User-centred Dataviz

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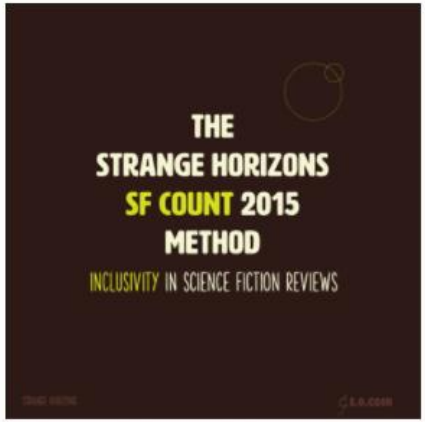
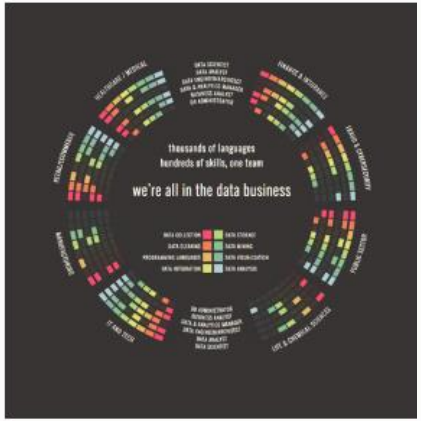
DATA DESIGN TRAINING

SEARCH PARTICLES



REVIEWS INCLUSIVITY

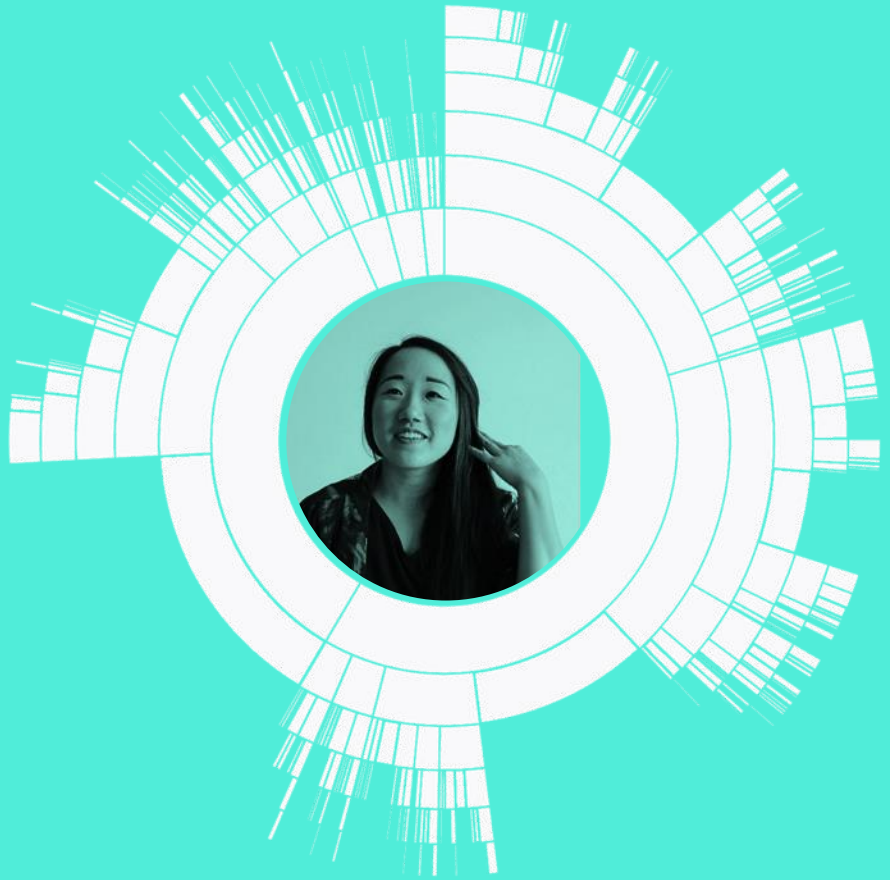
CUSTOMER DASHBOARD



BIG DATA TEAMS

HOW TO THINK ABOUT DATA

Putting the **user at the centre** of visualisation



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GM | Price Health Toolkit: Total GM | Week 5

	GM Name	Bundled Consumables (pads, Bella O pouch) + CC: bottlebrush, lub, bulbs									Tesco Direct vs. Amazon (brands only)					Trusted, Logical & Easy to Shop				Legal	
[illegible]																					
[illegible]																					
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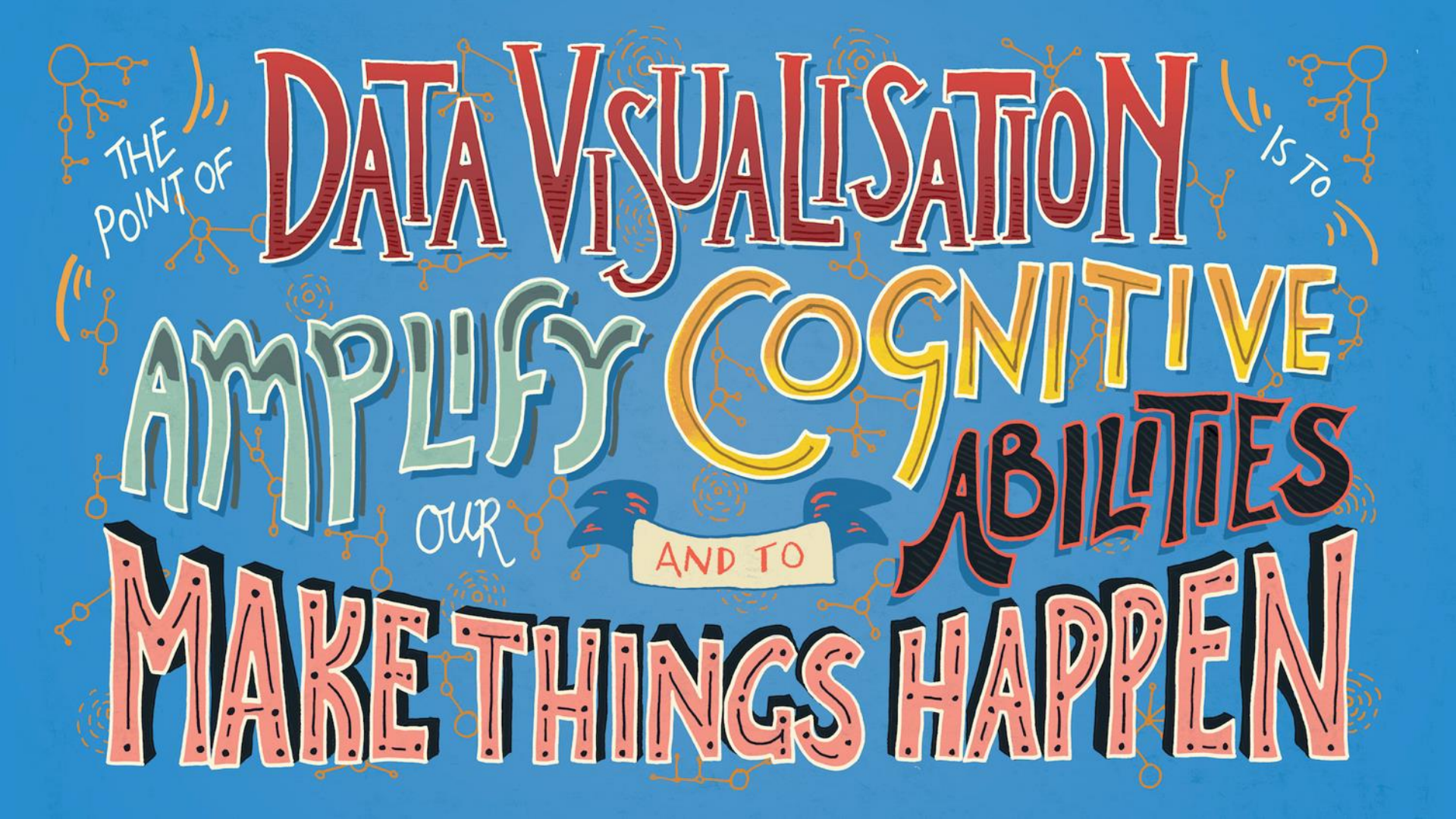
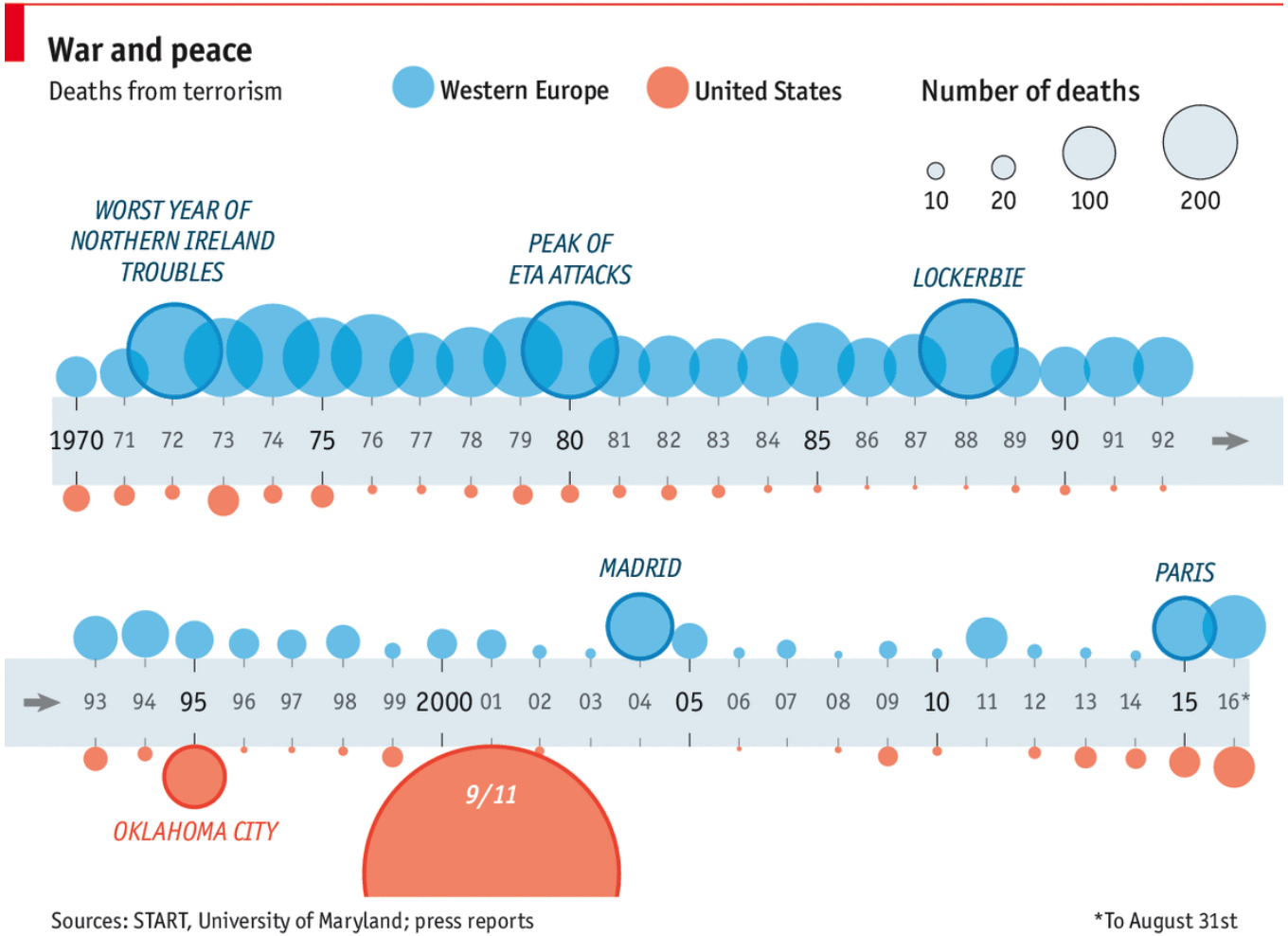
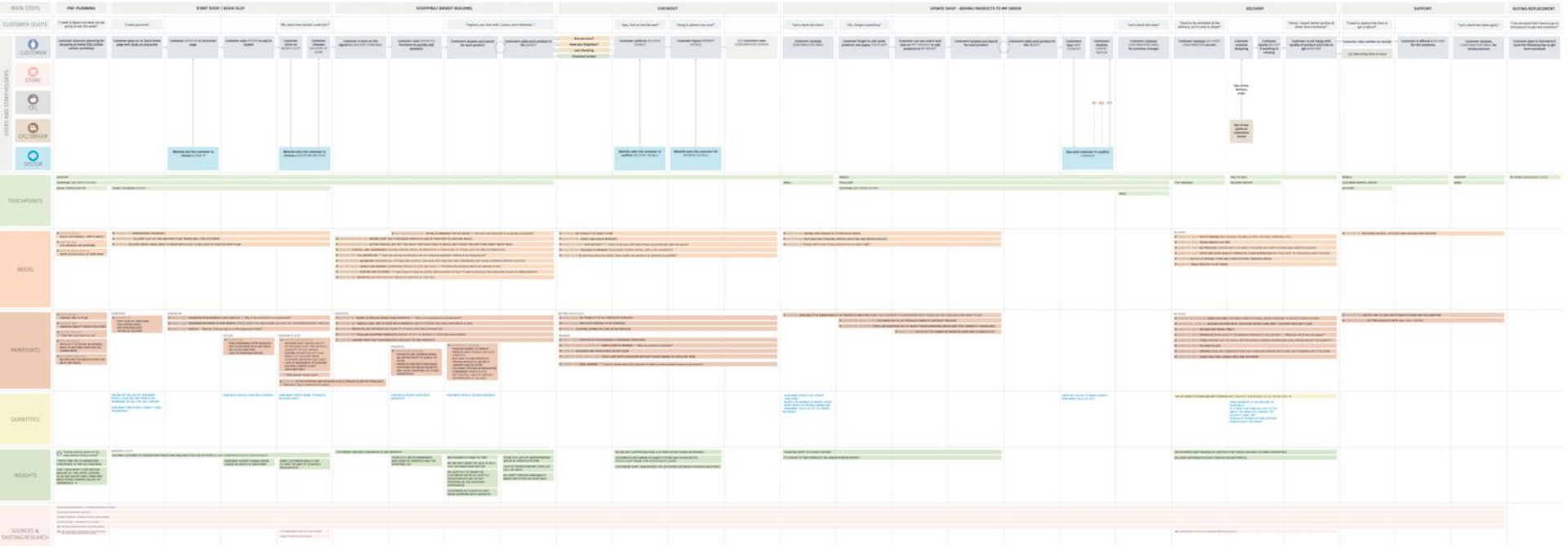
Designed by Margaret Calvert and Jock Kinneir


THE POINT OF
DATA VISUALISATION
IS TO
AMPLIFY
OUR
COGNITIVE
ABILITIES
AND TO
MAKE THINGS HAPPEN

Maria Tsirodimitri
Un moto di gioia - Le Nozze di Figaro W. A. Mozart
https://www.behance.net/gallery/Visualising-Music/4914713



The Economist, 6th September 2016
http://www.economist.com/blogs/graphicdetail/2016/09/daily-chart-2


MAIN STEPS
PRE-PLANNING
START SHOP / BOOK SLOT
SHOPPING/ BASKET BUILDING
CHECKOUT
UPDATE SHOP - ADDING PRODUCTS TO MY ORDER
DELIVERY
SUPPORT
BUYING REPLACEMENT
CUSTOMER QUOTE
USERS AND STAKEHOLDERS
CUSTOMER
STORE
CFC
CFC/DRIVER
SYSTEM
TOUCHPOINTS
NEEDS
PAINPOINTS
QUANTITIES
INSIGHTS
SOURCES & EVIDENCE/SEARCH

Customer Journey Pain Points

Where in the journey are customers experiencing the most trouble, and why?

Each circle represents a pain point for our customers in their shopping experience.

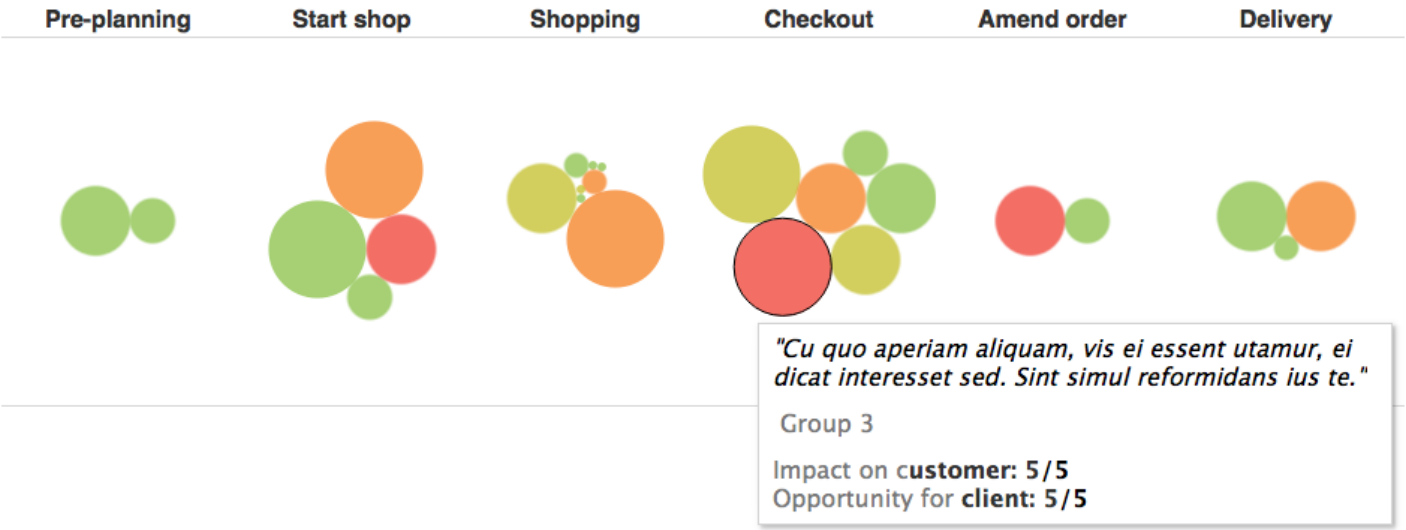
Circle size: represents the potential opportunity for the client in addressing each pain point. Bigger circles indicate bigger opportunities.

Colour: RAG rating indicates severity of customer impact. Red is a blocker, green is an irritant.

Choose Journey

Customer Segment 2

Pain Points by Journey Stage



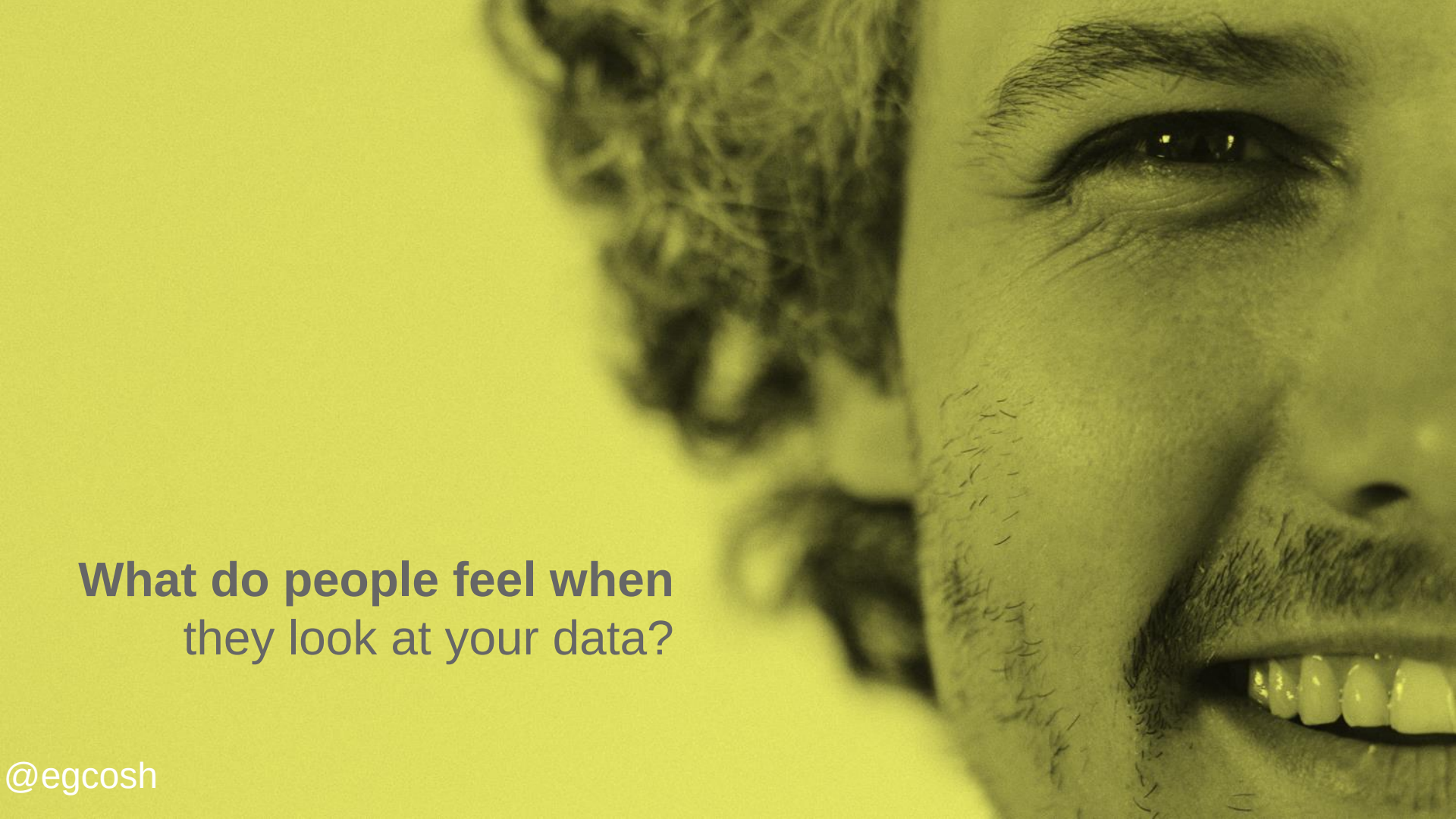
https://public.tableau.com/profile/egcosh#!/vizhome/CustJourneyMockup/CustomerJourney

Humans **make decisions as fast as possible**, with as little information processing as possible.

(Daniel Kahnman calls this ‘System 1 Thinking’.)

Unless we give them a reason to do otherwise.

Thinking, Fast and Slow by Daniel Kahneman



What do people feel when
they look at your data?

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listen

+

ask **good** questions

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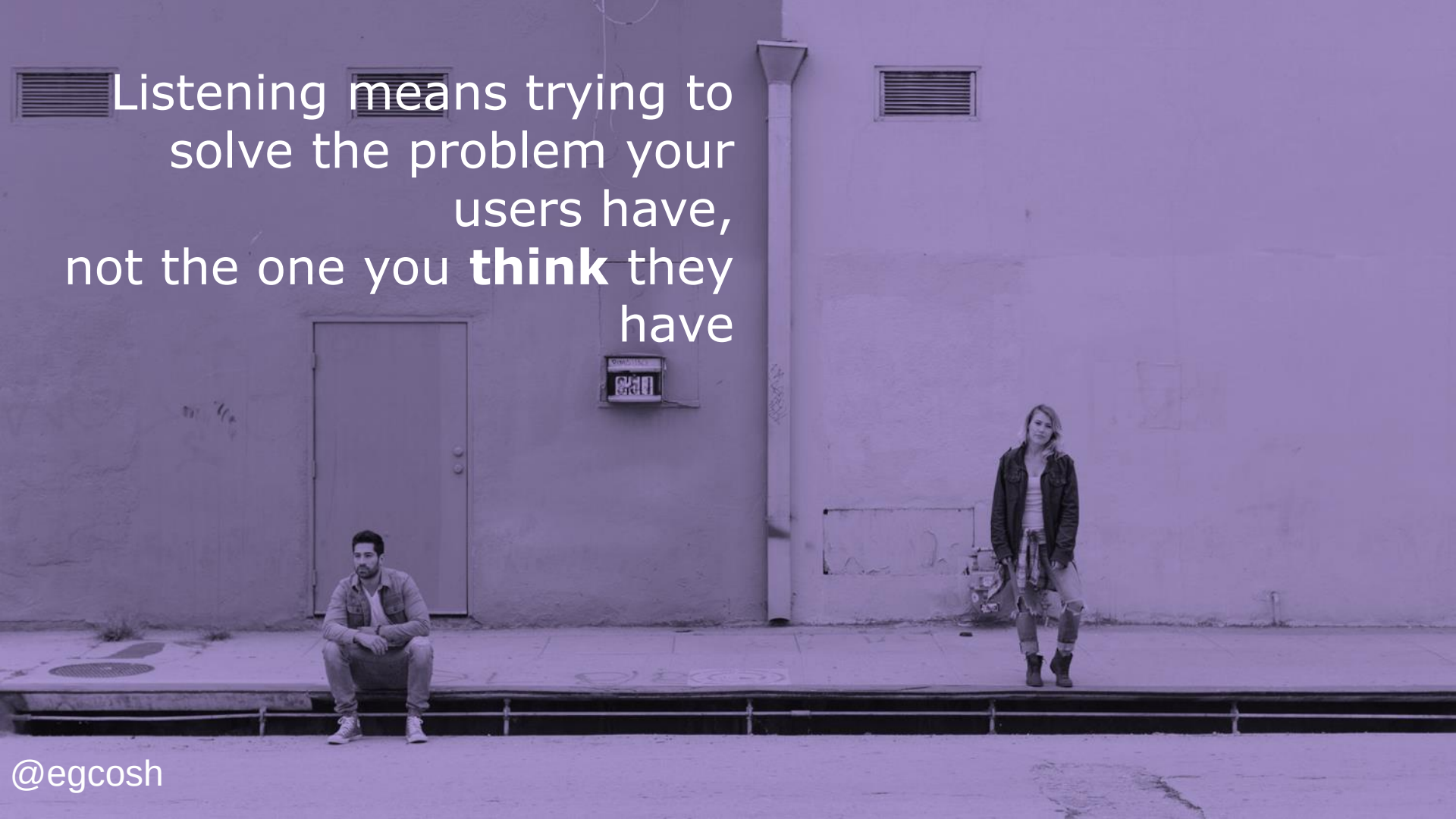
time for
an **experiment**


Listening means trying to solve the problem your users have, not the one you **think** they have
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we secretly hope for
silence
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UX Designer
@egcosh

what are you
afraid of finding?
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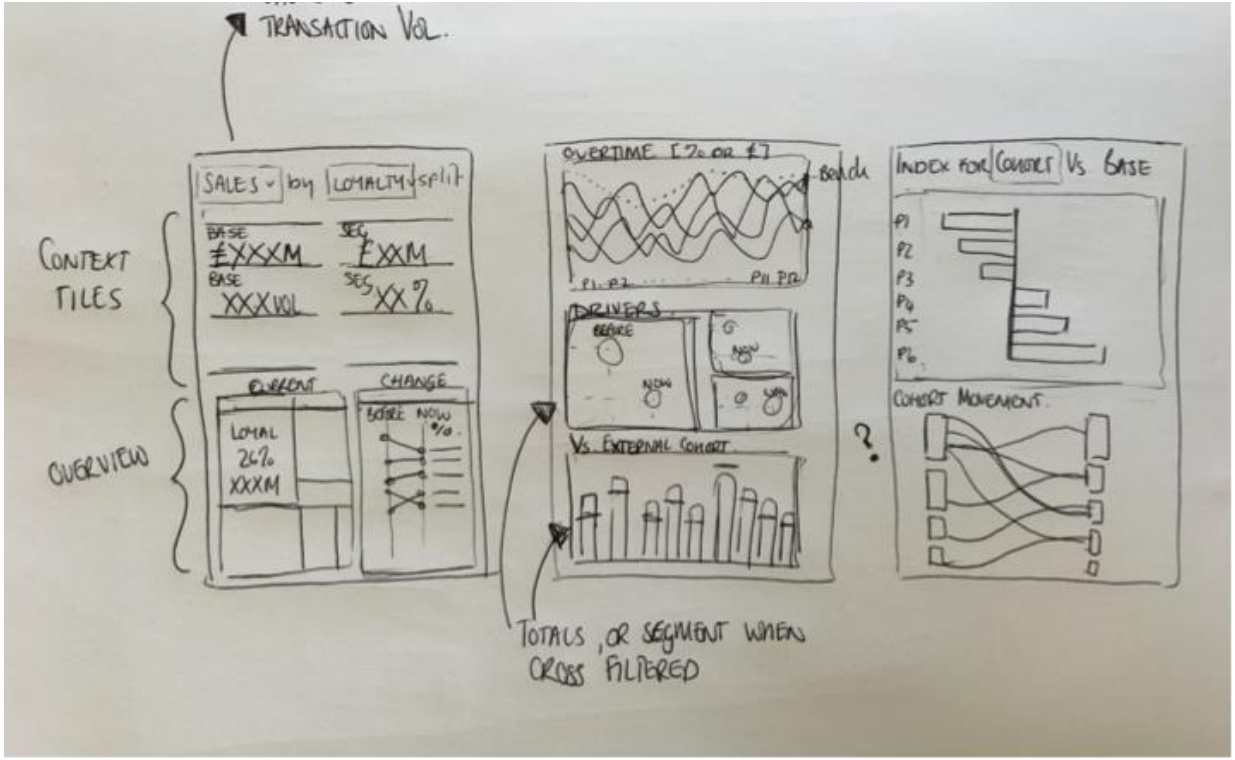
A need is something that defines

what the user wants to know and
how they're going to use it

sketching


TRANSACTION VOL.
SALES by LOYALTY split
BASE
£XXXM
SEG
£XXM
BASE
XXXVOL
SEG
XX%
CONTEXT TILES
OVERVIEW
ELEMENT
CHANGE
LOYAL
26%
XXXM
BEFORE NOW
%
OVERTIME [% OR £]
Bench
P1 P2
P11 P12
DRIVERS
BEFORE
NOW
NEW
VS. EXTERNAL COHORT
TOTALS, OR SEGMENT WHEN CROSS FILTERED
INDEX FOR COHORT VS BASE
P1
P2
P3
P4
P5
P6
?
COHORT MOVEMENT

Headlines

Monday
19 February 2018

Now
9°C

16:00	19:00	22:00	01:00
10°C	10°C	9°C	9°C

London

Education / PFI firms to get £4.8bn from schools by 2020, study shows

Calls for windfall tax as data shows PFI profits will equal 20% of extra £1.3bn for schools

Italy / Northern League pledges mass migrant deportations

●Live / May suggests university should not be only way to success

Prime minister says a lot of people have been encouraged to go to

Breaking news / Dark web paedophile Matthew Falder jailed for 32 years

Trump-Russia inquiry / Manafort under pressure after reports associate has flipped

France / Macron's language crusade bolsters imperialism, says Congo novelist

Measles / WHO warns over immunisation rates as cases rise 400% across Europe

Fracking row / Treasury accused of 'shambolic conflict of interest'

Stoke-on-Trent / Woman held over abusive note on ambulance

A rubric for **building clear vizzes**

Select a MAXIMUM of two dimensions to see at subcategory level

plus EITHER **one** measure, and **multiple** comparisons

OR **one** comparison and **multiple** measures

Dimensions

Business Area
business unit, team etc

Geographical
country or region

Product Category
Fresh, frozen etc

Time Period
day, WTD, period etc

Measures

Orders

Sales

Demand

Value

Volume

Comparison

WoW

YoY

Like for like

Vs Forecast

Vs Budget

GRACEFUL ROBOT

Design Pattern 1

This is a subtitle that gives an overview of how to use the dashboard

Filters & Metadata

Measure 1	Measure 2	Measure 3	Measure 4	Measure 5
£2.94M	37,773	£77.78	£372,830	13%

Measure 1
Trended Over Time
vs. Last Year

Measure 2
Trended Over Time
vs. Last Year

Measure 3
Trended Over Time
vs. Last Year

Measure 1
Trended Over Time
Split by Product Category

Measure 2
Trended Over Time
Split by Product Category

Measure 3
Trended Over Time
Split by Product Category

testing
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build

technical & visual design

GM | Price Health Toolkit: Total GM | Week 5

	GM Name	Bundled Consumables (pads, Bella O pouch) + CC: bottlebrush, lub, bulbs									Tesco Direct vs. Amazon (brands only)					Trusted, Logical & Easy to Shop				Legal	
[illegible]																					
[illegible]																					
[illegible]

Colour used for insight not headers

Colour intensity focuses on most important measure

Bars for pricing comparison show immediately where biggest problems are

Retailer Price Health Check

Week 35 Competitor Name 1

Last week, we indexed below 95 vs. Competitor Name at a total level and for 8 out of 18 category subgroups. This is steady versus the prior week, but up 5 subgroups vs. same period last year.

Competitor Name continues to undercut our price, and now Other Competitor Name is also priced below us on the majority of brand items. On own brand goods we are outperforming all our competitors except competito..

Price | Comparison vs. Key Competitor

>5% cheaper | 5% cheaper - 5% more.. | >5-25% more expensive | >25% more expensive

Lines carried | Index vs. Key Competitor

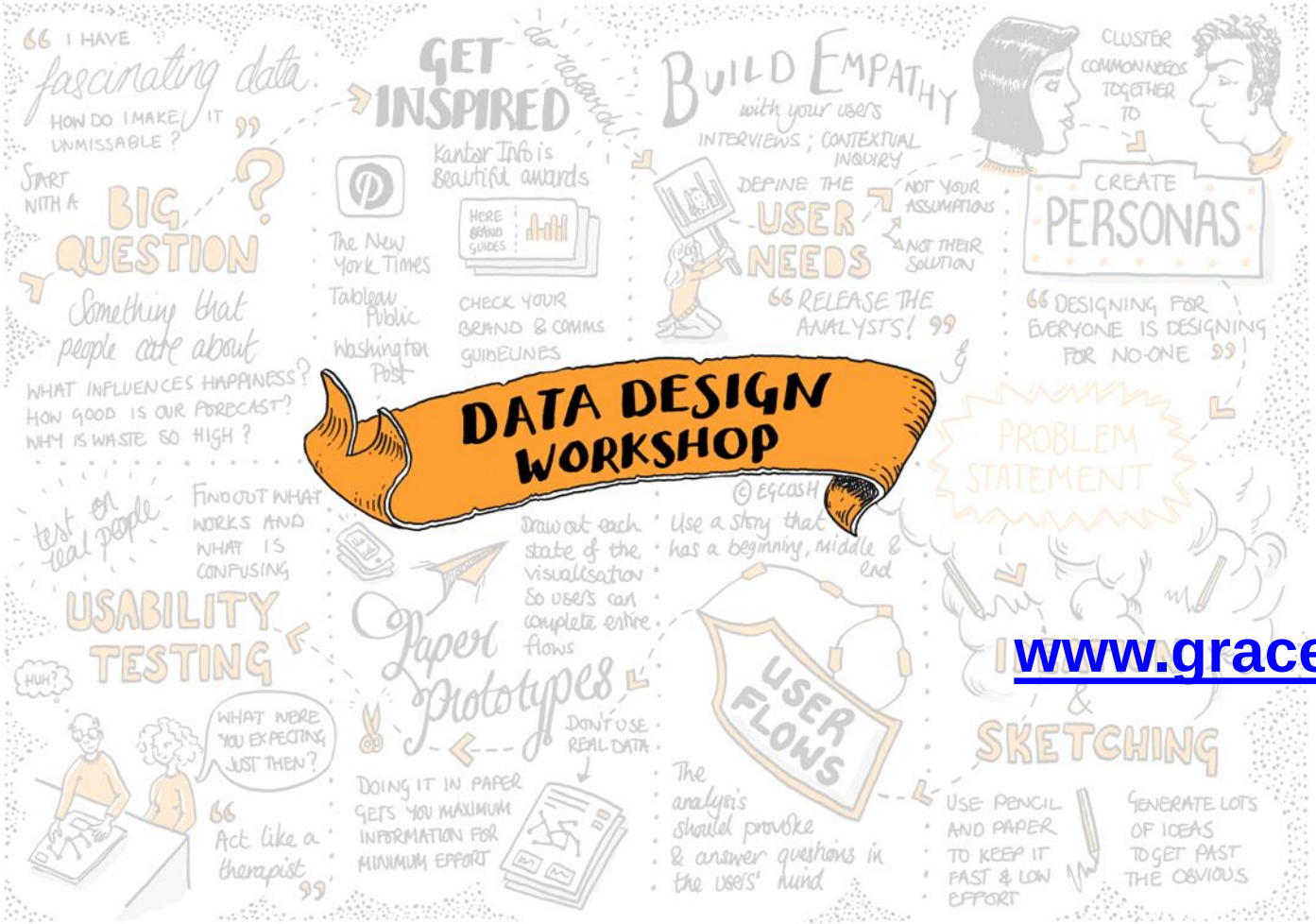
Target ---- 95+

Director	Product Group	Subgroup	Lines carried
Grand Total			160
Director 1	Total		96
	Product group 1	Total	116
		subgroup 1	107
		subgroup 2	118
		subgroup 3	73
		subgroup 4	143
	Product group 2	Total	81
		subgroup 1	91
		subgroup 2	92
		subgroup 3	99
Director 2	Total		127
	Product group 1	Total	118
		subgroup 1	87
		subgroup 2	65
		subgroup 3	68
		subgroup 4	101
	Product group 2	Total	126
		subgroup 1	93
		subgroup 2	97
		subgroup 3	94
	Product group 3	Total	96
		subgroup 1	173
		subgroup 2	105
		subgroup 3	97
		subgroup 4	92
	Product group 4	Total	76
		subgroup 5	101

Choose which competitor to show

Threshold shows ‘good’ performance without overwhelming

Distinct areas for two different types of comparison



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Thank You

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