

A PRESENTATION FROM

DATA DOZEN

a visual analytics studio

ERIN WALDRON FROM DATA DOZEN

COMMUNICATION TOOLKIT

STRATEGIES TO BUILD A SUCCESSFUL BRIDGE BETWEEN THE DATA & THE AUDIENCE



DATA COMMUNICATION TOOLKIT

Here are five exercises to help strengthen your data communication.

PURPOSE

MADLIB

Define the intention of your work.



EXPERIENCE

CURATE

Expand, contract, order, drip.



COLLABORATION

MOOD BOARD

Create a shared language.



TESTING

WORKSHOP

Watch your work in real time.



SPEED DATING

ELEVATOR PITCH

Boil down your project's point.



WHAT YOU'LL NEED

Pick your own data project.



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FILL IN THE BLANK

WHO (audience) will use this report about
WHAT (content) to WHY (purpose).
They will interact with this report
on a WHERE (platform)
for WHEN (minutes) on a WHEN (frequency) basis.

FILL IN THE BLANK

_____ (audience) will use this report about
_____ (content) to _____ (purpose).

They will interact with this report
on a _____ (platform)
for _____ (minutes) on a _____ (frequency) basis.

FILL IN THE BLANK

The school board (audience) will use this report about
class enrollment (content) to allocate funds (purpose).
They will interact with this report
on a paper report (platform)
for 120 (minutes) on a annual (frequency) basis.

FILL IN THE BLANK

The cafeteria staff (audience) will use this report about
class enrollment (content) to prepare each day's lunch (purpose).

They will interact with this report
on a web portal (platform)
for 5 (minutes) on a daily (frequency) basis.

PURPOSE

Every data visualization is like a **bridge** that connects the audience on one side to the data on the other. To be successful, your work has to respect the pre-existing **contours** on either side.



3 MINUTES

WHAT TO DO

Grab a **pen and paper** and get ready to brainstorm.





WHO AUDIENCE



WHAT CONTENT



WHEN TIME



WHERE PLATFORM



WHY PURPOSE

MADLIB

► SPECIFICITY

Describe your audience. Get specific. Who are they? What are their primary concerns? What do you know about them? What don't you know about them?

► SIZE

How many folks are you trying to reach? If you could reach just one person, who would they be?

► INVESTMENT

Does your audience actively care about this data? This project? This visualization?

► DATA

What's their relationship to the data? Did they help create it? Are they in it?

► PRIMING

Are they primed to support or reject this data? (Folks are rarely completely neutral.) How could this project potentially offend, frustrate, or alienate them?

► TRUST

Describe your relationship with the audience. Is there skepticism? Camaraderie? Depth? Do they even know you? Fundamentally, do they trust you? Why or why not?



WHO
AUDIENCE



WHAT
CONTENT



WHEN
TIME



WHERE
PLATFORM



WHY
PURPOSE

MADLIB

- ▶ **VARIABLES**

Describe your data set. In particular, which variables do you want your audience to understand most? (i.e., if you could only take five variables to a desert island, which would they be?)

- ▶ **QUANTITY**

Is there enough data to actually work with in a meaningful way?

- ▶ **QUALITY**

At the end of the day, do you trust the data set? Do you understand the underlying methodology?

- ▶ **ASSUMPTIONS**

What assumptions or decisions are baked into your data set make? How can you communicate those to your audience? ("Raw data is an oxymoron" --Lisa Gitelman)

- ▶ **EXPERTISE**

How well do you know the content? Do you need a domain expert in order to make the analysis meaningful? (Remember, there's no shame in that!)



WHO
AUDIENCE



WHAT
CONTENT



WHEN
TIME



WHERE
PLATFORM



WHY
PURPOSE

MADLIB

- ▶ **DURATION**

How long will you have your audience's attention? How long do you wish you could have your audience's attention? How big is the chasm between those two answers?

- ▶ **FREQUENCY**

Describe the intended frequency with which your audience will interact with your visualization? Is this something they'll see once in a presentation or report? Or is this something that you expect them to interact with routinely? Daily? Monthly? Quarterly?

- ▶ **HABIT**

Will they see it frequently enough to remember how it works or will they need a refresher each time?



WHO
AUDIENCE



WHAT
CONTENT



WHEN
TIME



WHERE
PLATFORM



WHY
PURPOSE

MADLIB

► **PUBLICATION**

Where will the final project live? (ex: in a slide deck, on a blog, in a password protected online portal, etc.) What are those layout dimensions?

► **TECHNOLOGY**

Will the audience consume these visualization on their phones or on a computer?

► **INTERACTIVITY**

Are the final visualizations interactive? How will the audience know what they can do?



WHO
AUDIENCE



WHAT
CONTENT



WHEN
TIME



WHERE
PLATFORM



WHY
PURPOSE

MADLIB

► JUSTIFICATION

Set aside the buzz word justification for your work. Go deeper here than just “Data-driven decision making” and “real-time insights”. Why does this specific visualization need to exist for this specific audience?

► CURRENT NEED

Does your project fill a current need or is just a formality, an organizational habit justified “because we’ve always done it this way”?

► MOTIVATION

Broadly speaking, what’s your motivation to create this project? What’s your organization’s motivation? What’s the audience’s motivation? How do these differ?

► PURPOSE

Describe the project’s purpose. Is the project proactive work, reactive postmortem analysis, real-time monitoring? Is the work meant to incentivize, penalize, or or simply serve as self-analysis (carrot, stick, mirror paradigms)?

► SUCCESS

What does a successful outcome look like for your project? How will you measure that?

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5 MINUTES

STEP 1: EXPAND

Ideally, what all would your audience learn from your project?
Write down **every** idea on an individual sticky note.



3 MINUTES

STEP 2: CONTRACT

Now pick out just **20%** of your sticky notes.
Which ideas are **essential** for your audience to internalize?



3 MINUTES

STEP 3: ORDER

Now **cluster** the remaining sticky notes into themes.
Then **order** those thematic groups into an arc.



3 MINUTES

STEP 4: DRIP

Grab you pen and paper again to brainstorm.

What strategies would all you to drip this arc out **piece by piece**?



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COLLABORATION

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





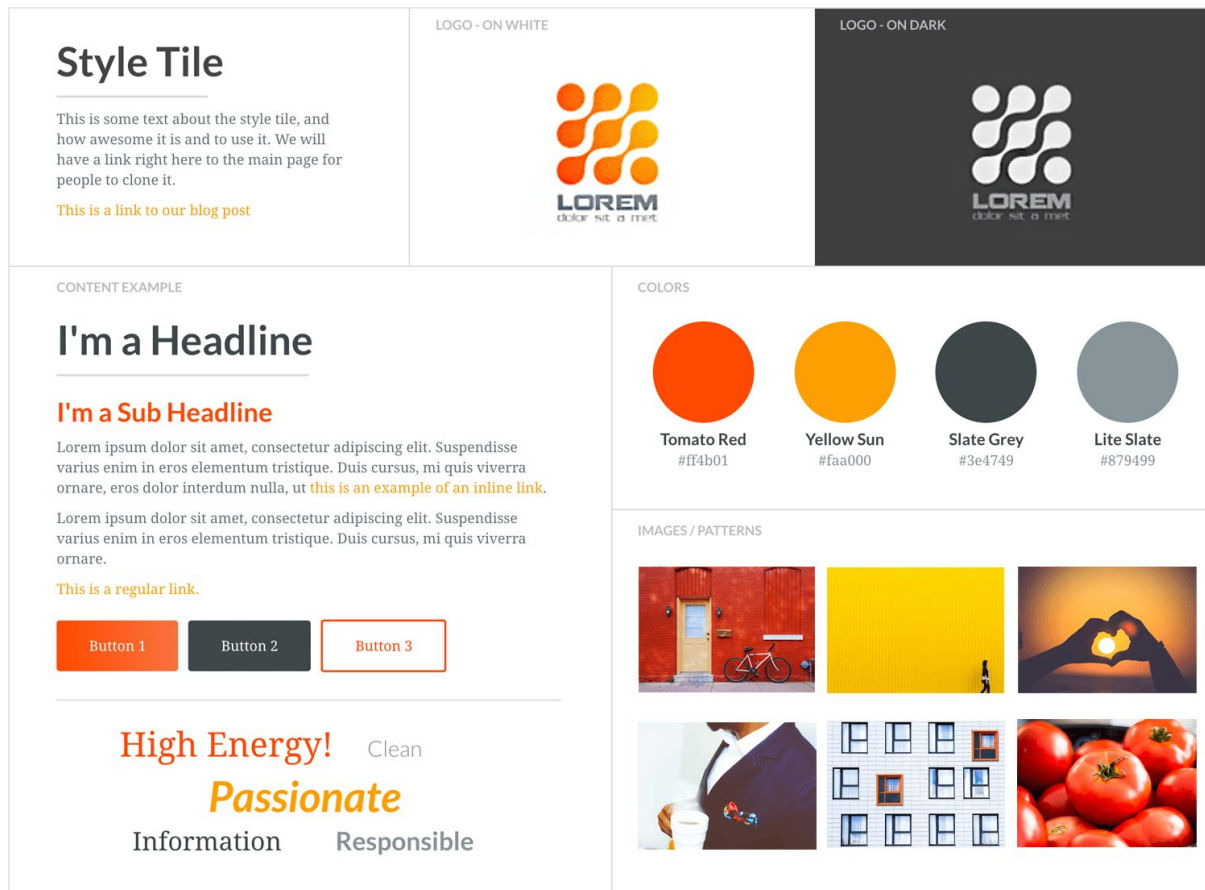
- Colors
- Fonts
- Branding
- Words
- Sample Vizzes
- Sample Dashboards

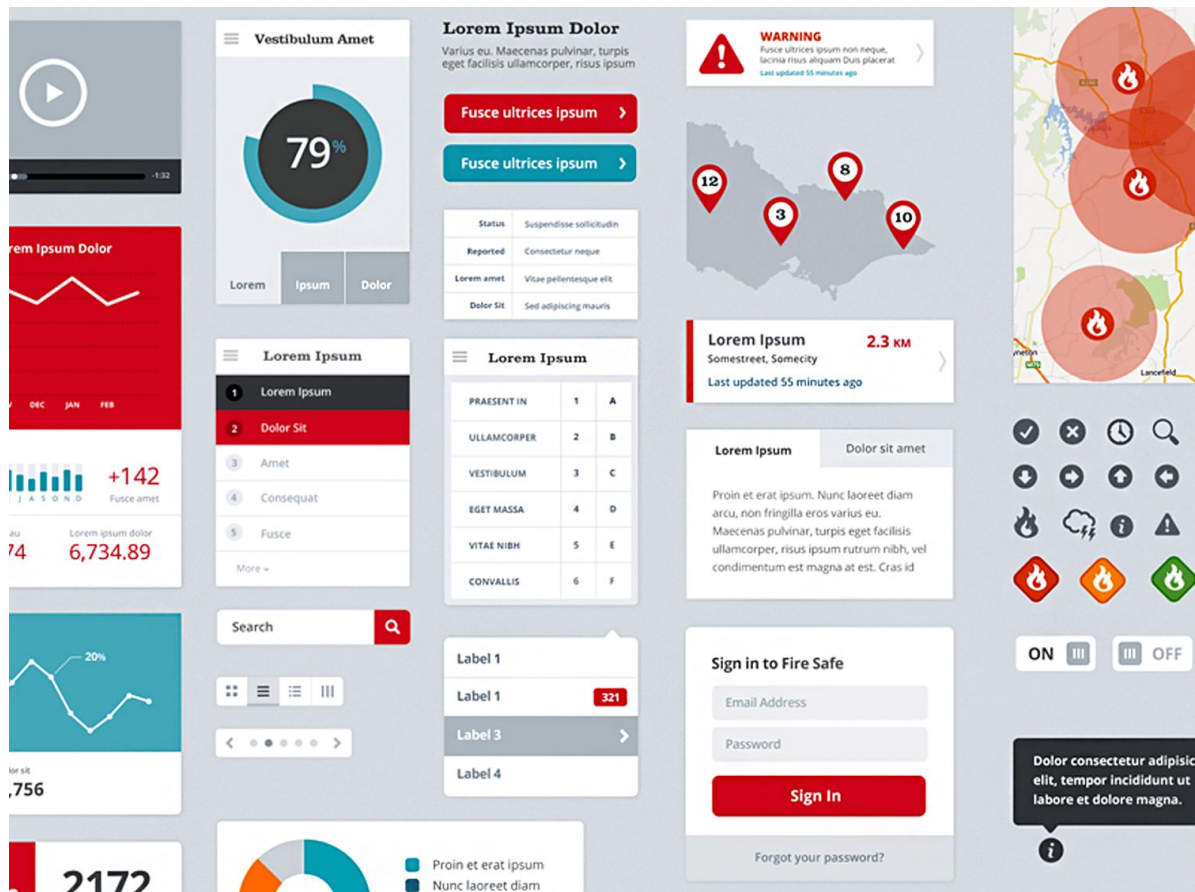
DESIGN | April 08, 2020



Create a shared visual language

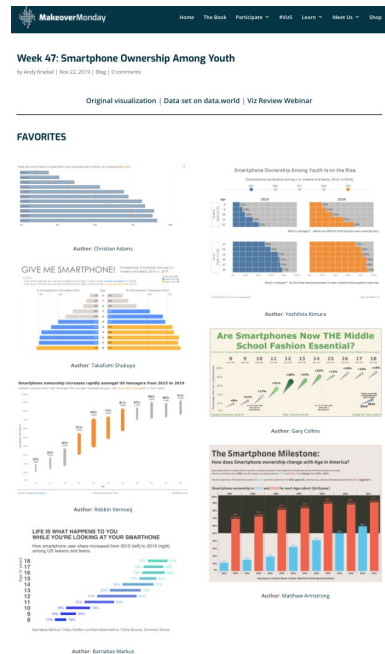
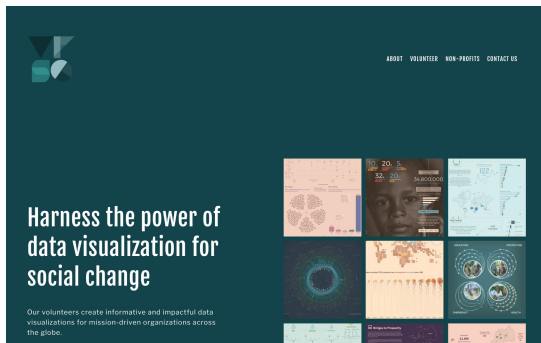
MOOD BOARD







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

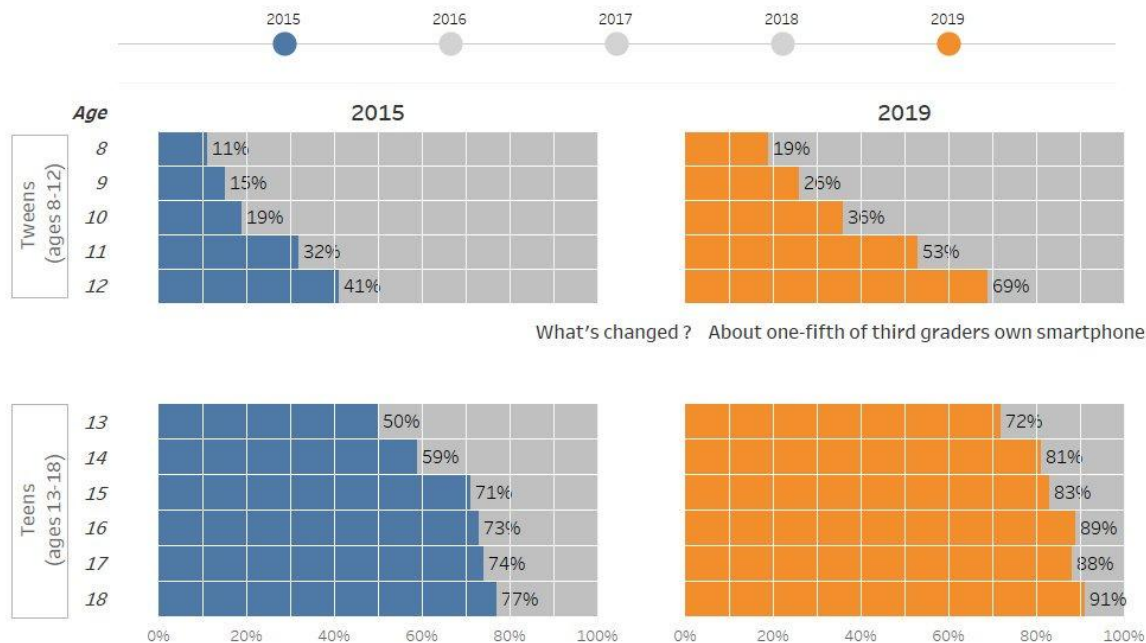


Create a shared visual language

MOOD BOARD

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)

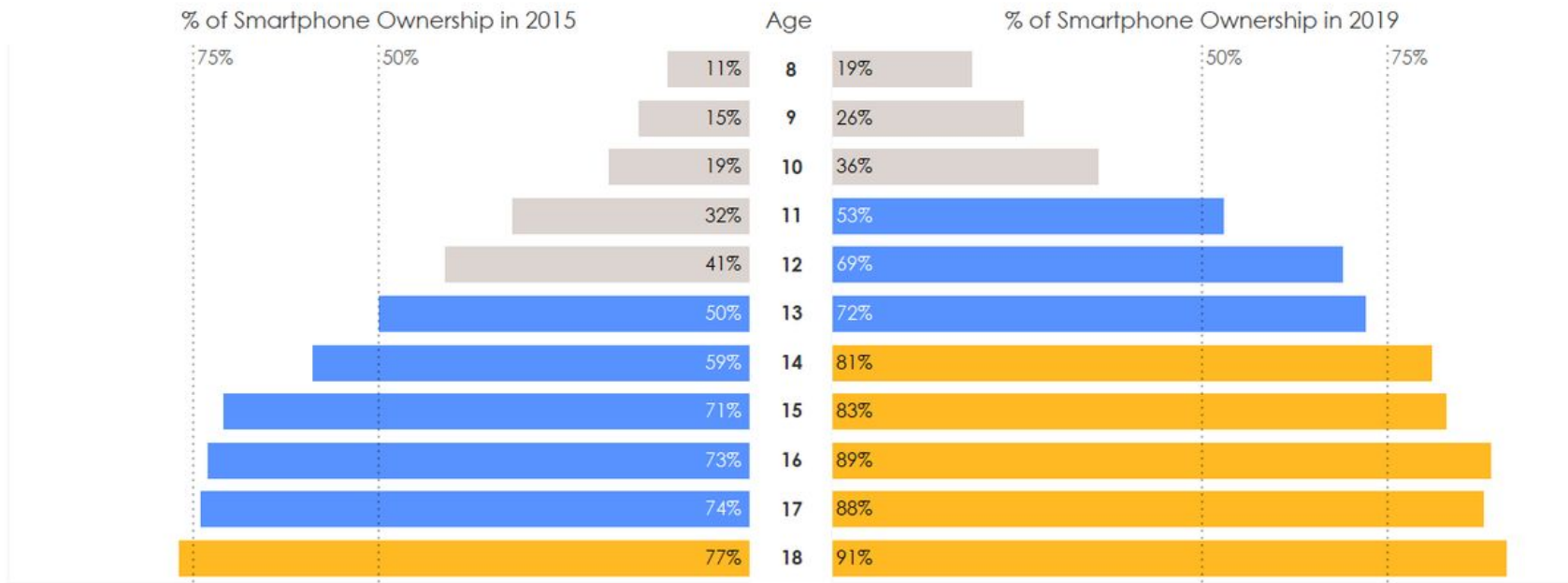
@SimpliVizBest_YK

GIVE ME SMARTPHONE!

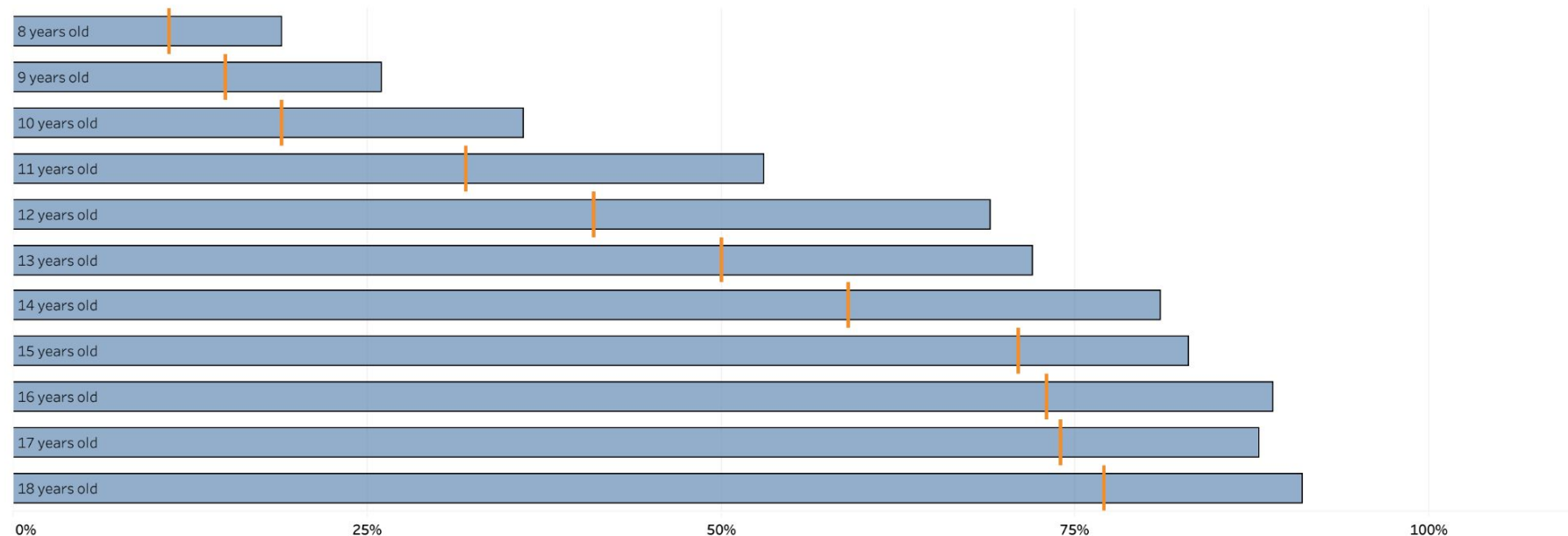
Smartphone Ownership among U.S. tweens and teens, 2015 vs. 2019

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%

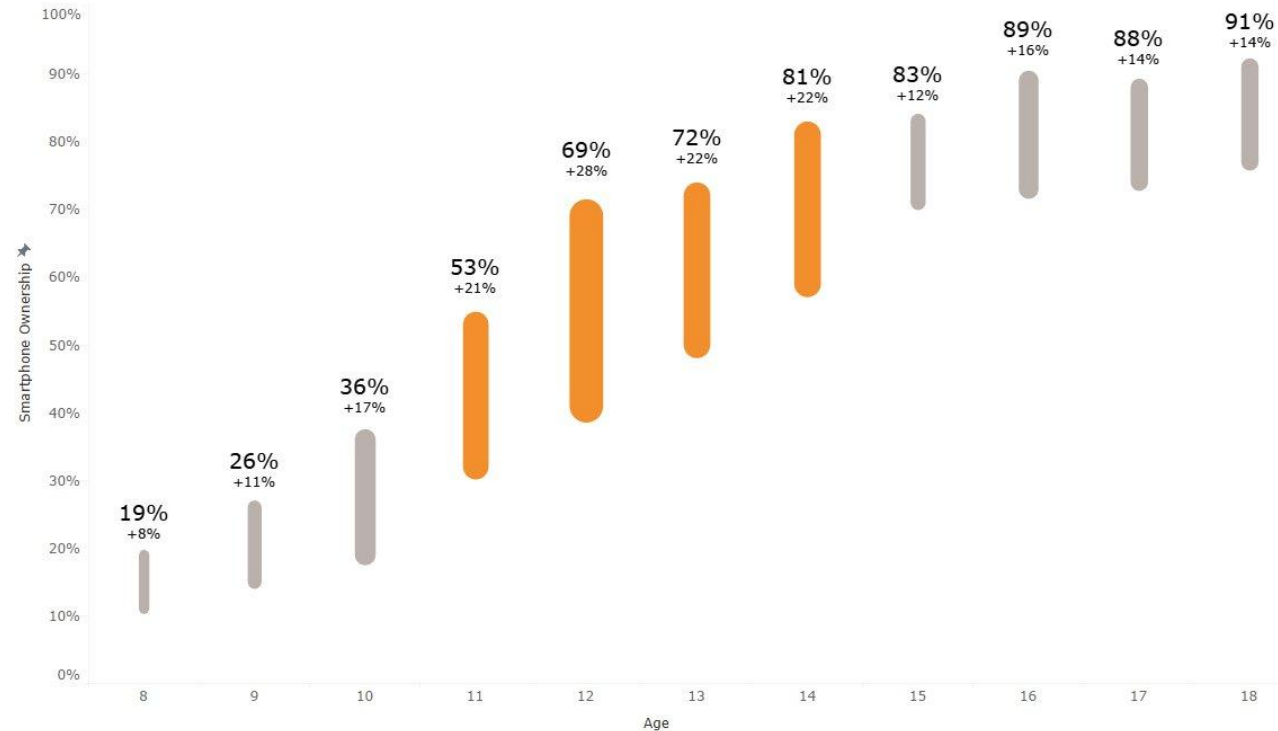


Kids are more likely to have their own smartphone in 2019, as compared to 2015



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

5 MINUTES

WHAT TO DO

Time to sketch. Aim for three **different** visualizations ideas.



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WORKSHOP

The best time to get feedback is **before** you feel ready.



WORKSHOP

When in your process you get feedback determines how well you listen to and act upon that feedback.



**JUST AN IDEA
FLOATING AROUND
IN YOU HEAD**

SMALLER INVESTMENT (YOU) + TANGIBLE WORK TO RESPOND TO (TEAM) =
BETTER LISTENING + EASIER ACTION

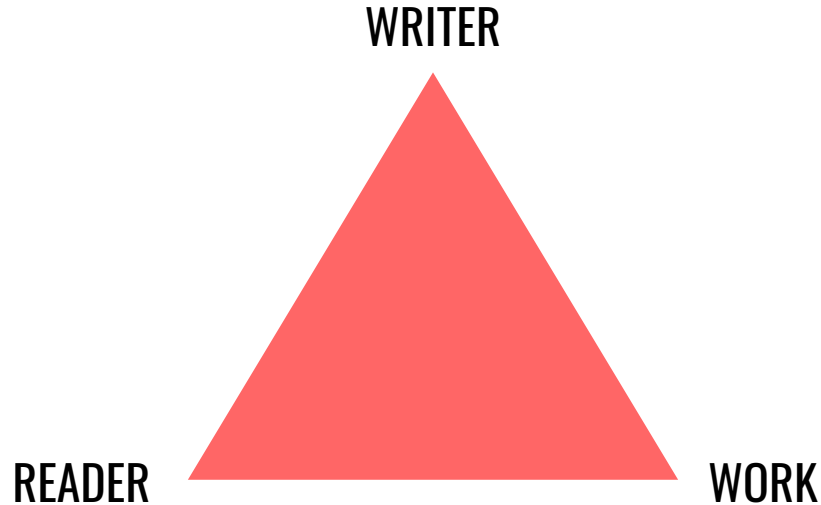


**A FINISHED PRODUCT
IN WHICH YOU'VE
INVESTED YOUR HEART**

SIGNIFICANT INVESTMENT (YOU) + SURPRISE / UNVALUED (TEAM) =
WORSE LISTENING + HARDER ACTION

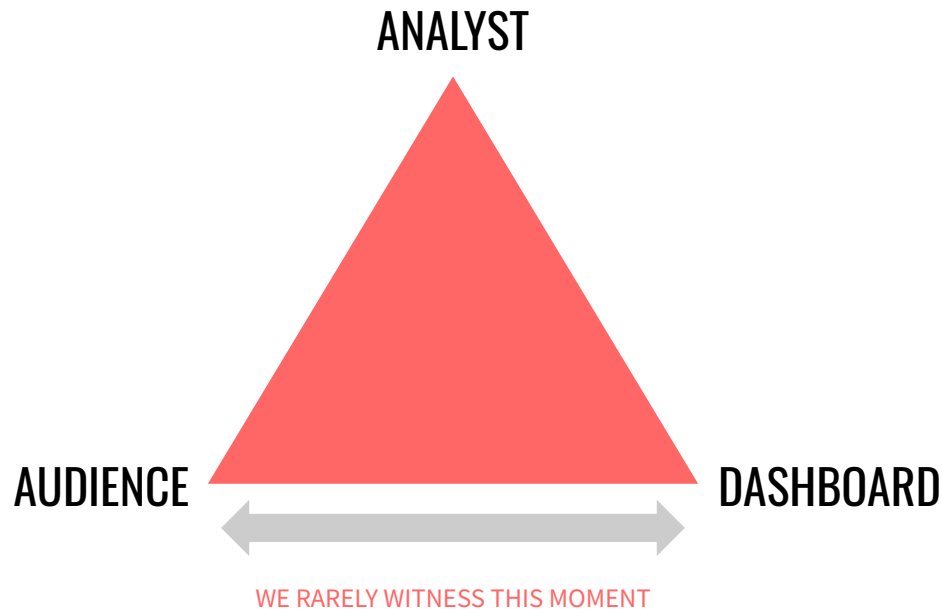
WORKSHOP

Here's where literary theory and dashboard design meet.



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WORKSHOP

The **fastest** way to know whether or not the content is working is to watch it in action.



WORKSHOP

This also the **fastest** way to identify your own blind spots.



WORKSHOP

Here's how a typical writing workshop or architecture pin-up works.

WHAT WE LIKE

ENGAGING, PRODUCTIVE, MEMORABLE



WHAT WE DON'T LIKE

DISTRACTING, CONFUSING, OUT OF PLACE



AUTHOR DOES NOT SPEAK

LISTEN, COLLECT IDEAS, NOTE DISAGREEMENTS



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



5 MINUTES

WHAT TO DO

What would your **ideal** workshop look like?



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ELEVATOR PITCH

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on a WHERE (platform)
for WHEN (minutes) on a WHEN (frequency) basis.
We will know this project succeeded if OUTCOME.

10 MINUTES

WHAT TO DO

Stand up and get ready to **speed date** your elevator pitch.



STEPHEN COVEY

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



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THANK YOU!

WWW.DATADOZEN.COM

