![IBEROSTAR BEACHFRONT RESORTS]

Power BI theme / design system

case study

Context

Iberostar has been developing its data-driven strategy for years and has an extensive ecosystem of reports within its organization. At the time they contacted me, they already had a Power BI theme and templates; however, they were undergoing a corporate rebranding process and considered it a good opportunity to standardize and further improve the aesthetics of their reports.
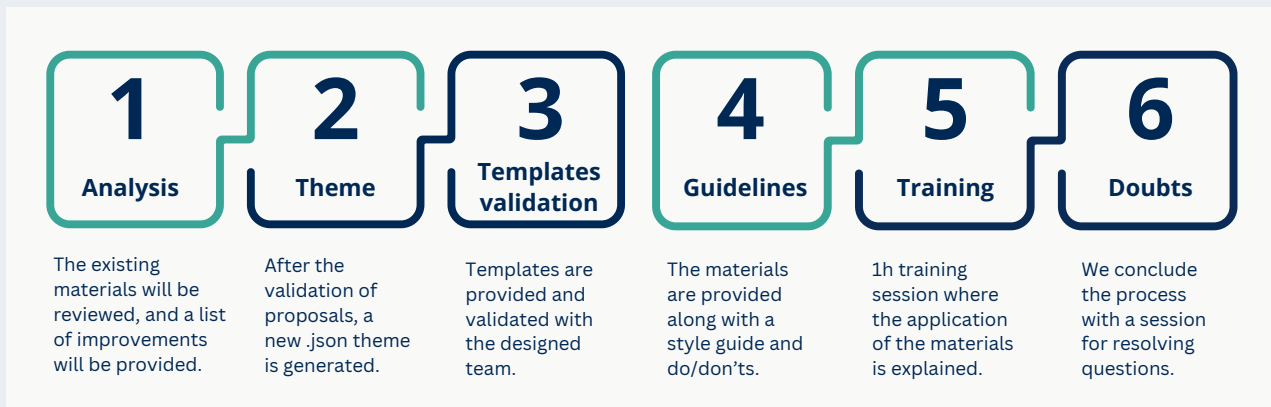
Challenge

The colors provided by design departments are not always the most suitable for a data visualization project, a common issue in many companies. Additionally, Iberostar shares style guides for the various brands within the hotel group, which include a more extensive palette than usual. The challenge lies in integrating their colors with minor adaptations, ensuring contrast, and, above all, maximizing the readability of data in every visualization.

Proposed Solution

As part of my design methodology, I have been working for years on standardizing the rebranding process and the graphic optimization of reports. My proposal is to develop a new JSON theme and design system for Iberostar, structured in the following phases:

1 Analysis	**2** Theme	**3** Templates validation	**4** Guidelines	**5** Training	**6** Doubts
The existing materials will be reviewed, and a list of improvements will be provided.	After the validation of proposals, a new .json theme is generated.	Templates are provided and validated with the designed team.	The materials are provided along with a style guide and do/don'ts.	1h training session where the application of the materials is explained.	We conclude the process with a session for resolving questions.

Before and after example: when the data analytics team began independently implementing the design system into their existing reports.

BEFORE → AFTER

These phases are planned in different iterations to gather feedback from users and stakeholders at each stage. Over the course of these six phases, the work involves analysis, validations, delivery of materials, training, and a Q&A session.

Context

In approximately two months, focusing on minimal client involvement to ensure agile iterations, Iberostar is already in the process of implementing the changes within its organization.

The materials provided include:

- The theme in .json format, accommodating the current limitations of Power BI themes.
- Headers, tailored to meet Iberostar's diverse needs.
- Visual styles categorized by type: temporal trends, comparisons, rankings, part-to-whole relationships, cards and KPIs, tables, exploration, etc.
- Button styles and interaction design, including various options for secondary navigation (e.g., adding contextual information, alerts, etc.).

Additionally, along with the delivered Power BI files, a style guide is included to ensure consistent use of colors and key design features. It also contains a do's and don'ts guide with usage examples for any Power BI developer.

Benefits

With minimal involvement in the redesign process, Iberostar now has materials that streamline the design of their reports, allowing developers to focus on what truly matters: the data and its narrative, while spending minimal time on aesthetics and maintenance.
Their next step is to adapt the reports to the new style—a tedious task but one significantly simplified thanks to these resources.

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"Working with Paula has been an exceptional experience. Always punctual with delivery deadlines, she enabled us to make swift progress toward our goals. Furthermore, the iteration-based workflow was key to ensuring that each version delivered met our needs perfectly.

Her active listening ensured a complete understanding of our requirements, which translated into a product that was more functional and tailored to our daily use. Additionally, thanks to the continuous reviews, we observed significant improvements in design, making the solutions not only practical but also visually appealing and easy to use.

Finally, with the tools provided, we've saved considerable time when generating new reports, significantly optimizing our workflow.
I would undoubtedly recommend Paula to any organization seeking efficient and customized solutions."

Maria Bel Ballester | Business Analytics
Digital Area Data Analytics & Insights Manager

Paula García Esteban

Data visualization and AI specialist. Power BI Core Visual Community Representative

MVP
Microsoft®
Most Valuable
Professional

My Experience Working with Iberostar

It is a significant challenge—and honor—for a multinational company like Iberostar to place its trust in my services. In this case, I believe the results of our collaboration have been positive. This new experience reinforces my confidence that the proposed methodology effectively streamlines report design optimization in organizations.

If you think this approach could benefit you as well, feel free to reach out anytime.

✉ hello@uxforpowerbi.com   🌐 www.uxforpowerbi.com   📍 Remote, Lisbon Area (PT)