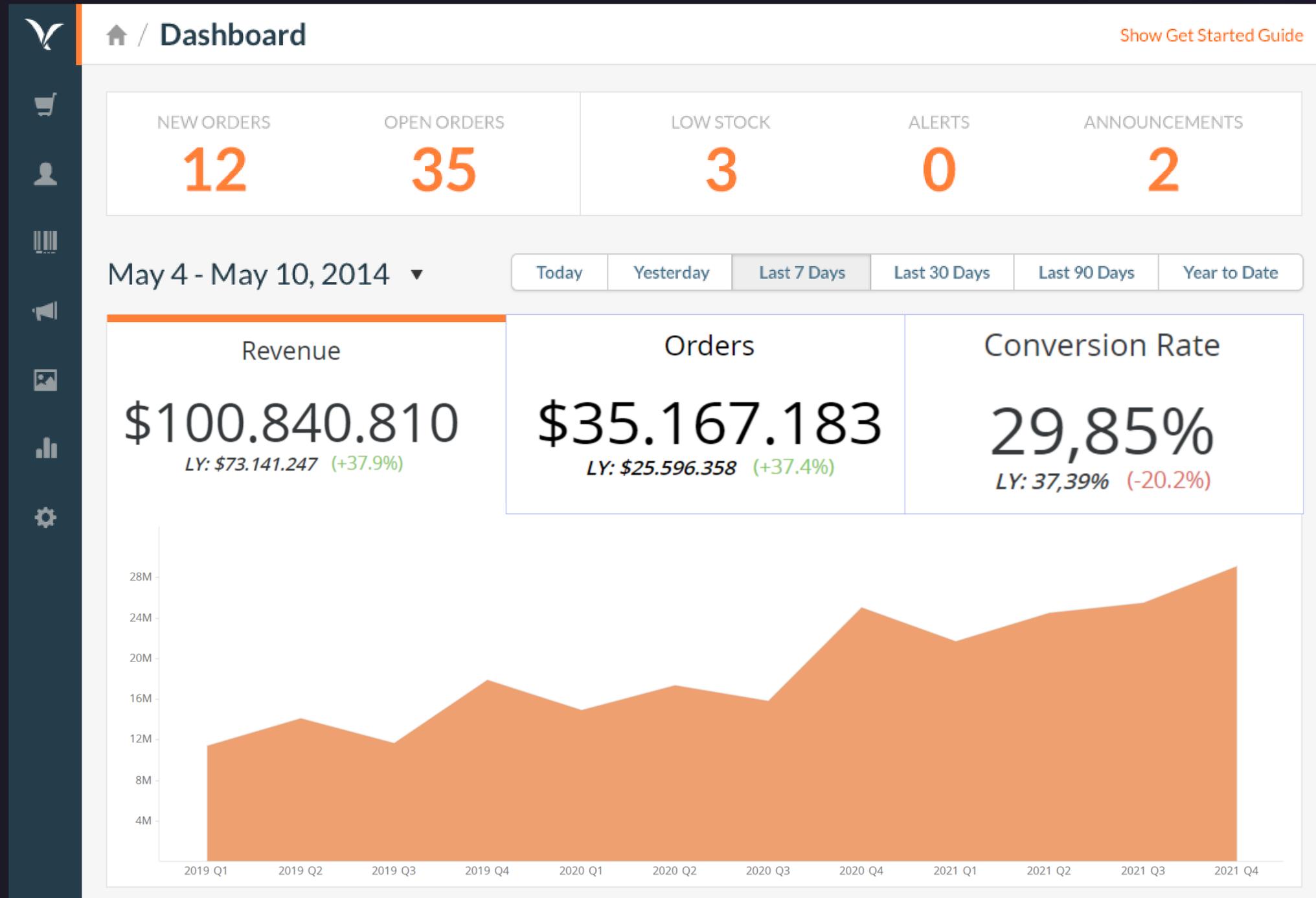
020-8396-0000

Numero di telefono
suddiviso in liste più
piccole

Raggruppamento delle informazioni

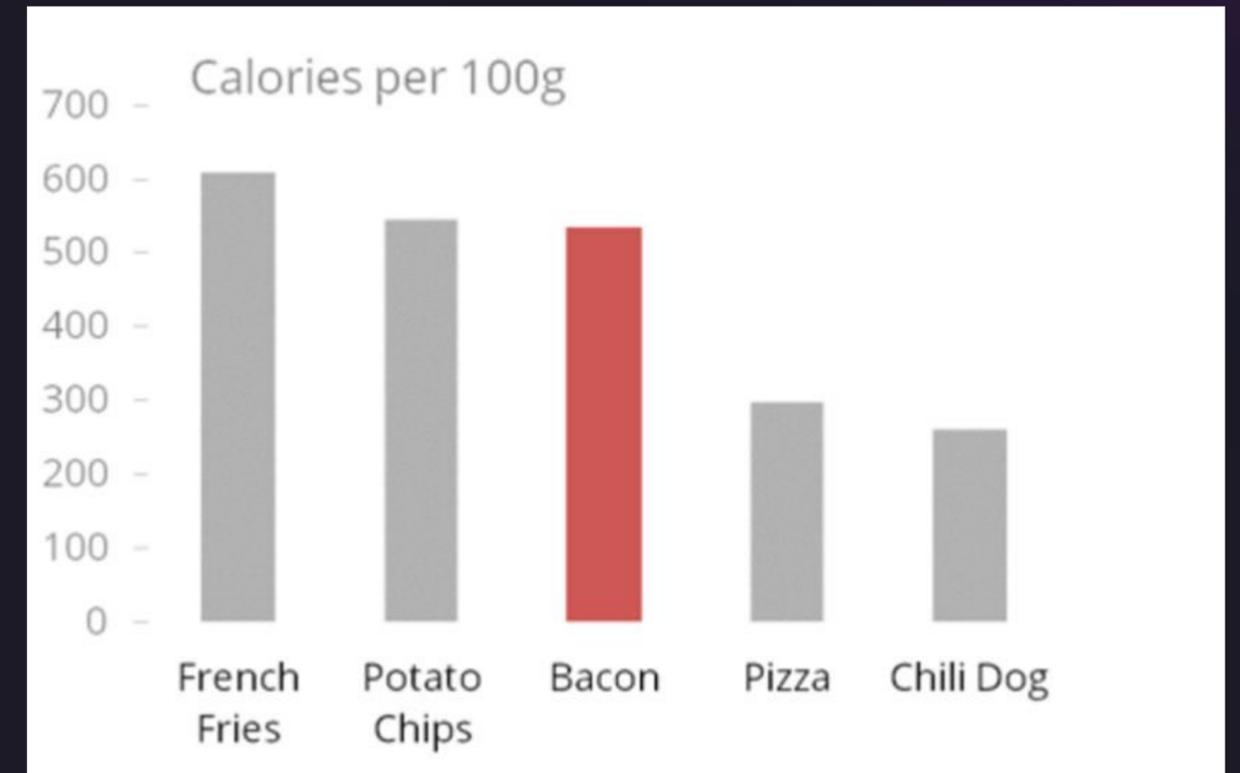
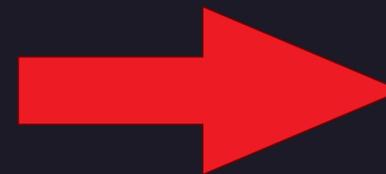
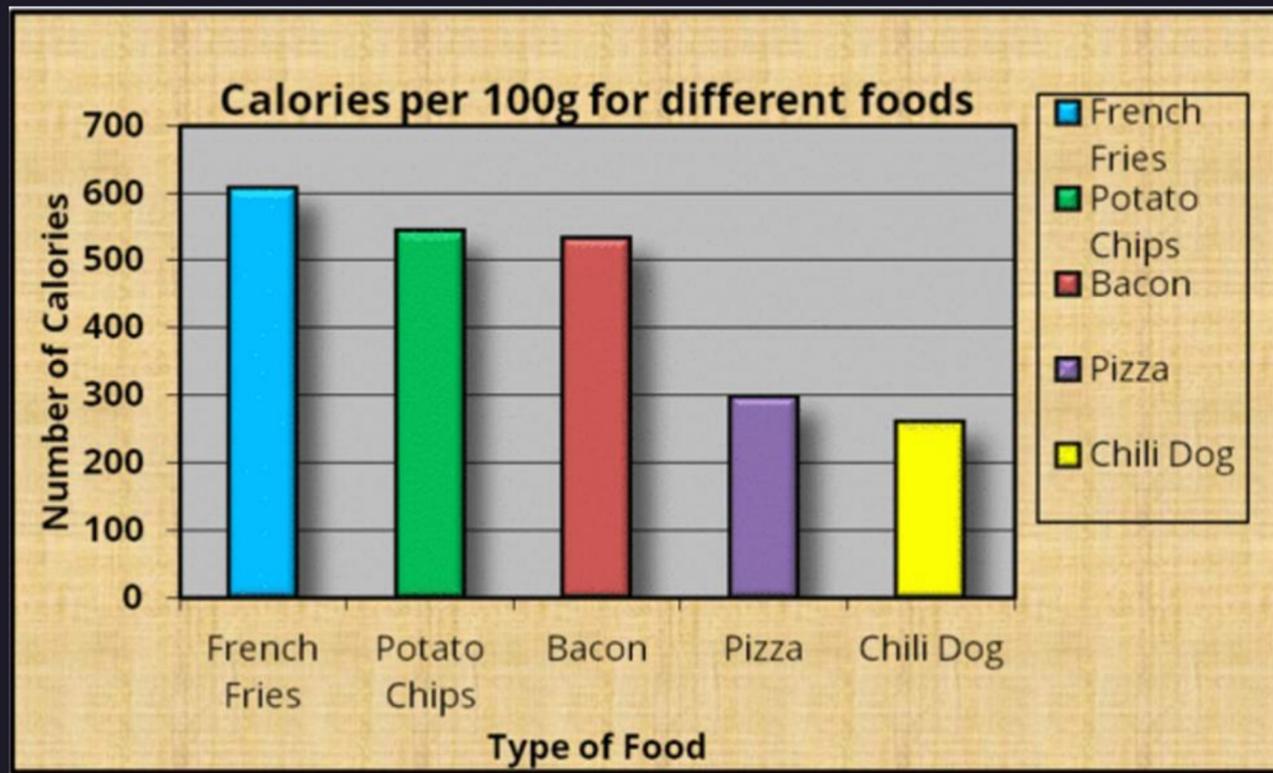


Raggruppamento delle informazioni



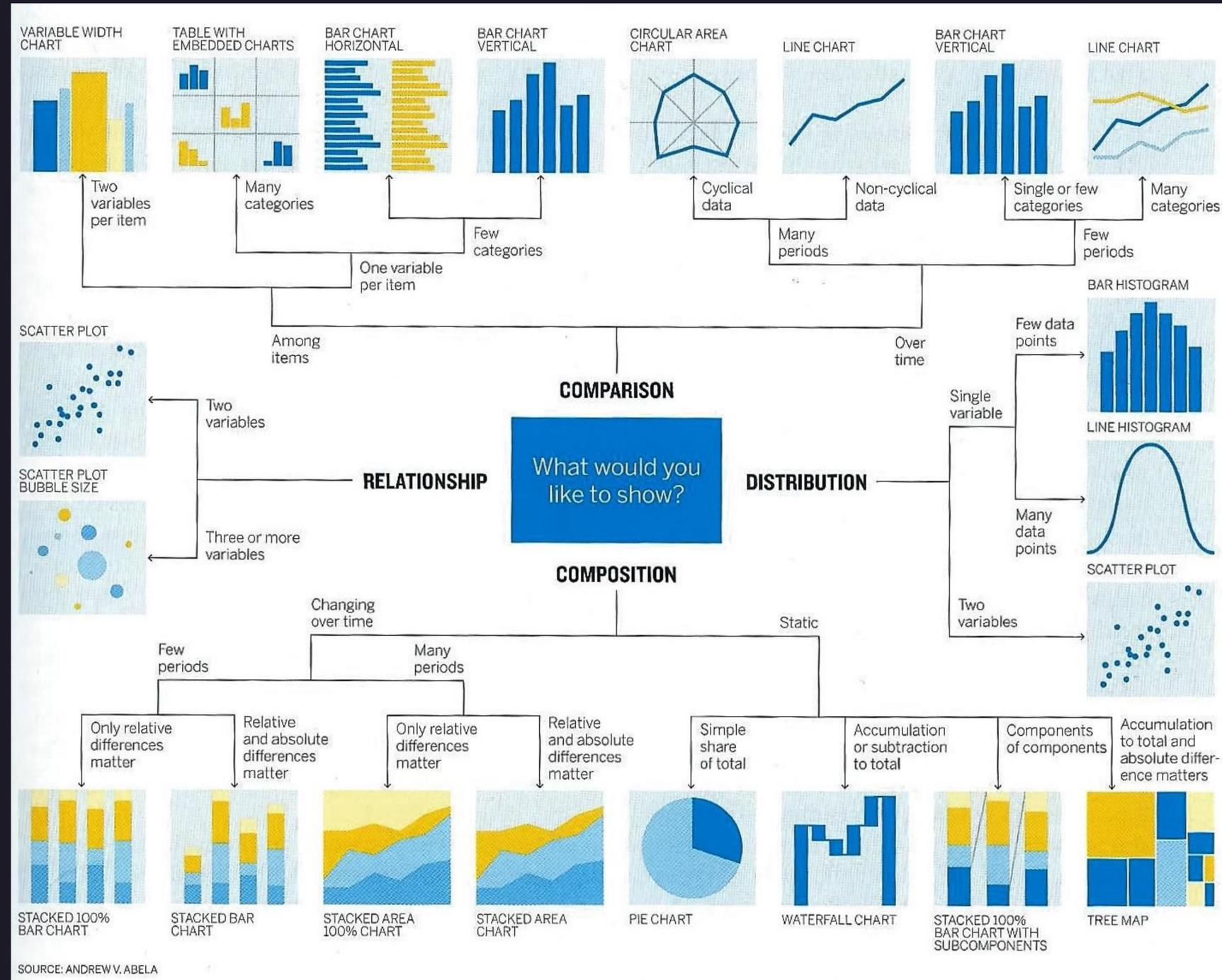
Rapporto Dati-Inchiostro

#LessIsMore



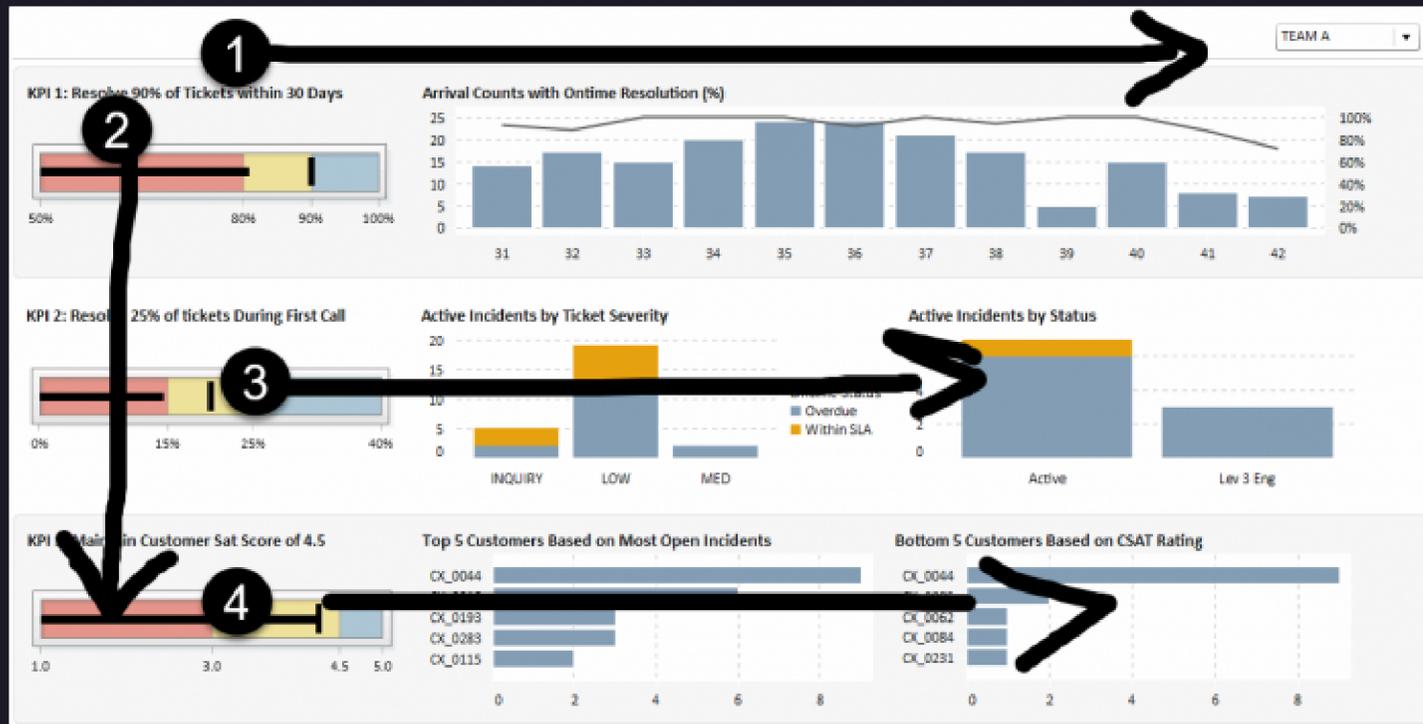
Ad ogni dato il suo grafico

Abela Chart Type Hyerarchy

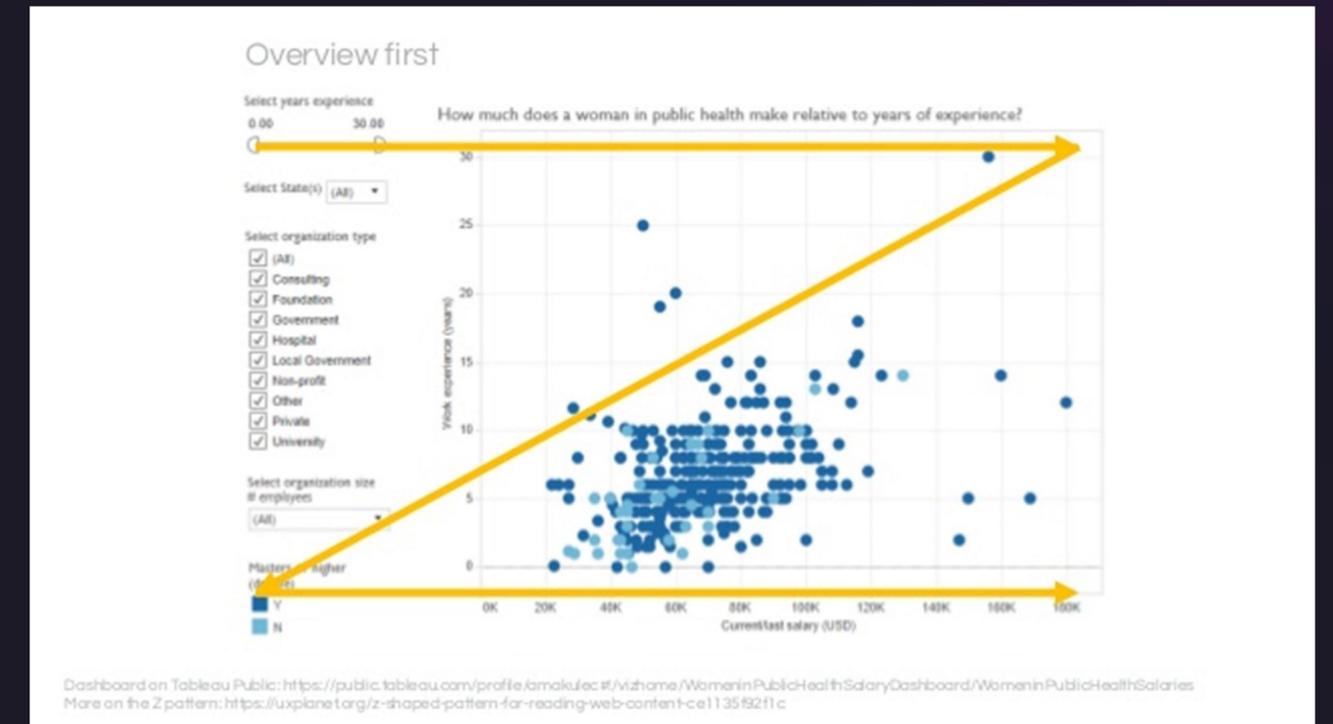


Navigazione

Segui lo sguardo dell'utente



F-shaped Pattern



Z-shaped Pattern

La Forma segue la Funzione

La forma segue la funzione è un principio di progettazione che suggerisce che la forma di un oggetto dovrebbe essere basata sulla sua funzione o scopo previsto, piuttosto che sull'estetica o sullo stile.

Data Storytelling

Creazione di un layout efficace



Navigazione

Header, Branding, Menu,
Statement, personalized
message, Description

20%

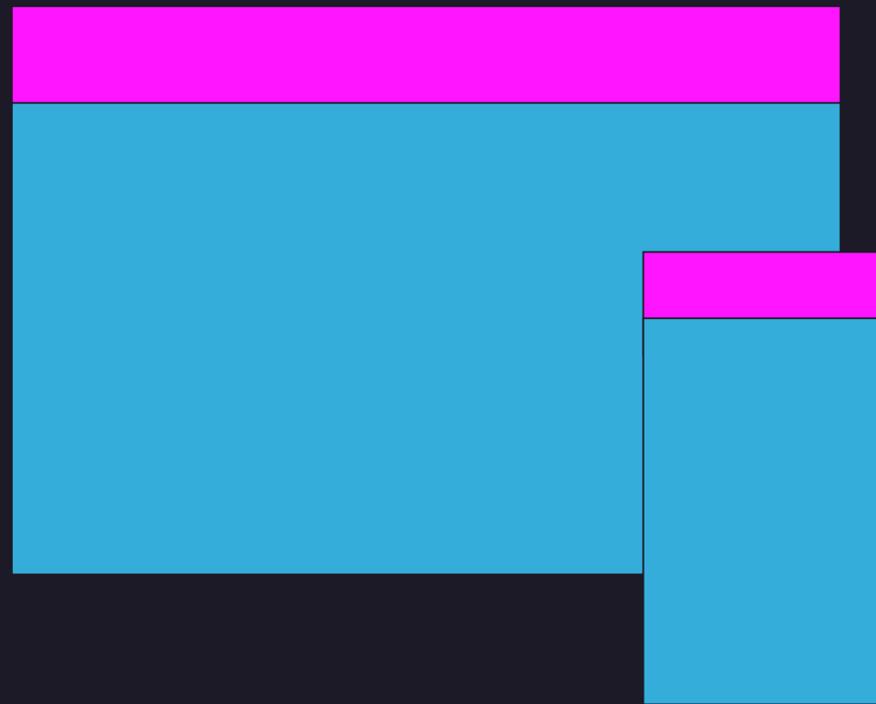
80%

Contenuto

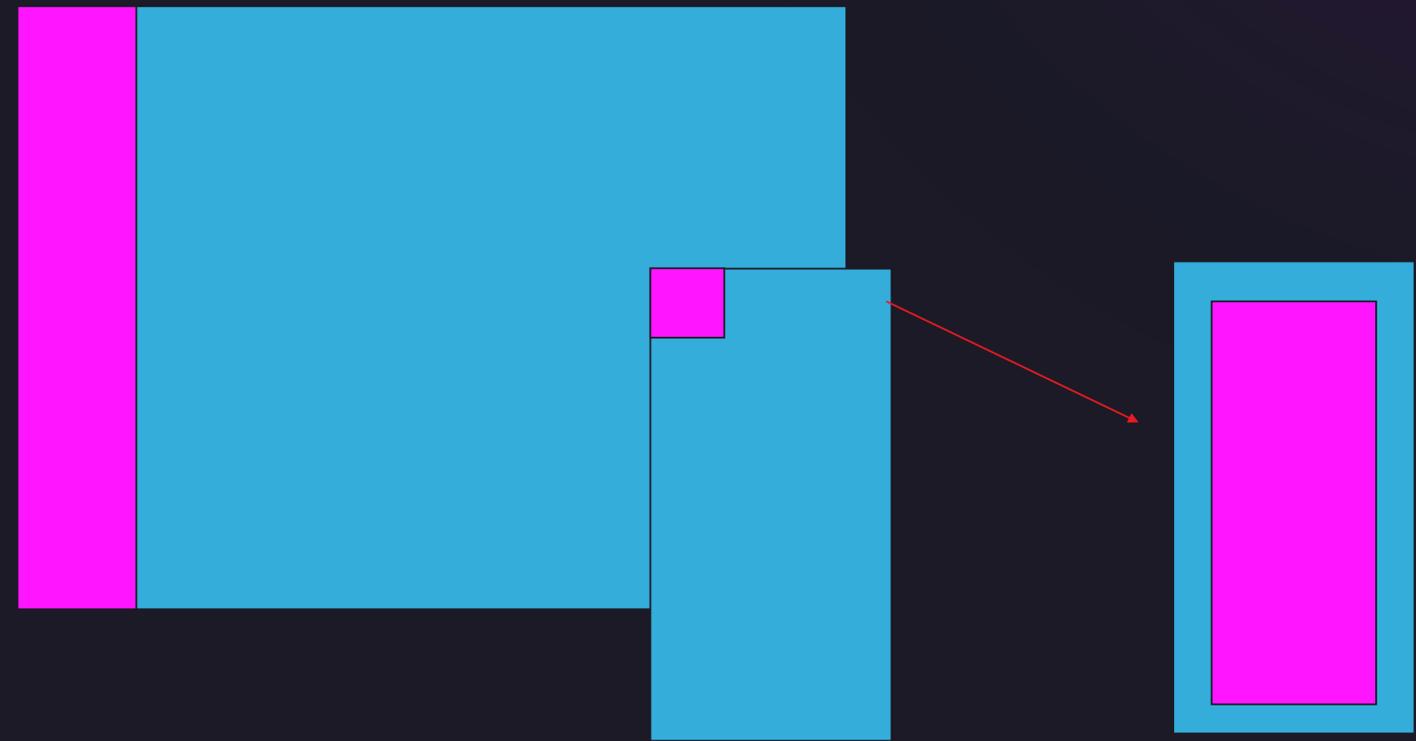
Insights, Grids,
Visualizations, Drivers,
Selectors

Data Storytelling

Form Factor Show/Hide + Responsive View

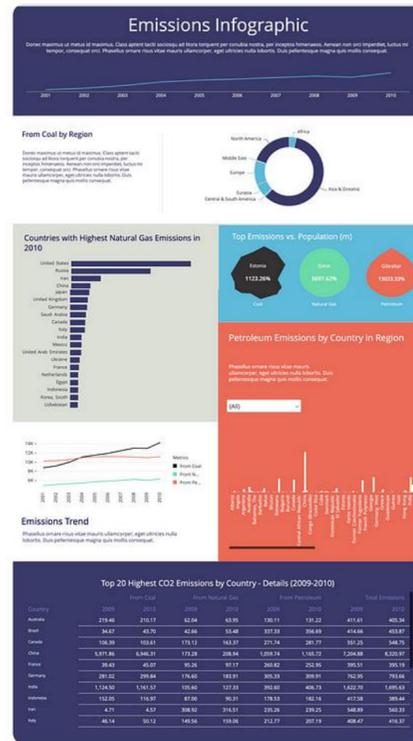


or



Data Storytelling

Guida l'utente attraverso il suo flusso di analisi

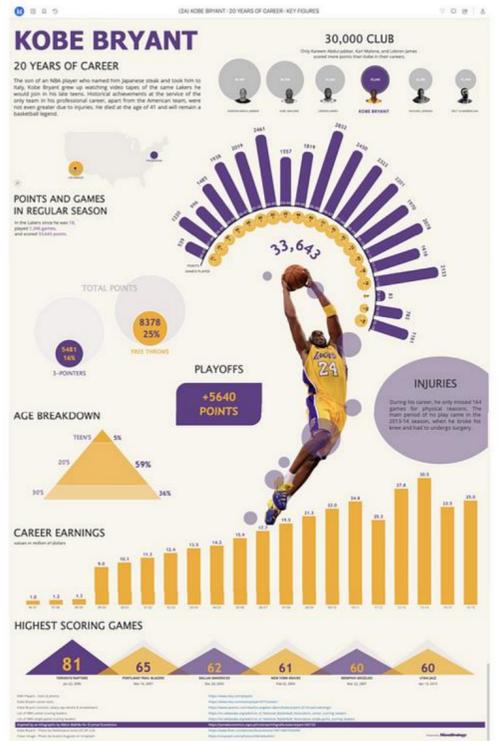
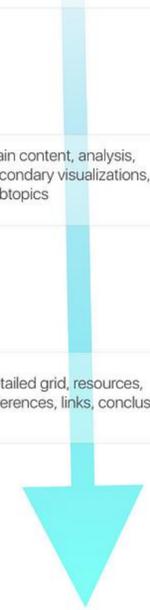


CO2 Emissions Infographic by Keng Fu Chu

headline, title, description, context, opening, eye-catching visualizations

main content, analysis, secondary visualizations, subtopics

detailed grid, resources, references, links, conclusions



Koe Bryant Dossier by Xavier RAUCH

RedStar Movie

Your favorite movies & books store

(All) Revenue Profit

May

\$6,790K

Profit **\$81M**

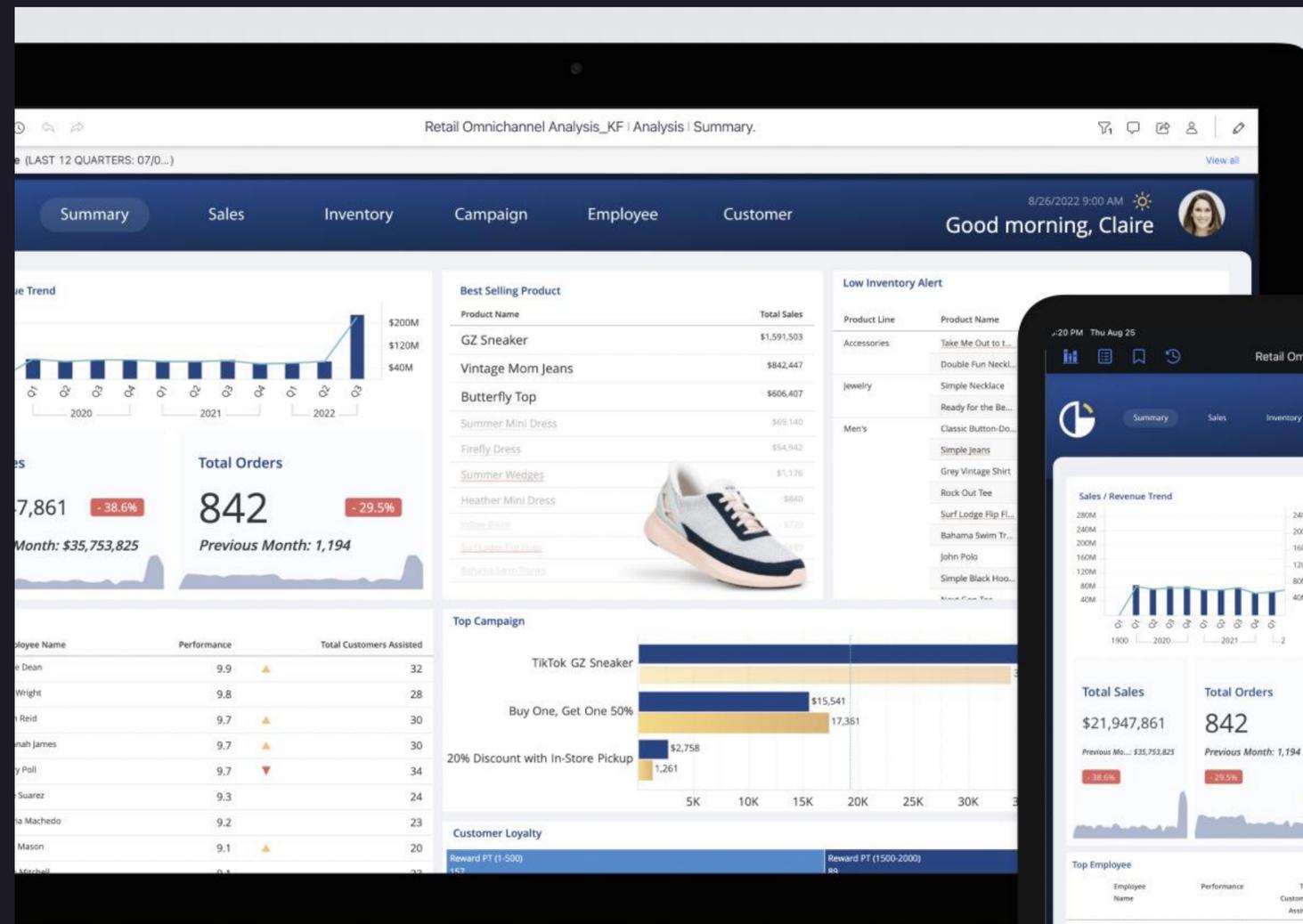
Sale Overview
Track your total and monthly revenue and profit
Discover top item categories and suppliers

Category	Profit
Action Movies	
Alternative Movies	
Art & Architecture	
Audio Equipment	
Books - Miscellaneous	
Business Administration	
Cameras	
Comedy Movies	
Computers	
Country Music	
Drama	
Electronics - Miscellaneous	
Horror Movies	
Kids / Family Movies	
Literature	
Music - Miscellaneous	
Pop	
Science & Technology	
Soul / R&B	
Special Interests	
Sports & Health	
TVs	
Video Equipment	

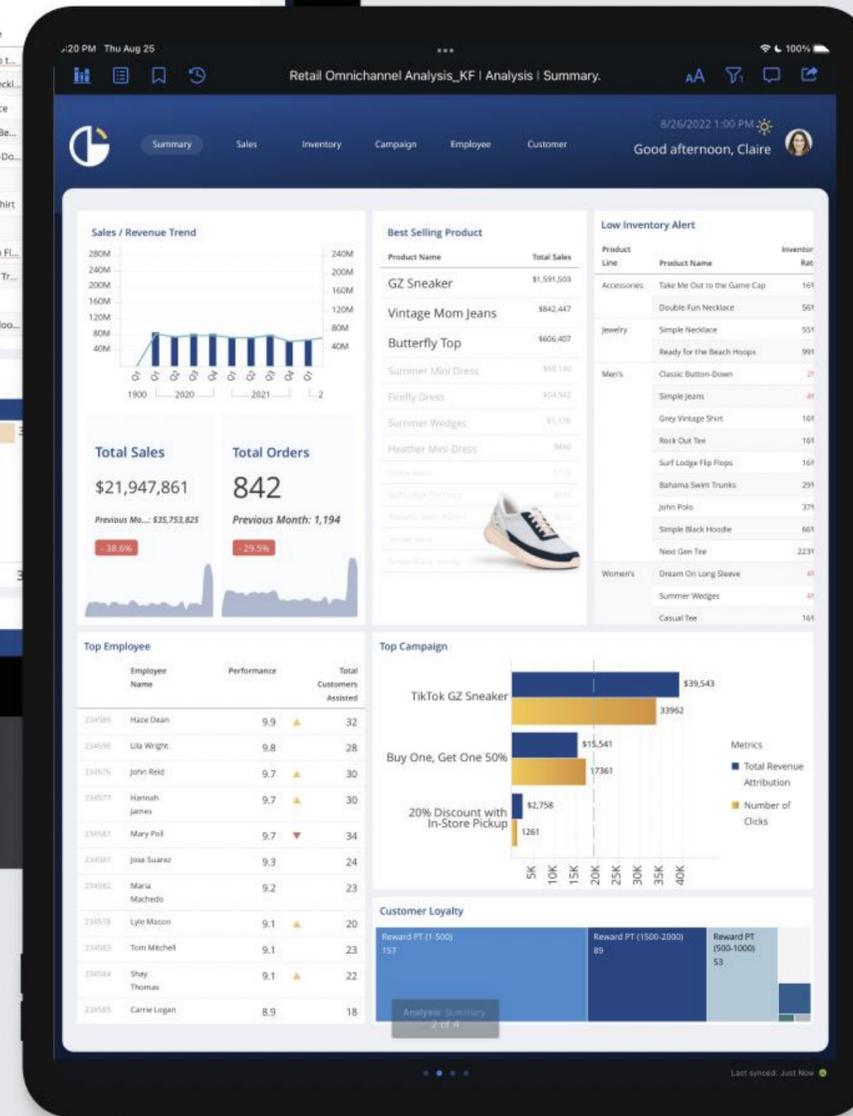
Supplier	Profit
20th Century Fox	\$3,307K
A&E Entertainment	\$1,212K
ACS Innovations	\$971K
ATF Electronics	\$368K
Audiotronics Inc.	\$1,118K

Mobile First

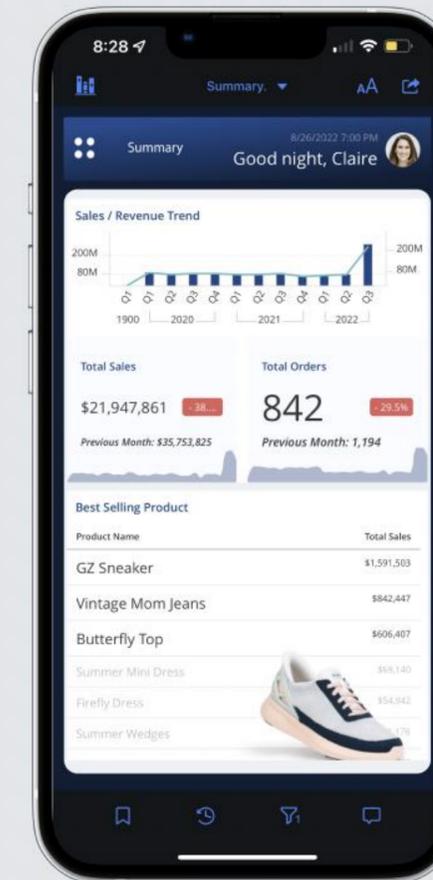
Mobile First è un approccio di progettazione che dà priorità alla progettazione di siti Web o applicazioni per dispositivi mobili rispetto a dispositivi con schermi più grandi, garantendo un'esperienza user-friendly sui dispositivi mobili, che sono sempre più utilizzati per l'accesso a Internet.



9:00 AM



1:00 PM

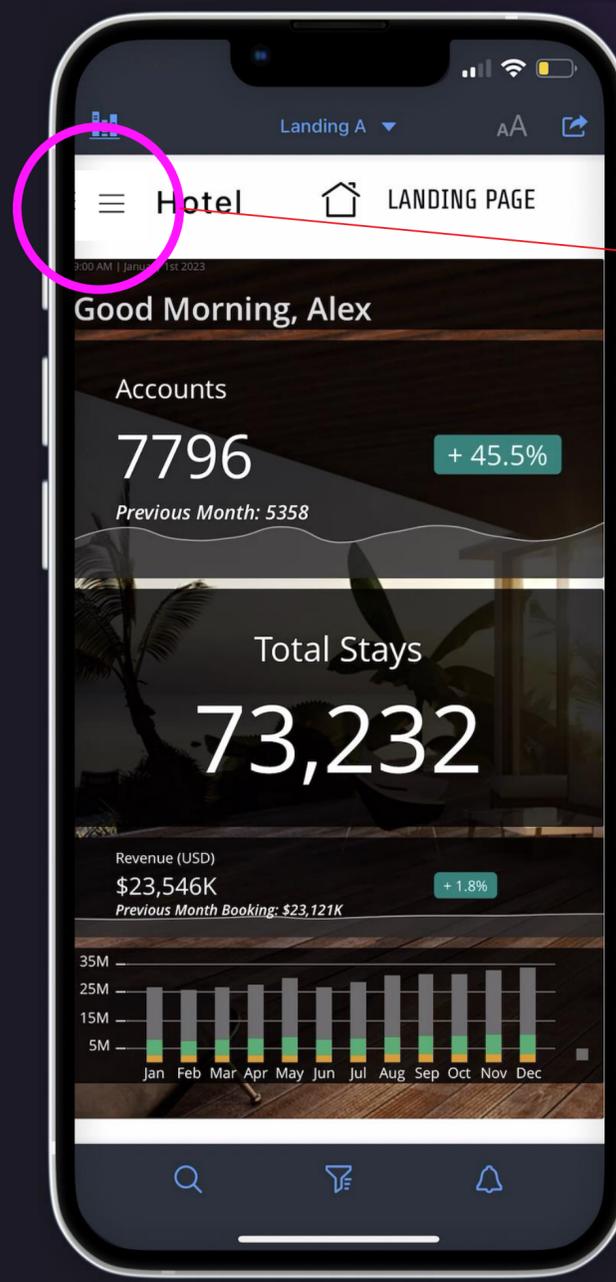
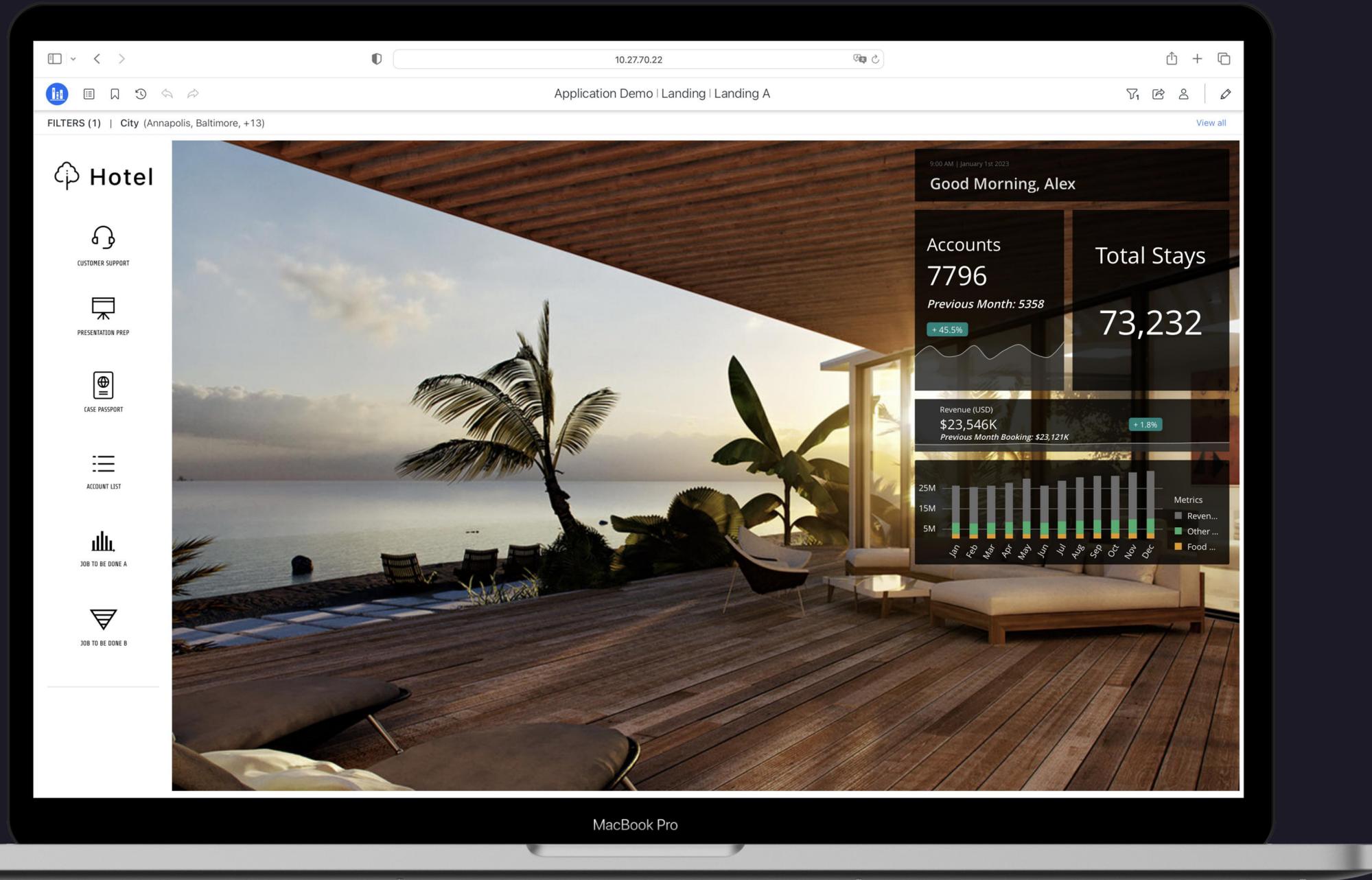


7:00 PM

Intelligence Anywhere, Anytime

Intelligence Everywhere

Layout flessibile e Design Responsive



- LANDING PAGE
- CUSTOMER SUPPORT
- PRESENTATION PREP
- CASE PASSPORT
- ACCOUNT LIST
- JOB TO BE DONE A
- JOB TO BE DONE B

Utilizzo intelligente degli spazi

Ricordate la regola dei 5 secondi?

Ottimizza lo spazio

Microchart



Low Inventory Alert

Product Line	Product Name	Inventory Rate	Inventory Perform...
Accessories	Take Me Out to the Ga...	16%	
	Double Fun Necklace	56%	
Jewelry	Simple Necklace	55%	
	Ready for the Beach H...	99%	
Men's	Classic Button-Down	2%	
	Simple Jeans	4%	
	Grey Vintage Shirt	16%	
	Rock Out Tee	16%	
	Surf Lodge Flip Flops	16%	
	Bahama Swim Trunks	29%	

Bullet

Low Inventory Alert

Product Line	Product Name	Inventory Rate	Inventory Trend by Date (Year)
Accessories	Take Me O...	16%	
	Double Fu...	56%	
Jewelry	Simple Ne...	55%	
	Ready for ...	99%	
Men's	Classic But...	2%	
	Simple Jea...	4%	
	Grey Vinta...	16%	
	Rock Out T...	16%	
	Surf Lodge...	16%	

Sparkline

Low Inventory Alert

Product Line	Product Name	Inventory Rate	Campaign Sales Delta Comparison by Campaign Title
Accessories	Take Me Out to ...	16%	
	Double Fun Nec...	56%	
Jewelry	Simple Necklace	55%	
	Ready for the B...	99%	
Men's	Classic Button-...	2%	
	Simple Jeans	4%	
	Grey Vintage Sh...	16%	
	Rock Out Tee	16%	
	Surf Lodge Flin	16%	

Trend Bars

Analizza ora, approfondisci in un secondo momento



Contextual Linking

The dashboard displays the following data:

Sales / Revenue Trend

Line chart showing sales trend from 2020 to 2022. Y-axis ranges from \$80M to \$200M.

Total Sales

\$21,876,514 (-42.0%)
Previous Month: \$37,693,774

Total Orders

845 (-29.1%)
Previous Month: 1,192

Best Selling Product

Product Name	Total Sales
GZ Sneaker	\$1,610,610
Vintage Mom Jeans	\$833,163
Butterfly Top	\$602,177
Summer Mini Dress	\$68,091
Firefly Dress	\$59,740
Red Tankini	\$1,300
Summer Wedges	
Bahama Swim Trunks	

Low Inventory Alert

Product Name	Inventory Rate	Inventory Perform...
Take Me Out to the Ga...	16%	
Double Fun Necklace	56%	
Simple Necklace	55%	
Ready for the Beach H...	99%	
Classic Button-Down	2%	
Simple Jeans	4%	
Grey Vintage Shirt	16%	
Rock Out Tee	16%	
Surf Lodge Flip Flops	16%	
Bahama Swim Trunks	29%	

Top Employee

Employee Name	Performance	Total Customers Assisted
234589 Haze Dean	9.9 ▲	32
234590 Lila Wright	9.8	28
234576 John Reid	9.7 ▲	30
234577 Hannah James	9.7 ▲	30
234587 Mary Poll	9.7 ▼	34
234581 Jose Suarez	9.3	24
234582 Maria Machado	9.2	23

Top Campaign

Campaign	Total Revenue Att...	Number of Clicks
TikTok GZ Sneaker	\$39,543	33,962
Buy One, Get One 50%	\$15,541	17,361
20% Discount with In-Store Pickup	\$2,758	1,261

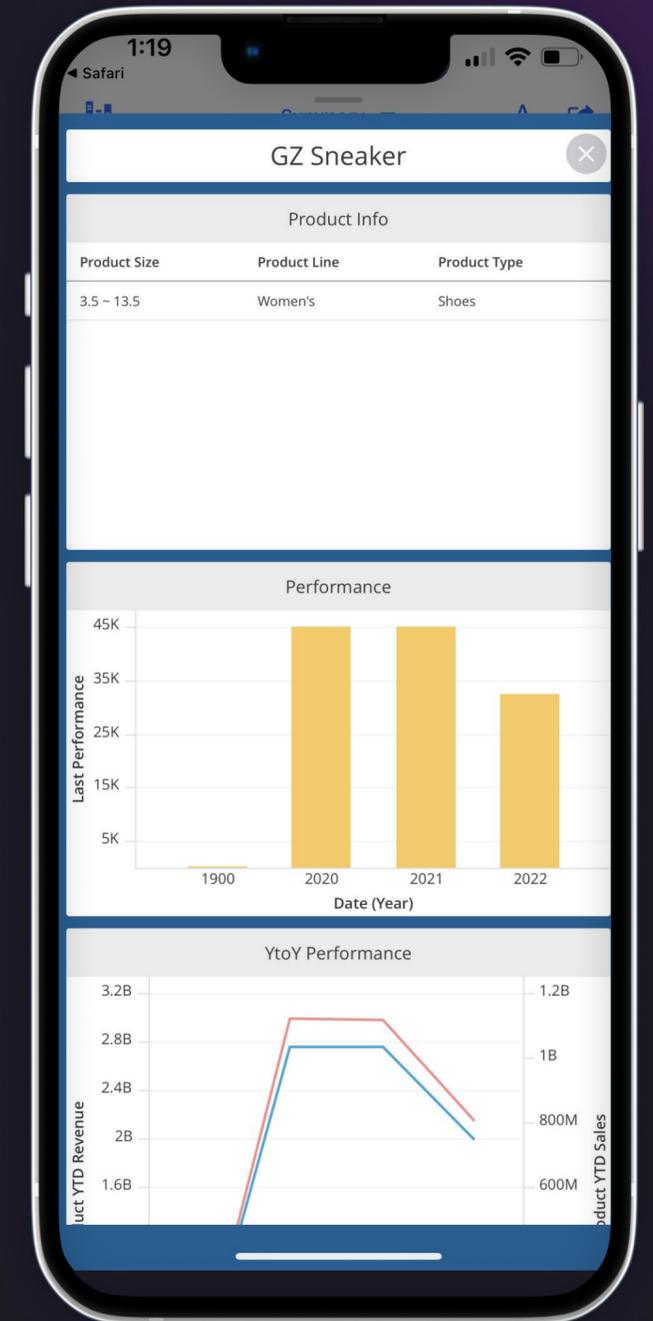
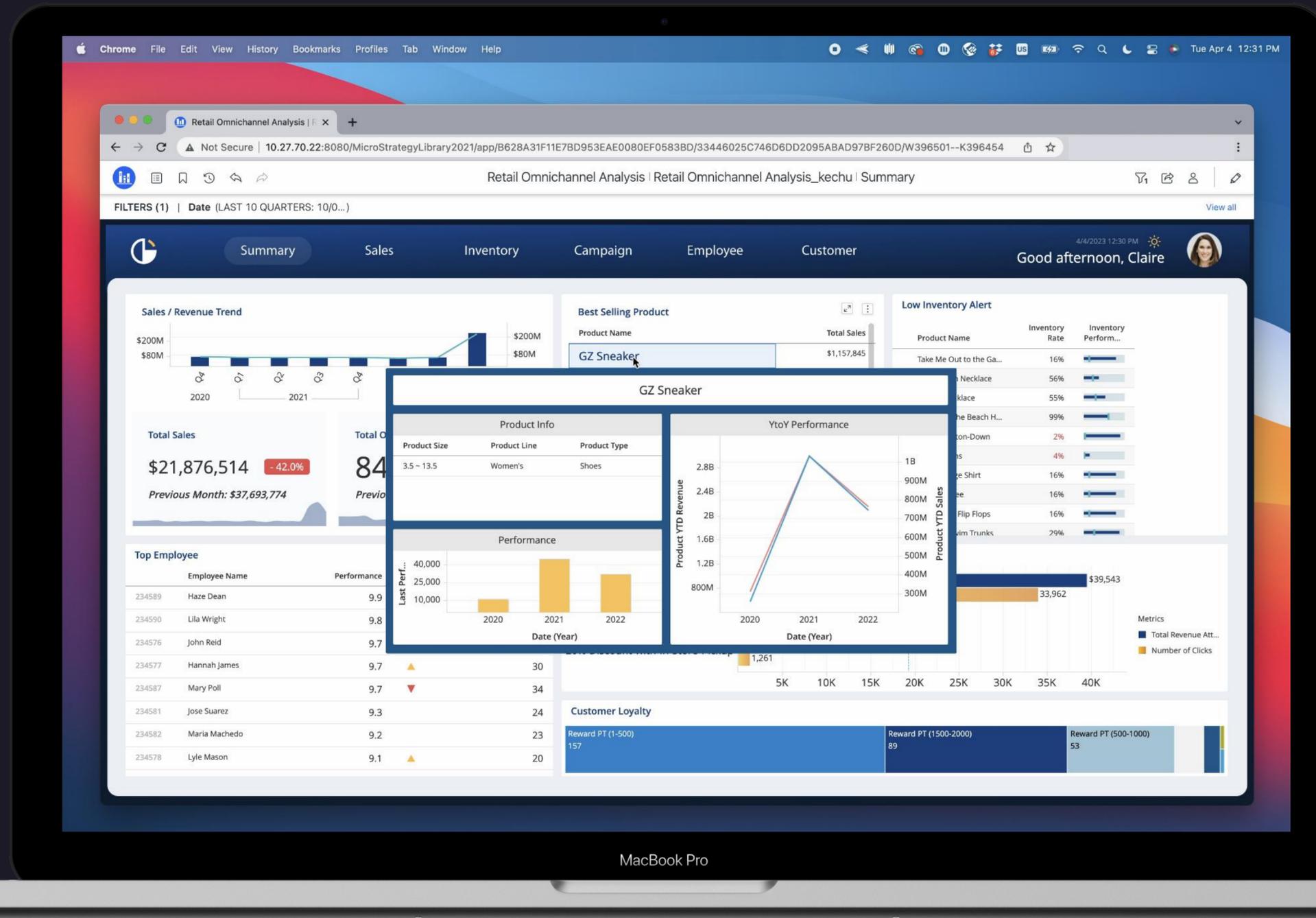
Customer Loyalty

Reward PT (1-500)	Reward PT (1500-2000)	Reward PT (500-1000)
157	89	53

Analizza ora, approfondisci in un secondo momento



Information Window



Pensa fuori dagli schemi

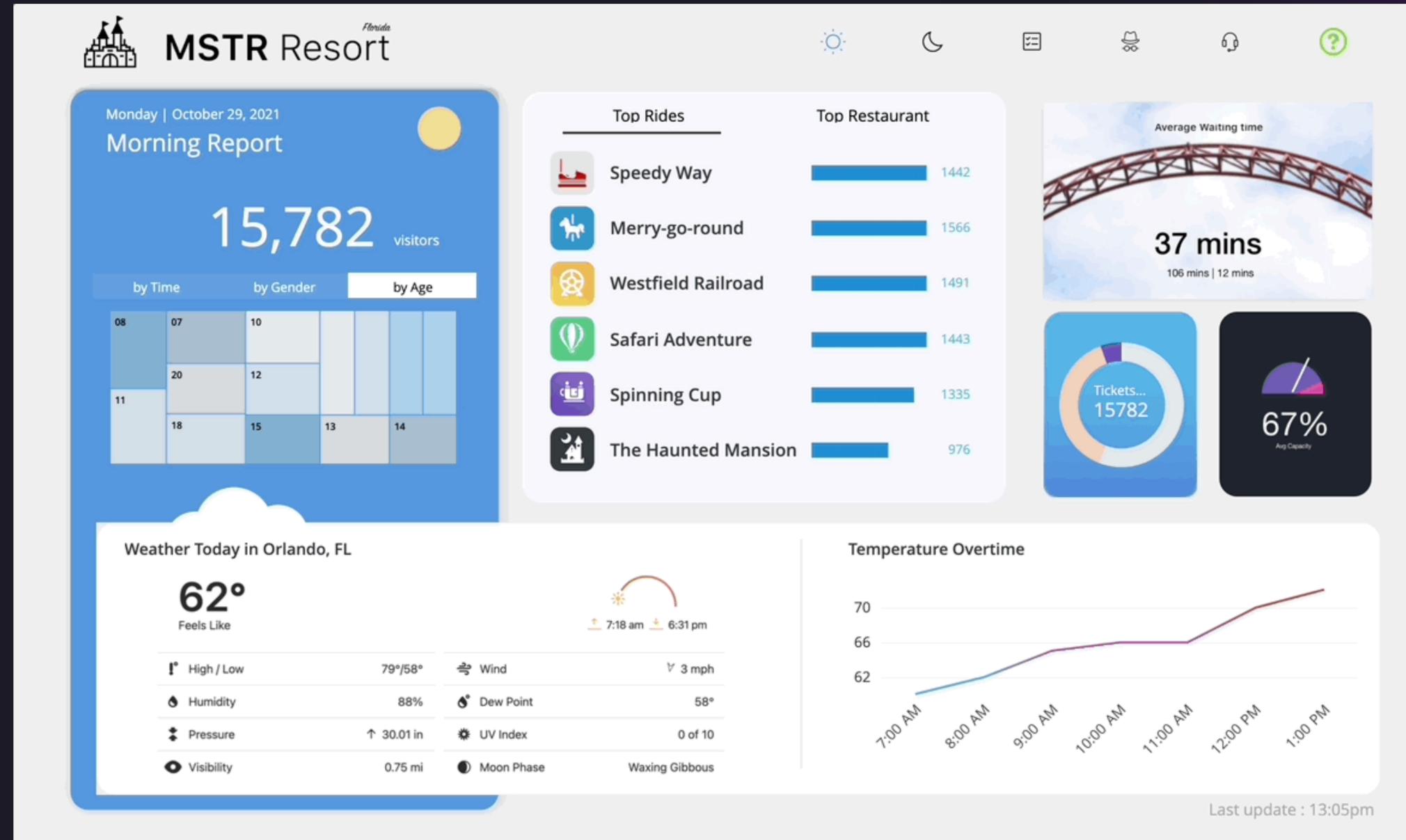
Tips & tricks per rendere i vostri dossier efficaci ed accattivanti

Thinking Outside of the Box



Panel Stack, Freeform Layer, Utilizzo di Colori, forme, animazioni...

InfoWindow con
istruzioni

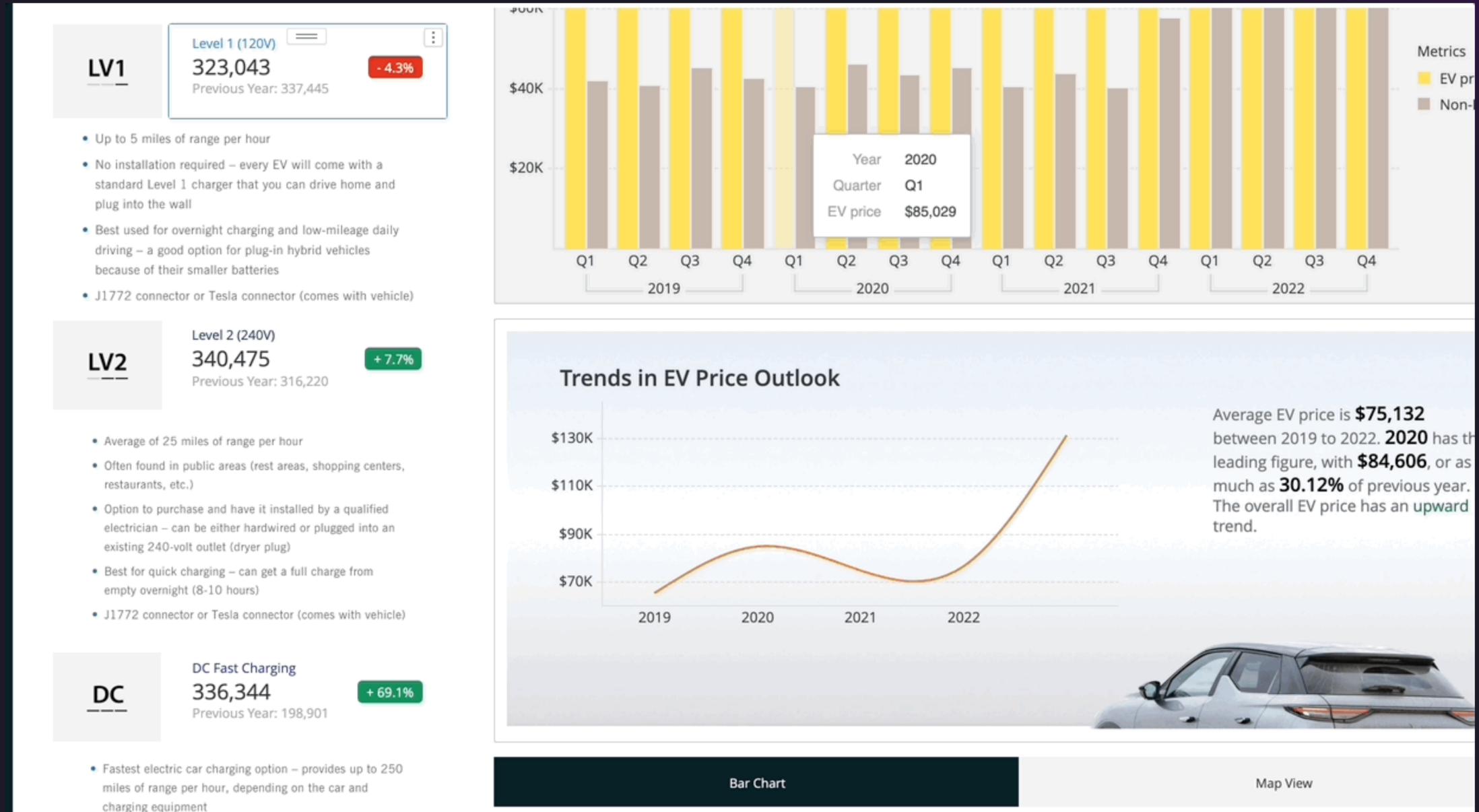


Thinking Outside of the Box



Panel Stack, Freeform Layer, Use of Color / Shape / Animation...

Multiple-to-1 Information Window

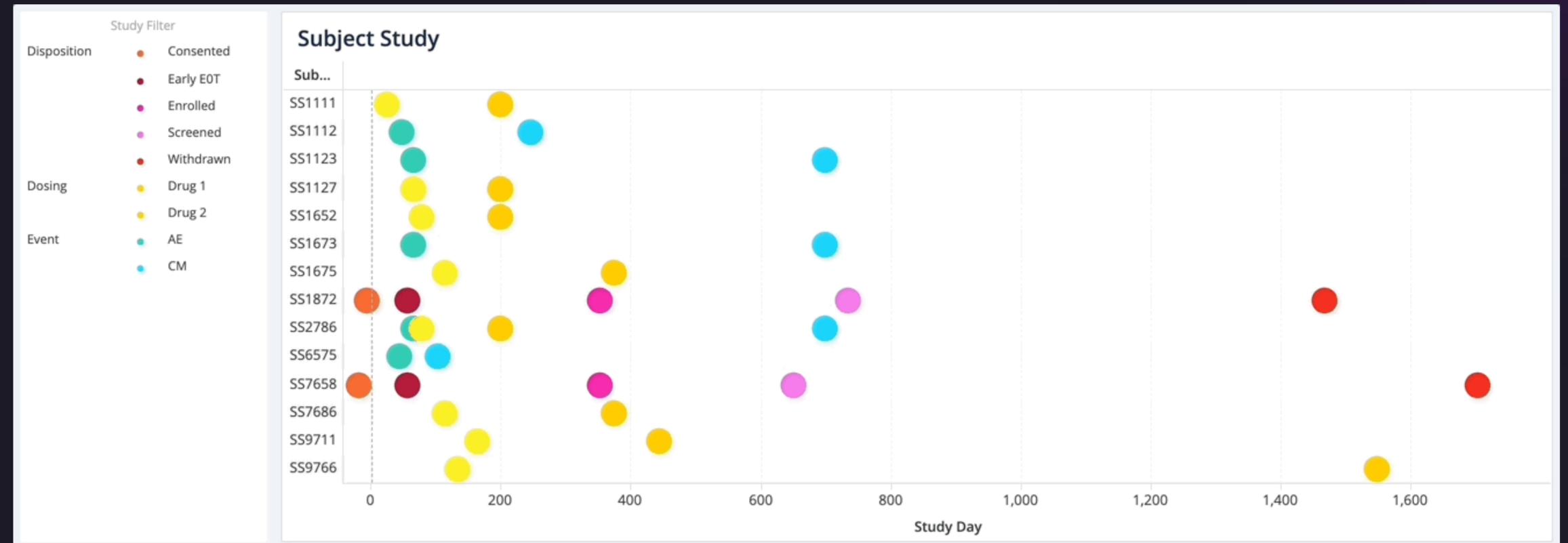


Thinking Outside of the Box



Panel Stack, Freeform Layer, Use of Color / Shape / Animation...

Interactive legend
with grid/visualization filter



Thinking Outside of the Box

Panel Stack, Freeform Layer, Use of Color / Shape / Animation...



PNG image ⋮

Container

Fill  100%

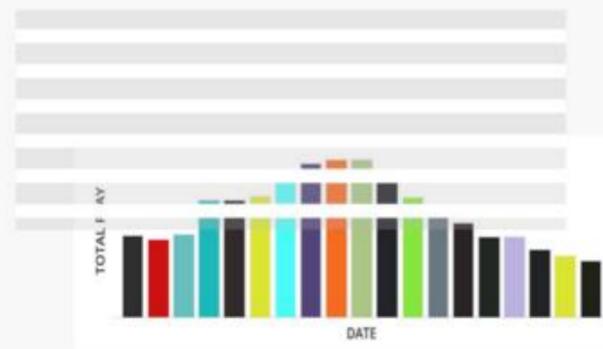
Border
 None 

Position And Size

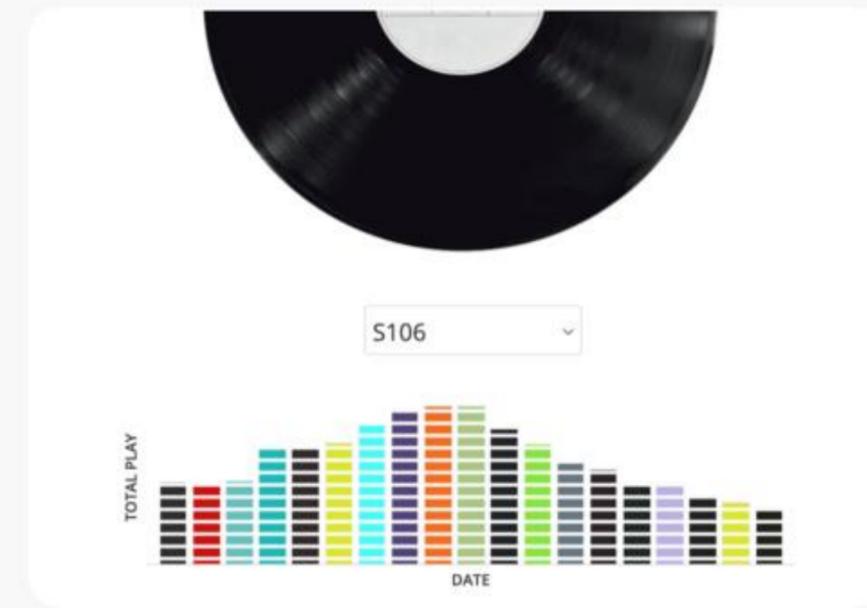
X Y
 14.87% x -3.87%

Width Height
 71.78% x 34.15%

Transparent Image

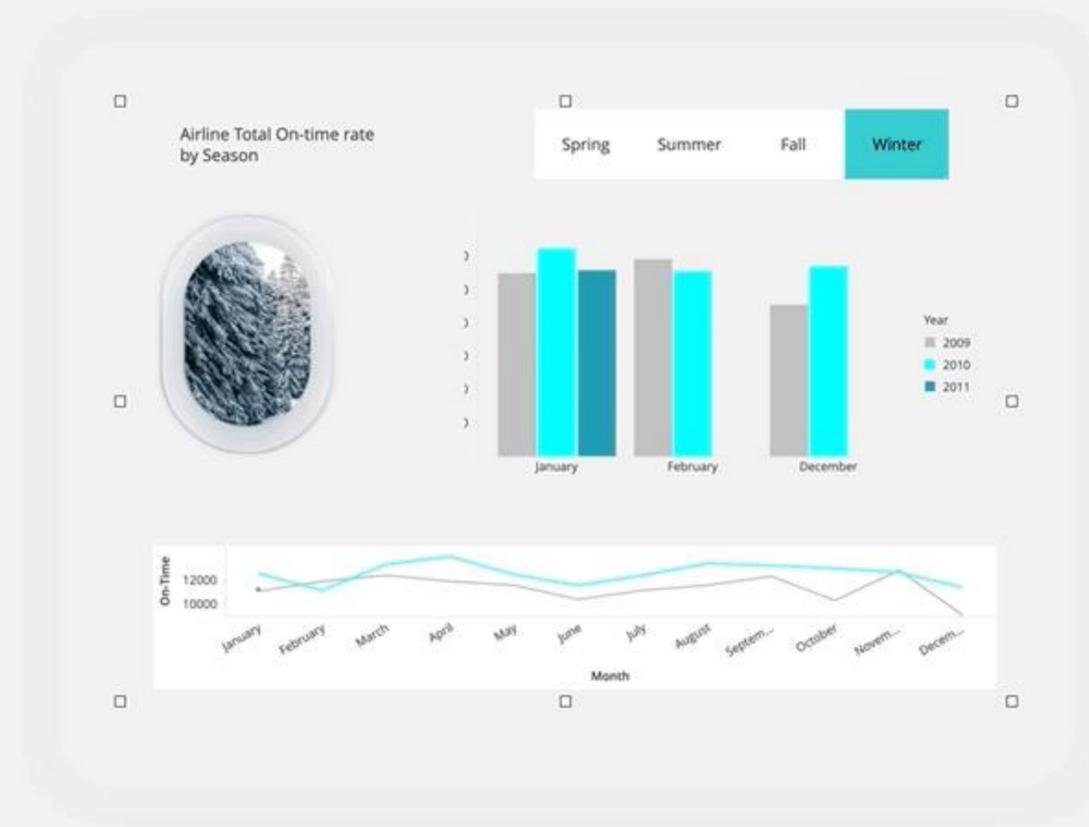


Bar chart



Thinking Outside of the Box

Panel Stack, Freeform Layer, Use of Color / Shape / Animation...



Modern Application Design Principles

Inspired by Bauhaus Principles



1

Visualization Principles

Vecchie regole, dashboard moderne

2

La forma segue la funzione

Form-factor show/hide, Information Window, vertical Scrolling

3

Mobile First

Dimensioni in percentuale, Responsiveness nativa, Mostra/nascondi gruppi

4

Uso Intelligente degli spazi

MicroChart, Info Windows, Contextual linking

5

Pensa fuori dagli schemi

Free-form, Panel stack, Info window, Dynamic text, Advanced color threshold...



Thank you!

Explore <https://www.microstrategy.com/en/enterprise-analytics>