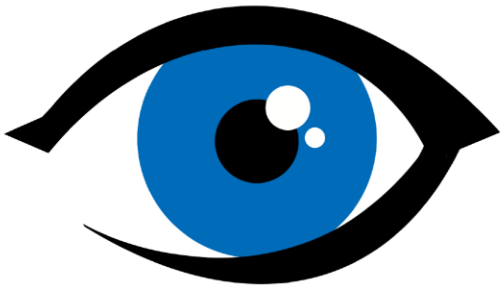


An introduction to Data Communication



Communication



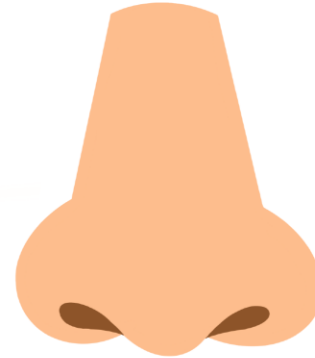
SIGHT



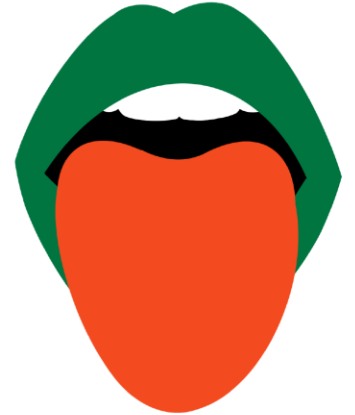
HEARING



TOUCH



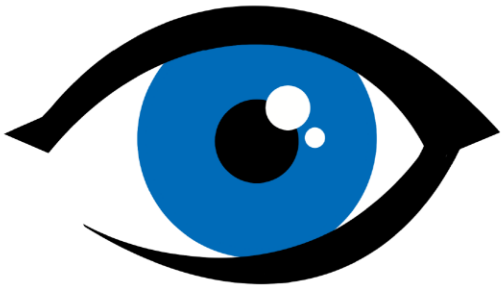
SMELL



TASTE

DATA

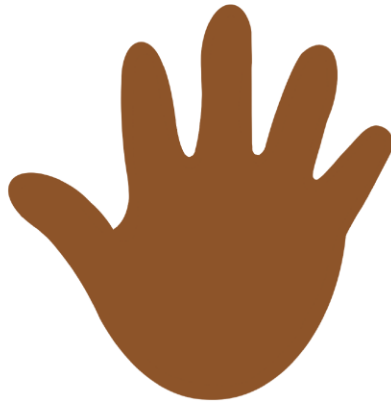
Communication



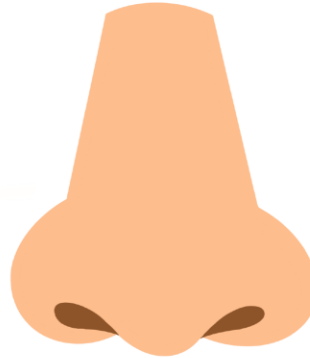
SIGHT



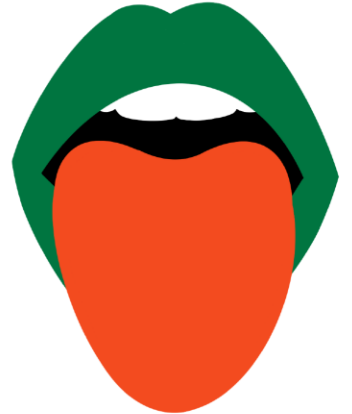
HEARING



TOUCH



SMELL

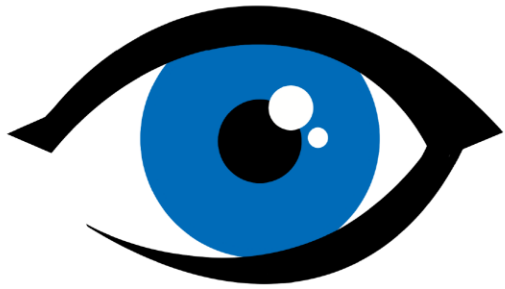


TASTE

Visualisation

DATA

Communication



SIGHT

Visualisation



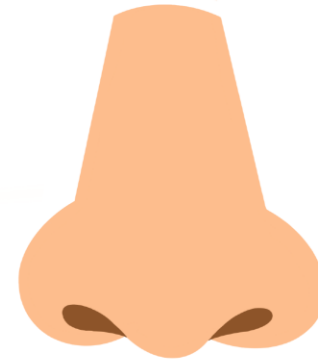
HEARING

Sonification



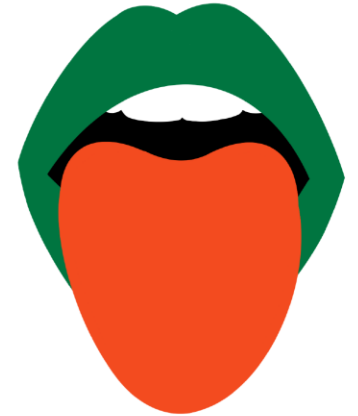
TOUCH

Physicalisation



SMELL

Smellification

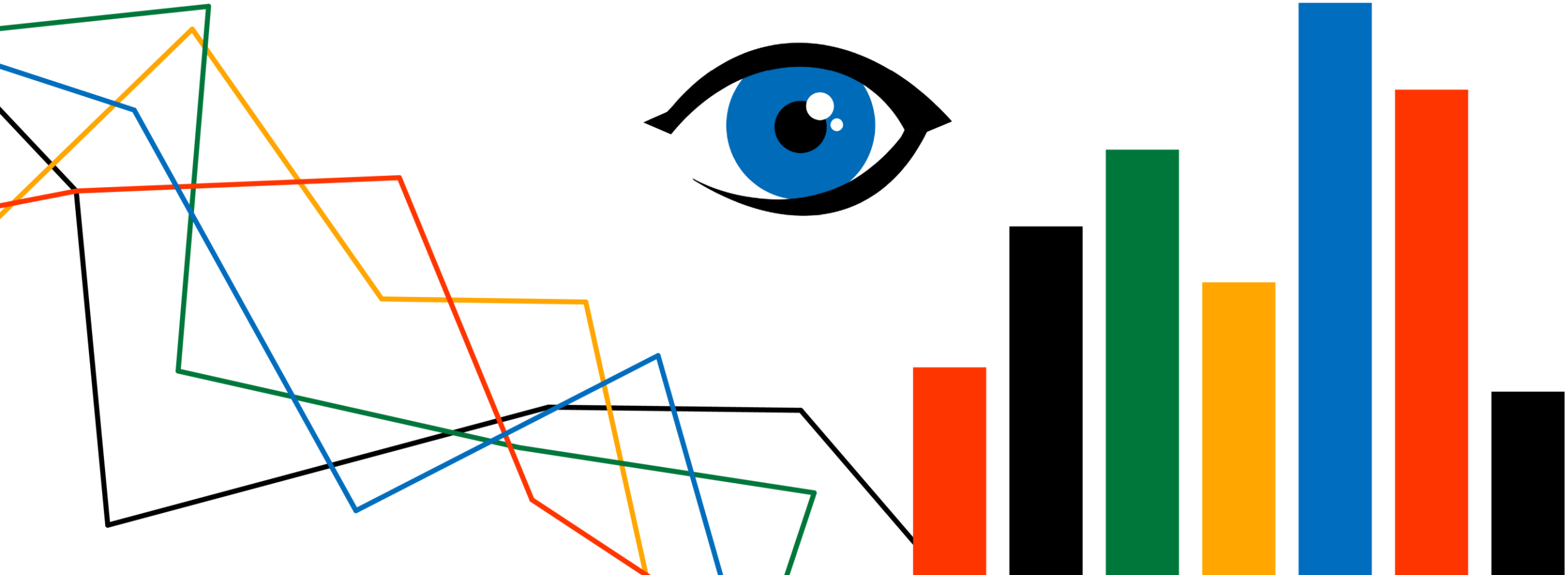


TASTE

Tastification

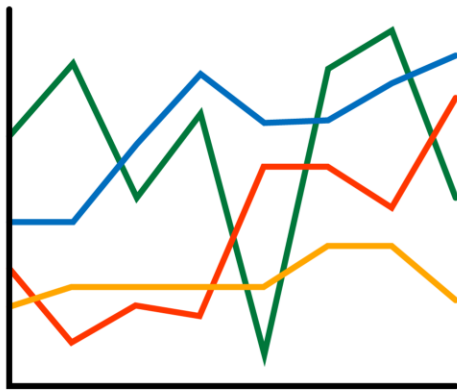
DATA

Visualisation

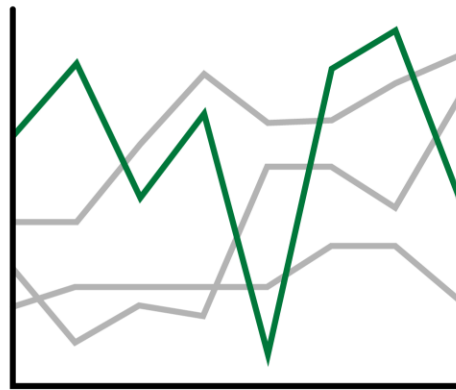


Reasons to visualise data

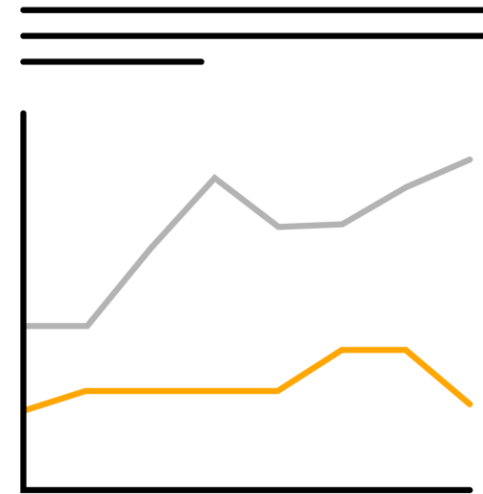
TO DISCOVER



TO INFORM



TO EDUCATE



Discover

“**CURIOSITY KILLED THE CAT.**

BUT SATISFACTION

BROUGHT IT BACK.”



- Iggy Pop

Discover

TO FIND

DATA INSIGHT

What is it?

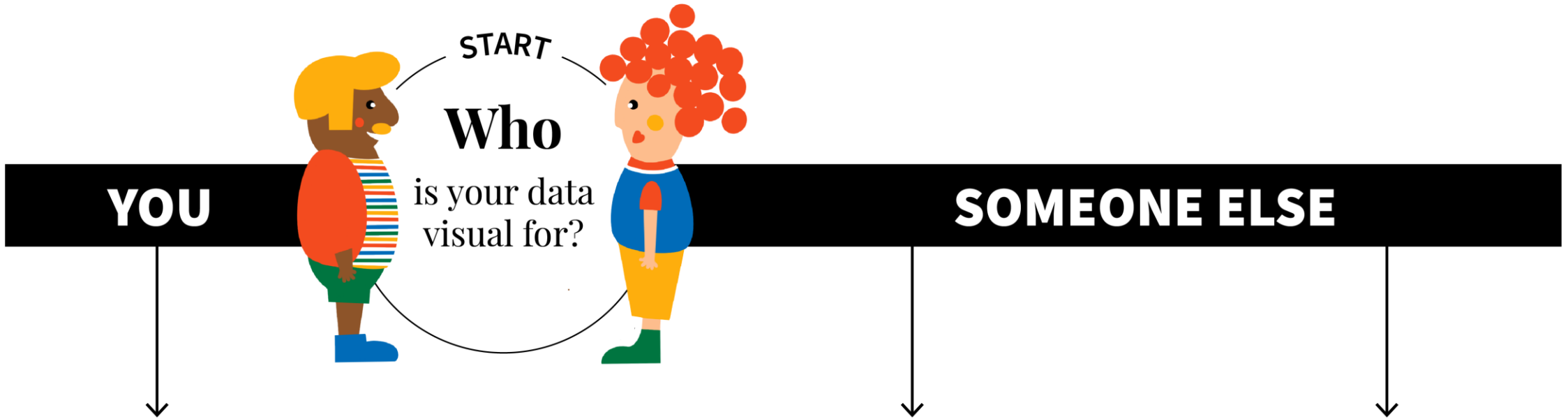
ANALYSIS CHARTS



Who is it for?

ONLY YOU





Inform

“ A ROOSTER CROWS ONLY

WHEN IT SEES THE LIGHT

PUT HIM IN THE DARK

AND HE’LL NEVER CROW”



- Muhammad Ali

Inform

TO MAKE DATA

EASILY ACCESSIBLE

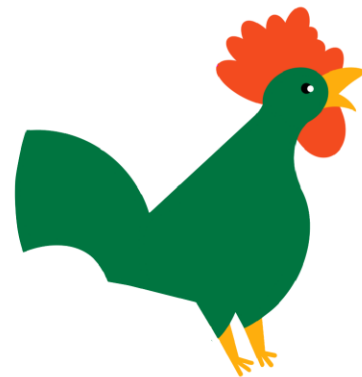
What is it?

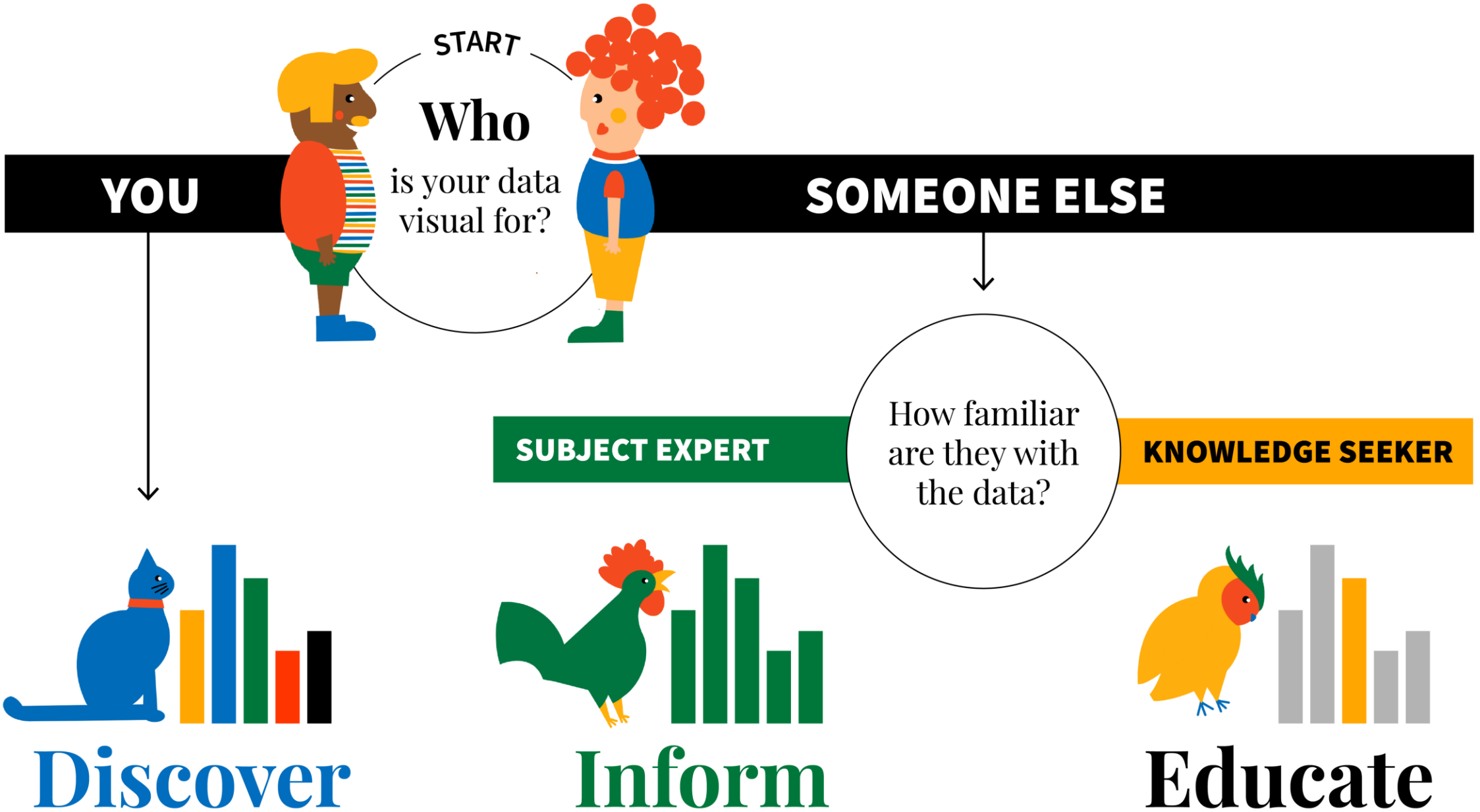
DASHBOARD



Who is it for?

SOMEONE ELSE





Educate



THERE'S ALWAYS A

HIDDEN OWL

IN "KNOWLEDGE"



- E.L. Jane

Educate

TO EXPLAIN

DATA MEANING

What is it?

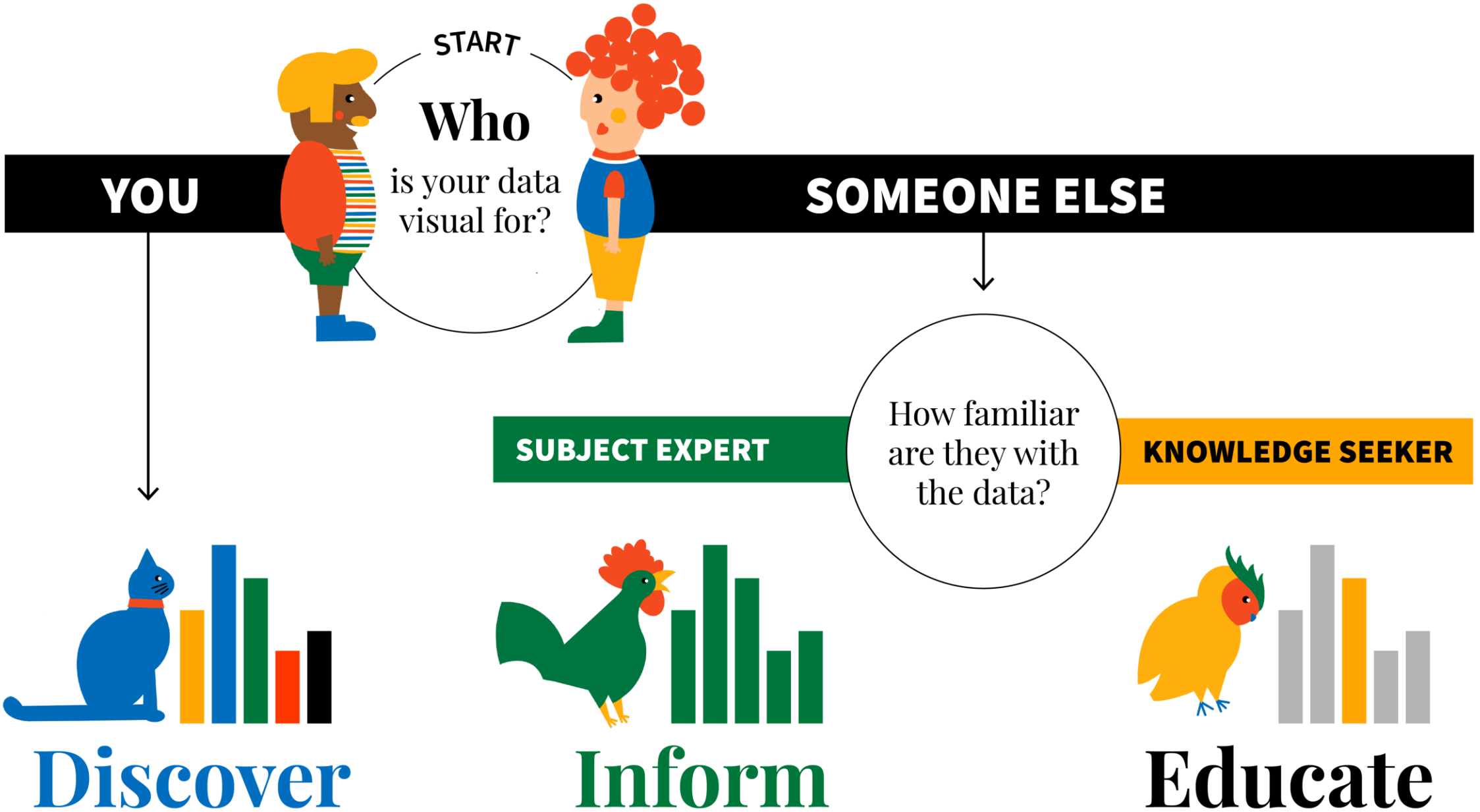
DATA STORYTELLING



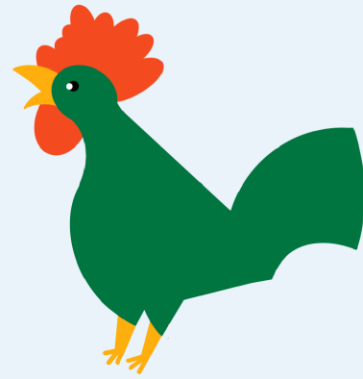
Who is it for?

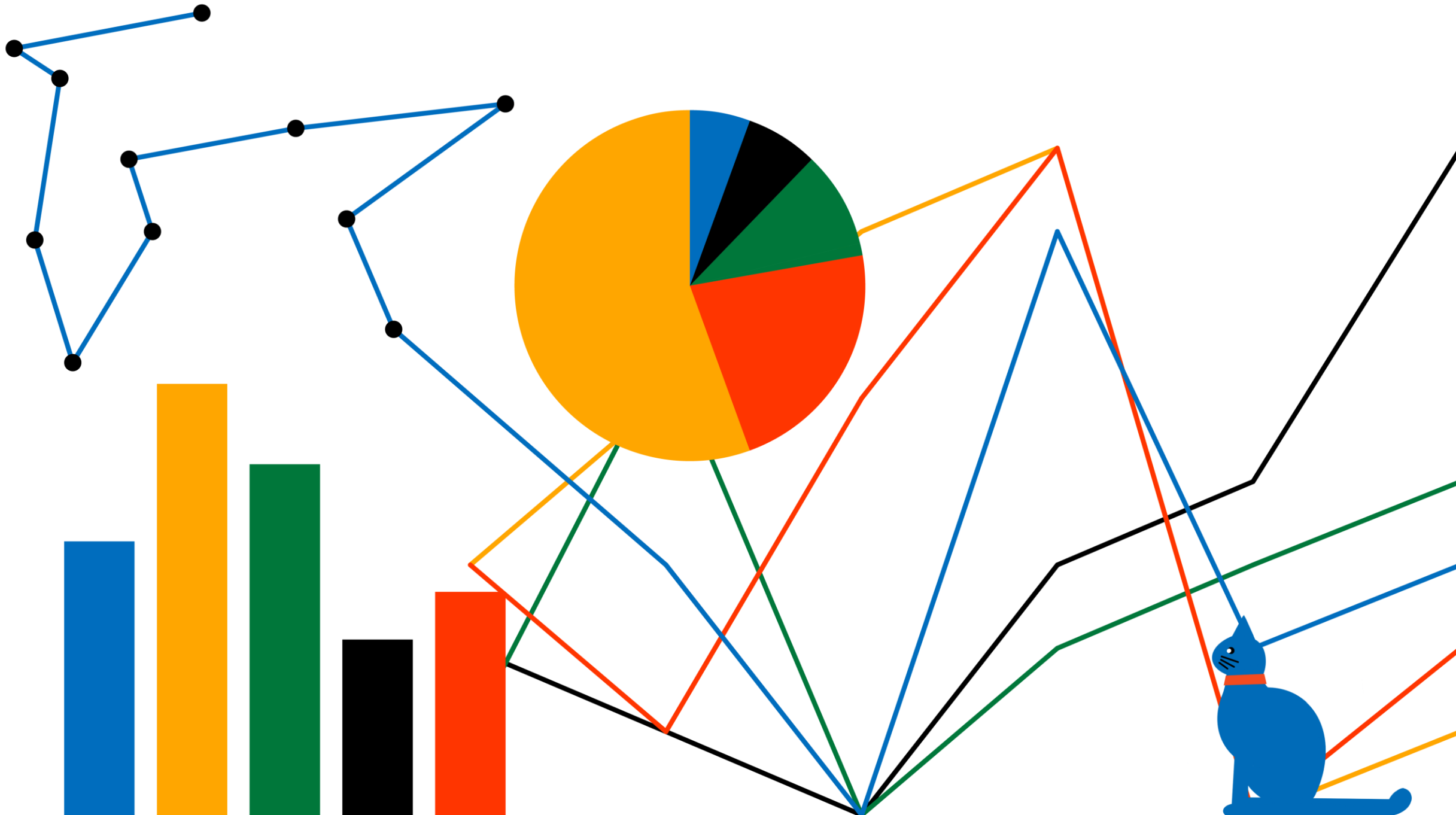
SOMEONE ELSE



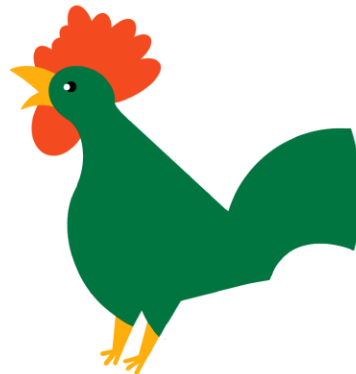


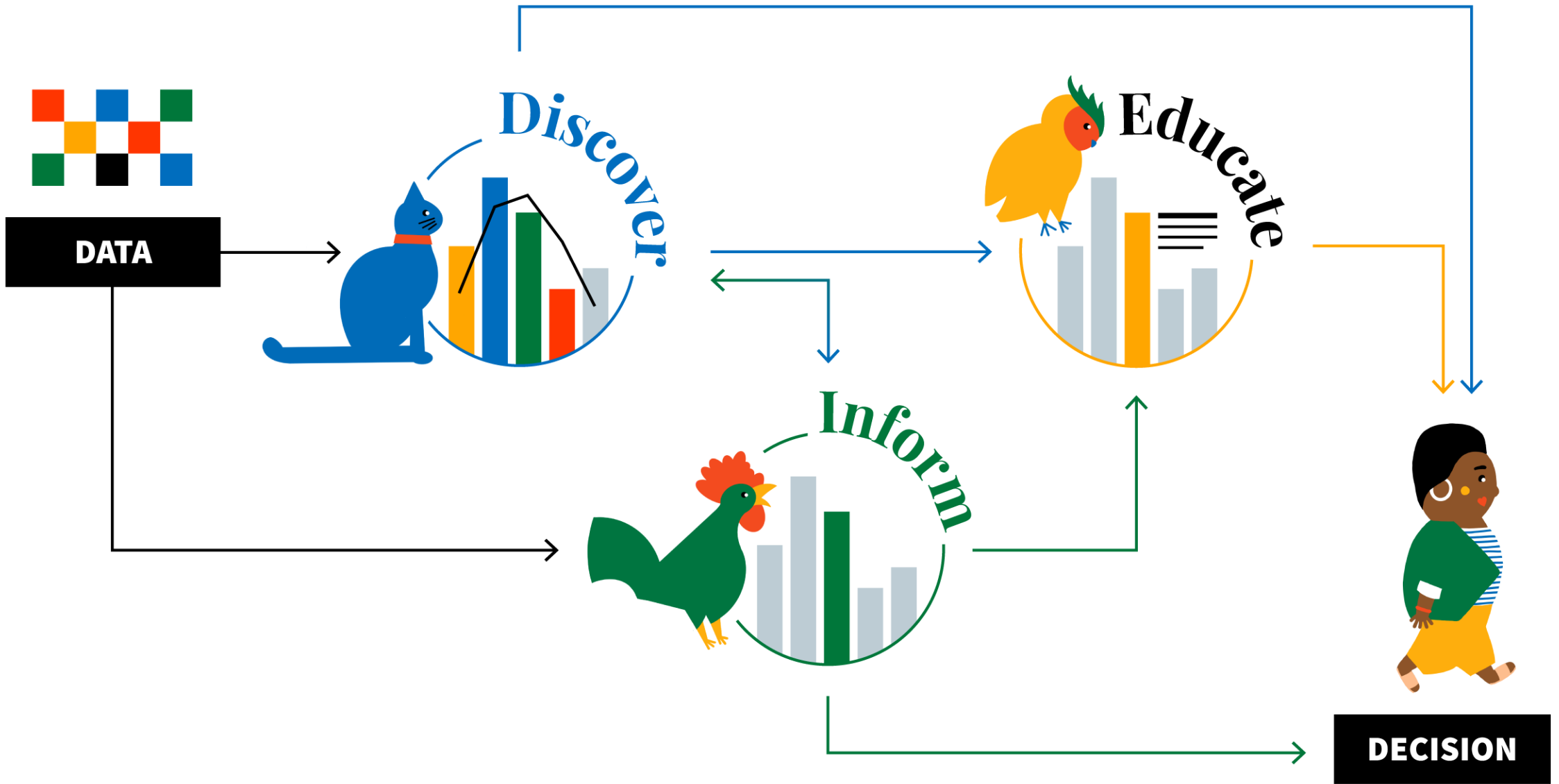
Know your reason





It's okay to visualise the
same data, differently.





Know your audience



User Stories

As a:

I want:

So that:



INFORM

As a: **specific business user**

I want: **[insert data]**

So that: **I can make an informed decision
about [insert action]**



EDUCATE



As a: **specific business user**

I want: **[insert what YOU want them to want]**

So that: **[insert what motivates THEM
to want what YOU want them to want]**

EDUCATE

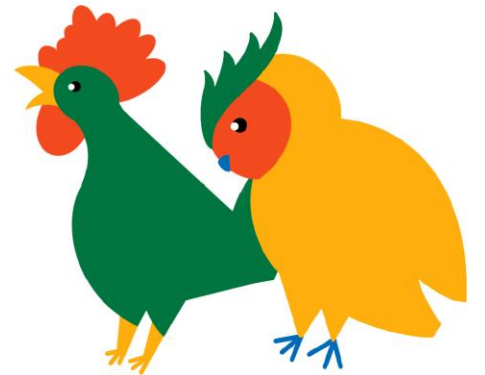
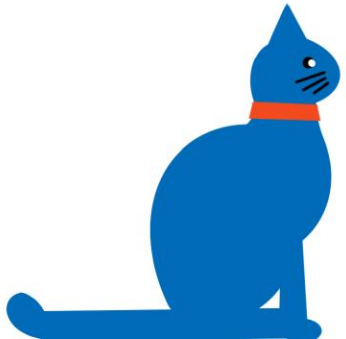


As a: **Marketer**

I want: **to understand the lifecycle analysis**

So that: **I can identify any sustainability risk
to our brand**

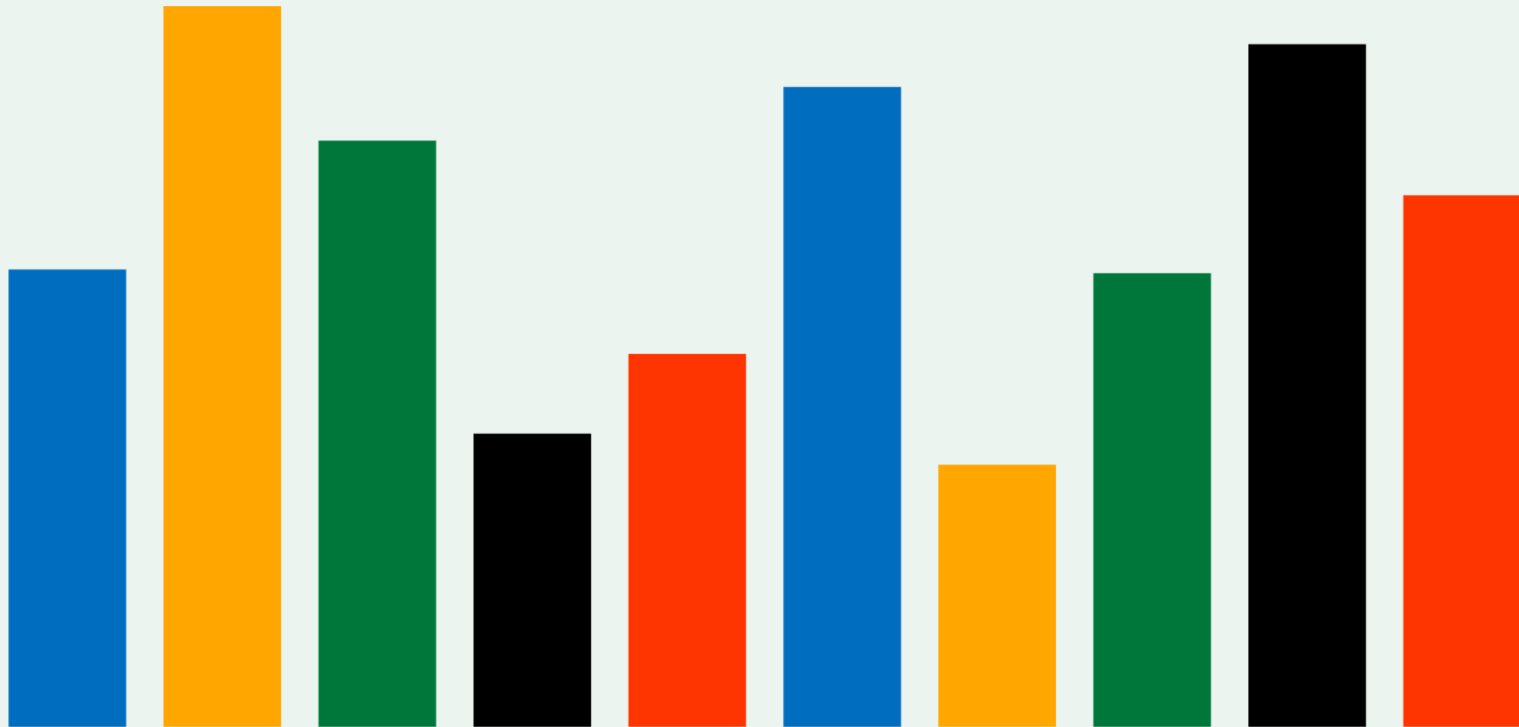
It's *easy* to design for
yourself. It's *harder* to
design for others.



Know your message

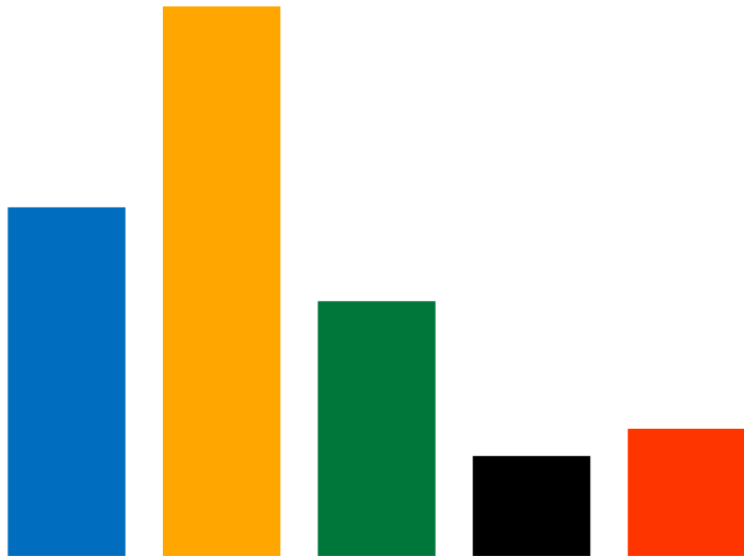


Know your design



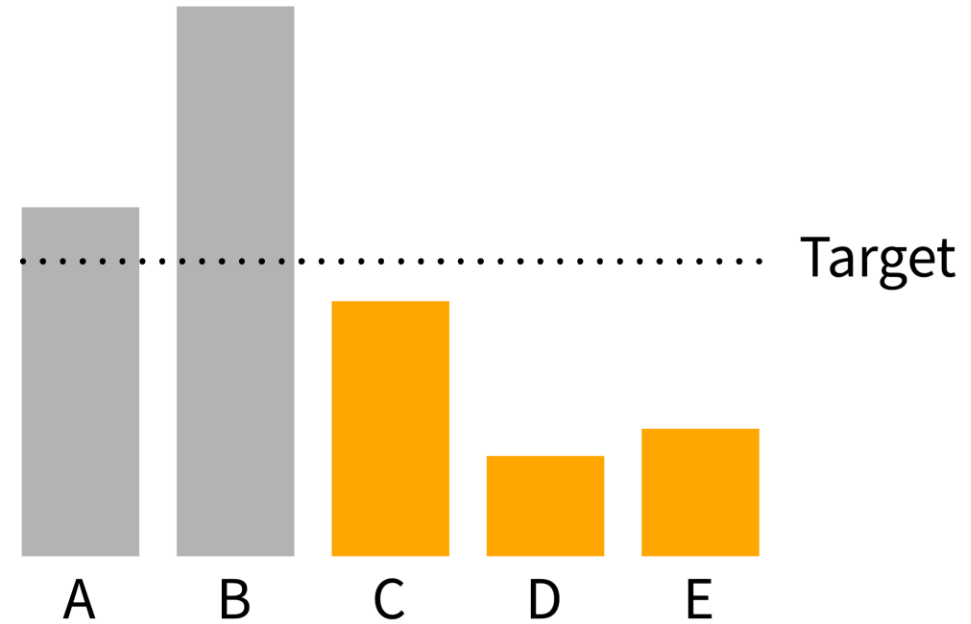
Discover

Sales (\$M)



Educate

Three out of five products did not meet the \$10M sales target





Discover

ANALYSIS



Inform

COMMUNICATION



Educate

COMMUNICATION

Reason

Audience

Message

Design

- *Design contrast*

- *Takeaway titles*



Maybe

