

Translating Data Into Information: Taking Advantage of Web Functionalities

Key Points

- Web-based reports offer options that are hard to replicate on paper.
- In a Web-based report, you can provide the information in layers so that your audience can view the high-level information and drill down to more specific information if they want to get details. Explore tactics for [Layering Data Displays](#).
- You can make a great deal of information accessible and manageable by allowing users to customize the display to their own needs. Options include letting them specify which organizations they see, which measures they see, and/or how many layers of information they see. Explore ways of [Creating Pathways for Users](#).
- You can make it easier for users to find information on your site by providing navigation links, links from one section to another, and breadcrumb trails. Explore ways of [Making It Easy To Find Data on Other Topics](#).

To learn more, go to [Taking Advantage of Web Functionalities](#).

Questions and Tasks

- Could you present the information in your report in layers? What layering options are feasible given the measures you have selected?
Type your response here.
 - How will you find out whether this approach would be useful to your audience?
Type your response here.
 - Document your findings and the implications for your report.
Type your response here.
- If you are printing a report, how could you layer information in the document?
Type your response here.
- If you are producing a Web report, how will you manage layering on the site?
Type your response here.
- Can you give your audience ways to narrow down what they view in your report? What options can you offer?
Type your response here.
 - Can you allow users to choose the providers or plans they want to compare?
Type your response here.
 - Can you allow users to choose a category and the individual measures under each category?
Type your response here.
 - Can you allow users to view detailed measures in a summary or composite score?
Type your response here.

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If you are producing a Web report, what strategies can you use to help people navigate through your report (e.g., navigation links on the Web pages, breadcrumb trails)?
Type your response here.

Sketch your plans to conduct audience testing to see how they move through the document and where they get confused. Document your findings from the testing. Note the implications for new or different navigational aids.
Type your response here.

- Learn more about [Translating Data Into Information](#).
- List [all topics in the Checklist](#).