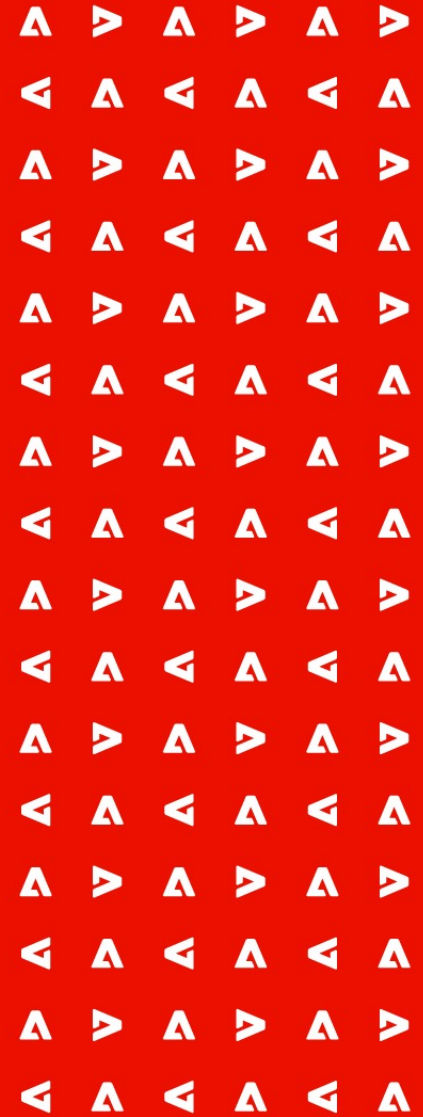




Adobe Workfront Virtual User Group

Dashboards and Data Visualizations
Tuesday, August 10, 2021



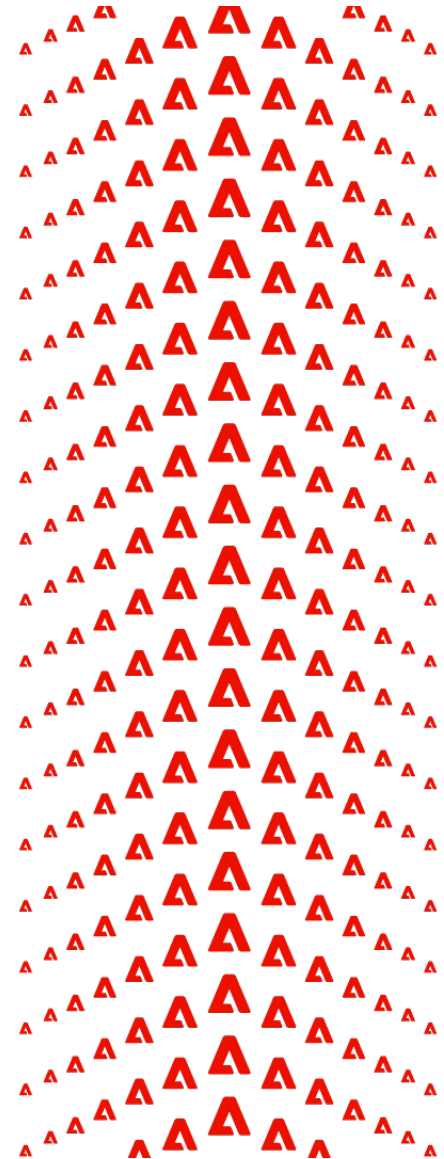
Today's host



Mike Plunkett

Sr. Customer Success Manager

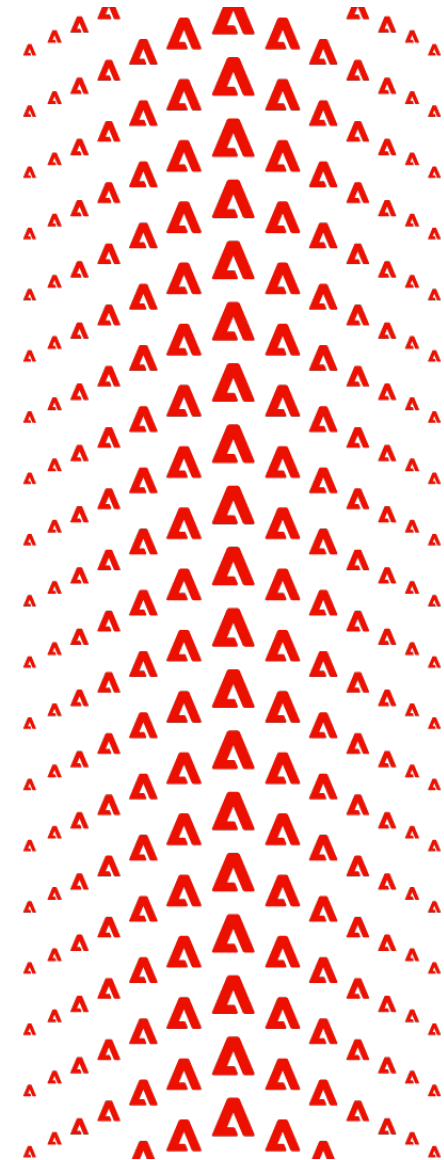
Adobe Workfront



This session is being recorded
and will be made available to
customers after the event.

Agenda (Pacific)

Time	Topic
8:00 a.m.	Welcome and agenda
8:10 a.m.	Dashboards and Data Visualizations <i>Matt Thomas, Sr. Product Manager – Adobe Workfront Reporting</i>
8:45 a.m.	Customer Reporting Cookbook Highlights <i>Kathy McLaughlin, Mayo Clinic</i> <i>Teale McCleaf, Rego Consulting at Google</i> <i>Alison Wells, Community Medical Centers</i>
9:15 a.m.	Large group discussion
9:25 a.m.	Wrap-up and next steps
9:30 a.m.	Meetup ends



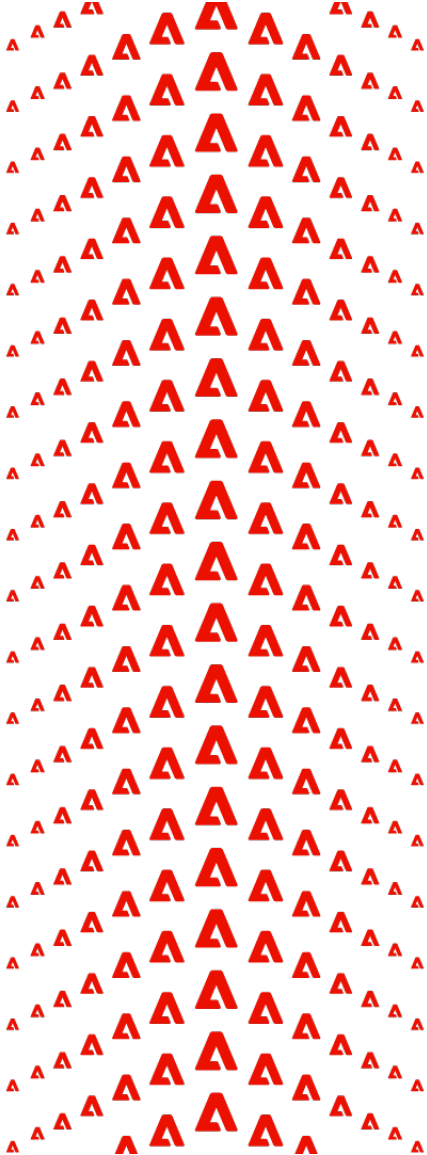
Presenter



Matt Thomas

Sr Product Manager

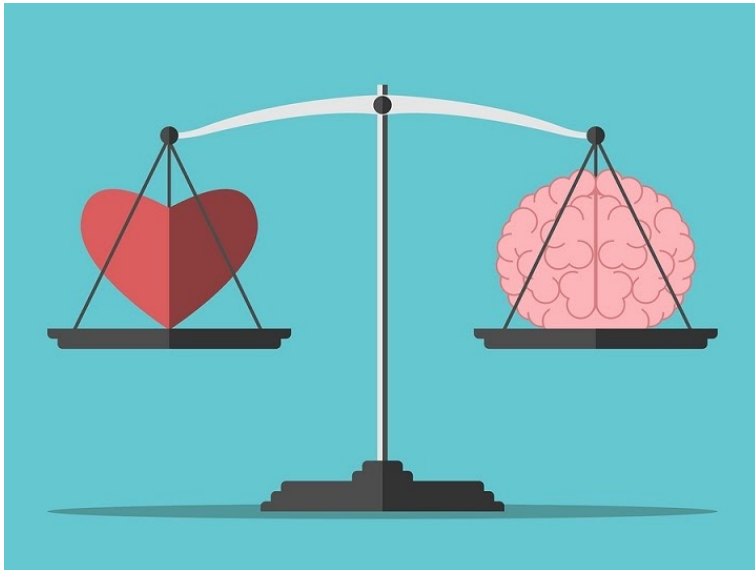
Adobe Workfront





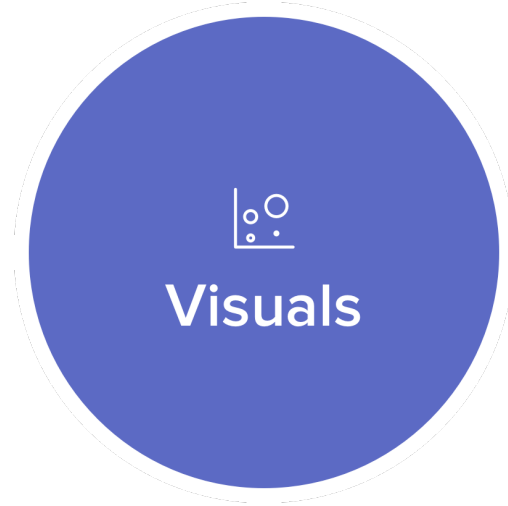
Source: Scott Shaw

Why stories are better



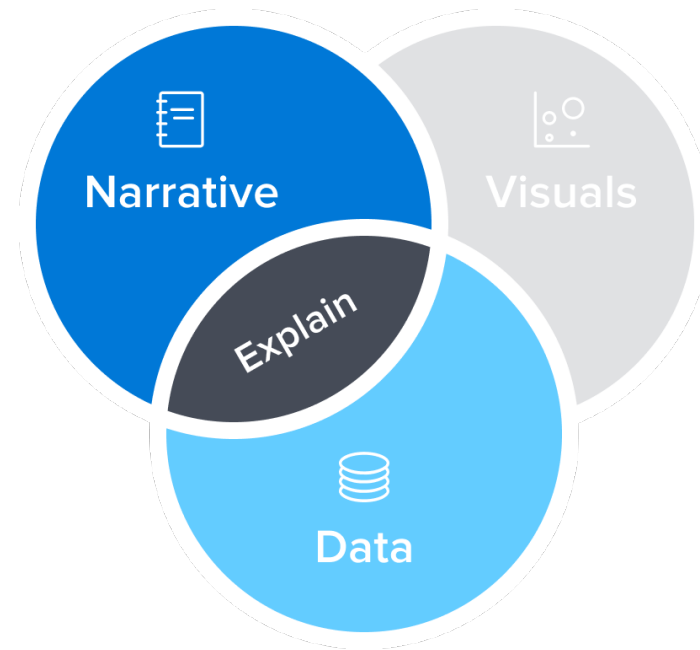
- Familiarity
- Trust
- Experience Information
- Emotional Connection

3 keys to data storytelling



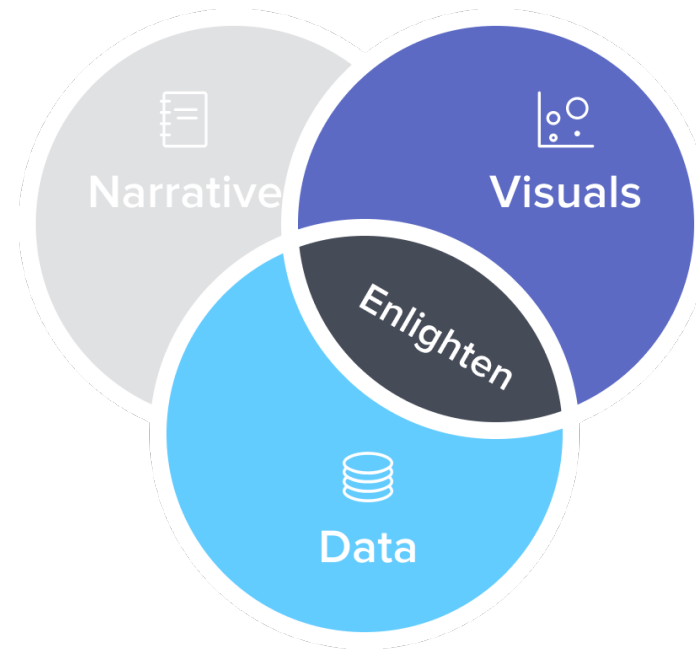
3 keys to data storytelling

Explain:
Narrative + Data



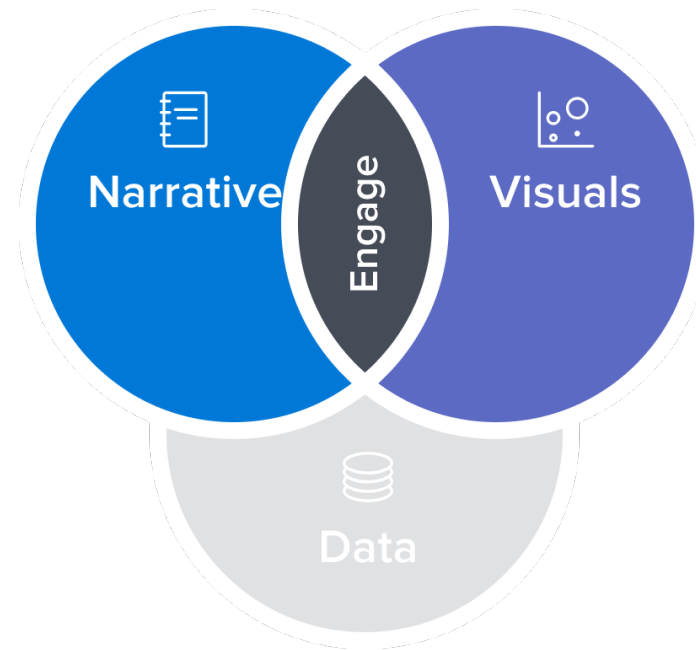
3 keys to data storytelling

Enlighten:
Visuals + Data

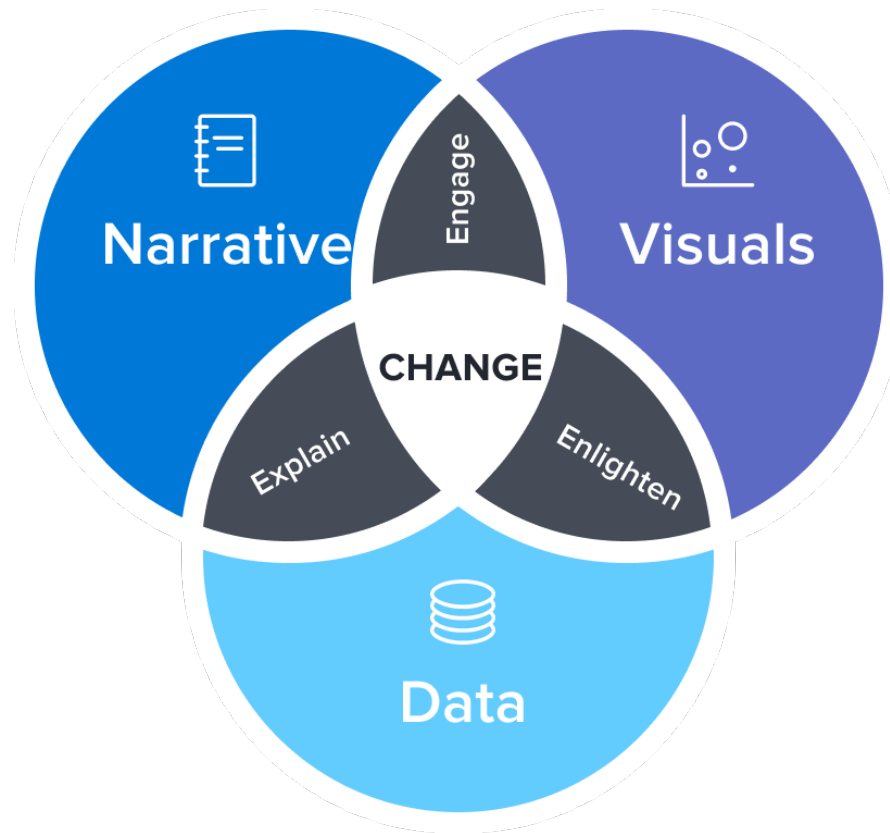


3 keys to data storytelling

Engage:
Narrative + Visual



3 keys to data storytelling



Your relationship to the data and the audience

Personal



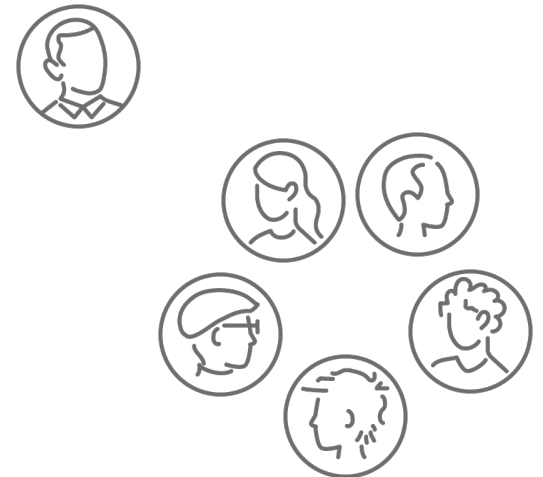
If the data and the insight is only relevant to yourself, you don't need to worry about how it is being communicated.

Insider



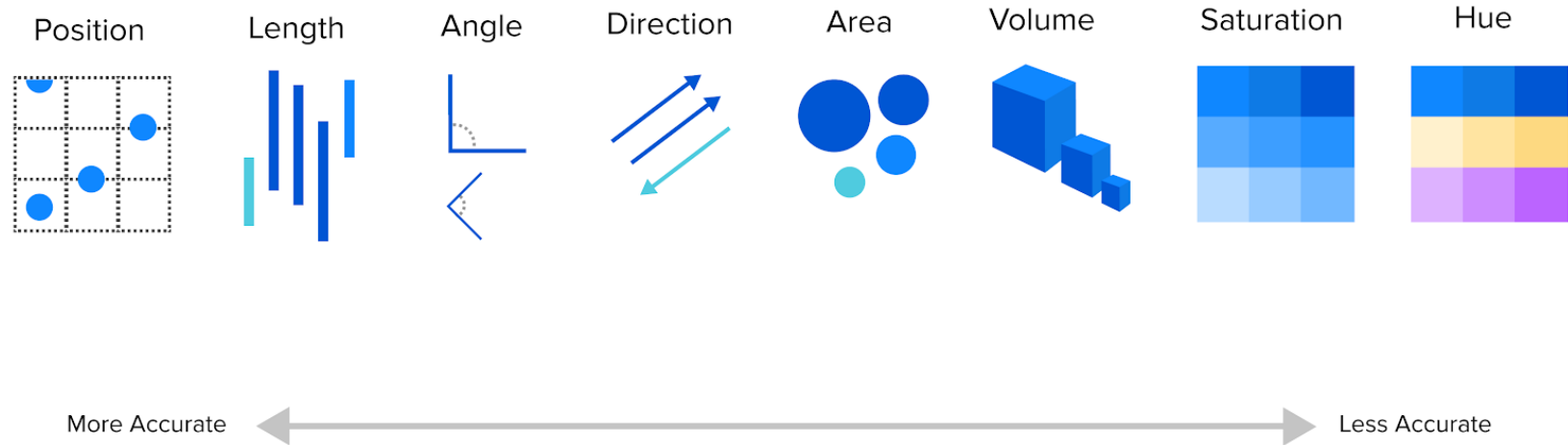
As an insider you are part of the team that the insight impacts and thus have a vested interest. You typically know the audience really well too.

Outsider



As an outsider you can be viewed as objective bystander with nothing to gain from the data and insights shared.

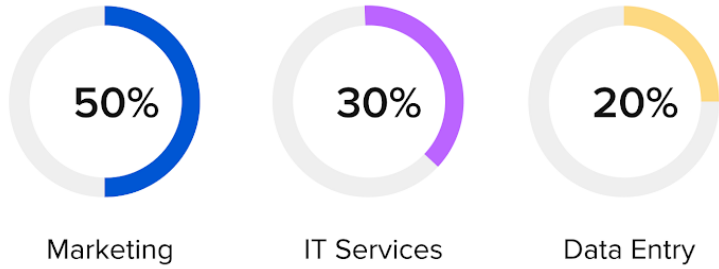
Graphical perception



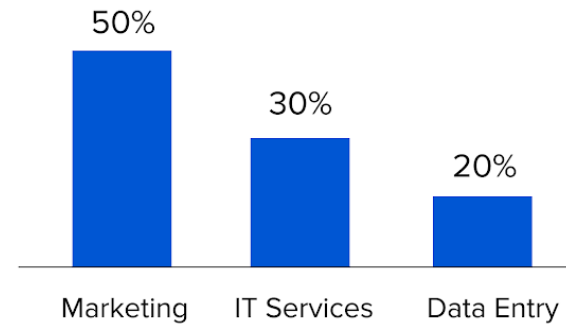
Choose the visualization that tells the story



What do our users want from our company?



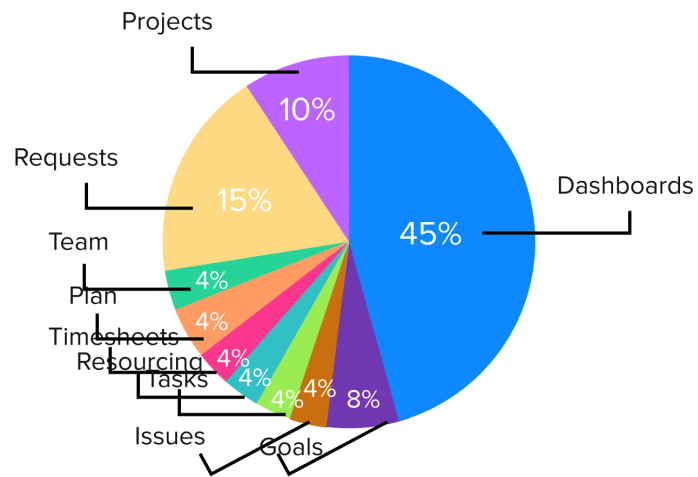
What do our users want from our company?



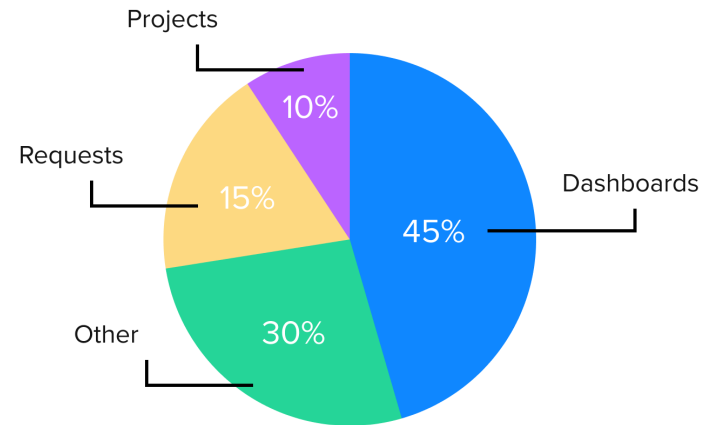
Remove the noise



Most Popular Parts of our Application



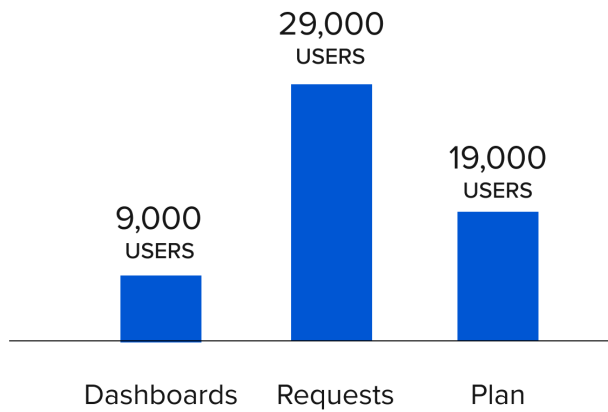
Most Popular Parts of our Application



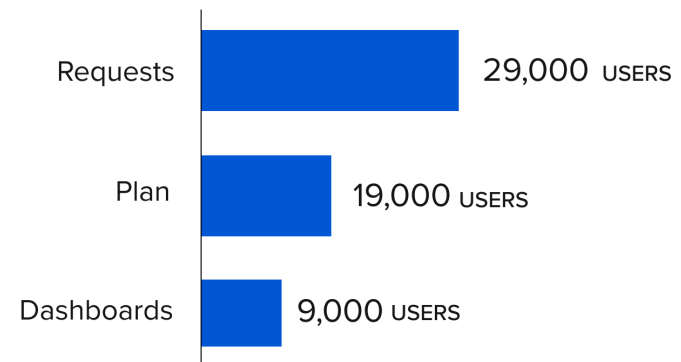
Order data intuitively



Most Popular Parts of our Application



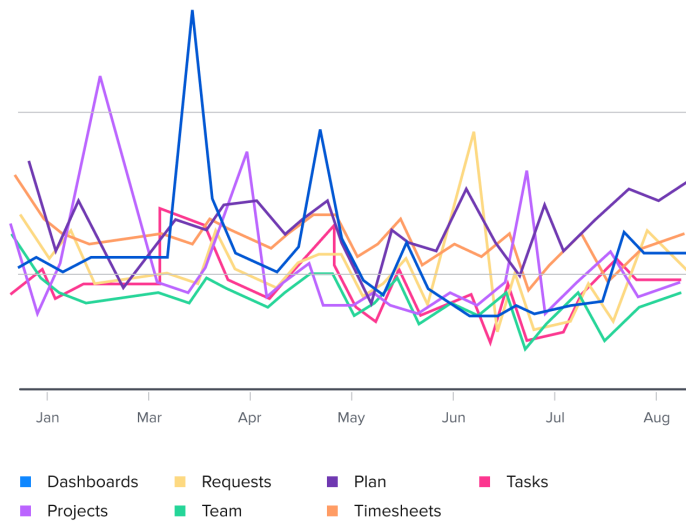
Most Popular Parts of our Application



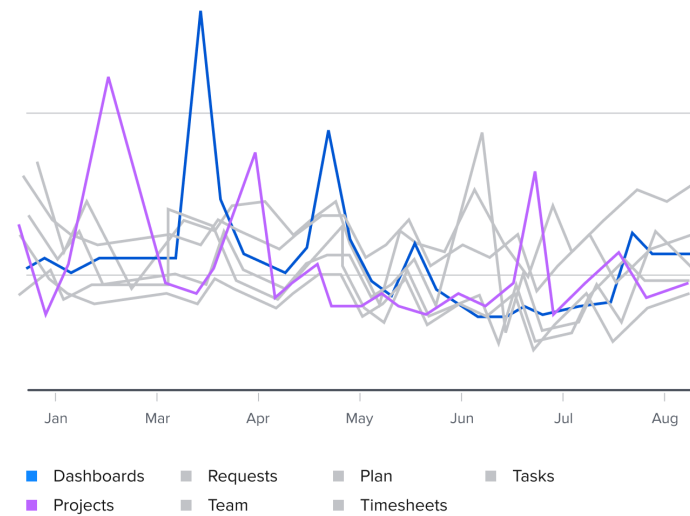
Color purposefully



Most Popular Parts of our Application



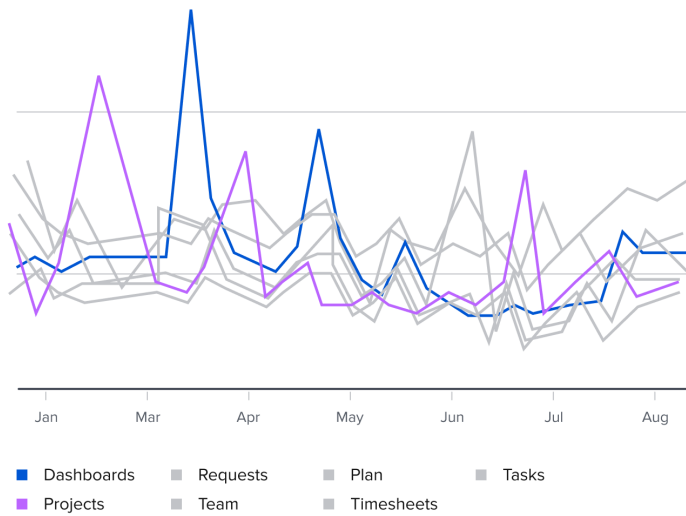
Most Popular Parts of our Application



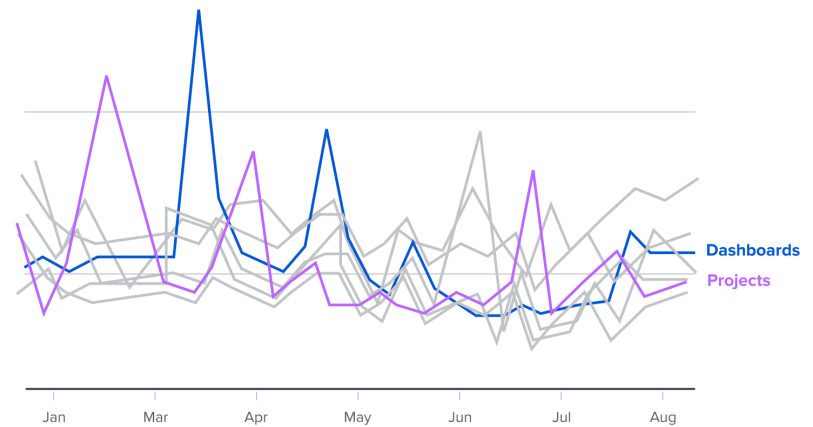
Label data directly



Most Popular Parts of our Application



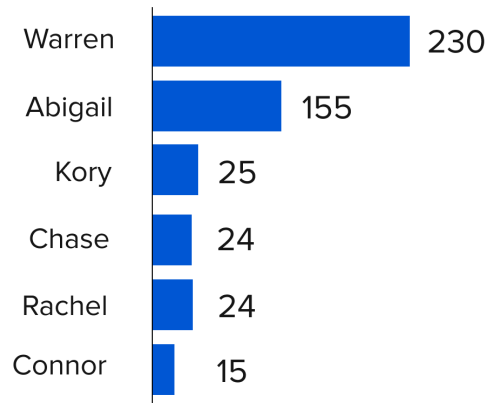
Most Popular Parts of our Application



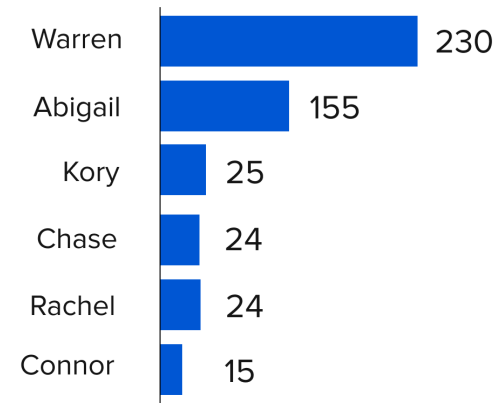
Write titles like a newspaper headline



Number of Projects by Owner



We need a more even distribution of projects



Data literacy is essential

“The ability to take data – to be able to understand it, to process it, to extract value from it, to visualize it, to communicate it – that’s going to be a hugely important skill in the next decades.”

- Hal Varian, Chief Economist at Google

Future reporting will help

New Reporting Overview

Our vision is to help everyone be able to get full value out of reporting in 30 days. Today we're going to show you how customers will be able to measure work more effectively and tell more engaging stories with their data than ever before. Customers are going to spend less time building and maintaining reports and more time making decisions with confidence and clarity.

● Projects In Trouble 0%

● Projects At Risk 5%

● Projects On Target 95%

● Projects by status

● Total Reporting Tasks by owner

● New reporting experience data table

PROJECT NAME	PROJECT OWNER
--------------	---------------

Configuration Menu:

- Data source
- Settings
- Style
- Donut Chart: 4 slices
- Color by: Slice order, Dimension Values
- Color palette: teal, purple, pink, orange, and 4 empty slots
- Show legend

Add a block:

- Table: View your data in a table
- Visualization: Visualize your data
- Story: Give context to your data
- Embed: Embed an external source
- Page filter: Focus on a subset of your data



Customer Reporting Cookbook

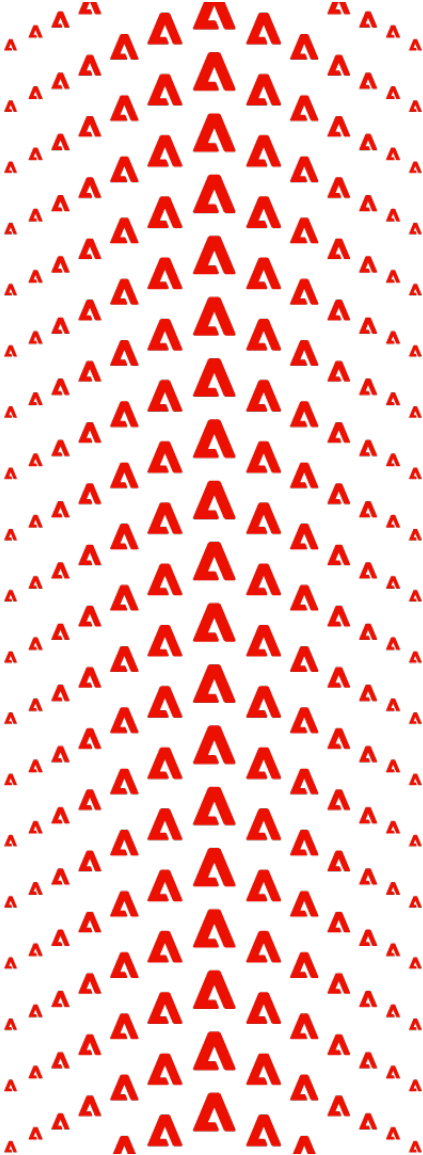
Presenter



Kyna Baker

Sr. Customer Marketing Manager

Adobe Workfront



Adobe Workfront Customer Reporting Cookbook

Where is it?



Find it on the Adobe Workfront Community at one.workfront.com

What is it?



10 report recipes from your fellow customers



Step-by-step instructions to create each report in your own environment



A simple way to score big with leadership and your peers by getting more out of Workfront

Open Tasks By Assignment | Kathy McLaughlin, Mayo Clinic

What do you use it for?



Shows all new and open tasks for a specific user. Great to use when tasks need to be reassigned.



REPORT
MCASOM Open Tasks By Assignment
Locates all active project tasks for a person. [Show Filters and Prompts](#)

Details Summary Prompts

Export Filter Report Default View

Task Name	Assignments	Start On	Due On	Status	Progress Status	% Complete	Last Note: Note Text
Project Name: MCASOM - AA - 2020-2021 - Neuroscience RST Checklist (1)							
Project Name: MCASOM - AA - Dual Site Course Tasks (6)							
<input type="checkbox"/> Advanced Doctoring Prepare for Course Evaluation Meeting	2	6/9/21	6/9/21	New	Late	0%	
<input type="checkbox"/> Advanced Doctoring Update SharePoint with Course Evaluation Action Items	2	6/8/21	6/24/21	New	On Time	0%	
<input type="checkbox"/> PreClinical Studies Prepare for Course Evaluation Meeting	2	7/23/21	7/23/21	New	On Time	0%	Beginning process.
<input type="checkbox"/> Student Community Clinic Prepare for Dual Site Planning Meeting	2	3/8/21	3/24/21	New	Late	0%	Rochester had an intro meetin meeting that happens for this
<input type="checkbox"/> Student Community Clinic Prepare for Course Evaluation Meeting	2	5/26/21	5/20/21	New	Late	0%	
<input type="checkbox"/> Student Community Clinic Update SharePoint with Course Evaluation Action Items	2	6/1/21	6/7/21	New	Late	0%	
Project Name: MCASOM - AA - 2021-2022 Dual Site Meeting Tasks (2)							

Contracts Pending Approval | Alison Wells, Community Medical Centers

What do you use it for?



Can be used to track anything you are approving, not just contracts. This is great for leadership in our environment.

Name	Sponsor	Desc	Start On	Due On	Approval Start	Current Stage	Approval Duration
Locations	Thomas		4/1/21	4/28/21	5/21/21	CFO	5
Systems	Brandon		6/5/21	3/3/21	6/2/21	CFO	1
AC	Den		6/5/21	6/29/21	5/21/21	CFO	5
Services	Den		6/5/21	6/30/21	5/21/21	CFO	5
Services	Den		6/6/21	3/3/21	6/2/21	CFO	1
Systems LLC	Den		6/5/21	6/30/21	5/21/21	CFO	5
	W		10/19/21	11/24/21	6/3/21	CFO	0
Healthcare	Jack		3/1/21	3/28/21	5/21/21	CFO	5

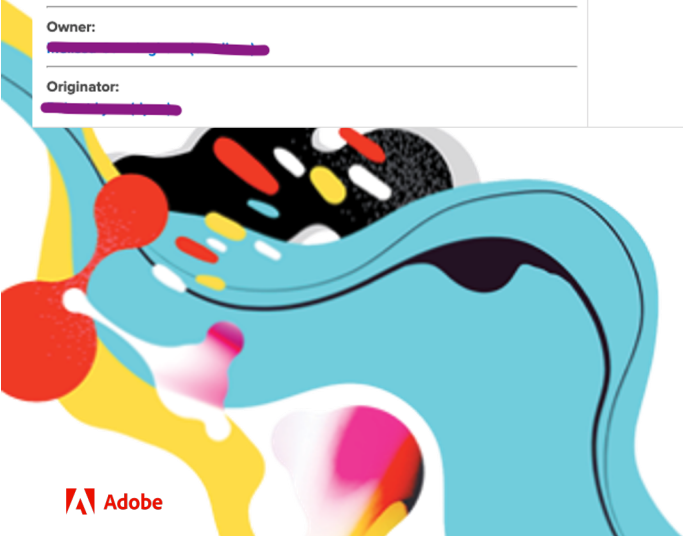
Project and Task Approval Workflow Details | Teale McCleaf, Rego Consulting at Google

What do you use it for?



- Confirmation that required documentation has been reviewed and task level approvals captured for newly requested projects.
- Identification of delays in completion of documentation and / or approvals, prior to project execution.

Project Details	Status	Project Approval Flow Details	Pre-Budget Review Tasks Status	Review Completion Dates
Name: _____ Owner: _____ Originator: _____	Requested - Pending Approval	Approval Start Date: 6/29/21 Approver by Stage: Ambassador Review - DSC Review - Approval Completion Date:	Milestones Documented: 100% Resource Budget & Business Case: 100% Scorecard Data Input: 100%	Budget Review Start: 6/29/21 Budget Review Complete: 6/29/21 80% Review Start: 6/29/21 80% Review Complete: 6/29/21



Wrap-up and next steps



Continue the conversation on Adobe Workfront One

- Collaborate with others in a similar industry or department
- Harness the power of your peers to crowdsource inspiration and solutions
- Learn about upcoming events

The screenshot displays the Adobe Workfront One community interface. At the top, there is a search bar and a navigation menu with links for Home, Getting Started, Resources, New Workfront Experience, Collaboration, Events, Support, My Experience, and Call Customer Support. A prominent red banner invites users to join experts and access a library of content. Below this, three featured cards are visible: 'Adobe SUMMIT' (a virtual event), a report on 'COVID-19 changed digital work', and 'LION AWARDS' (with an extended deadline). The 'Community discussions' section includes a 'Share an update...' form and a list of posts, such as 'Only 2 days left to submit for a Lion Award!' and 'Workfront Research Survey: Custom Form Builder'. A 'Product updates' sidebar on the right lists 'What's new in Workfront' (21.1 and 21.2 release overviews) and 'Workfront Fusion 2.0' articles.

Upcoming meetups

Full list: <http://one.workfront.com/events>

- Aug 17: *Transitioning to the New Workfront Experience*
- Aug 31: *Leveraging Custom Forms*

Coming soon!

- *TBD: Extending Workfront with Integrations*
- *TBD: User Onboarding - Requesters/Collaborators*

What other topics would you like to see?



Thank you!

