

In order to tell its story, we need to

Understand The Data

Firstname Lastname
Firstname Lastname
Firstname Lastname
Firstname Lastname
Firstname Lastname
Firstname Lastname

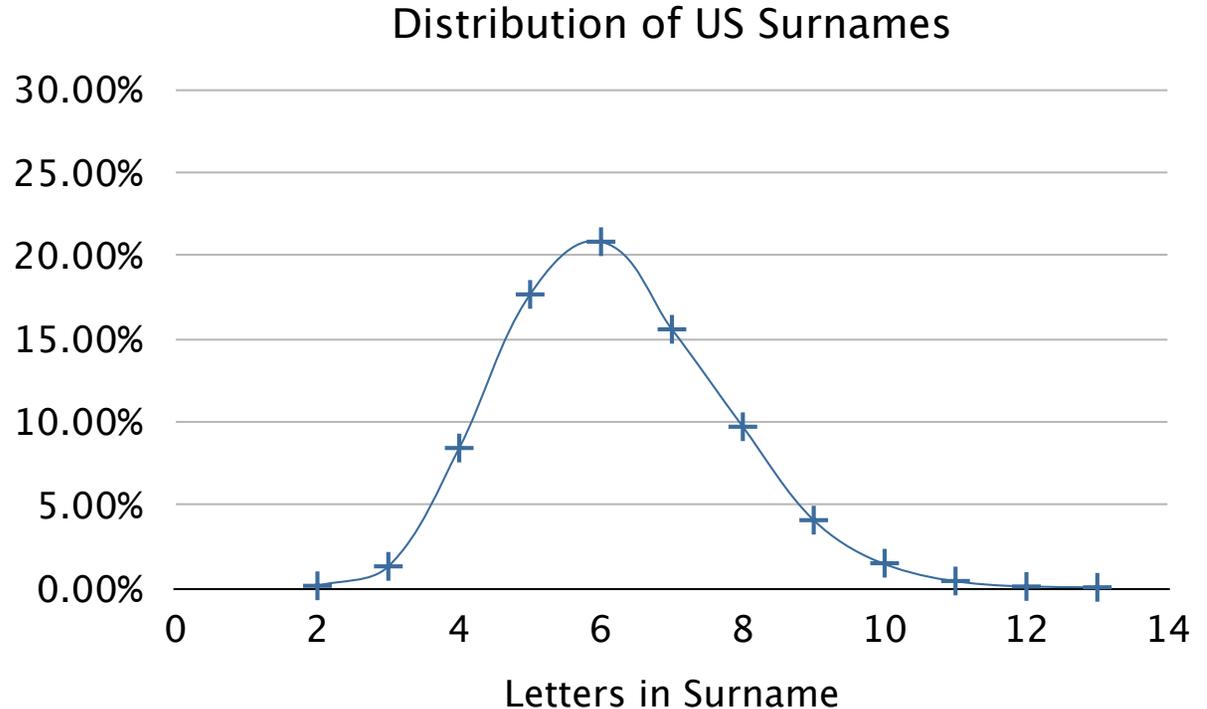
Andrei Herasimchuk
Dirk Knemeyer
Kriengsak Niratpattanasai
Tiff Biset
Katrina Penruddocked-Longoria
Juhan Sonin

Real Data has a min and max.

Design with outliers in mind

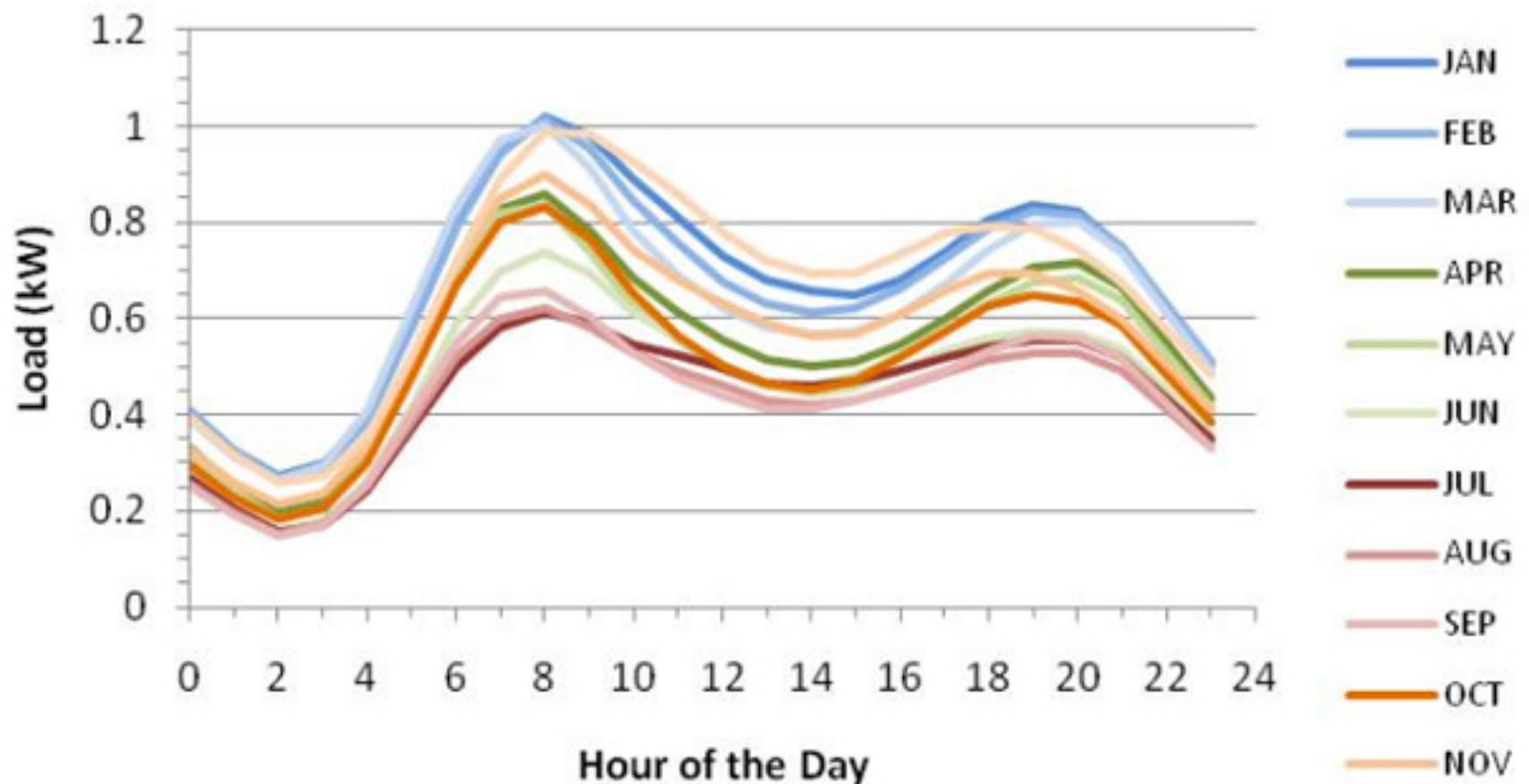
Firstname Lastname
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Firstname Lastname
Firstname Lastname
Firstname Lastname
Firstname Lastname

Jennifer Patel
Ben Salinas
Dirk Knemeyer
Eric Benoit
Emily Twaddell
Juhan Sonin
Jonathan Follett
Adam Pere
Sarah Kaiser
Sein Woo
Xingjie "Roger" Zhu
Michael Bester



Real Data has an average and a distribution

Water Heater Usage by Hour and Month



Source: <http://www.digikey.com/en-US/articles/techzone/2011/jun/water-heaters-find-key-role>

Real Data is cyclical

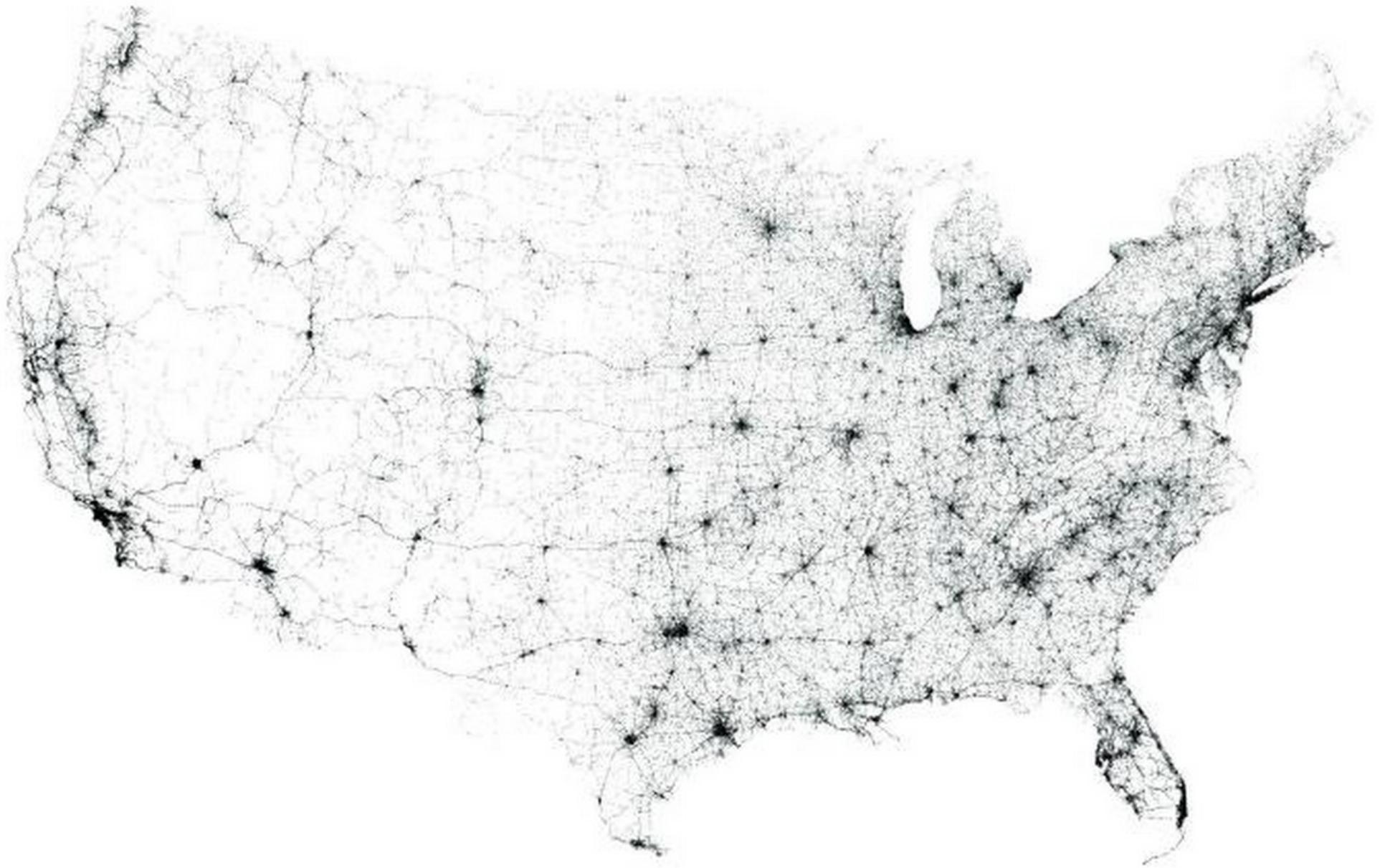


FIGURE 1-16 *Everything mapped at once*

Real data is interesting at multiple levels

from Data Points by Nathan Yau

Annual fatal crashes

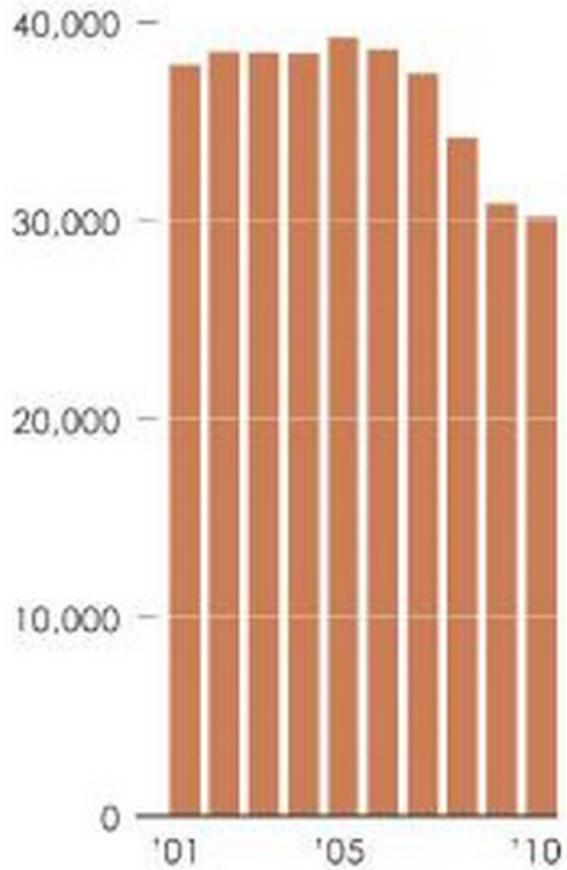


FIGURE 1-17 Annual fatal accidents

Real data is interesting at multiple levels

from Data Points by Nathan Yau

Monthly fatal crashes

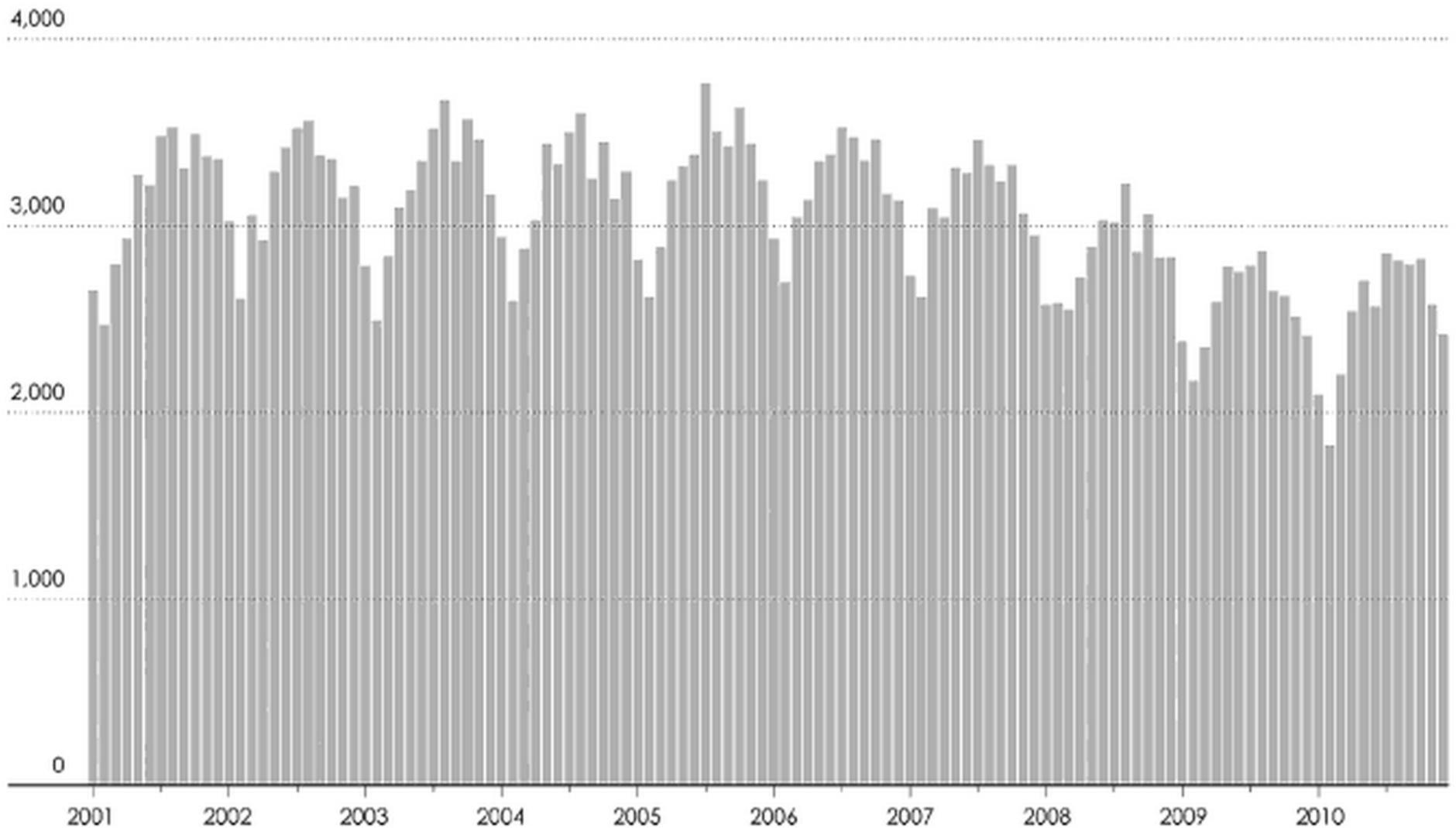


FIGURE 1-18 Monthly fatal accidents

Real data is interesting at multiple levels

from Data Points by Nathan Yau

Daily fatal crashes

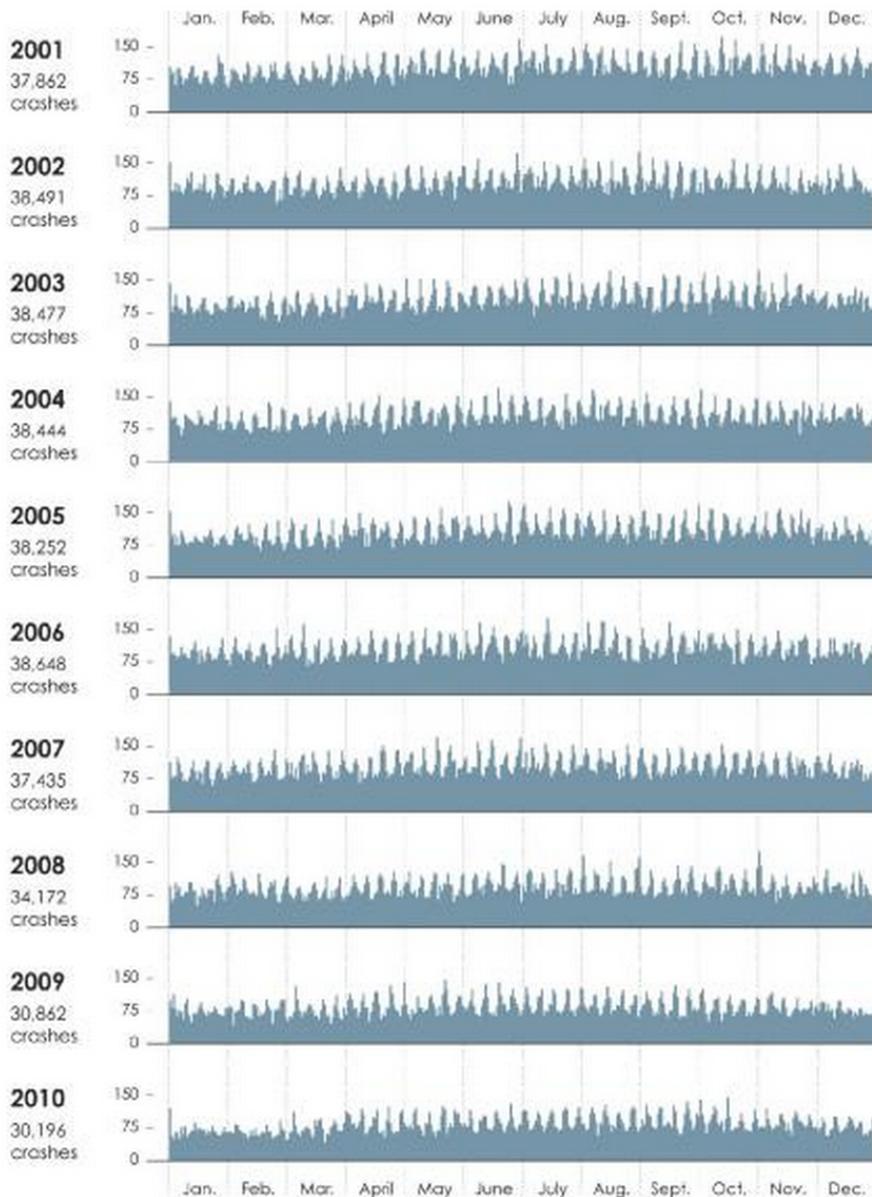
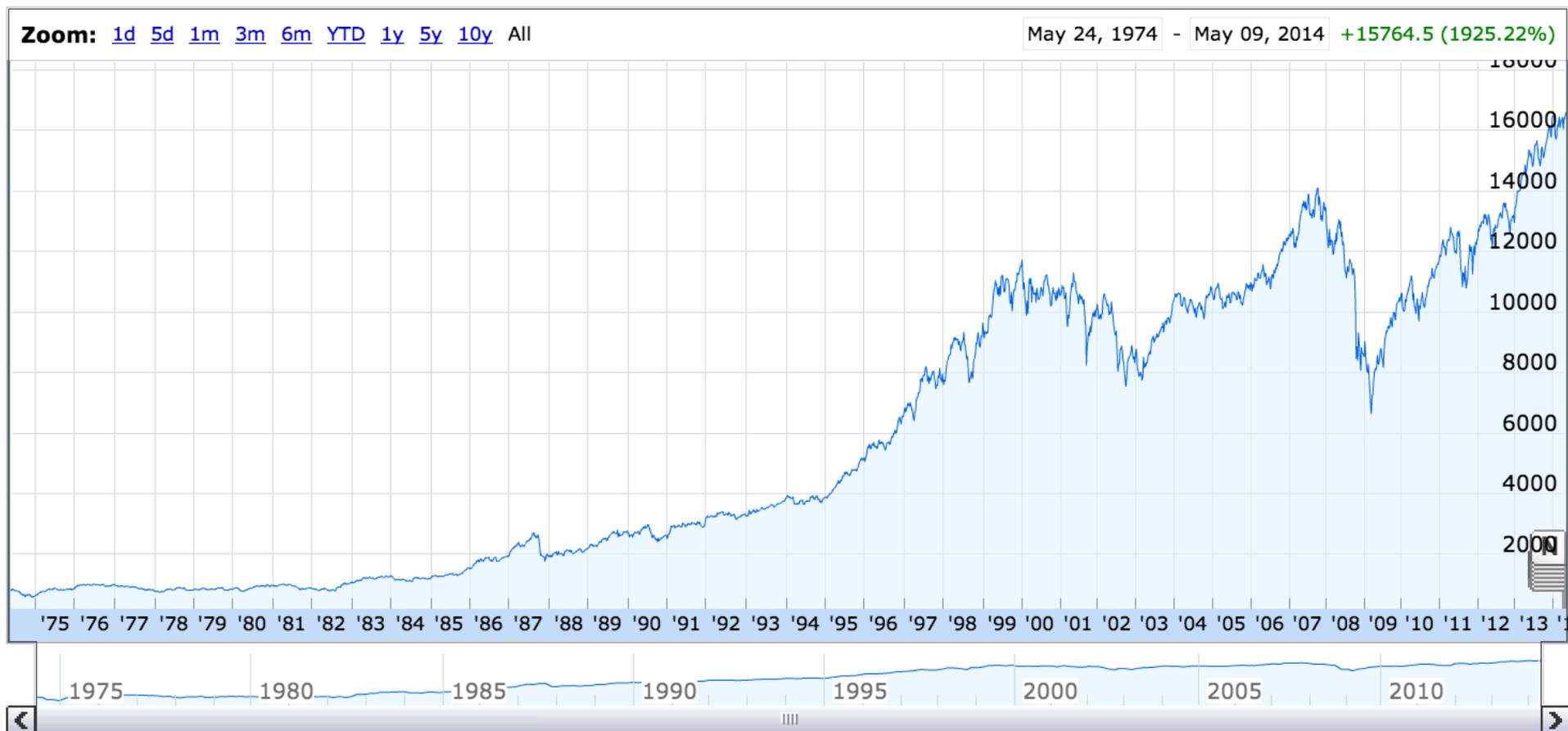


FIGURE 1-19 Daily fatal accidents

Real data is interesting at multiple levels

from Data Points by Nathan Yau

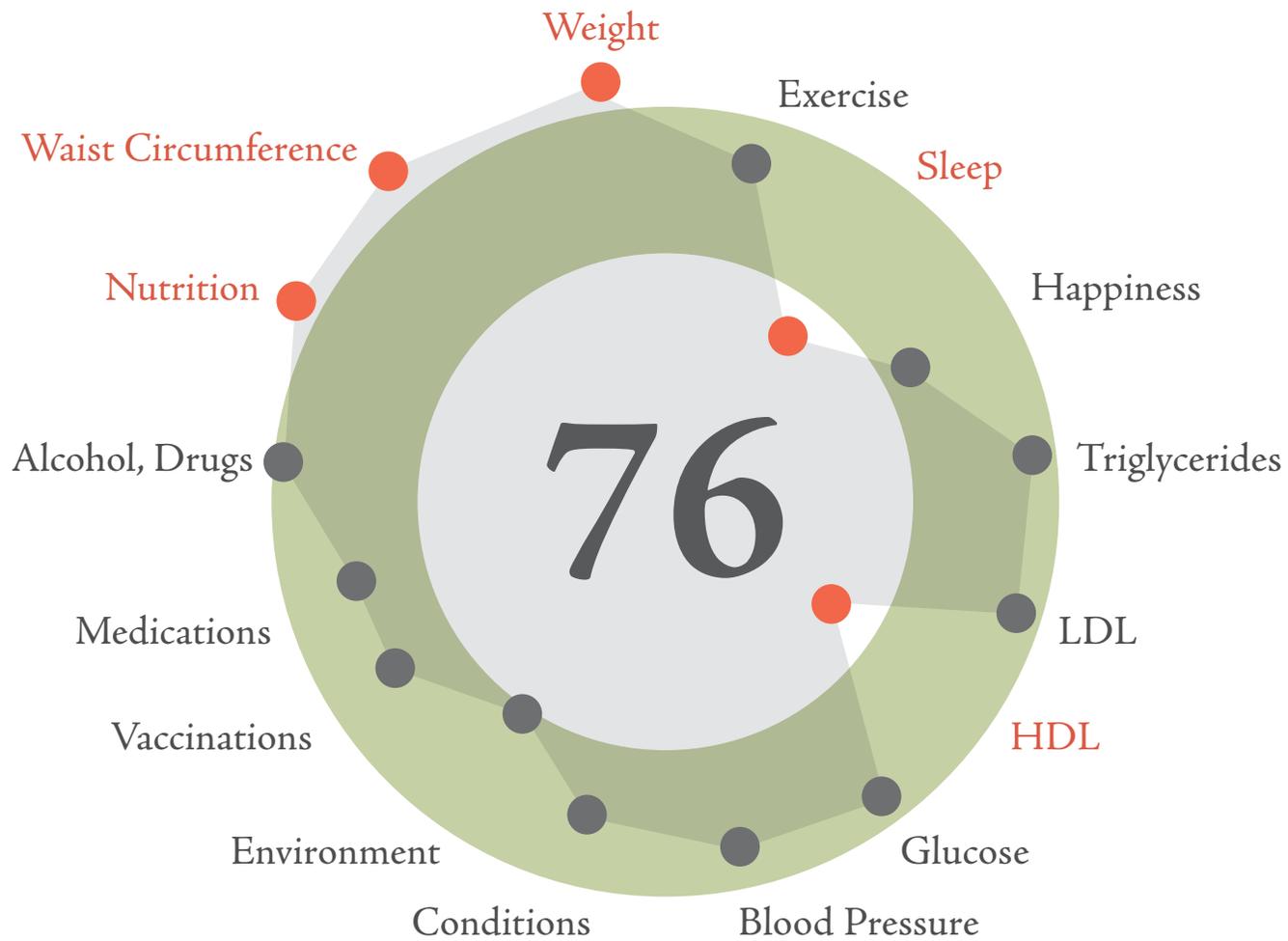


Real data has a story.

Dow Jones Industrial Average 1974 - 2014

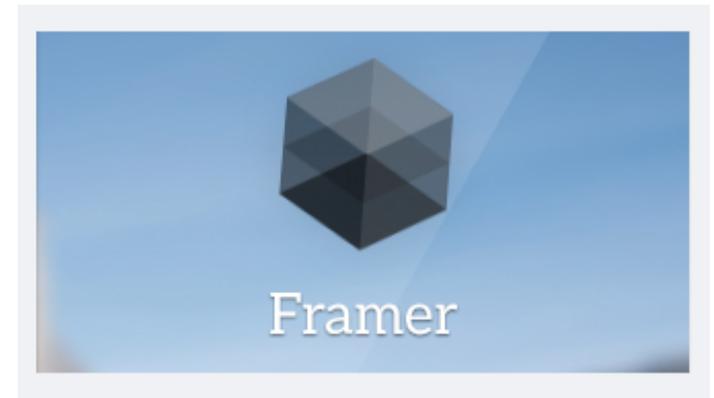


Real data has a story.

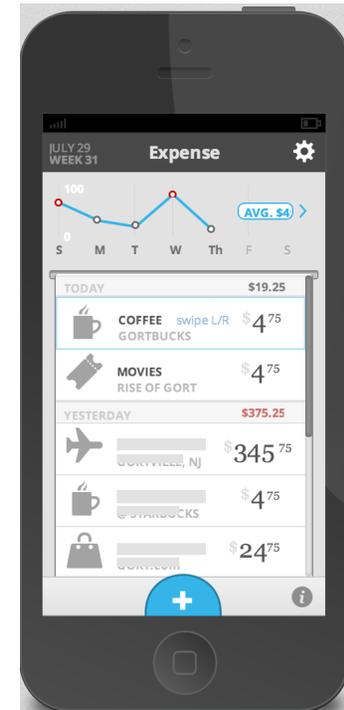
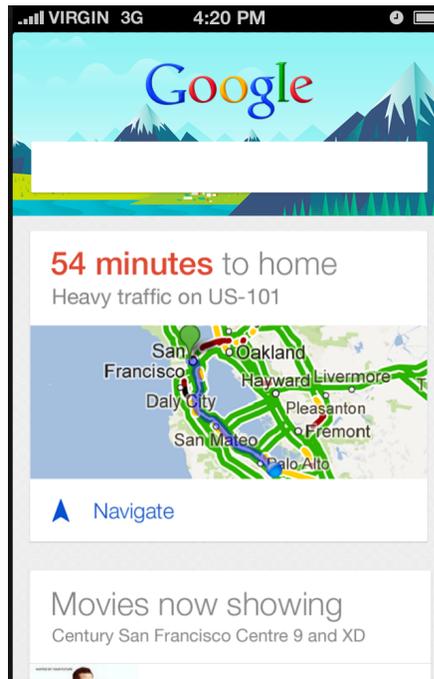
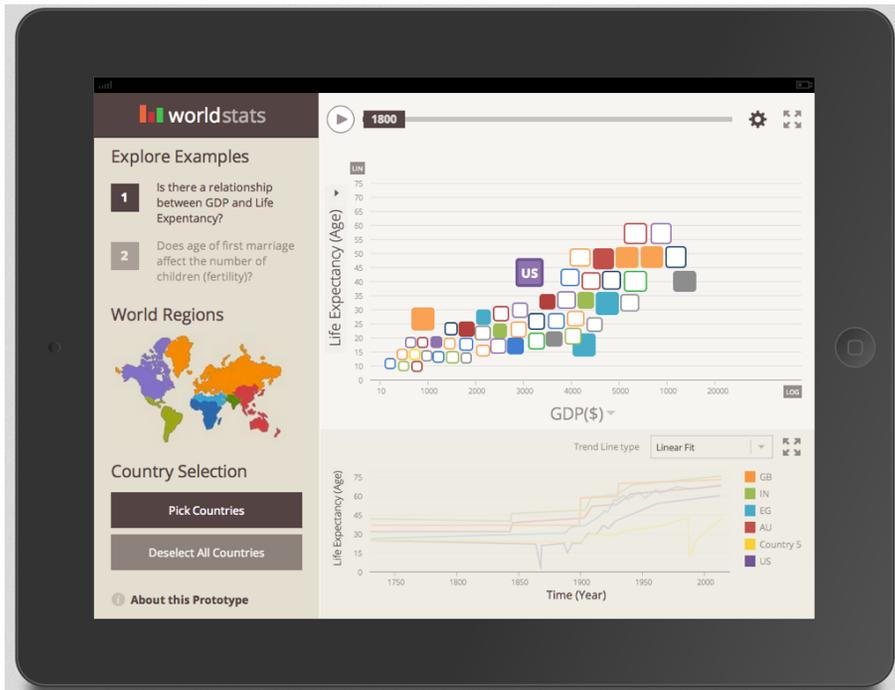


Real data has a story.

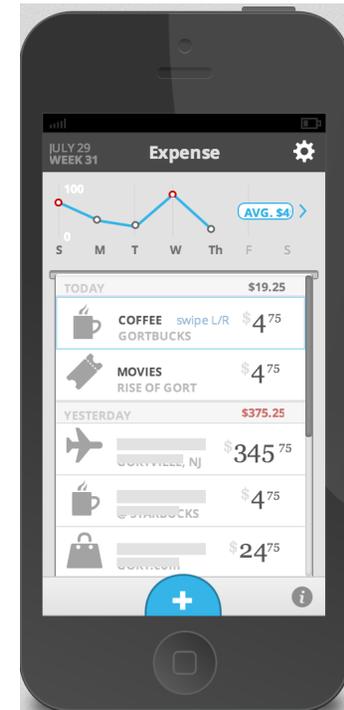
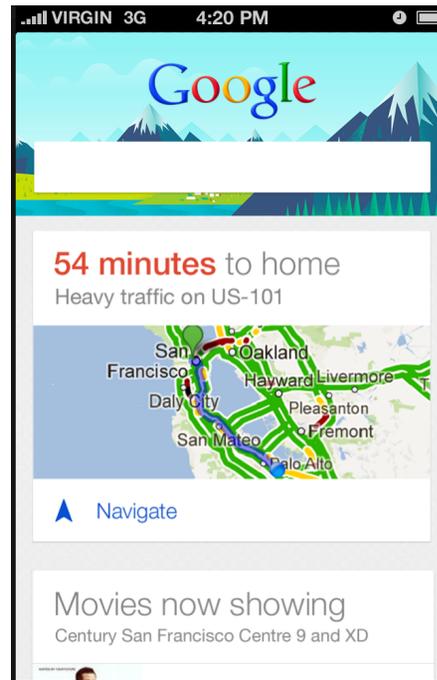
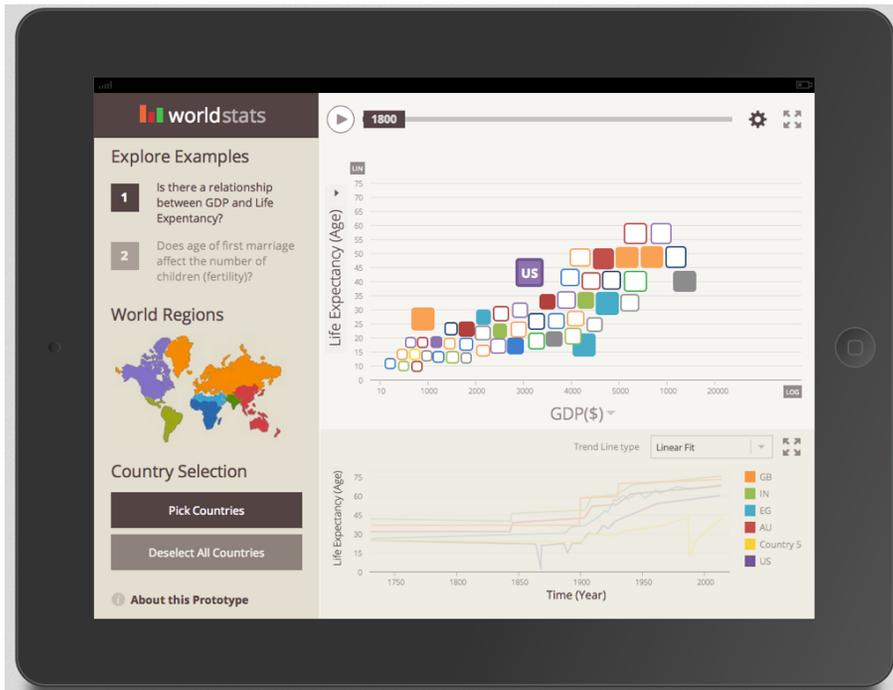
Incorporating Data in Your Designs



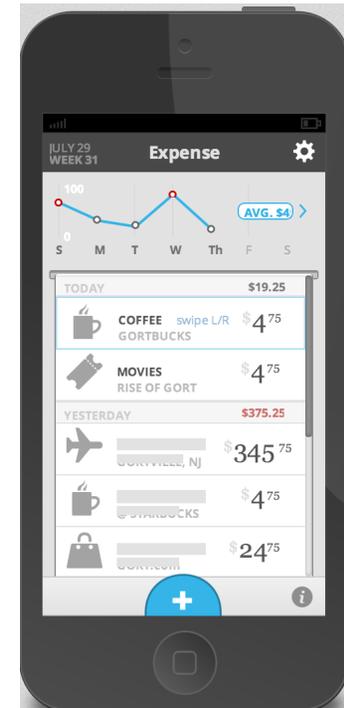
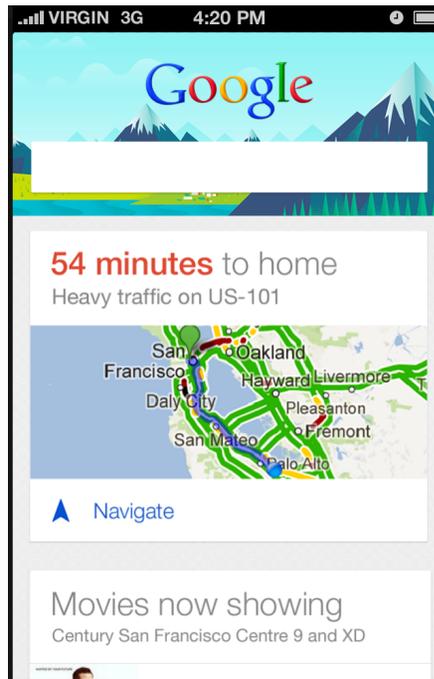
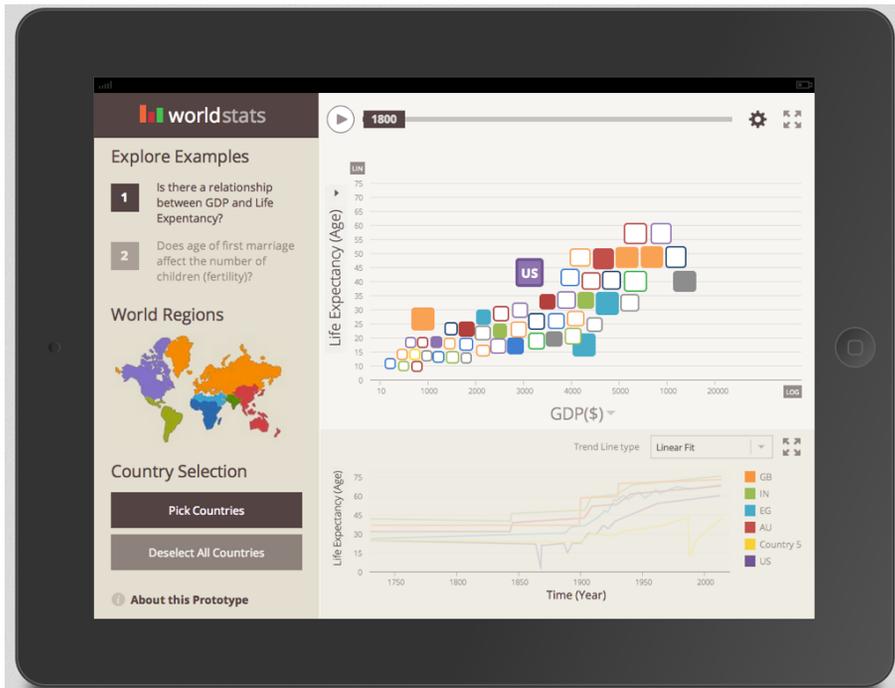
Rapid “Prototyping” Tools are Flourishing



They allow designers to build interactive prototypes



They allow designers to build ~~interactive prototypes~~



They allow designers to build
~~interactive prototypes~~
flashy demos of static designs


FLIGHTS

BOS-LAX | Jun 6 - Aug 23

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AIRLINES
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STOPS
ALL >

AIRPORTS
ALL >

MIN PRICE

MAX PRICE

\$560
per person



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Flight Details

[Save it for Later](#)

\$560
per person



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Flight Details

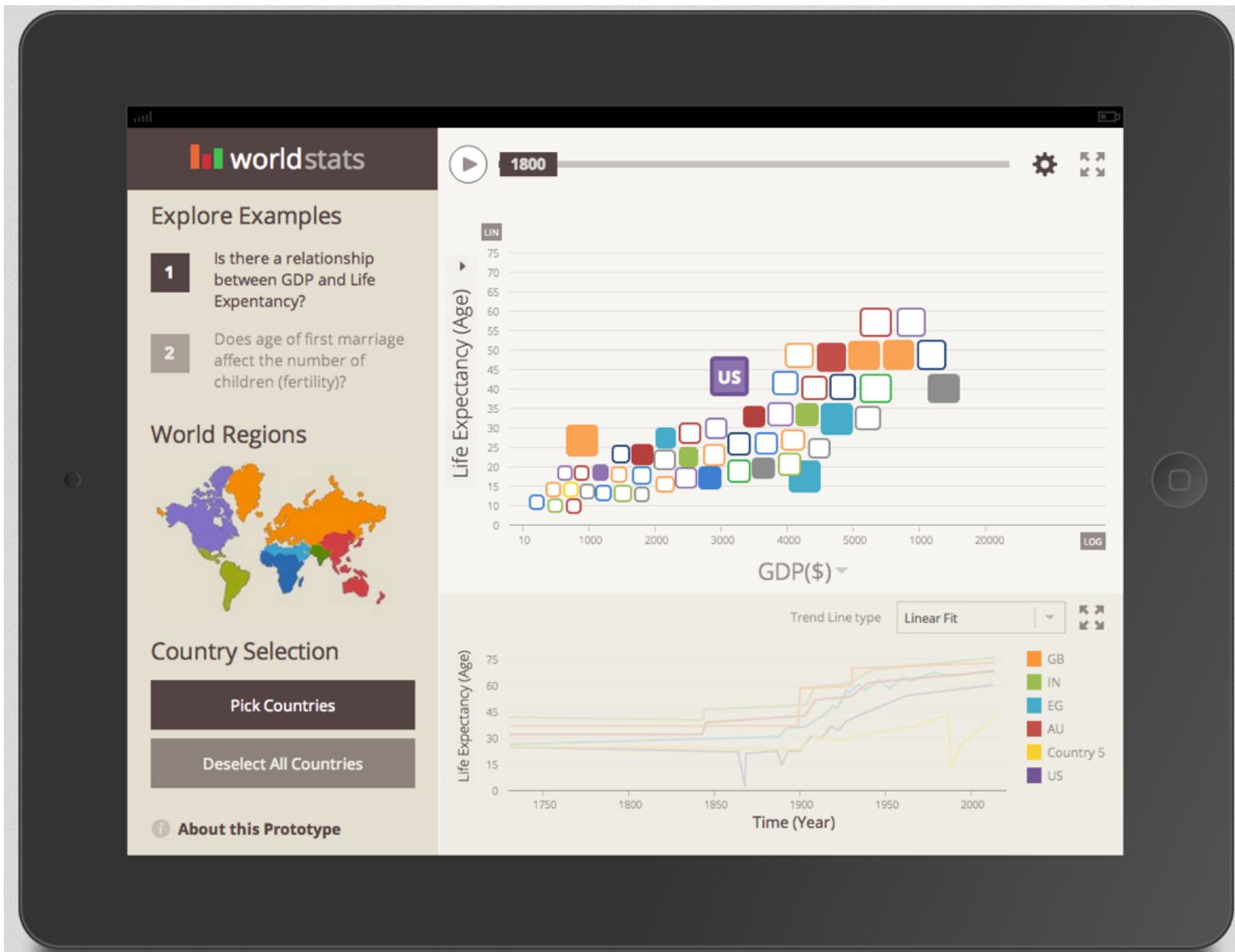
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Found 12345 Matching Flights

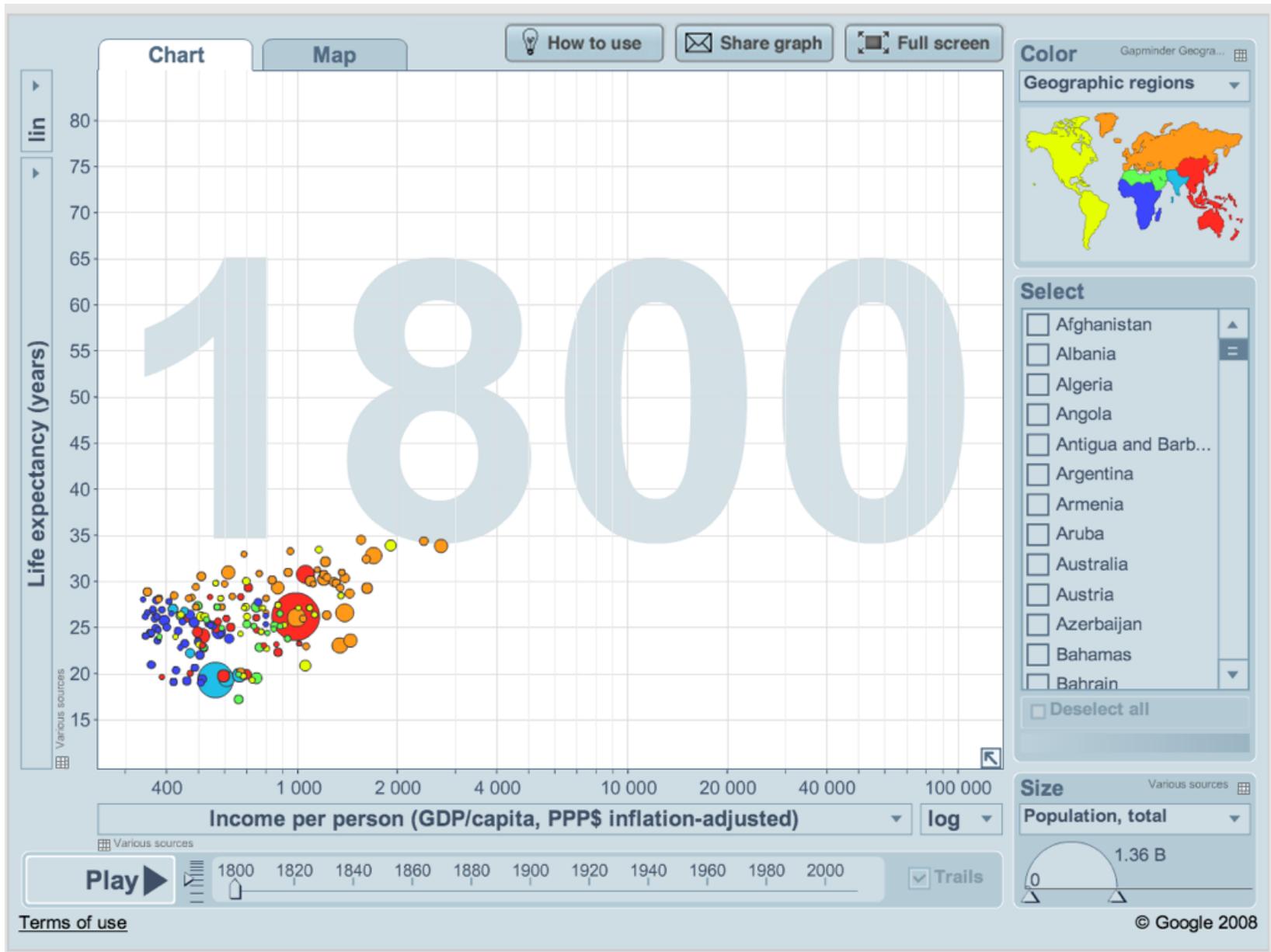

 TRIPS


 SIGN IN

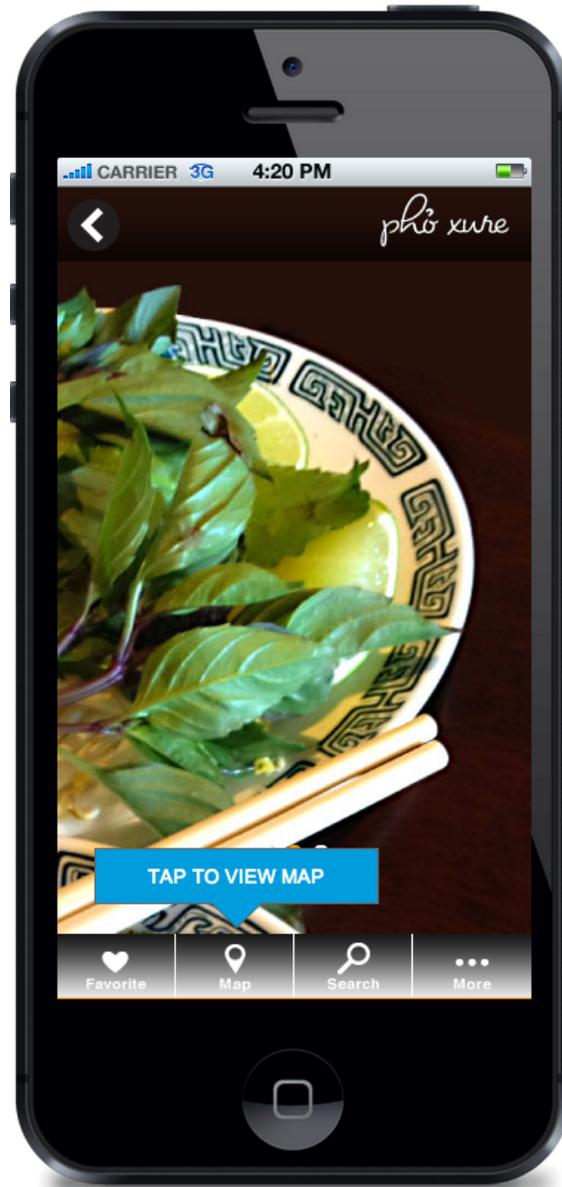
Which flight will you pick?



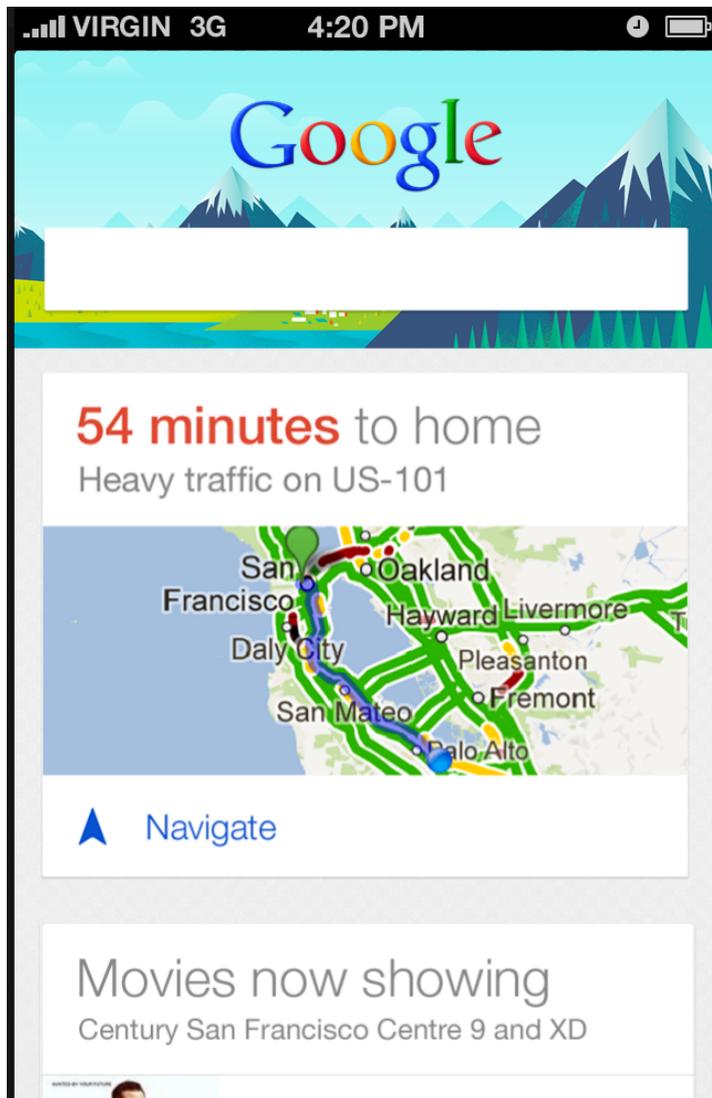
Indigo Studio is great! Check out this interactive prototype. It has graphs!



Except... it isn't really interactive. Or real.



“Advanced Prototypes” in Axure



Framer - “A prototyping tool for animation and interaction on desktop and mobile.”

Show animation techniques to your developers.

All of these tools focus on
moving images around.

Transitions influence the
understanding of a design...

But the content matters more.