

DevelopMN

Smart Goals Dashboard





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Can we add a goals dashboard to our website?

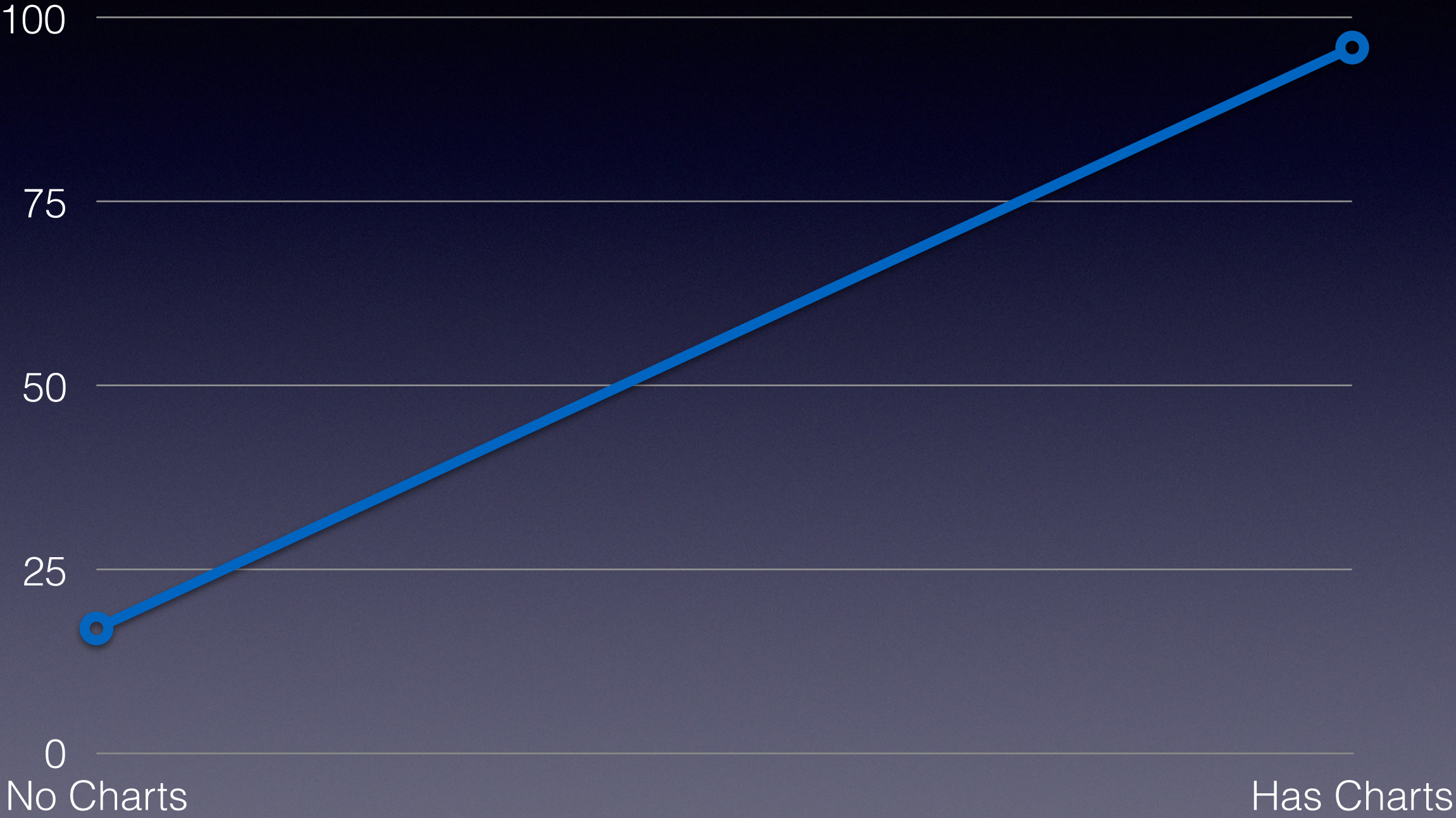


- A PDF document is a poor experience.
 - Data changes.
 - Wording changes.
 - Limited usefulness.
- A dashboard would be more useful.

Data is Useful

- Data is a common language for communicating with businesses, organizations, legislators, community leaders, planners, etc.
- A concise data set can be used to great effect in presentations, brochures, or handouts.

Average Coolness of Presentations by Chart Inclusion



Data is Difficult

- Data is spread out.
- Data is hard to get.
- Data can be overly complex for most uses.
- Gathering data is costly and inefficient when repeated across regions & counties.

The Wish List

- A dashboard that..
 - Highlights key goal metrics
 - Can be scoped embedded in multiple websites (through a few lines of code)
 - Shows historical data
 - Provides one-stop access to useful data
 - Leads to more information about goals and cites data sources

Where to Start?

Phase I

