

Today's Topic:

**Integrating real data in
your designs is critical to
determine its success**

Why Design With Real Data?

How to Design With Real Data?

Most of our job as designers:

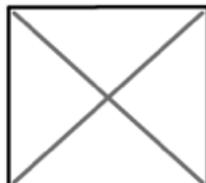
Does this design “work”?

Buying a Broom



Categories

Category 1 (150)



Product Name

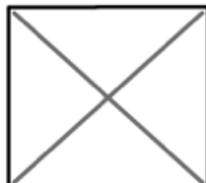
\$5.99

[Product Details](#)

[Product Details](#)

[Product Details](#)

★★★★☆ 3/5



Product Name

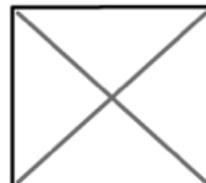
\$5.99

[Product Details](#)

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★★★★☆ 3/5



Product Name

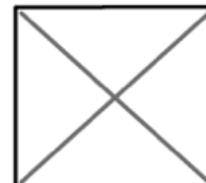
\$5.99

[Product Details](#)

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★★★★☆ 3/5



Product Name

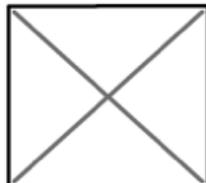
\$5.99

[Product Details](#)

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[Product Details](#)

★★★★☆ 3/5



Product Name

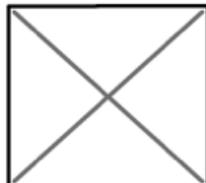
\$5.99

[Product Details](#)

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★★★★☆ 3/5



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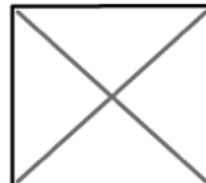
\$5.99

[Product Details](#)

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★★★★☆ 3/5



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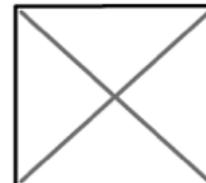
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★★★★☆ 3/5



Product Name

\$5.99

[Product Details](#)

[Product Details](#)

[Product Details](#)

★★★★☆ 3/5



Nulla accusan sempe Proin a eros P Nunc co

Relevance



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 Curabitur eleife **Quisq** Mauris eu ve Donec vehicula C
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~~Des Qu~~ Praesent



Maecenas hendrerit dui quis

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~~Des Al~~ Praesent

Maybe you realize that visual design influences usability...

Show results for

< Any Category

Home & Kitchen

- Broom Category(1234)

+ See All Categories

Refine by

Amazon Prime

Prime

Brand

- Broom Company



Libman Precision Angle Broom

~~\$9.99~~ **\$8.99** Prime

Order in the next 2 hours and get it by Tuesday, May 13.

More Buying Choices
\$8.99 new (10 offers)

★★★★☆ (95)

Product Features
Angle broom



Libman Precision Angle Broom

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And maybe you want to make sure the content is representative

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More Buying Choices
\$8.99 new (10 offers)

★★★★☆ (95)

Does this design work?

Show results for

- < Any Category
- Home & Kitchen**
- Brooms (2,870)
- Household Angle Brooms (755)
- Household Push Brooms (1,439)
- Fireplace Accessories (104)
- Dust Mops & Pads (209)
- Dustpans (266)
- Household Hand Brooms (323)
- Household Cleaning Brushes (1,085)
- Indoor Push Brooms (60)
- Broom Handles & Heads (588)
- Vacuums & Floor Care (298)
- + See more

Refine by

- Amazon Prime**
- Prime
- Brand**
- LIBMAN CO
- Weiler
- Harper Brush
- Rubbermaid
- Quickie
- OXO



Libman Precision Angle Broom

~~\$9.99~~ **\$8.99** Prime
 Order in the next **2 hours** and get it by Tuesday, May 13.
 More Buying Choices
\$8.99 new (10 offers)
 ★★★★★☆ (95)
 Product Features
 Angle broom



Libman Precision Angle Broom with Dustpan

\$13.99 Prime
 Order in the next **2 hours** and get it by Tuesday, May 13.
 More Buying Choices
\$10.00 new (12 offers)
\$25.00 used (1 offer)
 ★★★★★☆ (83)
#1 Best Seller in Household Angle Brooms
 Product Features
 Angle broom



Weiler 44008 Corn Fiber Heavy-Duty Wire Banded Warehouse Broom with Wood Handle, 1-1/2" Head Width, 57" Overall...

\$13.09 Prime
 Order in the next **30 minutes** and get it by Tuesday, May 13.
 More Buying Choices
\$13.09 new (2 offers)
 ★★★★★☆ (64)
#1 Best Seller in Household Hand Brooms
 Product Features
 ... diameter with wire banded^Warehouse broom heavy-duty^Upright broom ...



See Size Options

OXO Good Grips Upright Sweep Set



See Color Options

Quickie Bulldozer Super Stiff Upright Broom



Libman Extra Large Precision Angle Broom

But when making a decision, the details are what matters.

Why Design With Real Data?

**Data and Content
are the User Experience**

Why Design With Real Data?

= Fake Data

= Fake Design

= Fake Feedback

= Wrong Decisions

Why Design With Real Data?

Real data will enter the equation eventually.

Our jobs as designers:

Organize **data**

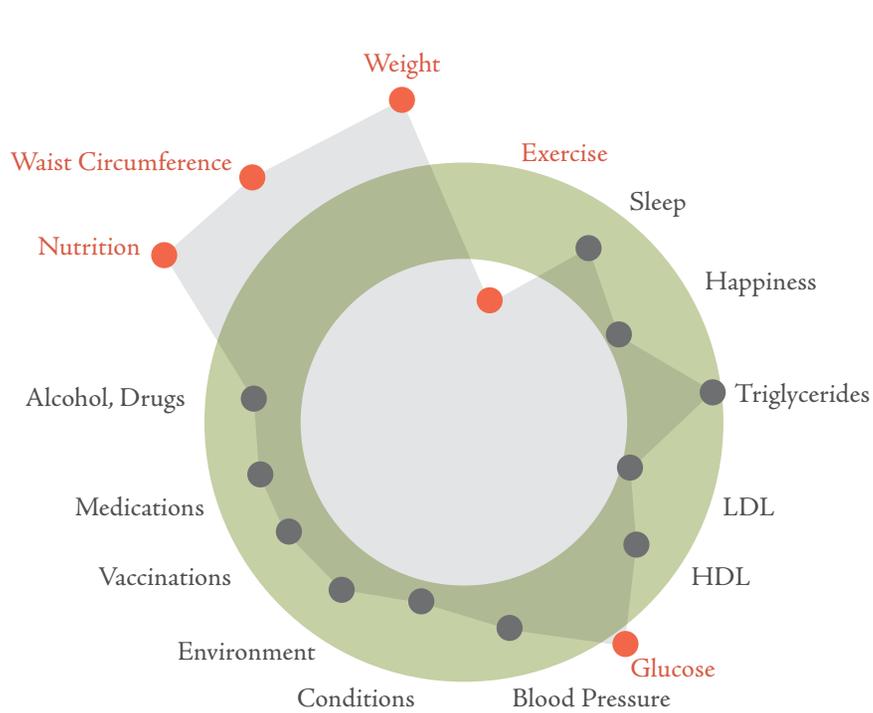
into **information**

to enable users to gain **knowledge**

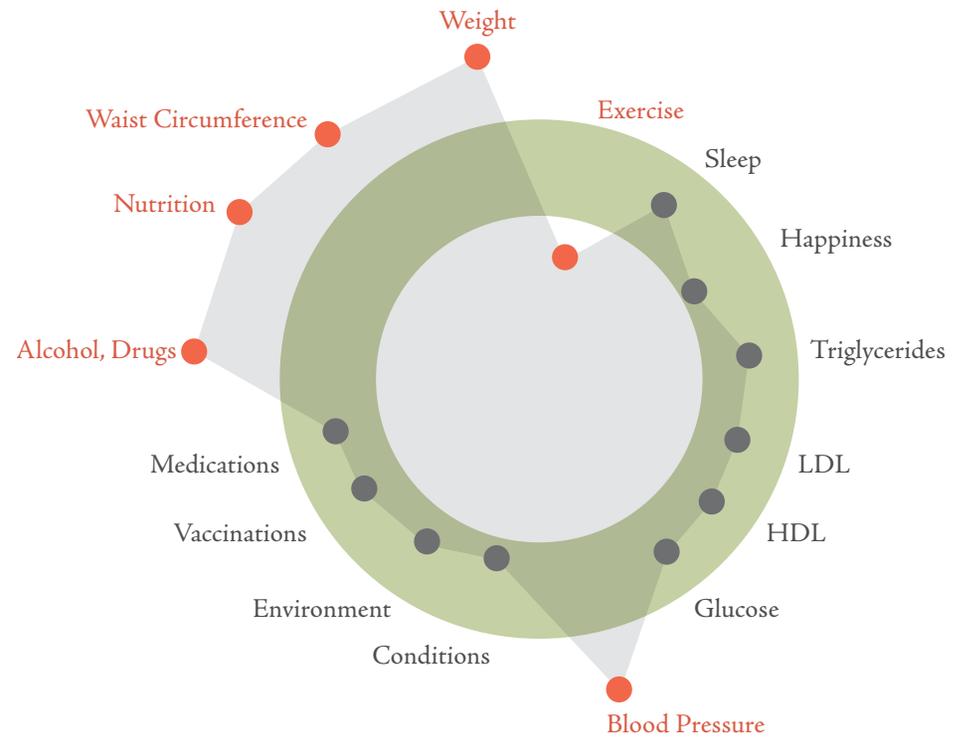
It is impossible to
evaluate the success of
a design if it does not
use real data.



Does this technique work?



Pre-Diabetes



Hypertension

Not all fake data looks fake

But, we need more than just **some** real data.
Everything has to be realistic.

Nutrition Recommendations

Foods that will help with...

Select the **most important** metric to focus your food basket upon.

- Glu **Glucose** !
- Cal **Calcium** !
- Mag **Magnesium** !
- Cre **Creatine Kinase**
- B12 **Vitamin B12**
- Fol **Folic Acid**
- D **Vitamin D**
- Fer **Ferritin**
- Chl **Cholesterol**
- Hem **Hemoglobin**

Limit to these food groups...

- Grains
- Fruits
- Vegetables
- Dairy
- Meats
- Nuts, seeds, legumes

Your Food Basket								2200 Daily Calories		Print	✕
Not happy with these foods? Generate a completely new food basket.											
	Food	Serving	Calories	Iron	Vitamin D	Folate	Lock / Replace				
Meats	Turkey	8 oz.	234	0.74	82.8	14.4					
	Chicken Breast	8 oz.	234	0.74	51.6 ^	1.87					
	Turkey	8 oz.	243	0.93 ^	24.7	5.13					
	Chicken Breast	8 oz.	234	0.98 ^	92.5	19.55 ^					
Fruits	Apple	1	234	0.74	82.8	14.4					
	Pear	1	234	0.74	51.6 ^	1.87					
	Banana	1	243	0.93 ^	24.7	5.13					
	Blueberries	1/2 cup	234	0.98 ^	92.5	19.55 ^					
Vegetables	Tomatoes	1/2 cup	234	0.74	82.8	14.4					
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Dairy	Milk	12 oz.	234	0.74	82.8	14.4					
	Eggs	2	234	0.74	51.6 ^	1.87					
	Swiss Cheese	3 oz.	243	0.93 ^	24.7	5.13					
Grains	Whole Wheat Bread	3 slices	234	0.74	51.6 ^	1.87					
	Whole Wheat Bagel	1	243	0.93 ^	24.7	5.13					
Totals		8 portions	2188	7.18 RDA = 8	473.37 RDA = 600	153.94 RDA = 400					

Food Preferences

Nutrition Recommendations

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Food Preferences

2% ↓ \$50649.89 spent of \$56,000,000,000.00

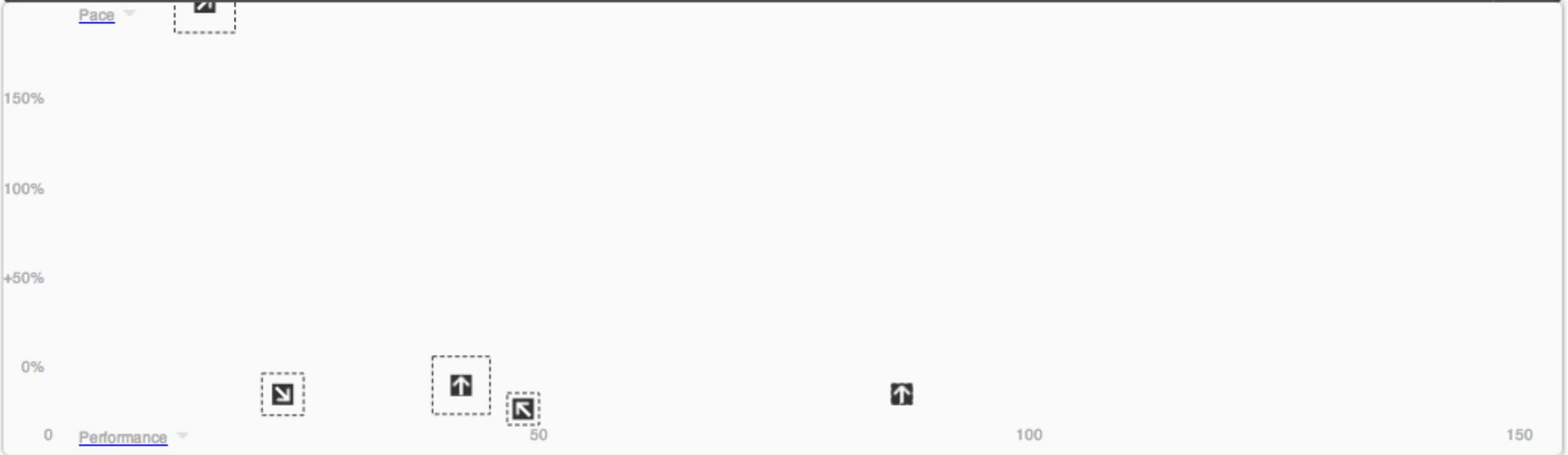
Cruise Control 5 Suggestions ⚙️

F-Series F150 Display

● ACTIVE 16.Jan, 12:00am - 30.Apr, 12:00am EST (6 days left)

\$3,837.52 
\$5,210.25

Budget \$ 56,000	CPM \$ 2.24	Impressions 22,590,514	Actions 13,388	CPA \$ 3.78	DFA ▾ + Goal
-----------------------------------	------------------------------	---	---------------------------------	------------------------------	--------------------



☰
8 Active 0 Ended
Stats: All-Time Yesterday
Filter ▾
Sort by Flight Name ▾

PACE
 BID
 CPM
 IDEAL CPM
 BUDGET
 IMPRESSIONS
 CTR
 ACTIONS
 CPA
 SPEND

2% ↓

\$50649.89 spent of \$56,000,000,000.00

Cruise Control

5 Suggestions

F-Series F150 Display

● ACTIVE

16.Jan, 12:00am - 30.Apr, 12:00am EST (6 days left)

\$3,837.52

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Budget

\$ 56,000

CPM

\$ 2.24

Impressions

22,590,514

Actions

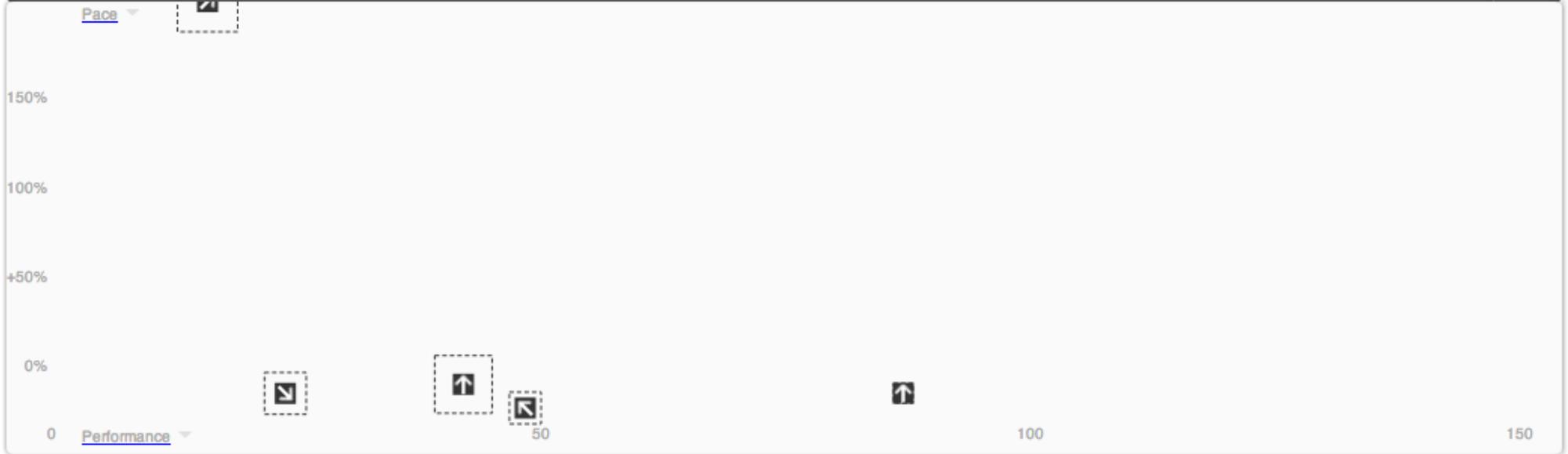
13,388

CPA

\$ 3.78

DFA

+ Goal



Search

Menu

8 Active 0 Ended

Stats: All-Time Yesterday

Filter

Sort by Flight Name

PACE BID CPM IDEAL CPM BUDGET IMPRESSIONS CTR ACTIONS CPA SPEND

2% ↓

\$50649.89 spent of \$56,000,000.00

Cruise Control

5 Suggestions

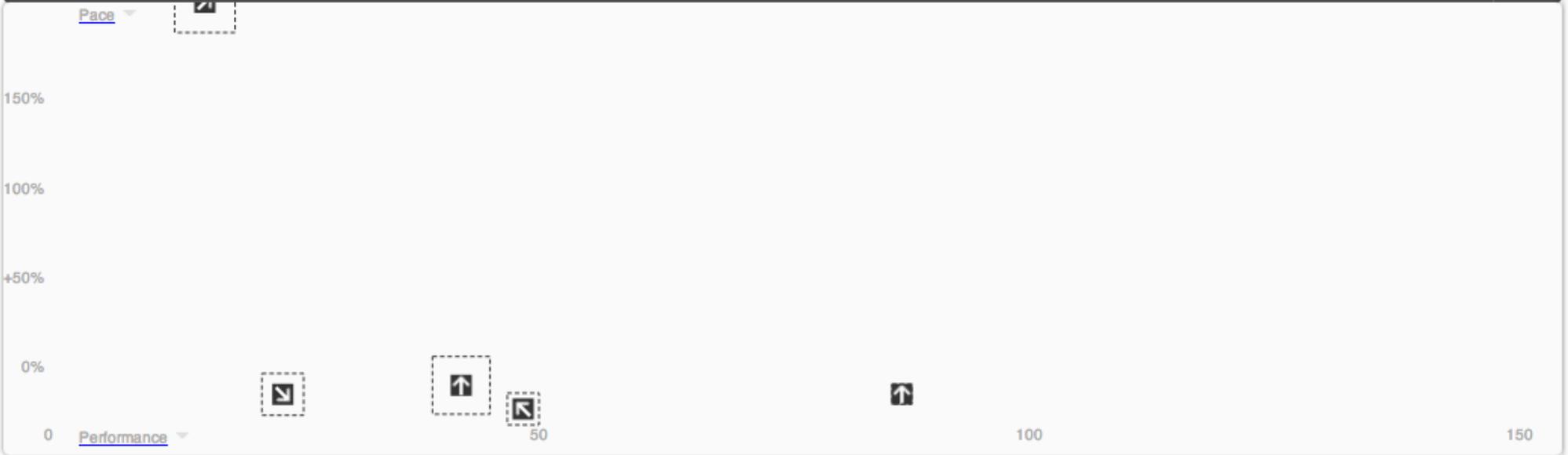
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Stats: All-Time Yesterday
Filter ▾
Sort by Flight Name ▾

PACE
 BID
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 IDEAL CPM
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 CTR
 ACTIONS
 CPA
 SPEND

Recent Analyses

August 8, 2011



7% overall health improvement | [View details](#)

Glu GLUCOSE

92 mg/dL



Cal CALCIUM

9.2 mg/dL



Mag MAGNESIUM

2.1 mg/dL



Cre CREATINE KINASE

66 U/L



B12 VITAMIN B12

336 pg/mL



Fol FOLIC ACID

19.6 ng/mL



D VITAMIN D

19 ng/mL



Fer FERRITIN

118 ng/mL



Chl CHOLESTEROL

214 mg/dL



Hem HEMOGLOBIN

16.6 g/dL



Collapsed View



Recent Analyses

August 8, 2011



7% overall health improvement | [View details](#)

Glu GLUCOSE 92 mg/dL	Cal CALCIUM 9.2 mg/dL	Mag MAGNESIUM 2.1 mg/dL	Cre CREATINE KINASE 66 U/L	B12 VITAMIN B12 336 pg/mL
Fol FOLIC ACID 19.6 ng/mL	D VITAMIN D 19 ng/mL	Fer FERRITIN 118 ng/mL	Chl CHOLESTEROL 214 mg/dL	Hem HEMOGLOBIN 16.6 g/dL

Collapsed View

Ben Salinas

Male (35)

Cholesterol

LDL

H 160
L 100152 mg/dl
Normal

HDL

H 60
L 4051 mg/dl
Normal

Triglycerides

H 150
L 110160 mg/dl
High

What You Should Know...

High Cholesterol level is often a symptom of Diabetes. It can lead to complications including blindness, kidney failure, and loss of limbs.

What is Cholesterol?

Cholesterol comes from carbohydrate foods and is the main source of energy used by the body. Insulin is a hormone that helps your body's cells use the glucose. Insulin is a peptide hormone, produced by beta cells of the pancreas, and is central to regulating carbohydrate and fat metabolism in the body...

[Learn More](#)

Watch a video



How Cholesterol affects to my body?

High Cholesterol Levels

High Cholesterol Levels, or hyperglycemia, can cause dry mouth, blurred vision, and fatigue. If not treated over the course of years, it can lead to complications including blindness, kidney failure, and loss of limbs.

High Cholesterol Levels is often a symptom of Diabetes.

Low Cholesterol Levels

Low Cholesterol Levels, or hypoglycemia, can cause fatigue, dizziness and nausea. If not treated in the short term, it can cause fainting, seizures and death.

Is this data representative?



\$2,088.85

TOTAL PAID TO SQUARE

\$9,411.15

REMAINING BALANCE



\$0 \$11,400

Date	Description	Amount
Today	Square Capital payment	\$95.61
Yesterday	Square Capital payment	\$90.18
02/06/14	Square Capital payment	\$78.14
02/05/14	Square Capital payment	\$41.21
02/04/14	Square Capital payment	\$49.16
02/03/14	Square Capital payment	\$41.88
02/01/14	Square Capital payment	\$36.71
01/28/14	Square Capital payment	\$43.68
01/27/14	Square Capital payment	\$39.60
01/26/14	Square Capital payment	\$44.91
01/25/14	Square Capital payment	\$45.12
01/24/14	Square Capital payment	\$41.83
01/23/14	Square Capital payment	\$41.21
01/21/14	Square Capital payment	\$49.16
01/20/14	Square Capital payment	\$41.88
01/19/14	Square Capital payment	\$36.71

Square Capital

PAYMENT

Feb 10, 2014, 7:00 PM

\$95.61

Previous Balance	\$9,505.73
Total Card Sales Processed	\$95.61
10% Payment to Square	(\$9.56)
Remaining Balance	\$9,345.54

Done



SALES

ITEMS

EMPLOYEES

BUSINESS

Public Profile

Fulfillment

Bank Account

Capital

Email Notif

\$2,088.85

TOTAL PAID TO SQUARE

\$9,411.15

REMAINING BALANCE



Date	Description	Amount
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Yesterday	Square Capital payment	\$90.18
02/06/14	Square Capital payment	\$78.14



SALES

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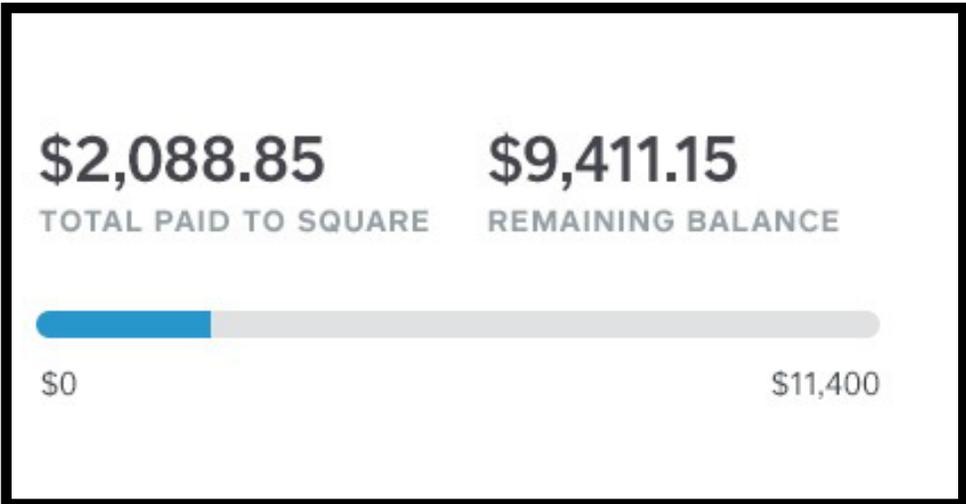
REMAINING BALANCE



\$0

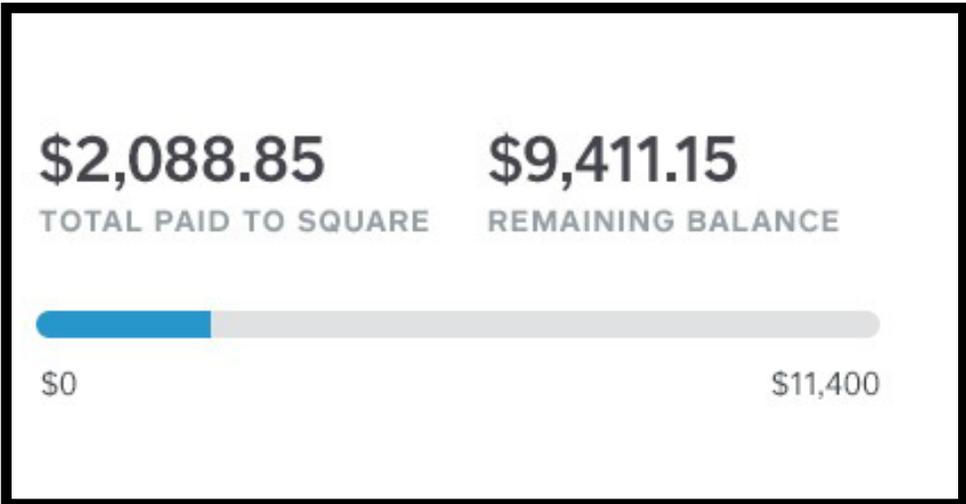
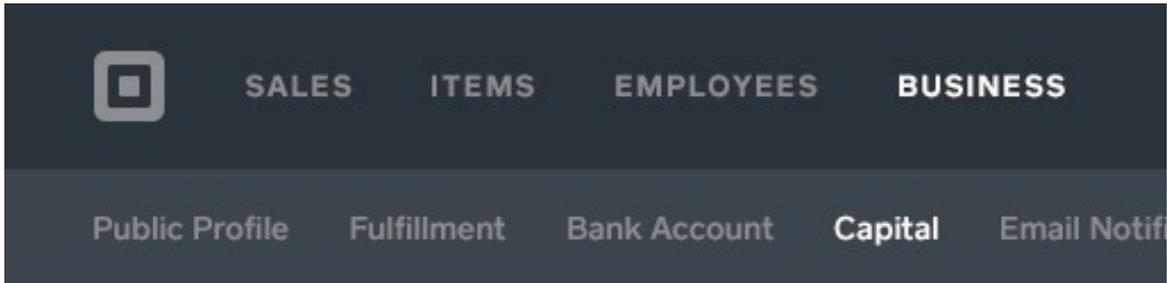
\$11,400

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Date	Description	Amount
Today	Square Capital payment	\$95.61
Yesterday	Square Capital payment	\$90.18
02/06/14	Square Capital payment	\$78.14

$$\begin{aligned} &2,088.85 \\ + &9,411.15 \\ = &11,500 \end{aligned}$$



Date	Description	Amount
Today	Square Capital payment	\$95.61
Yesterday	Square Capital payment	\$90.18
02/06/14	Square Capital payment	\$78.14

$$\begin{aligned} & 2,088.85 \\ + & 9,411.15 \\ = & 11,500 \end{aligned}$$

As soon as someone actually tries to use this screen, you will find this out.

Square Capital

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Whether this is subtraction fundamentally changes whether this screen is easy to understand or impossible



Ben Salinas @bensalinas · May 28

Spent 5 minutes trying to understand what the part on the right was showing me. FakeData=FakeDesign=FakeFeedback. pic.twitter.com/yefl1oHsGq

← Reply ★ Favorite ... More



Allen Cheung @allenmhc · May 28

@bensalinas @Square No, that looks like a screenshot of an internal demo version of the app. The list continues offscreen.

← Reply ↻ Retweet ★ Favorite ... More



Ben Salinas @bensalinas · May 28

@allenmhc @Square Ahh. I assumed a comp because $2088.85 + 9411.15 \neq 11400$ and the individual payment numbers don't add up.

← Reply ★ Favorite ... More



Ben Salinas @bensalinas · May 28

@allenmhc @Square Regardless, looks like the screenshot on the marketing site has been updated now with more realistic numbers.

← Reply ★ Favorite ... More





\$2,189.88

TOTAL PAID TO SQUARE

\$9,210.12

REMAINING BALANCE



Date	Description	Amount
Today	Square Capital payment	\$95.61
Yesterday	Square Capital payment	\$90.18
02/06/14	Square Capital payment	\$78.14
02/05/14	Square Capital payment	\$41.21
02/04/14	Square Capital payment	\$49.16
02/03/14	Square Capital payment	\$41.88
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01/23/14	Square Capital payment	\$41.21
01/21/14	Square Capital payment	\$49.16
01/20/14	Square Capital payment	\$41.88
01/19/14	Square Capital payment	\$36.71

Square Capital

PAYMENT

Feb 10, 2014, 7:00 PM

\$95.61

Previous Balance	\$9,305.73
Total Card Sales Processed	\$956.12
10% Payment to Square	(\$95.61)
Remaining Balance	\$9,210.12

Done

Email Notifications

Applications

Square Capital

PAYMENT

Feb 10, 2014, 7:00 PM

\$95.61

Previous Balance	\$9,305.73
Total Card Sales Processed	\$956.12
10% Payment to Square	(\$95.61)
Remaining Balance	\$9,210.12

Email Notifications

Applications

Square Capital

PAYMENT

Feb 10, 2014, 7:00 PM

\$95.61

Previous Balance	\$9,305.73
Total Card Sales Processed	\$956.12
10% Payment to Square	(\$95.61)
Remaining Balance	\$9,210.12

Now I understand where 95.61 came from!