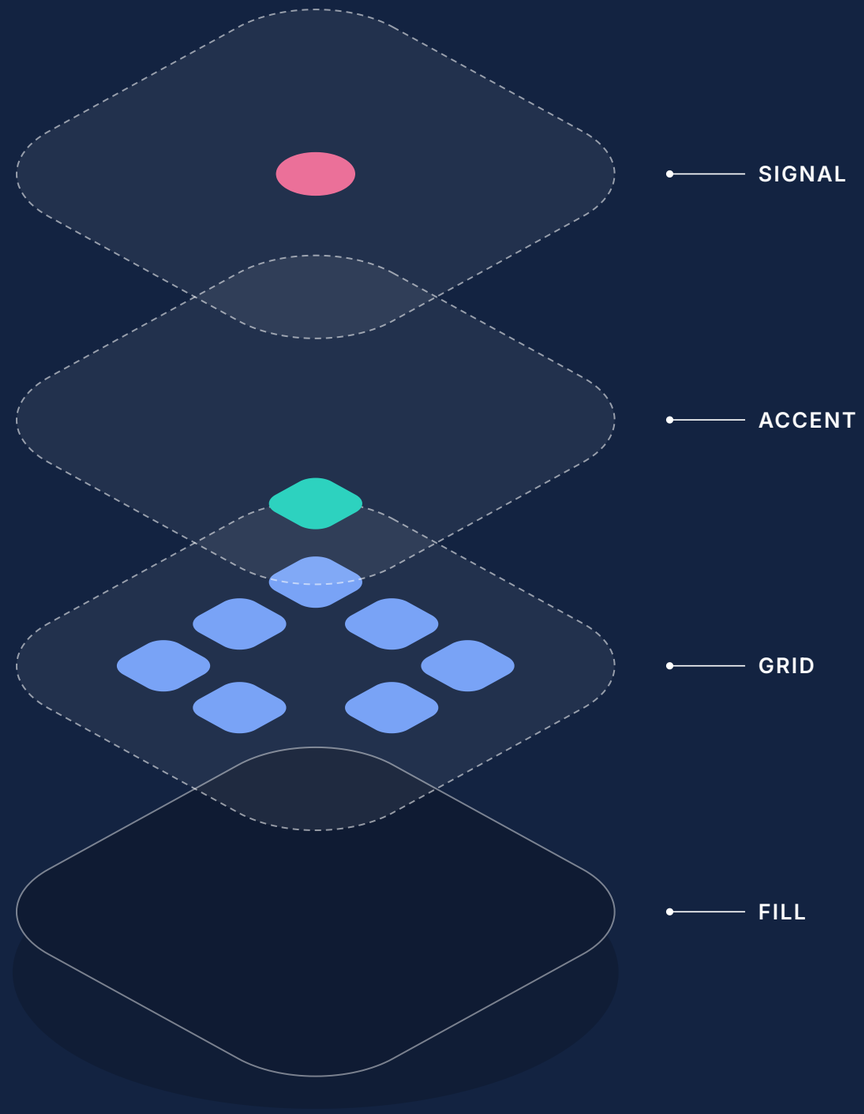
PRODUCT DESIGN · 2026

Cato Analytics

Process book



HERO-GODSWAY ZILEVU
A data portal for the web, desktop first
herogodsway.com

Contents

The book follows the project in four phases. Discovery finds the people, their tools and where the old way broke. Design builds the brand and checks it for access. Development turns the goals into the product. Deploy shows the portal on each screen.

The case page tells the short story. This book keeps the rest.

Discovery

Overview 03
The problem 04
Who needs data 05
Today 06
Where it breaks 07
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Discovery

OVERVIEW

Cato Analytics is one portal for an institution's numbers: web, video, podcasts, social, e-mail and events, checked and kept current, for every team.

Plan approved 2026-10-09 (the case's shot list). Portal built May to August 2026, launched 2026-08-14.

OBJECTIVE

Cato Analytics is a data dashboard application designed from the ground up to provide a single source of truth for all data needs and reporting across the organization. The design of this dashboard ensures all data reports can be reliably traced across different teams and needs.

APPROACH

To kick off this project, I began documenting the most common data requests over the past year. This approach provided a reliable bird's-eye view of the key stakeholders, their primary goals and their frequency of use, and helped to define acceptance criteria for what an ideal solution should look and work like. In planning phase 2, I studied the elements of good data visualizations and defined the design goals and features.

OUTCOME

The dashboard allows our teams to cut costs on subscriptions. I was excited by the quick adoption across the company, an achievement I believe was possible mostly because the stakeholders were at the forefront, informing the design decisions and sharing feedback each step of the way.

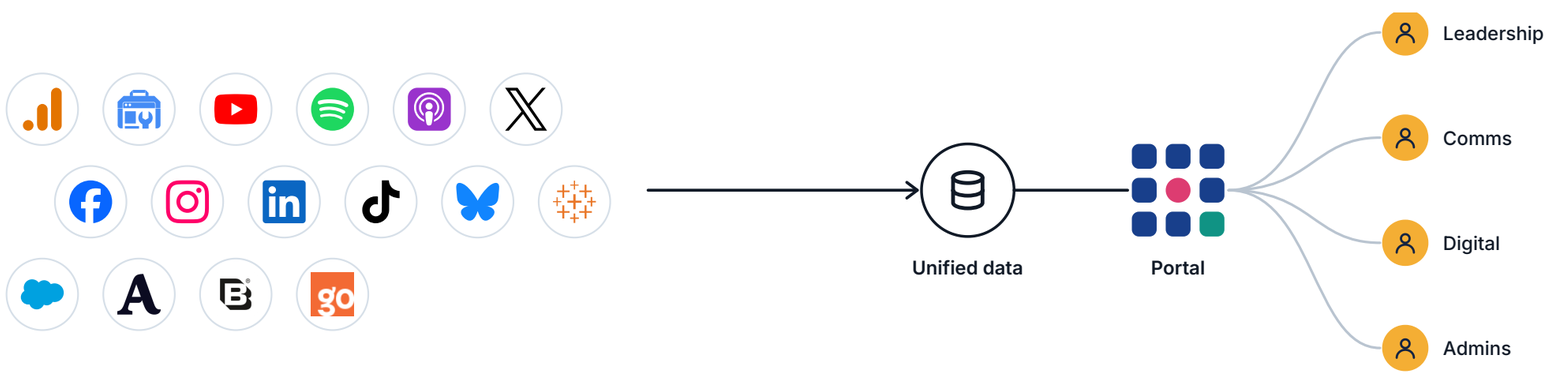
Discovery

THE PROBLEM

How do we build unified, reliable systems to support data-driven decisions across the organization?

Process
Before the portal, each channel had its own tools and its own counts. The drawing puts every tool in one group, then one line to one place for the data, the portal, and the teams it serves.

DRAWN FOR THIS BOOK FROM THE CASE PAGE'S HEADER CHART

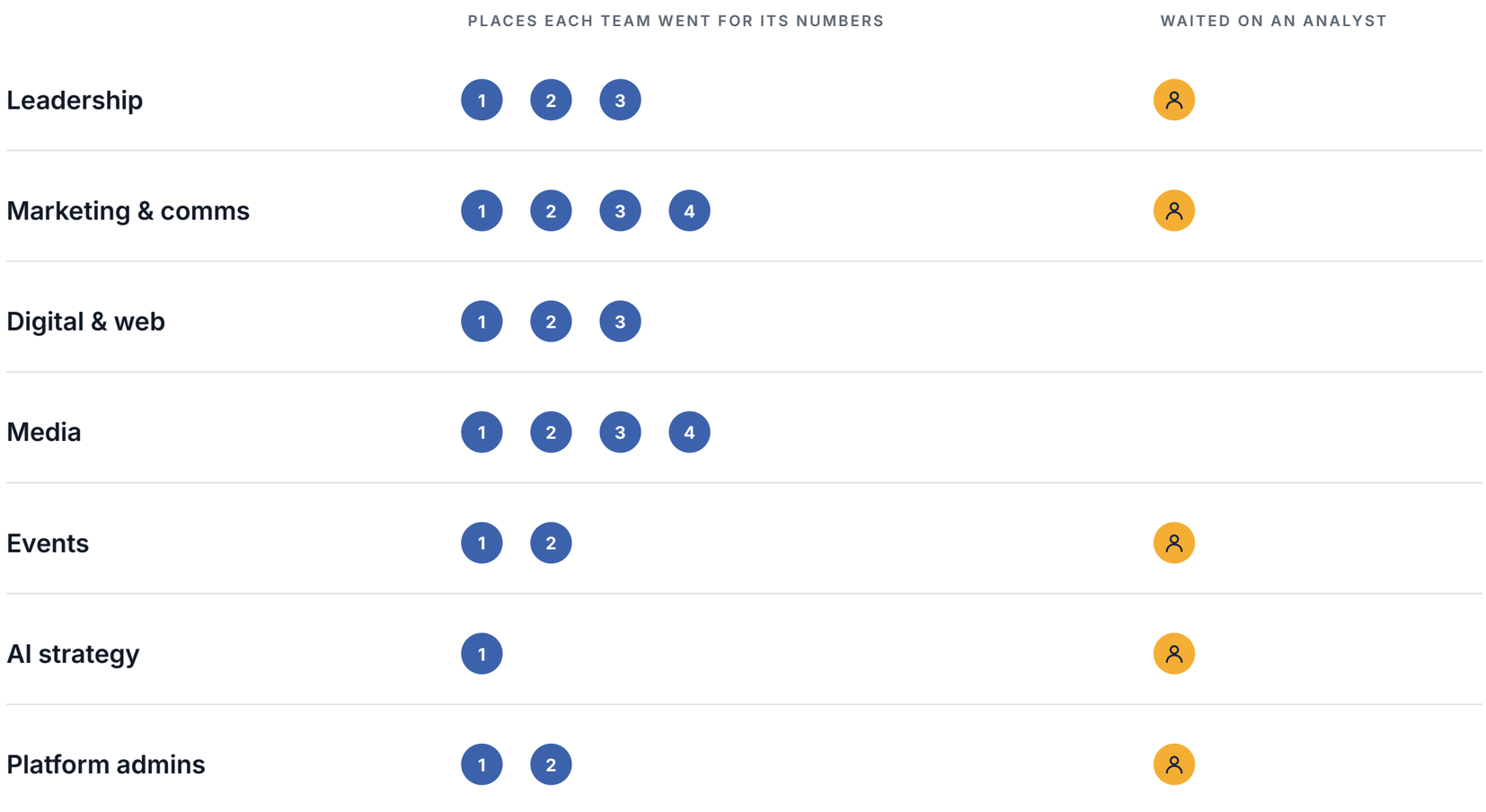


Discovery

WHO NEEDS DATA

Process
The teams on the discovery board, from leadership to the platform admins. Each dot is a place a team went for its numbers before the portal; the amber mark means the team also waited on an analyst. Five of the seven shown did.

REDRAWN FROM THE DISCOVERY BOARDS D1 AND D2 (2026-10-09)

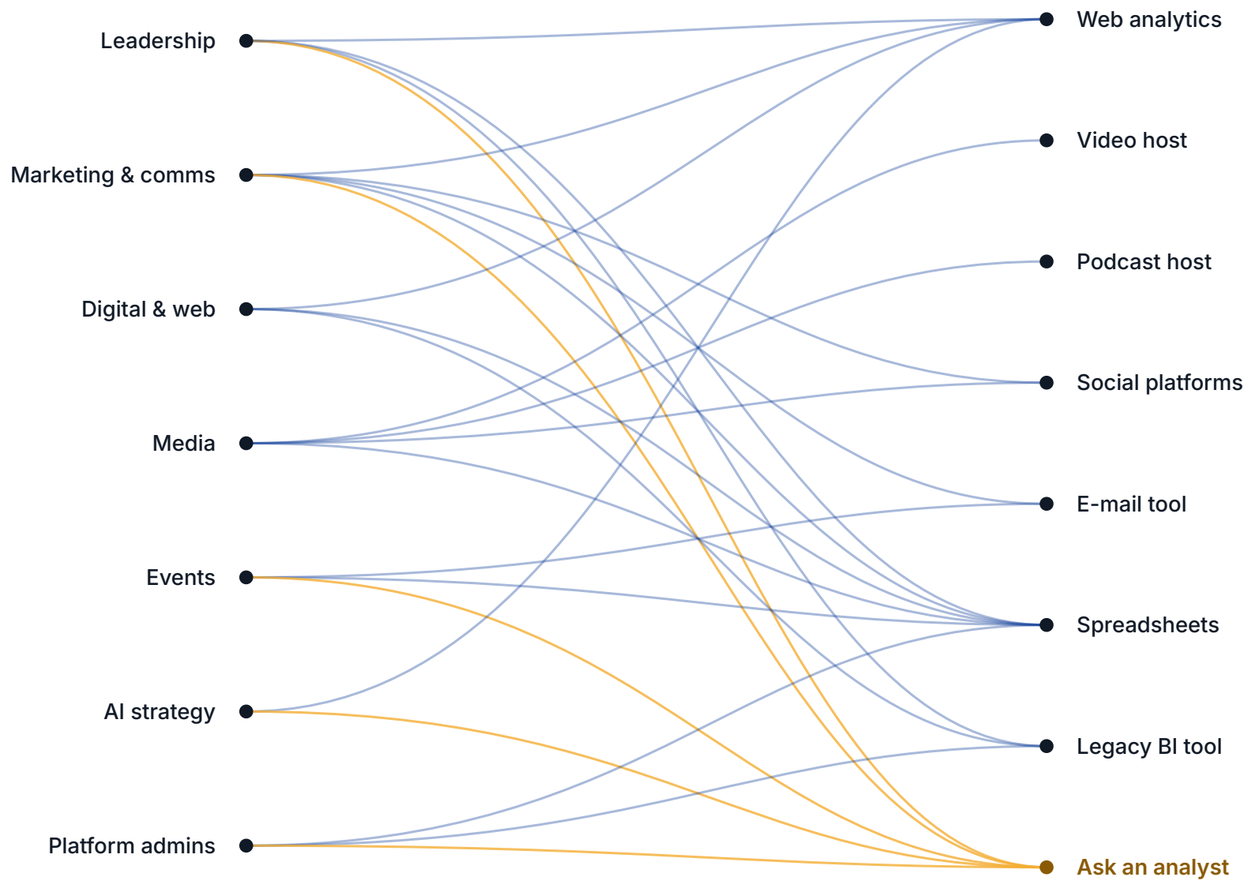


Discovery

HOW EACH TEAM GOT ITS NUMBERS

Process
Every line is one team using one tool. Spreadsheets sit in the middle of most paths, and the amber lines all end at one analyst. The tangle is the problem the portal had to remove.

REDRAWN FROM THE DISCOVERY BOARD D2 (2026-10-09). TOOLS ARE NAMED BY KIND, NOT BY VENDOR



Discovery

FROM PITFALLS TO GOALS

Process
Six pitfalls of the old way became the six goals of the case, and each goal became a pair of features. Each goal answers one or more of Nielsen's ten usability heuristics; together the six cover all ten (the plan, 2026-10-09).

REDRAWN FROM THE DISCOVERY BOARD D3, WITH THE FEATURES ADDED

PITFALL		GOAL	FEATURES
Many tools	→	01 **Approachable**	Code sign-in · short tour
Stale numbers	→	02 **Reliable**	Health page · data through
Two readings	→	03 **Signal over noise**	Time windows · KPIs first
Screenshots	→	04 **Automated**	Monthly e-mail · comments
All-or-nothing access	→	05 **In control**	Roles · warnings
Lost reports	→	06 **Recovery**	Bug report · admin inbox

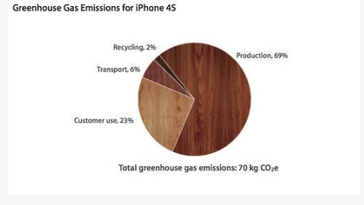
Discovery

CHARTS IN THE WILD

Process

Charts found in the wild, sorted by the rules the portal's charts follow: a scale that starts at zero, no 3D, few slices, labels on the data instead of a far legend, colour that means something, a title and a source. The top row breaks a rule; the bottom row keeps it. One pair shows the same data twice: the wood-grain pie and the bar chart under it.

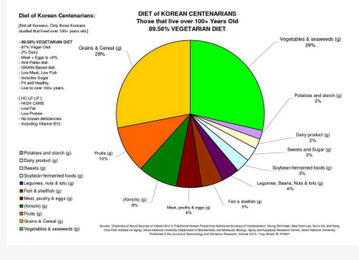
COLLECTED FOR THIS BOOK; EACH IMAGE KEEPS ITS LICENCE (SOURCES)



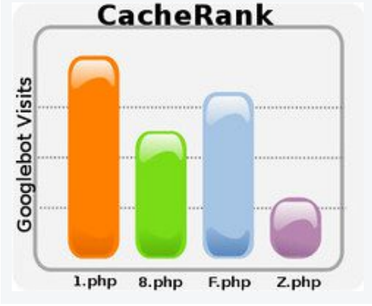
Bad Wood grain hides the slices 03



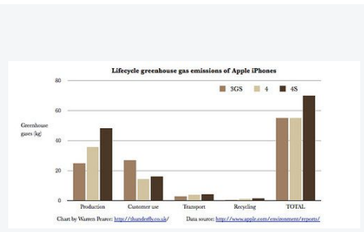
Bad 3D bends the sizes 01



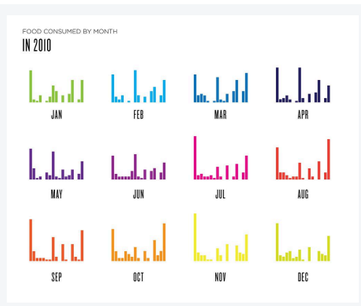
Bad Too many slices 04



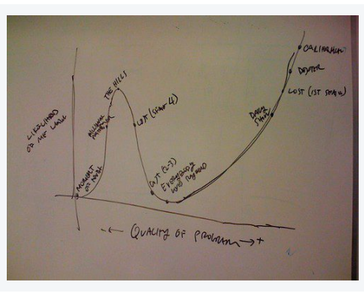
Bad Gloss, and no values 06



Good The same data, as bars 02



Good Small multiples, one scale 07



Good Both axes named, even on a whiteboard 39

Discovery

ATTRIBUTE LIST

Process
The product brief names the brand's character: "institutional navy authority, porcelain-blue calm, precision" (PRODUCT.md, 2026-07-03). The brand brief calls the mark "the insight in the data" (2026-07-09). The list sorts the product's world into those four registers. Words in bold found a place in the brand; the circled word starts the mind map.

DRAWN FOR THIS BOOK

AUTHORITY

institution
navy
archive
record
seal
columns
library
charter
standard
rail
steady
formal
trusted
lasting
reference
frame

CALM

porcelain
quiet
still
harbor
twilight
mist
breath
space
white card
slow
linen
hush
even
recede
blue hour
rest

PRECISION

grid
measure
4 px
ruler
compass
tick
one family
scale
exact
aligned
caliper
calibrate
edge
square
tokens
true

SIGNAL

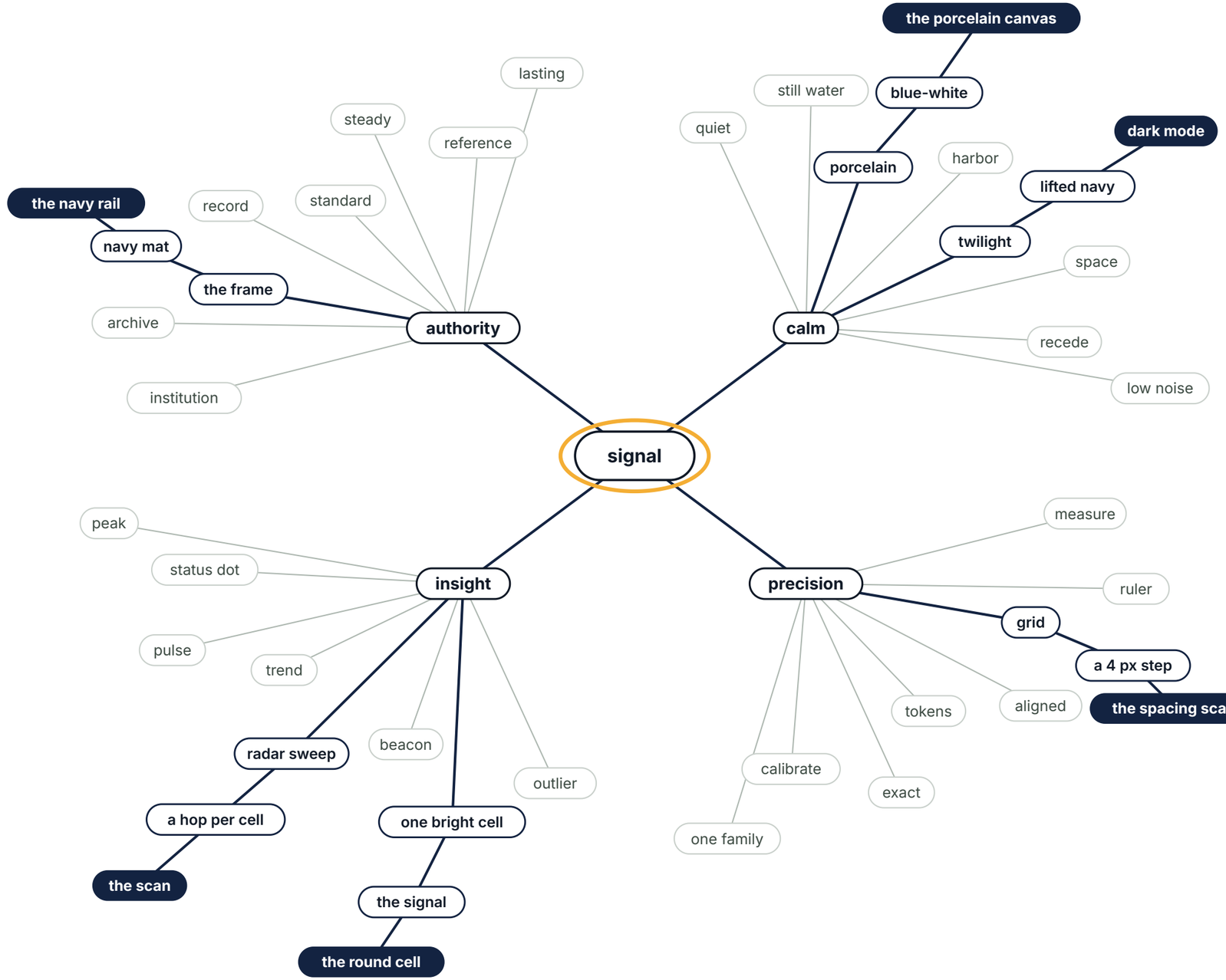
beacon
lighthouse
signal
one round cell
pulse
radar
scan
ping
flag
amber
insight
trend
outlier
status dot
peak
teal accent

Discovery

MIND MAP

Process
The map starts at the circled word of the attribute list, signal, and follows the four registers outward. Each navy path ends in a part of the brand that shipped: the navy rail, the porcelain canvas, the 4 px grid, the round signal cell, the scan.

DRAWN FOR THIS BOOK FROM THE ATTRIBUTE LIST



Discovery

MOODBOARD

Authority

An institution's weight: stone, order, records that last.

Process
The product brief asks for "institutional navy authority" (PRODUCT.md). The board collects what that looks like: columns, steps, reading rooms and archives. It returns as the ink-navy rail that frames every screen.

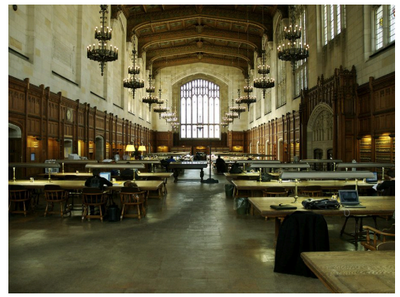
Each photo carries the word it shows and its number in Sources. Collected for this book.



columns 12



institution 13



library 14



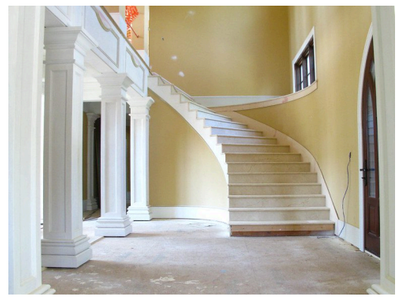
archive 16



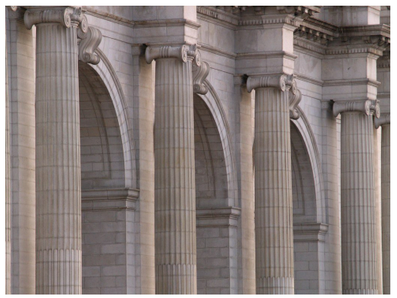
record 17



reference 15



formal 18



lasting 19

Discovery

MOODBOARD

Calm

Still water, blue light, white porcelain.

Process
"Porcelain-blue calm" (PRODUCT.md): still water and the blue hour, porcelain, mist and snow. It returns as the porcelain canvas and, in dark mode, the lifted navy of harbor twilight.

Each photo carries the word it shows and its number in Sources. Collected for this book.



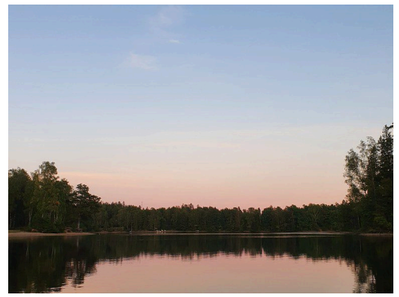
porcelain 20



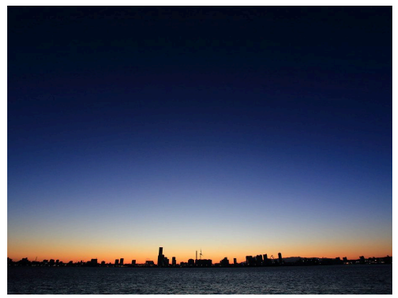
blue hour 21



still 22



twilight 23



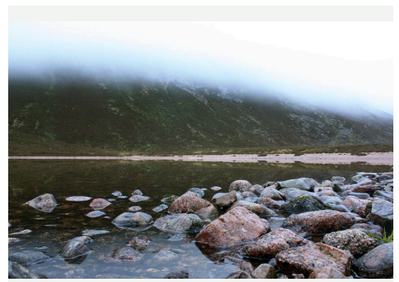
even 24



mist 25



hush 26



space 27

Discovery

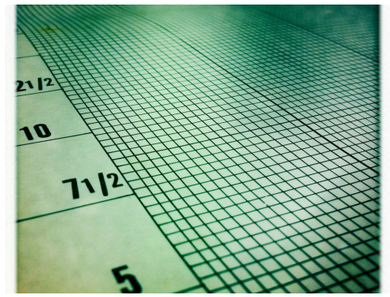
MOODBOARD

Precision

Instruments that measure true.

Process
"Precision" (PRODUCT.md): compasses, grids and drawings. It returns as the 4 px spacing scale, one type family, and the token rule: a colour comes from the token, never a literal.

Each photo carries the word it shows and its number in Sources. Collected for this book.



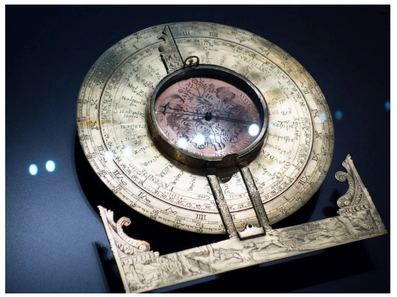
grid 31



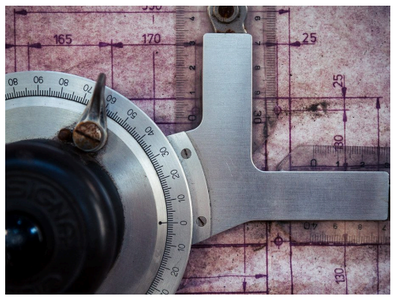
compass 28



measure 29



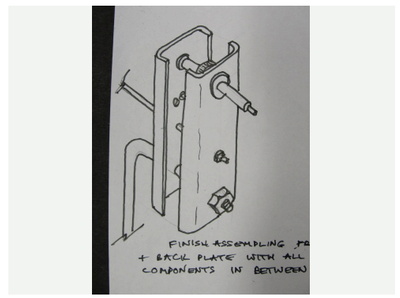
calibrate 30



scale 32



square 33



exact 34



ruler 38

Discovery

MOODBOARD

Signal

One light that tells you something.

Process
The mark is "the insight in the data" (the brand brief): beacons, lamps and screens that carry one message. It returns as the round signal cell, the loading scan and the status dot beside every state.

Each photo carries the word it shows and its number in Sources. Collected for this book.



radar 37



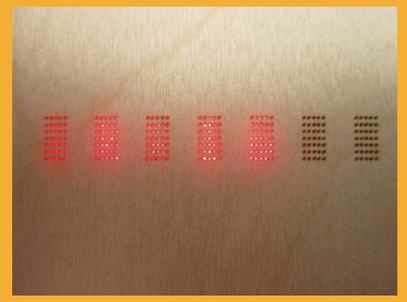
scan 40



signal 42



status dot 41



pulse 36



one round cell 45



flag 43



amber 44

#1 | Identity

VISUAL DIRECTION

Process
The design spec calls the system Federal Ink: "Institutional calm with a data-first posture." A porcelain-blue canvas carries pure-white cards, framed by an ink-navy rail that stays navy in both themes, like a porcelain card in a navy mat (DESIGN.md). The colours came in with the Federal Ink refresh of 2026-06-10.

DRAWN FOR THIS BOOK FROM THE DESIGN SPEC'S VALUES



THE MOOD

Authoritative, restrained, precise. The interface recedes; the data leads.

DENSITY

Comfortable-compact: 32 px buttons, a 4 px spacing scale. A working tool, not a brochure.

DARK MODE

"Harbor twilight": a lifted ink-navy, not black; the rail stays darker than the canvas.

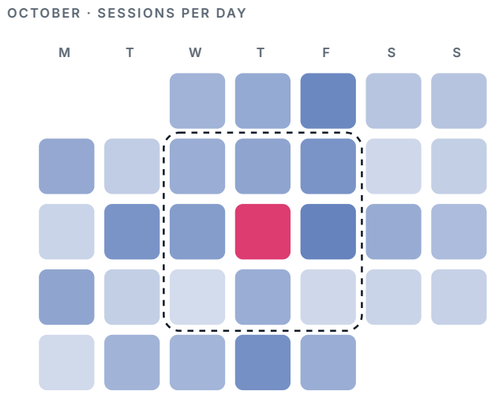
#1 | Identity

THE IDEA

Process

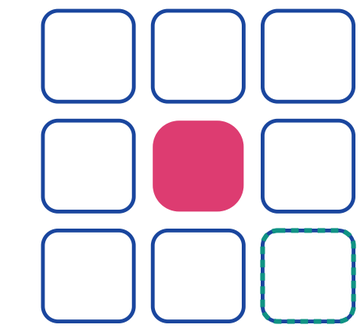
The brand brief describes the mark as "the insight in the data": a 3 × 3 grid of cells, one round signal cell at the centre and one teal accent (brand kit v2, 2026-07-09). The brief names no object behind it, so this page draws the idea from data instead: a month of daily numbers as a heat map, the one day that stands out, and the square around it, squared up into the mark.

DRAWN FOR THIS BOOK; THE DATA IS INVENTED



01 · THE DATA

A month, one cell per day. One day stands out.



02 · TRACED

The day and its neighbours, squared up. The signal turns round.



03 · THE MARK

The grid, the signal, and a teal cell for what comes next.

Design

The idea

#1 | Identity

THE MARK, TAKEN APART

Process
The study adds one part at a time, to show what each part does. The geometry is the brand; the colours come from Federal Ink, not from the kit's indigo (owner directive, 2026-07-10, brand-tokens.ts). The small copy under each tile is printed at 24 points.

DRAWN FOR THIS BOOK FROM THE MARK'S OWN GEOMETRY (104-UNIT GRID, 28-UNIT CELLS)



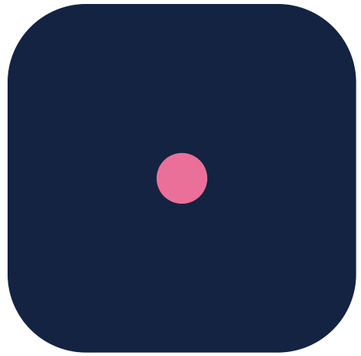
1 · Nine cells
A grid of equal data cells: no signal yet.

 24 pt



2 · The ring
Eight cells around an empty centre.

 24 pt



3 · The signal
One round cell: the insight.

 24 pt



4 · Ring and signal
The insight inside the data.

 24 pt



5 · The accent
One teal cell: the next step.

 24 pt



6 · In Federal Ink
Light theme: deep blue, rose, teal.

 24 pt

#1 | Identity

COLOURWAYS

Process
The marks re-theme when the theme changes: on dark grounds they take the brighter dark-mode hues, on light grounds the deeper ones (brand-tokens.ts). One-colour versions serve print. The rule: never recolour or rotate the mark, never add cells (the brief).

REDRAWN FOR THIS BOOK FROM THE BRAND BOARD B1



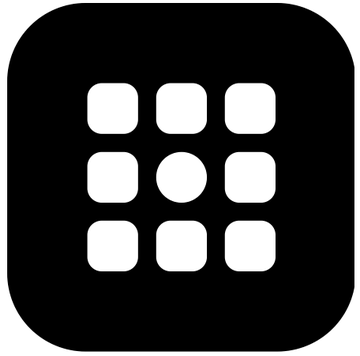
On navy
The rail, the cover, the favicon tile on dark grounds.



On white
Cards and paper.



Favicon tile
The browser tab.



White on black
One colour, for print.



Ink on white
One colour, for documents.



On porcelain
The canvas.

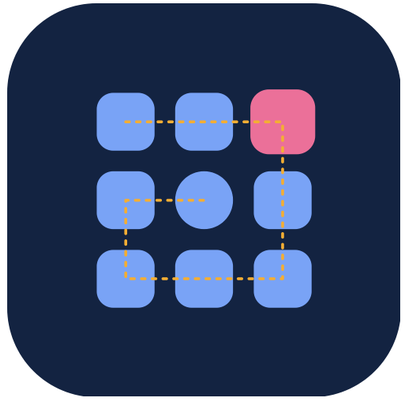
#1 | Identity

THE LOADING SCAN

Process

While data loads, the signal walks the grid: each cell turns rose and grows 12 % for 380 ms, clockwise from the top left, the centre last (signal-grid-mark.css). With reduced motion the mark breathes instead. One mark animates per view at most (the brand brief).

DRAWN FOR THIS BOOK FROM THE ANIMATION'S VALUES





One loop: 9 cells × 380 ms = 3.42 s. Reduced motion: the mark breathes instead (opacity 1 → .55 → 1, 2.4 s).

#1 | Identity

LOGO EVOLUTION

Process
The portal's marks in date order, from the repository's history. The first icon was a C on deep blue. The e-mails got a small chart badge. The brand kit brought the Signal Grid in indigo; a day later the portal adopted it in Federal Ink colours. The Data Lab agent's own marks are left out: it is its own case.

REDRAWN FOR THIS BOOK FROM THE FILES AND THEIR VALUES



MAY 22, 2026

The C tile

A white C on deep blue (app/icon.tsx).



JUN 18, 2026

The e-mail badge

A rising line and its last point in amber (build-email-logo.ts).



JUL 9, 2026

The Signal Grid

The brand kit's mark, in indigo, red and teal.



JUL 10, 2026

In Federal Ink

The same grid in the product's own hues (commit 0fd8231).



TODAY

The layers

Grid, accent, signal: three parts on one tile.

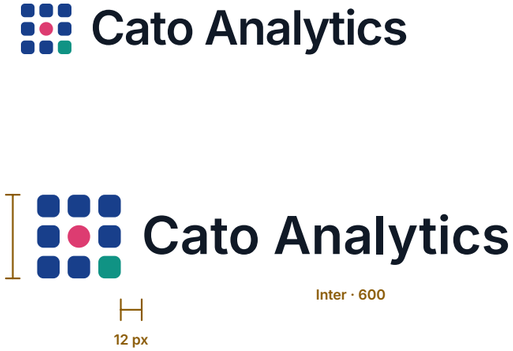
#1 | Identity

WORDMARK AND LOCKUP

Process
The lockup sets the mark at 20–24 px beside the name in the app's sans at weight 600, with a 12 px gap (the brand brief). One family carries the interface: Inter, with no second face for headings (DESIGN.md).

THE WORDMARK FILES FROM THE CASE SET; THE MEASURES DRAWN FOR THIS BOOK



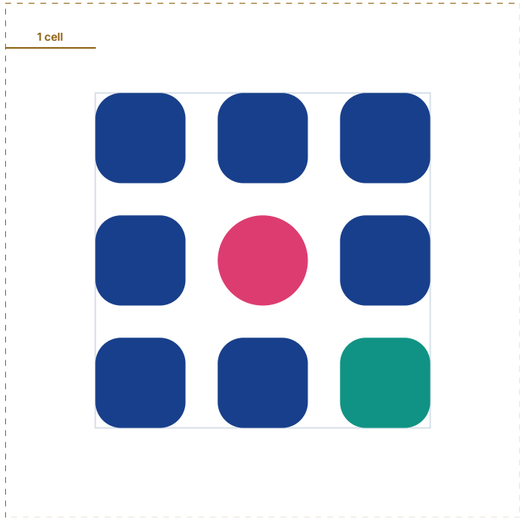


#1 | Identity

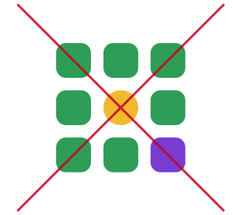
CLEAR SPACE, DO AND DON'T

Process
Keep one cell of space around the mark. Never recolour, rotate or add cells; never put the light-variant mark on navy; never set it below 14 px; never animate two marks in one view (the brand brief's rules, 2026-07-09).

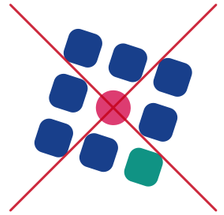
DRAWN FOR THIS BOOK



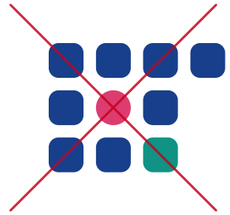
Clear space: one cell (28 of the mark's 104 units) on every side.



Recolour



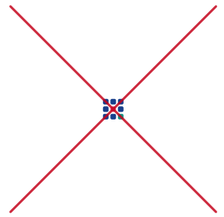
Rotate



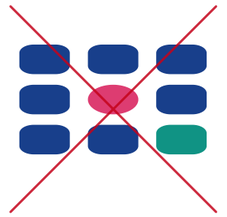
Add cells



A light mark on navy



Below 14 px



Two marks animating at once

#1 | Identity

COLOUR PALETTE

Process
Federal Ink, from the product's tokens (portal/app/globals.css; hex values from DESIGN.md). Each role has a light and a dark value. Amber cannot reach 3:1 as a bare line on the light canvas, so it is used as a fill with a label only (DESIGN.md).

BRAND AND ACTIONS

Ink navy
#132341 · RGB 19 35 65
Dark: #121927
The rail, in both themes.

Porcelain
#F1F7FB · RGB 241 247 251
Dark: #1C2432
The canvas.

Federal navy
#1A469E · RGB 26 70 158
Dark: #7BA5F9
The primary action. One per view.

Deep teal
#117468 · RGB 17 116 104
Dark: #2DB4A4
The second kind of action.

Amber
#CB8B0B · RGB 203 139 11
Dark: #F4AE34
Tertiary. Fill with a label only.

Signal red
#C5031B · RGB 197 3 27
Dark: #FF6467
Destructive.

INK AND SURFACES

Midnight ink
#101926 · RGB 16 25 38
Dark: #EDF2F8
Body text

Slate
#596571 · RGB 89 101 113
Dark: #C5CFDB
Secondary text

Hairline
#D6DFE8 · RGB 214 223 232
Dark: white 17 %
Borders

Mist
#E6EEF4 · RGB 230 238 244
Dark: #313B4B
Muted fills

White
#FFFFFF · RGB 255 255 255
Dark: #262F3E
Cards

Twilight
#1C2432 · RGB 28 36 50
Dark canvas

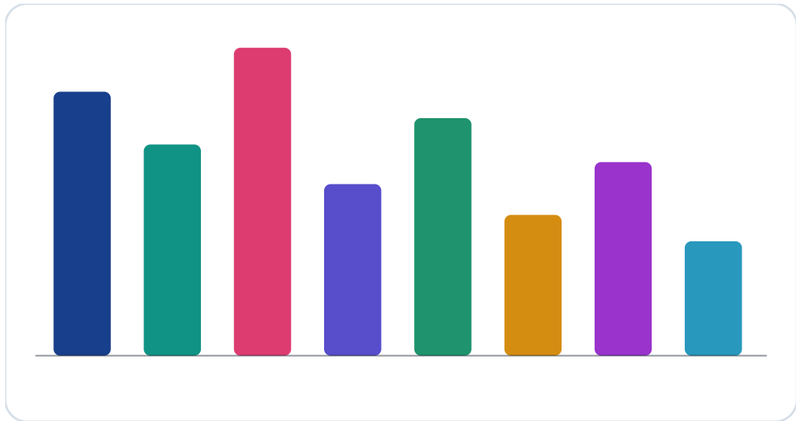
#1 | Identity

CHART PALETTE

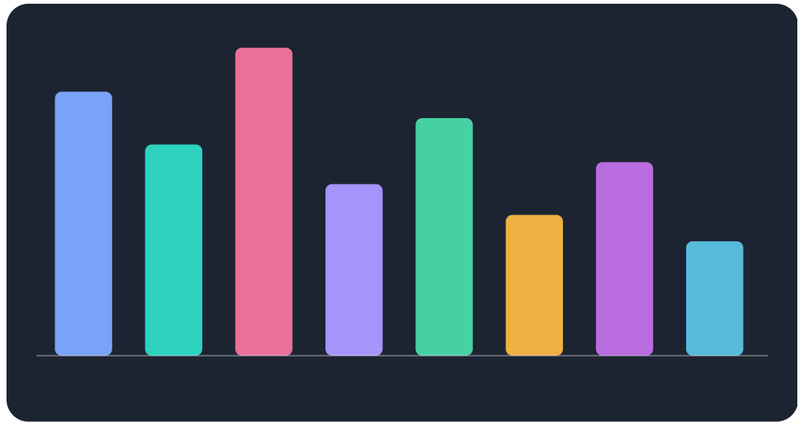
Process
Eight hues in a ranked order, each with a light and a dark value (lib/chart-colors.ts). The June 2026 contrast pass brightened the dark deep blue, indigo and rose: on the navy surfaces they had read about 3.1–3.5:1. A standing rule: no grey series, ever; grey belongs to axes and grids (DESIGN.md).

BARS DRAWN FOR THIS BOOK FROM THE PALETTE'S VALUES

LIGHT



DARK



IN RANK ORDER · LIGHT · DARK

Deep blue	Emerald	
Teal	Amber	
Rose	Violet	
Indigo	Cyan	

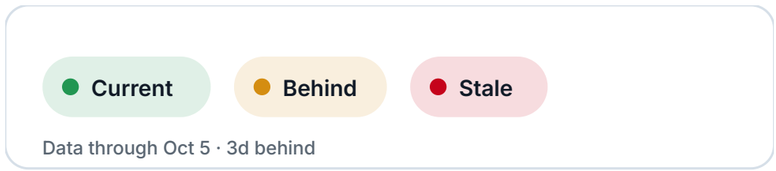
#1 | Identity

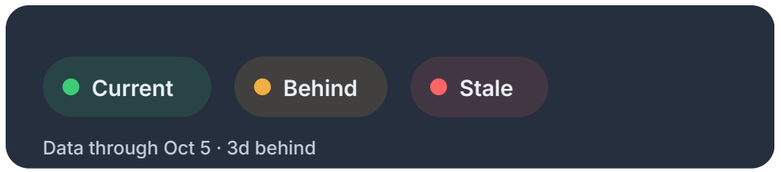
STATE COLOURS

Process
Update, success, warning and error look the same everywhere, in light and dark (board B3). Status colour always comes with an icon or a label: colour never carries meaning alone (DESIGN.md). The status tokens came in on 2026-07-03.

REDRAWN FOR THIS BOOK FROM BOARD B3 AND THE TOKENS

Info	#1A469E	#7BA5F9	--primary
New	#00D492	#00D492	not a token
Success	#229652	#3ECC79	--status-good
Warning	#D48D11	#F0B042	--status-warn
Error	#C5031B	#FF6467	--status-bad





#1 | Identity

TYPEFACE

Process
One family carries everything: Inter. Headings differ by weight and size, not by a second face; Geist Mono sets code and slugs only. Card titles have one enforced scale, 16 px on phones and 18 px from tablets up, so no chart can inflate its own title (DESIGN.md).

SET FOR THIS BOOK IN INTER

Aa

Regular 400
Medium 500
Semibold 600
Bold 700

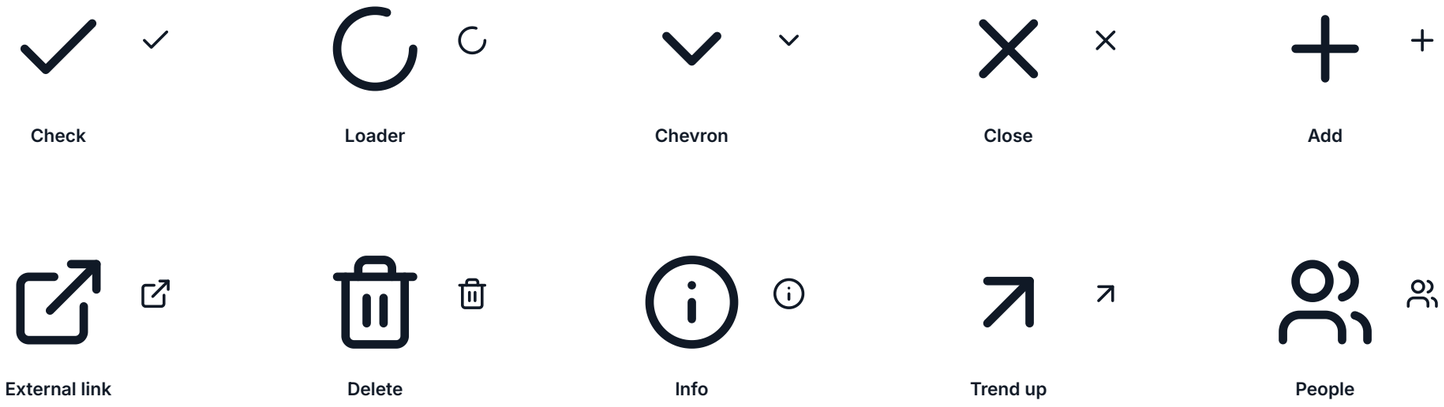
Page title · 24 px semibold	**Web Analytics**
Card title · 18 px medium	Traffic Sources by Channel
Dialog title · 16 px medium	Schedule a report
Body and UI · 14 px	Pageviews by source, 2024–2026, year to date.
Meta · 12 px muted	Data through Oct 8, 2026
KPI eyebrow · 12 px caps	PAGEVIEWS YTD

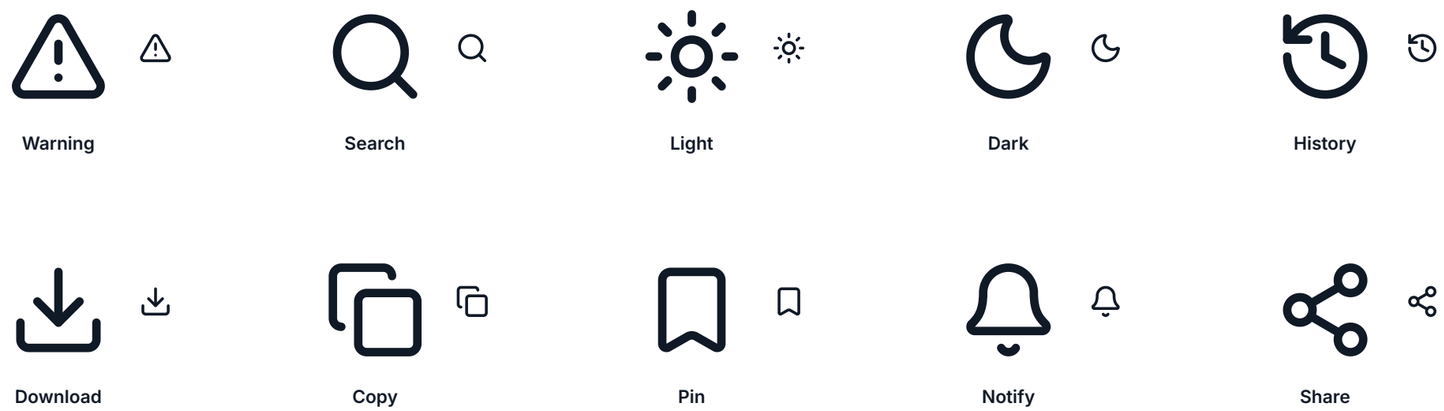
#1 | Identity

ICONS

Process
The portal draws its icons from one line set, Lucide, at a 2 px stroke; buttons size them to 16 px, so no screen sizes an icon by hand (DESIGN.md). These are the icons the portal imports most, at 48 and 16 points.

DRAWN FOR THIS BOOK FROM LUCIDE-REACT 1.31.0 (ISC LICENCE)





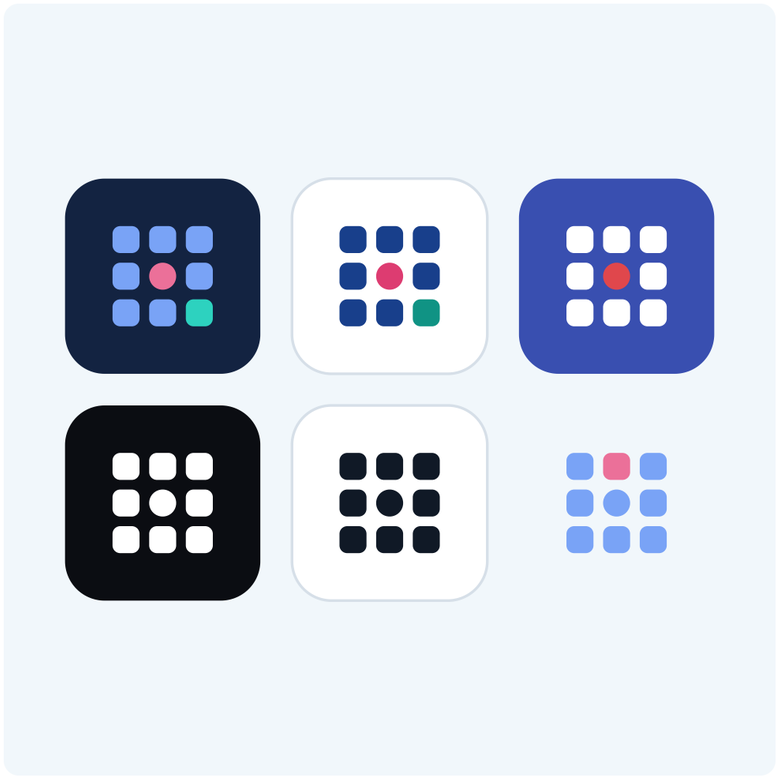
#1 | Identity

THE BRAND ON THE CASE PAGE

Process
The case page shows the brand in two boards: the wordmark on navy with the loading scan and the five state colours in a row, and the mark in its colourways.

THE FINISHED BOARDS FROM THE CASE PAGE





Design

The brand on the case page

#2 | Accessibility

CONTRAST

Process
Every text and action colour checked with the WCAG 2.2 formula: 4.5:1 for body text, 3:1 for large text and icons. The product runs the same check on all its tokens (scripts/contrast-audit.mjs). The one fail is the reason for the amber rule: amber as a bare line on the canvas, never used.

Ratios calculated for this book from the product's tokens.

LIGHT

Aa	Body text on canvas #101926 on #F1F7FB	16.35:1 AAA
Aa	Secondary text on card #596571 on #FFFFFF	5.96:1 AA
Aa	Primary action on card #1A469E on #FFFFFF	8.70:1 AAA
Aa	White on primary #FFFFFF on #1A469E	8.70:1 AAA
Aa	Secondary action (teal) on card #117468 on #FFFFFF	5.64:1 AA
Aa	Destructive on card #C5031B on #FFFFFF	6.17:1 AA
Aa	Amber as a bare line on canvas (not used) #CB8B0B on #F1F7FB	2.69:1 Fail
Aa	Ink on amber fill (fill-with-label) #101926 on #F4AE34	9.21:1 AAA
Aa	White on the navy rail #FFFFFF on #132341	15.62:1 AAA

DARK

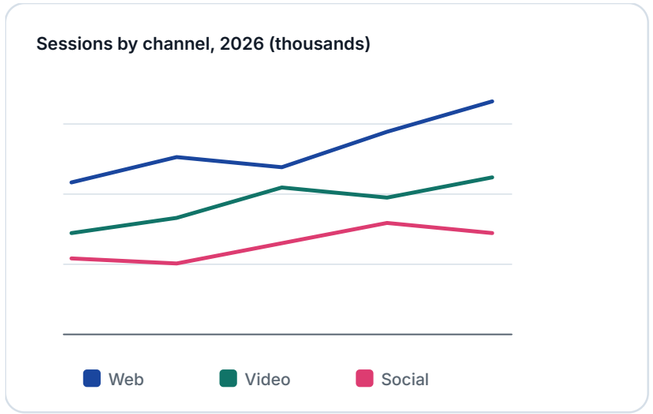
Aa	Body text on harbor twilight #EDF2F8 on #1C2432	13.84:1 AAA
Aa	Secondary text on card #C5CFDB on #262F3E	8.55:1 AAA
Aa	Primary (periwinkle) on card #7BA5F9 on #262F3E	5.51:1 AA
Aa	Teal on card #2DB4A4 on #262F3E	5.25:1 AA
Aa	Destructive on card #FF6467 on #262F3E	4.66:1 AA
Aa	Amber on card #F4AE34 on #262F3E	7.03:1 AAA
Aa	Deep blue series (#79A3F6) on canvas #79A3F6 on #1C2432	6.22:1 AA

#2 | Accessibility

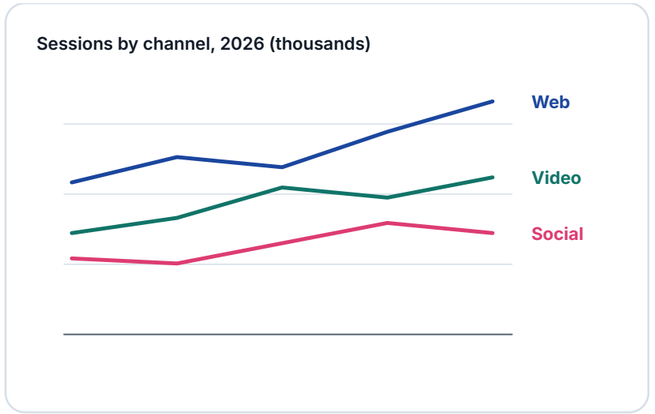
NOT COLOUR ALONE

Process
A reader who cannot tell two hues apart must still read the chart. The portal labels lines and slices on the data, pairs every status colour with a dot and a word, and opens any chart as a table (DESIGN.md: "color never carries meaning alone"). Below the drawing, the same rule in the wild.

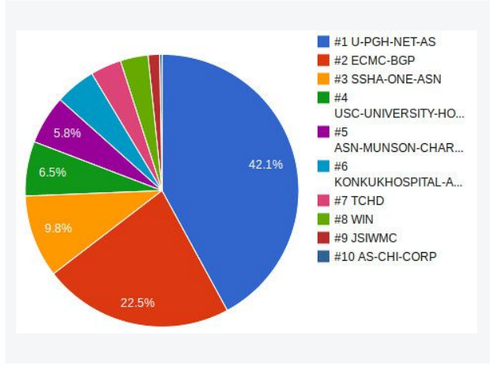
DRAWN FOR THIS BOOK; THE EXAMPLES KEEP THEIR LICENCES (SOURCES)



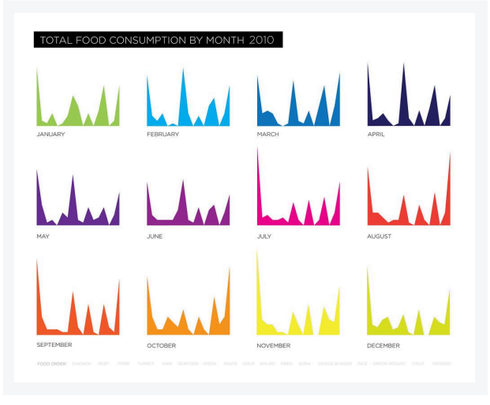
Legend only



Direct labels



Bad Ten slices, a far legend 05



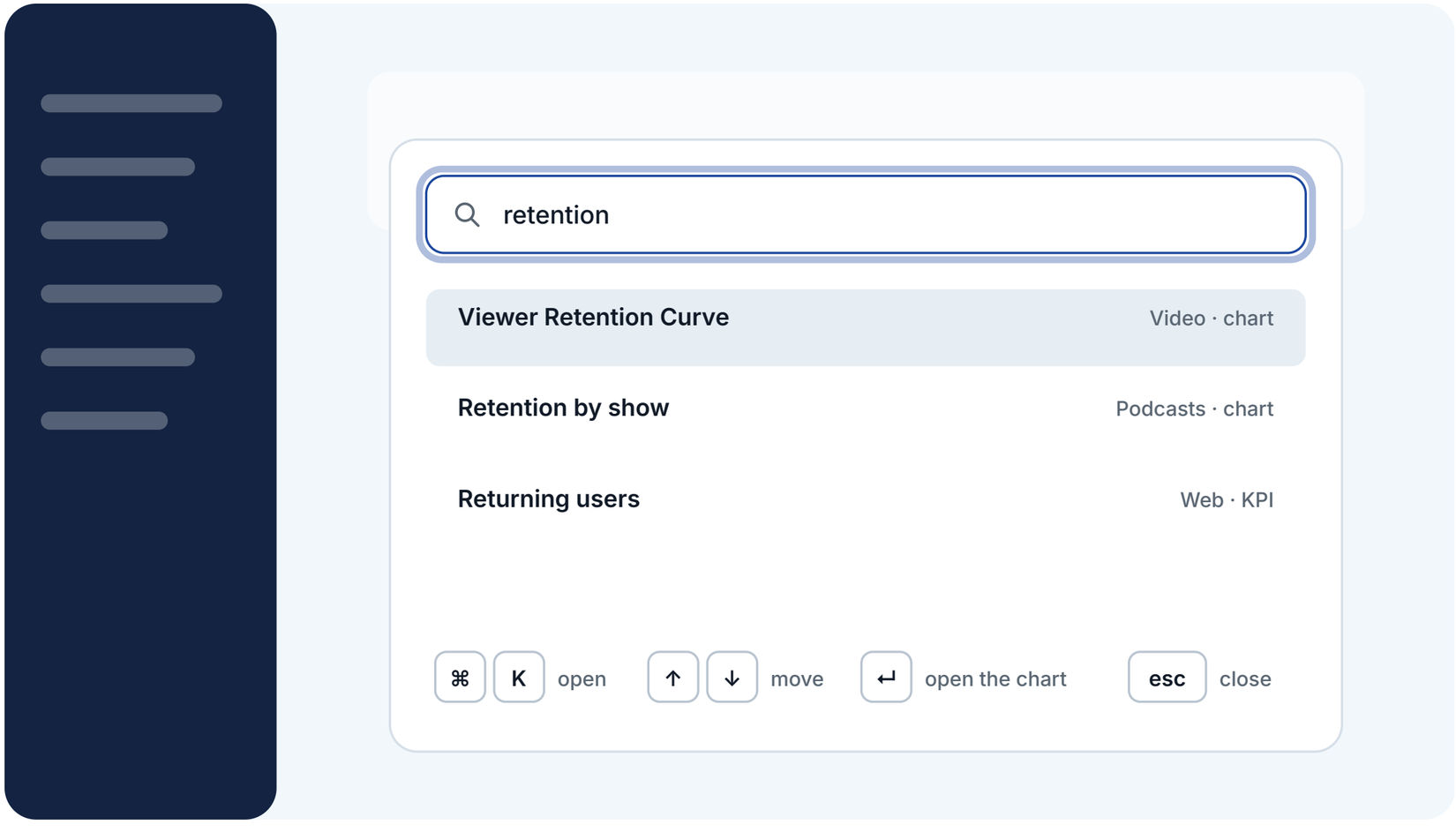
Good Each series in its own panel 08

#2 | Accessibility

KEYBOARD AND FOCUS

Process
Every action works from the keyboard. ⌘K opens search from any page (2026-06-03); the arrows move, Enter opens the chart. Focus shows as a 3 px soft ring (DESIGN.md). The tour traps focus and closes on Escape (GuidedTour.tsx); table rows open with Enter or Space (DataTable.tsx).

DRAWN FOR THIS BOOK; THE DATA IS INVENTED

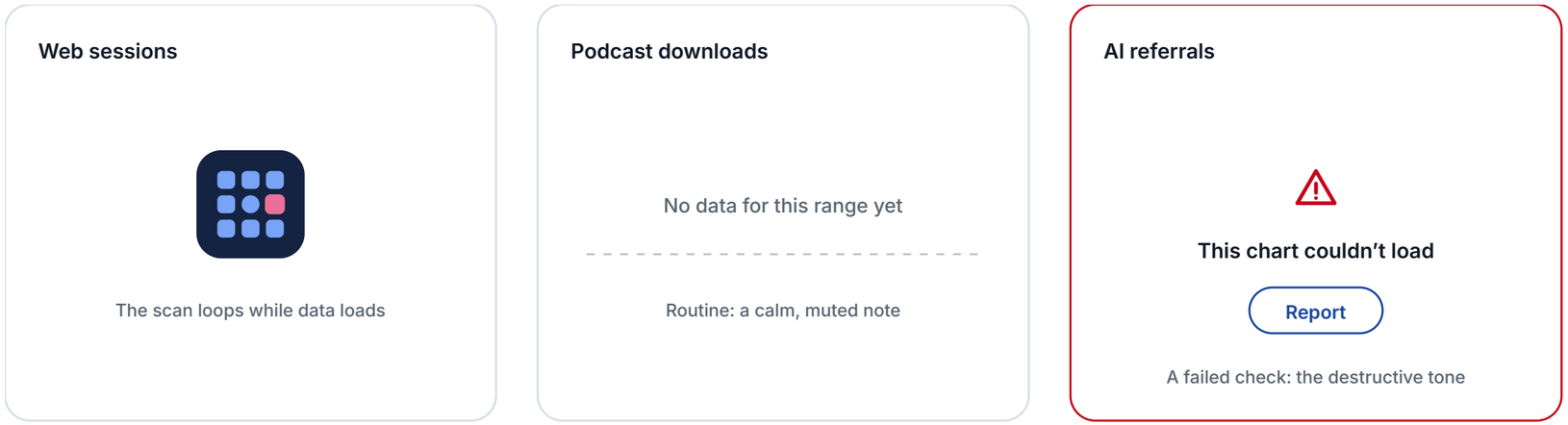


#2 | Accessibility

LOADING, EMPTY AND ERROR

Process
A reader must tell "no data yet" apart from "something broke". One EmptyState component serves both, but a failed check takes the destructive tone and is never styled as a routine empty state (DESIGN.md; status tokens and error-tone empty states, 2026-07-03). Loading uses the mark's scan, which breathes instead with reduced motion.

DRAWN FOR THIS BOOK



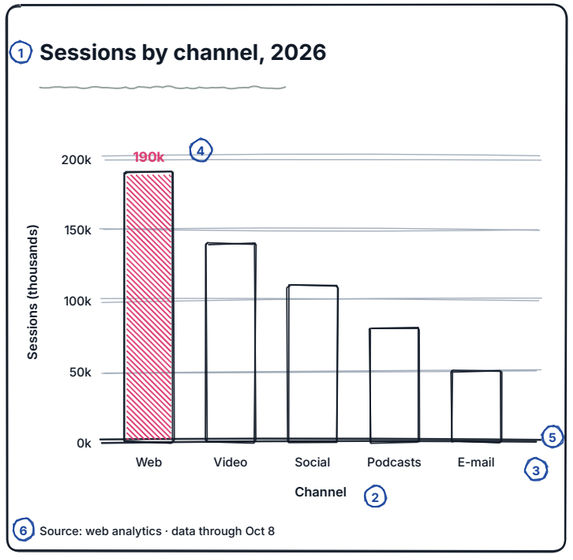
Loading **No data** **Failed to load**

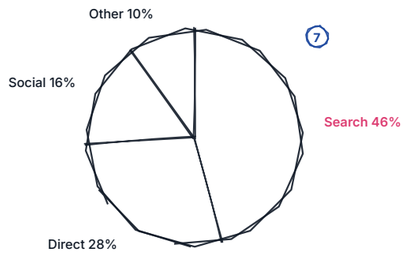
#3 | Product

WHAT MAKES A GREAT DATA CHART?

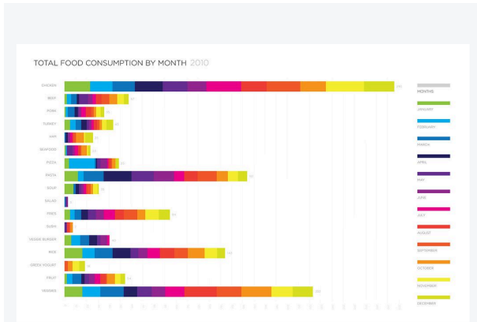
Process
Six things a reader looks for before trusting a chart: a title that says what it shows, axis labels with units, labels on the data instead of a far legend, the key value labelled, an honest zero baseline with light gridlines, and the source with its date. For a pie: few slices, sorted, named on the slices. Every dashboard card follows them.

DRAWN AS A SKETCH FOR THIS BOOK; THE EXAMPLES KEEP THEIR LICENCES (SOURCES)

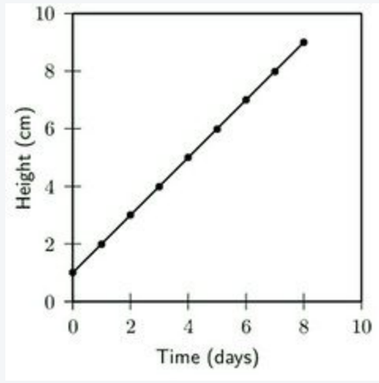




Where visits start



Bad Thirteen colours, no labels 09



Good Axis labels with units 10

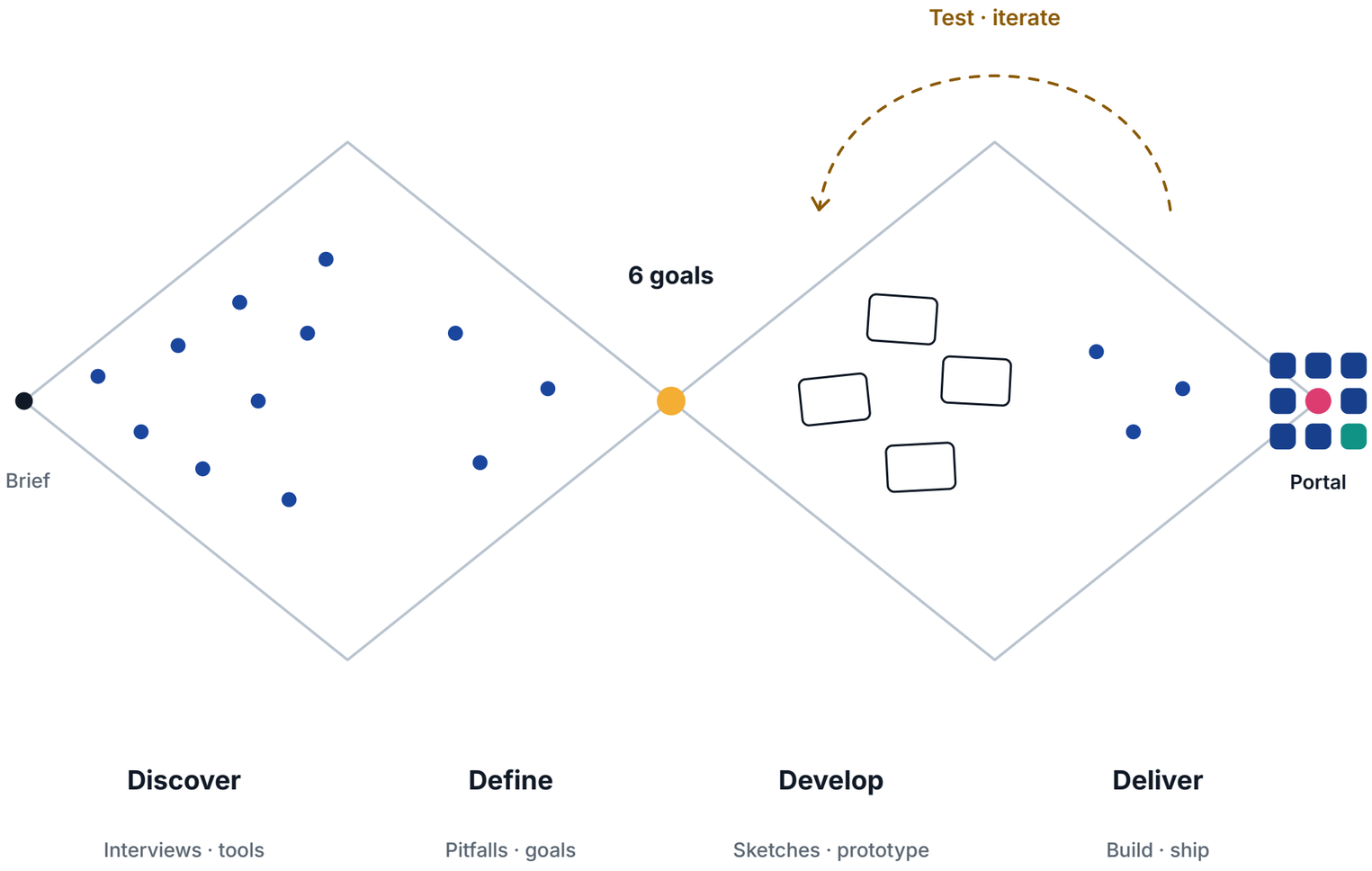
1. A title that says what it shows
2. Axis labels, with units
3. Labels on the data, not a far legend
4. The key value labelled
5. A zero baseline, light gridlines
6. The source and its date
7. A pie: few slices, sorted, named

#3 | Product

HOW WE WORKED

Process
A double diamond. Discover: the teams, their tools and the analyst they waited on. Define: six pitfalls and six goals. Develop: sketches and the prototype, tested and changed in loops. Deliver: the portal, launched with responsive dashboards on 2026-08-14.

DRAWN FOR THIS BOOK (AS ON THE CASE PAGE)



#3 | Product

INFORMATION ARCHITECTURE

Process
General holds the organisation's dashboards; each team has its own workspace; Personal is private; Admin is for admins; the Docs are for everyone. The tree lets each team find its own dashboards first (board P1, 2026-10-09).

REDRAWN FROM BOARD P1. WORKSPACES AND SHOWS ARE RENAMED

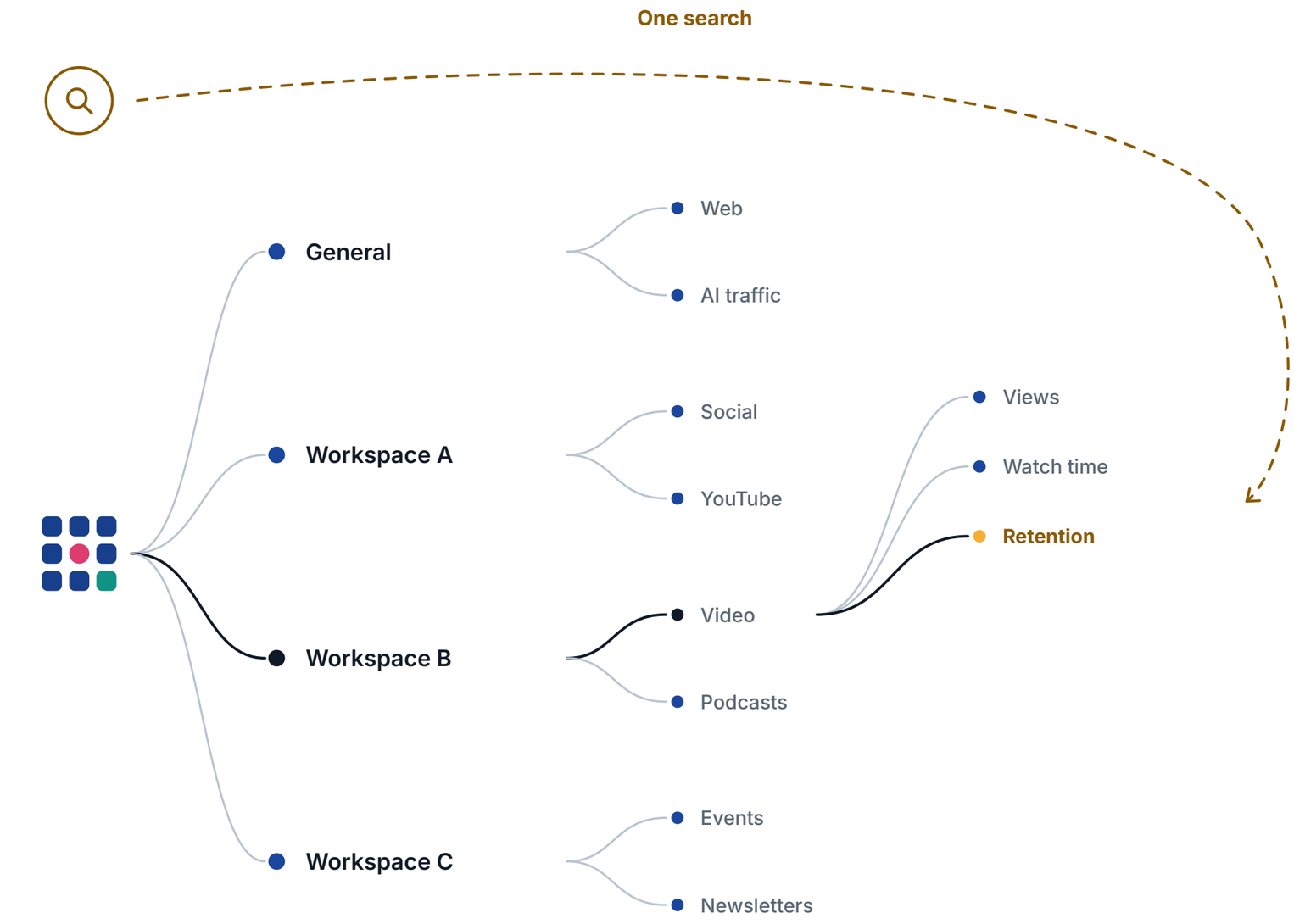


#3 | Product

WHERE IT LIVES

Process
Nobody should need to know where a number lives. A chart sits three levels down by clicks; the search palette reaches it in one step: typing "retention" finds the viewer retention curve and opens the video dashboard at that chart.

DRAWN FOR THIS BOOK (AS ON THE CASE PAGE)



Click path: workspace → dashboard → chart (three levels). Search: one step.

#3 | Product

USER FLOWS

Process
One line for each goal, from its first step to its end. Each line is a recording on the case page: sign-in, health, time windows, the scheduled report, people and access, and the bug report.

DRAWN FOR THIS BOOK FROM THE CASE'S RECORDINGS

01 Approachable



02 Reliable



03 Signal over noise



04 Automated



05 In control



06 Recovery



#3 | Product

FIRST SKETCHES

Process
The first dashboard, as a rough sketch: the pinned item in the rail, search in the bar, four KPIs first, one chart type per kind of data, the detail last. The notes are the rules the layout kept.

REDRAWN AS A SKETCH FOR THIS BOOK

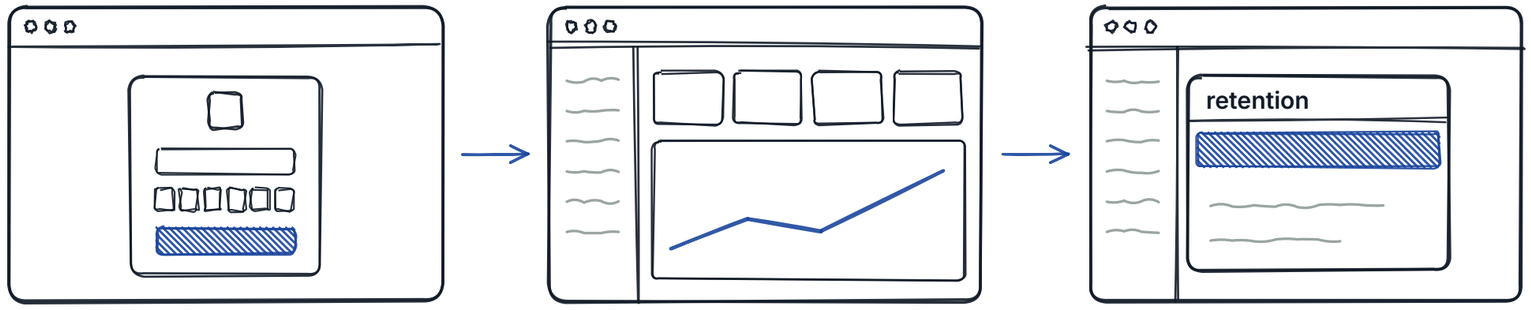


#3 | Product

STORYBOARD

Process
Two first journeys. A reader signs in with a code, lands on a dashboard and searches. Later a chart fails; the reader reports it from the page, and the report comes back marked fixed.

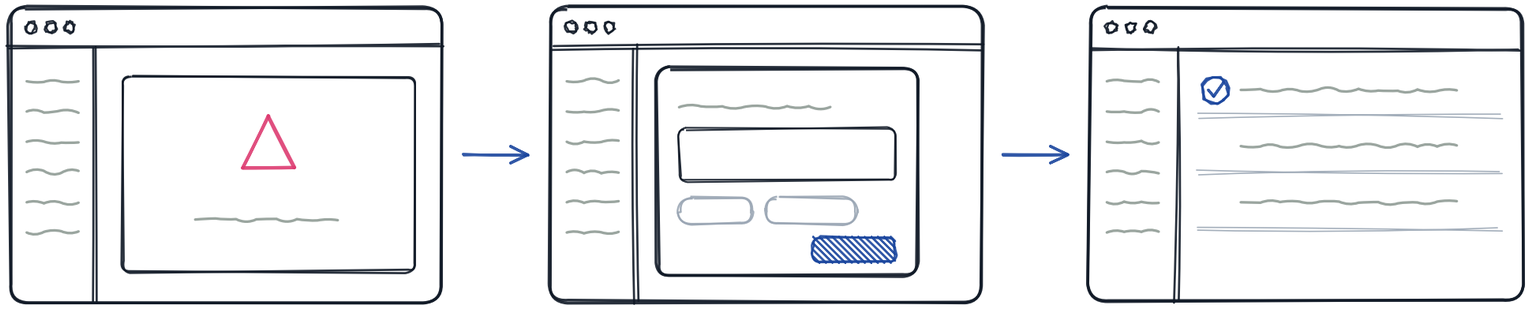
DRAWN AS A STORYBOARD FOR THIS BOOK



1 Sign in

2 Landing

3 Search



4 A chart fails

5 Report it

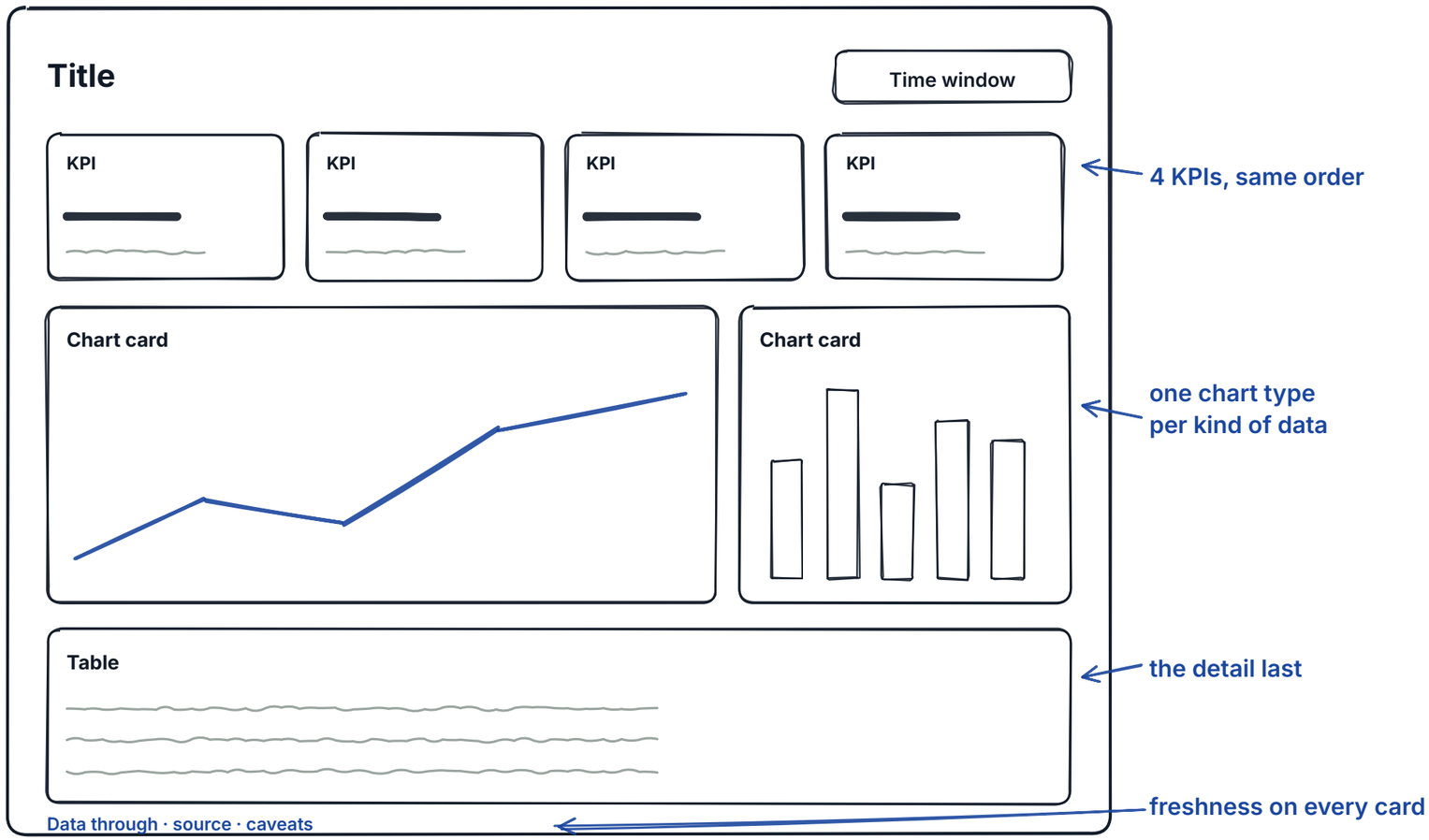
6 Fixed

#3 | Product

ONE TEMPLATE, MANY DASHBOARDS

Process
Every dashboard fills the same slots in the same order: a title and the time window, four KPIs, chart cards, then the table. Freshness sits on every card. A reader who learns one dashboard can read them all (board P2's question: how do different teams read different data the same way?).

DRAWN AS A SKETCH FOR THIS BOOK



Development

#3 | Product

COMPONENTS AT PRODUCT SIZE

Process
The pieces every dashboard reuses, drawn here at their real size: the KPI card, the chart card's header with its freshness stamp, the buttons (one filled primary per view, a teal second kind of action, a soft destructive, never a solid red slab), the status pills (a dot and a label) and the dialog's footer band (DESIGN.md; board B5).

DRAWN FOR THIS BOOK IN HTML AT PRODUCT SIZE; THE DATA IS INVENTED

KPI CARD

PAGEVIEWS YTD

12.3M

↑ +12.3% vs same period prior year

Data through Oct 8, 2026

CHART CARD HEADER

Traffic Sources by Channel 30D 90D YTD

Pageviews by source — 2024, 2025, 2026 YTD



Data through Oct 8, 2026

BUTTONS

Schedule report | Export | Copy link | Share | Archive

STATUS PILLS

● Current ● Behind ● Stale

DIALOG WITH ITS FOOTER BAND

Archive workspace?

Members lose access to its dashboards.

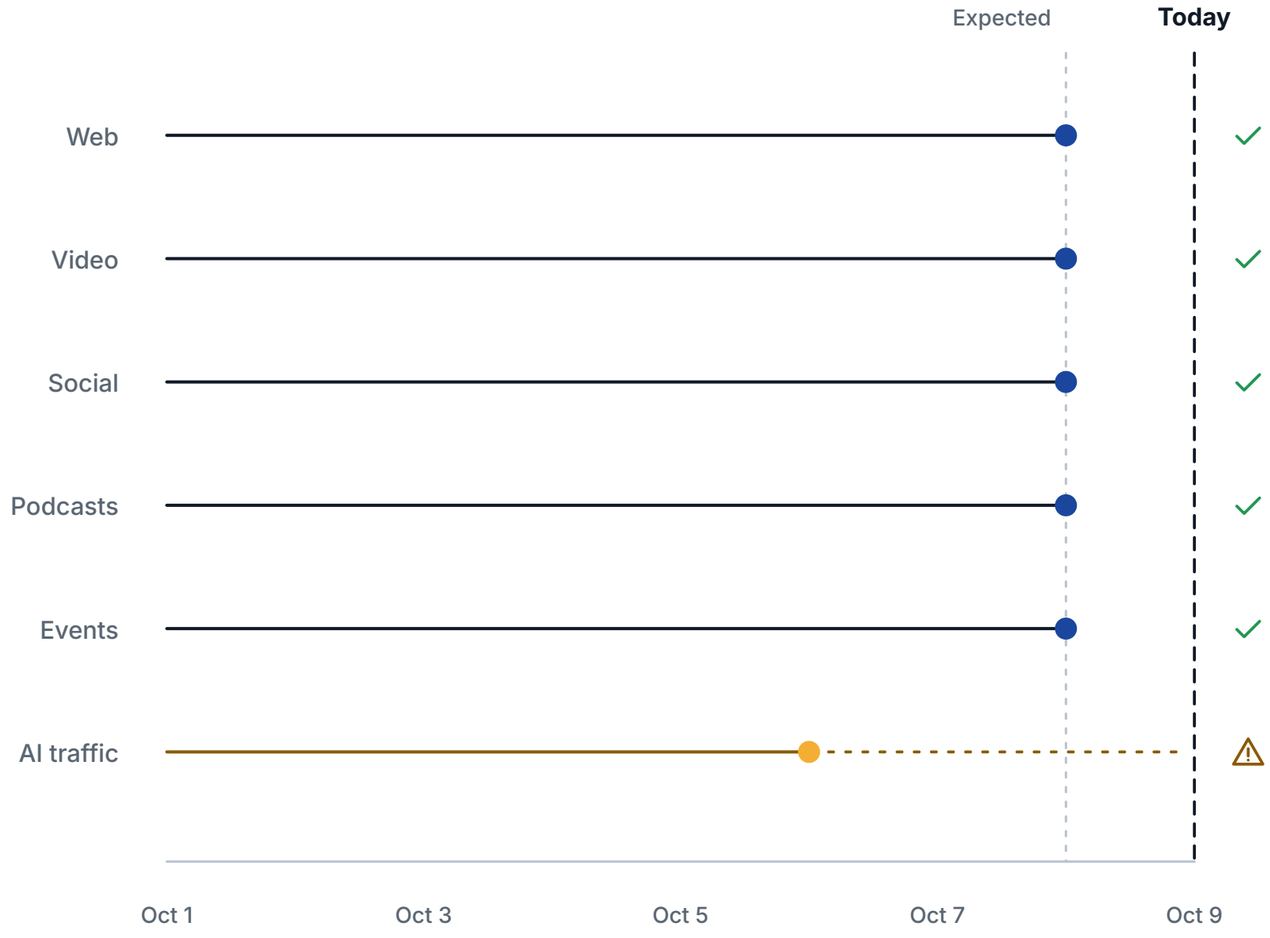
Cancel | Archive

#3 | Product

FRESHNESS

Process
Every number says how current it is. Each source runs through a day; yesterday is the expected day. A source that stops early turns amber and says so on its card ("Data through Oct 6 · 3d behind"), and the Health page lists every source with its state.

DRAWN FOR THIS BOOK (AS ON THE CASE PAGE); THE DATES ARE INVENTED



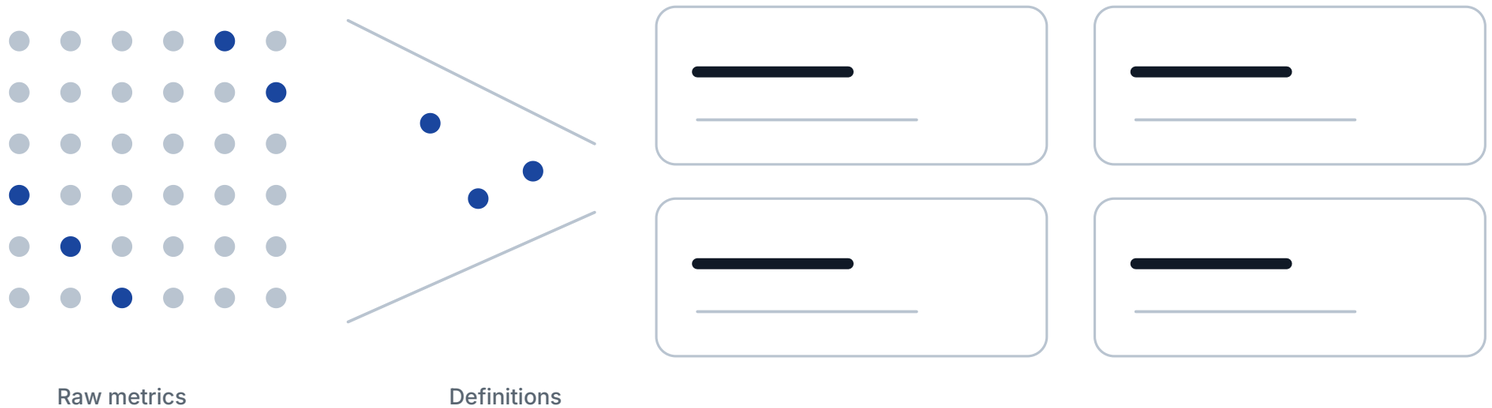
Development

#3 | Product

SIGNAL OVER NOISE

Process
Many raw metrics pass shared definitions and become four KPIs first, with the detail on demand. The chart type follows the question: a trend is a line, a comparison is bars, a composition is an area or a pie (lib/agent/chart-spec.ts). The Docs keep the definitions and caveats.

DRAWN FOR THIS BOOK (AS ON THE CASE PAGE)



ONE CHART PER KIND OF QUESTION

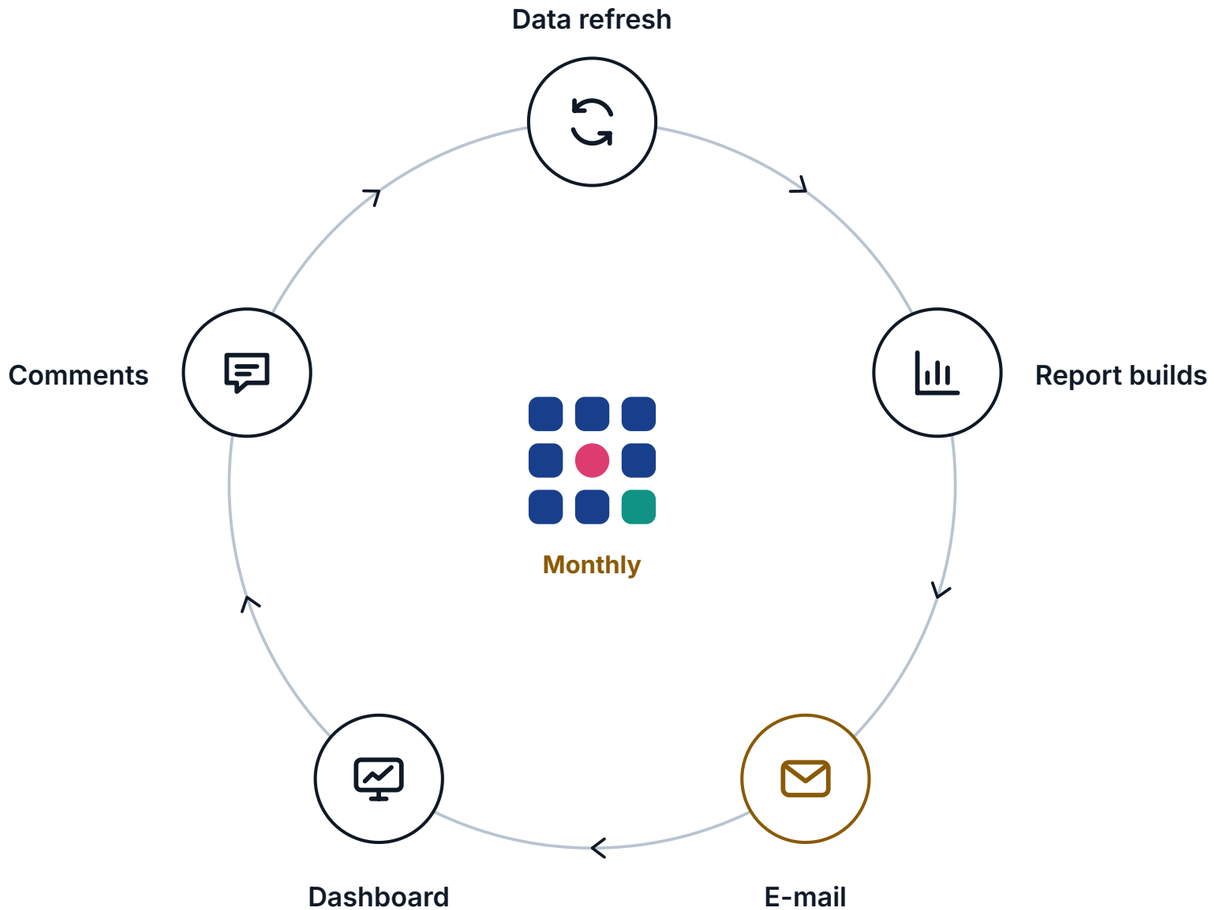


#3 | Product

THE MONTHLY LOOP

Process
Numbers reach people who never open the dashboard. Each month the data refreshes, the report builds and the e-mail goes out; the reader opens the dashboard and comments under the chart. Scheduled reports shipped on 2026-09-11; the e-mails are theme-aware since 2026-06-18.

DRAWN FOR THIS BOOK (AS ON THE CASE PAGE)



Development
The monthly loop

#3 | Product

FRICTION BY RISK

Process

"Friction priced by blast radius": dangerous actions get impact previews and undo; routine edits commit at once (PRODUCT.md, principle 3). An invite is one click; a role change asks to confirm; archiving a workspace warns and asks for its name.

DRAWN FOR THIS BOOK (AS ON THE CASE PAGE)

Invite

Low risk



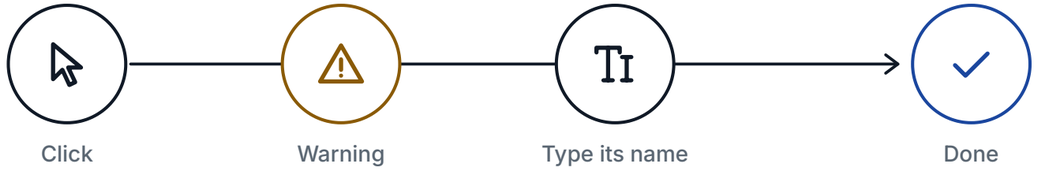
Change a role

Medium



Archive a workspace

High risk

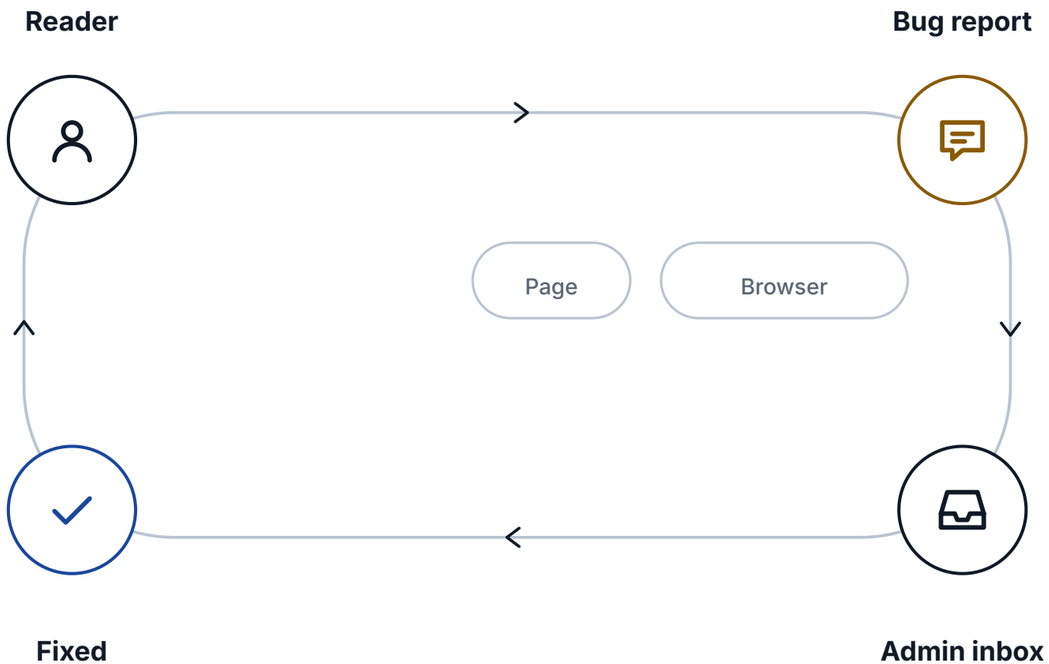


#3 | Product

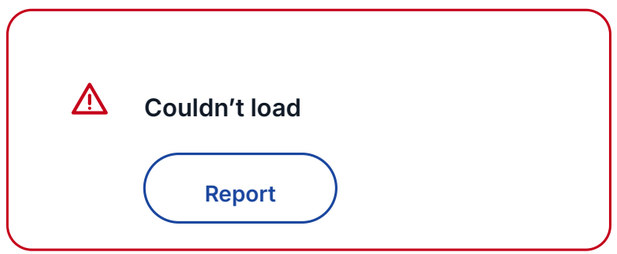
THE FIX LOOP

Process
A broken chart gets fixed without a long e-mail thread. The reader reports it from the page; the dialog adds the page and the browser; the report lands in the admins' inbox; the fix goes back to the reader as a note.

DRAWN FOR THIS BOOK (AS ON THE CASE PAGE)







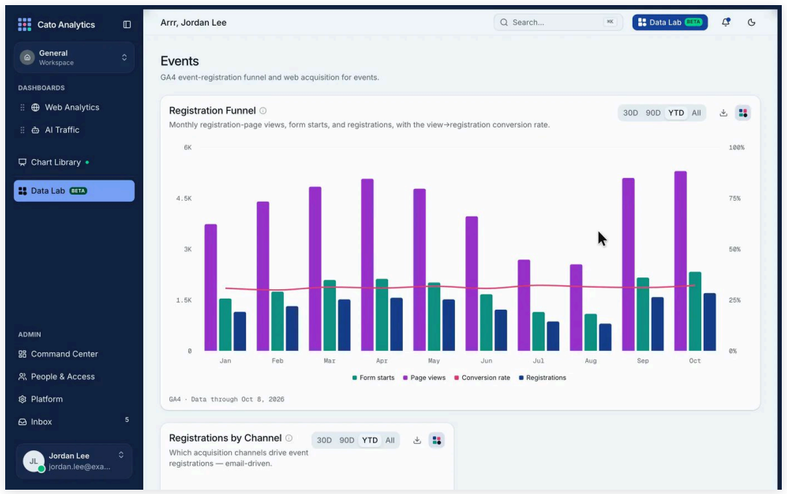
#3 | Product

LIGHT AND DARK

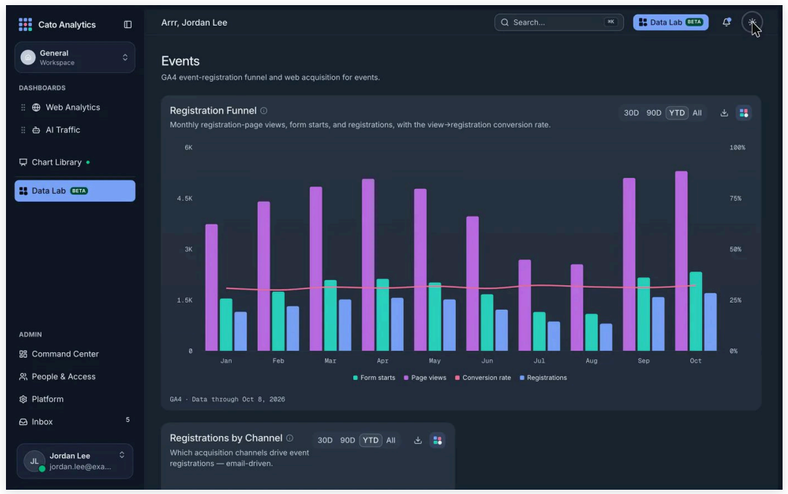
Process

One palette in two themes. The dark theme is harbor twilight, not black; the chart hues lift their lightness and keep their order. The toggle follows the system theme until the reader chooses (ThemeProvider.tsx; dark palette since 2026-05-27).

The real interface with invented data: names, numbers and workspaces are made up.



Light



Dark

Development

Light and dark

#3 | Product

EVERY SCREEN

Process
The same cards in the same order at every width: four KPIs in a row on a desktop, two by two on a tablet, stacked on a phone. The responsive dashboards launched on 2026-08-14.

DRAWN FOR THIS BOOK (AS ON THE CASE PAGE)

SAME CARDS, SAME ORDER



Desktop **Tablet · dark** **Phone**

Development

Every screen

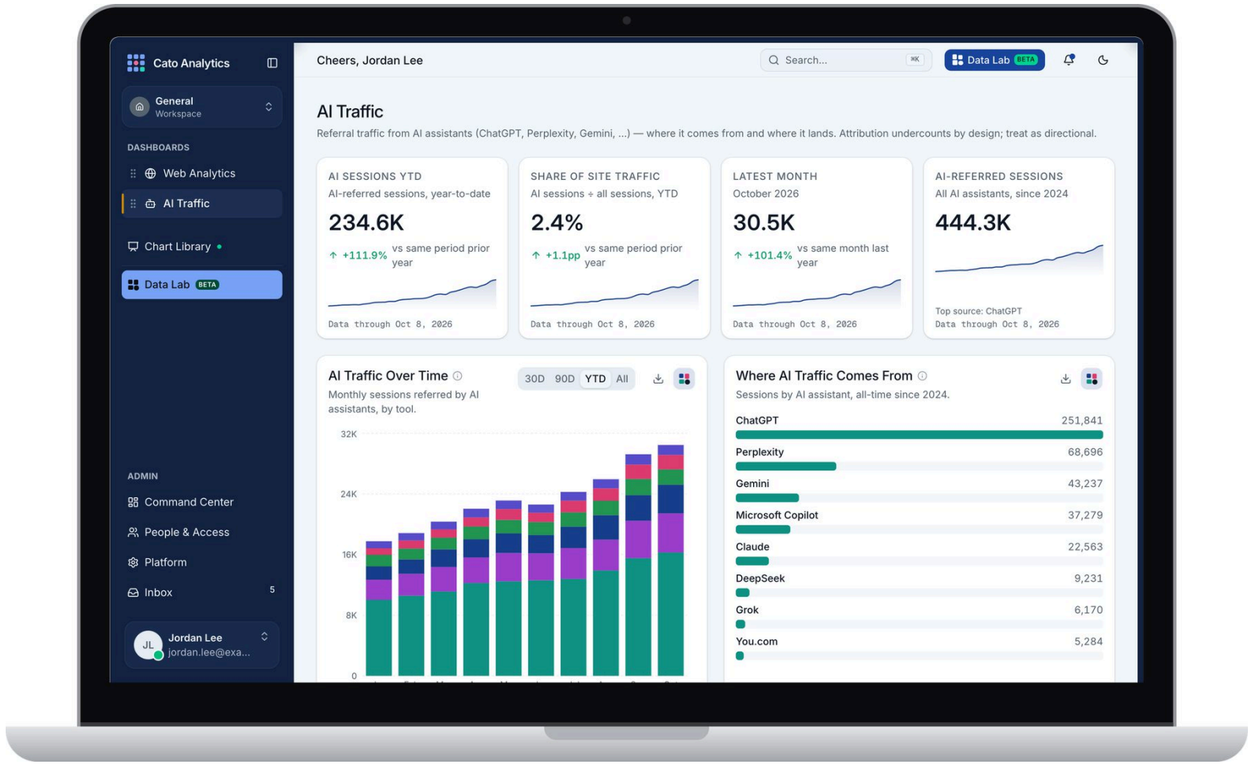
#4 | Applications

ON A LAPTOP

Process

The AI Traffic dashboard: sessions referred by AI assistants, their share of site traffic, and the monthly sessions by assistant. Desktop first: an office tool is used at a desk.

The real interface with invented data: names, numbers and workspaces are made up.



Deploy

On a laptop

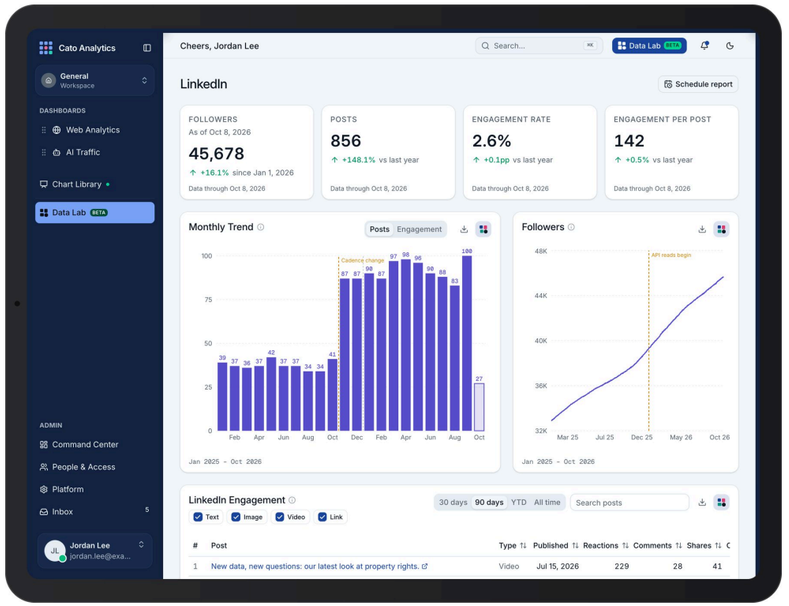
#4 | Applications

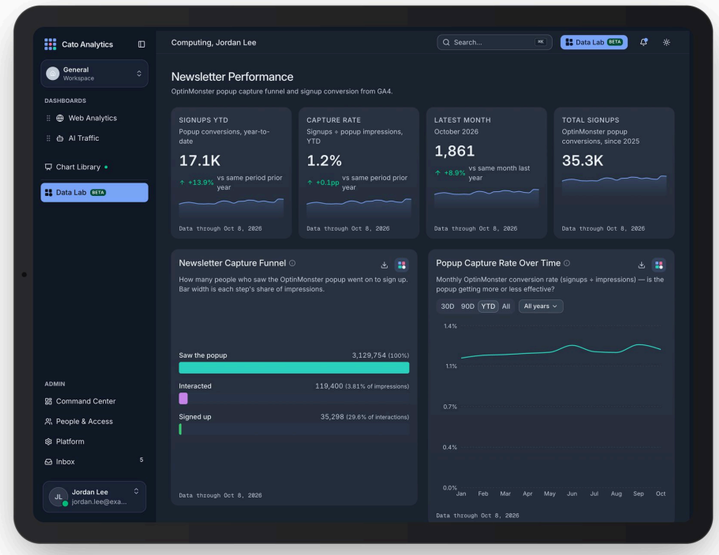
ON A TABLET

Process

The social dashboard in the light theme, and the newsletter dashboard in the dark one, on an iPad in landscape.

The real interface with invented data: names, numbers and workspaces are made up.



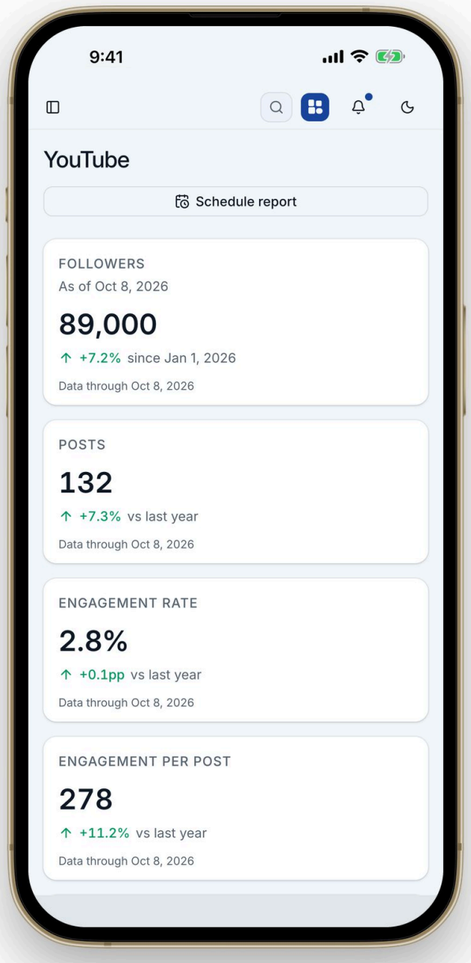


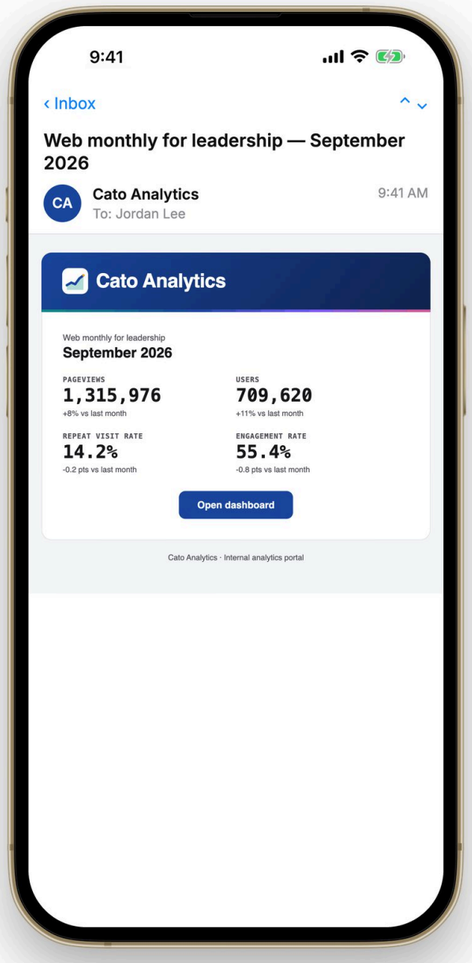
#4 | Applications

ON A PHONE, AND IN THE INBOX

Process
A phone shows the cards stacked. Outside the app, the monthly report e-mail brings four headline numbers and a link back to the dashboard.

The real interface with invented data: names, numbers and workspaces are made up.





Deploy

Sources

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PHOTOS

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PROJECT RECORDS

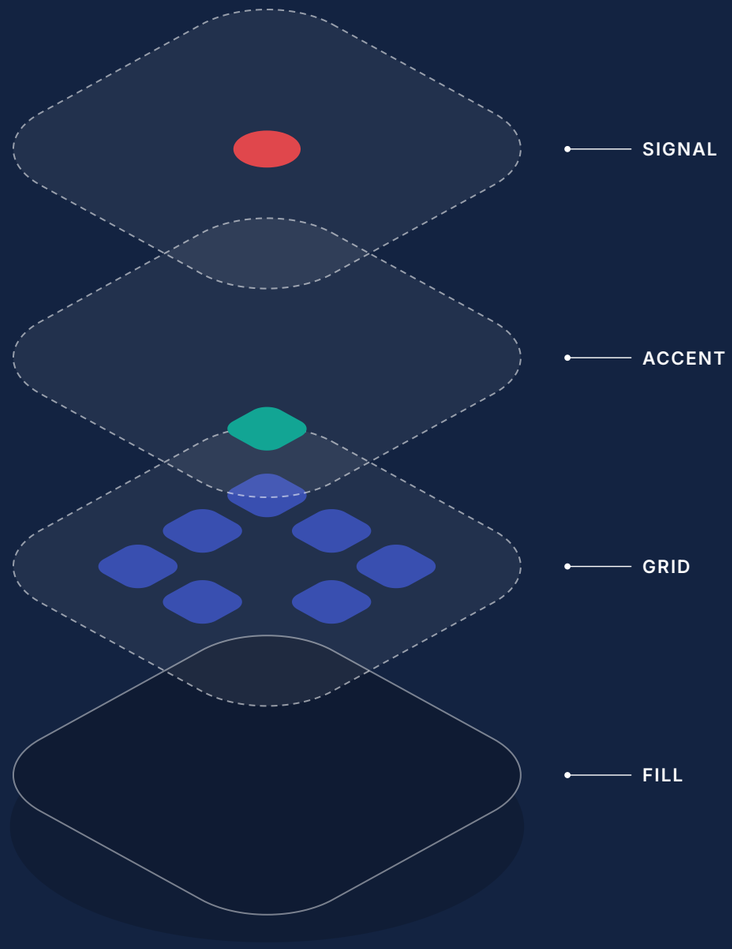
The case's shot list and plan, approved 2026-10-09; the discovery boards D1–D4, the brand boards B1–B5 and the IA board P1, 2026-10-09.

PRODUCT.md and DESIGN.md (the Federal Ink spec), 2026-07-03. The brand kit v2 and its implementation brief, 2026-07-09. The brand-system adoption spec, 2026-07-09.

The portal's repository: tokens (app/globals.css), the chart palette (lib/chart-colors.ts), chart intents (lib/agent/chart-spec.ts), the brand components, the contrast audit, and the commit history from 2026-05-19 to 2026-10-15.

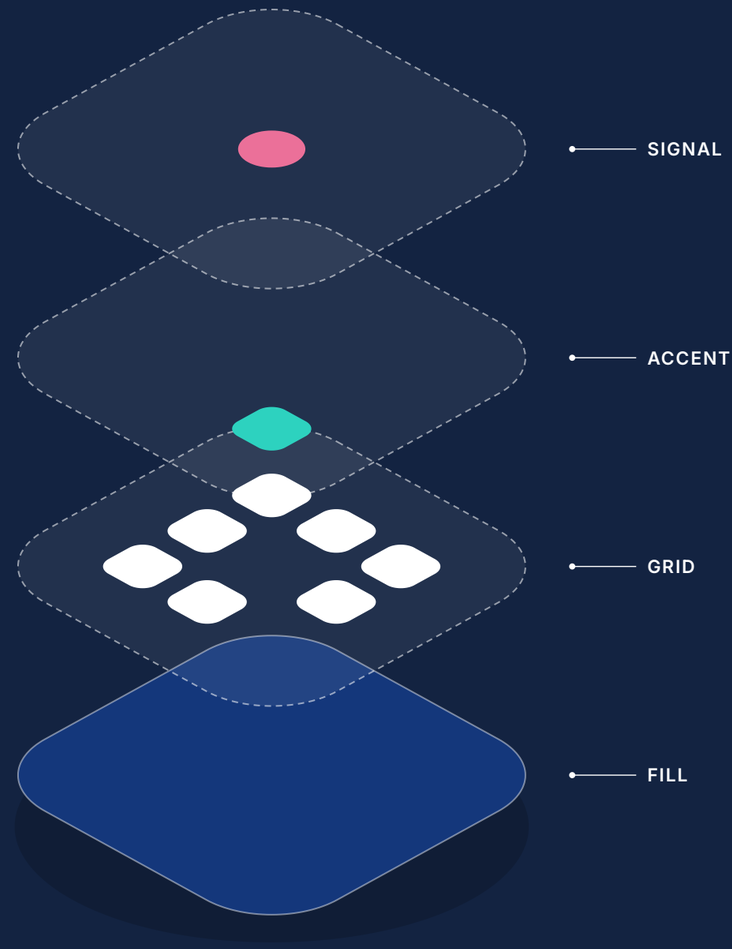
MODEL

Lisa Fischer, Lucere process book: the format of this book.



The brand kit's Signal Grid

Indigo, red and teal, 2026-07-09.



The favicon tile

White cells on Federal navy, since 2026-07-10.

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