

Enterprise Business Intelligence (EBI) Platform

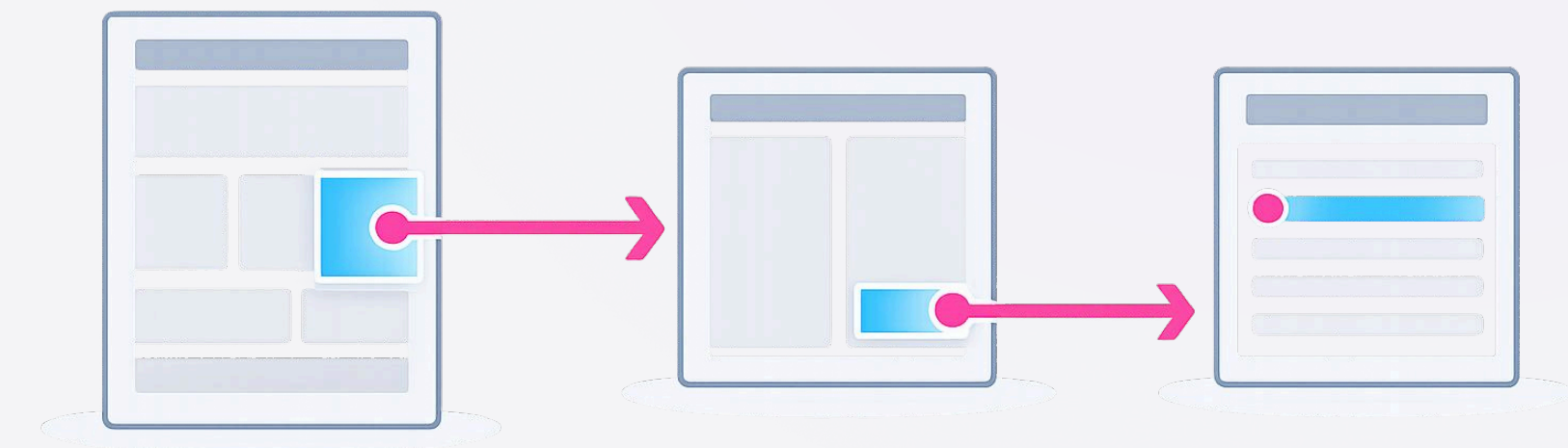
Transforming an enterprise analytics platform through usability, trust, and operational clarity

Enterprise analytics and operational dashboard transformation

Luis Barriga

UX & Product Design

contact@luisbarriga.com



The Results

From a struggling platform to the enterprise's primary source of operational intelligence

A strategic UX transformation that delivered measurable impact across adoption, trust, and performance



4X

Adoption Growth



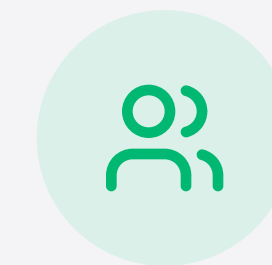
35%

Trust Increase



60%

Faster Performance



2X

Executive Engagement

Overview

The Problem

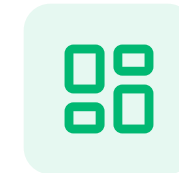


An enterprise-wide analytics platform struggling with:

- Low adoption across 17K+ target users
- Trust issues with data accuracy
- Difficult workflows and navigation
- Users relying on disconnected spreadsheets

Despite strong business intent, the platform failed to gain meaningful traction after launch

The Transformation



A comprehensive UX transformation focused on:

- Improving usability and workflows
- Rebuilding trust in the data
- Driving organizational adoption
- Centralizing operational insights

I led the transformation effort, partnering across product, engineering, business intelligence, and change management teams.

The DDRSM framework was used to help structure the effort, align teams, and guide decisions throughout the initiative.



Dream



Define



Recommend



Solve



Measure



Goal

What was the original goal of the dashboard?

The Enterprise Business Intelligence (EBI) initiative was created to consolidate operational and sales analytics from **hundreds of business units** into a centralized real-time dashboard.



Sales Teams



Executives



Technology Teams

17K+

Target Users

100s

Business Units

3

Key Audiences



The Challenge

The issues extended beyond visual design.



Low trust in data

Accuracy and consistency concerns



Confusing workflows

Difficult navigation patterns



Performance issues

Slow load times and bottlenecks



Accessibility concerns

Readability and usability problems



Limited awareness

Poor understanding across teams



Poor discoverability

Dashboard features were hidden








The challenge was not simply redesigning a dashboard.

The challenge was helping the organization trust, understand, and operationally adopt the platform.



Understanding the Problem

To better understand the issues, I partnered with cross-functional teams to establish baseline research and operational insights.

-  Heuristic evaluations
-  Dashboard analytics review
-  Workflow and service blueprint mapping
-  User journey analysis
-  Stakeholder interviews
-  Accessibility and usability reviews
-  Change management assessments

 **247**
Participants

 **6**
Week Research Period

 **4**
Dedicated UX Researchers

The findings reinforced that usability alone was not the problem.
Users lacked confidence in the platform and workflows did not align with actual operations.



The Solution

The final solution balanced enterprise reporting needs, usability improvements, and platform constraints.

Working within the limitations of Tableau and the existing infrastructure, I helped shape a cleaner and more usable analytics experience focused on:

Key Focus Areas

- Faster access to operational insights
- Clearer reporting workflows
- Improved readability and accessibility
- Better dashboard performance
- More intuitive navigation and filtering
- Scalable patterns for future dashboard evolution

The Work Included

- Workflow mapping
- Service blueprinting
- Wireframes and prototypes
- Dashboard interaction design
- Usability validation
- Accessibility improvements
- Design system and pattern alignment



The Approach

Leading cross-functional teams to transform an enterprise platform

I led the transformation effort as the **Experience Strategy Partner**, coordinating across product, engineering, business intelligence, and change management teams to deliver a unified solution that addressed technical, organizational, and human challenges.



Product

Strategic alignment and roadmap planning



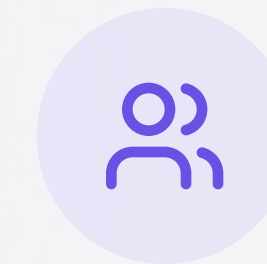
Engineering

Technical implementation and platform optimization



Business Intelligence

Data accuracy, governance, and analytics



Change Management

Training, communication, and adoption strategy

Collaborative Discovery

Joint research sessions with stakeholders across all teams to ensure shared understanding

Iterative Design Sprints

Regular structured design reviews and feedback loops with engineering and BI teams

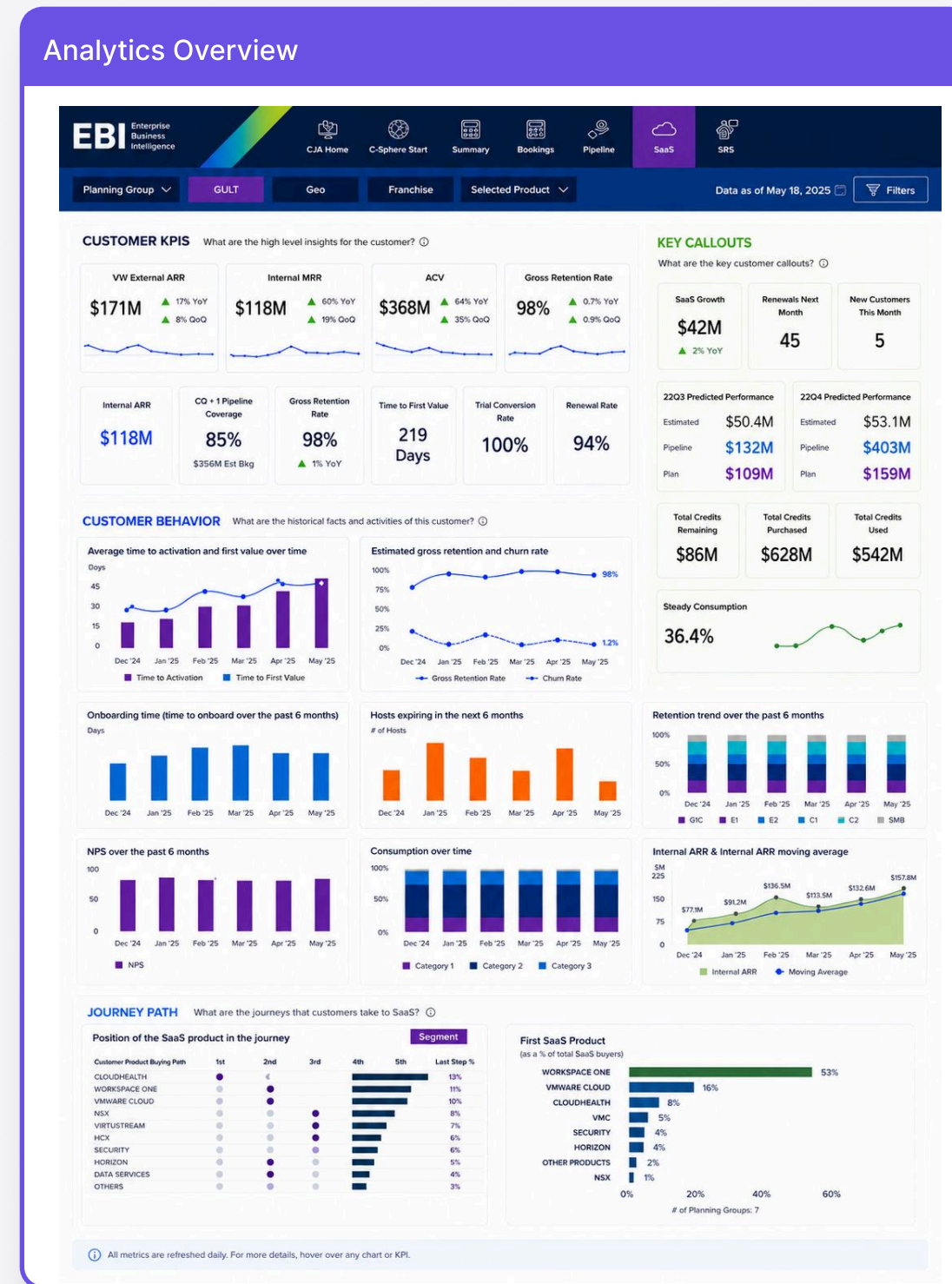
Aligned Delivery

Coordinated rollout strategy across product, tech, and organizational workstreams



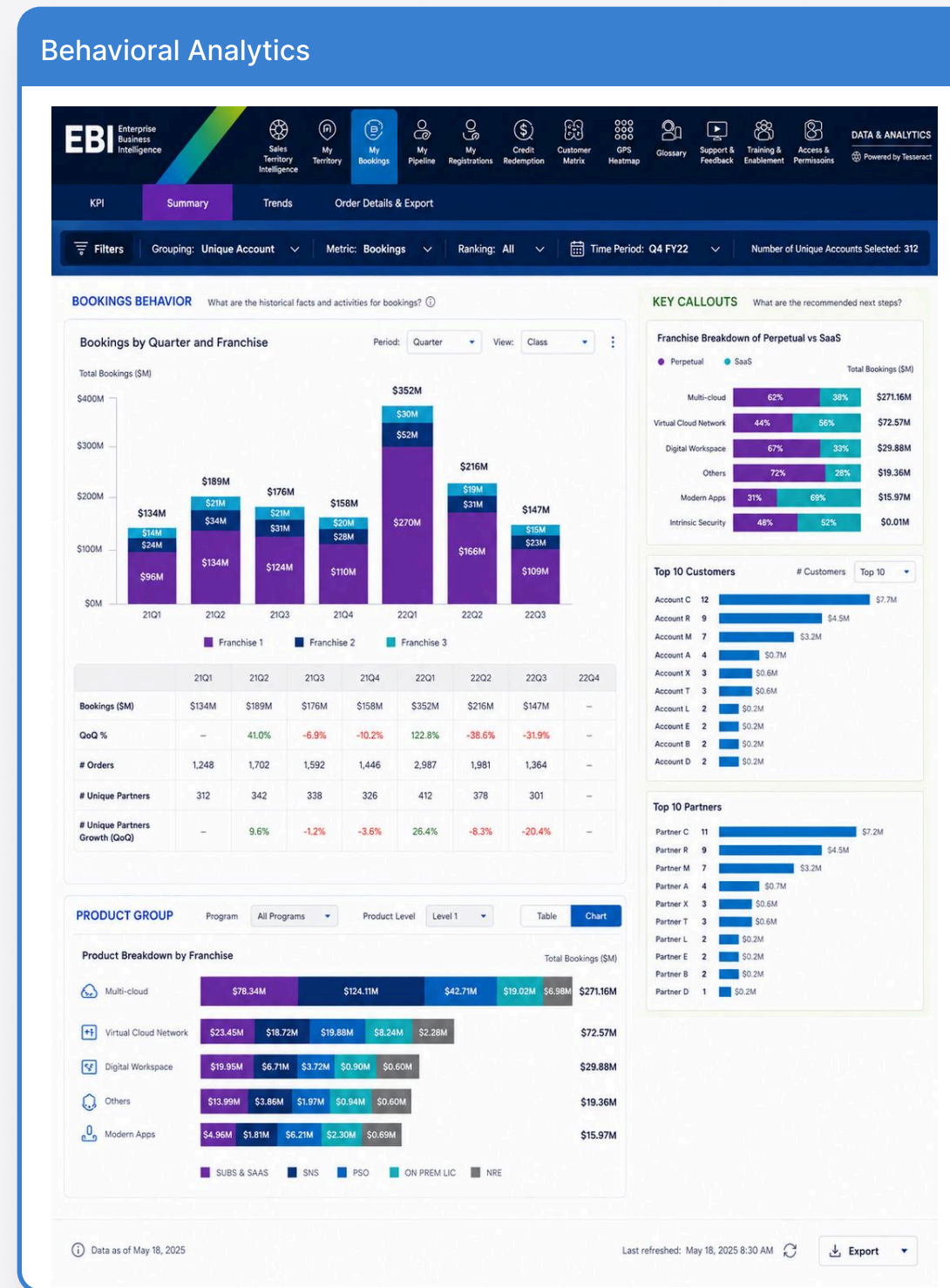
Dashboard Views

A clean, data-rich interface designed for enterprise decision-making



Clear Information Hierarchy

Organized sections with clear visual separation and consistent layouts



Actionable Visualizations

Data presented in multiple formats to support different analysis needs

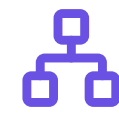


Consistent Navigation

Unified interface patterns across all dashboard views



Bringing Structure to the Experience



Information Architecture Overhaul

- Simplified navigation and improved findability
- Restructured data categorization to align with user mental models
- Enhanced filtering capabilities for precision and speed



Data Trust & Usability

- Improved readability and visual hierarchy
- Introduced clearer dashboard structures and interaction patterns
- Supported data validation efforts across teams
- Improved accessibility and comprehension



Organizational Adoption

- Partnered with change management teams on rollout strategy
- Developed onboarding and learning materials
- Conducted internal training and roadshows
- Helped establish long-term UX support and governance



Outcomes and Impact

The redesign effort significantly improved engagement, usability, and organizational trust in the platform.

 **4X**

Increase in Adoption

User engagement quadrupled across all business units



35%

Increase in Trust

Users reported significantly higher confidence in data accuracy

 **60%**

Performance Improvement

Faster dashboard load times and smoother interactions



2X

Executive Engagement

Leadership doubled their active use of the platform

The initiative also helped establish a **stronger operational foundation** for future dashboard and reporting efforts across the organization.



Reflection



Enterprise adoption problems are rarely solved through interface changes alone

Usability, trust, operational workflows, communication, governance, and organizational alignment all played a role in the platform's success.



Usability



Trust



Alignment

More than a dashboard redesign, this became an effort to improve how people understood, trusted, and interacted with operational data across the organization. The transformation required balancing user needs, business goals, technical limitations, and organizational change management at the same time.