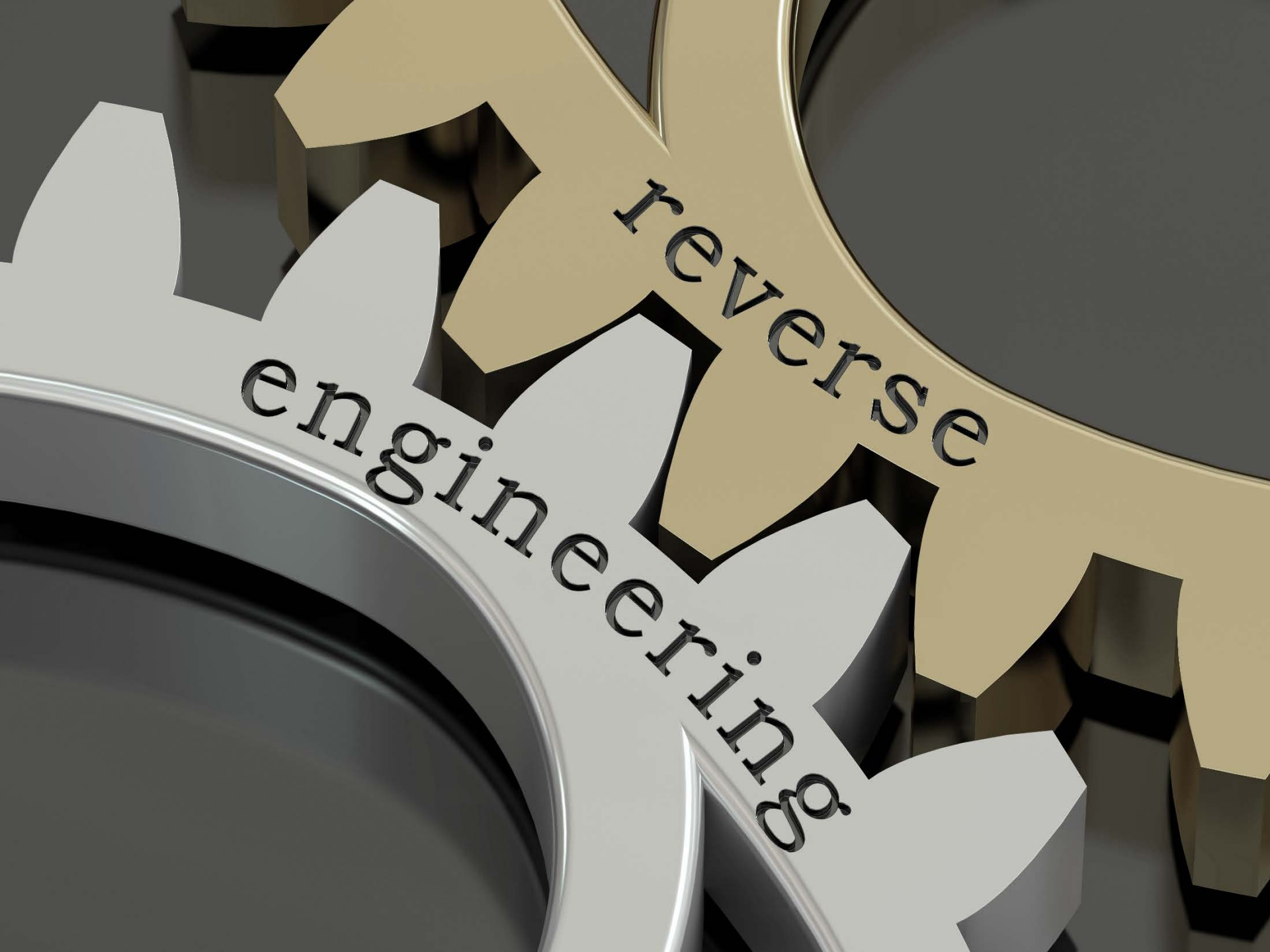
The Magic is in the Message!

The Good, The Bad and The Ugly

Of Data Visualization in Practice


reverse
engineering

My wish for you

You are less lonely

You feel validated

You are inspired

You are empowered

You are an informed customer

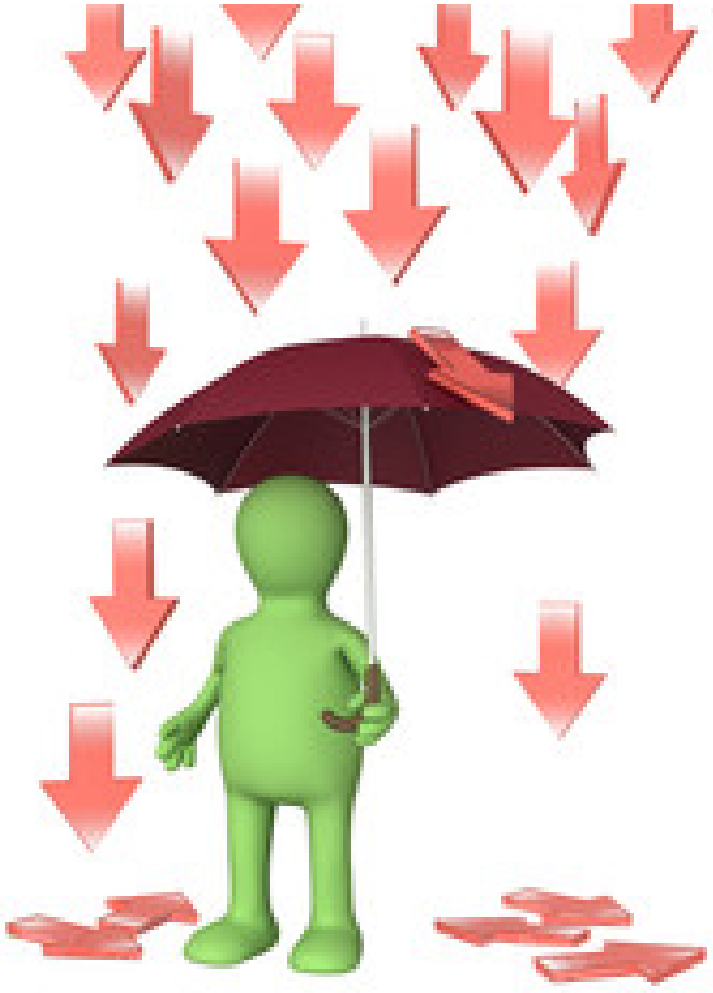
You get the most bang for your buck

©Kate McEnroe Consulting 2018

A disclaimer

I can't do a good job at this without showing some specific examples, so someone's feelings might get hurt.

No doubt, there are cases where seeing these visualizations in their original context would help in their interpretation

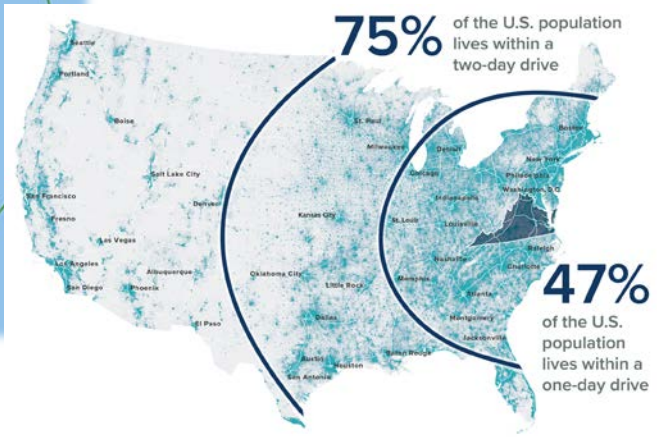


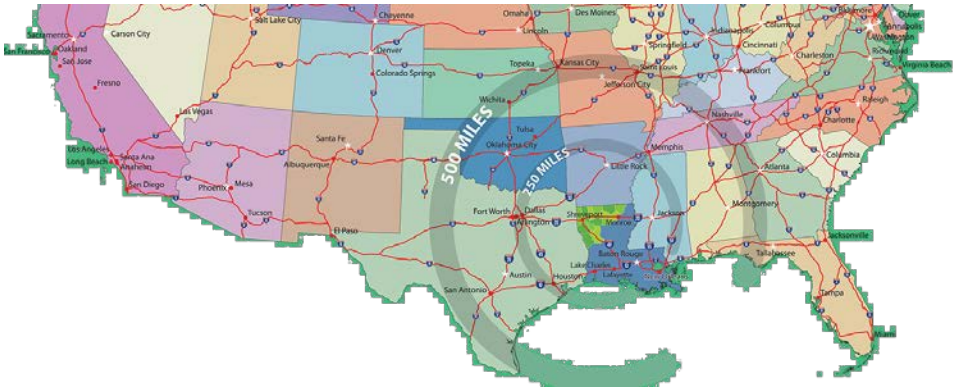
©Kate McEnroe Consulting 2018

Once upon a time

©Kate McEnroe Consulting 2018

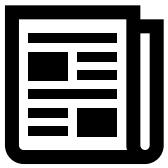
And all throughout the land . . .

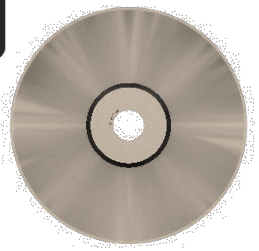


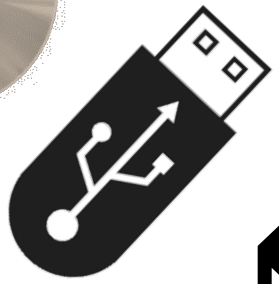


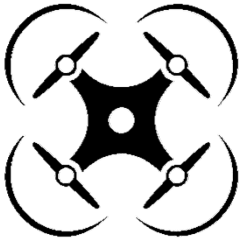
©Kate McEnroe Consulting 2018

The Channels have changed









We're Business Friendly!

And we have Talent!

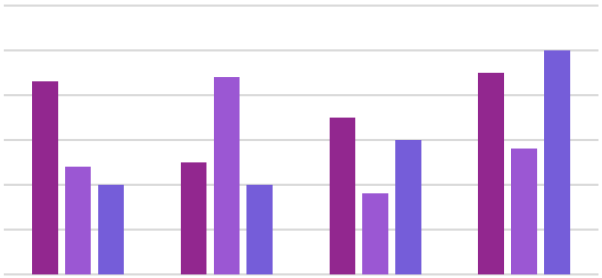
©Kate McEnroe Consulting 2018

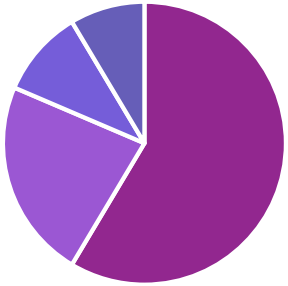
The Visual Language Evolved

Words

- Lorem ipsum
- Lorem ipsum
- Lorem ipsum

Charts





Icons

©Kate McEnroe Consulting 2018

Have the messages changed?

©Kate McEnroe Consulting 2018

Well, maybe a little

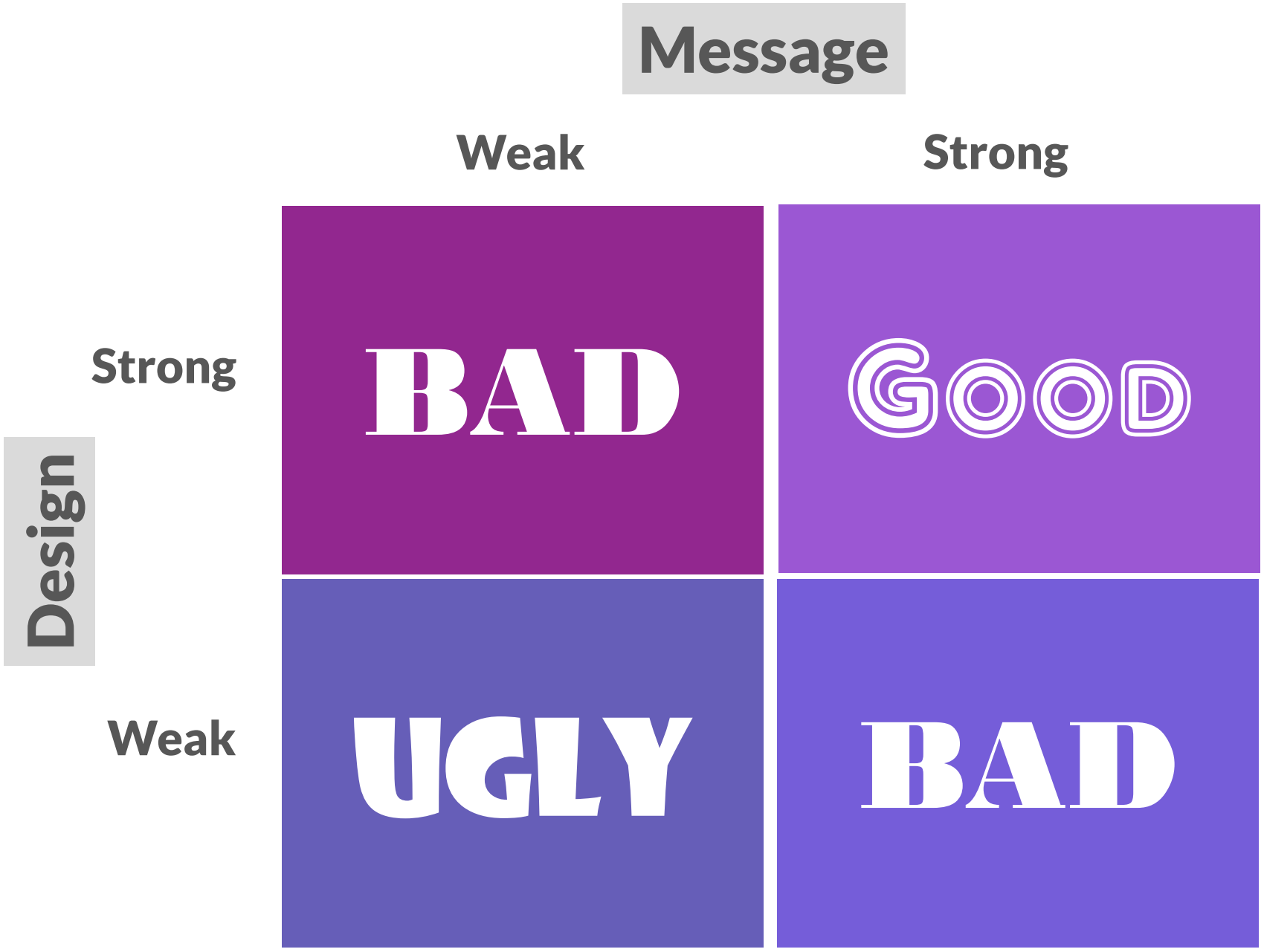
THE WORLD'S 50 BEST CITIES FOR MILLENNIALS, 2017

CEOWORLD Magazine

1. AMSTERDAM, NETHERLANDS
2. BERLIN, GERMANY
3. MUNICH, GERMANY
4. LISBON, PORTUGAL
5. ANTWERP, BELGIUM
6. BARCELONA, SPAIN
7. LYON, FRANCE
8. COLOGNE, GERMANY
9. PARIS, FRANCE
10. VANCOUVER, CANADA
11. LILLE, FRANCE
12. ZURICH, SWITZERLAND
13. VALENCIA, SPAIN
14. THE HAGUE, NETHERLANDS
15. MONTREAL, CANADA
16. LONDON, UNITED KINGDOM
17. ROTTERDAM, NETHERLANDS
18. NANTES, FRANCE
19. PRAGUE, CZECH REPUBLIC
20. HELSINKI, FINLAND
21. MANCHESTER, UNITED KINGDOM
22. BORDEAUX, FRANCE
23. AUCKLAND, NEW ZEALAND
24. TORONTO, CANADA
25. BRISTOL, UNITED KINGDOM
26. OSLO, NORWAY
27. MARSEILLE, FRANCE
28. MADRID, SPAIN
29. VIENNA, AUSTRIA
30. GLASGOW, UNITED KINGDOM
31. BIRMINGHAM, UNITED KINGDOM
32. HAMBURG, GERMANY
33. DUBLIN, IRELAND
34. MONTPELIER, FRANCE
35. UTRECHT, NETHERLANDS
36. OTTAWA, CANADA
37. FRANKFURT, GERMANY
38. GRAZ, AUSTRIA
39. BRUSSELS, BELGIUM
40. PORTO, PORTUGAL
41. AUSTIN, TEXAS, UNITED STATES
42. GRONINGEN, NETHERLANDS
43. GENEVA, SWITZERLAND
44. EDINBURGH, UNITED KINGDOM
45. SAN FRANCISCO, UNITED STATES
46. ATHENS, GREECE
47. BANGKOK, THAILAND
48. SEVILLE, SPAIN
49. GRANADA, SPAIN
50. DENVER, COLORADO, US

The Magic is in the Message

©Kate McEnroe Consulting 2018



©Kate McEnroe Consulting 2018

What's Good?

©Kate McEnroe Consulting 2018

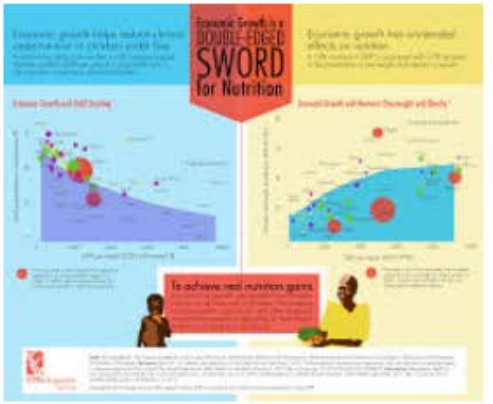
Don’t Copycat

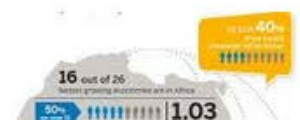
Google

economic development infographic

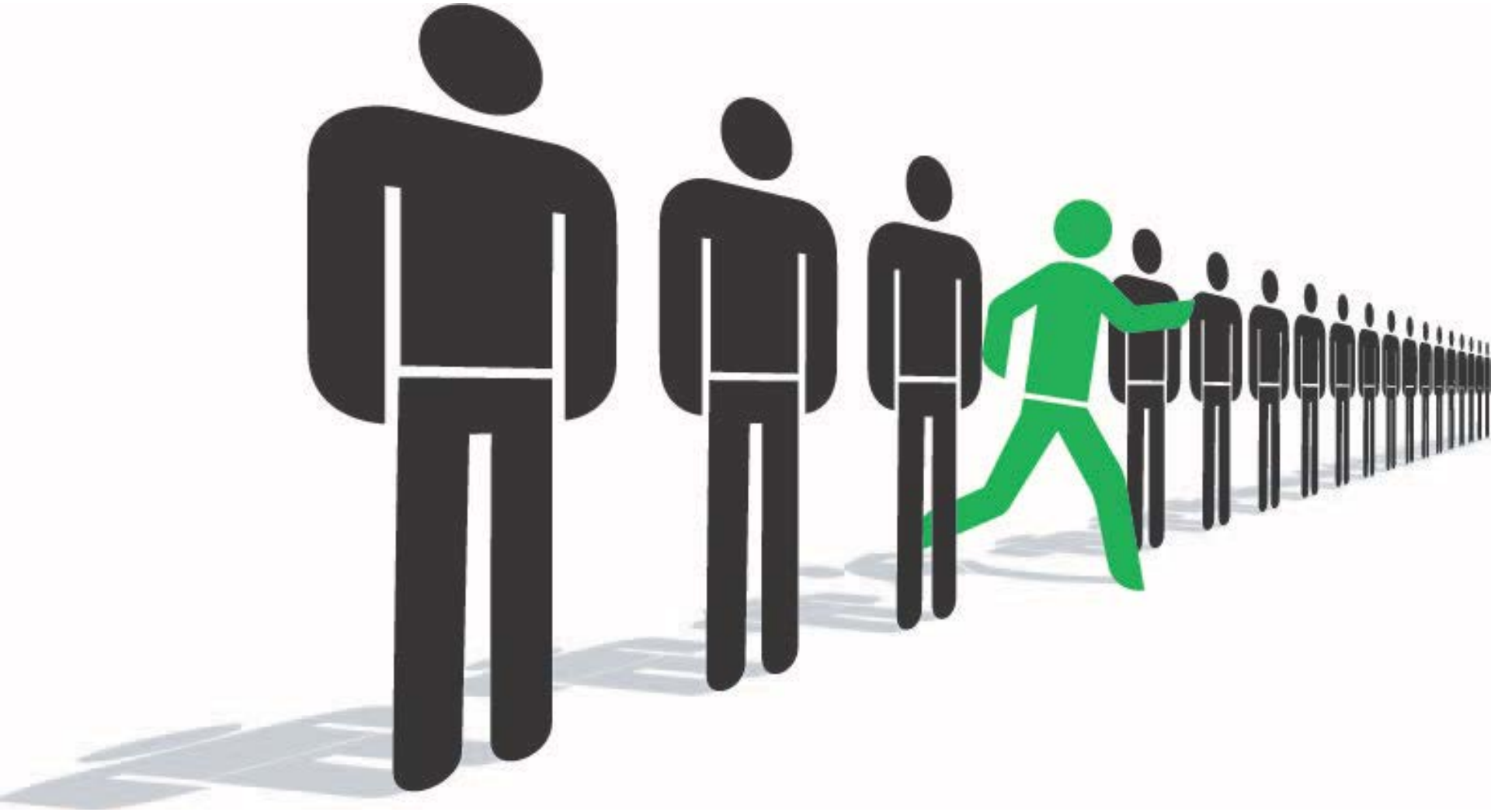
All | Images | News | Videos | Shopping | More | Settings | Tools

economic growth | economics | employment | community | debt | city | sustainable development goal | ch



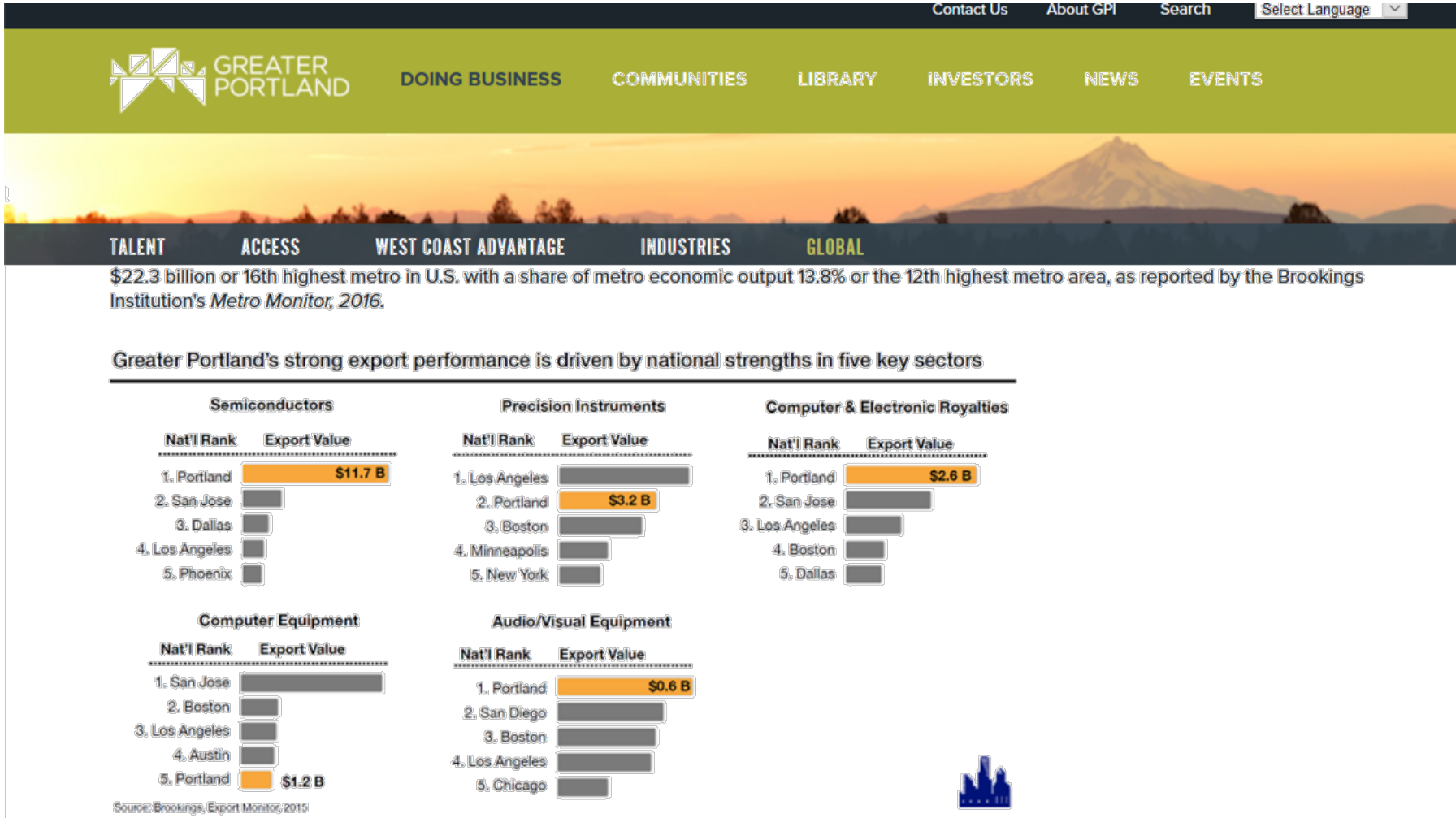


Grab the First Mover Advantage



©Kate McEnroe Consulting 2018

Keep it Clean



©Kate McEnroe Consulting 2018

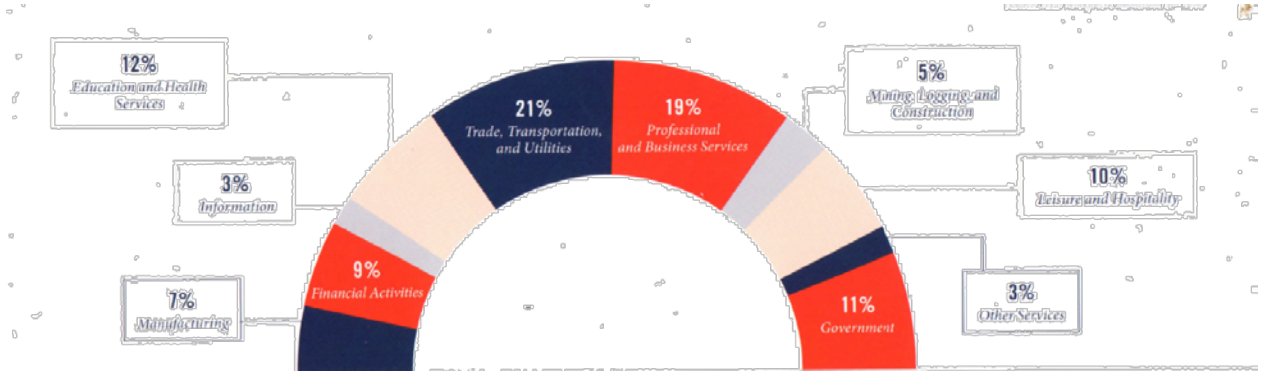
Coco Chanel

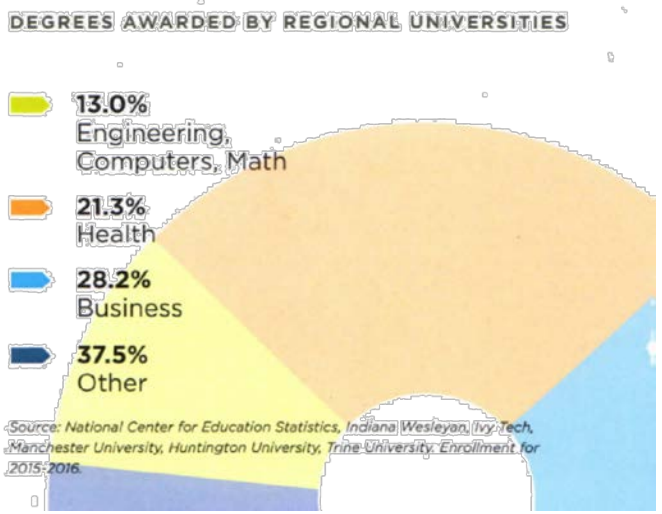
“Before you leave the house, look in the mirror and remove one accessory.”

randomquotesdaily.com

©Kate McEnroe Consulting 2018

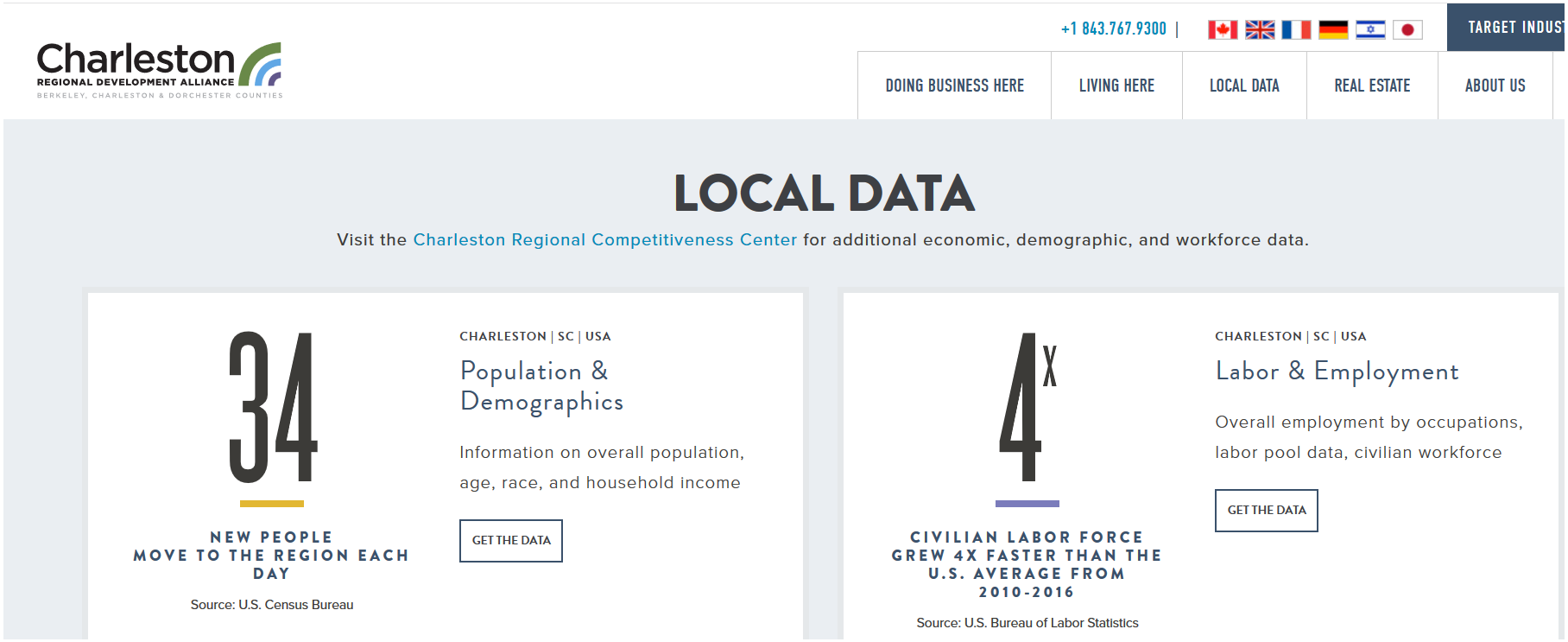
Headlines shape the narrative





©Kate McEnroe Consulting 2018

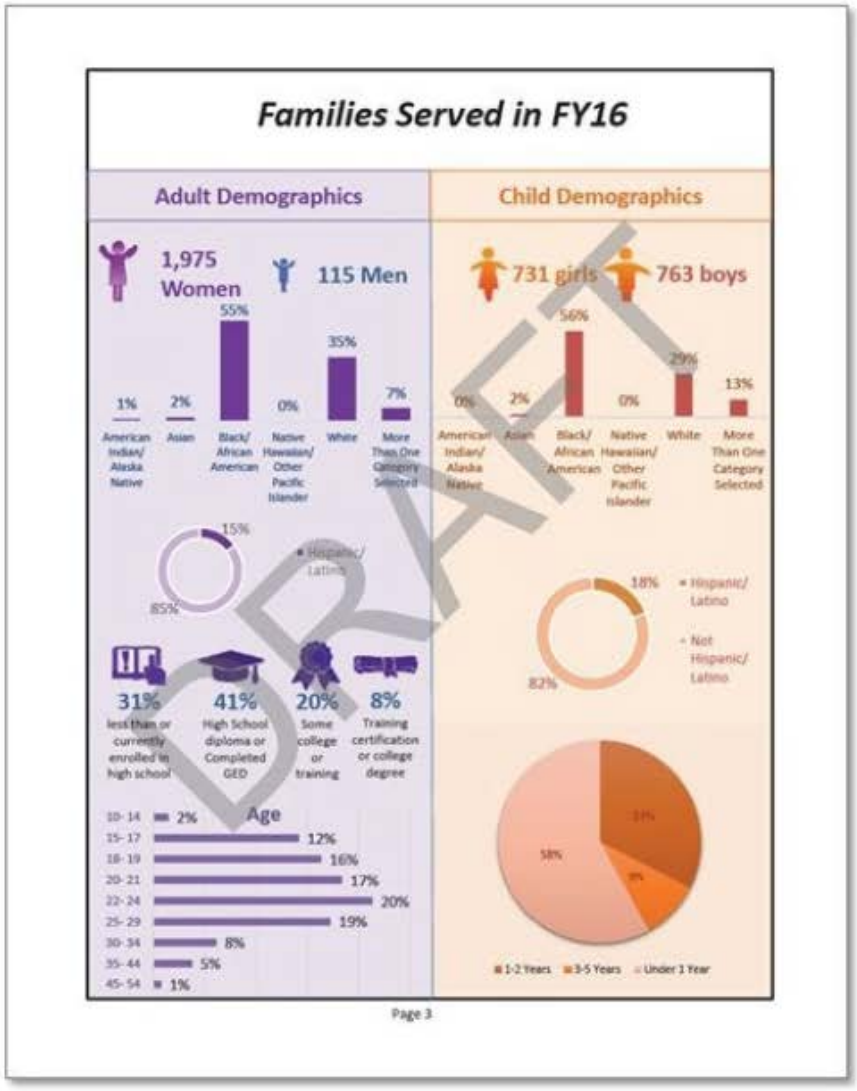
Better – headline leads to data

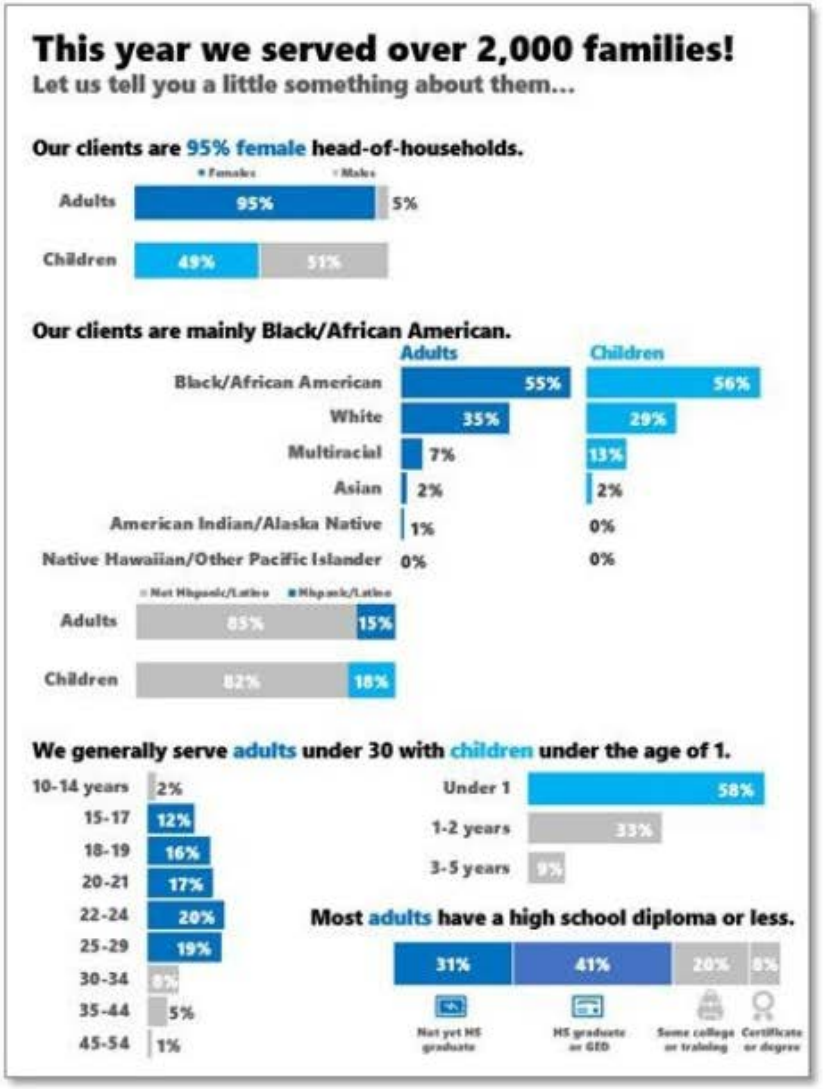


©Kate McEnroe Consulting 2018

Check out this makeover at Evergreen Data:

http://stephanieevergreen.com/easy-simple-one-page-handout/





What's Bad?

Wasted

$

Wasted

Wasted

©Kate McEnroe Consulting 2018

Decoration is not visualization

Here's an article that talks about the problem of "data decoration"
https://medium.com/visualizing-the-field/there-be-dragons-dataviz-in-the-industry-652e712394a0

©Kate McEnroe Consulting 2018

Bad Message?

Or

Wrong Audience ?

©Kate McEnroe Consulting 2018

Dashboards

Are for

monitoring

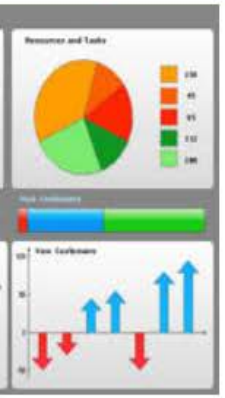
NOT marketing

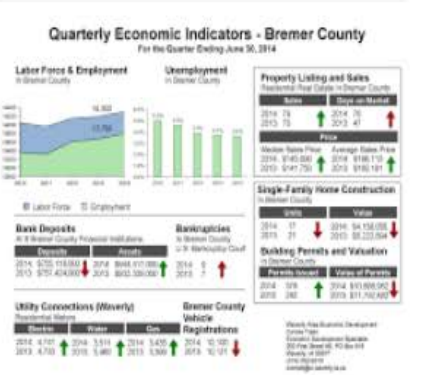
©Kate McEnroe Consulting 2018

economic development dashboard

All | Images | News | Shopping | Videos | More | Settings | Tools

a plata | innovation | county | gdp | dashboard 2030 | plata county | committee dashboards | climate | economic indicators | lexing





Compared to . . . ?

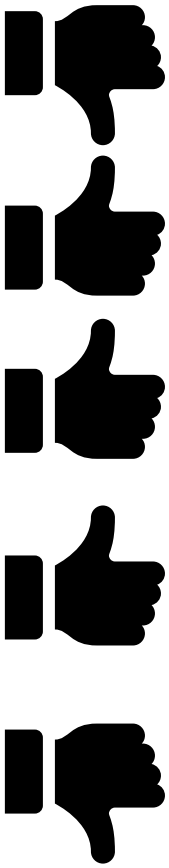
State averages

U.S. Averages

Centers of Industry

Emerging Competitors

The guy next door



©Kate McEnroe Consulting 2018

What's Ugly?

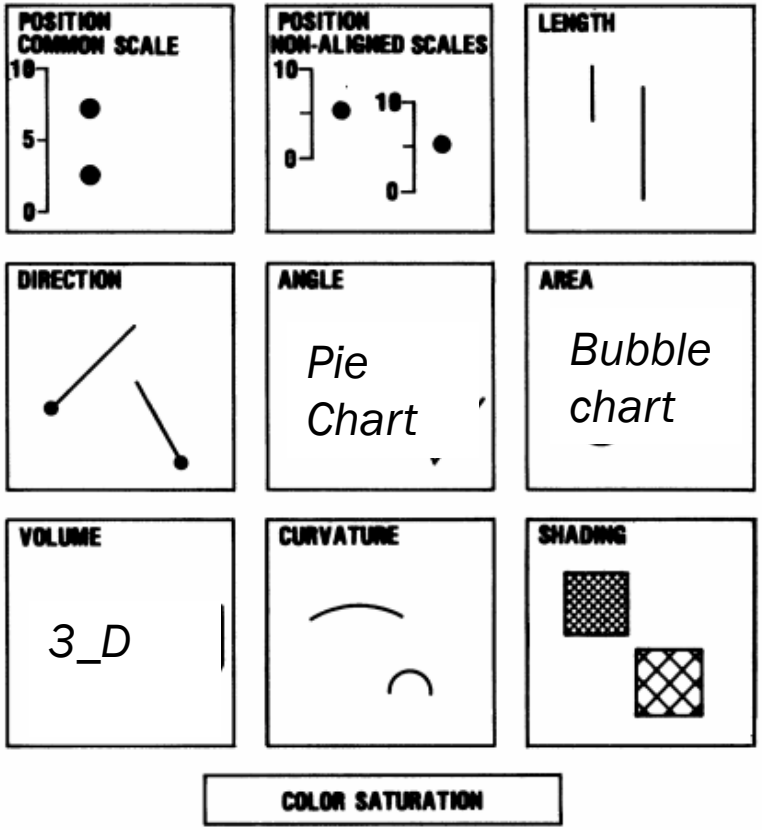
Wasted

+

©Kate McEnroe Consulting 2018

For design, there is science

Easiest to understand

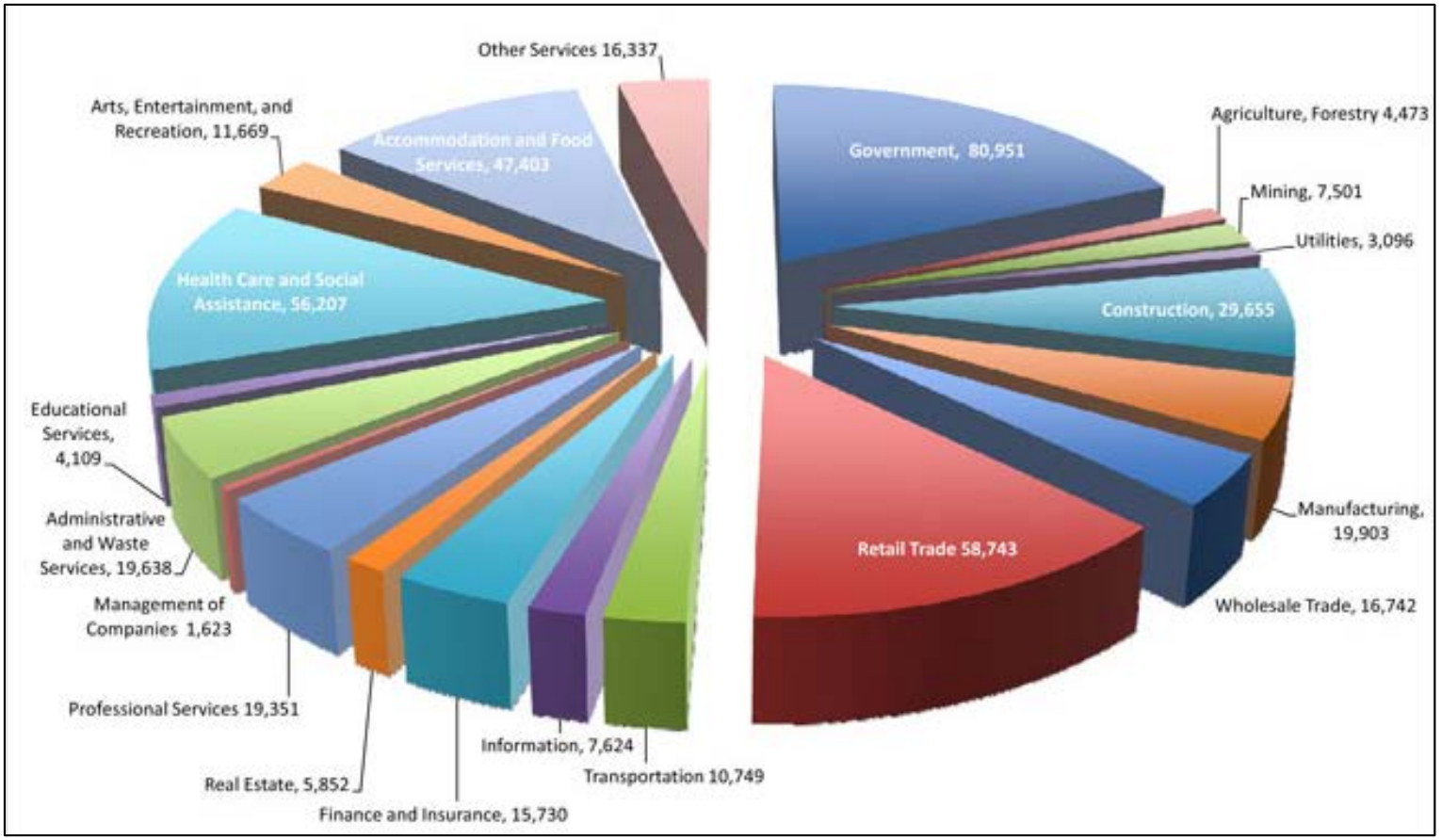


Hardest to understand

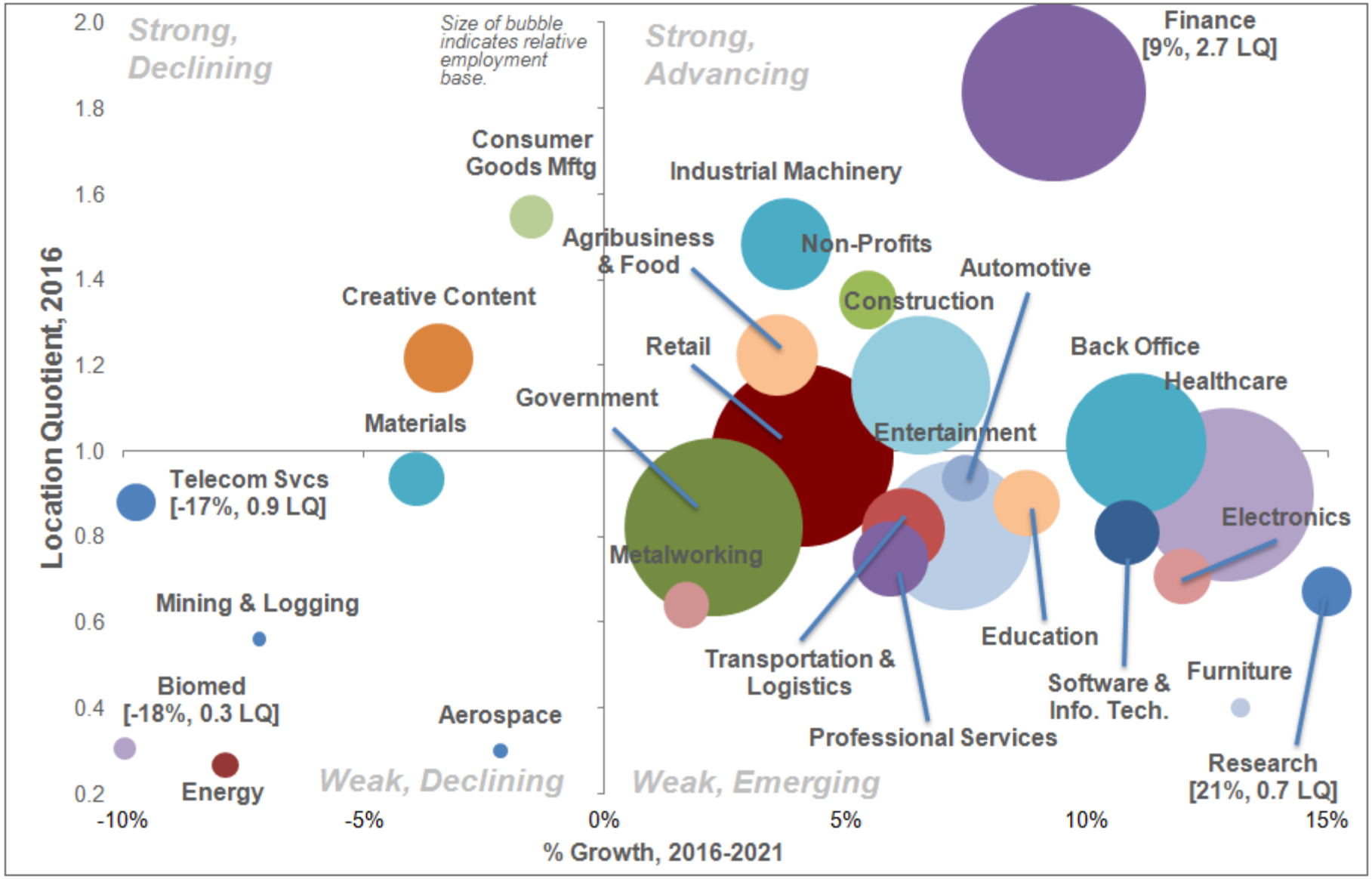
Source: based on the work of William Cleveland as shown here: http://flowingdata.com/2010/03/20/graphical-perception-learn-the-fundamentals-first/ and here https://priceonomics.com/how-william-cleveland-turned-data-visualization/

©Kate McEnroe Consulting 2018

For Example

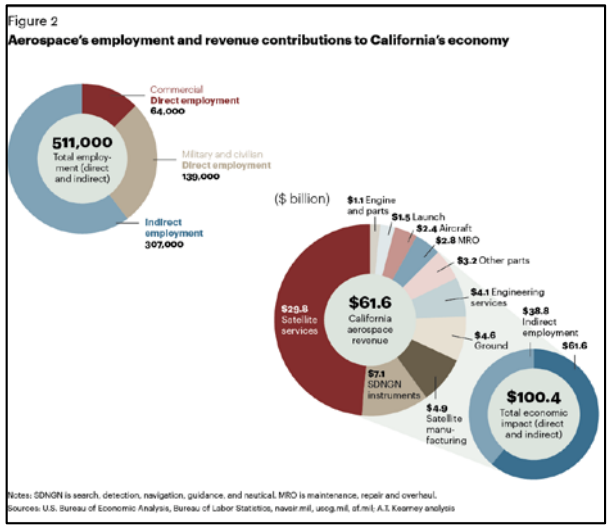


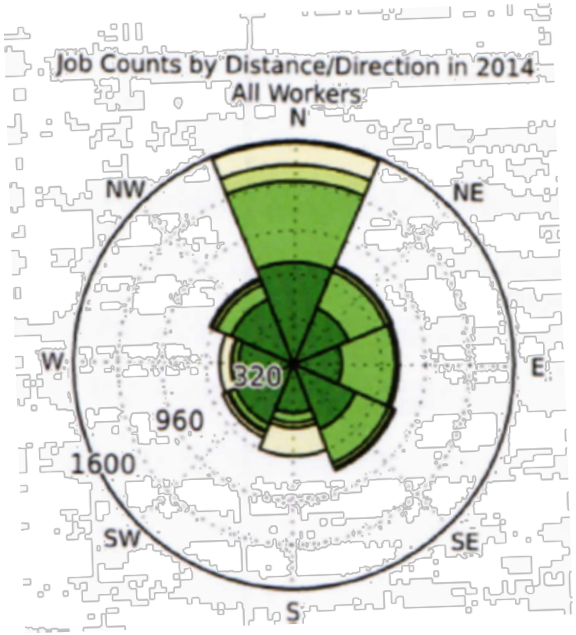
©Kate McEnroe Consulting 2018

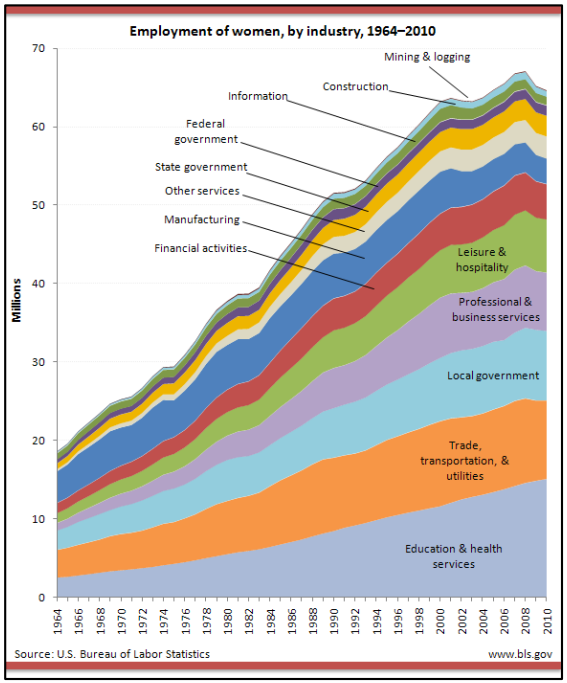


©Kate McEnroe Consulting 2018

More Challenges







©Kate McEnroe Consulting 2018

Damage

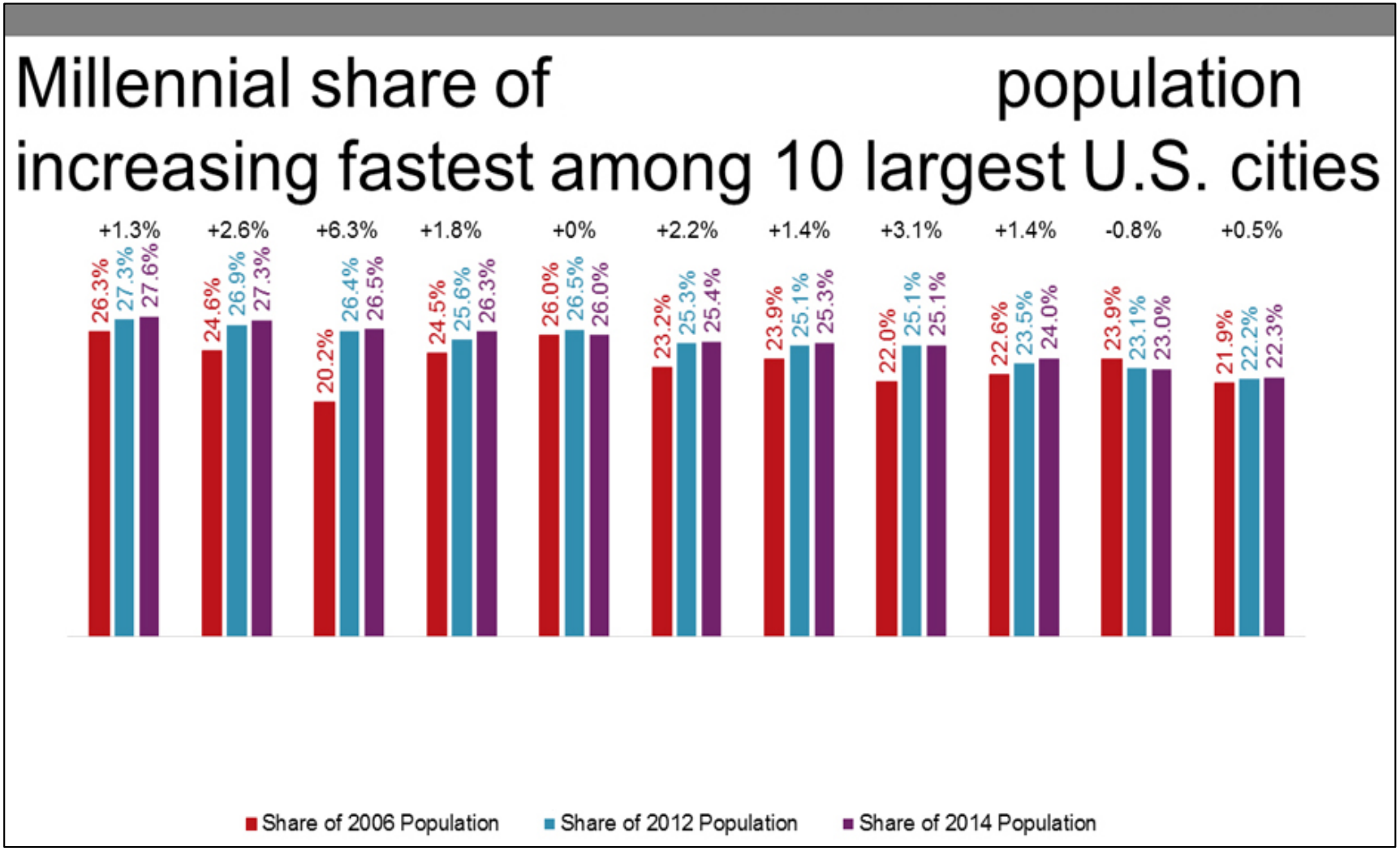
Are you purposely misleading me?

Do you not understand the data?

Are you going for the easy layup?

©Kate McEnroe Consulting 2018

Spot the Problem(s)

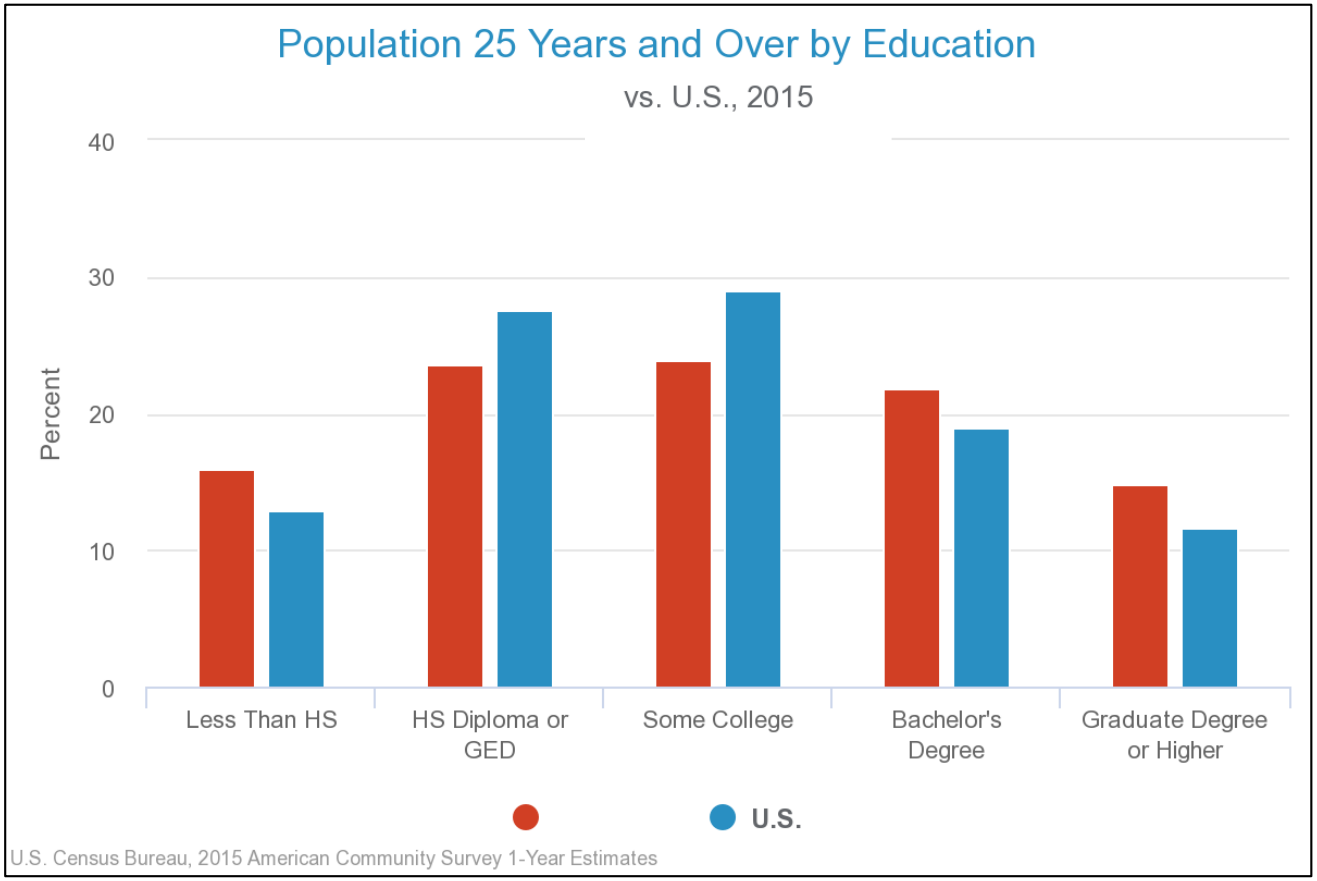


©Kate McEnroe Consulting 2018

Does It?

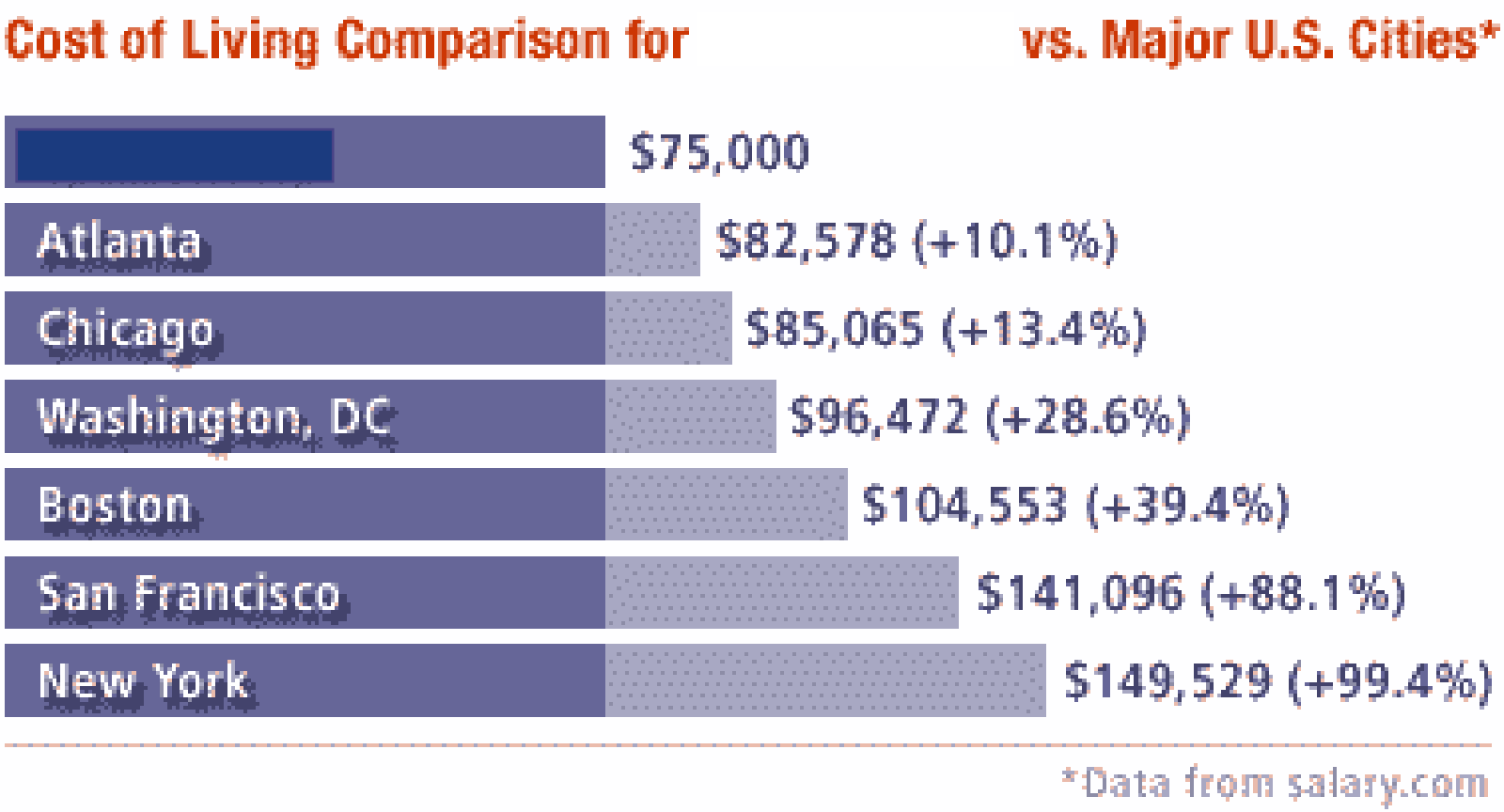
©Kate McEnroe Consulting 2018

Why?



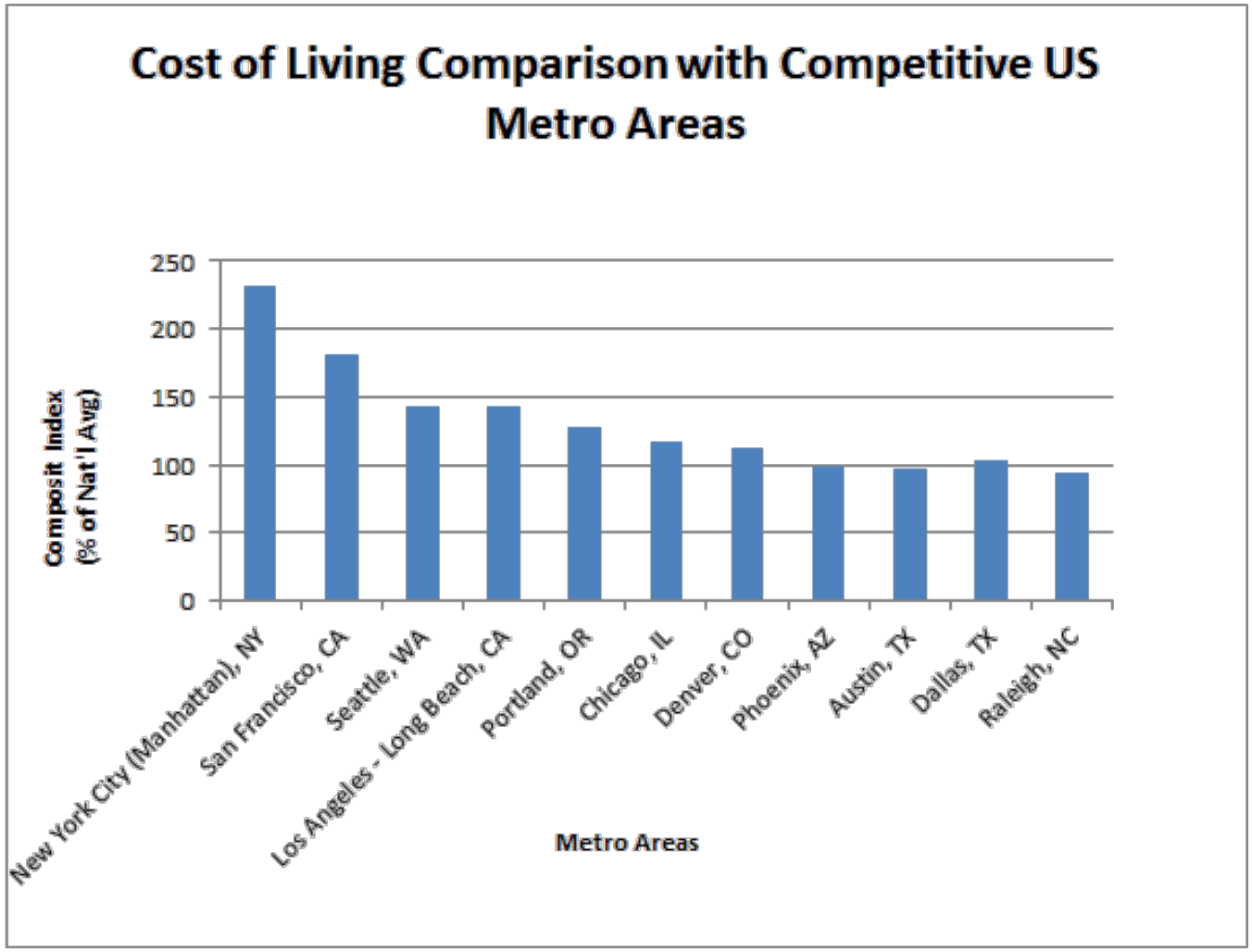
©Kate McEnroe Consulting 2018

The easy layup



©Kate McEnroe Consulting 2018

A fair fight



©Kate McEnroe Consulting 2018

Inspiration and Education

EVERGREEN DATA
INTENTIONAL REPORTING & DATA VISUALIZATION

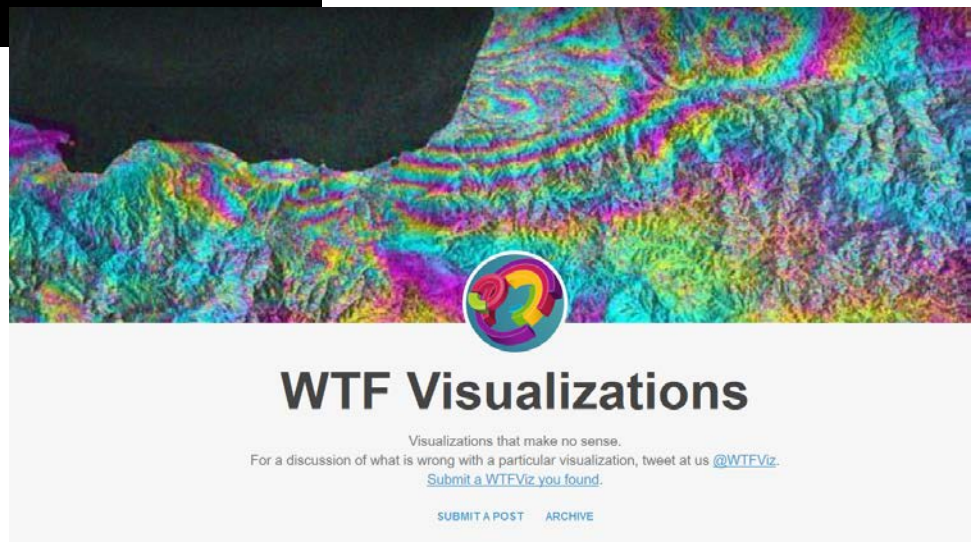
VISUAL CAPITALIST

DUARTE

Datawrapper makes it easy to create beautiful charts.

©Kate McEnroe Consulting 2018

And the other kind of inspiration

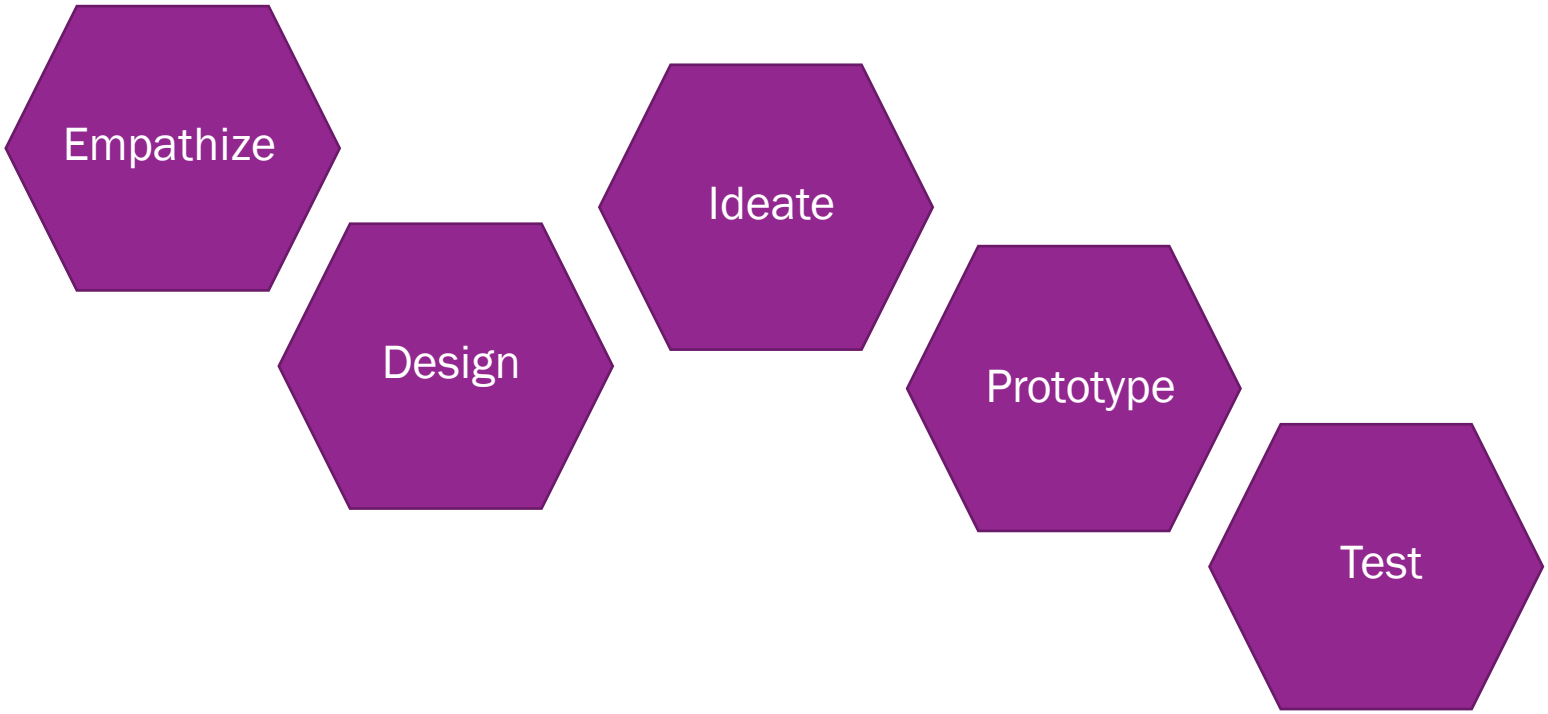


©Kate McEnroe Consulting 2018

One thing you can do NOW

©Kate McEnroe Consulting 2018

Stay flexible – stay in touch!



Stanford, the d School
Or check out:
https://www.ideo.com/

©Kate McEnroe Consulting 2018

©Kate McEnroe Consulting 2018