

simpleview 

Are You Smart Enough to Dumb Down Your Data

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The Goal:

To inform the audience about our data story – *FAST!*



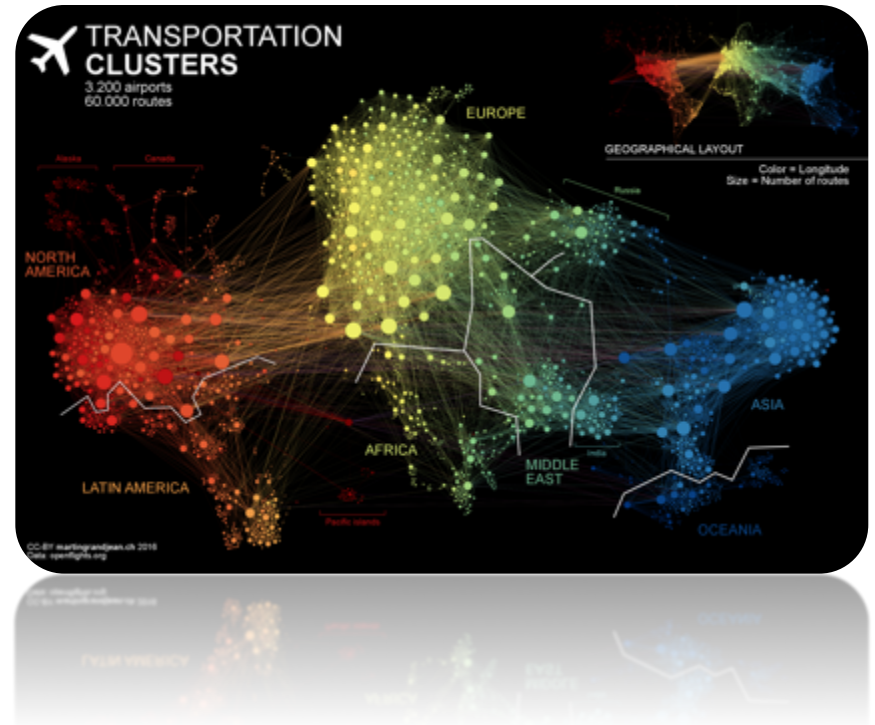
Data Overload

We all have data coming from multiple sources – it is how we communicate the data that matters.



Telling A Story

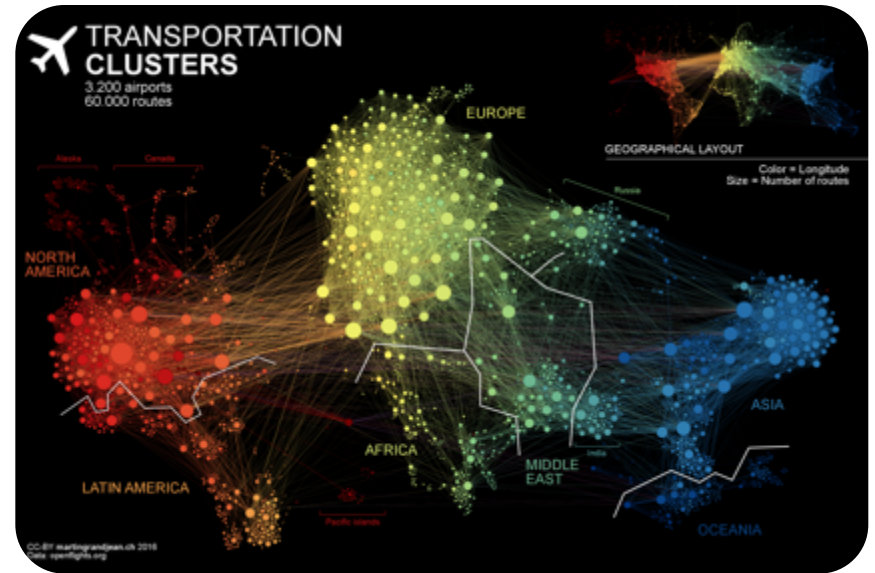
- › “Numbers have an important story to tell. They rely on you to give them a clear and convincing voice”
 - › Stephen Few – Author/Founder of Perceptual Edge
- › “Visualizations act as a campfire around which we gather to tell stories”
 - › Al Shalloway – Author/Founder of Net Objectives



Telling A Story

- › “By visualizing information, we turn it into a landscape that you can explore with your eyes, a sort of information map. And when you’re lost in information, an information map is kind of useful.”

- › David McCandless –
Data Journalist/Author



Starting Point

We need to lead the audience with our data, tell the right story and remember it.

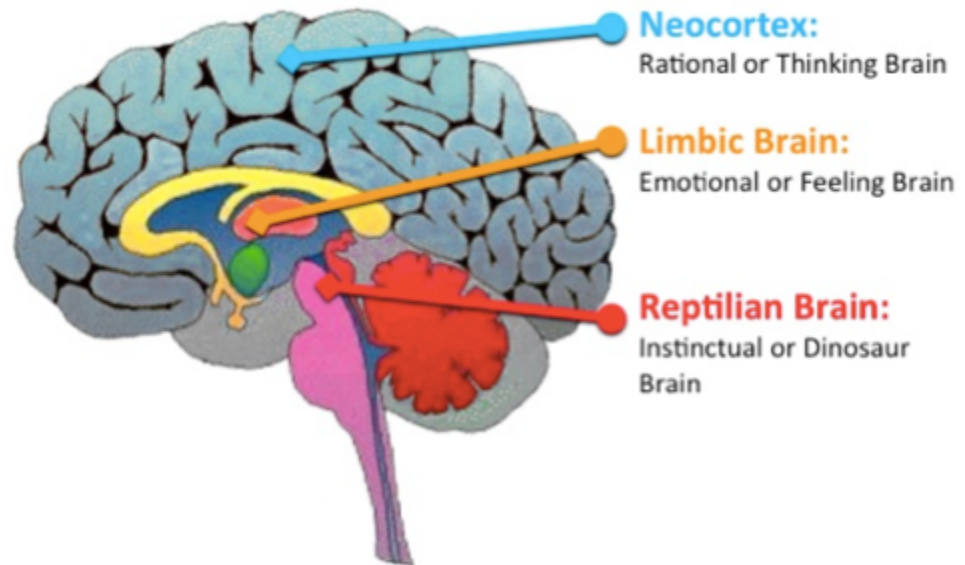


Building a Memorable Dashboard

Not as easy as it might seem

The Memory Journey

- › Iconic Memory
 - › Instant Memory
 - › Pre-attentive Attributes
- › Short Term Memory
 - › 4-7 Chunks of Information
- › Long Term Memory
 - › Impacts Decisions



Iconic Memory

Where should I look?

- › How many 3s do you see?
- › The correct answer is 6

756395068473

658663037576

860372658602

846589107830

WHERE SHOULD I LOOK?



Iconic Memory

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WHERE SHOULD I LOOK?



Iconic Memory

Where should I look?

So why should we care about iconic memory? It gives the audience clues about where to look first and gives weight to our metrics. If we want to highlight specific results, using these techniques can greatly increase the ability for the audience to see what we need them to see and remember these items.

COLOR

WHERE SHOULD I LOOK?



Iconic Memory

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SIZE

WHERE SHOULD I LOOK?



Iconic Memory

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Outline



Iconic Memory

Where should I look?

So why should we care about iconic memory? It gives the audience clues about where to **look first** and gives *weight* to our *metrics*. If we want to highlight specific results, using these techniques can greatly increase the ability for the audience to see what we need them to see and remember these items.

BOLD/ITALICS



Iconic Memory

Where should I look?

So why should we care about iconic memory? It gives the audience clues about where to look first and gives weight to our metrics.

If we want to highlight specific results

using these techniques can greatly increase the ability for the audience to see what we need them to see and remember these items.

Separate Spatially



Iconic Memory

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So why should we care about iconic memory? It gives the audience clues about where to look first and gives weight to our metrics. If we want to highlight specific results, using these techniques can greatly increase the ability for the audience to see what we need them to see and remember these items.

Underline



Check Point

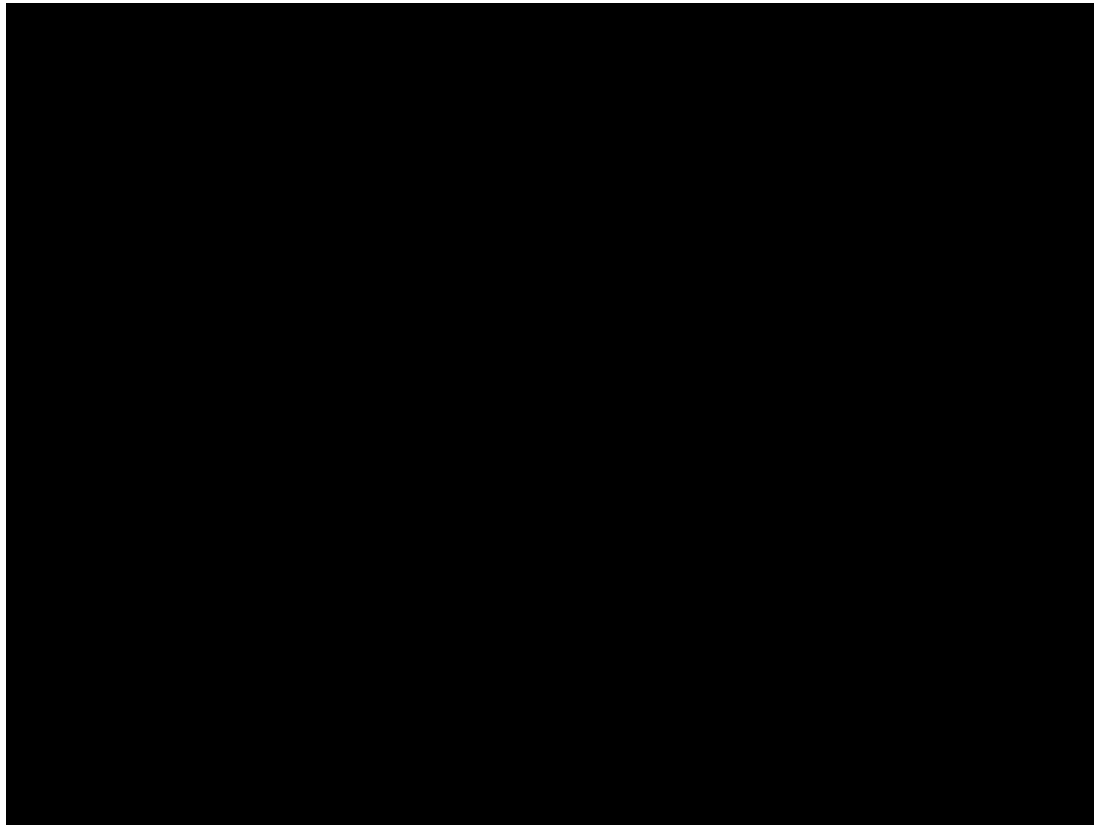
FOCUS YOUR AUDIENCE BY USING:

- COLOR
- SIZE
- SPACING
- UNDERLINE
- BOLD
- ITALICS
- CURVATURE
- OUTLINE

WHERE SHOULD I LOOK?

Real Dashboard Example

- › Identify The NUMB3RS That Matter and Announce Them



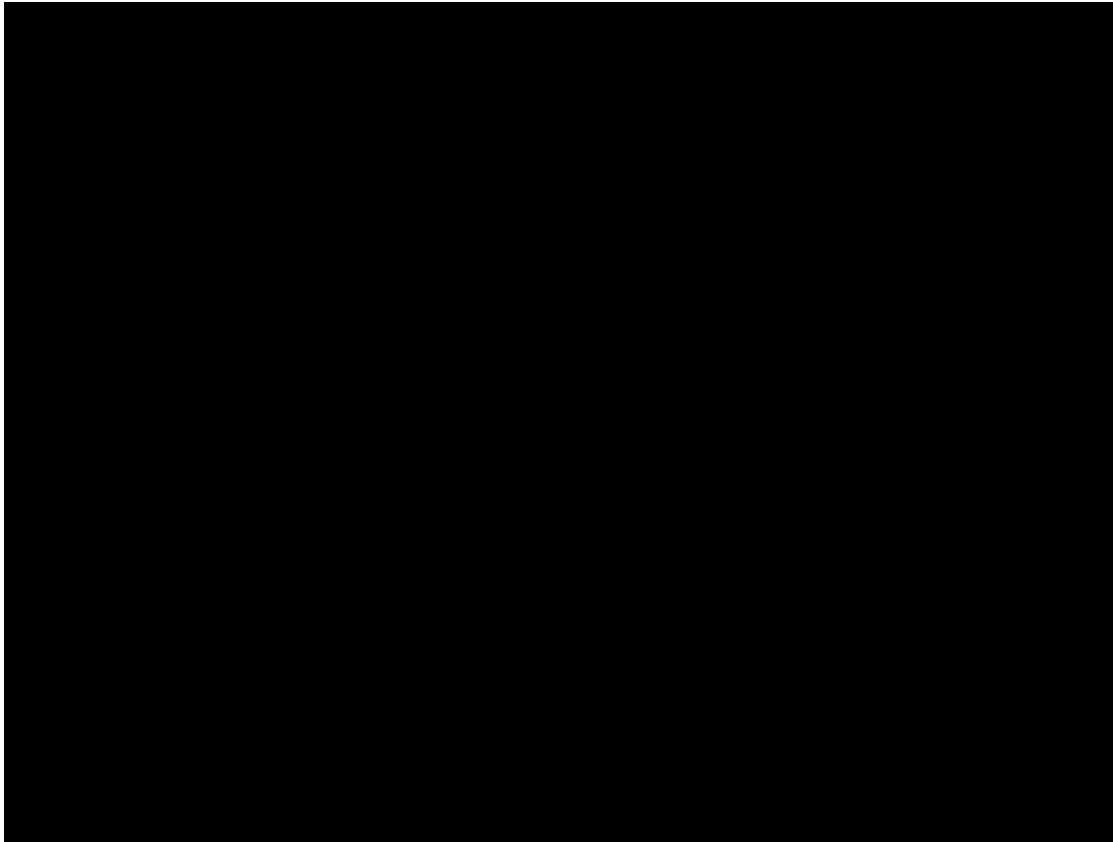
Source: Tableau – June 2016
<https://www.tableau.com/about/blog/2017/6/eye-tracking-study-5-key-learnings-data-designers-everywhere-72395>

WHERE SHOULD I LOOK?



Real Dashboard Example

- › Repeating Graphs Cause Fatigue



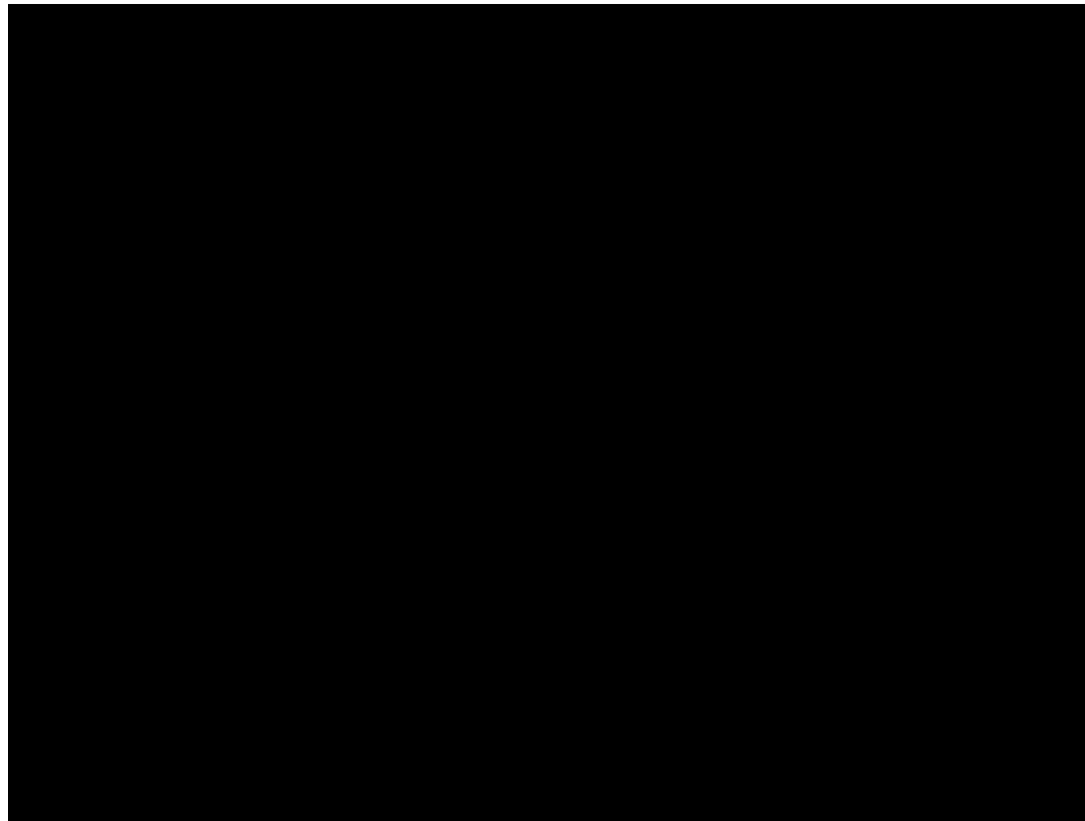
Source: Tableau – June 2016
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WHERE SHOULD I LOOK?



Real Dashboard Example

- › People Like People – Avoid Using Graphics That Distract From Your Data



Source: Tableau – June 2016
<https://www.tableau.com/about/blog/2017/6/eye-tracking-study-5-key-learnings-data-designers-everywhere-72395>

WHERE SHOULD I LOOK?



Sending To Short-Term Memory

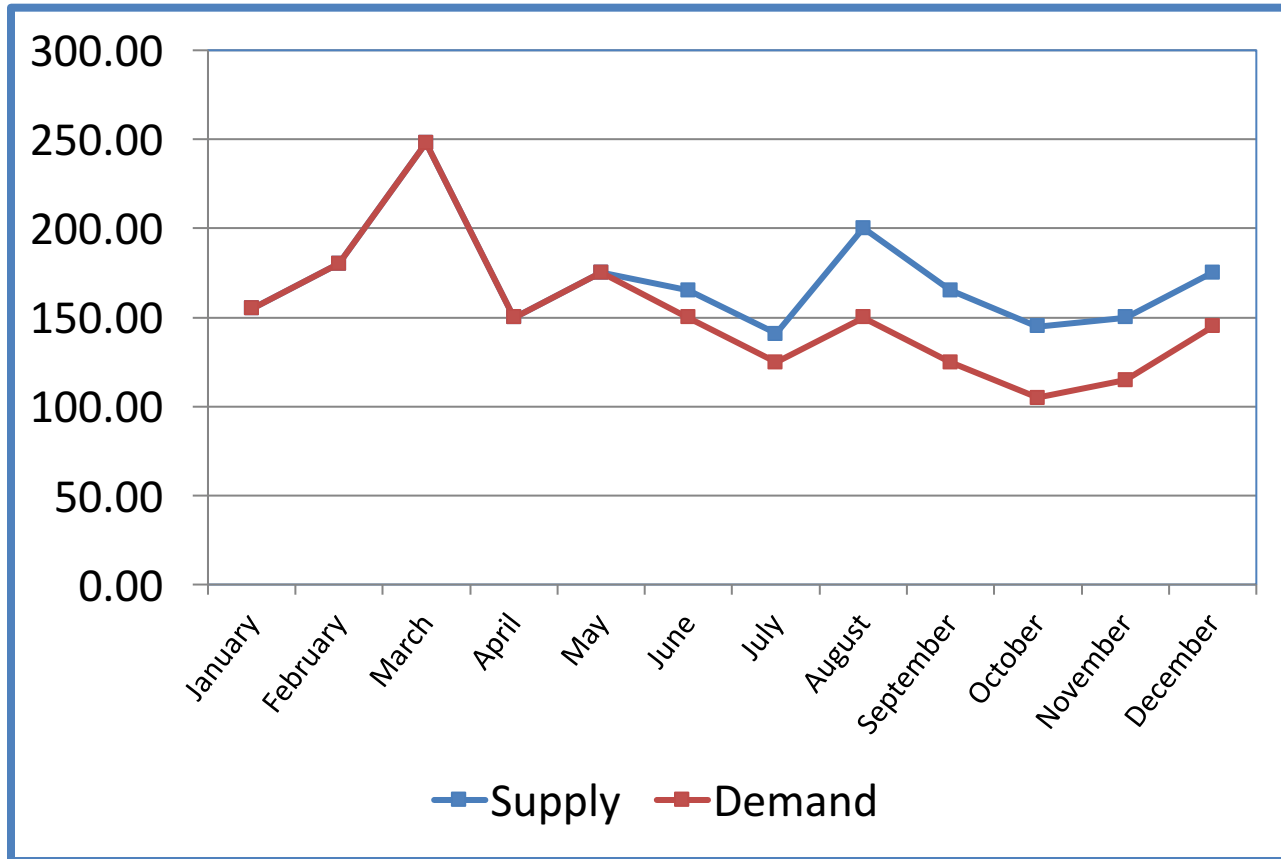
Once You Capture Attention Make It Easy

- › Do The Work For Your Audience
- › Make Your Graphs Count



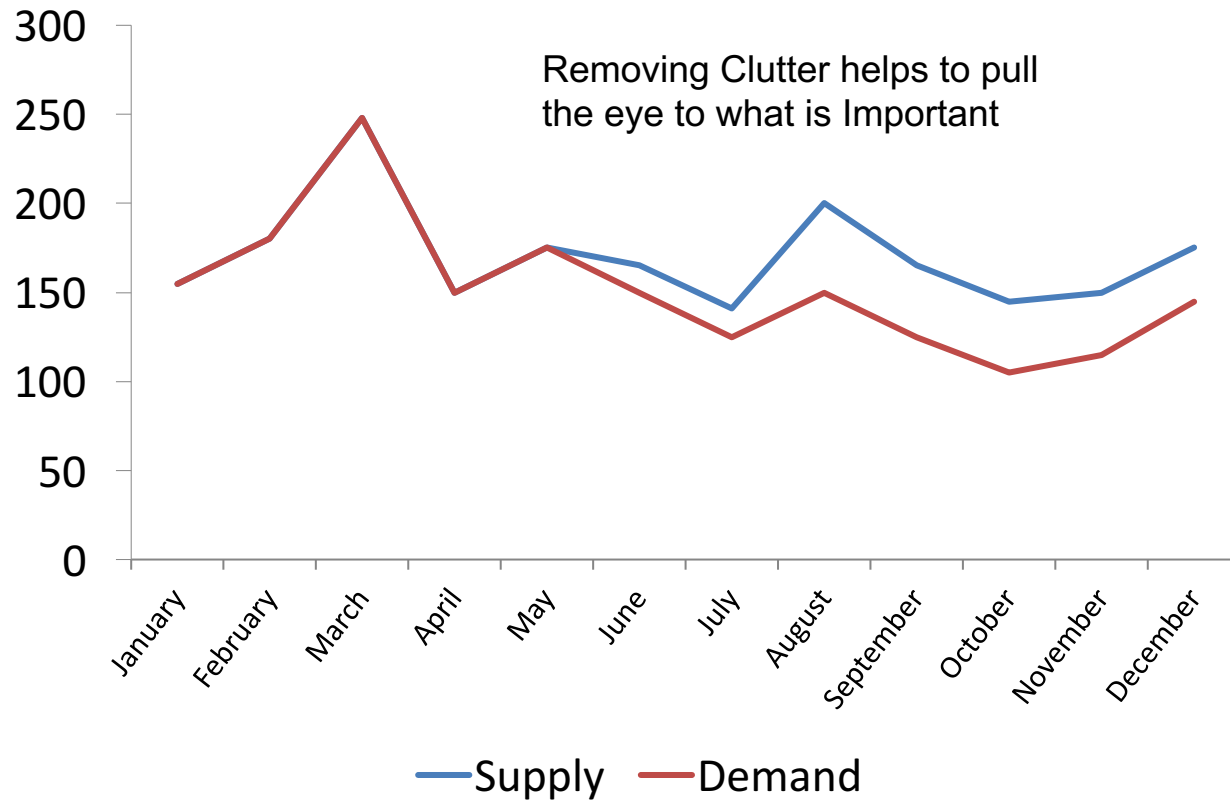
Short-Term Memory

Make It Easy For Your Audience



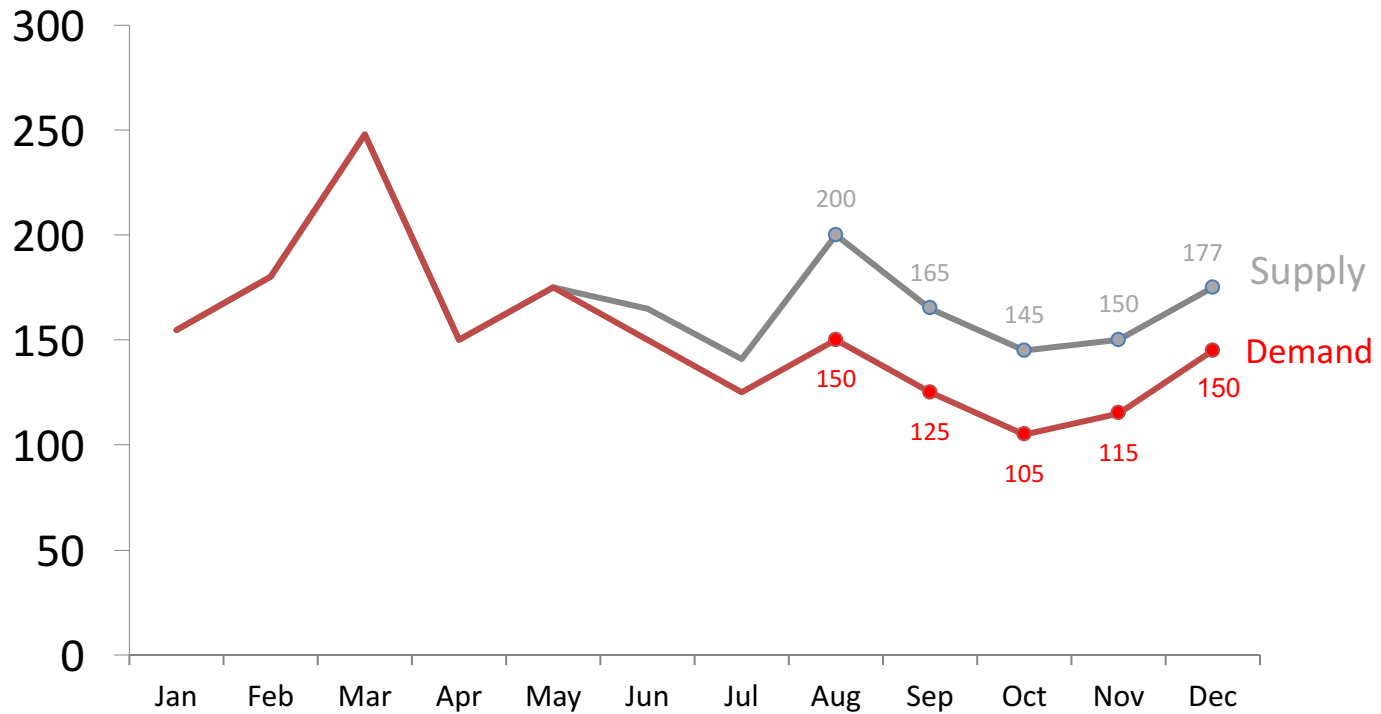
Short-Term Memory

Make It Easy For Your Audience



Short-Term Memory

Make It Easy For Your Audience



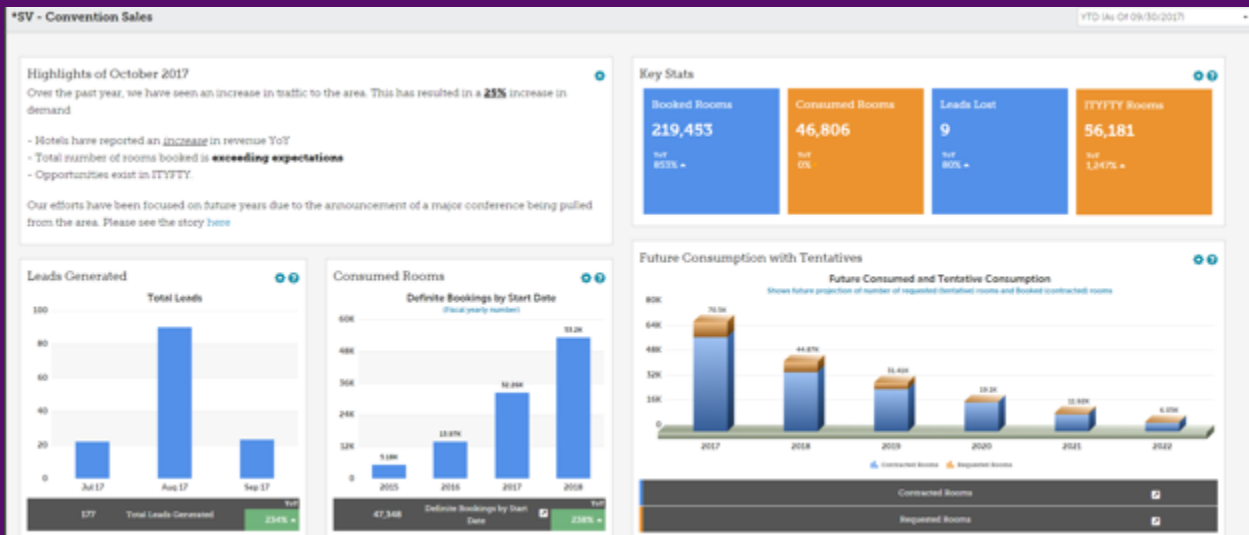


Building A Long-Term Strategy

LONG-TERM MEMORY



Building A Long-Term Strategy



DMO Challenges

- › No clear standard measurement for “success”
- › Calculating estimated economic Impact of campaigns
- › **Limited** ability to determine a true conversion
- › Due to a lack of conversion, no easy ROI calculation



Final Take-A-Ways

- Use pre-attentive indicators to guide eyes
- Users read in a “Z” pattern
- Provide context to all charts
- Organize data into a story
- Anticipate common questions
- Provide help tips
- Eliminate clutter



Questions?

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