

DOMOPALOOZA

Know your audience.

By knowing the pain points, challenges, and culture of your audience, you can provide a lean, targeted solution for their data needs. Not too much, not too little. Just right. Way to go, Goldilocks.

Ryan Coats | Optum

After trying to drive adoption the old-fashioned way, we found just the right level of consistency and control without paralyzing bureaucracy.

How to stay in the Goldilocks Zone.

1. **Words Matter:** Different levels of understanding create misunderstanding. Pay attention to words: acronyms, metrics, KPIs—make sure everyone has a clear understanding of the terms to you choose.
2. **Know Your Audience:** Work for transparency. Link related cards so they have the calculations, formulas, and data sources you've used to get to that visualization. Have your formulas, calculations, definitions right in Domo. Then, show-and-tell: Provide mockups early and often.
3. **Iterate, Collaborate, Experiment:** Progress over perfection wins every time. Not building is worse than building it wrong. Embrace negativity.



Tim Dunston | Danaher

Be relentless in your work to...simplify.

Be Lean.

- Don't over-produce.
- Automate only what you need.
- Determine what aligns with value-add work.
- Work within a culture; don't fight it.
- Use processes that already work.
- Focus on the synergy of strategy, expertise, and data.
- Then, automate that synergy.
- Simplify, simplify, simplify.
- Find the Critical Few KPIs
 - 5 is better than 10; 3 is better than 5.
- Reveal problems immediately so you can spend time on countermeasures.



Want more?

- [Best Practices for Designing and Structuring Your Domo Instance](#)
- [Top 10 Dashboard Design Best Practices](#)

DOMOPALOOZA

Your Revolution. Your Success.

We can help. Following the journey of other Domo Revolutionaries is just a call or click away.



UNIVERSITY

Build your technical skills. Train your team.

<https://university.domo.com>

Browse the [Knowledge Base](#) for access to over 1,000 articles, instructions, and best practices.

APPS

- Learn all the basics for building your own Domo apps. Visit Developer.domo.com.
- Install and try out apps from hundreds found in the [Domo Appstore](#).
- Engage the Domo App team to help you create custom Domo apps. Contact your Customer Success Manager or Account Executive today.

CONSULTING

Engage Domo experts to augment your team:

- Cultivate a mature data strategy
- Fuel your MajorDomo evolution
- Execute complex deployments

Email consulting@domo.com, contact your Domo Customer Success Manager or Account Executive to learn more.



Keep the Domopalooza conversations going long after you go home. Find fellow Domopalooza attendees in Dojo, the Domo online community: <https://dojo.domo.com/dp17>.