

ERIN WALDRON FROM DATA DOZEN · NOVEMBER 30, 2021 · DATA VISUALIZATION MAKEOVERS · WORKSHOP 3

PERFORMANCE TESTING

HOW TO GATHER FEEDBACK TO IMPROVE AND VALIDATE YOUR DATA VISUALIZATIONS



ROADMAP

Here's what we'll cover with our three workshops.

COMPREHENSION

FUNCTIONALITY

How does the visualization work?



EMOTION

AESTHETICS

How does the visualization feel?



VALIDATION

TESTING

How does the visualization perform?



ROADMAP

Here's what we'll cover with our three workshops.

COMPREHENSION FUNCTIONALITY

How does the visualization work?



EMOTION AESTHETICS

How does the visualization feel?



VALIDATION TESTING

How does the visualization perform?



THANKS FOR THE FEEDBACK

Stone & Heen identify three distinct types of feedback.

APPRECIATION

to acknowledge and thank



COACHING

to empower personal growth



EVALUATION

to rate against standards



THANKS FOR THE FEEDBACK

Be explicit about the type of feedback you're seeking.

APPRECIATION

to acknowledge and thank



COACHING

to empower personal growth



EVALUATION

to rate against standards



STEPHEN COVEY

“People don’t care how much you know until they know how much you **care**.”





MOOD BOARD

Create a shared visual language



SAMPLER

Draft a variety of options



SUCCESS

Define the best case scenario

SIX STRATEGIES TO GATHER DATAVIZ FEEDBACK

PREMORTEM

Anticipate the worst case scenario



WORKSHOP

Listen to folks respond to your work



TEST DRIVE

Watch user experiences in real time





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EARLY FEEDBACK

It's impossible to edit a **blank** page.





- Colors
- Fonts
- Branding
- Words
- Sample Vizzes
- Sample Dashboards

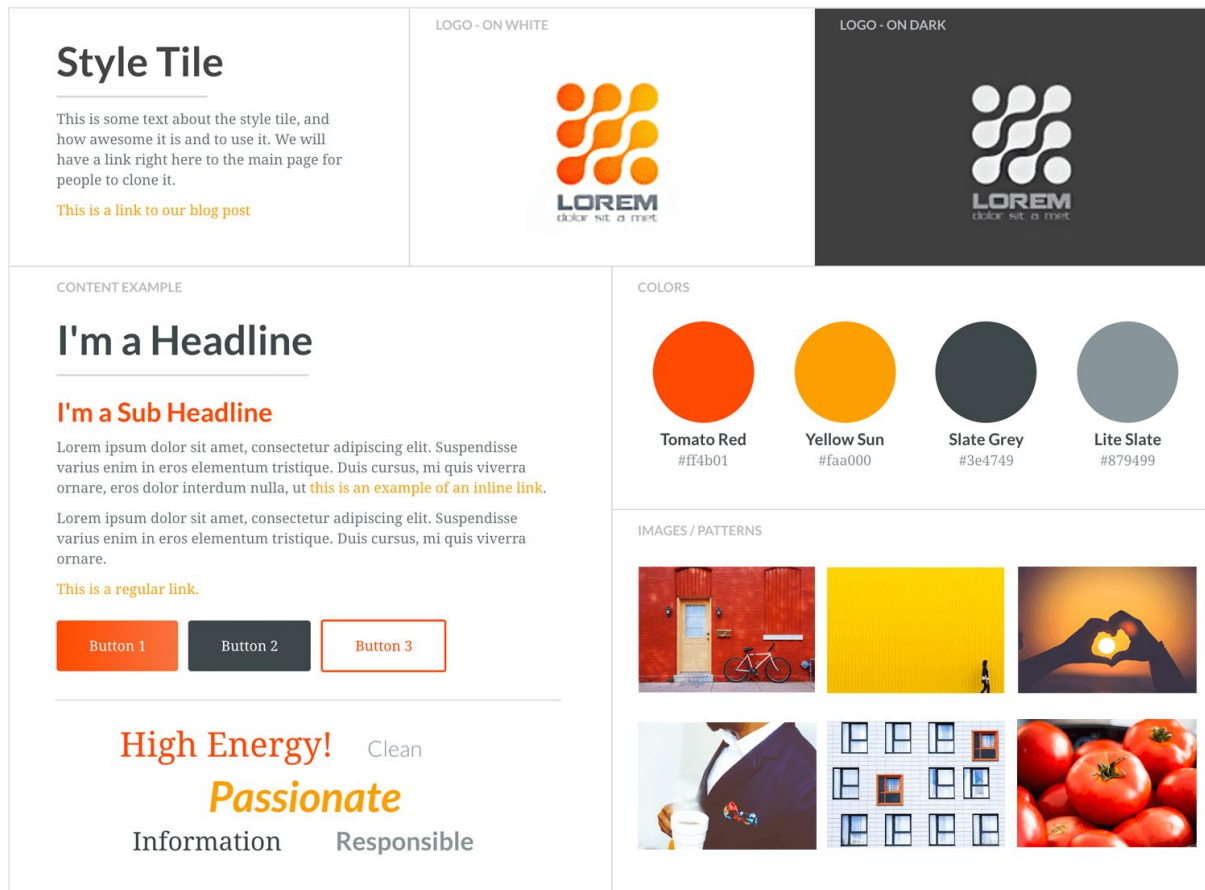
DESIGN | April 08, 2020

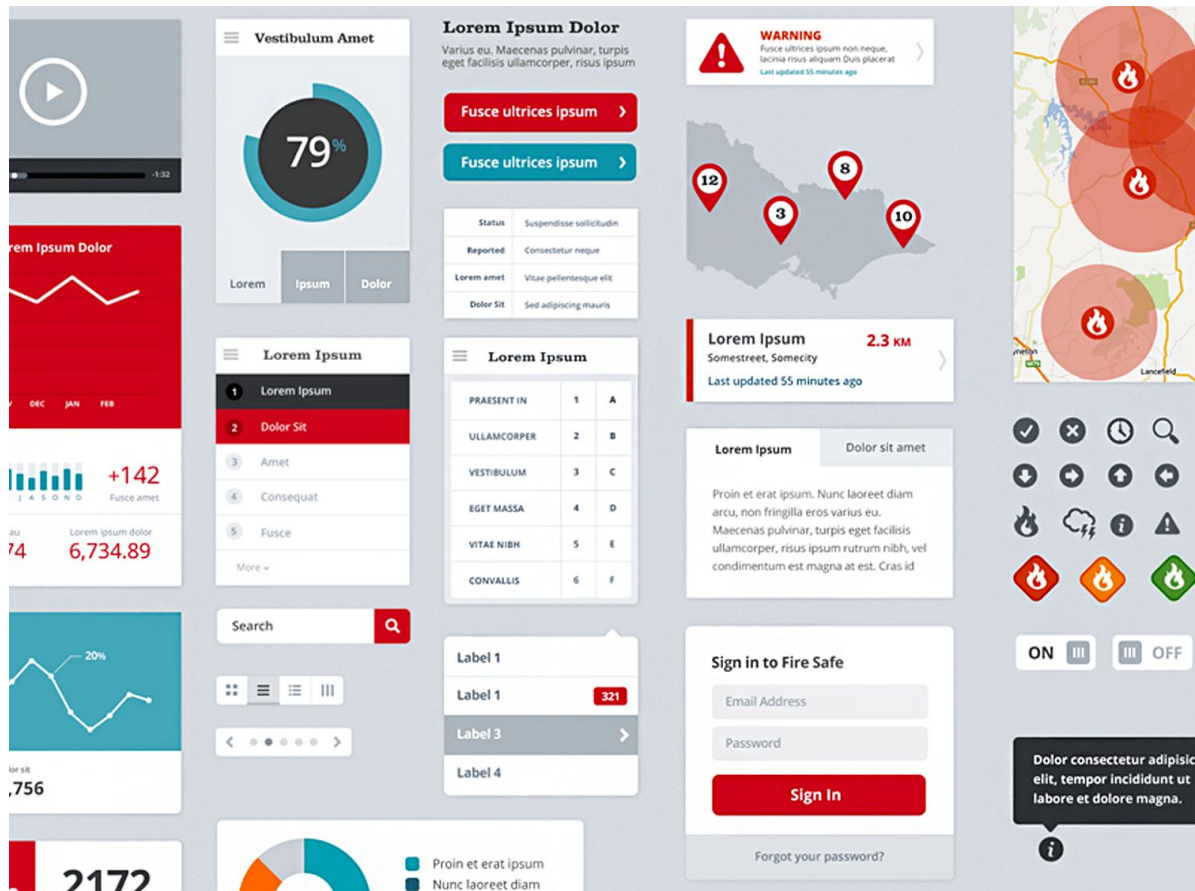


Create a shared visual language

1) MOOD BOARD









- Colors
- Fonts
- Branding
- Words
- Sample Vizzes
- Sample Dashboards

RESOURCE LINKS

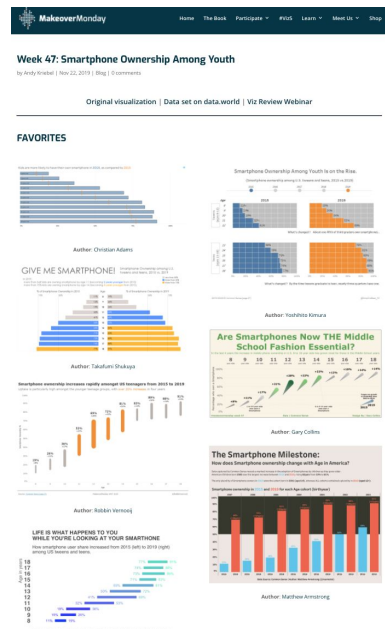
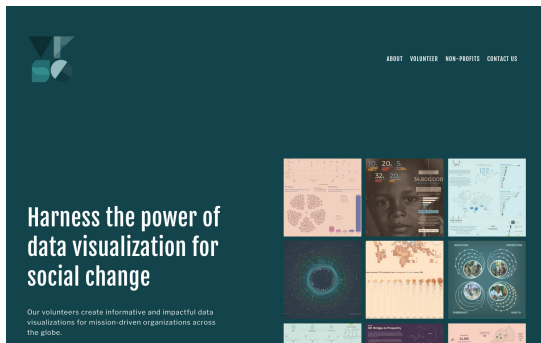
- [Just In Mind Blog Post Samples](#)
- [PowerBI Gallery](#)
- [Google Data Studio Gallery](#)
- [Tableau Public Gallery](#)
- [Excel Gallery / Storytelling with Data](#)

Create a shared visual language

1) MOOD BOARD



- Draft lightly in multiple directions
- Timebox and share draft workbook
- Sharing unfinished work takes guts
- Management v. Leadership
- Viz for Social Good
- Makeover Monday

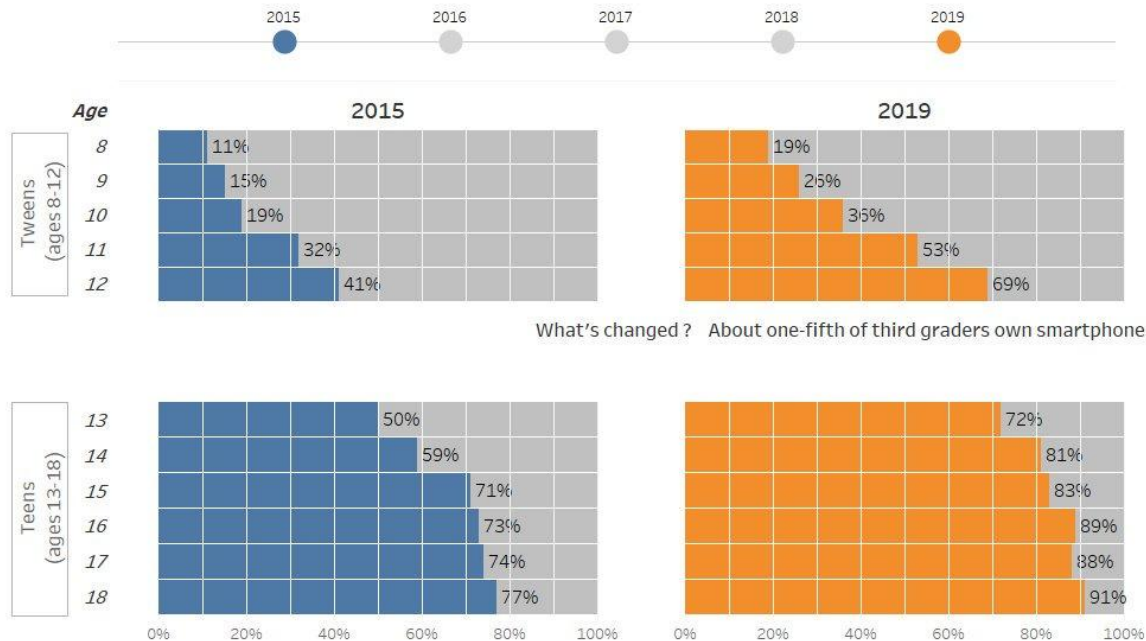


Draft a variety of options

2) SAMPLER

Smartphone Ownership Among Youth Is on the Rise.

(Smartphone ownership among U.S. tweens and teens, 2015 vs.2019)



What's changed ? About one-fifth of third graders own smartphones .

What's changed ? By the time tweens graduate to teen, nearly three-quarters have one.

DATA SOURCE: Common Sense (page 27)

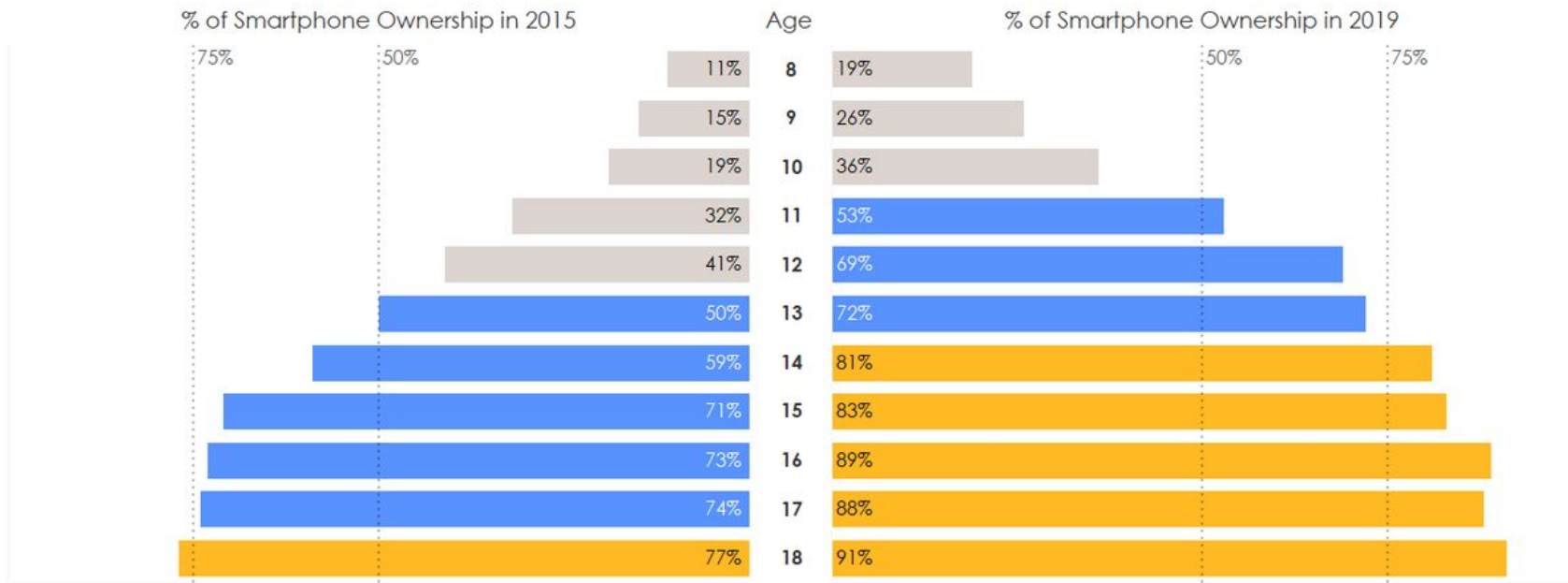
@SimpliVizBest_YK

GIVE ME SMARTPHONE!

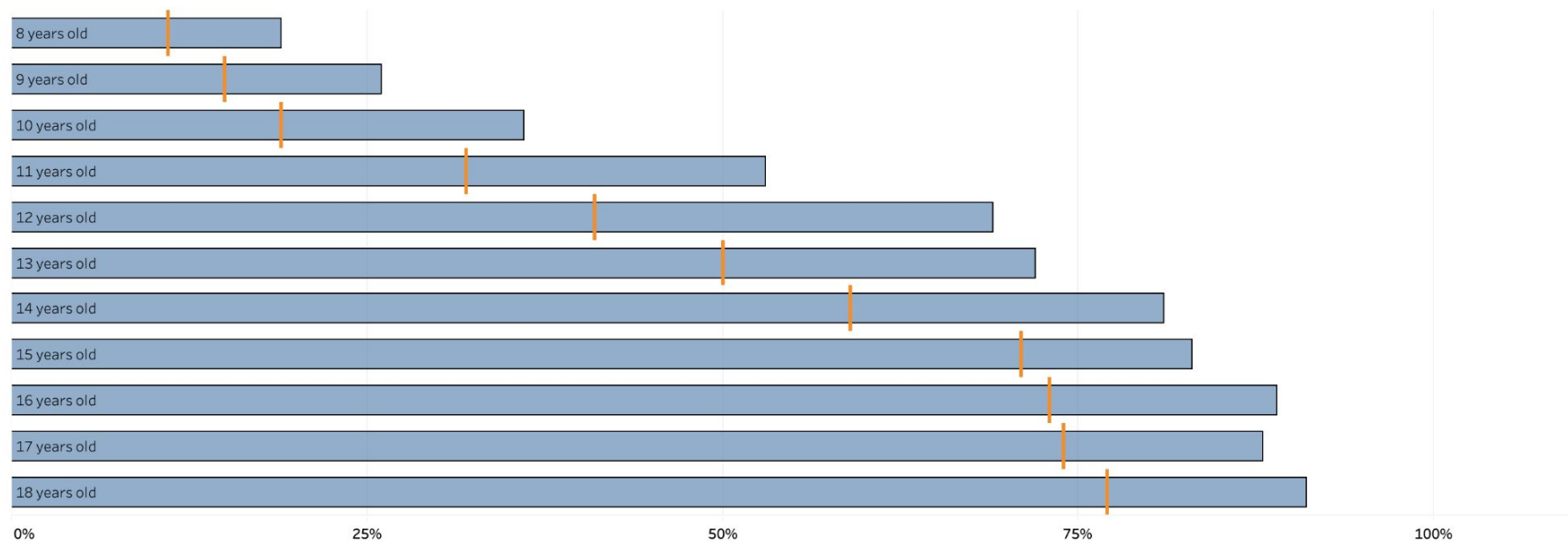
Smartphone Ownership among U.S. tweens and teens, 2015 vs. 2019

In 2019,
more than half kids are owning smartphone by age 11 (becoming **2 years younger** from 2015)
more than 75% kids are owning smartphone by age 14 (becoming **4 years younger** from 2015).

■ Less than 50%
■ More than 50%
■ More than 75%

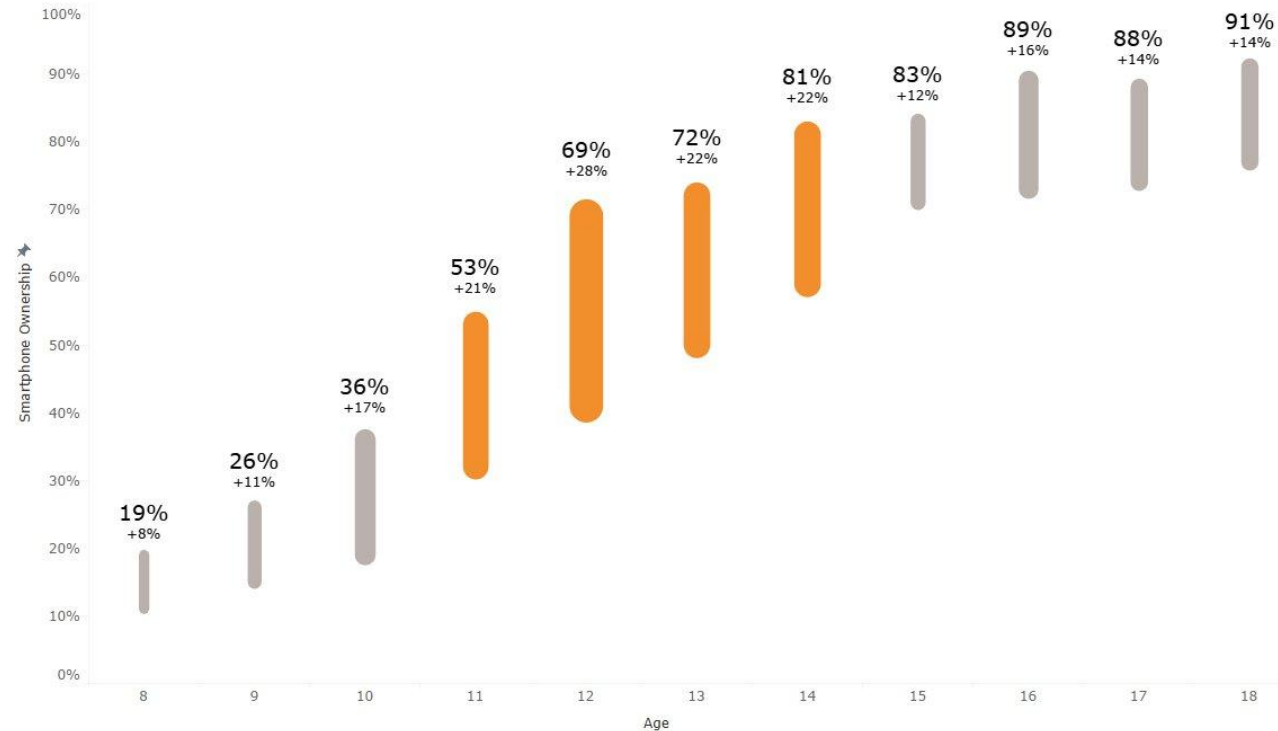


Kids are more likely to have their own smartphone in 2019, as compared to 2015



Smartphone ownership increases rapidly amongst US teenagers from 2015 to 2019

Uptake is particularly high amongst the younger teenage groups, with **over 20% increases** in four years



Source: [Common Sense \(page 27\)](#)

MakeoverMonday W47 2019

@RobbinVernooij

Define the best case scenario

3) SUCCESS



Q1

Who are you trying to reach with your project?

Q2

What should your audience learn or experience?

Q3

How will you measure whether this happened?

Anticipate the worst case scenario

4) PREMORTEM



Q1

Imagine the project failed completely. What happened?

Q2

What could you do now to prevent that outcome?



- Writing workshop framework:
 - 1) Individual review before meeting
 - 2) Discuss what's working well
 - 3) Share ideas for improvement
- Author does not speak
- Author synthesizes feedback in revision

Q1
What's working well
in the project?

Q2
What could be
improved?

Listen to folks respond to your work

5) WORKSHOP



- Option 1: Ask for Narration
- Option 2: Silently Observe
- Take responsibility for confusion up front
- Mirror real audience circumstances
- Take notes or record
- Multiple user + multiple analysts

STEPHEN KING

“Kill your darlings, kill your darlings, even when it breaks your egocentric little scribbler's heart, kill your darlings.”

Watch user experiences in real time

6) TEST DRIVE

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THANK YOU!

WWW.DATADOZEN.COM/HARVARD-SDP-2021

