

Standardizing data visualization for a leading clinical research organization

Crafting engaging, design-led and data-driven
experiences with unified dashboards

A top global pharmaceutical and clinical research organization, with over 100 years of industry experience and \$13 billion in revenue, sought to enhance and standardize their data visualization experience across BI platforms. HCLTech was engaged to create engaging, design-led, data-driven dashboards that would facilitate better decision-making and improve user experiences. The result was a consistent and unified dashboard experience that aligned with the brand's style, fostering effective communication and driving faster, more informed decisions.

The Challenge:

Enhancing and enriching the data visualization experience

The client's existing R&D Balanced Scorecard Dashboard was outdated, failing to meet the expectations of modern stakeholders. The sub-optimal dashboard experience made it difficult for executives to

access precise information for informed decision-making. The client required a dashboard that would effectively convey objectives, metrics, KPIs and historical performance trends for their case studies.

The Objective:

Improve and standardize the customer experience in data consumption

The client aimed to create design-led and compelling data-driven experiences, building standardizations for data consumption across BI platforms. HCLTech was entrusted with the task of developing engaging dashboards with improved user experiences that could accommodate storytelling, actionable data, KPIs and objectives.

The Solution:

Establishing engaging, design-led and data-driven experience standards

HCLTech identified Tableau as the ideal BI platform to address the client's dashboard experience standards. The team introduced a solution that emphasized an enhanced, engaging user experience, allowing persona-based users to swiftly navigate from summarized insights to action-based

detailed views. Adhering to the design philosophy of 'maximizing insights and minimizing clicks', we combined drill-through methodology with historical trends and provided a single view for all KPIs.

The Impact:

Transforming dashboard standards for a redefined design-led, data experience

HCLTech successfully developed new dashboard standards with a refreshed look and features, creating a detailed visualization style guide to serve as a roadmap for consistent and unified dashboard experiences that fit the brand's style. This continuously evolving document served as the single source of truth for user

interface design guidance, ensuring that the development team implemented a consistent design for all produced dashboards. The result was a series of engaging, actionable dashboards that facilitated effective communication, faster decision-making and richer user adoption.

