BADRI

What is The User Experience?

user experience usually refer as (UX) is the overall experience a person feels while using a product system or service. It depends on the interaction a person is having while using the product. Additionally, it includes a person's perceptions of system aspects such as utility, ease of use and efficiency in the world of data Qlik Sense plays a vital role it can make the picture clear if used efficiently.

Qlik sense is like that mannequin in the shop that displays the best clothes and attract the customers.

The mannequin assures that it showcases the best of all, and you can also make sure that it will attract customers in Qlik Sense called users.

How can we make user experience better?

01 USING VISUAL ANALYTICS

02 LESS IS MORE

03 ALIGNMENT AND RHYTHM

04 RECKLESSLY PICTORIAL USAGE

05 DATA ACCORDING TO AUDIENCE

06 CUSTOMIZE EXTENSIONS

BADRI

01 USING VISUAL ANALYTICS

What is Visual Analytics?

Visual analytics is the use of some specific tools and processes to understand datasets using visual representations of the data for example graphs, charts, and maps the benefit is these representations helps users to see the massive data in a go and can analyze the problem area also. These insights help organizations make better, data-driven decisions.

Visual analytics is not just graph bars etc. but it also makes it easy for a user to combine multiple data sources at the same time.

Visual Analytics Benefits

- Fast findings:
- Visual analytics makes it easy and fast to track progress and problems that can be shared across the organization using dashboards.
- track progress: the organization can track the performance by using KPIS.
- Make faster decisions: Users can understand data insights much more quickly by seeing and working with data sets when they are in a visual format, and this will save a lot of time.
- User friendly: the user can easily interact with data no need to rely on IT teams.
- Ease of work: easy to understand complicated data can involve more people to work.
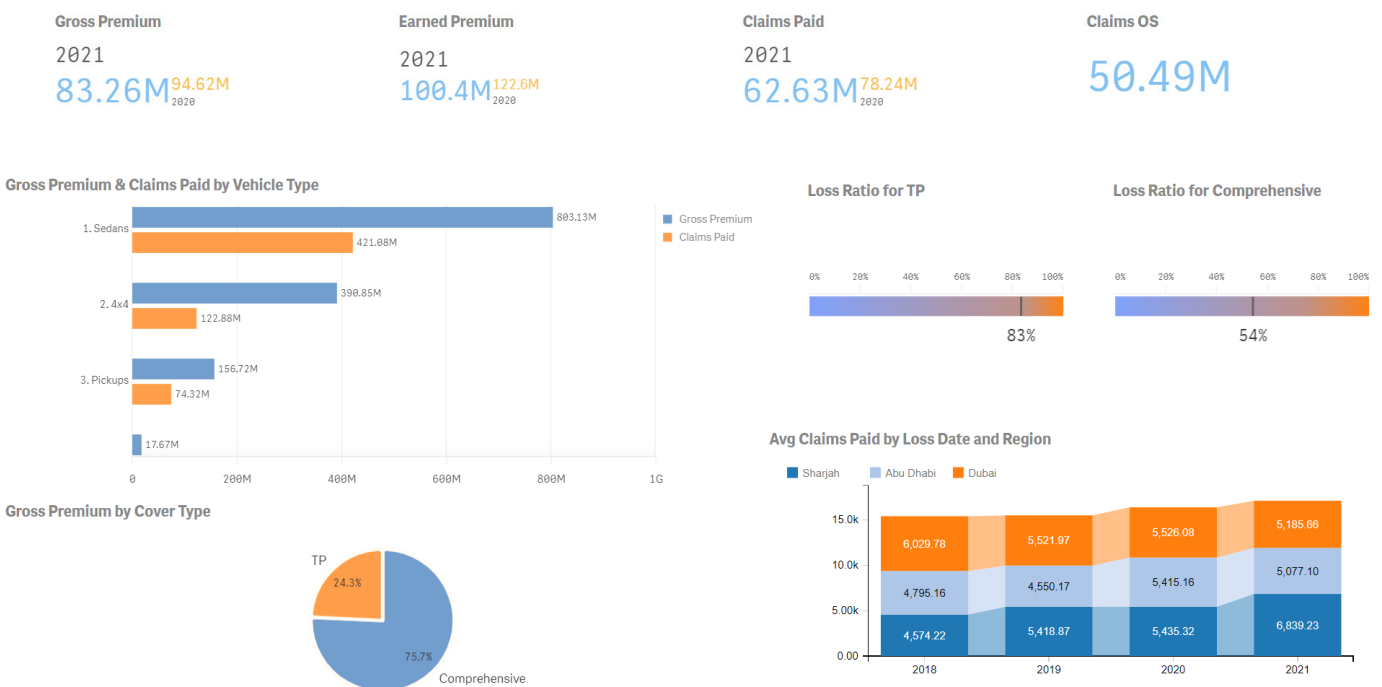
02 LESS IS MORE

The concept of less is more is very simple after seeing your dashboard the user must know where to start from rather it makes it more confusing by overloading the sheet and feels like everything is emplaced on the same sheet.

- Using hierarchy in data makes the data more user-friendly hierarchy means arranging the data accordingly you should know how the data will drill down.
- Use associative search and selection tool to make effective findings rather than using numerous filter panes and list boxes.

- Not more than 4 visual objects on a single sheet the sheet should look like a decent data representator rather than art gallery.
- Don't run over to cover all use cases and build lots of sheets apply 80:20 rule 20% of objects requires to meet 80% of use cases.
- Focus on the objective the dashboard is build for representation should be revolving around the main idea for which dashboard is made.

Gross Premium

2021
83.26M ^94.62M 2020

Earned Premium

2021
100.4M ^122.6M 2020

Claims Paid

2021
62.63M ^78.24M 2020

Claims OS

50.49M

Gross Premium & Claims Paid by Vehicle Type

Gross Premium by Cover Type

Loss Ratio for TP

83%

Loss Ratio for Comprehensive

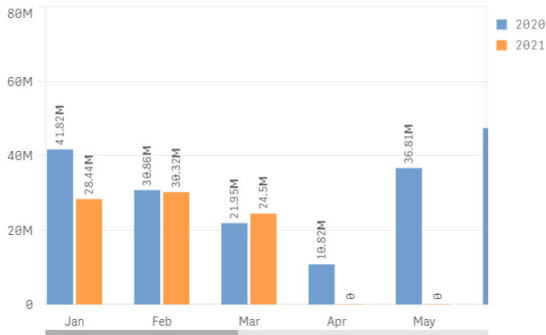54%

Avg Claims Paid by Loss Date and Region

03 ALIGNMENT AND RHYTHM

Symmetry and alignment are very attractive to humans eye and important also if your dashboard is beautifully aligned objects are symmetric it makes the dashboard more appealing and users more likely to get engaged with the content.
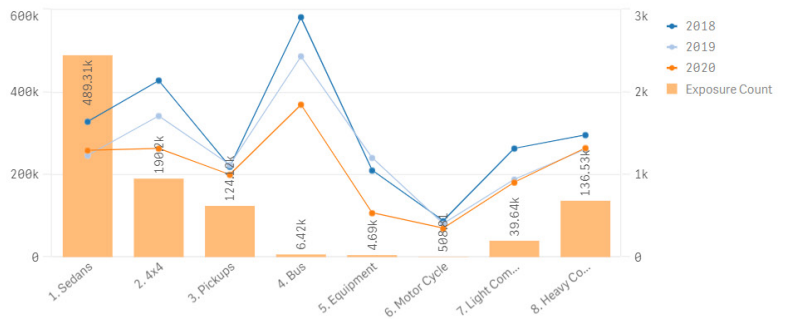
- Try to leave one square of grid space between objects and to the edge of the screen, this avoids user claustrophobia and delineates objects nicely
- Arrange objects symmetrically
- Group objects together that have a strong relationship or shared relevance
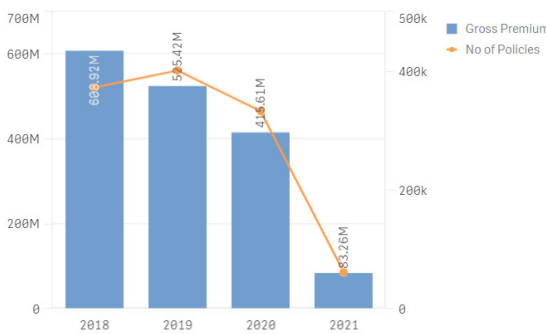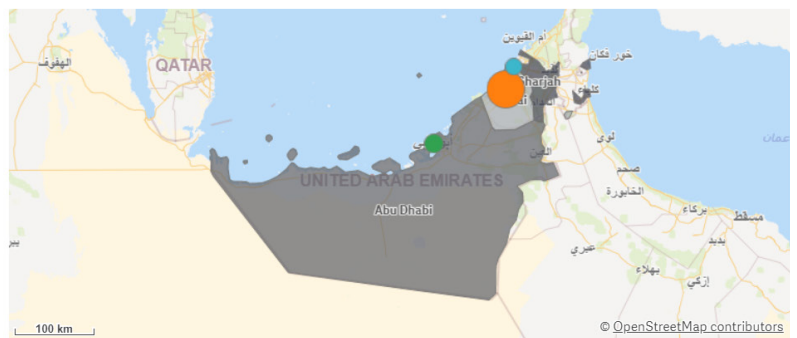
By This Year and Last Year

Exposure Count & Avg Premium by Year and Body Type

Trend by Doc Year

By City

04 RECKLESSLY PICTORIAL USAGE

Visual representation is always appealing when used in right place and amount so never be afraid of using logos, images, icons, pictures etc.

- Using corporate or project logos makes it more customize and builds identity and trust.

- Themes brings consistency in the app.

- Thumbnail is like your front door that creates first impression always use attractive thumbnail

- When using graphics in a Text & image object, remember to set the image as a background, set the correct alignment, choose 'Always fit' or another setting that avoids image distortion and set 'Responsive behavior' to 'Images'

- To speed up development Be sure to add logos and icons to the 'Master items' library.

- Companies tend to put a lot of effort into the design aesthetic of public facing material. This is a great source of design ideas and graphics. Make sure to check out assets such as annual reports, corporate presentation templates and company websites for some great material

- Keep in mind that the dashboard can be viewed in small devices like iPad cell phones so don't use excessive numbers of graphic objects.

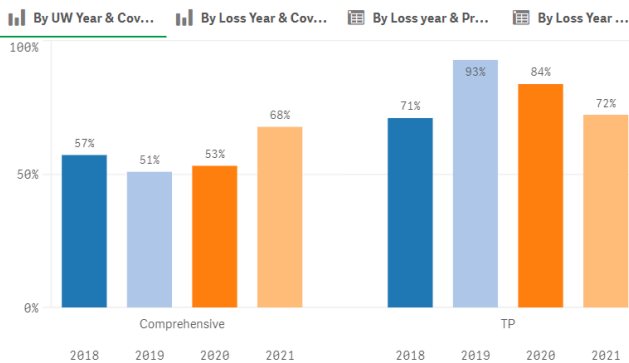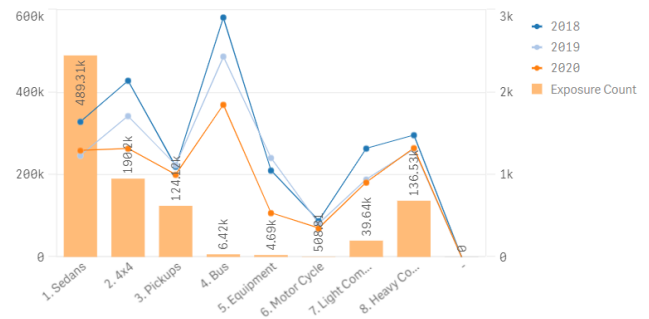| Images	Claim No	Body Type	Make	Claims Type	Area	Repair Type	Claims Paid
	1/1/29******116	8. Heavy Commercial	Mercedes	Damaged	Shaikh Zayed	Non-Agency	849,240
	3/3/29******509	1. Sedans	Honda	Damaged	Oud Metha	Agency	782,590
	4/4/29******305	1. Sedans	Toyota	Damaged	Karama	Non-Agency	638,718
	3/3/29******311	1. Sedans	Kia	Damaged	Mirdiff	Non-Agency	624,168
	1/1/29******456	1. Sedans	Toyota	Damaged	Nahda	Non-Agency	546,504
	2/10/2******472	1. Sedans	Hyundai	Damaged	-	Agency	511,255
	1/1/29******997	8. Heavy Commercial	Mercedes	Damaged	-	Non-Agency	451,882
	3/3/29******574	1. Sedans	Ferrari	Damaged	-	Agency	432,712

05 DATA ACCORDING TO AUDIENCE

You should always work considering the audience like what your audience will prefer what will be the first question in their mind how they like to work.

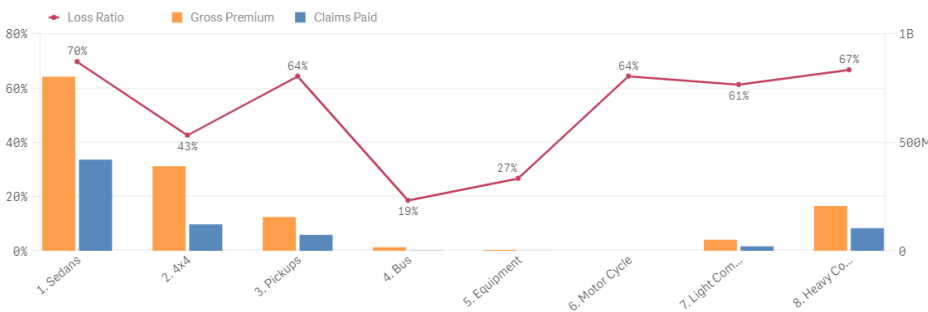Here are a few points to consider around addressing your user community and their needs:

- Who is your user community and why do they need this what things will help them in their business?
- Do your dashboards answer their queries?
- What is the language of your audience?
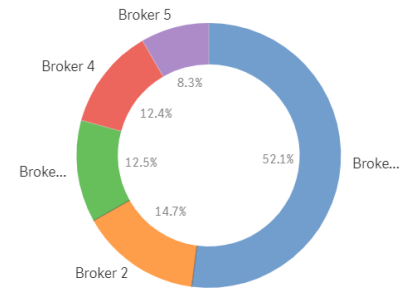- Always show last year data for comparison.

By UW Year & Cov... | By Loss Year & Cov... | By Loss year & Pr... | By Loss Year ...

Exposure Count & Avg Premium by Year and Body Type

By Body Type

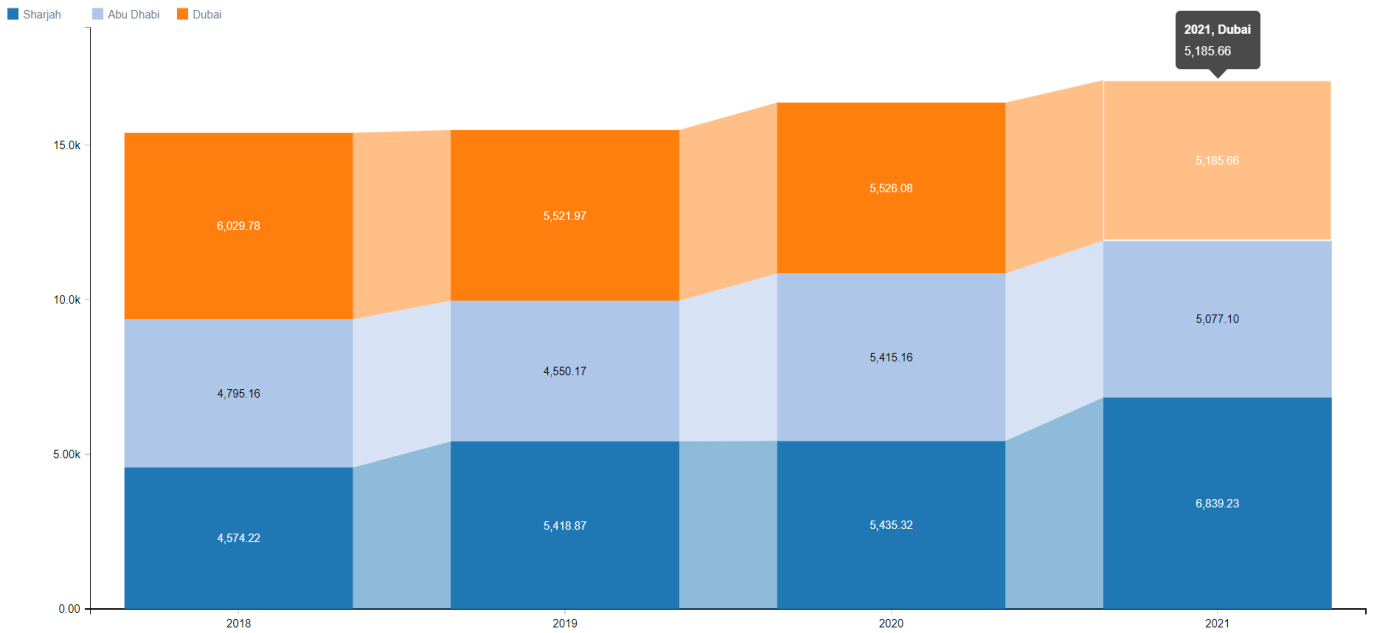**Exposure by Broker**

06 CUSTOMIZE EXTENSIONS

There are some great extension objects out there on Qlik Branch or in the general open-source community, like the D3 visualization library. Qlik Sense's standard and open Web APIs enable customers and web developers to extend the product to meet special use cases. There are typically two main reasons to use extensions objects within the Qlik Sense User Interface:

• Extend functionality.

• Excite and engage users with new and different visualizations.

With all great benefits that come up with extensions you should always be very careful while using extensions The general advice here is to only use extensions where their purpose is clear and justified and the required support skills are in place. Out of the box functionality should always get the benefit of the doubt, as with any software product.

Chart legend: Sharjah, Abu Dhabi, Dubai

	2018	2019	2020	2021
Dubai	6,029.78	5,521.97	5,526.08	5,185.66
Abu Dhabi	4,795.16	4,550.17	5,415.16	5,077.10
Sharjah	4,574.22	5,418.87	5,435.32	6,839.23

Tooltip: 2021, Dubai 5,185.66

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