

DEFAULT TO "NO"

COMMUNICATIONS STARTS WITH FOCUS

KWYs

KWYs
KWYDIS

**KNOW
WHAT
YOUR
DATA
IS
SAYING**

<https://giphy.com/embed/1BfRsEe4nAXKzO69ks>

KWYs

KWYDIS

KWYANTH

**KNOW
WHAT
YOUR
AUDIENCE
NEEDS
TO
HEAR**

<https://www.youtube.com/embed/LvA-Juxizd8?enablejsapi=1>

KWYs

KWYDIS

KWYANTH

KWYRWTS

KNOW
WHAT
YOU
REALLY
WANT
TO
SAY

BECAUSE

If you don't know what you're trying to say...

<https://giphy.com/embed/kaq6GnxDIJaBq>

**DESIGN/VIZ
IS ALL ABOUT
INFORMATION
HIERARCHY**

PLACEMENT + SIZE + COLOR + TYPOGRAPHY

**BUT MOST ESPECIALLY...
IT'S REALLY REALLY REALLY...
ALL ABOUT**

PRE-ATTENTIVE PROCESSING

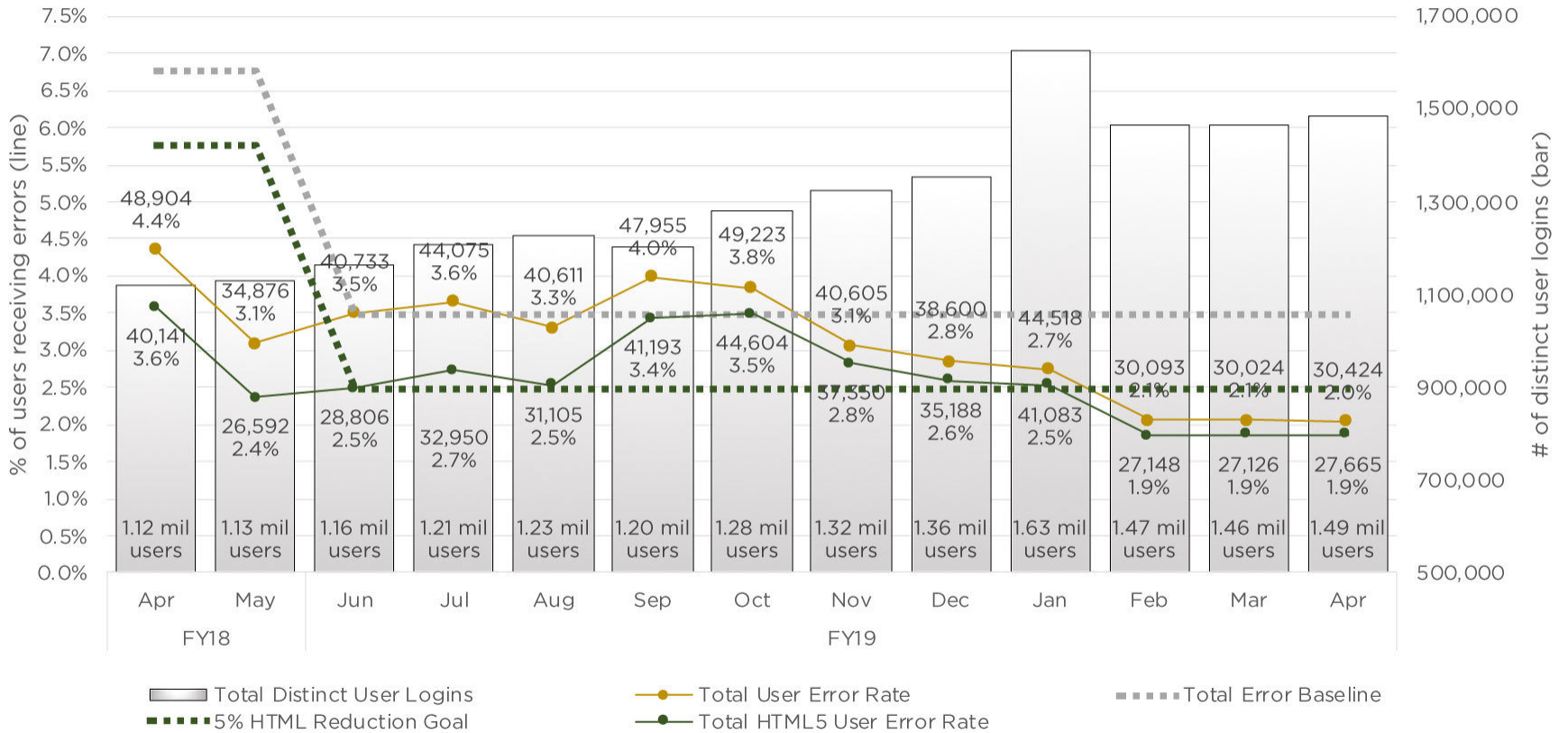
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873465839873101209298303749882973894651

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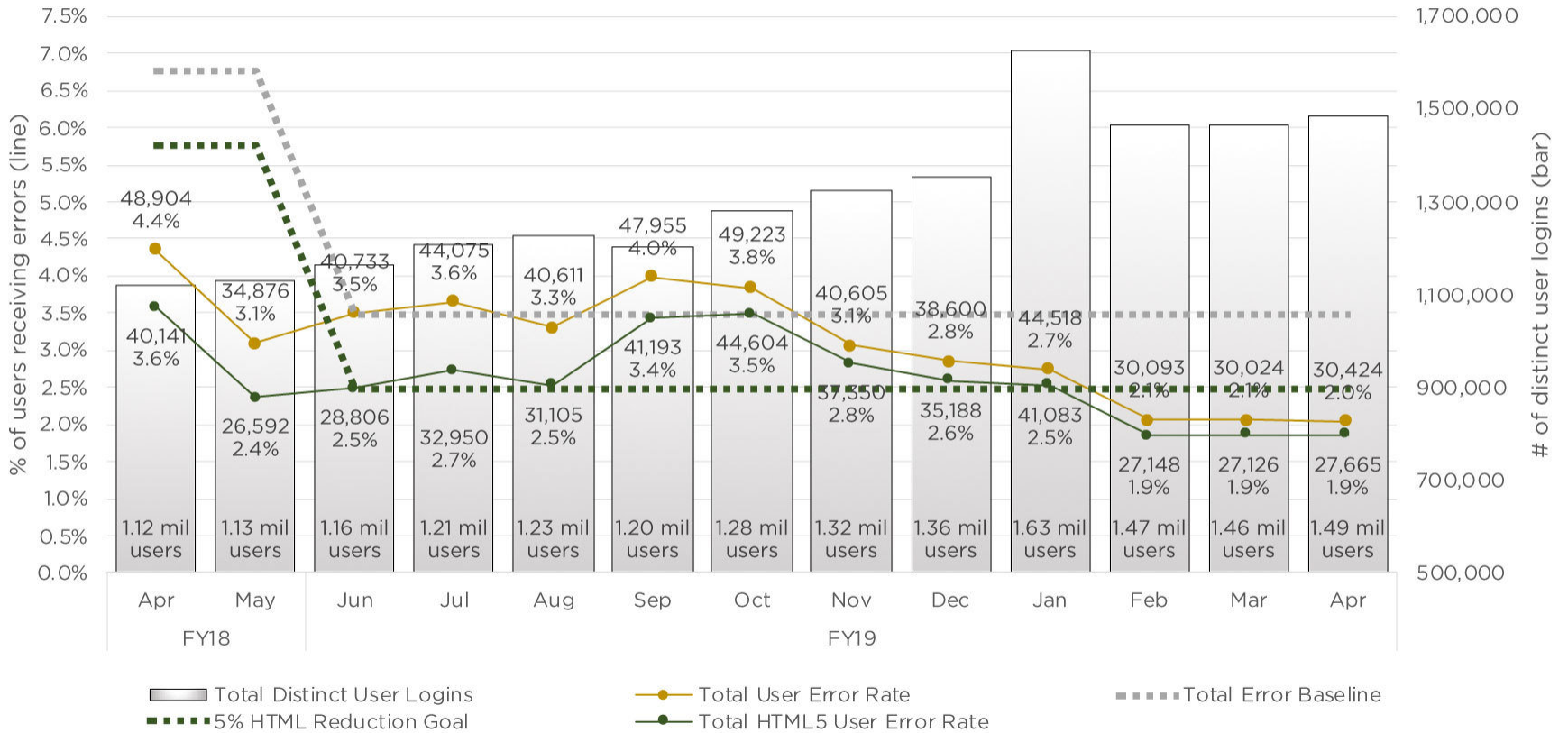
DO LESS

*“ I would have written a shorter letter,
but I didn't have the time.*

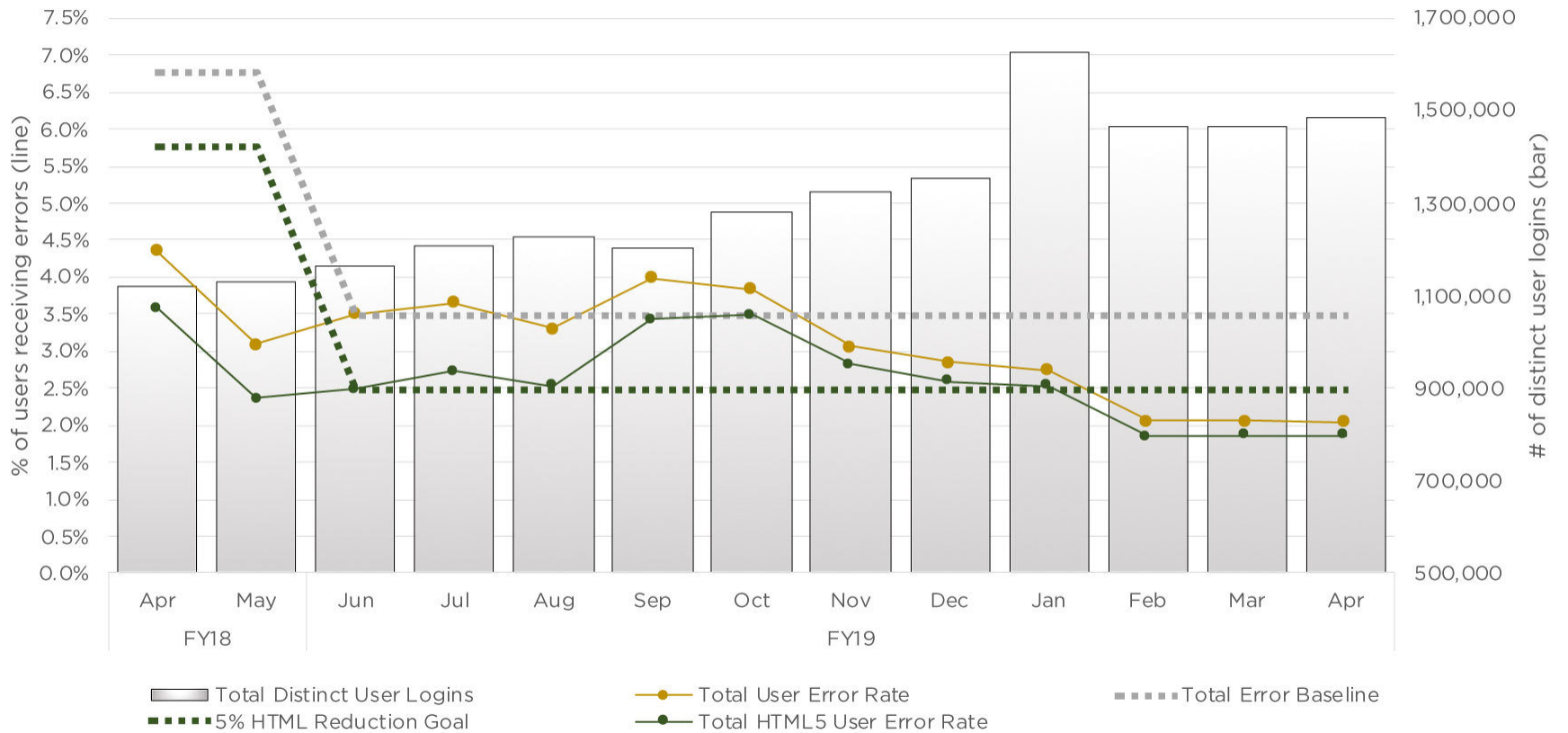
– Blaise Pascal



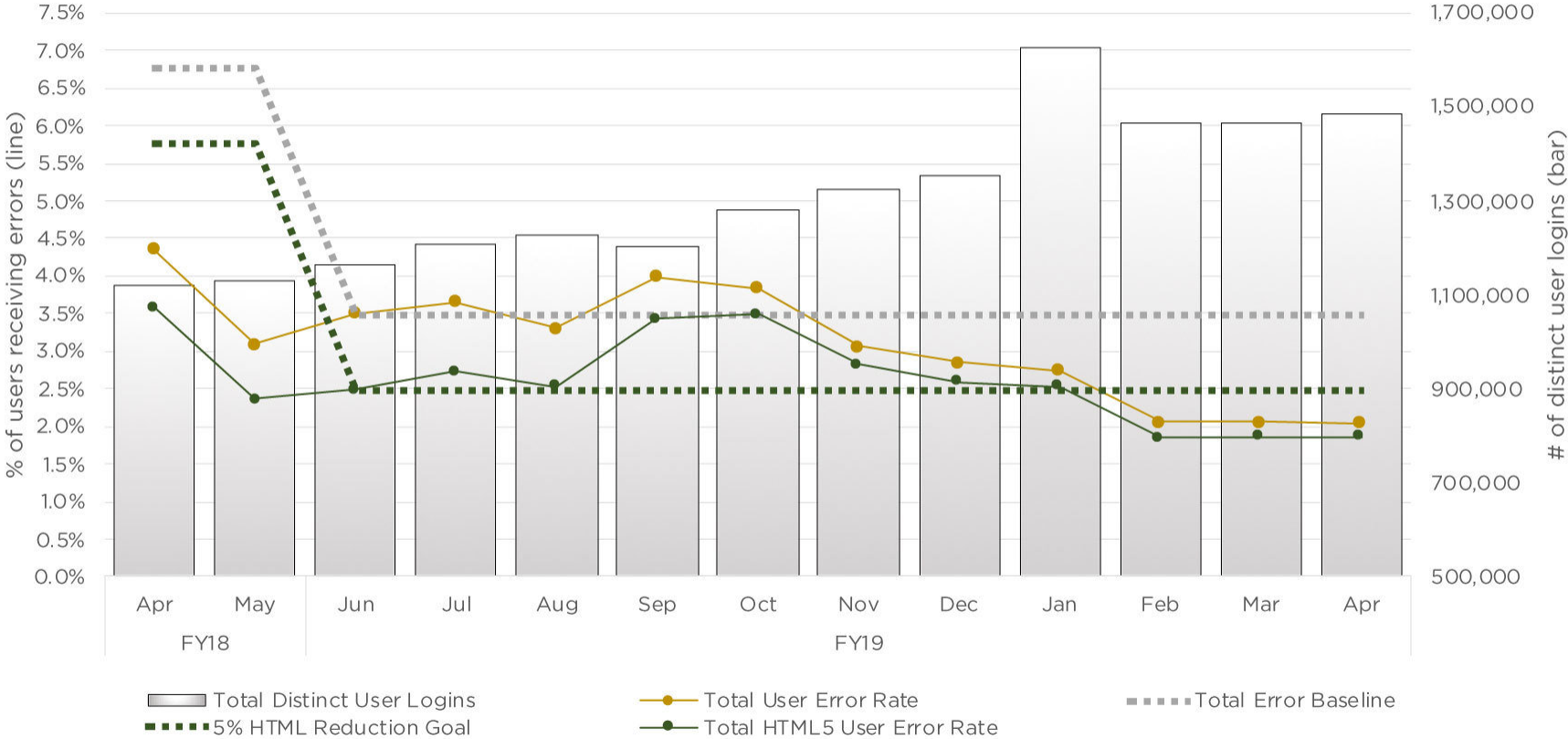


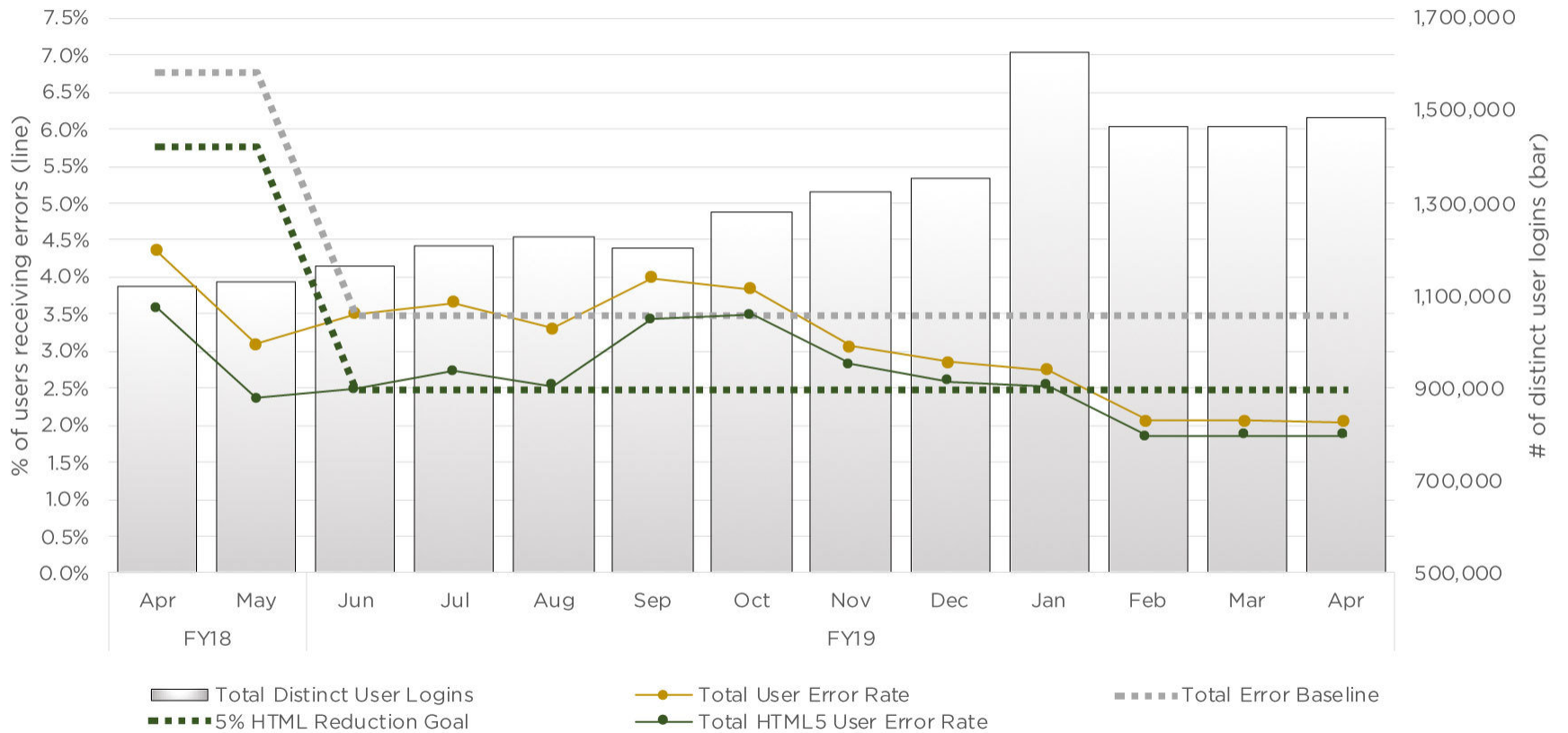




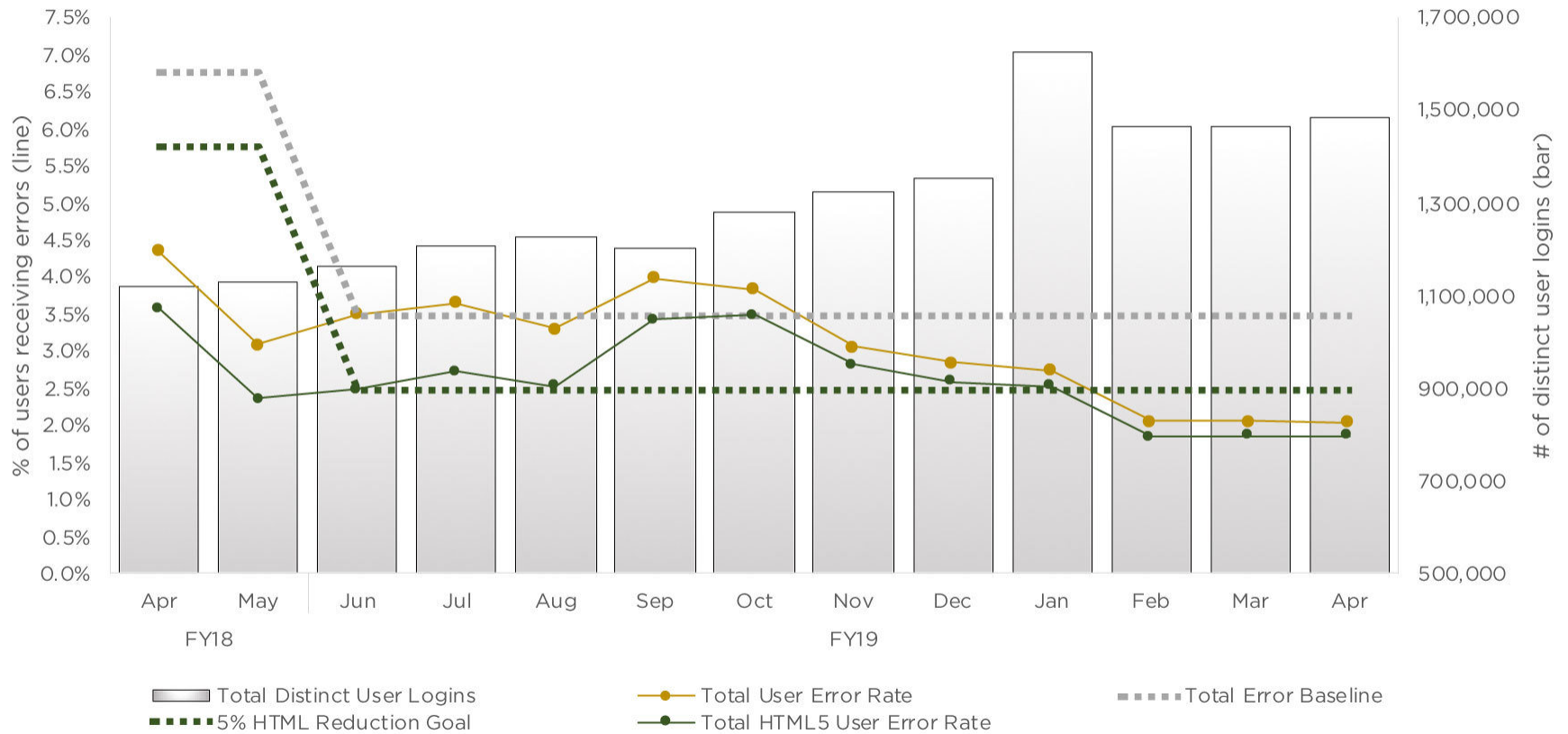


REMOVE UNNECESSARY ELEMENTS

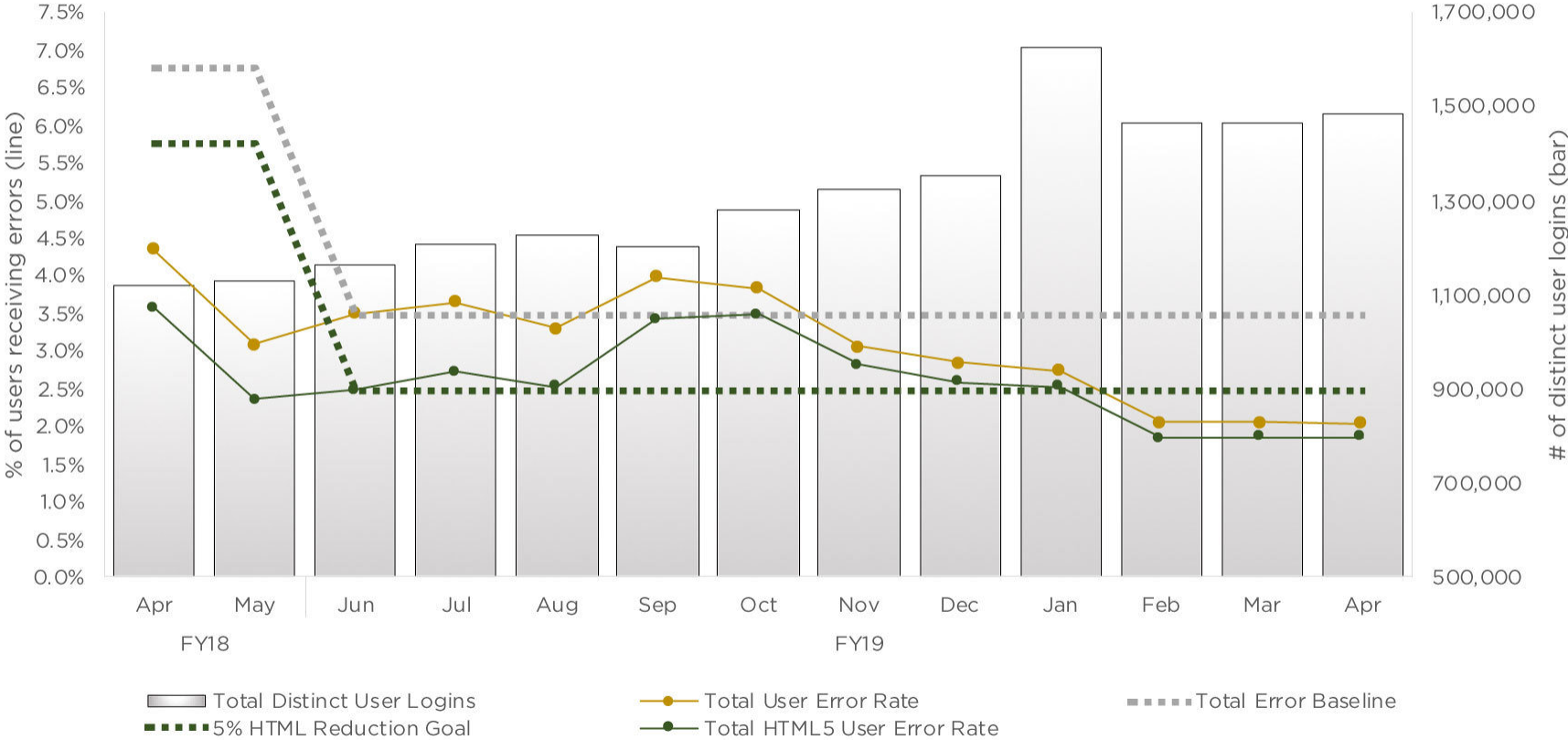


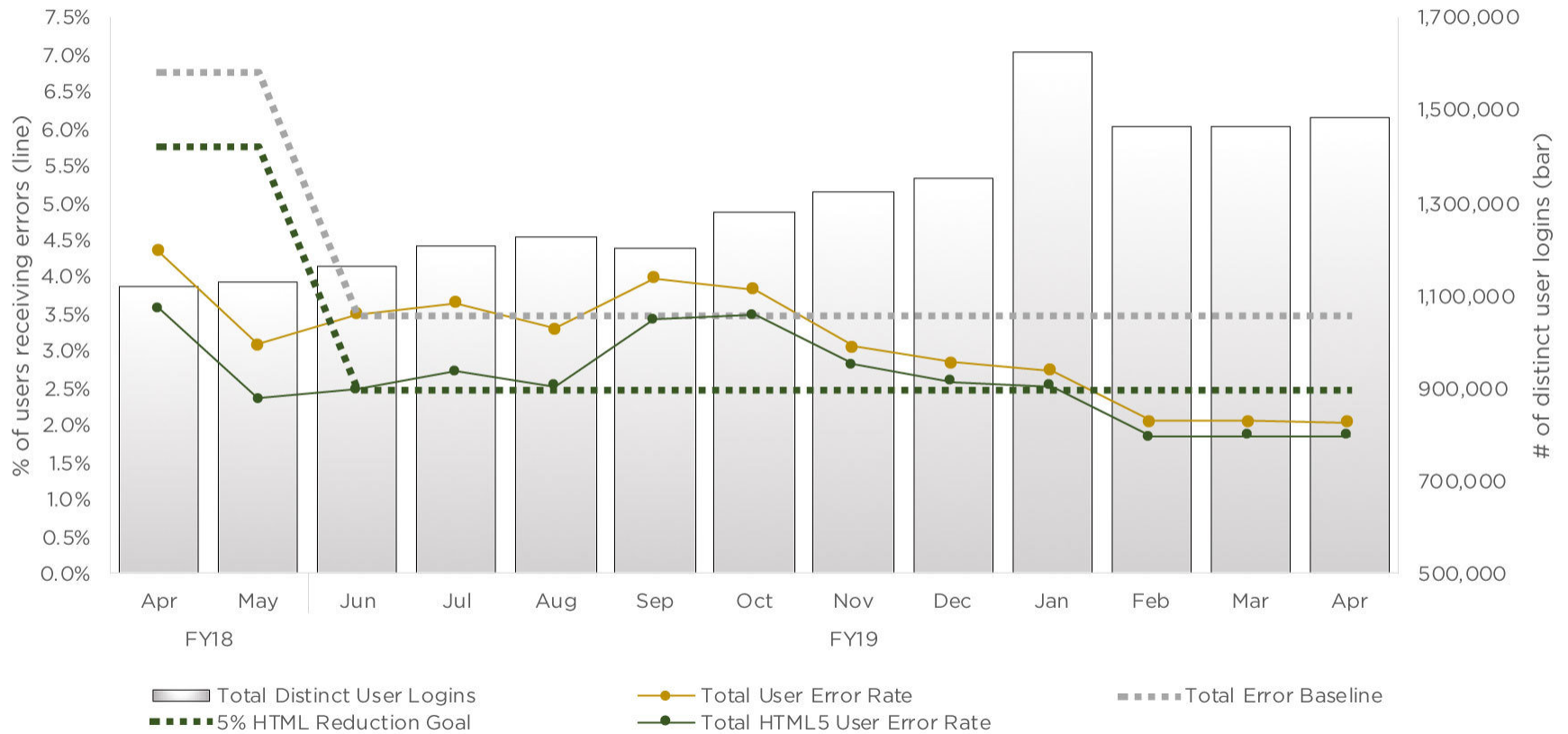




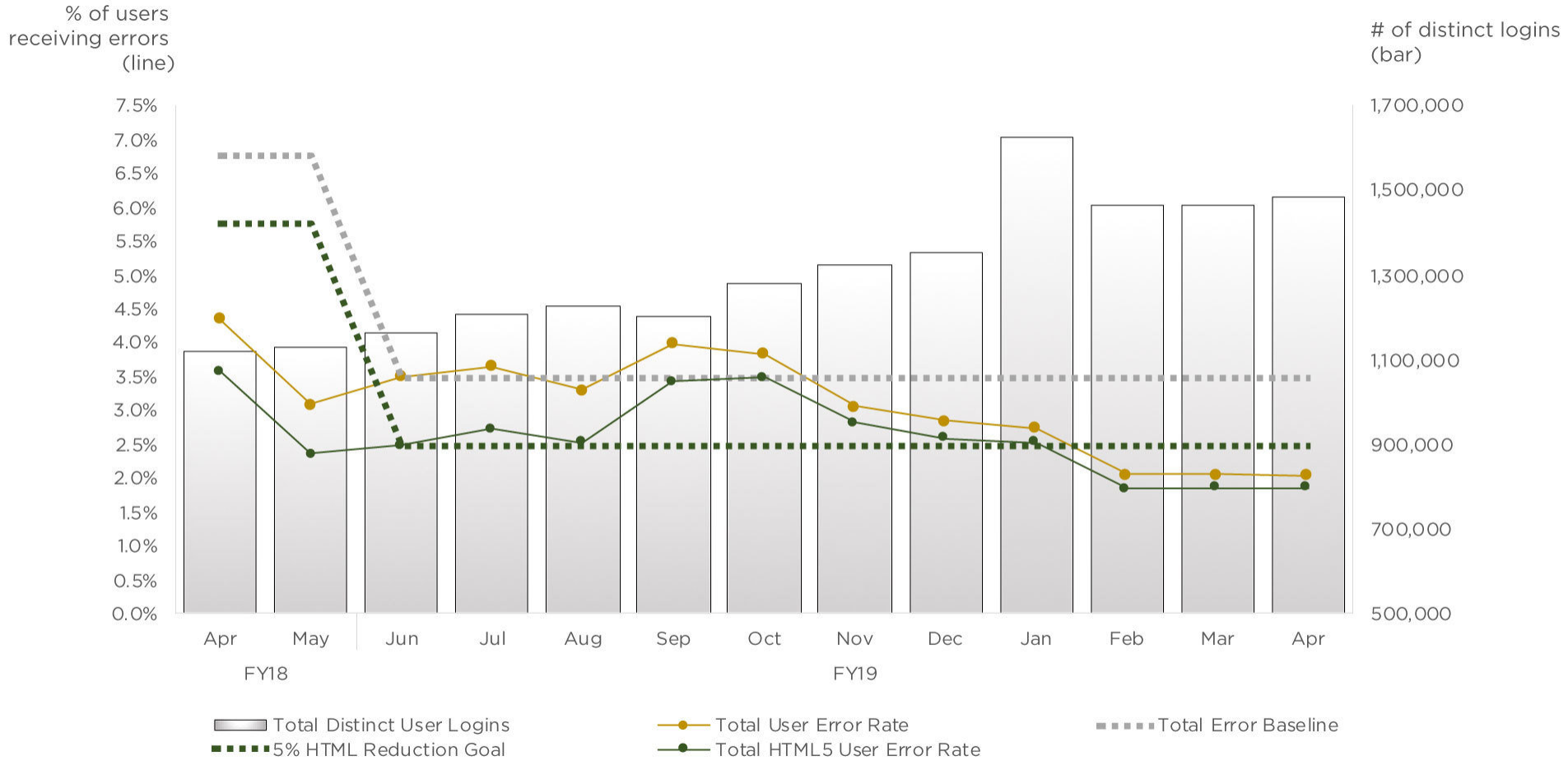


REMOVE UNNECESSARY ELEMENTS

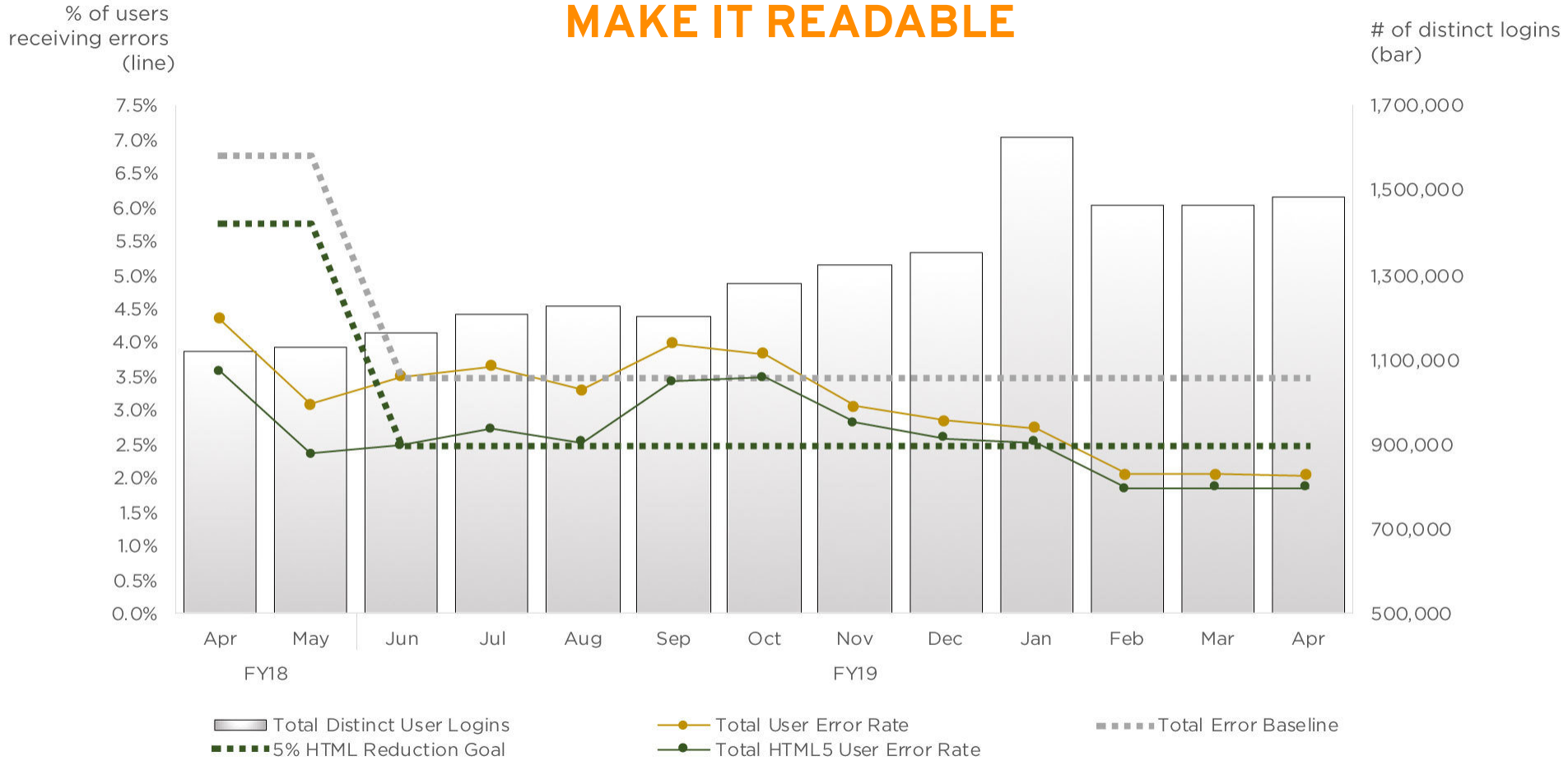


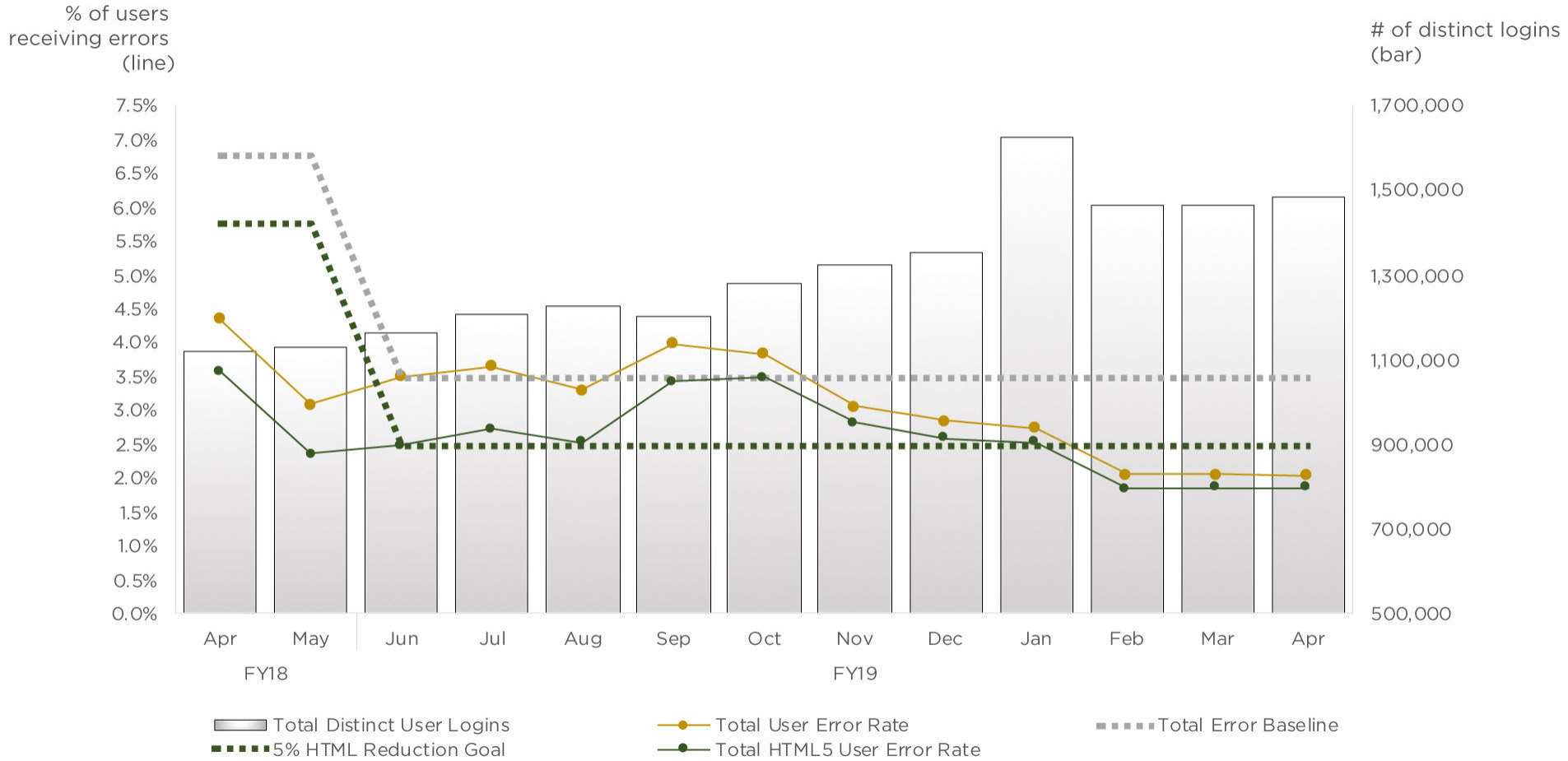






MAKE IT READABLE





% of users receiving errors (line)

7.5%
7.0%
6.5%
6.0%
5.5%
5.0%
4.5%
4.0%
3.5%
3.0%
2.5%
2.0%
1.5%
1.0%
0.5%
0.0%

Apr May Jun

FY18

▒ Total Distinct User Logins
■ 5% HTML Reduction Goal

● Total User Error Rate
● Total HTML5 User Error Rate

■ Total Error Baseline



of distinct logins (bar)

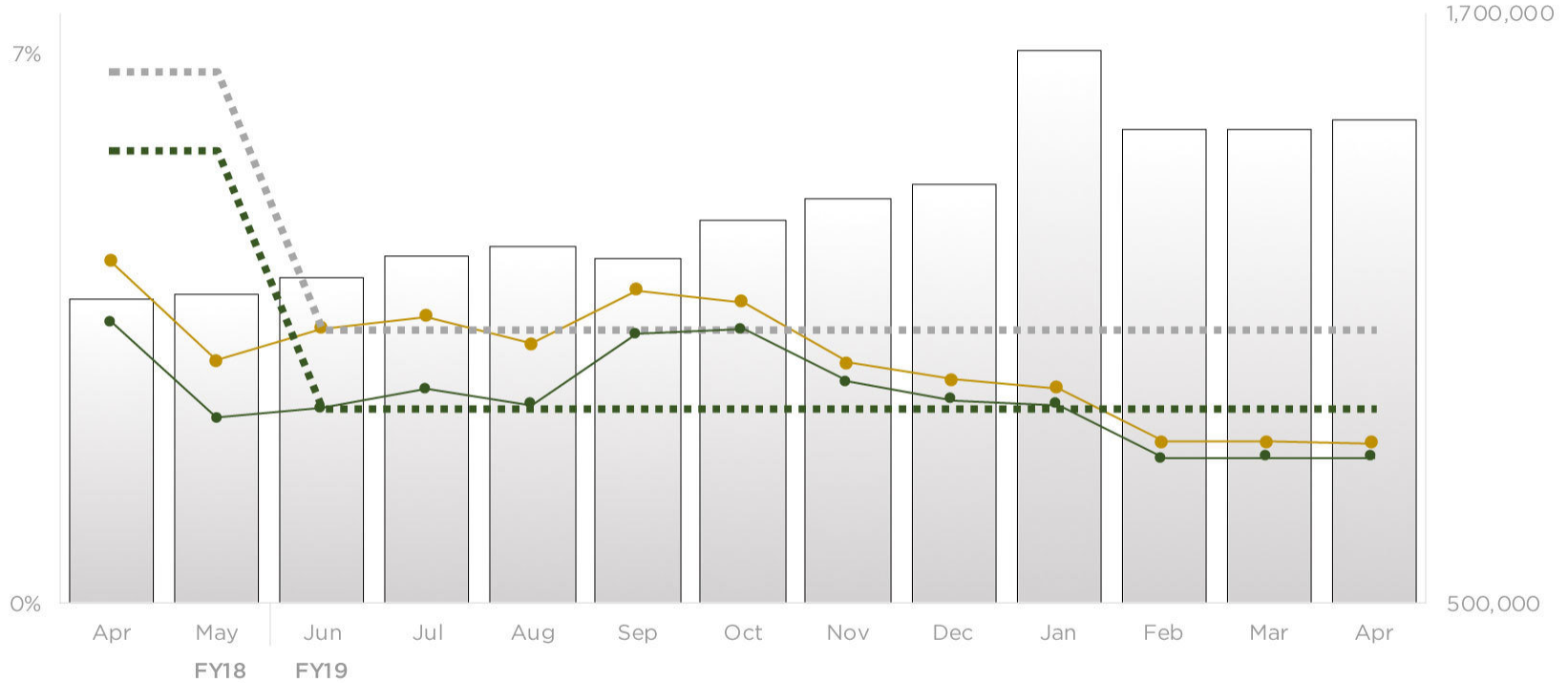
1,700,000
1,500,000
1,300,000
1,100,000
900,000
700,000
500,000

Feb Mar Apr



% of users receiving errors (line)

of distinct logins (bar)



■ Total Distinct User Logins
■ 5% HTML5 Reduction Goal

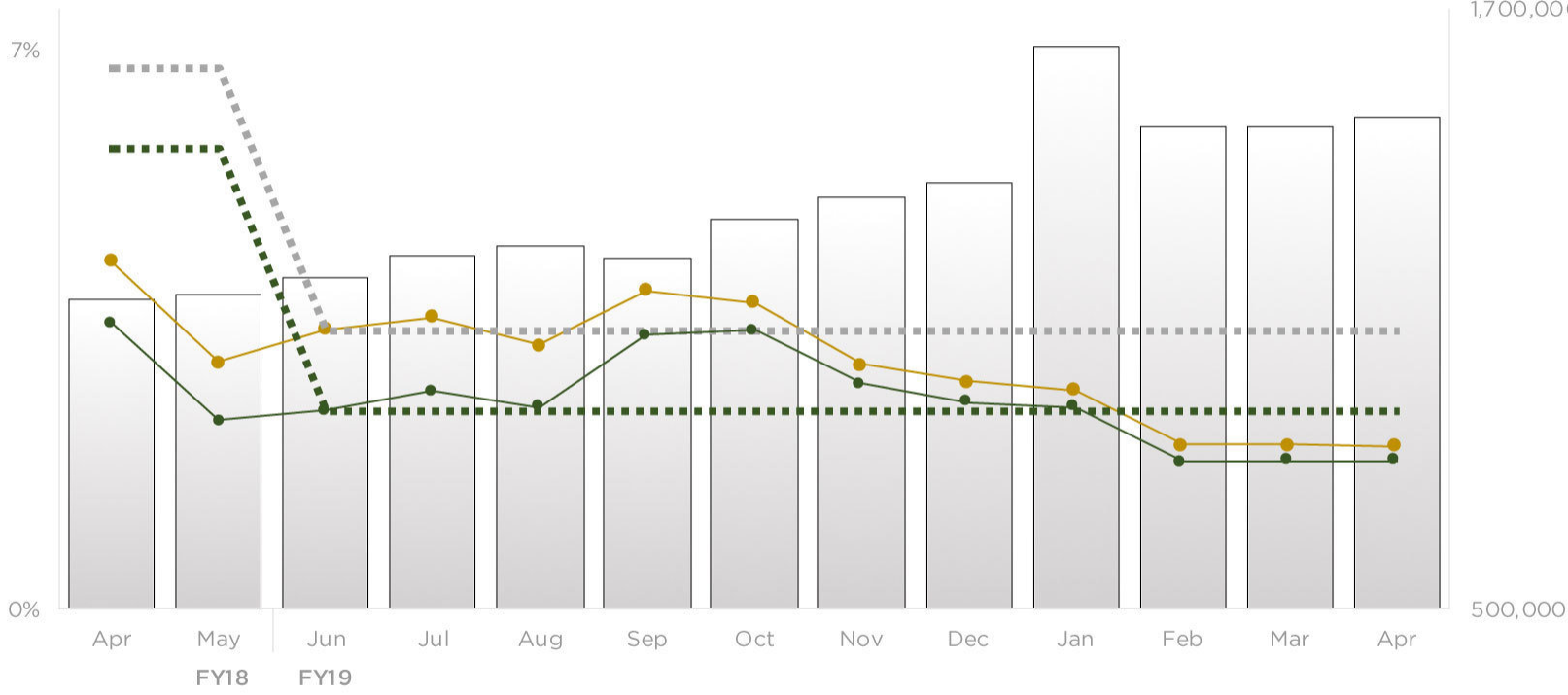
● Total User Error Rate
● Total HTML5 User Error Rate

■ Total Error Baseline

REMOVE UNNECESSARY ELEMENTS

% of users receiving errors (line)

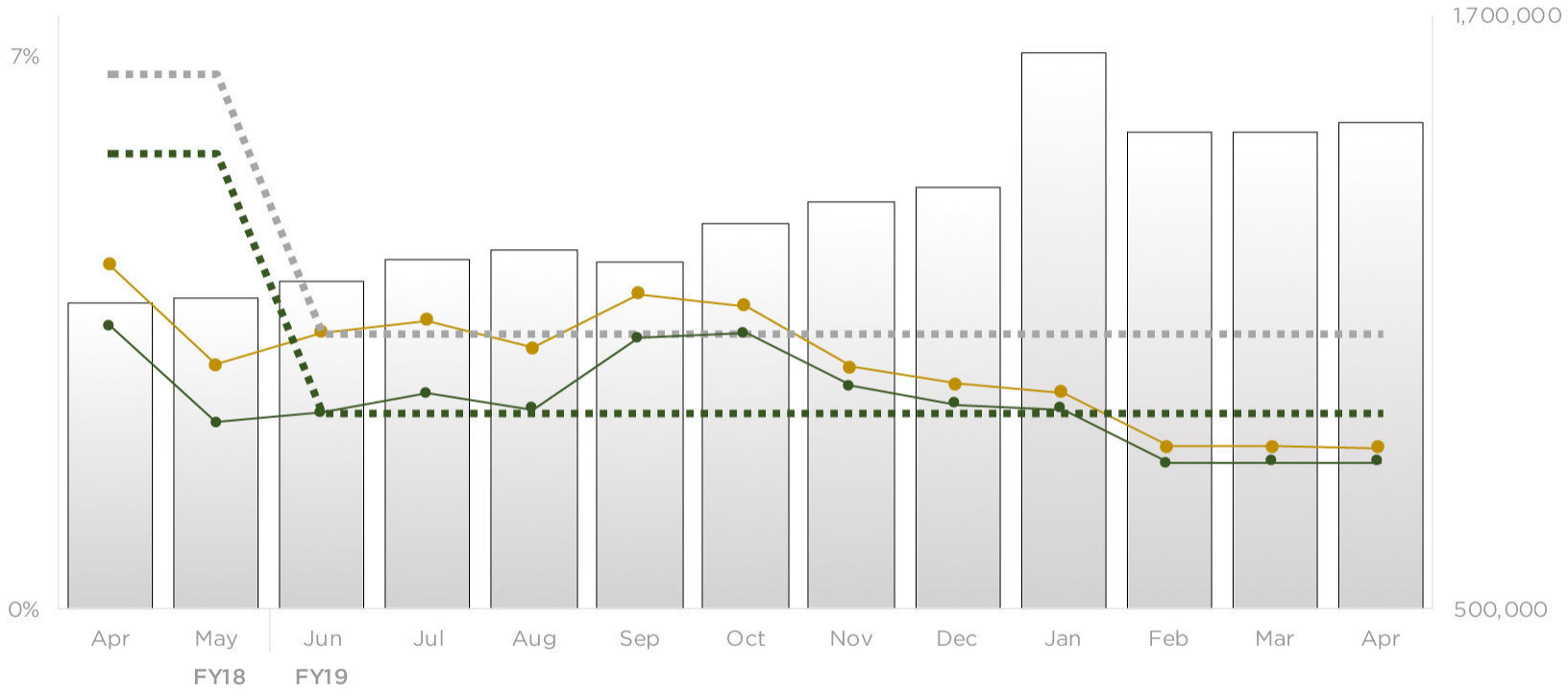
of distinct logins (bar)



- Total Distinct User Logins
- 5% HTML Reduction Goal
- Total User Error Rate
- Total Error Baseline
- Total HTML5 User Error Rate

% of users receiving errors (line)

of distinct logins (bar)



- Total Distinct User Logins
- Total User Error Rate
- Total Error Baseline
- 5% HTML5 Reduction Goal
- Total HTML5 User Error Rate

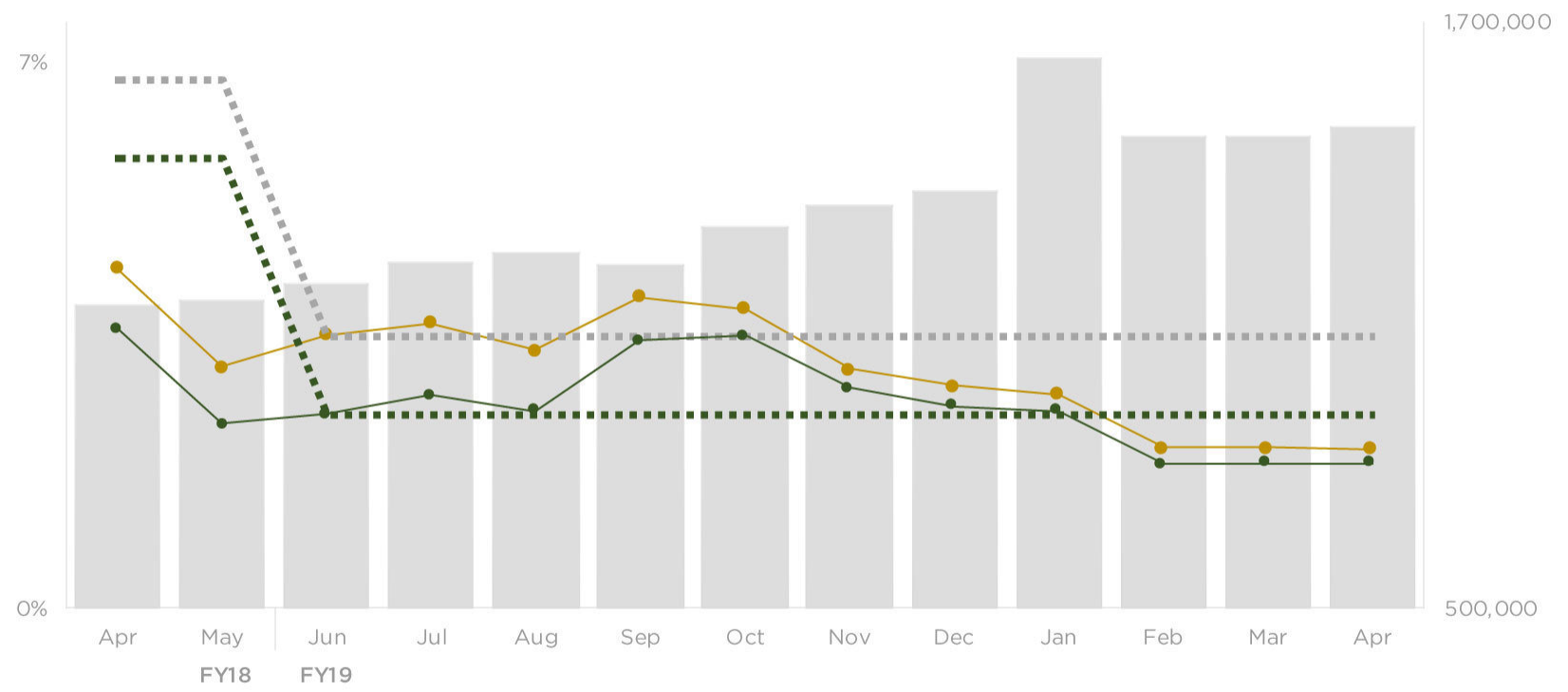
% of users receiving errors (line)

of distinct logins (bar)



% of users receiving errors (line)

of distinct logins (bar)

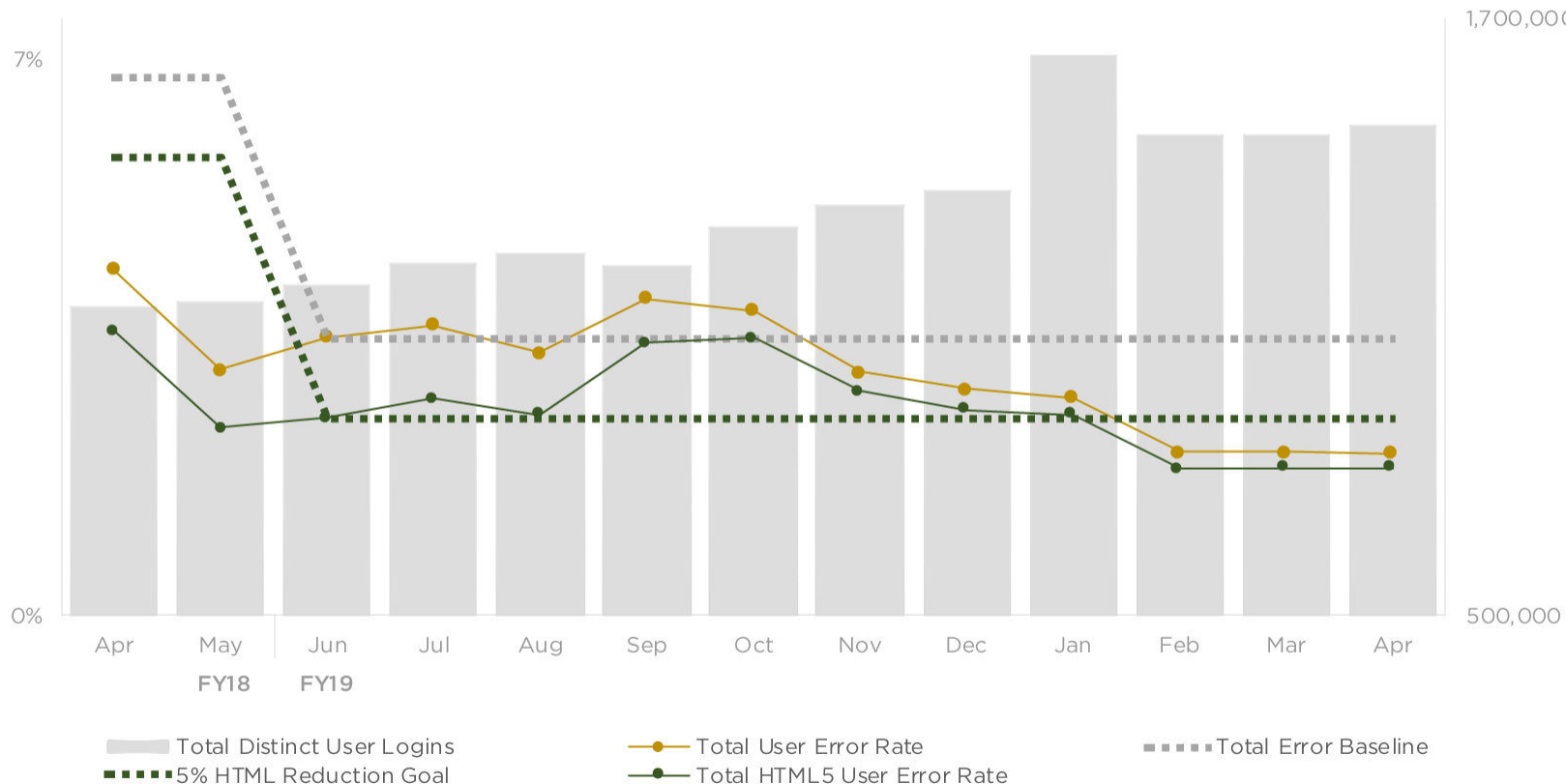


Total Distinct User Logins
 5% HTML5 Reduction Goal
 Total Error Baseline
 Total HTML5 User Error Rate
 Total User Error Rate

SIMPLIFY/REDUCE DISTRACTIONS

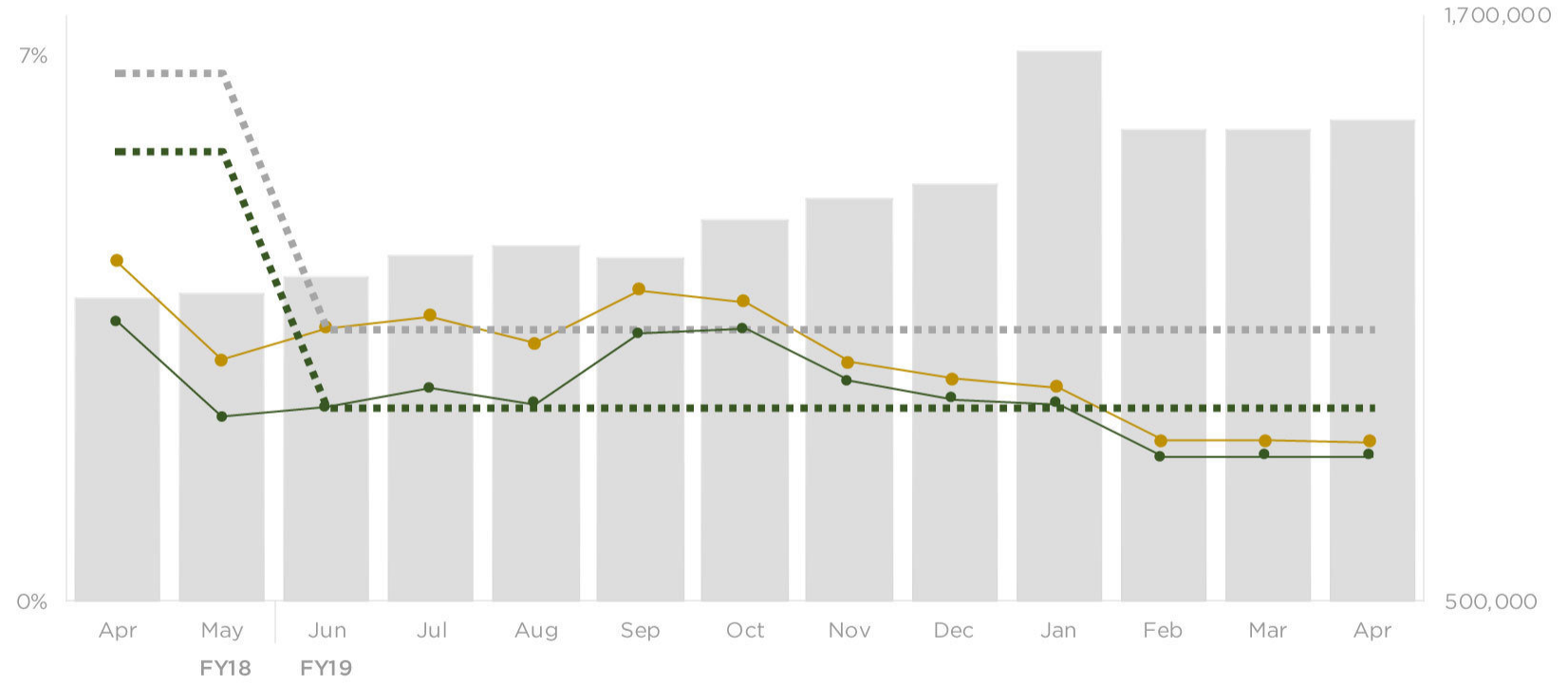
% of users receiving errors (line)

of distinct logins (bar)



% of users receiving errors (line)

of distinct logins (bar)



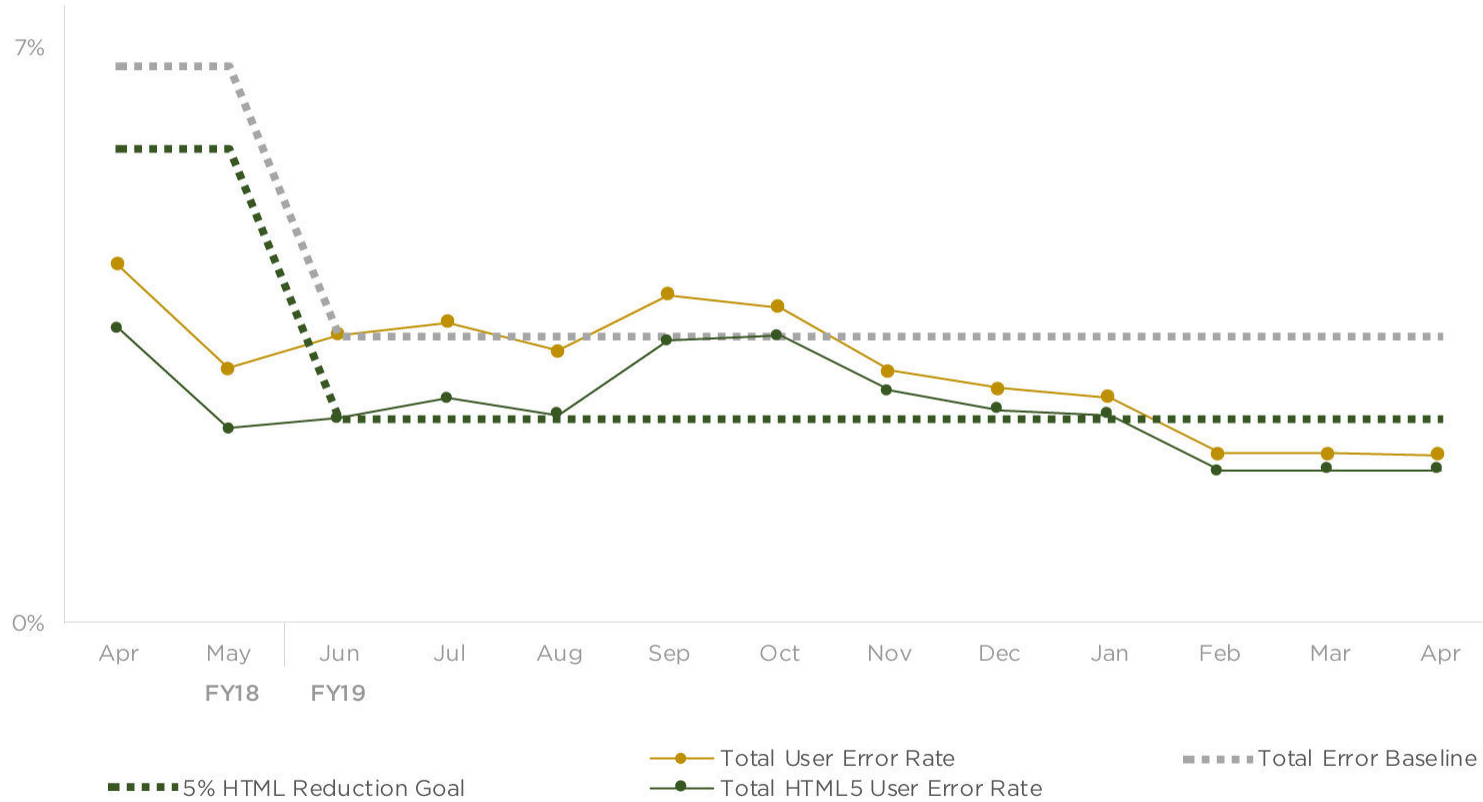
- Total Distinct User Logins
- Total User Error Rate
- Total Error Baseline
- 5% HTML5 Reduction Goal
- Total HTML5 User Error Rate

% of users receiving errors (line)

of distinct logins (bar)

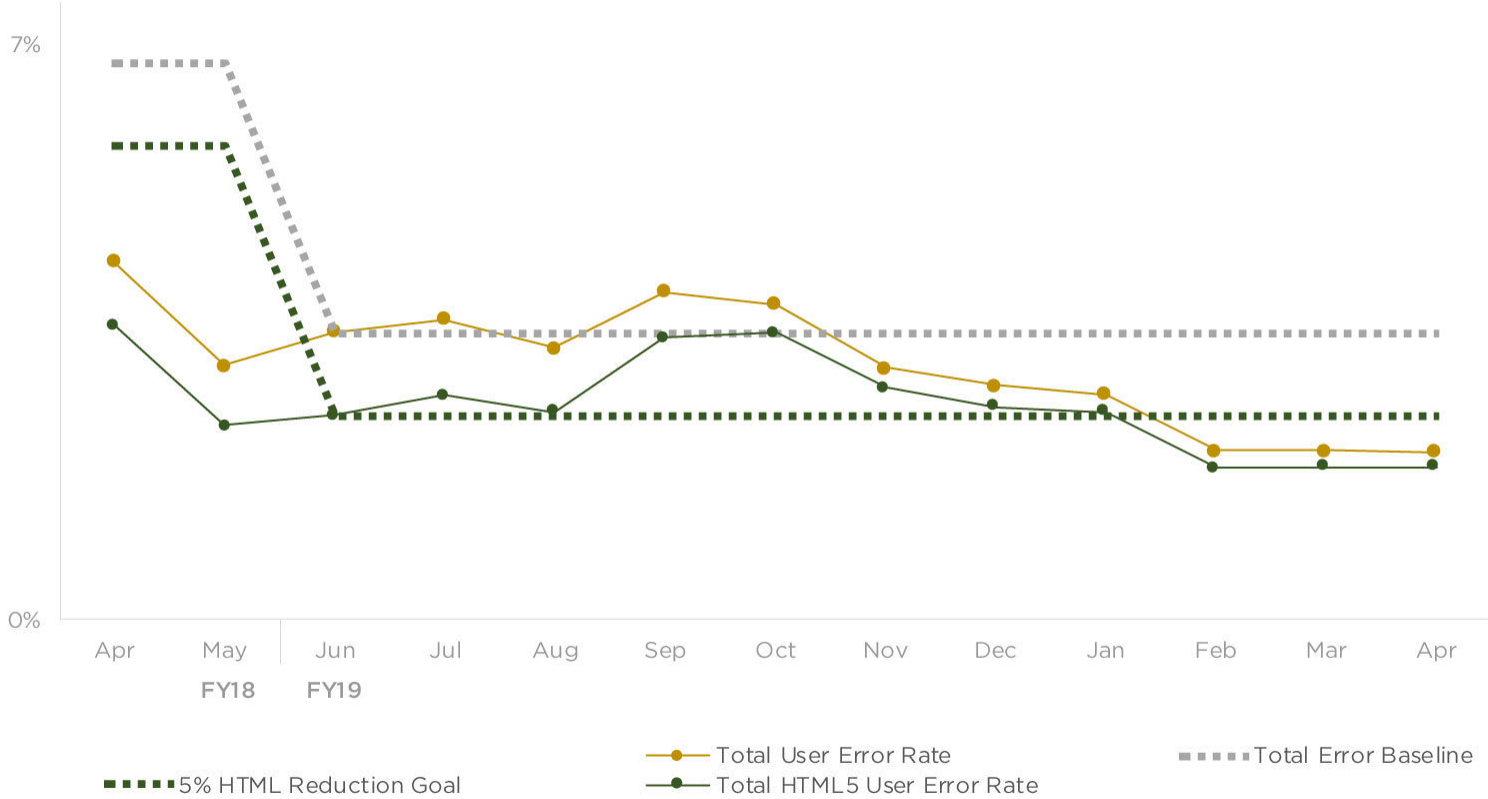


% of users receiving errors (line)

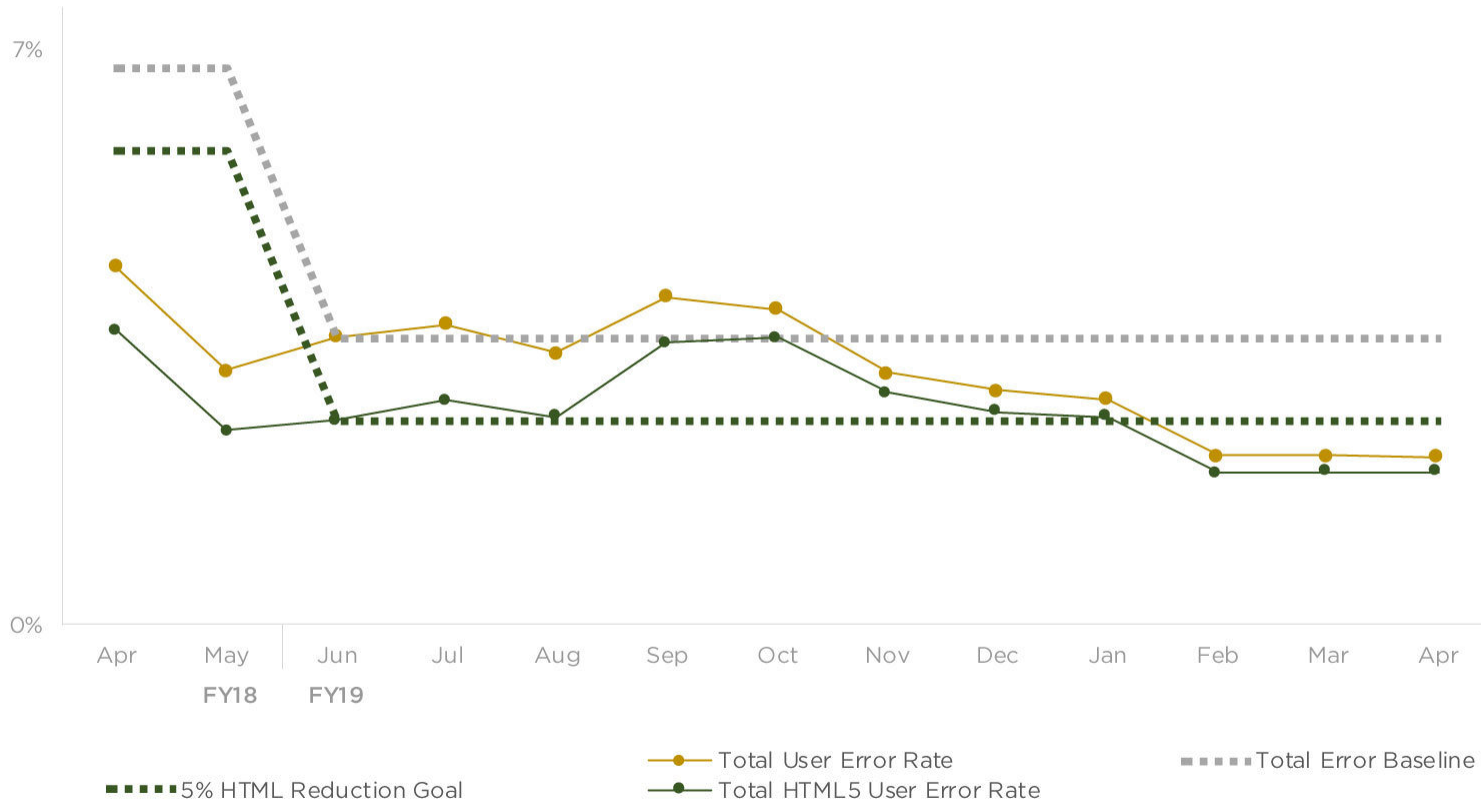


REMOVE UNNECESSARY ELEMENTS

% of users receiving errors (line)



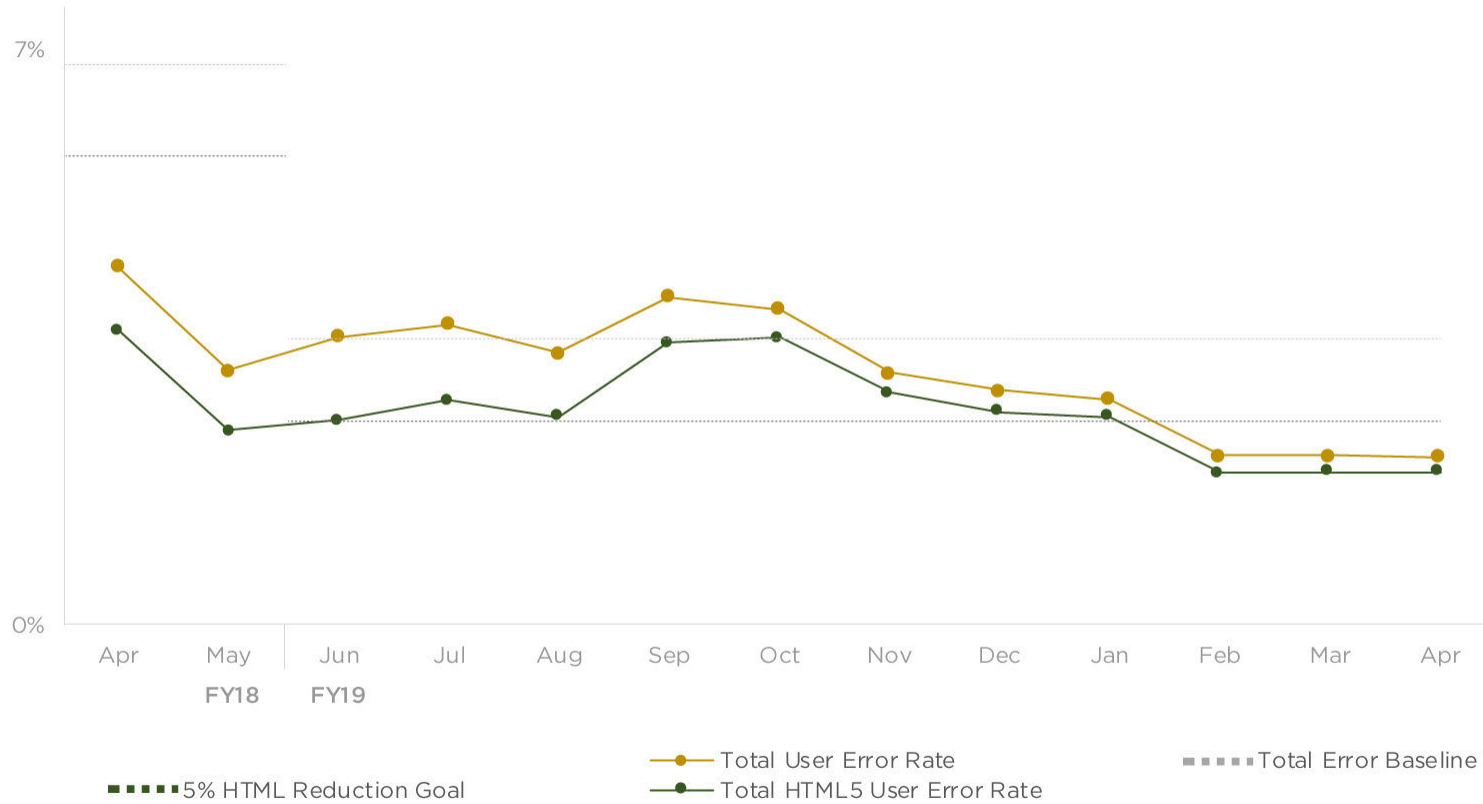
% of users receiving errors (line)



% of users receiving errors (line)

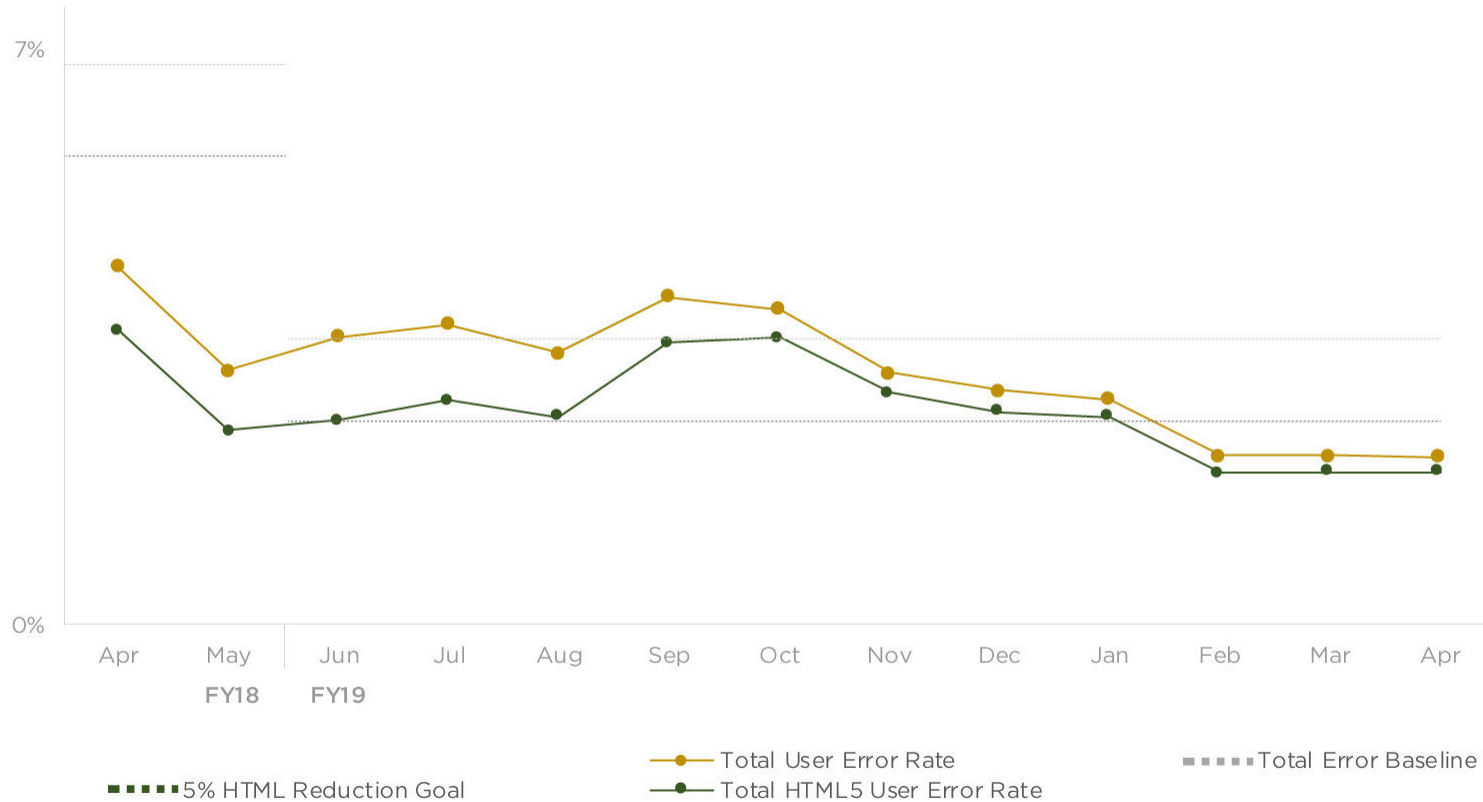


% of users receiving errors (line)

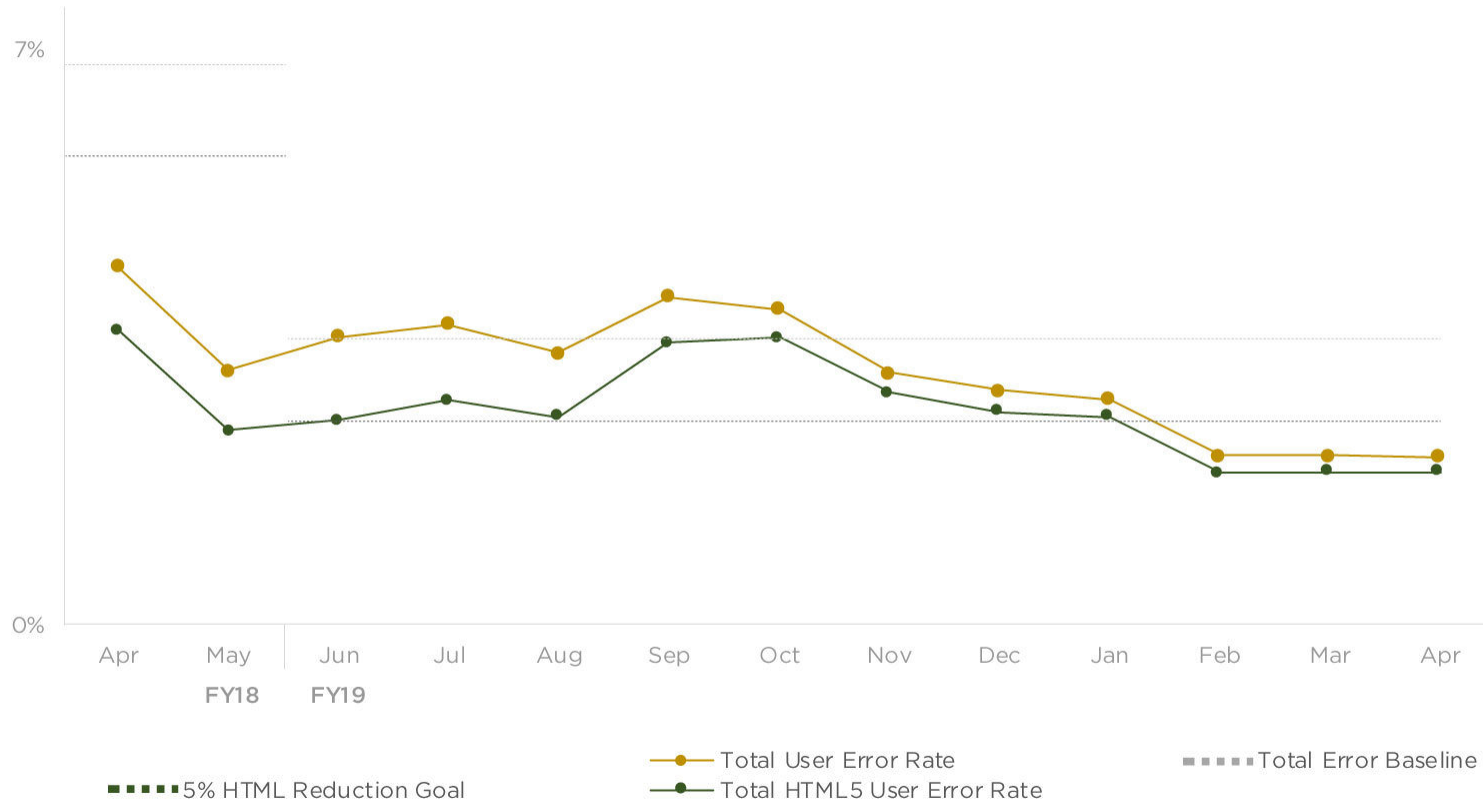


FOCUS THE EYE ON WHAT MATTERS

% of users receiving errors (line)



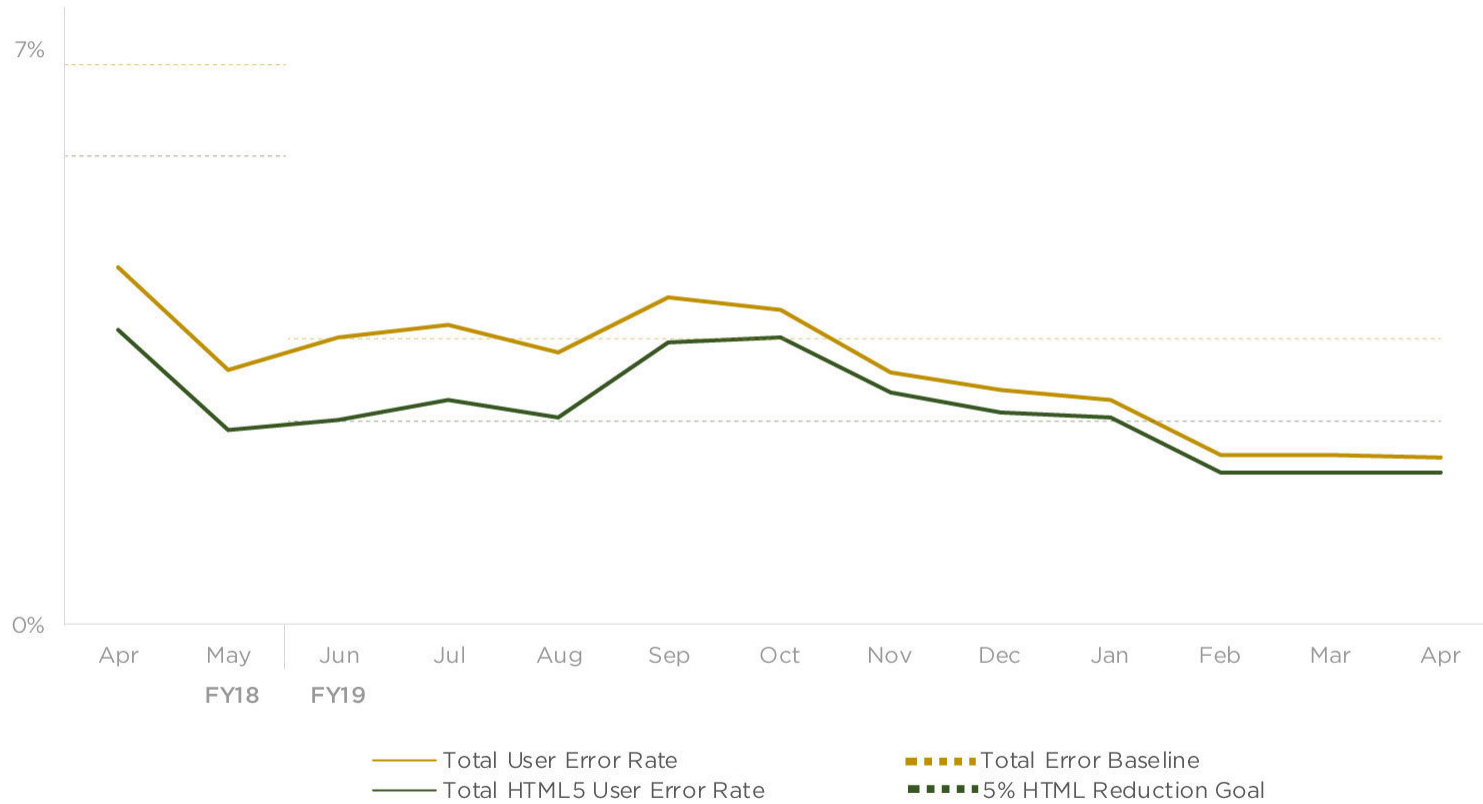
% of users receiving errors (line)



% of users receiving errors (line)

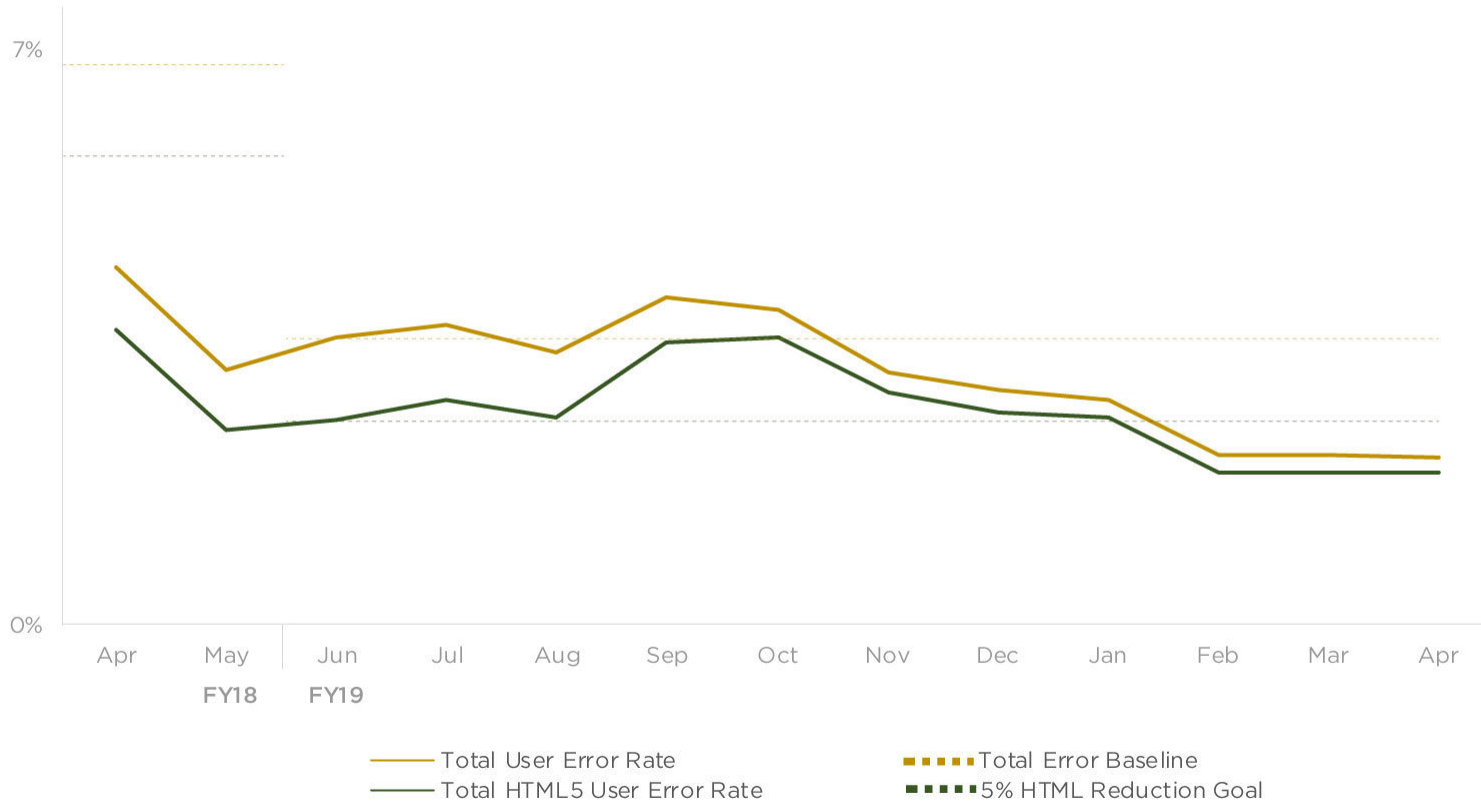


% of users receiving errors (line)

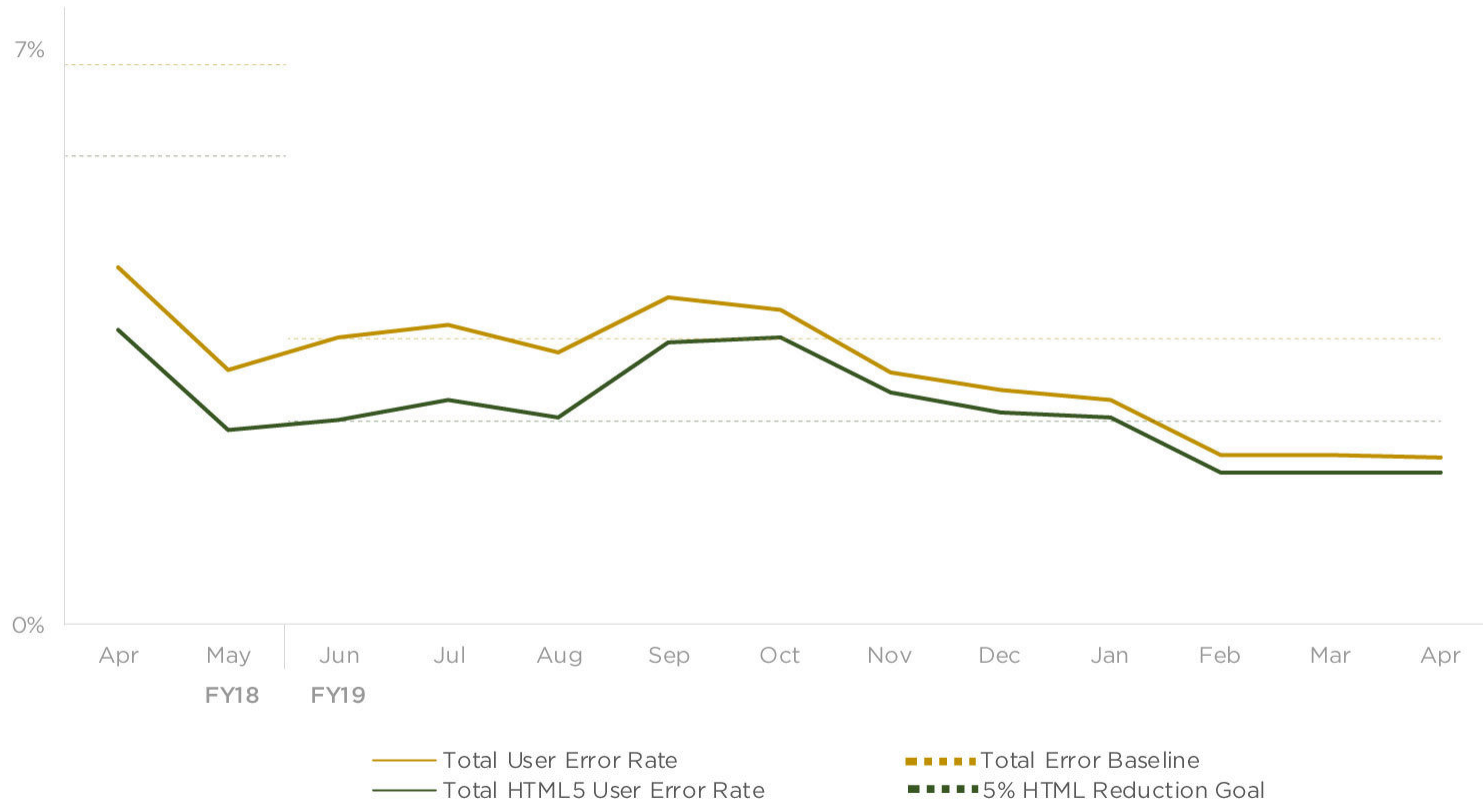


SIMPLIFY/REDUCE DISTRACTIONS

% of users receiving errors (line)

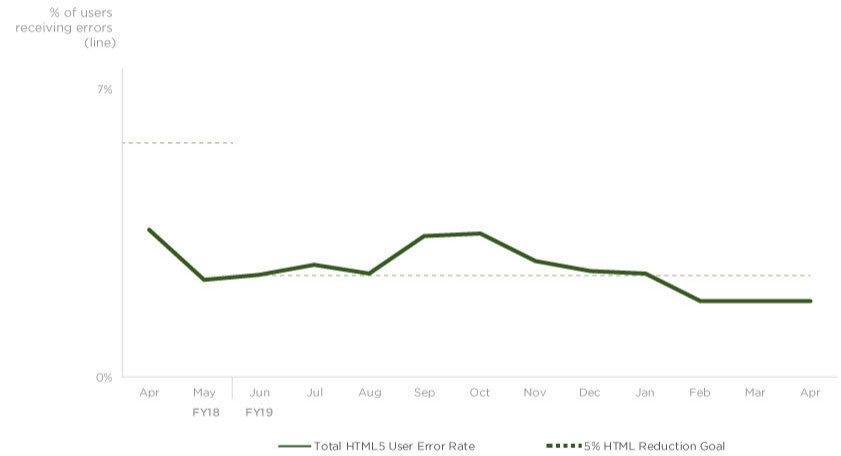
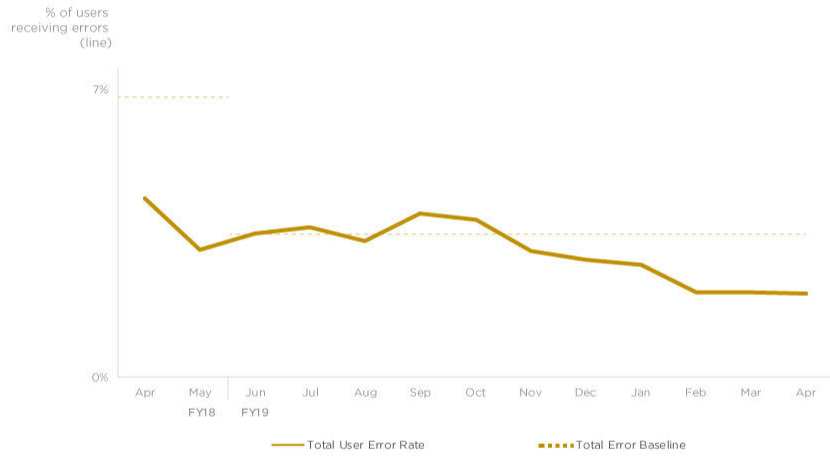


% of users receiving errors (line)

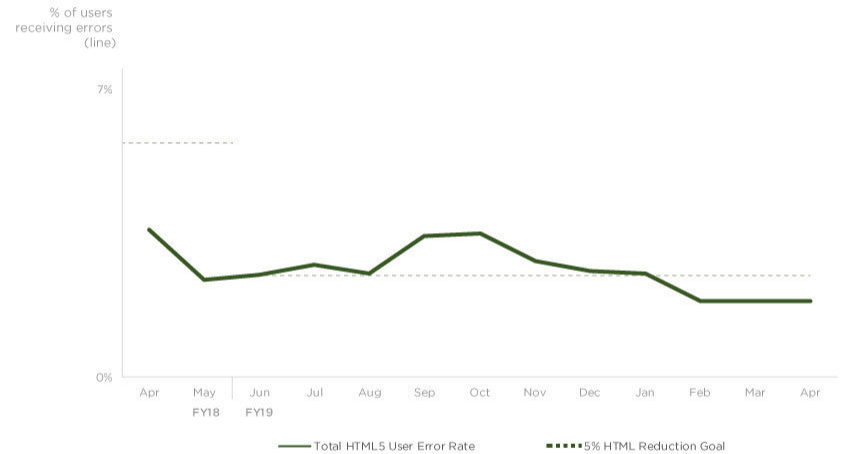
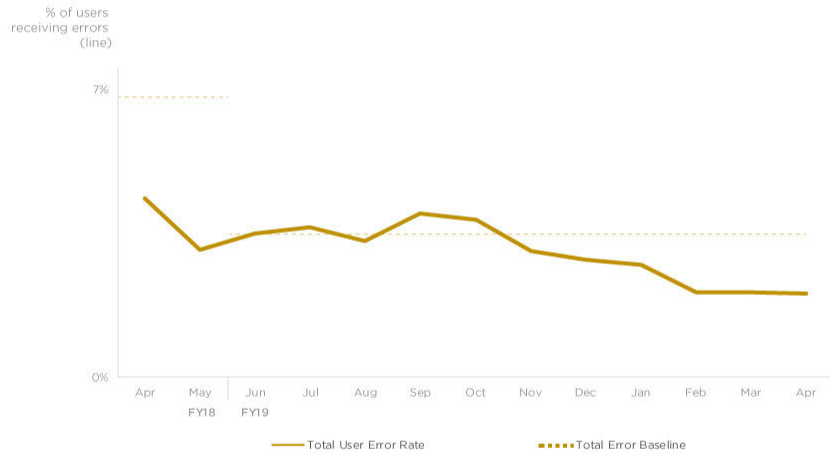


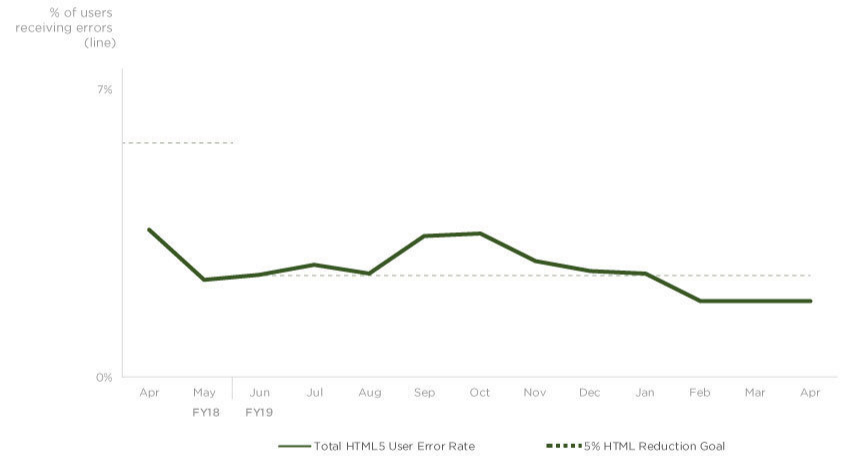
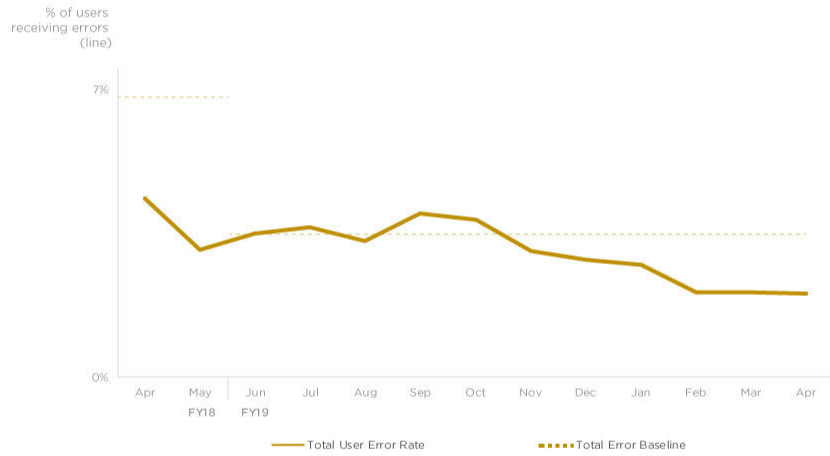
% of users receiving errors (line)





FOCUS THE EYE ON WHAT MATTERS





% of users receiving errors (line)

7%

0%

Apr May Jun Jul Aug Sep Oct

FY18 FY19

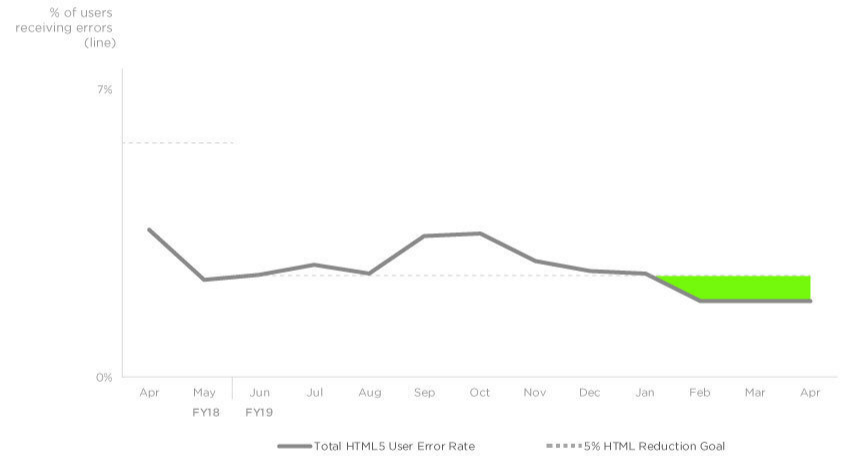
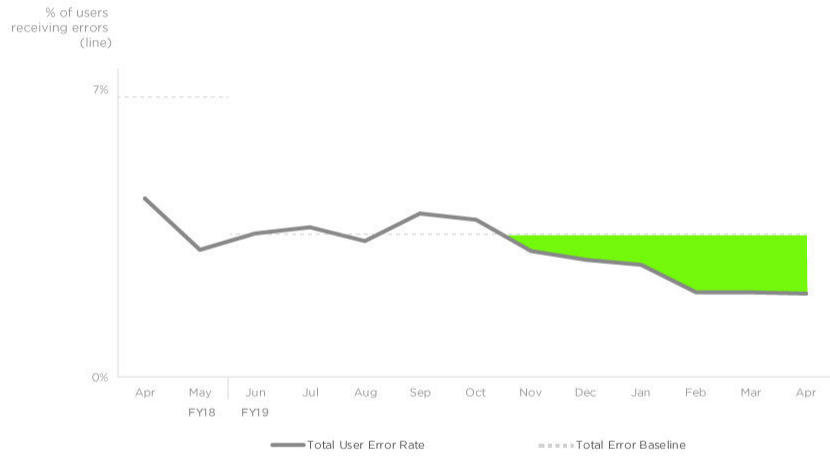
— Total User Error Rate

F-NO

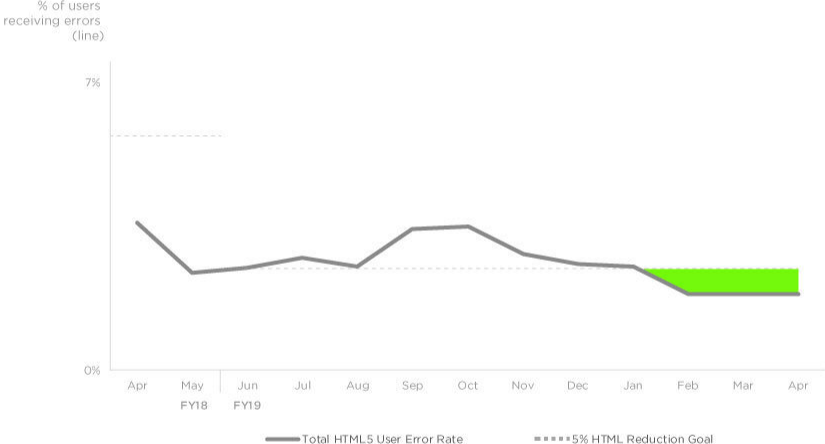
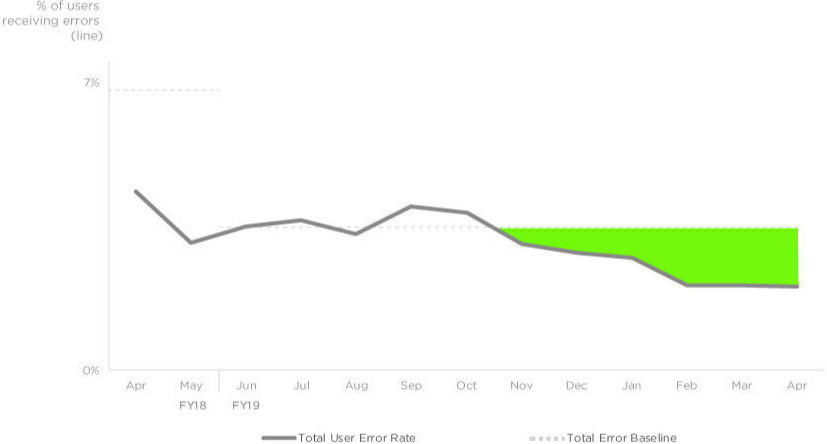
Sep Oct Nov Dec Jan Feb Mar Apr

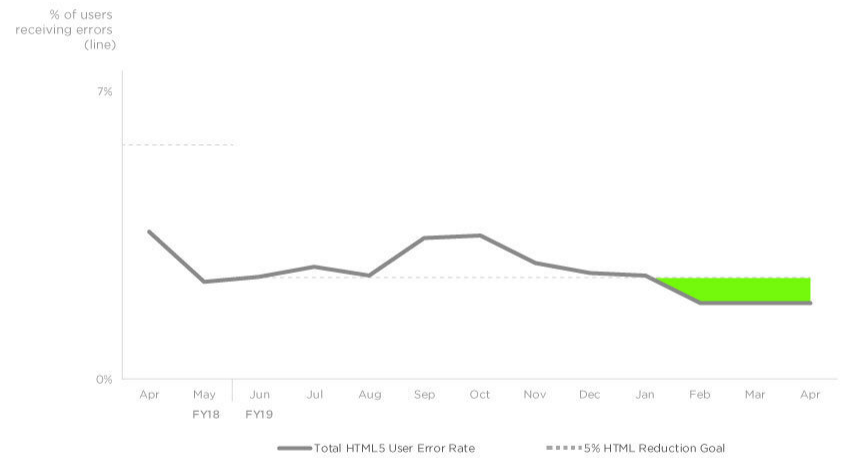
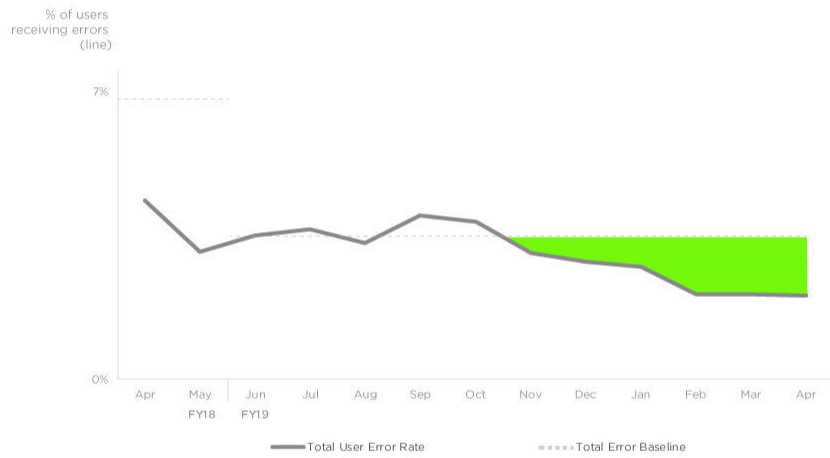
er Error Rate

••••• 5% HTML Reduction Goal



FOCUS THE EYE ON WHAT MATTERS INTENTIONAL AND SPARE USE OF COLOR

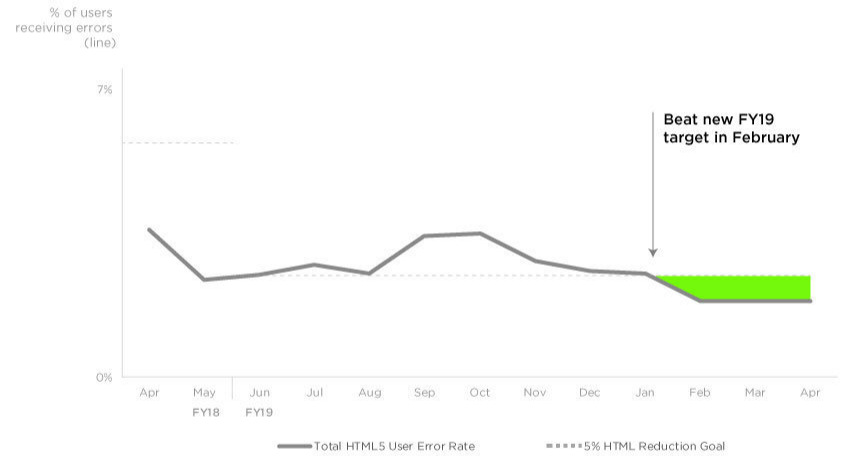
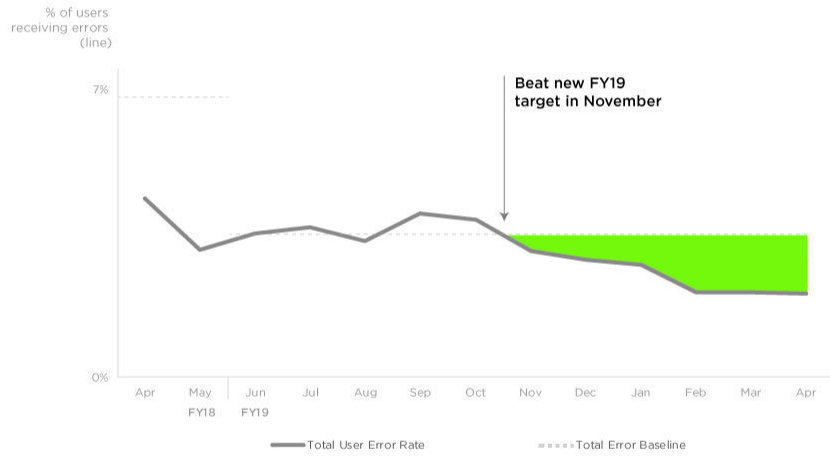




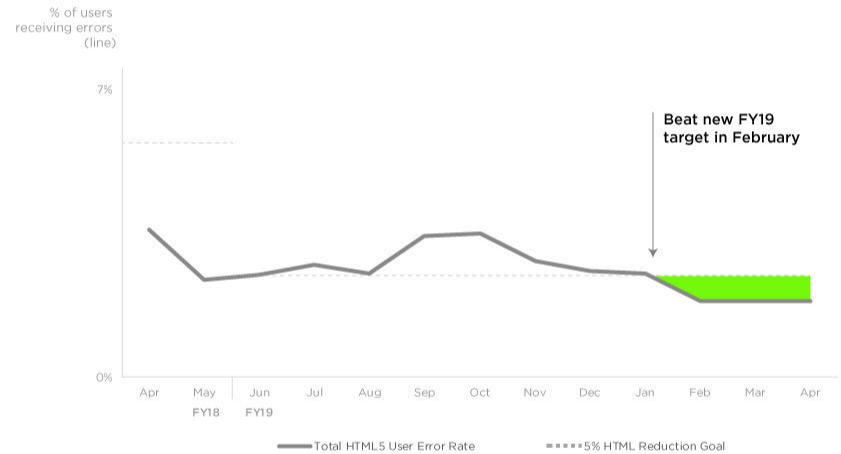
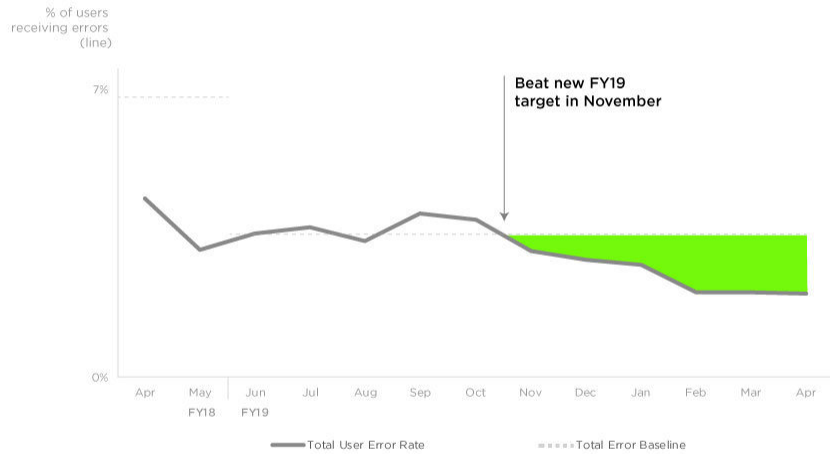


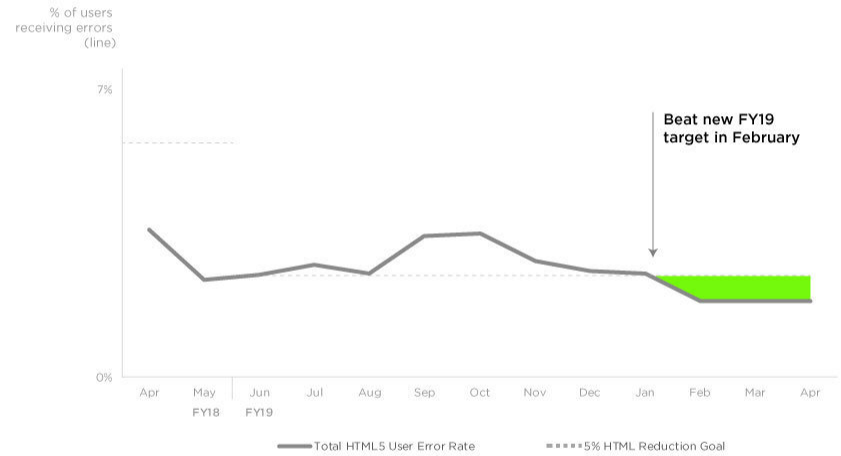
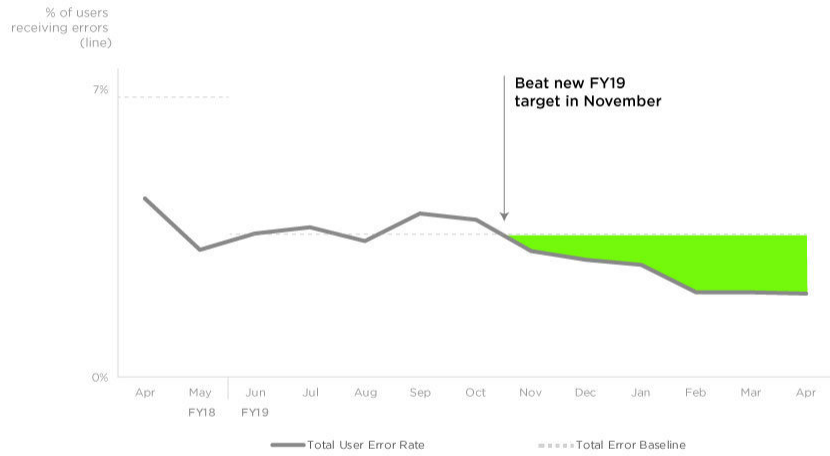
% of users receiving errors (line)





STRATEGIC LABELING/ANNOTATIONS







% of users receiving errors (line)

7%

0%

Apr May Jun Jul Aug Sep Oct

FY18 FY19

— Total User Error Rate

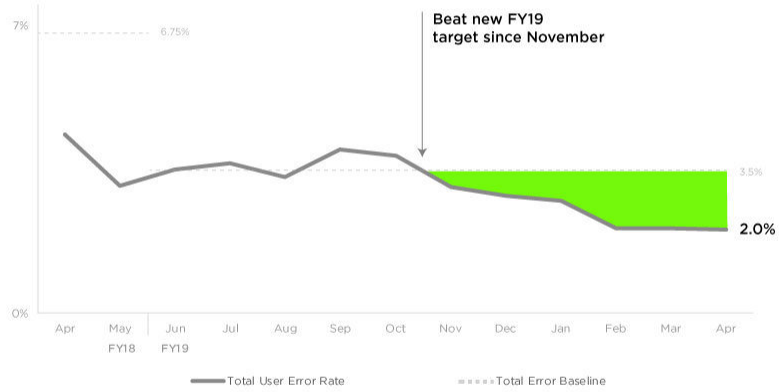
Beat new FY19 target in February

Sep Oct Nov Dec Jan Feb Mar Apr

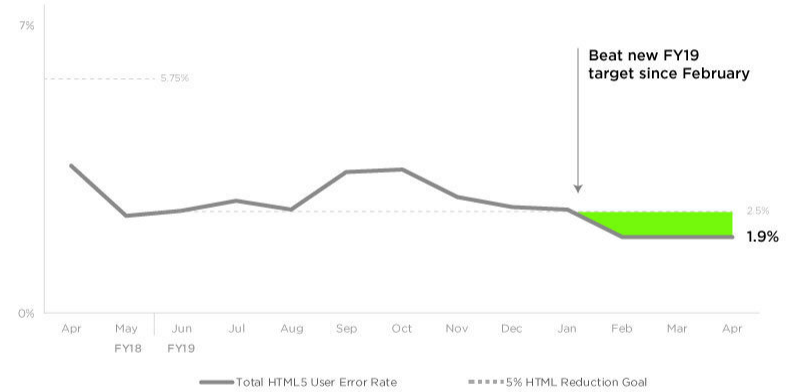
— Total User Error Rate

----- 5% HTML Reduction Goal

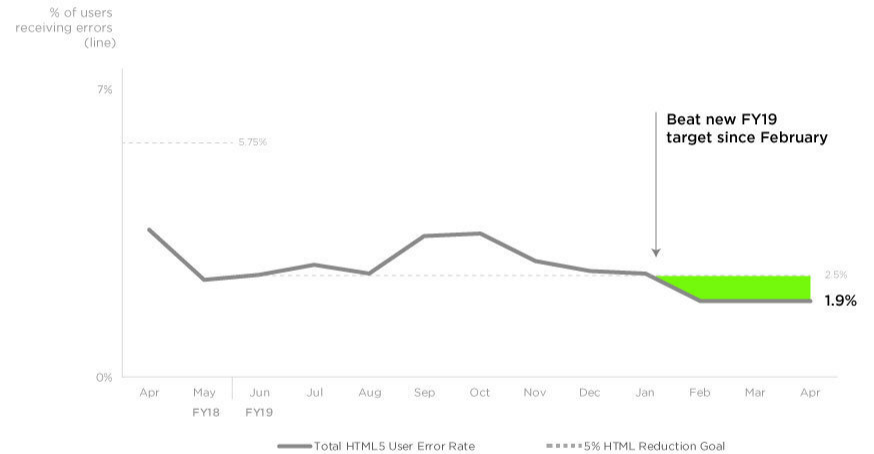
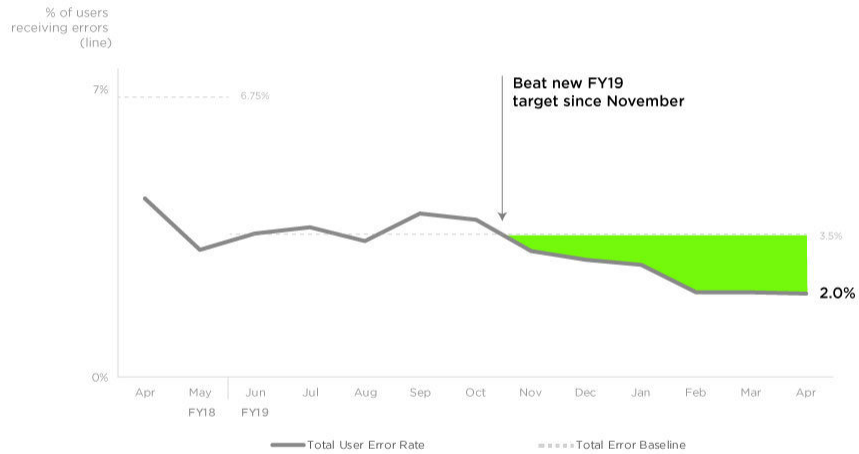
% of users receiving errors (line)



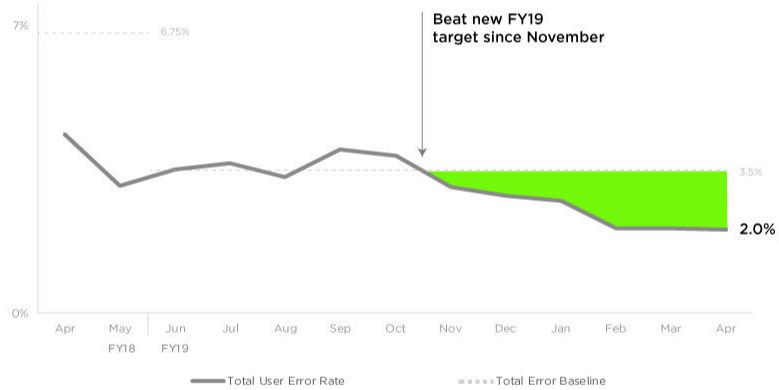
% of users receiving errors (line)



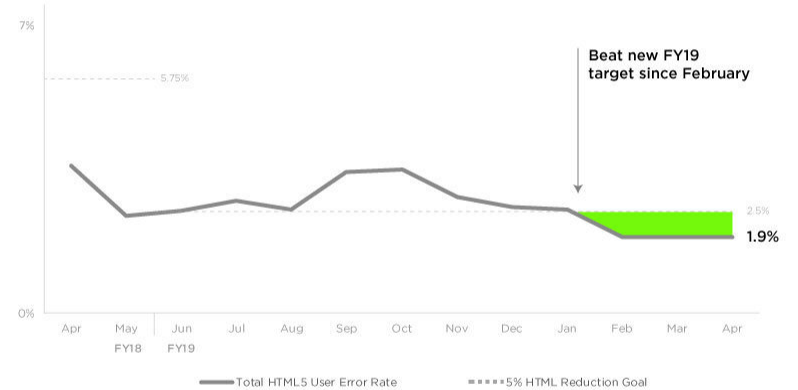
STRATEGIC LABELING/ANNOTATIONS



% of users receiving errors (line)



% of users receiving errors (line)

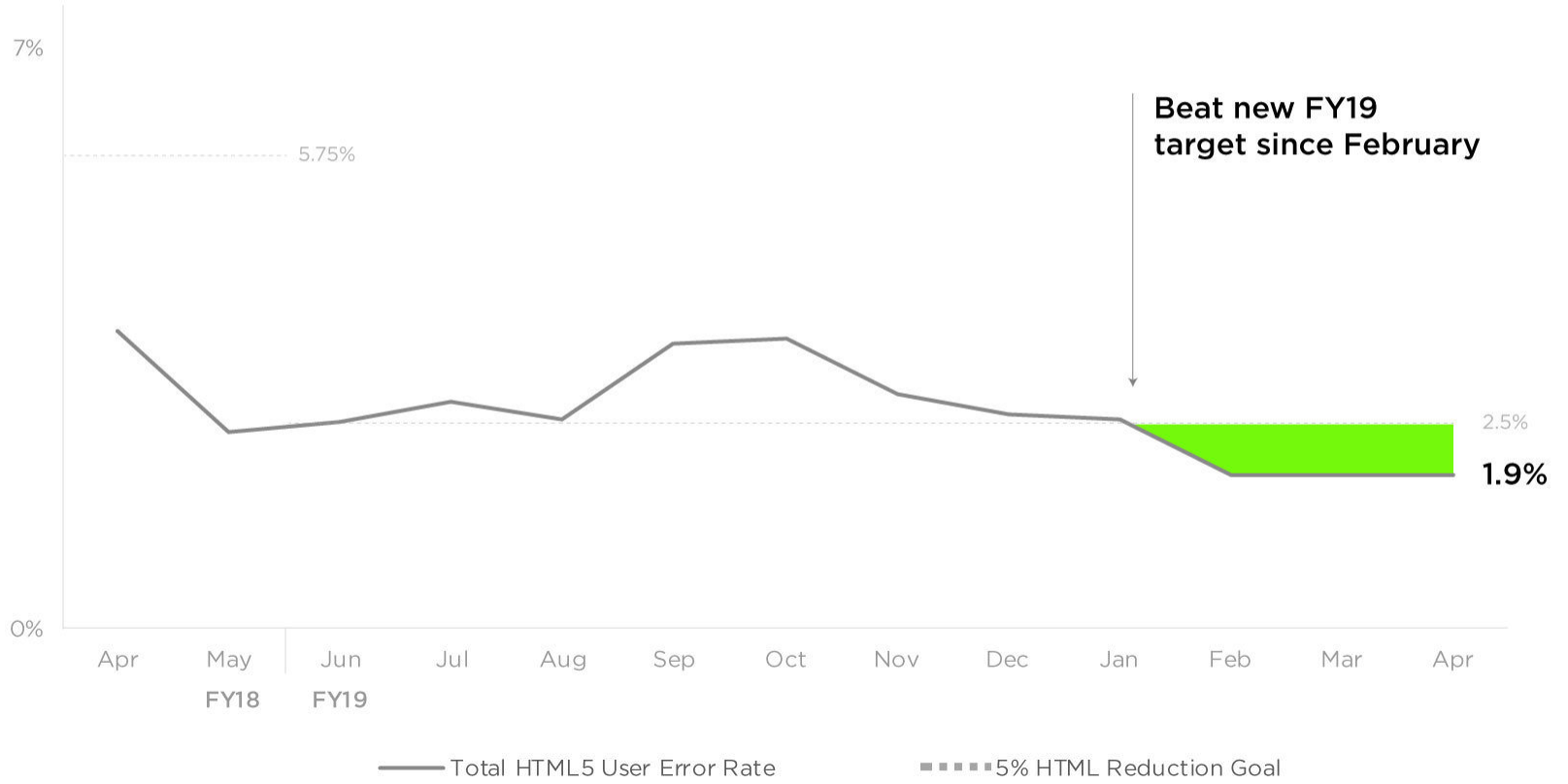




% of users receiving errors (line)

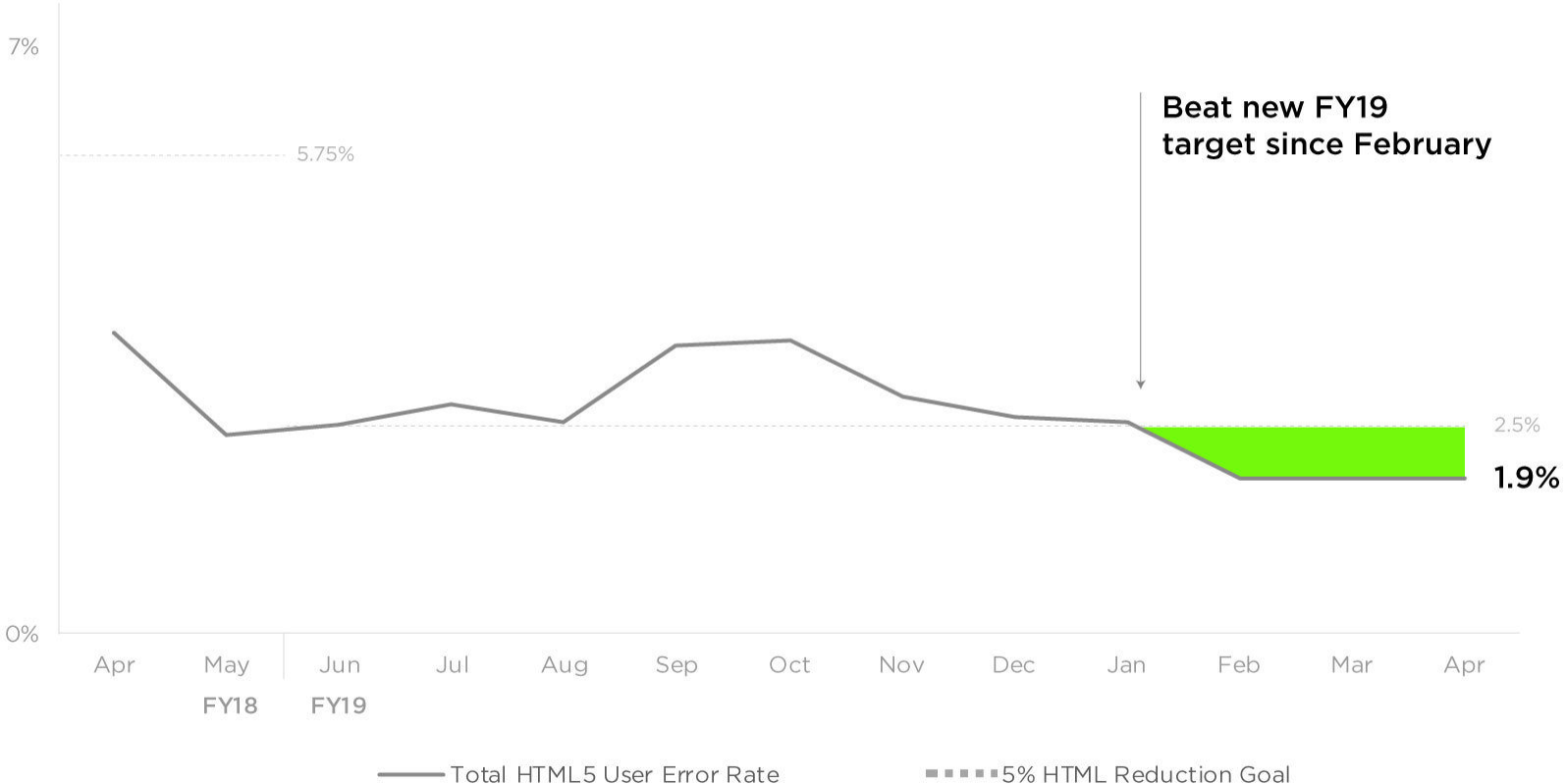


% of users receiving errors (line)

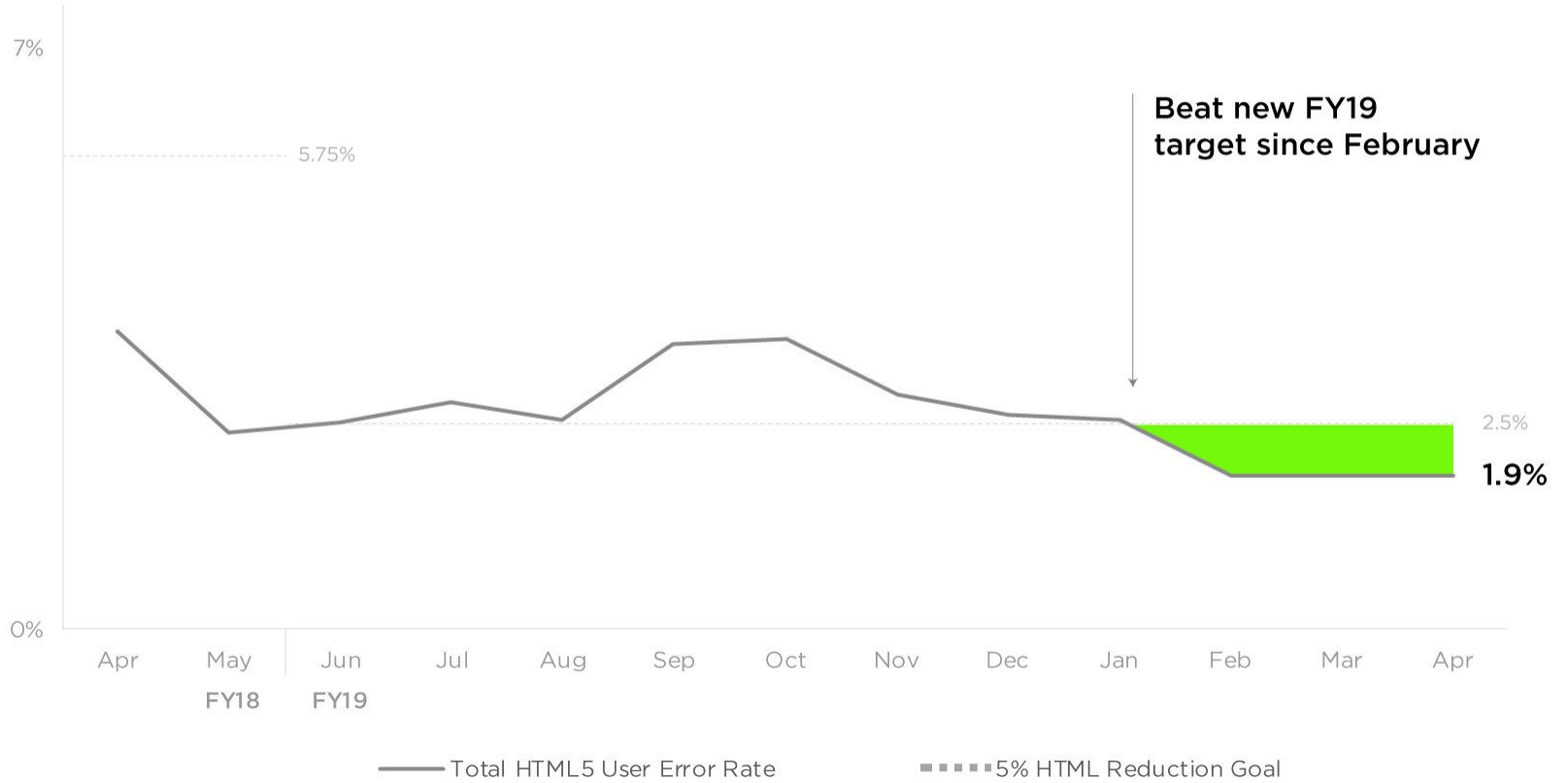


REMOVE UNNECESSARY ELEMENTS

% of users receiving errors (line)



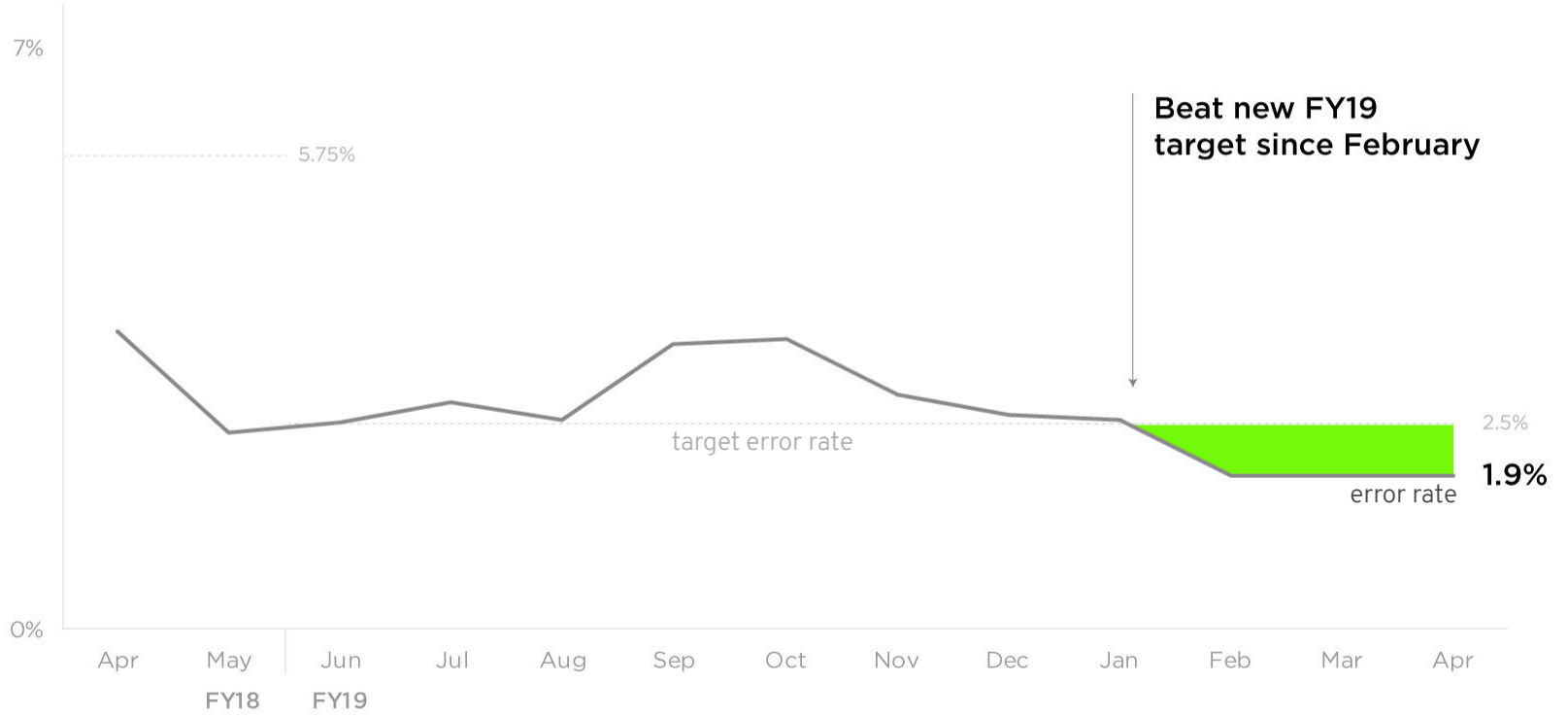
% of users receiving errors (line)



% of users receiving errors (line)

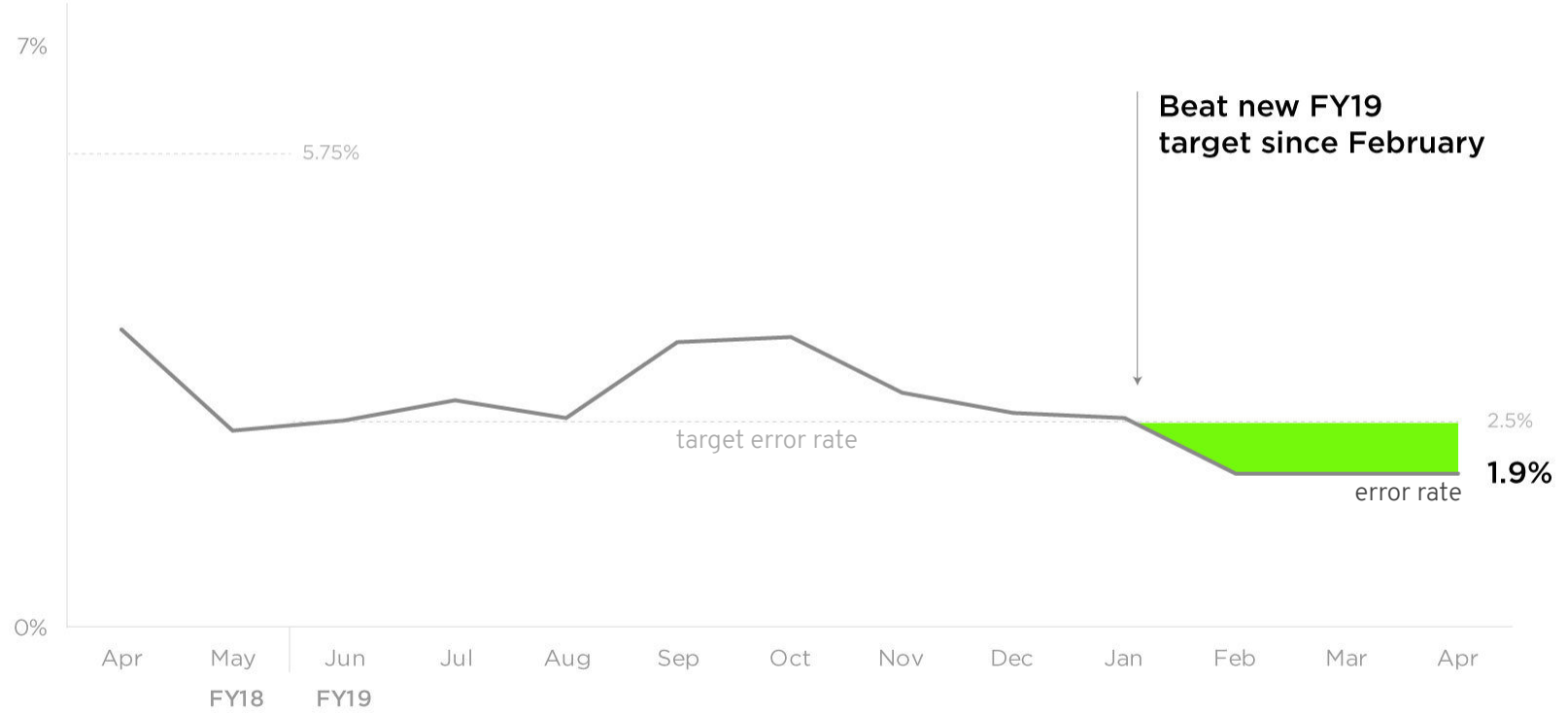


% of users receiving errors (line)



INLINE LABELING

% of users receiving errors (line)



DO LESS

MAKE IT READABLE

REMOVE UNNECESSARY ELEMENTS

THOUGHTFUL ALIGNMENT

SIMPLIFY/REDUCE DISTRACTIONS

MINIMIZE AXIS LABEL CONTRAST

FOCUS THE EYE ON WHAT MATTERS

INTENTIONAL AND SPARE USE OF COLOR

STRATEGIC LABELING/ANNOTATIONS

INLINE LABELING

DO LESS



REMOVING UNNECESSARY ELEMENTS
SIMPLIFYING LAYOUTS
MINIMIZING FONT SIZES
FOCUS ON THE MOST IMPORTANT ELEMENTS
INTENT TO USE COLOR
STRATEGIC LABELING/ANNOTATIONS
INLINE LABELING

BUT...!!!

MORE DATA

MEDIAN
3.8

MEDIAN
3.8





AN EXAMPLE

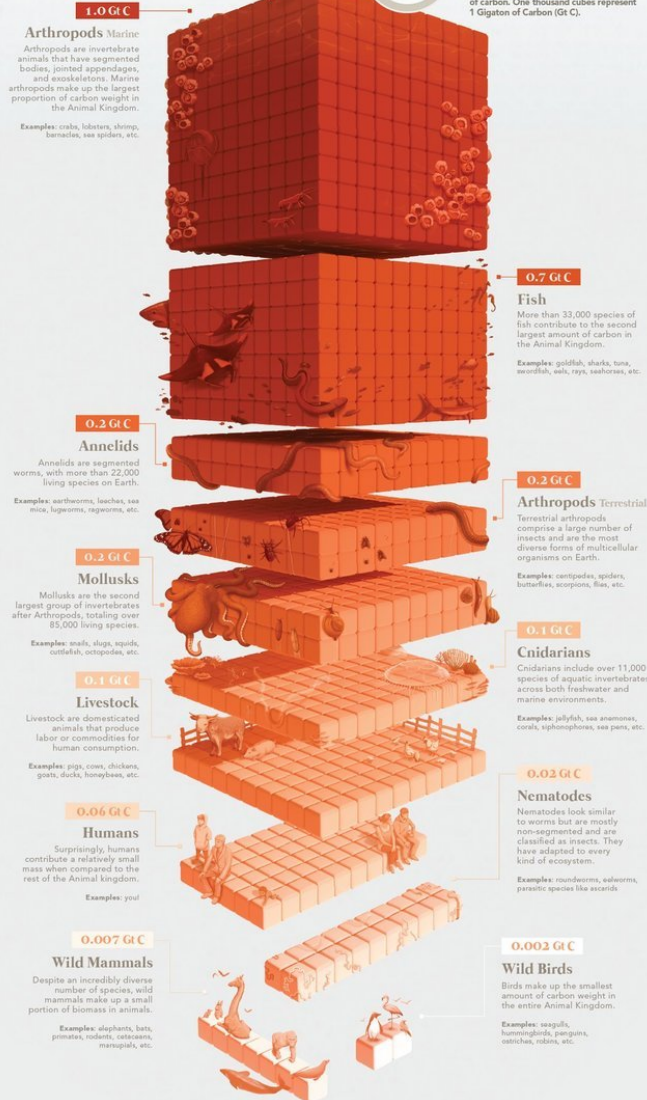
Visualizing the Biomass of Life

Our planet supports over 8.7 million species, but it can be difficult to truly appreciate the scale of this incredible diversity. We break down the total composition of the living world in terms of its biomass.

The Biomass of Animals

Biomass is measured by the amount of carbon an organism contains. Carbon is a primary component of all known life on Earth, used in complex biological molecules and compounds.

◀ One cube represents 1 million metric tons of carbon. One thousand cubes represent 1 Gigaton of Carbon (Gt C).



QUESTIONS?



Twitter profile card for Bill Shander. The header image shows a close-up of a white net with red trim. The profile picture is a circular portrait of Bill Shander, a man with a shaved head, smiling. The name 'Bill Shander' is in bold, with the handle '@billshander' below it. The bio reads: 'Information design & data visualization practitioner. Teaching workshops and on @LI_Learning and at @uvmvermont.' Location is 'Boston-ish', website is 'billshander.com', and joined 'October 2007'. It shows '7,146 Following' and '12.9K Followers'. An 'Edit profile' button is in the top right.

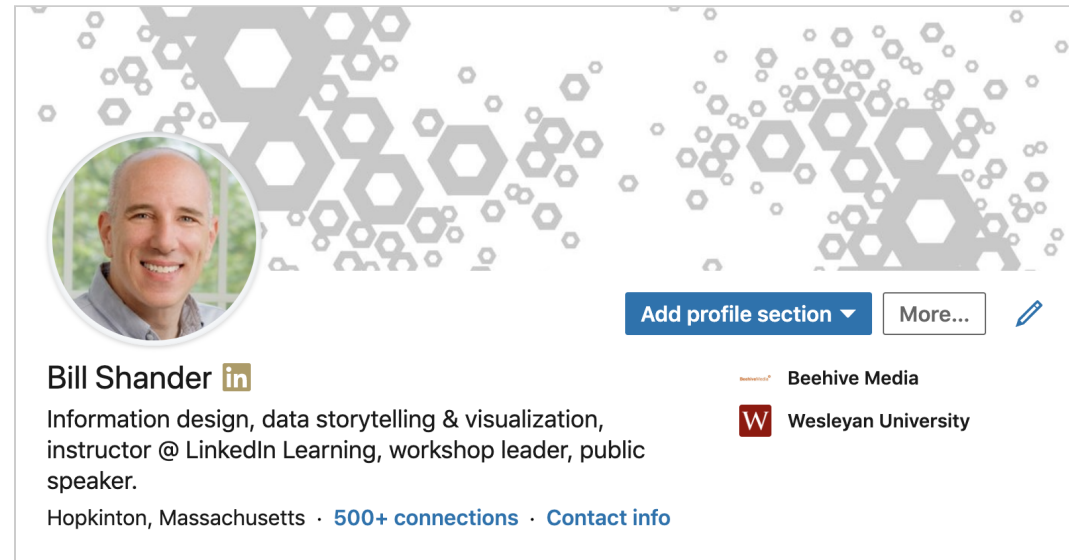
Bill Shander
@billshander

Information design & data visualization practitioner. Teaching workshops and on @LI_Learning and at @uvmvermont.


📍 Boston-ish 🌐 billshander.com 📅 Joined October 2007

7,146 Following 12.9K Followers

Edit profile





LinkedIn profile card for Bill Shander. The header image features a pattern of grey hexagons of varying sizes. The profile picture is a circular portrait of Bill Shander, a man with a shaved head, smiling. The name 'Bill Shander' is in bold with a LinkedIn icon. The bio reads: 'Information design, data storytelling & visualization, instructor @ LinkedIn Learning, workshop leader, public speaker.' Location is 'Hopkinton, Massachusetts', with '500+ connections' and a 'Contact info' link. It shows 'Add profile section', 'More...', and an edit icon. Two organizations are listed: 'Beehive Media' and 'Wesleyan University'.


Bill Shander 

Information design, data storytelling & visualization, instructor @ LinkedIn Learning, workshop leader, public speaker.

Hopkinton, Massachusetts · 500+ connections · [Contact info](#)

Add profile section More... 

 Beehive Media

 Wesleyan University