

## Domain Methods

### Marketing Dashboard Planning Template

Use this worksheet before you build or redesign a dashboard.  
A useful dashboard supports one decision for one audience.

#### Planning table

1. Primary decision: What decision should this dashboard improve?
2. Audience: Which role or meeting is this for?
3. Metric family: Which 3-6 metrics actually belong here?
4. Source hierarchy: If systems conflict, which one wins?
5. Update cadence: How fresh must the data be?
6. Action triggers: What change should cause action or review?
7. Owner: Who owns definitions, freshness checks, and changes?
8. Retirement rule: When should this dashboard be split or retired?

#### 30-second glance test

- Can the user tell what changed?
- Can they tell why it matters?
- Can they tell what to do next?

If the answers are no, the dashboard needs less clutter and more decision focus.  
If the real problem is weak definitions or broken source logic, fix trust first.