

BACon 2019

Design for Mobile in CA

A Practical Approach to Going Mobile with Cognos Analytics

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Introductions



- Michael DeGeus
Services Director & Sr. Architect



Agenda

1. Design

Why it matters and how to improve yours

2. Visualizations

Choosing the right types and right Cognos chart controls

3. Custom Controls & CSS

Take charge of exactly how your reports render

4. Active Reports

When to use them and when not to

5. Q&A



Design matters more for mobile



1. Screen real estate is at a premium

2. Expectations tend to be higher

Quick hit design tips

- Use non-overdone fonts (judiciously)
- Adaptive sizing
- Copy the big boys
- Get your company's style guide, and follow what it says
- Use data viz best practices
- Have a plan for color



Choosing visualization types



Points

Scatter Plot

Bubble Chart

Point Chart

Lines

Line

Line with
Markers

Stacked Line

Bars

Bar

Column

Stacked Bar

Stacked
Column

Choosing visualization types



Nominal

BAR

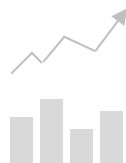
- Discrete items that belong to a common category, but really don't relate to one another in any particular way
- **Departments:** Marketing, IT, HR



Ordinal

BAR

- Have intrinsic order, but don't represent quantitative values
- **Small, Medium, & Large; Poor, Average, Good**



Interval

LINE or BAR

- Quantitative data converted into a categorical scale by subdividing the range of values into a sequential series of smaller ranges of equal size and by giving each range a label
- **0-9, 10-19, 20-29**

Choosing Cognos chart controls

- So many options:
 - 11.1 visualizations
 - 11.0 visualizations
 - Legacy visualizations (RAVE 1)
 - Charts (C10 AVS)
- Competing priorities:
 - Need to be able to customize visualizations extensively
 - Need them to be able to adapt to various screen sizes
- Don't underestimate Cognos 10 AVS Charts
- RAVE 1 for certain scenarios
 - Can't create what is needed otherwise
 - In some Active Report scenarios



Customized and Adaptive Charts

- Visualization resizer Custom Control
- Looking forward to what is next from IBM



Other uses for Custom Controls

- Disable Interactivity
- Show/Hide Page Elements
- Custom Prompt Controls
- Expand/Collapse hierarchical data



Leveraging CSS

- Example uses
 - EM font sizes
 - Web fonts
 - Fixed header
 - Styling almost any built-in Cognos control
 - Advanced: Flexboxes and Media queries
- Limitations
 - Will have no impact on non-HTML output formats
 - Can be cross-browser compatibility considerations (especially with IE)



When to use active reports

- Definitely use:
 - Users need their data available offline in an interactive fashion
- Maybe use:
 - You have a various views that you want a user to be able to easily navigate through, as opposed to true custom filtering
- Don't use:
 - Data needs to be live
 - Data needs to be filtered in many different ways
 - Data needs to be secured at a granular level



Other Active Report Pros & Cons



- Pros

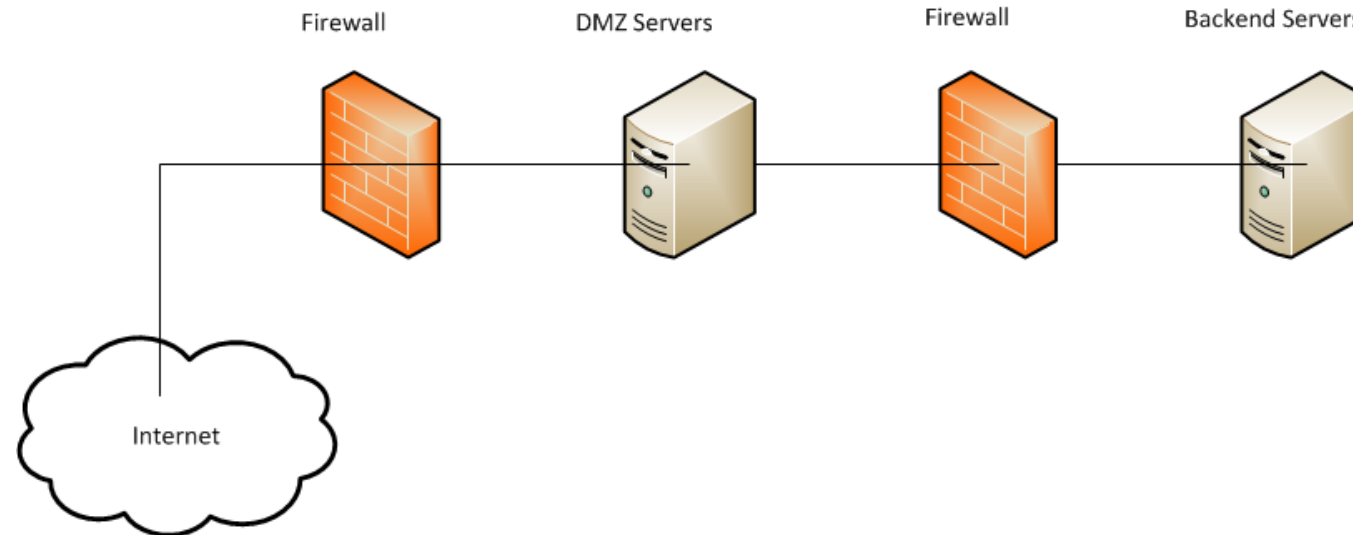
- A very “application-feeling” experience (on iPads, in particular)
- Usually faster to interact with than any other kind of Cognos report
- Shortcut to “External” deployment of interactive content

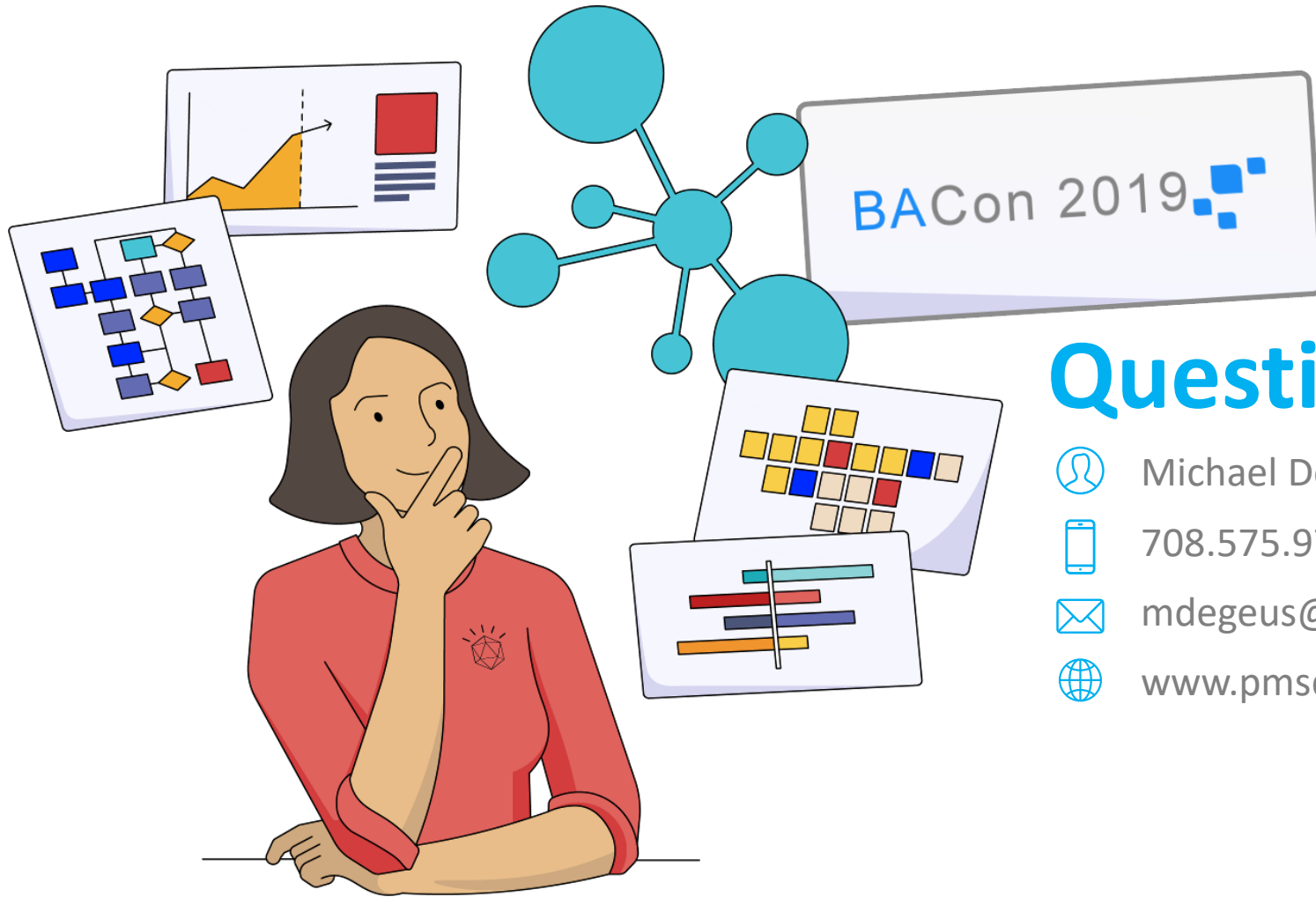
- Cons

- Saved as MHTML format... not a standard that receives much attention or been revised in a long time
- Seems unlikely IBM that will add any additional Active Report functionality
- Fairly steep learning curve to build
- Adding in customizations can be challenging or impossible

Bonus: Architecture Considerations

- If you want mobile adoption, you'll probably need to make Cognos available on the Web





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Questions?



Michael DeGeus



708.575.9714



mdegeus@pmsquare.com



www.pmsquare.com