Tiger Analytics enabled a top Media company to ==enhance UX and standardize brand design through Power BI accelerators==

Tiger Analytics Experience Consulting team designed and deployed a powerful design system and catalog based on Power BI. The solution involved an extensive gallery of reusable templates and layouts with a deeper focus on usability and experience for Power BI Solutions. It included multiple reusable UI components, page layouts, data visualizations, etc., which led to the face-lifting of brand delivery.

The Background

Our client is a leading Media company based in the US. They required features-focused BI solutions delivered across different segments. The client also needed to be complemented with design thought leadership to enhance the overall visual experience and enable large-scale standardization.

Key Challenges

Inconsistent data visualization: There was a risk of varied visual representations, leading to potential misinterpretations of data, without a Power BI-based design system.

Poor user experiences: Design-based user interactions were disjointed and unintuitive, hindering workforce efficiency.

Brand discrepancies: The current dashboards were not aligned with the brand image, reducing brand cohesion across platforms.

Our Solutions

Tiger Analytics created a Power BI-based design system and catalog through deep analysis and research.

The team's design journey started with defining the tentative roadmap and analyzing multiple BI solutions from past deliverables. A design audit and heuristic evaluation of every page were performed while segmenting different components into multiple categories. Then, the team analyzed various personas/portfolios and identified brand guidelines to ensure compatibility and compliance. The overall taxonomy of components was captured to strategize the new design language.

The team also ensured:

Design of an end-to-end gallery of components and layouts

Validation of the success factors

Standardized for wider consumption
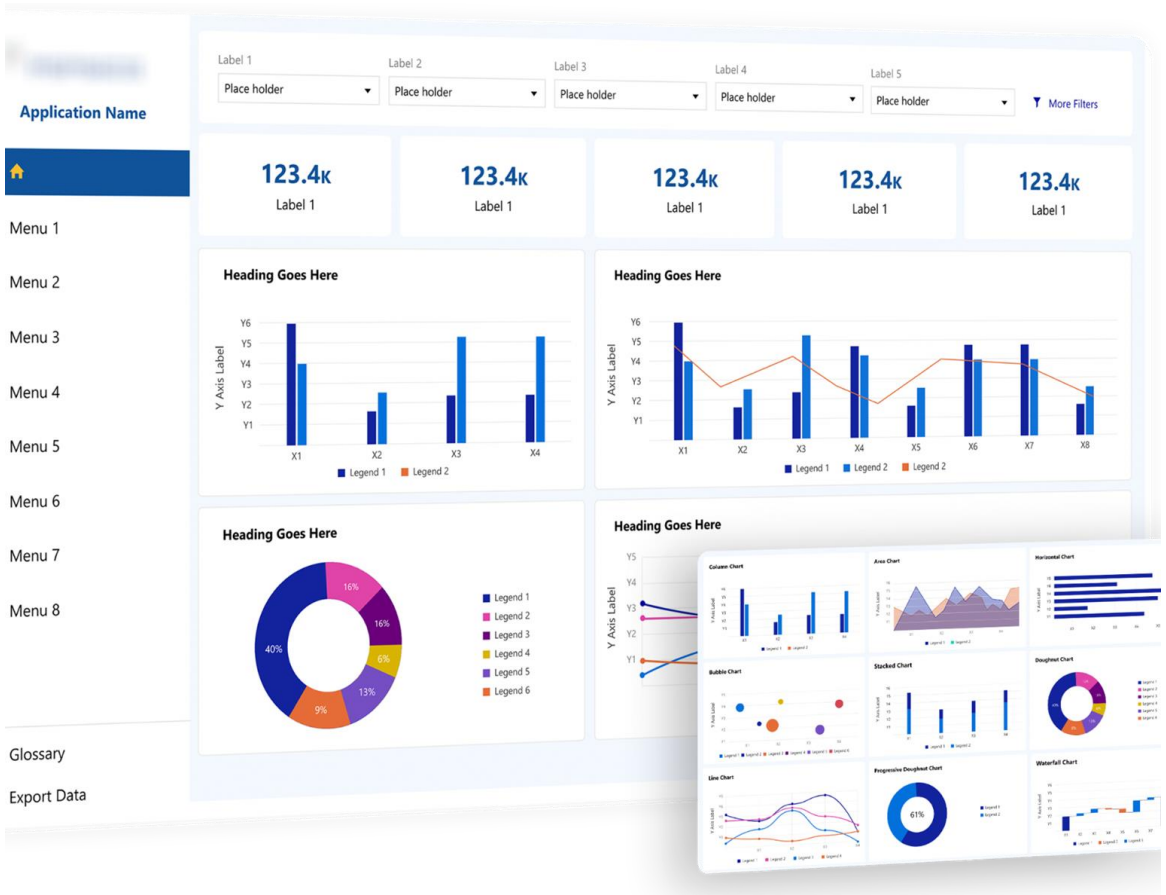
Tech Stack

Ideation:

Miro Board

UX Design:

Adobe Creative Suite

Development:

Power BI Platform

Solution Architecture

Value Delivered

BI design standards and templates were leveraged across 4+ client deliveries in compliance with respective design guidelines.

10+ new projects were successfully delivered in a short span.

Customizable design templates with specific chart placeholders complemented each other as needed.

A 12-grid responsive layout pattern was enabled to support future needs.

The header and filter sections were standardized across the different layout patterns.

A streamlined visual experience was achieved across charts like bars, bubbles, waterfalls, stacked bars, donuts, etc.

About Us

Tiger Analytics is a global leader in AI and Analytics, helping Fortune 500 companies solve their toughest challenges. With over 4000 data technologists and consultants spread across offices in the US, Canada, UK, India, Singapore, and Australia, we help our customers accelerate their AI and Analytics journey in sectors like CPG, Retail, Insurance, BFS, Manufacturing, Life Sciences, and Healthcare. Tiger Analytics is a Great Place to Work Certified and a 'Leader' in the Forrester Wave: Customer Analytics Services Report 2023.

Visit https://tigeranalytics.com. to see how Tiger Analytics provides certainty for a better tomorrow.