

LET'S TALK  
ABOUT  
STANDARDS.

STANDARD IS

DEVELOPING  
AN INCREDIBLY  
GOOD LOOKING

DEVELOPING  
AN INCREDIBLY  
GOOD LOOKING  
DASHBOARD

DEVELOPING  
AN INCREDIBLY  
GOOD LOOKING  
DASHBOARD  
WITH A CLEVER  
USABILITY



# STANDARD IS GEOSPACIAL DATA



**STANDARD IS**

**GEOSPACIAL DATA**

**TOGGABLE CHART LEGENDS**

**TOOLTIPS ON CHARTS**



**STANDARD IS**

**GEOSPACIAL DATA**

**TOGGABLE CHART LEGENDS**

**TOOLTIPS ON CHARTS**

**DINAMIC TABLES**

**INCREDIBLE SELECTORS**





**STANDARD IS**

**GEOSPACIAL DATA**

**TOGGABLE CHART LEGENDS**

**TOOLTIPS ON CHARTS**

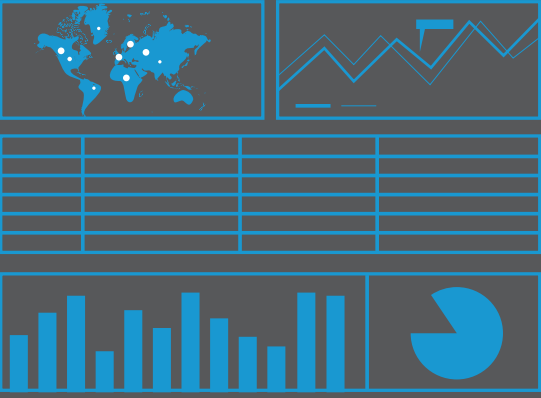
**DINAMIC TABLES**

**INCREDIBLE SELECTORS**

**INTERACTIVE PIE CHARTS**

**DRILLABLE CONTENT**

LOGO



**STANDARD IS**

**GEOSPACIAL DATA**

**TOGGABLE CHART LEGENDS**

**TOOLTIPS ON CHARTS**

**DINAMIC TABLES**

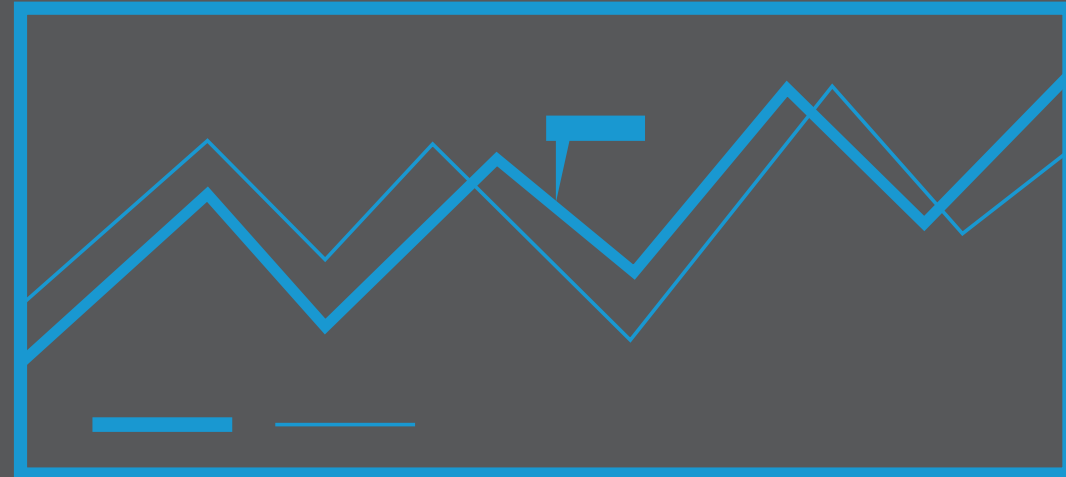
**INCREDIBLE SELECTORS**

**INTERACTIVE PIE CHARTS**

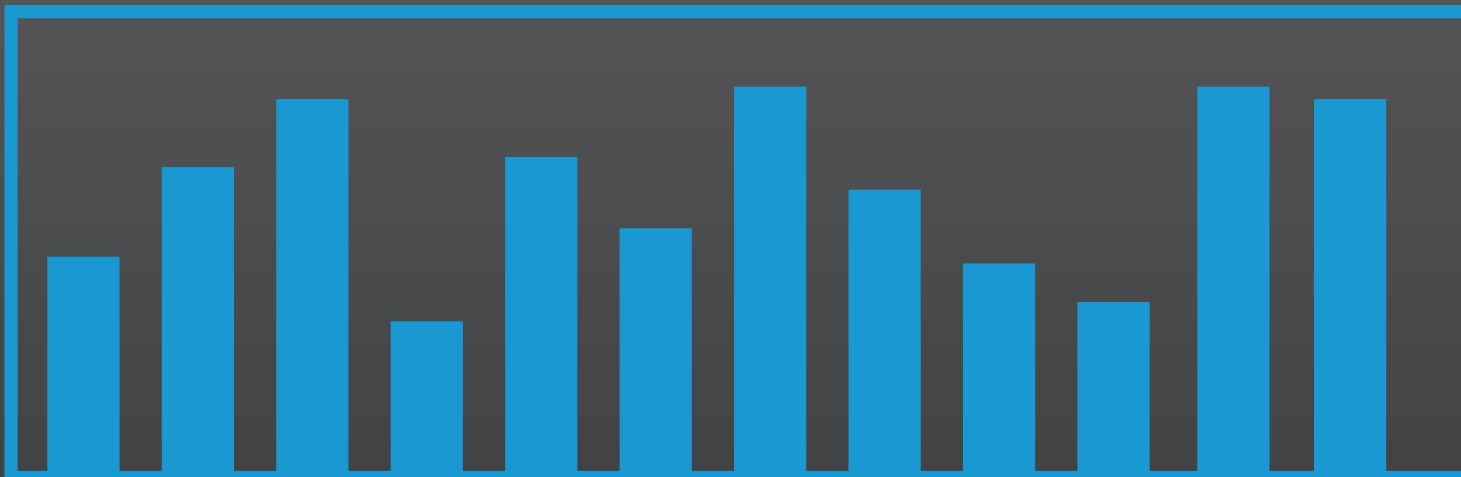
**DRILLABLE CONTENT**

**AND... CORPORATE LAYOUT**

# LOGO



Category	Value 1	Value 2	Value 3
Item 1	10	20	30
Item 2	15	25	35
Item 3	20	30	40
Item 4	25	35	45
Item 5	30	40	50
Item 6	35	45	55
Item 7	40	50	60
Item 8	45	55	65
Item 9	50	60	70
Item 10	55	65	75



LOGO

SELECTOR #1

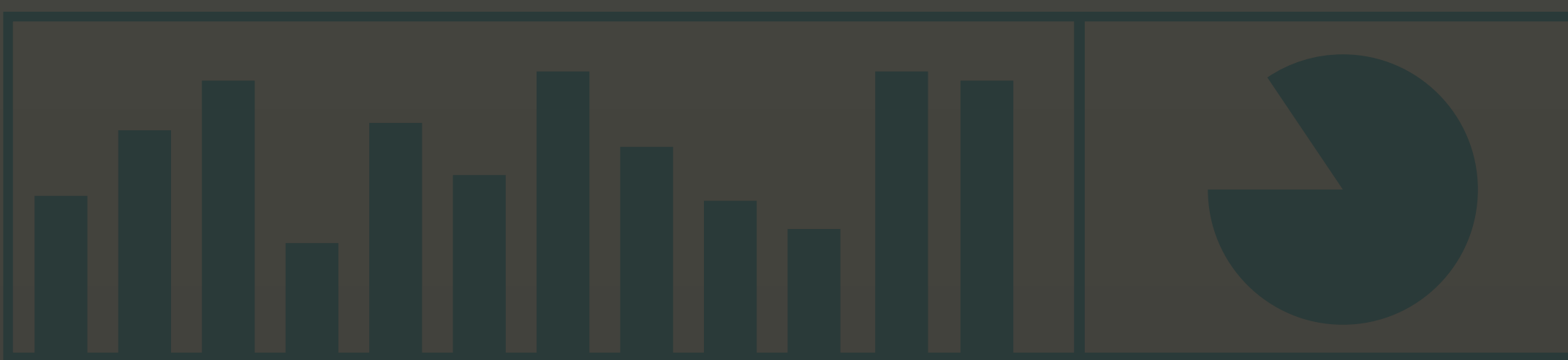
SELECTOR #2

CLIENT SAYS:



**WOW!**

MY BOSS IS SO GONNA LOVE THIS"



JOB DONE  
PAY CHECK

EVERYONE

IS HAPPY

NOW

**GREAT!**

**GREAT?**



NOOOOHOO

NOW,

NOW, THINK OF  
THE DASHBOARD

NOW, THINK OF  
THE DASHBOARD  
AS IF IT WAS AN  
INCREDIBLY

NOW, THINK OF  
THE DASHBOARD  
AS IF IT WAS AN  
INCREDIBLY  
SEXY

NOW, THINK OF  
THE DASHBOARD  
AS IF IT WAS AN  
INCREDIBLY  
SEXY STRIPPER

WHERE DOES  
THIS LEVEL OF  
INTERACTIVITY  
PUTS YOU ?

IT PUTS YOU AS A



VOYEUR

**VERY BEST SCENARIO**

# ONIALAP DANCE

# ON A LAP DANCE

WITH AN INCREDIBLY  
SEXY STRIPPER

LOOK

**BUT  
DON'T  
TOUCH**

YEAH  
RIGHT

I WANT  
TO

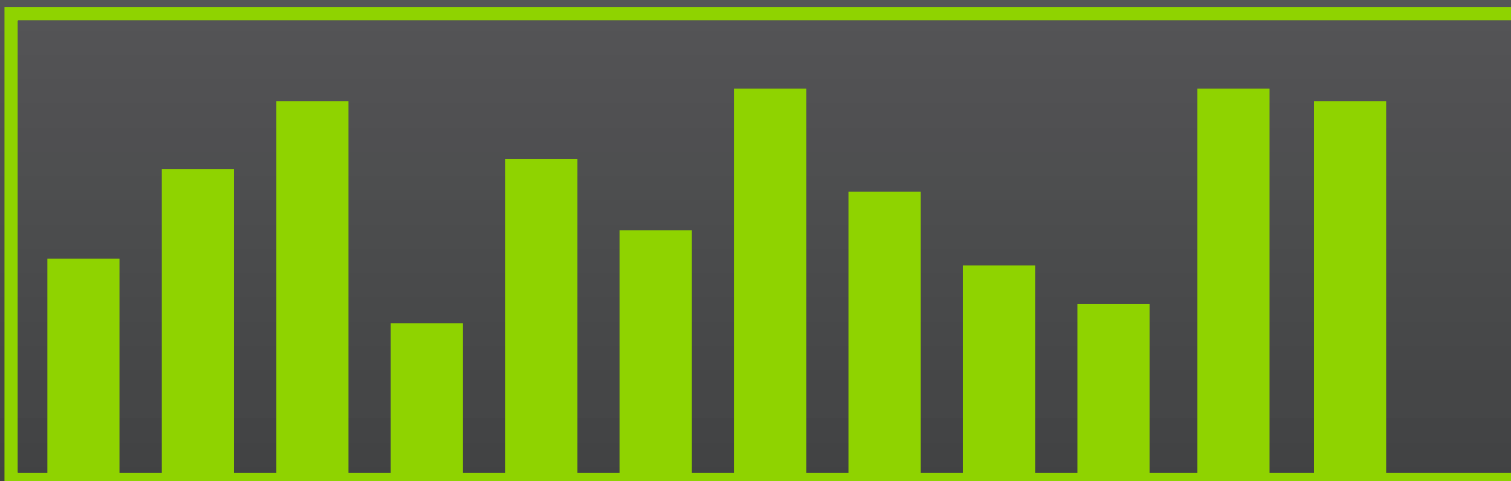


I WANT  
TO  
TOUCH HER!

# LOGO

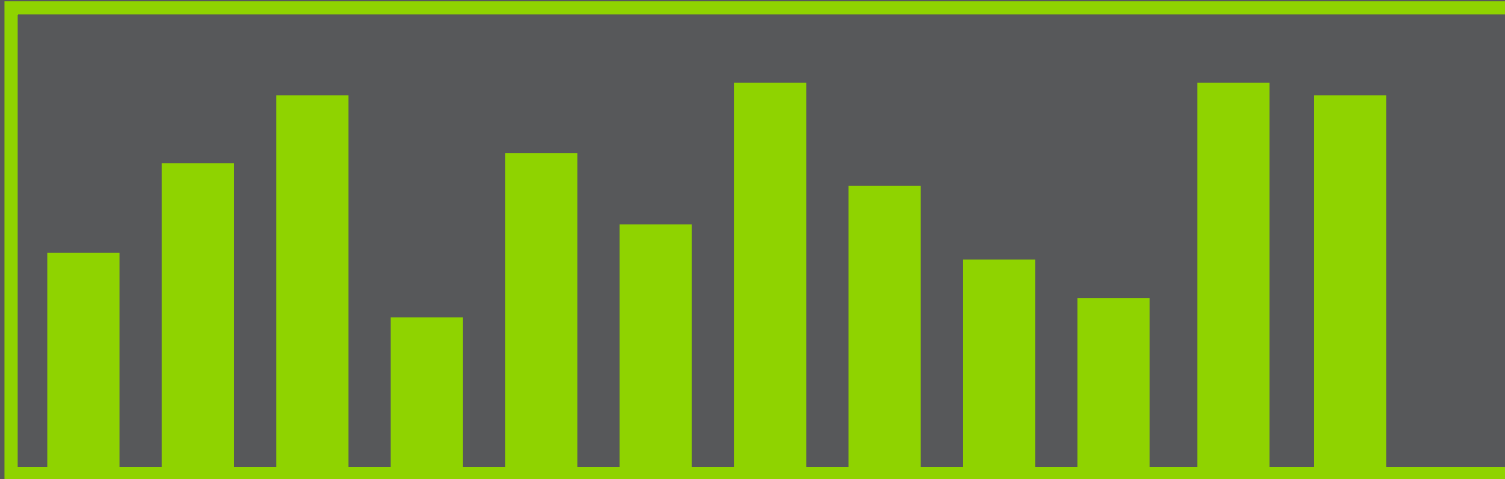


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# LOGO

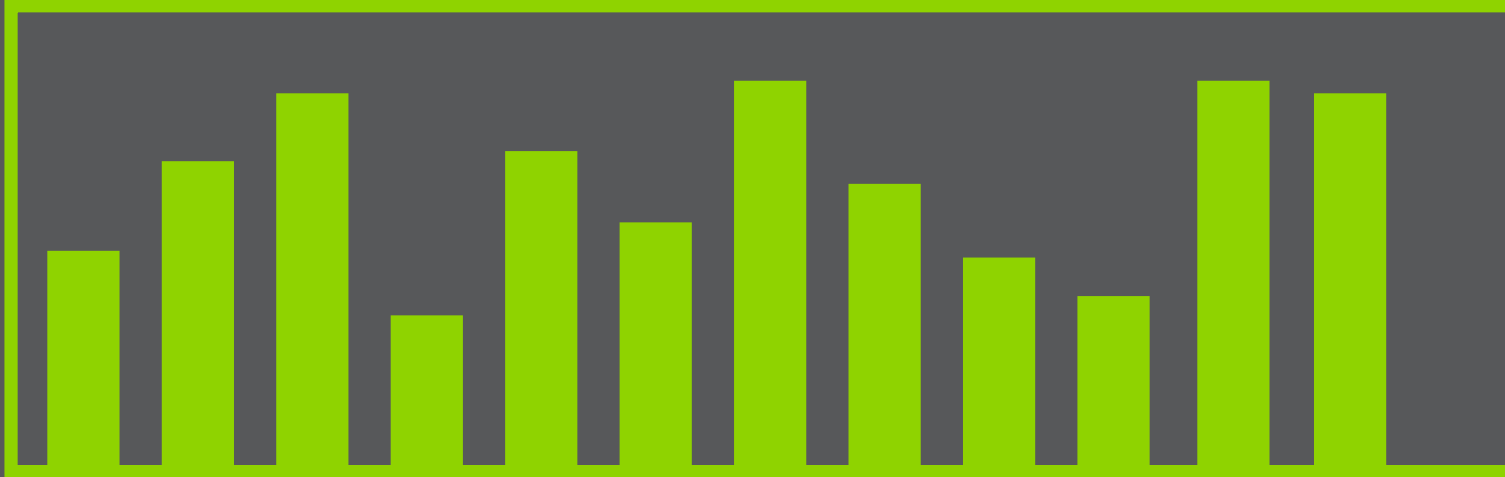


Category	Value	Value	Value



I WANT  
TO  
TALK  
WITH HER

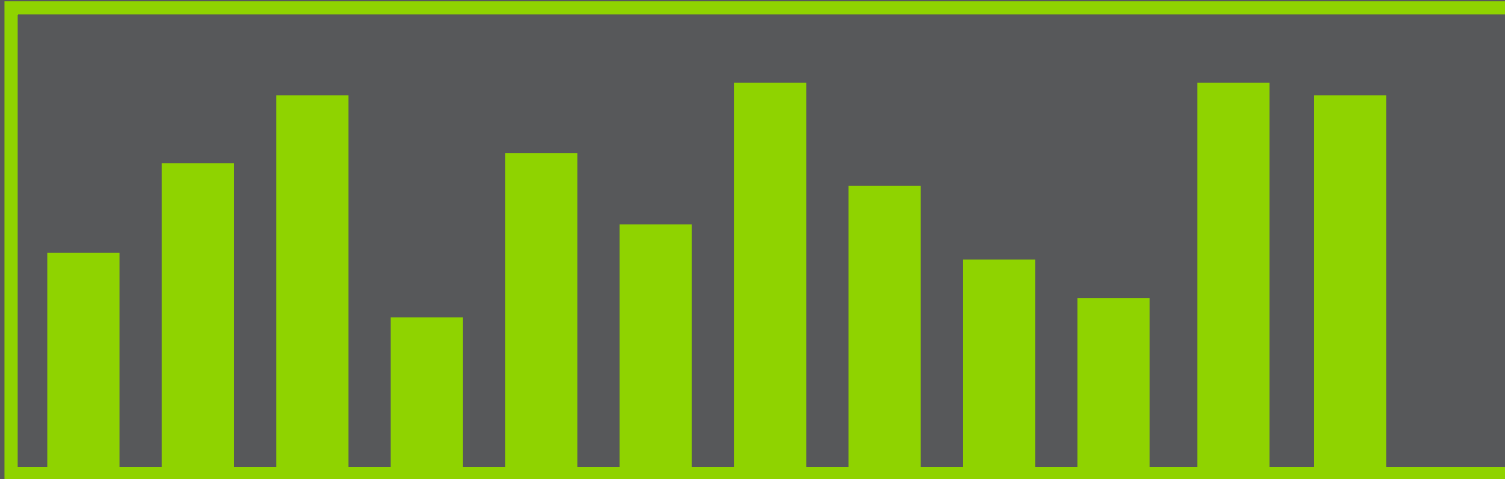
# LOGO







# LOGO



Region	Q1	Q2	Q3	Q4
North America	120	150	180	200
Europe	90	110	130	150
Asia	110	140	170	190
Africa	80	100	120	140
South America	70	90	110	130
Oceania	60	80	100	120

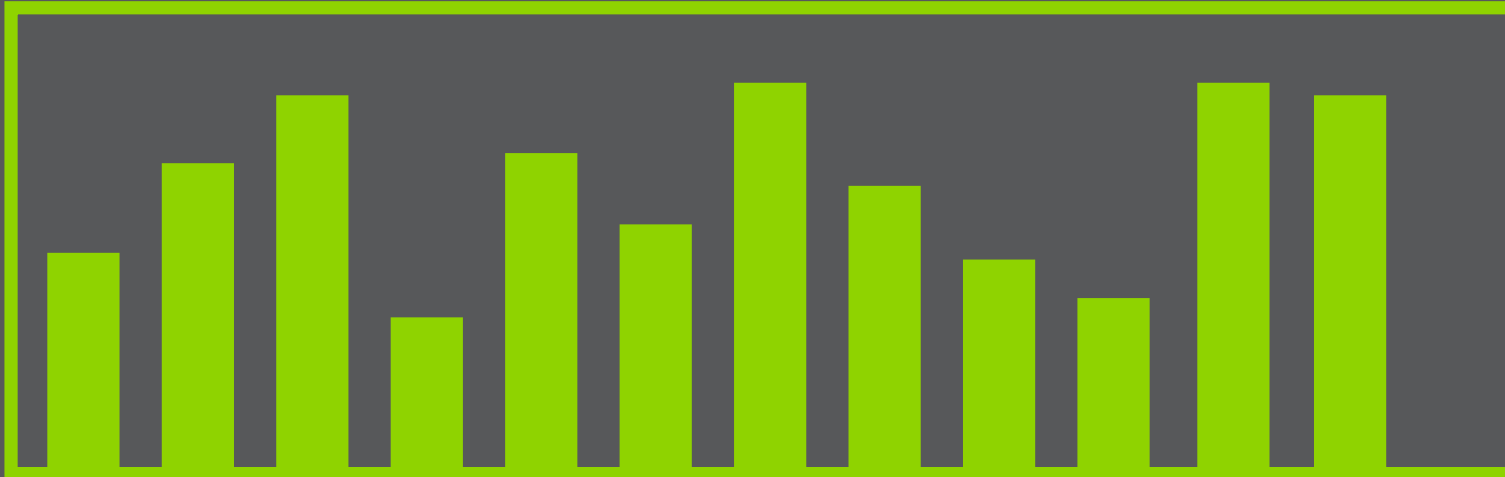
SALES ARE LOW. ✘  
SURE THIS QUERY IS  
RIGHT?  
STILL LOVE 3D CHARTS  
AND ■



I WANT  
HER TO  
TALK  
WITH ME



# LOGO



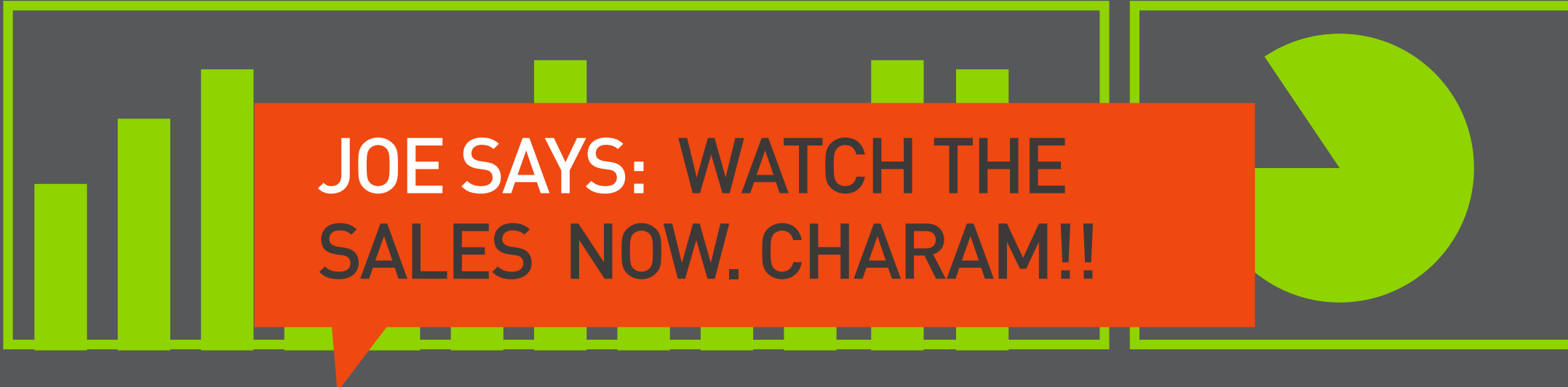
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Europe	90	110	130	150
Asia	110	140	170	190
Africa	80	100	120	140
South America	70	90	110	130
Australia	60	80	100	120

SALES ARE LOW. ✘  
SURE THIS QUERY IS  
RIGHT?  
STILL LOVE 3D CHARTS  
AND ■



JOE IS ONLINE

# LOGO




SALES ARE LOW. x  
SURE THIS QUERY IS  
RIGHT?  
STILL LOVE 3D CHARTS  
AND ■



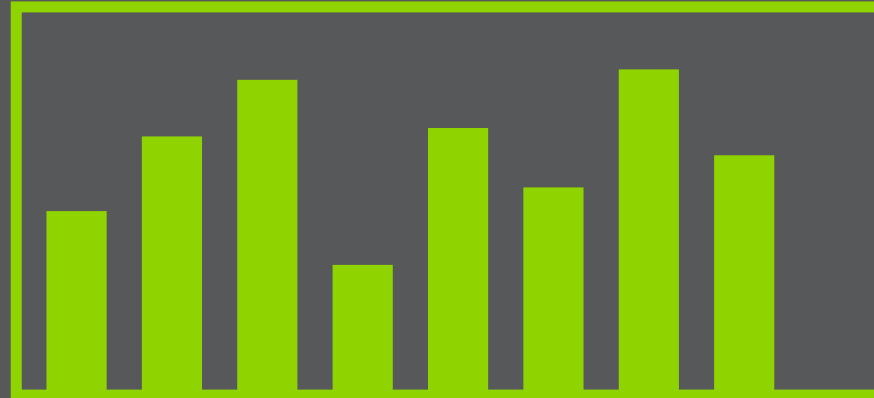
I WANT  
TO  
SQUEEZE  
HER

IPOD  
PREVIEW

IPAD  
PREVIEW

CUSTOMIZE

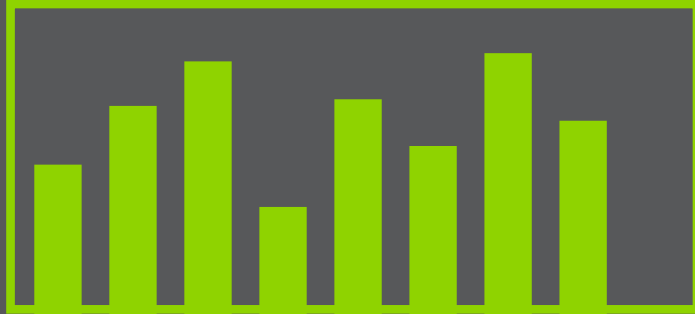
LOGO



SALES ARE LOW. ✘  
SURE THIS QUERY IS  
RIGHT?  
STILL LOVE 3D CHARTS  
AND ■

I WANT  
TO SHARE HER  
WITH MY FRIENDS

# LOGO



SALES ARE LOW.  
SURE THIS QUERY IS  
RIGHT?  
STILL LOVE 3D CHARTS  
AND ■



**IN FULL SCREEN**

**WITHOUT BROWSER WINDOW**

**IN FULL SCREEN**

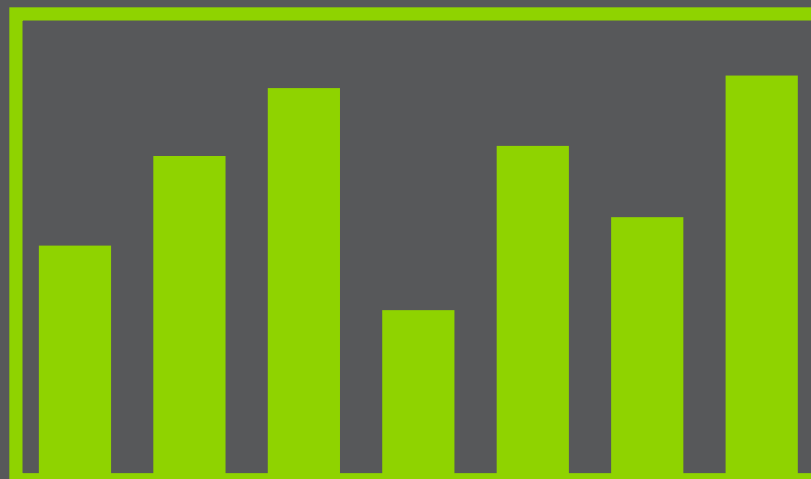
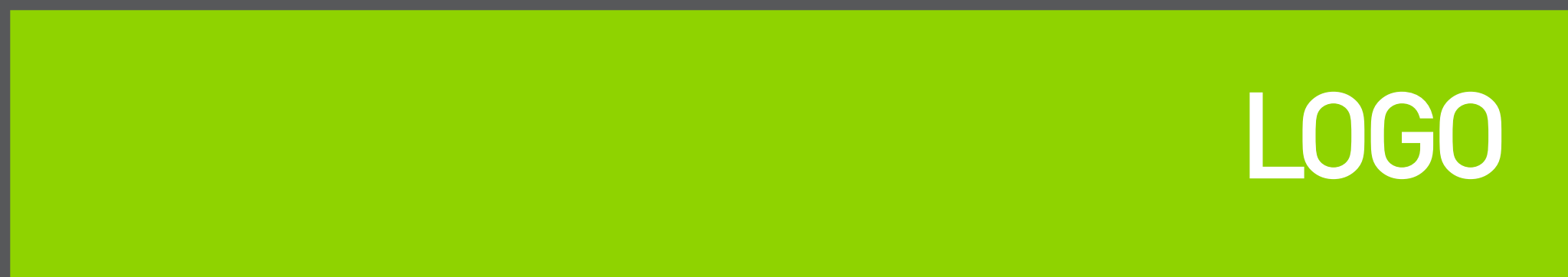
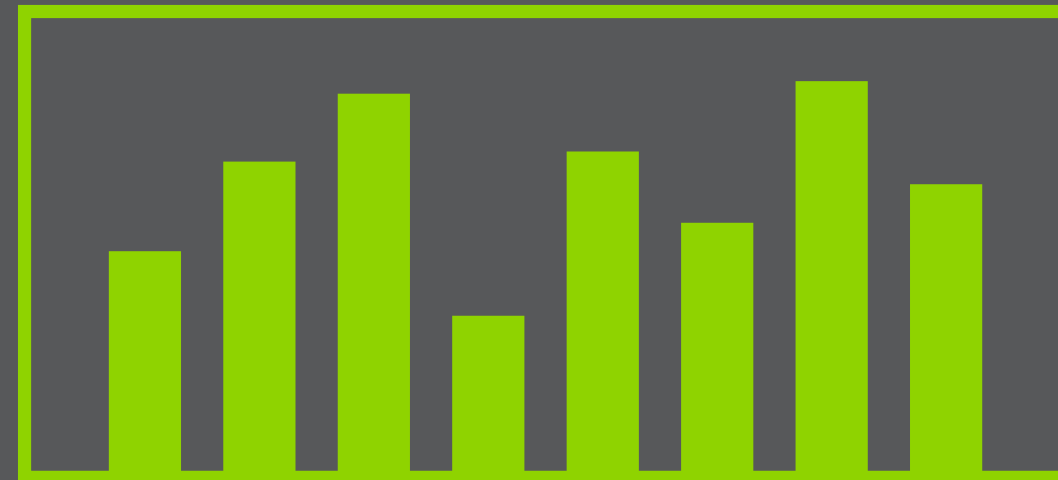
**WITHOUT BROWSER WINDOW**

**I WANT THE FEELING**

**OF USING AN APPLICATION**

**NOT NAVIGATING A WEBPAGE**



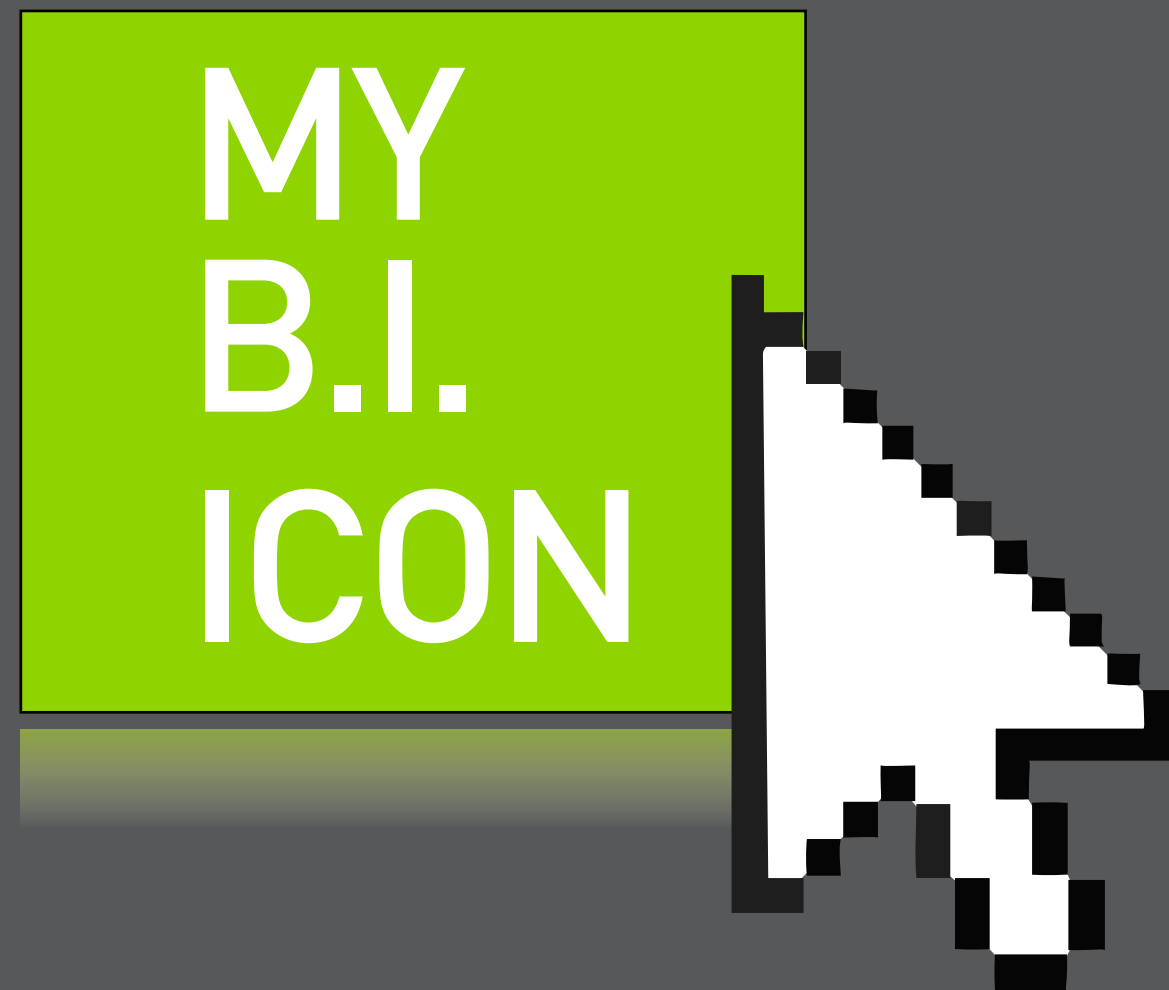
AND THIS

# FROM THIS LITTLE ICON ON MY DESKTOP



MY  
B.I.  
ICON





**CLICKING ON APPLICATION  
ICON, LAUNCHES IT'S OWN  
BROWSER IN BACKGROUND**

FOR THE USER

A DASHBOARD

SHOULDN'T BE JUST

A FANCY GROUP OF

CHARTS WITH

CLEVER SELECTORS.

IT SHOULD BE A  
POPULATED  
SYSTEM.

A SYSTEM WHERE  
USERS  
COMMUNICATE,  
DISCUSS, CREATE  
AND SHARE.



THE CHALLENGE IS  
TO CREATE

BIHABITATS

THANK  
YOU

FOR YOUR ATTENTION

[nuno.moreira@webdetails.pt](mailto:nuno.moreira@webdetails.pt)

**webdetails**  
Business Imagination