How do I create custom dashboards?

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If you have any questions on this topic or you would like to be a contributor to future ServiceNow best practice content, please contact us.

Dashboards provide a graphical view of performance trends and real-time results, allowing executives and business service owners to make quick, informed decisions at a glance. The best dashboards are customized to share relevant data (metrics) that specific people can use to inform their work, diagnose performance trends, and predict whether their work is on or off course.

ServiceNow Performance Analytics allows easy customization of dashboards so users have easy access to meaningful information to support decision-making and help them see how their individual work supports strategic goals and contributes to the value your organization expects to deliver using ServiceNow.

Who should you design custom dashboards for?

Design dashboards that specifically support the groups that oversee ServiceNow and/or use ServiceNow to manage their business operations. These stakeholders will benefit from receiving custom dashboards with metrics that directly inform their work, rather than just generic performance metrics. Start by building custom dashboards for these stakeholders, as needed*:

Platform owner	Service and process owners	Fulfillers or front-line workers	Executive sponsor/senior leaders
A senior leader with overall accountability for the Now Platform®	Individuals responsible for managing an end-to-end process on ServiceNow	Individuals responsible for fulfilling the customer request	Business executives who guide and oversee the vision for ServiceNow
Interested in metrics on platform performance, use, adoption, and business value	Interested in metrics that track their service performance and use	Interested in metrics that highlights daily priorities	Interested in metrics that track platform adoption and business value

*You can use ServiceNow Performance Analytics' out-of-the-box custom dashboards to support these groups, when appropriate.

How do I create custom dashboards? (Continued)

How do I decide what to include in a dashboard?

1 Meet with stakeholders.

Meet with your stakeholders to understand their business goals, priorities, and data needs.

2 Select metrics to track.

Build a list of metrics that you think a specific stakeholder might need to inform their work. Review the list with stakeholders.

3 Try out the dashboard.

Assemble a dashboard for your stakeholder that displays up-to-date figures for the metrics requested in step 2.

4 Revisit and edit over time.

Review custom dashboards with stakeholders quarterly to check if they still provide the information needed.

Are there any expert tips on what to include in a dashboard?

- **Keep your dashboards simple –** Don't assume that including more metrics will help stakeholders get more value from their dashboards. It's more important to include a small number of the right metrics. Try to include only 3–8 top metrics on each dashboard.
- **Include more than just technical metrics –** Technical experts often jump to including metrics that measure how well their systems perform. While such technical metrics are an important part of measuring the value that ServiceNow can deliver, they do not speak directly to business value that many stakeholders want to track. For example, instead of just tracking system downtime, track customer satisfaction and experience ratings.
- **Display goal thresholds for important metrics –** Stakeholders appreciate the ability to visually assess dashboard performance at a glance. If possible, use visual cues to show when metrics are meeting targets so they can quickly recognize whether they are on or off track (e.g., coloring metrics that are performing poorly in red).

Related resources

- Success Playbook – Baseline and track performance, usage KPIs, and metrics
- Success Playbook – Get started with Performance Analytics
- Success Playbook – Value management for your ServiceNow investments
- Product Documentation – Create and use dashboards
- Product Documentation – Administering dashboards

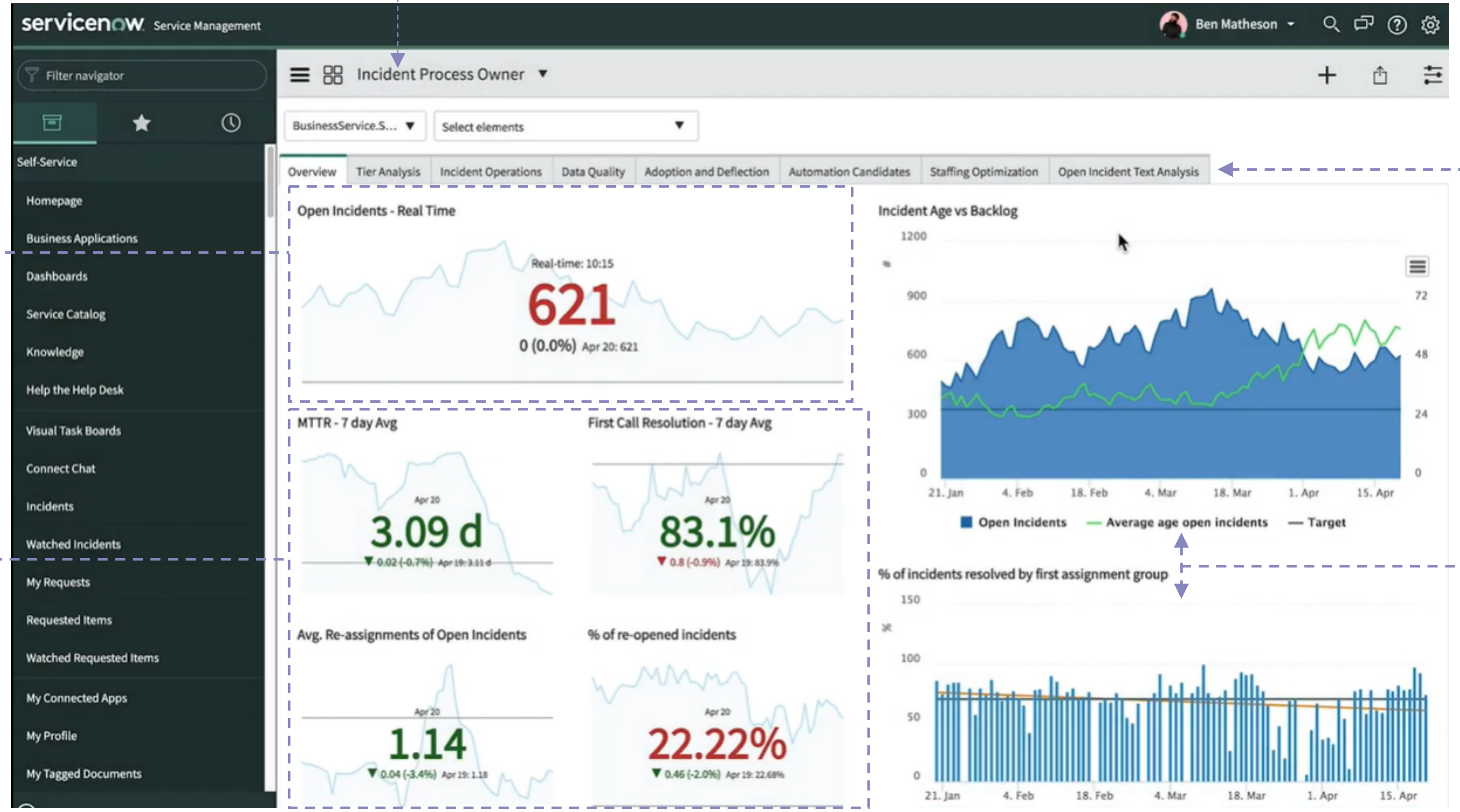
How do I create custom dashboards? (Continued)

How should I lay out information in a custom dashboard?

Clearly label who the dashboard is designed for.

Place the most important information at the top.

Place secondary supporting information below.



Offer filters so your stakeholder can explore deeper into metric performance when needed without cluttering the dashboard (when it's technically feasible).

Include at least one metric for each of the key stakeholder's interest (e.g., Incident close rate versus assignments for the process owner.)