

## STANDARD BI APPROACH

## MIXED APPROACH

## FORWARD THINKING APPROACH

REACTIVE APPROACH

Mostly face value/reference data cards shown

Expectant on user to explore data to try to find answers (sold to users as "informational" cards)

Not tailored towards any particular audience.

Cards typically don't answer business questions directly

Few if any descriptions. Without verbal explanation, new users can't tell what they're looking at or what they're supposed to do with it.

Typically meets initial visual expectations of clients, but doesn't provide much insight for decision making

Few if any drilldowns

Alerts are typically non-existent

Most common landing point when moving from spreadsheets to visualizing data for the first time

Some trends or insights pointed out but are not presented in a contextual way that is easy to follow

Gives a general direction and/or starting points of what can be done to run your business

Partially tailored toward intended audience

Most cards support business questions to a degree as it stands in the present moment

Some light card descriptions. Most cards don't need explanation to tell what is going on in the visualization

Some disparate data brought together to enhance insights

Some drilldowns but they don't drive action based on the information displayed

Some Alerts may exist but are not typically helping the user "manage by exception" or notify when action needs to be taken

Can tell at a glance if results are "good" or "bad" and if bad, it shows you exactly what to do as a next step (possibly via drilldown or series on a card)

Specific actions surfaced that are actionable now with data updates driving additional action

Tailored to meet the intended audience (usually a specific person or position/title)

Cards organized in an intuitive way that answers the business question ending in an impactful decision or action

Cards don't need explanations to quickly see expected insight but ALL cards have descriptions that clearly explain the card and what actions the user should take

New Insights each time a user views it

Most often includes analytics such as ratio calculations, forecasting, trends, etc...

Alerts are leveraged to "manage by exception" or surface data whenever certain logic or criteria are met that notify when action needs to be taken

STRATEGIC APPROACH



### CUSTOMER RESPONSE

Exciting at first, but quickly loses luster as data doesn't change much or tell much

Common responses are "Could you explain what I'm seeing here?" or "What is the point of this card?"

Doesn't drive much adoption on a daily or weekly basis as it doesn't drive action

Many in this category don't renew as their dashboards weren't seen as "valuable"



### CUSTOMER RESPONSE

Dashboard gets occasional use but only for select cards

Common responses are "This is helpful!" or "Interesting!... but how do I use this each day?"

Adoption is spotty depending on quantity and quality of useful cards

Generally customers renew after they learn to evolve these semi-valuable cards



### CUSTOMER RESPONSE

"Sticky". Users come back on a daily or weekly basis for new data driven insight/action

Common responses are "I can't do my job without this information!"

Insights critical to their job role

Many users that get to this point get promoted as it disrupts their space

Customers evangelize Domo to others