

MODERN ANALYTICS EXPERIENCE

**Designing meaningful data visualizations
to maximize adoption and create a data-driven
culture**



To extract maximum value from your business data, it must be effectively used to inform business decisions and integrated into business processes across the organization. Valorem is uniquely capable of visualizing business data through the eyes of the end user. Our user-focused Modern Analytics Experience framework focuses on improving the usability, accessibility and overall experience for those interacting with your data visualizations.

Through the intersection of business process, data and UX/UI, our strategists, our designers and data specialists will help you get a clear understanding of what your users want and need from your data so you can design impactful experiences that deliver on your business strategies.

Our Approach

Valorem Reply's approach to modern data visualization integrates innovative business frameworks, user-centric design and data best practices. Our UX Designers, Data Scientists and Data Engineers, engage your key stakeholders in driving out high-performance visualizations and dashboards that deliver on the promise of Digital Transformation. Our disciplined and scalable methodology for unlocking your data's hidden value leads you through a structured, user-centric visualization workshop to identify, design and implement a data experience that drives user adoption and ROI for your valuable data assets.

The result is a mature Proof of Concept (POV) based on identified business cases(s) through core persona refinement, bringing UX/UI together with Advanced Analytics. Our team of design and data experts guide you.

STRATEGY	DATA	USER-CENTRIC DESIGN
<ul style="list-style-type: none">• Understand what business decisions need to be made• Define business outcomes• Engage stakeholders in generating ideas and building consensus• Prioritize high return corporate initiatives• Translate vision into strategy	<ul style="list-style-type: none">• Hands-on Microsoft Power BI training in lab environment.• Understand current data flows and consumption across your org• Assess and inventory current data source and reporting assets• Discuss deployment and governance models	<ul style="list-style-type: none">• Wireframing• Persona development• Rapid prototyping

THE JOURNEY TO MODERN DATA VISUALIZATIONS



While data challenges and needs are unique to each organization, Valorem Reply has leveraged years of learnings and experience helping clients navigate digital transformation, to develop a best practice, four step approach to designing meaningful data experiences:

- 1 Discover:** Identify your target users and scenarios and understand their needs.
- 2 Design:** Conceptualize the solution with low-fidelity wireframes that address each scenario.
- 3 Develop:** Validate, iterate and refine your visual designs and prototype.
- 4 Recommend:** Finalize requirements and create a roadmap to achieving your data vision.

TOOLS TO GET YOU THERE

From discovering end user needs to recommending a unified data vision for your organization, Valorem Reply's Modern Analytics Experiences help you draw insights and new ideas out of otherwise disparate pieces of information through polished Power BI dashboards, identified user needs and advanced analytics roadmapping.



Interviews & Workshops

- Review and understand business priorities.
- Identify current state of Reporting and Analytics utilized by the different user groups
- Train technical resources to analyze your business data in creative ways and create engaging and effective dashboards and reports.
- Conduct User Centric Design sessions to identify and prioritize user needs



Archotyping

- Confirm priorities and information requirements of different user groups within the company
- Provide Industry Leading Practices



Wireframing

- Develop draft outputs by persona / user groups for analysis and validation against their associated data requirements
- Utilize output of design sessions to iterate with end users, mapping specific user tasks



Rapid Prototyping

- Utilize design outputs and identified available data
- Socialize within organization before development
- Identify missing data sources and data governance issues



Valorem Reply's Modern Analytics Experience is where user experience, business process and data meet and modern data visualization begins. Whether you are looking for creative ways to analyze your data or striving to increase usage and adoption of your dashboards and reports, Valorem Reply's experts can develop a custom solution that meets your needs.

For a free consultation, email marketing@valorem.com.