How can I use "proximity" to design a dashboard?

Proximity is an important design principle for dashboarding. Items related to each other should be grouped close together. Unrelated design elements should have enough space between them to communicate that they are different.

On a dashboard, where does your eye go first? Second? Last? Where does your eye stop?

Don't just **drag and drop** widgets to fill up corners and empty space on the dashboard - organize your information with purpose. Create *units* of visual information. Each dashboard widget is essentially a separate piece of information at first, but always consider which widgets should be logically placed in close proximity with other related widgets.

If two or more widgets logically **interact** with each other (e.g. clicking on one widget **filters** the data in two other widgets), place them together.

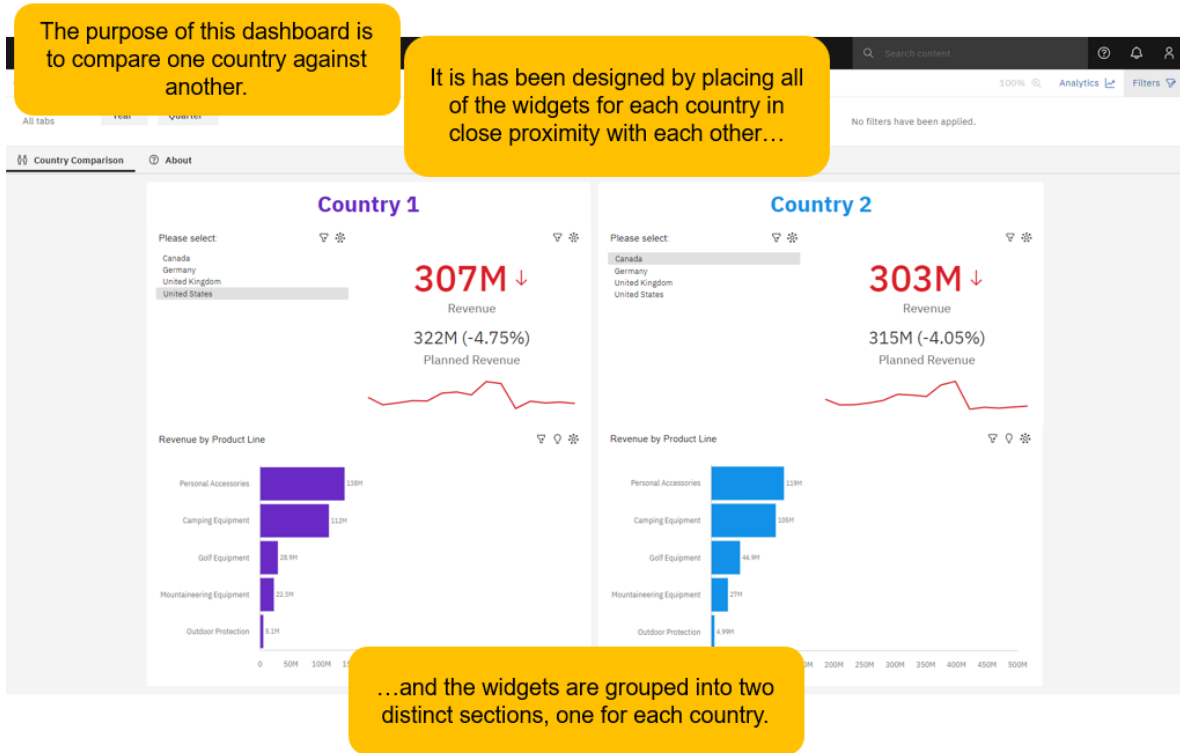Consider adding a Text widget as a title to each group.

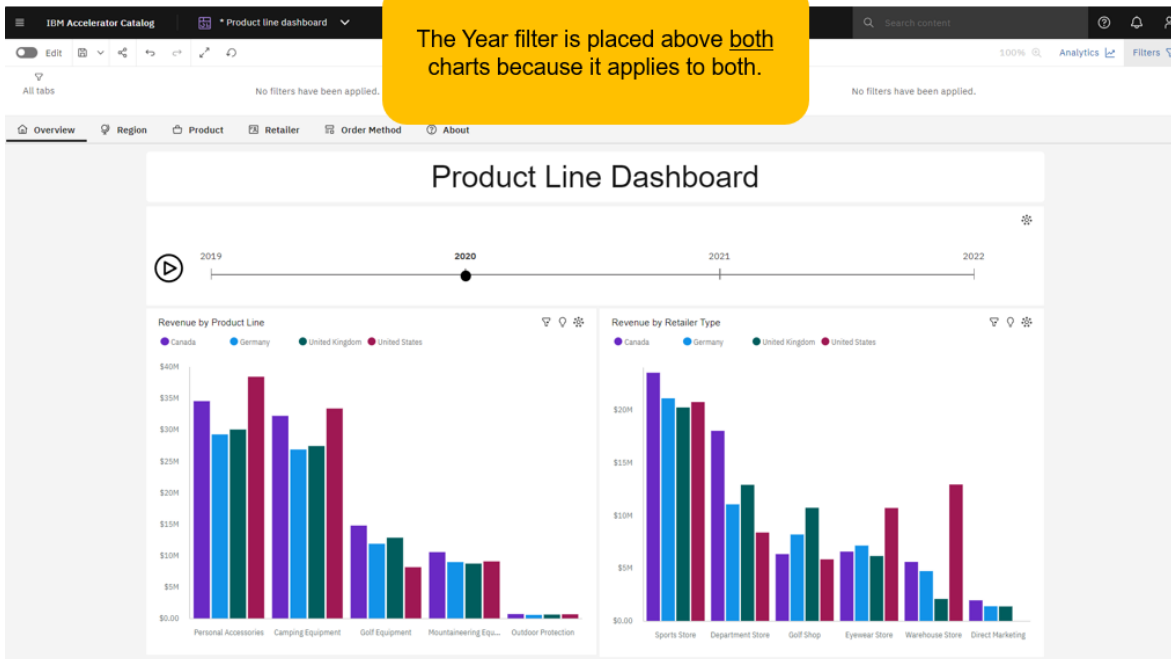Dashboards communicate their information to users more clearly and quickly when they are organized.

The placement of items helps denote their function and scope.

Tip
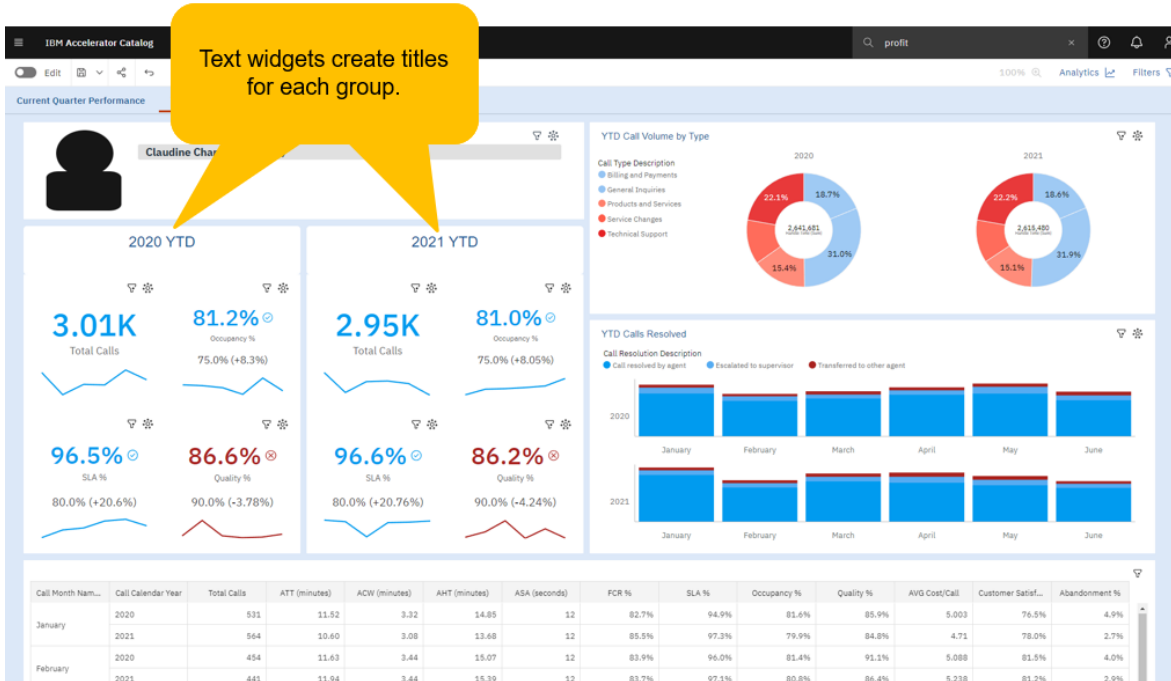
Examples

Source: *Team content > Samples > By feature > Core > Dashboards > Country comparison*

Source: *Team content > Samples > By feature > Core > Dashboards > Product line dashboard*

Source: *Team content > Samples > By business function > Customer experience > Dashboards > Agent quarterly performance*