# The Quest for Emotional Engagement

## Information Visualization

Stephen P. Anderson

@stephenanderson
#uxlondon

twitter

HELLO!

# STEPHEN ANDERSON

PRODUCT STRATEGY AND DESIGN CONSULTING



# STEPHEN ANDERSON

PRODUCT STRATEGY AND

Social Proof

PERSUASION

*We tend to follow the patterns of similar others in new or unfamiliar situations.*



To put people at ease or guide a decision, find creative ways to show social activity. This can be in the form of stats (favorited by, number of views, comments), good positive reviews/ testimonials, or by pro… ability into the actions or outcomes of other users'…

*See also:* **Bystander Effect, Testi…**

*See also:* **Pa…**

CREATING PLAYFUL, FUN AND EFFECTIVE USER EXPERIENCES

# Seductive INTERACTION DESIGN



Stephen P. Anderson

PRODUCT STRATEGY AND

Social Proof

PERSUASION

*We tend to follow the patterns of similar others in new or unfamiliar situations.*



To put people at ease or guide a decision, find creative ways to show social activity. This can be in the form of stats (favorited by, number of views, comments), good positive reviews/ testimonials, or by prop[illegible] into the actions or outcomes of other users.

*See also:* **Bystander Effect, Testi**

*See also:* **Pau**

ANDERSON

1

Help you identify opportunities to present information in more useful and engaging ways

2

Inspire you with different ways to think about presenting information

3

Share some basic tips, an approach and resources to get you started

# GOALS

# useful & engaging ways to present information

(Rebooting your Windows PC)

Soluto
Anti-Frustration Software

Beta

Your boot takes ~~2:35~~ 2:24 min.

~~53~~ 47 applications run in your boot.

**No-brainer** - remove from boot
(3 apps, 0.6 sec)

**Potentially removable** (advanced users)
(2 apps, 26.1 sec)

**Required** - cannot be removed
(42 apps, 1:56.8 min)

**Removed applications**
(5 apps, 11.4 sec)

Total boot time

3:24

Time Saved 0:11

Feedback

History

Soluto
Anti-Frustration Software
Beta

## No-brainer (remove from boot)

You can Delay the launch of apps until after boot, or better yet Pause them and launch them when you wish.
(9 apps, 11.3 sec)

2:~~05~~ 2:23 min
~~59~~ 57 apps

Yahoo! Widgets
6 sec

Yahoo! Widgets
An application for displaying widgets on your desktop

Recommendation: It Depends
If you display widgets on your desktop, Delay it. If you don't, Pause it.

What other users did
51%
Delay
In doubt

Advanced

# What can be made useful & engaging?

# What can be made useful & engaging?

How can we communicate what happens during the bootup process?

?

### 1. PPO Select Choice (I-VIII)

Plan Details

Best Seller!

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** $25

**Out-of-pocket Limit:** Deductible plus $6,000

| Deductible | Rx Drug Coverage | Monthly Premium 80% Coverage |
|---|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred | $1966.00 |
| $500 | $10 Generic, $30 Preferred, $45 Non-Preferred | $1672.00 |
| $1,000 | $10 Generic, $30 Preferred, $45 Non-Preferred | $1374.00 |
| $1,500 | $10 Generic, $30 Preferred, $45 Non-Preferred | $1168.00 |
| | | $1018.00 |

### 2. BlueEdge Individual HSA (I-III)

Plan Details

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** $6,000

| Deductible | Rx Drug Coverage | Monthly Premium 90% Coverage |
|---|---|---|
| $2,400 | $10 Generic, $50 Preferred, $65 Non-Preferred | $1081.00 |
| $3,500 | $10 Generic, $50 Preferred, $65 Non-Preferred | |
| $5,000 | $10 Generic, $50 Preferred, $65 Non-Preferred | |

### 3. BlueEdge Individual HSA (IV-VI)

Plan Details

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** $6,000

| Deductible | Rx Drug Coverage | Monthly Premium 75% Coverage |
|---|---|---|
| $2,400 | $10 Generic, $50 Preferred, $65 Non-Preferred | $921.00 |
| $3,500 | $10 Generic, $50 Preferred, $65 Non-Preferred | $822.00 |
| | $10 Generic, $50 Preferred, $65 Non-Preferred | $703.00 |

### 4. BlueEdge Individual HSA (VII - VIII)

Plan Details

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** Deductible

**Out-of-pocket Limit:** Equal to deductible amount selected

| Deductible | Rx Drug Coverage | Monthly Premium 100% Coverage |
|---|---|---|
| $7,000 | 100% after deductible | $662.00 |
| $10,000 | 100% after deductible | |

### 5. PPO Select Saver (I-VII)

Plan Details

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** Deductible plus $9,000

| Deductible | Rx Drug Coverage | Monthly Premium 75% Coverage |
|---|---|---|
| $500 | $10 Generic, $40 Preferred, $55 Non-Preferred | $1414.00 |
| $1,000 | $10 Generic, $40 Preferred, $55 Non-Preferred | $1072.00 |
| $1,500 | $10 Generic, $40 Preferred, $55 Non-Preferred | $883.00 |
| | $10 Generic, $40 Preferred, $55 Non-Preferred | $712.00 |
| | | $614.00 |

### 6. Select Blue Advantage (Plan I-VIII)

Plan Details

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** $25 (Includes Lab Work)

**Out-of-pocket Limit:** Deductible plus $6,000

| Deductible | Rx Drug Coverage | Monthly Premium 85% Coverage |
|---|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred | |

?

Is there an easier way to understand health insurance plans?



?

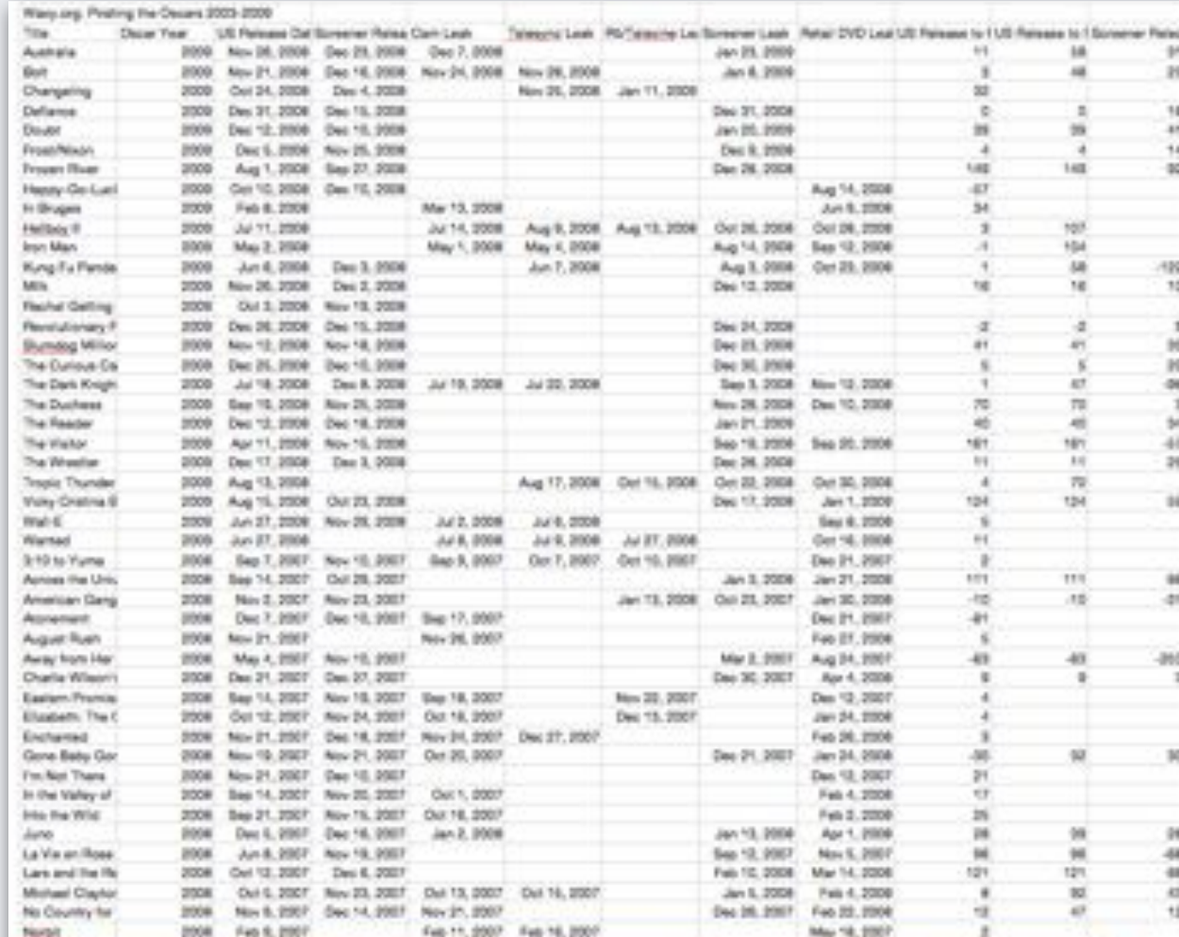
Does this page help me decide which camera to buy?

?

Which flight should I choose?



? Can you make it easier to spot the patterns in the data?



Wiseguy.org: Pirating the Oscars 2003-2009

| Title | Oscar Year | US Release Dat | Screener Relea | Cam Leak | Telesync Leak | PS/Telesync Le | Screener Leak | Retail DVD Leal | US Release to I | US Release to I | Screener Relea |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Australia | 2009 | Nov 26, 2008 | Dec 23, 2008 | Dec 7, 2008 | | | Jan 23, 2009 | | 11 | 58 | |
| Bolt | 2009 | Nov 21, 2008 | Dec 16, 2008 | Nov 24, 2008 | Nov 26, 2008 | | Jan 8, 2009 | | 3 | 48 | |
| Changeling | 2009 | Oct 24, 2008 | Dec 4, 2008 | | Nov 20, 2008 | Jan 11, 2009 | | | 32 | | |
| Defiance | 2009 | Dec 31, 2008 | Dec 15, 2008 | | | | Dec 31, 2008 | | 0 | 3 | |
| Doubt | 2009 | Dec 12, 2008 | Dec 15, 2008 | | | | Jan 20, 2009 | | 39 | 39 | |
| Frost/Nixon | 2009 | Dec 5, 2008 | Nov 25, 2008 | | | | Dec 9, 2008 | | 4 | 4 | |
| Frozen River | 2009 | Aug 1, 2008 | Sep 27, 2008 | | | | Dec 28, 2008 | | 149 | 149 | |
| Happy-Go-Luck | 2009 | Oct 10, 2008 | Dec 15, 2008 | | | | | Aug 14, 2009 | -57 | | |
| In Bruges | 2009 | Feb 8, 2008 | | Mar 13, 2008 | | | | Jun 9, 2009 | 34 | | |
| Hellboy II | 2009 | Jul 11, 2008 | | Jul 14, 2008 | Aug 9, 2008 | Aug 13, 2008 | Oct 26, 2008 | Oct 28, 2009 | 3 | 107 | |
| Iron Man | 2009 | May 2, 2008 | | May 1, 2008 | May 4, 2008 | | Aug 14, 2008 | Sep 12, 2009 | -1 | 104 | |
| Kung Fu Panda | 2009 | Jun 6, 2008 | Dec 3, 2008 | | Jun 7, 2008 | | Aug 3, 2008 | Oct 23, 2009 | 1 | 58 | -12 |
| Milk | 2009 | Nov 26, 2008 | Dec 2, 2008 | | | | Dec 12, 2008 | | 16 | 16 | 1 |
| Rachel Getting | 2009 | Oct 3, 2008 | Nov 19, 2008 | | | | | | | | |
| Revolutionary F | 2009 | Dec 26, 2008 | Dec 15, 2008 | | | | Dec 24, 2008 | | -2 | -2 | |
| Slumdog Millior | 2009 | Nov 12, 2008 | Nov 18, 2008 | | | | Dec 23, 2008 | | 41 | 41 | 3 |
| The Curious Ca | 2009 | Dec 25, 2008 | Dec 15, 2008 | | | | Dec 30, 2008 | | 5 | 5 | 3 |
| The Dark Knigh | 2009 | Jul 18, 2008 | Dec 8, 2008 | Jul 19, 2008 | Jul 22, 2008 | | Sep 3, 2008 | Nov 10, 2009 | 1 | 67 | -9 |
| The Duchess | 2009 | Sep 19, 2008 | Nov 25, 2008 | | | | Nov 28, 2008 | Dec 10, 2009 | 70 | 70 | |
| The Reader | 2009 | Dec 10, 2008 | Dec 18, 2008 | | | | Jan 21, 2009 | | 40 | 40 | 3 |
| The Visitor | 2009 | Apr 11, 2008 | Nov 15, 2008 | | | | Sep 19, 2008 | Sep 20, 2009 | 161 | 161 | -3 |
| The Wrestler | 2009 | Dec 17, 2008 | Dec 3, 2008 | | | | Dec 28, 2008 | | 11 | 11 | 3 |
| Tropic Thunder | 2009 | Aug 13, 2008 | | | Aug 17, 2008 | Oct 16, 2008 | Oct 22, 2008 | Oct 30, 2009 | 4 | 70 | |
| Vicky Cristina B | 2009 | Aug 15, 2008 | Oct 23, 2008 | | | | Dec 17, 2008 | Jan 1, 2009 | 124 | 124 | 5 |
| Wall-E | 2009 | Jun 27, 2008 | Nov 29, 2008 | Jul 2, 2008 | Jul 6, 2008 | | | Sep 8, 2009 | 5 | | |
| Wanted | 2009 | Jun 27, 2008 | | Jul 8, 2008 | Jul 9, 2008 | Jul 27, 2008 | | Oct 16, 2009 | 11 | | |
| 3:10 to Yuma | 2008 | Sep 7, 2007 | Nov 10, 2007 | Sep 9, 2007 | Oct 7, 2007 | Oct 10, 2007 | | Dec 21, 2007 | 2 | | |
| Across the Univ | 2008 | Sep 14, 2007 | Oct 29, 2007 | | | | Jan 3, 2008 | Jan 21, 2008 | 111 | 111 | 6 |
| American Gang | 2008 | Nov 2, 2007 | Nov 23, 2007 | | | Jan 13, 2008 | Oct 23, 2007 | Jan 30, 2008 | -10 | -10 | -3 |
| Atonement | 2008 | Dec 7, 2007 | Dec 10, 2007 | Sep 17, 2007 | | | | Dec 21, 2007 | -81 | | |
| August Rush | 2008 | Nov 21, 2007 | | Nov 26, 2007 | | | | Feb 27, 2008 | 5 | | |
| Away from Her | 2008 | May 4, 2007 | Nov 10, 2007 | | | | Mar 2, 2007 | Aug 24, 2007 | -63 | -63 | -20 |
| Charlie Wilson's | 2008 | Dec 21, 2007 | Dec 27, 2007 | | | | Dec 30, 2007 | Apr 4, 2008 | 9 | 9 | 3 |
| Eastern Promis | 2008 | Sep 14, 2007 | Nov 19, 2007 | Sep 18, 2007 | | Nov 20, 2007 | | Dec 12, 2007 | 4 | | |
| Elizabeth: The G | 2008 | Oct 12, 2007 | Nov 24, 2007 | Oct 18, 2007 | | Dec 13, 2007 | | Jan 24, 2008 | 4 | | |
| Enchanted | 2008 | Nov 21, 2007 | Dec 18, 2007 | Nov 24, 2007 | Dec 27, 2007 | | | Feb 26, 2008 | 3 | | |
| Gone Baby Gor | 2008 | Nov 19, 2007 | Nov 21, 2007 | Oct 20, 2007 | | | Dec 21, 2007 | Jan 24, 2008 | -30 | 92 | 9 |
| I'm Not There | 2008 | Nov 21, 2007 | Dec 10, 2007 | | | | | Dec 12, 2007 | 21 | | |
| In the Valley of | 2008 | Sep 14, 2007 | Nov 20, 2007 | Oct 1, 2007 | | | | Feb 4, 2008 | 17 | | |
| Into the Wild | 2008 | Sep 21, 2007 | Nov 15, 2007 | Oct 18, 2007 | | | | Feb 3, 2008 | 25 | | |
| Juno | 2008 | Dec 5, 2007 | Dec 16, 2007 | Jan 2, 2008 | | | Jan 13, 2008 | Apr 1, 2008 | 28 | 99 | 2 |
| La Vie en Rose | 2008 | Jun 8, 2007 | Nov 19, 2007 | | | | Sep 12, 2007 | Nov 5, 2007 | 96 | 96 | -6 |
| Lars and the Re | 2008 | Oct 12, 2007 | Dec 6, 2007 | | | | Feb 12, 2008 | Mar 14, 2008 | 121 | 121 | -8 |
| Michael Claylor | 2008 | Oct 5, 2007 | Nov 23, 2007 | Oct 13, 2007 | Oct 16, 2007 | | Jan 5, 2008 | Feb 4, 2008 | 8 | 92 | 4 |
| No Country for | 2008 | Nov 9, 2007 | Dec 14, 2007 | Nov 21, 2007 | | | Dec 26, 2007 | Feb 22, 2008 | 12 | 47 | 1 |
| Norbit | 2008 | Feb 9, 2007 | | Feb 11, 2007 | Feb 16, 2007 | | | Mar 18, 2007 | 2 | | |

**1. PPO Select Choice (I-VIII)**

Best Seller!

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Li

**Office Visit Copay:** $25

**Out-of-pocket Limit:** D

| Deductible | Rx Drug Coverage |
|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $500 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $1,000 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $1,500 | $10 Generic, $30 Preferred, $45 Non-Preferred |

**2. BlueEdge Individual HSA (I-III)**

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Lim

**Office Visit Copay:** Deductible and

| Deductible | Rx Drug Coverage |
|---|---|
| $2,400 | $10 Generic, $50 Preferr |
| $3,500 | $10 Generic, $50 Preferred, $65 Non-Preferred |
| $5,000 | $10 Generic, $50 Preferred, $65 Non-Preferred |

**3. BlueEdge Individual HSA (IV-VI)**

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Lim

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** $

| Deductible | Rx Drug Coverage |
|---|---|
| $2,400 | $10 Generic, $50 Preferred, $65 Non-Preferred |
| $3,500 | $10 Generic, $50 Preferred, $65 Non-Preferred |
| | Generic, $50 Preferred, $65 Non-Preferred |

**4. BlueEdge Individual HSA (VII - VIII)**

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Lim

**Office Visit Copay:** Deductible

**Out-of-pocket Limit:** Eq selected

| Deductible | Rx Drug Coverage |
|---|---|
| $7,000 | 100% after deductible |
| $10,000 | 100% after deductible |

**5. PPO Select Saver (I-VII)**

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Lim

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** De

| Deductible | Rx Drug Coverage |
|---|---|
| $500 | $10 Generic, $40 Preferred, $55 Non-Preferred |
| $1,000 | $10 Generic, $40 Preferred, $55 Non-Preferred |
| $1,500 | $10 Generic, $40 Preferred, $55 Non-Preferred |
| | Generic, $40 Preferred, $55 Non-Preferred |

**6. Select Blue Advantage (Plan I-VIII)**

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Li

**Office Visit Copay:** $25 (Includes Lab Work)

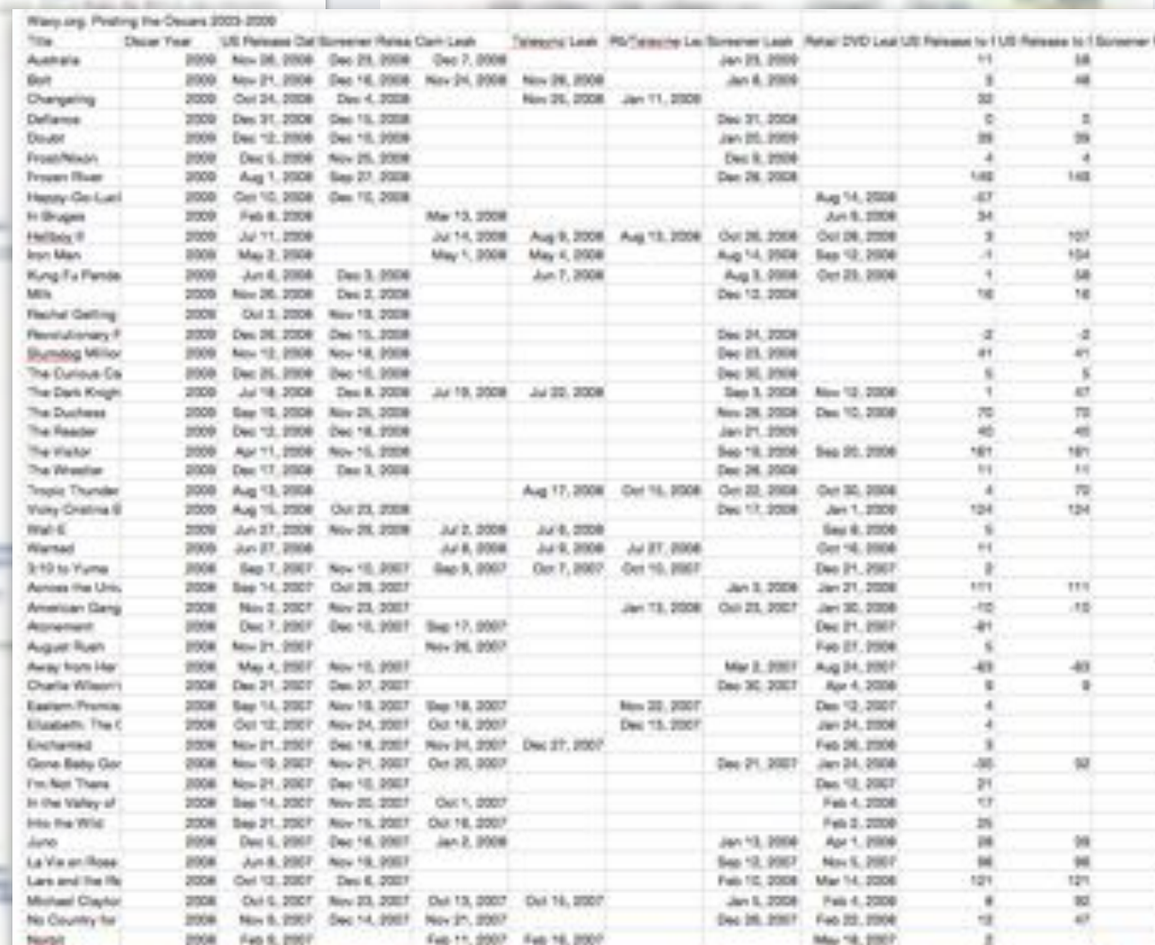
**Out-of-pocket Limit:** D

| Deductible | Rx Drug Coverage |
|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred |

# THERE'S SOMETHING MISSING FROM ALL OF THESE...







Wiery.org: Pinning the Oscars 2003-2009

| Title | Oscar Year | US Release Dat | Screener Relea | Cam Leak | Telesync Leak | R5/Telesync Le | Screener Leak | Retail DVD Leal | US Release to T | US Release to S |
|---|---|---|---|---|---|---|---|---|---|---|
| Australia | 2009 | Nov 26, 2008 | Dec 23, 2008 | Dec 7, 2008 | | | Jan 23, 2009 | | 11 | 58 |
| Bolt | 2009 | Nov 21, 2008 | Dec 16, 2008 | Nov 24, 2008 | Nov 28, 2008 | | Jan 8, 2009 | | 3 | 48 |
| Changeling | 2009 | Oct 24, 2008 | Dec 4, 2008 | | Nov 20, 2008 | Jan 11, 2009 | | | 32 | |
| Defiance | 2009 | Dec 31, 2008 | Dec 15, 2008 | | | | Dec 31, 2008 | | 0 | 0 |
| Doubt | 2009 | Dec 12, 2008 | Dec 10, 2008 | | | | Jan 20, 2009 | | 39 | 39 |
| Frost/Nixon | 2009 | Dec 5, 2008 | Nov 25, 2008 | | | | Dec 9, 2008 | | 4 | 4 |
| Frozen River | 2009 | Aug 1, 2008 | Sep 27, 2008 | | | | Dec 28, 2008 | | 148 | 148 |
| Happy-Go-Luck | 2009 | Oct 10, 2008 | Dec 10, 2008 | | | | | Aug 14, 2009 | -57 | |
| In Bruges | 2009 | Feb 8, 2008 | | Mar 13, 2008 | | | | Jun 9, 2009 | 34 | |
| Hellboy II | 2009 | Jul 11, 2008 | | Jul 14, 2008 | Aug 9, 2008 | Aug 13, 2008 | Oct 28, 2008 | Oct 06, 2009 | 3 | 107 |
| Iron Man | 2009 | May 2, 2008 | | May 1, 2008 | May 4, 2008 | | Aug 14, 2008 | Sep 12, 2009 | -1 | 104 |
| Kung Fu Panda | 2009 | Jun 6, 2008 | Dec 3, 2008 | | Jun 7, 2008 | | Aug 3, 2008 | Oct 23, 2009 | 1 | 58 |
| Milk | 2009 | Nov 26, 2008 | Dec 2, 2008 | | | | Dec 12, 2008 | | 16 | 16 |
| Rachel Getting | 2009 | Oct 3, 2008 | Nov 19, 2008 | | | | | | | |
| Revolutionary F | 2009 | Dec 26, 2008 | Dec 15, 2008 | | | | Dec 24, 2008 | | -2 | -2 |
| Slumdog Millior | 2009 | Nov 12, 2008 | Nov 18, 2008 | | | | Dec 23, 2008 | | 41 | 41 |
| The Curious Ca | 2009 | Dec 25, 2008 | Dec 15, 2008 | | | | Dec 30, 2008 | | 5 | 5 |
| The Dark Knigh | 2009 | Jul 18, 2008 | Dec 9, 2008 | Jul 19, 2008 | Jul 22, 2008 | | Sep 3, 2008 | Nov 12, 2008 | 1 | 67 |
| The Duchess | 2009 | Sep 19, 2008 | Nov 25, 2008 | | | | Nov 28, 2008 | Dec 10, 2008 | 70 | 70 |
| The Reader | 2009 | Dec 12, 2008 | Dec 18, 2008 | | | | Jan 21, 2009 | | 40 | 40 |
| The Visitor | 2009 | Apr 11, 2008 | Nov 15, 2008 | | | | Sep 19, 2008 | Sep 20, 2009 | 161 | 161 |
| The Wrestler | 2009 | Dec 17, 2008 | Dec 3, 2008 | | | | Dec 26, 2008 | | 11 | 11 |
| Tropic Thunder | 2009 | Aug 13, 2008 | | | Aug 17, 2008 | Oct 16, 2008 | Oct 22, 2008 | Oct 30, 2009 | 4 | 70 |
| Vicky Cristina B | 2009 | Aug 15, 2008 | Oct 23, 2008 | | | | Dec 17, 2008 | Jan 1, 2009 | 124 | 124 |
| Wall-E | 2009 | Jun 27, 2008 | Nov 29, 2008 | Jul 2, 2008 | Jul 8, 2008 | | | Sep 8, 2009 | 5 | |
| Wanted | 2009 | Jun 27, 2008 | | Jul 8, 2008 | Jul 9, 2008 | Jul 27, 2008 | | Oct 16, 2009 | 11 | |
| 3:10 to Yuma | 2008 | Sep 7, 2007 | Nov 10, 2007 | Sep 9, 2007 | Oct 7, 2007 | Oct 10, 2007 | | Dec 21, 2007 | 2 | |
| Across the Univ | 2008 | Sep 14, 2007 | Oct 29, 2007 | | | | Jan 3, 2008 | Jan 21, 2008 | 111 | 111 |
| American Gang | 2008 | Nov 2, 2007 | Nov 23, 2007 | | | Jan 13, 2008 | Oct 23, 2007 | Jan 30, 2008 | -10 | -10 |
| Atonement | 2008 | Dec 7, 2007 | Dec 10, 2007 | Sep 17, 2007 | | | | Dec 21, 2007 | -81 | |
| August Rush | 2008 | Nov 21, 2007 | | Nov 26, 2007 | | | | Feb 27, 2008 | 5 | |
| Away from Her | 2008 | May 4, 2007 | Nov 10, 2007 | | | | Mar 2, 2007 | Aug 24, 2007 | -63 | -63 |
| Charlie Wilson's | 2008 | Dec 21, 2007 | Dec 27, 2007 | | | | Dec 30, 2007 | Apr 4, 2008 | 9 | 9 |
| Eastern Promis | 2008 | Sep 14, 2007 | Nov 19, 2007 | Sep 18, 2007 | | Nov 22, 2007 | | Dec 12, 2007 | 4 | |
| Elizabeth: The C | 2008 | Oct 12, 2007 | Nov 24, 2007 | Oct 18, 2007 | | Dec 13, 2007 | | Jan 24, 2008 | 4 | |
| Enchanted | 2008 | Nov 21, 2007 | Dec 18, 2007 | Nov 24, 2007 | Dec 27, 2007 | | | Feb 26, 2008 | 3 | |
| Gone Baby Gor | 2008 | Nov 19, 2007 | Nov 21, 2007 | Oct 20, 2007 | | | Dec 21, 2007 | Jan 24, 2008 | -30 | 32 |
| I'm Not There | 2008 | Nov 21, 2007 | Dec 10, 2007 | | | | | Dec 13, 2007 | 21 | |
| In the Valley of | 2008 | Sep 14, 2007 | Nov 20, 2007 | Oct 1, 2007 | | | | Feb 4, 2008 | 17 | |
| Into the Wild | 2008 | Sep 21, 2007 | Nov 15, 2007 | Oct 18, 2007 | | | | Feb 3, 2008 | 25 | |
| Juno | 2008 | Dec 5, 2007 | Dec 18, 2007 | Jan 2, 2008 | | | Jan 13, 2008 | Apr 1, 2008 | 28 | 28 |
| La Vie en Rose | 2008 | Jun 8, 2007 | Nov 19, 2007 | | | | Sep 12, 2007 | Nov 5, 2007 | 96 | 96 |
| Lars and the Re | 2008 | Oct 12, 2007 | Dec 6, 2007 | | | | Feb 12, 2008 | Mar 14, 2008 | 121 | 121 |
| Michael Clayto | 2008 | Oct 5, 2007 | Nov 23, 2007 | Oct 13, 2007 | Oct 16, 2007 | | Jan 5, 2008 | Feb 4, 2008 | 8 | 80 |
| No Country for | 2008 | Nov 9, 2007 | Dec 14, 2007 | Nov 21, 2007 | | | Dec 26, 2007 | Feb 22, 2008 | 12 | 47 |
| Norbit | 2008 | Feb 9, 2007 | | Feb 11, 2007 | Feb 16, 2007 | | | Mar 18, 2007 | 2 | |

1. PPO Select Choice (I-VIII)

Best Seller!

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Li

**Office Visit Copay:** $25

**Out-of-pocket Limit:** D

| Deductible | Rx Drug Coverage |
|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $500 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $1,000 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $1,500 | $10 Generic, $30 Preferred, $45 Non-Preferred |

2. BlueEdge Individual HSA (I-III)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Lim

**Office Visit Copay:** Deductible and

| Deductible | Rx Drug Coverage |
|---|---|
| $2,400 | $10 Generic, $50 Preferr |
| $3,500 | $10 Generic, $50 Preferred, $65 Non-Preferred |
| $5,000 | $10 Generic, $50 Preferred, $65 Non-Preferred |

3. BlueEdge Individual HSA (IV-VI)

**Network:** BlueChoice or BlueCard Provider Organization

**Office Visit Copay:** Deductible a

| Deductible | Rx Drug Coverage |
|---|---|
| $2,400 | $10 Generic, $50 Pre |
| $3,500 | $10 Generic, $50 Pre |
| | $10 Generic, $50 Pre |

4. BlueEdge Individual

**Network:** BlueChoice or BlueCard Provider Organization

**Office Visit Copay:** Deductible

| Deductible | Rx Drug Coverage |
|---|---|
| $7,000 | 100% aft |
| $10,000 | 100% aft |

5. PPO Select S

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** De

| Deductible | Rx Drug Coverage |
|---|---|
| $500 | $10 Generic, $40 Preferred, $55 Non-Preferred |
| $1,000 | $10 Generic, $40 Preferred, $55 Non-Preferred |
| $1,500 | $10 Generic, $40 Preferred, $55 Non-Preferred |
| | $40 Preferred, $55 Non-Preferred |

6. Select Blue Advantage (Plan I-VIII)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Li

**Office Visit Copay:** $25 (Includes Lab Work)

**Out-of-pocket Limit:** D

| Deductible | Rx Drug Coverage |
|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred |

# THERE'S SOMETHING MISSING FROM ALL OF THESE...

# RELATIONSHIPS!

## INCLUDING PROCESSES, PROPORTIONS & CHANGES OVER TIME

## 1. PPO Select Choice (I-VIII)

Best Seller!

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Li

**Office Visit Copay:** $25

**Out-of-pocket Limit:** D

| Deductible | Rx Drug Coverage |
|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $500 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $1,000 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $1,500 | $10 Generic, $30 Preferred, $45 Non-Preferred |

## 2. BlueEdge Individual HSA (I-III)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Lim

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** $6

| Deductible | Rx Drug Coverage |
|---|---|
| $2,400 | $10 Generic, $50 Preferred, $65 Non-Preferred |
| $3,500 | $10 Generic, $50 Preferred, $65 Non-Preferred |
| $5,000 | $10 Generic, $50 Preferred, $65 Non-Preferred |

## 3. BlueEdge Individual HSA (IV-VI)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Li

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** $

| Deductible | Rx Drug Coverage |
|---|---|

## 4. BlueEdge Individual HSA (VII - VIII)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Lim

**Office Visit Copay:** Deductible

**Out-of-pocket Limit:** Eq selected

| Deductible | Rx Drug Coverage |
|---|---|
| $7,000 | 100% after deductible |
| $10,000 | 100% after deductible |

## 5. PPO Select Saver (I-VII)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Lim

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** De

| Deductible | Rx Drug Coverage |
|---|---|
| $500 | $10 Generic, $40 Preferred, $55 Non-Preferred |
| $1,000 | $10 Generic, $40 Preferred, $55 Non-Preferred |
| $1,500 | $10 Generic, $40 Preferred, $55 Non-Preferred |

## 6. Select Blue Advantage (Plan I-VIII)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Li

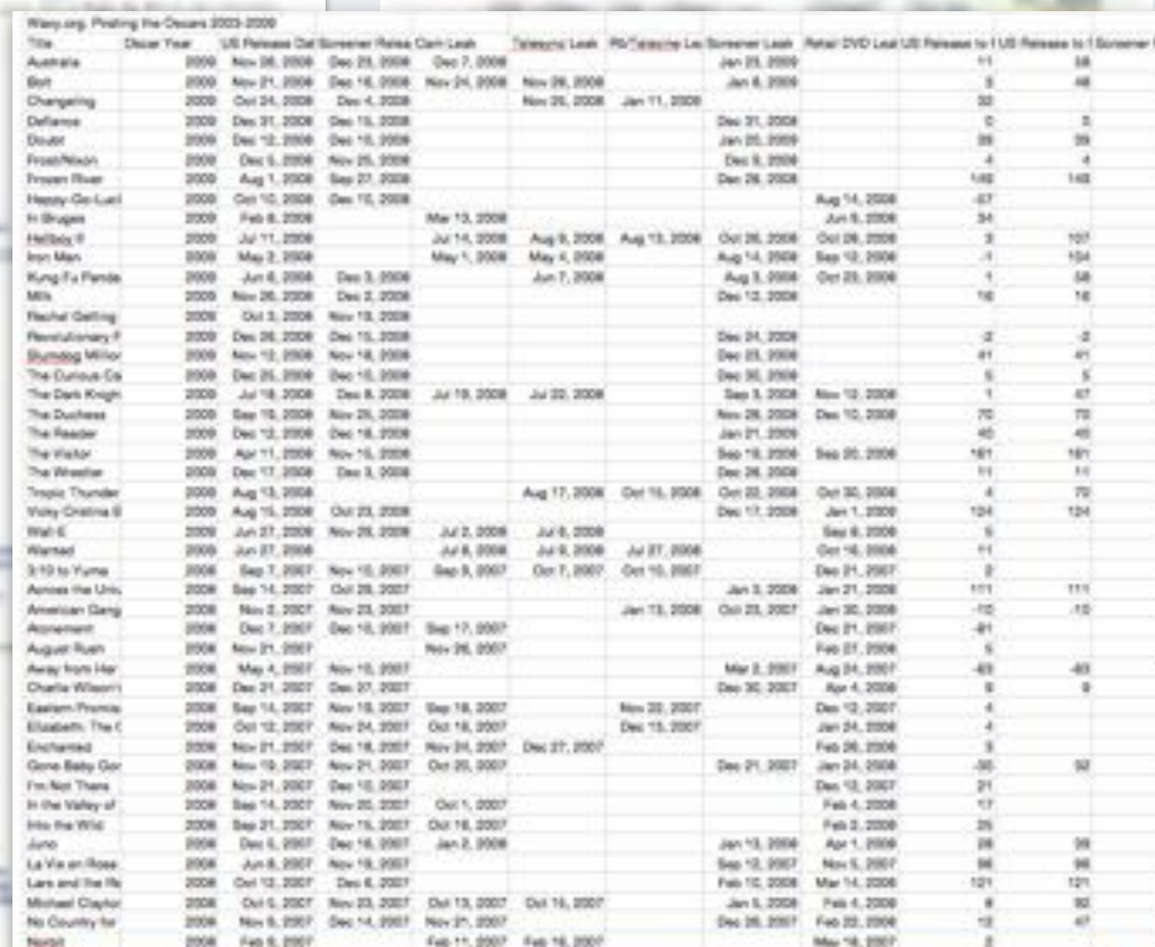
**Office Visit Copay:** $25 (Includes Lab Work)

**Out-of-pocket Limit:** D

| Deductible | Rx Drug Coverage |
|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred |







## 1. PPO Select Choice (I-VIII)

Best Seller!

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Li

**Office Visit Copay:** $25

**Out-of-pocket Limit:** D

| Deductible | Rx Drug Coverage |
|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $500 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $1,000 | $10 Generic, $30 Preferred, $45 Non-Preferred |
| $1,500 | $10 Generic, $30 Preferred, $45 Non-Preferred |

## 2. BlueEdge Individual HSA (I-III)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Lim

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** $6

| Deductible | Rx Drug Coverage |
|---|---|
| $2,400 | $10 Generic, $50 Preferred, $65 Non-Preferred |
| $3,500 | $10 Generic, $50 Preferred, $65 Non-Preferred |
| $5,000 | $10 Generic, $50 Preferred, $65 Non-Preferred |

## 3.

Net

Prov

Offi

| Ded | |
|---|---|
| $ | |
| $ | |

No Lim

it: $

## 4. B

Netw

Provid

Office

t: Eq

| Deductible | Rx Drug Coverage |
|---|---|
| $7,000 | 100% after deductible |
| $10,000 | 100% after deductible |

## 5. PPO Select Saver (I-VII)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Lim

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** De

| Deductible | Rx Drug Coverage |
|---|---|
| $500 | $10 Generic, $40 Preferred, $55 Non-Preferred |
| $1,000 | $10 Generic, $40 Preferred, $55 Non-Preferred |
| $1,500 | $10 Generic, $40 Preferred, $55 Non-Preferred |
| | $40 Preferred, $55 Non-Preferred |

## 6. Select Blue Advantage (Plan I-VIII)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Li

**Office Visit Copay:** $25 (Includes Lab Work)

**Out-of-pocket Limit:** D

| Deductible | Rx Drug Coverage |
|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred |



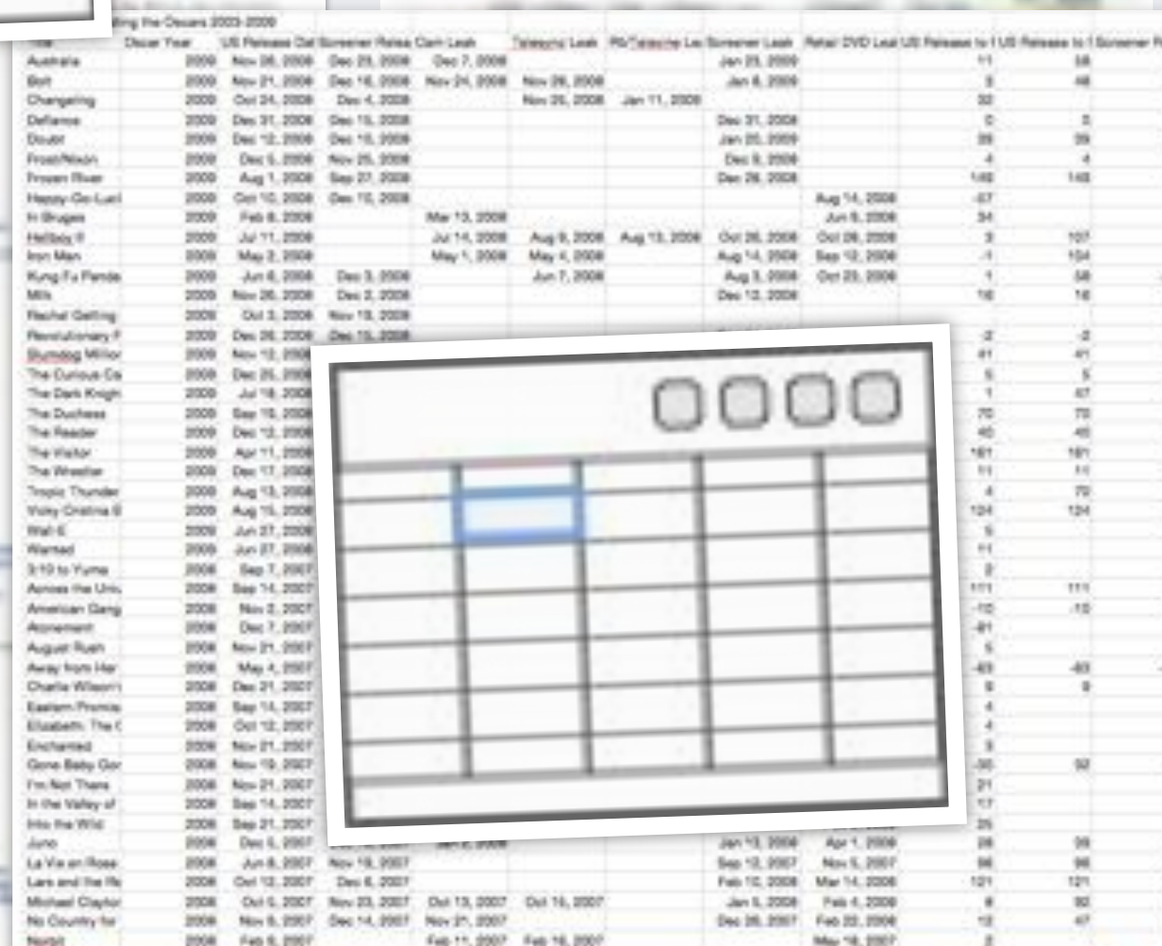






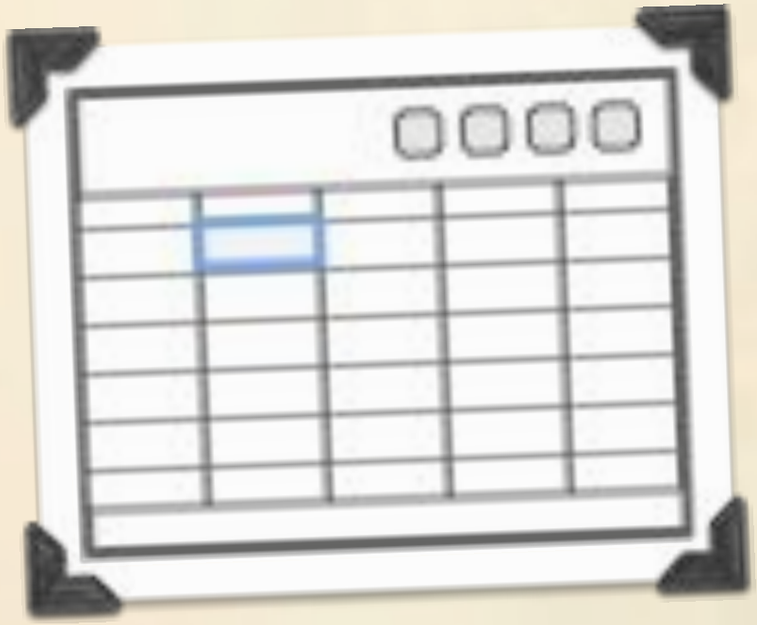






# The Villains:

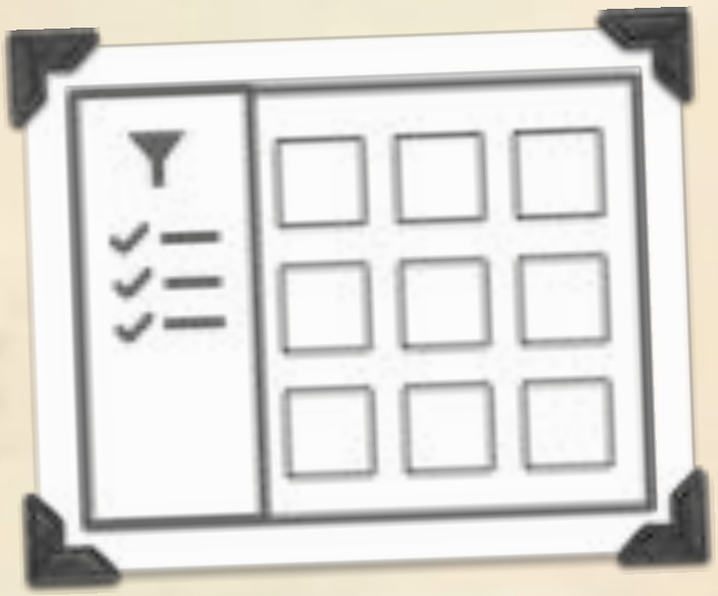
# The Villains:



spreadsheets

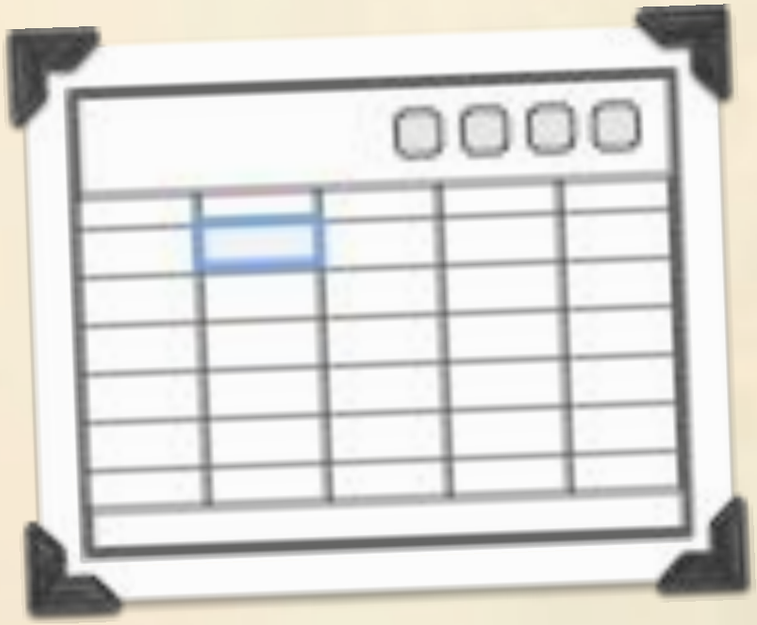


lists

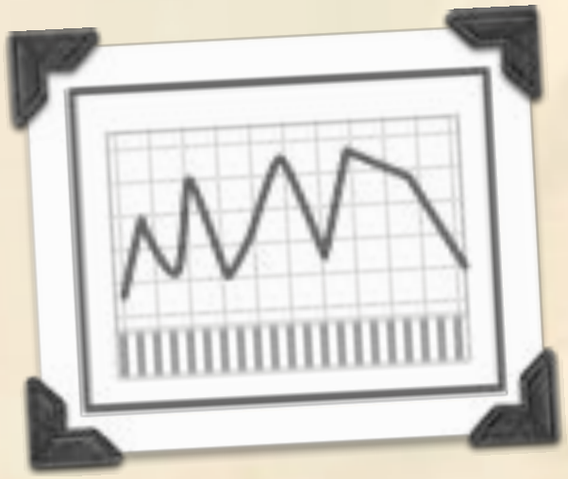


grid views

# The Villains:



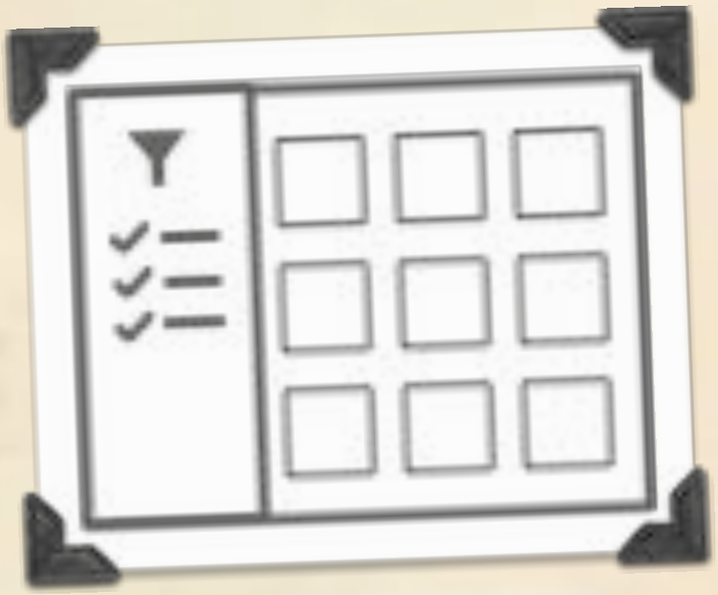
spreadsheets



dashboards



lists



grid views

# The Villains:

spreadsheets

lists

dashboards

grid views

# The Villains:

spreadsheets

lists

dashboards

grid views

## Guilty of...?

Failure to aid in making sense of complex information!

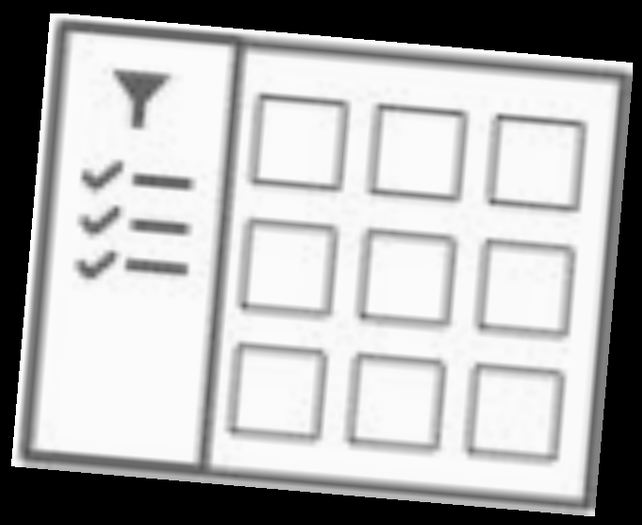
# An e-commerce example:



# An e-commerce example:



HOMEPAGE → SEARCH ENGINE RESULTS PAGE → PRODUCT DETAILS PAGE



# An e-commerce example:

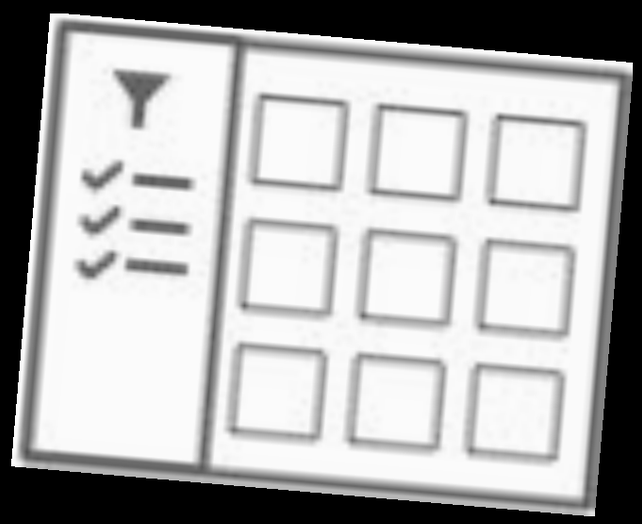


HOMEPAGE



SEARCH ENGINE RESULTS PAGE

PRODUCT DETAILS PAGE



# An e-commerce example:



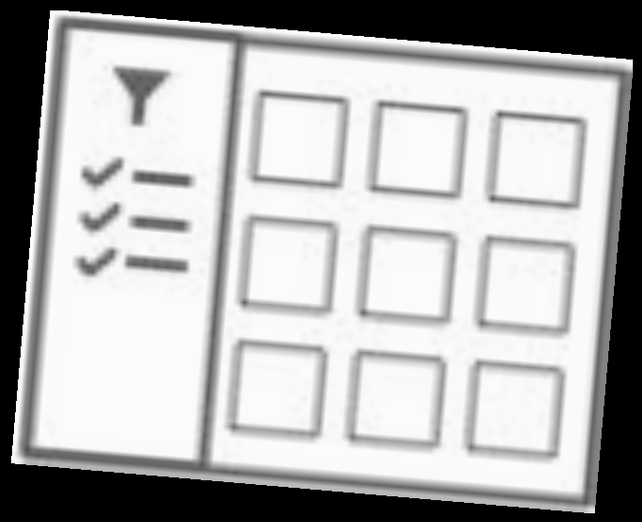
HOMEPAGE



SEARCH ENGINE RESULTS PAGE



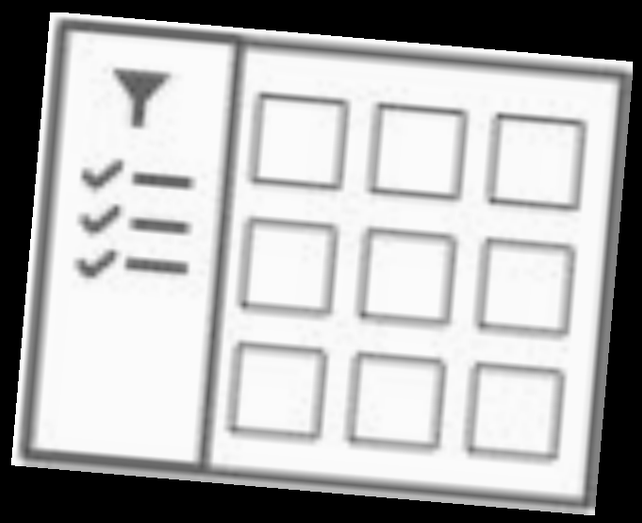
PRODUCT DETAILS PAGE



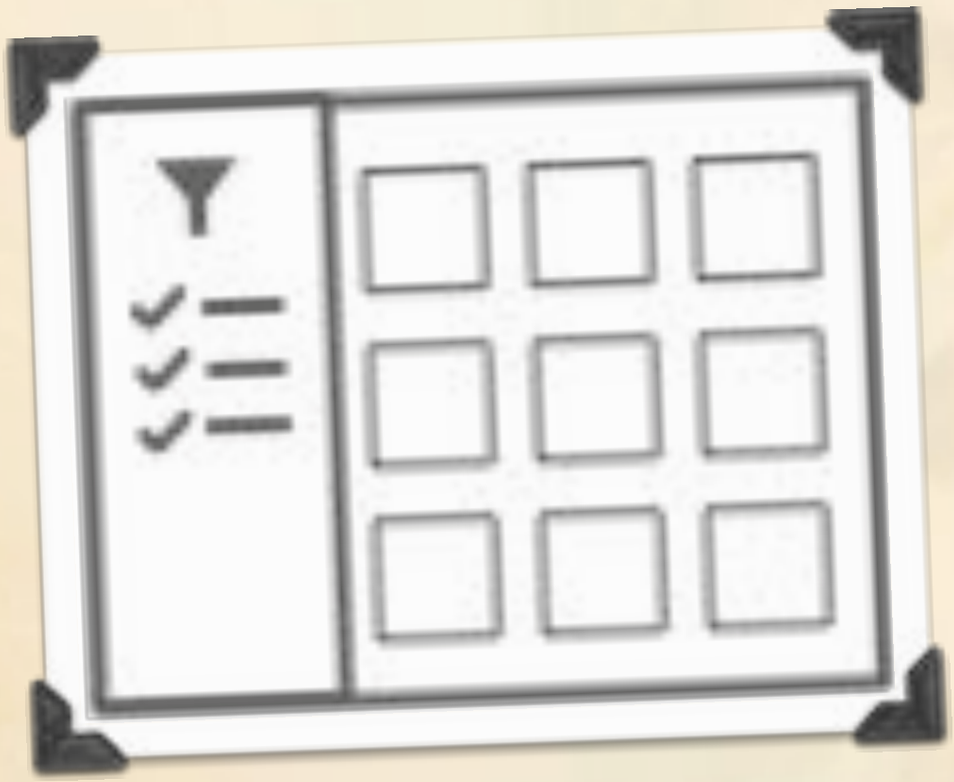
# An e-commerce example:



HOMEPAGE → SEARCH ENGINE RESULTS PAGE → PRODUCT DETAILS PAGE



# Villain №: 1



grid layout

Pretends to be more useful & engaging, by being visual.

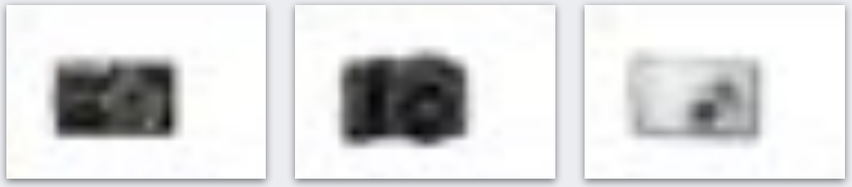
But, aside from a picture or product shot, nothing much is added.

It's simply list data, disquised as more.

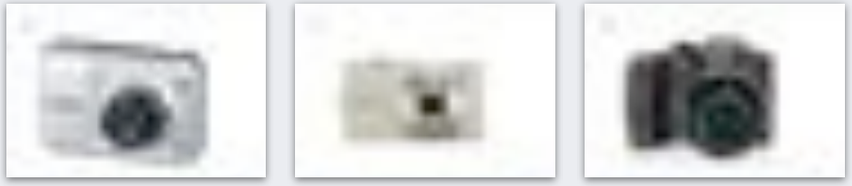


Which camera should I buy, and why?







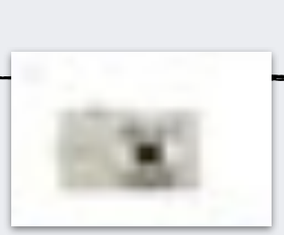


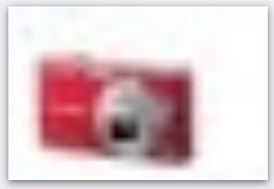
# Which camera should I buy, and why?

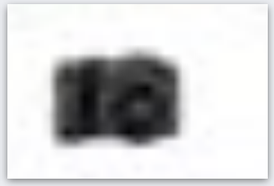




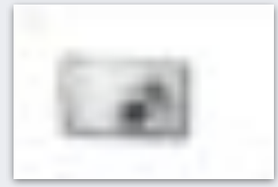


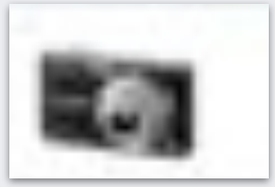






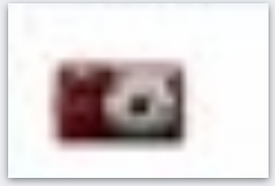










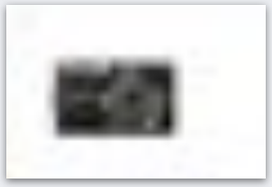


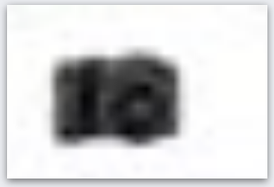


!!!

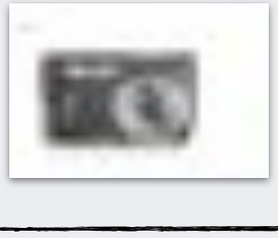


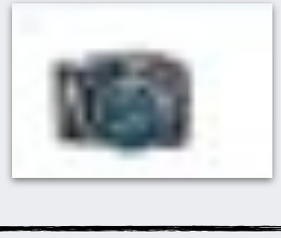
Dang!

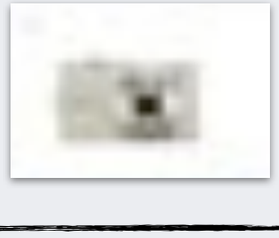




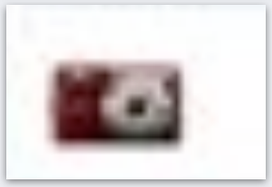
Whew!

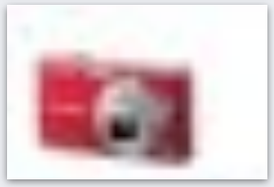


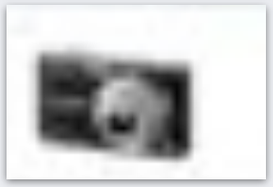




Good



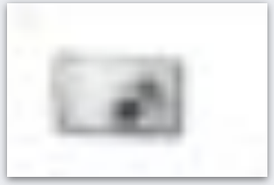




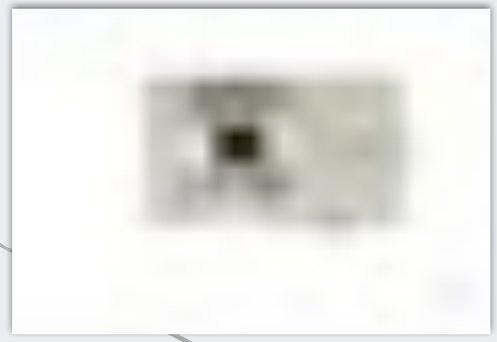


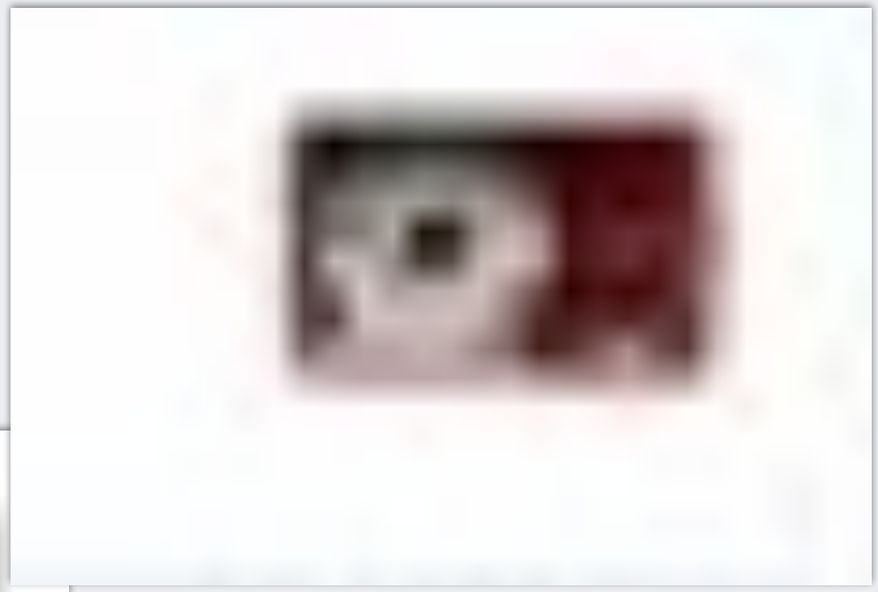
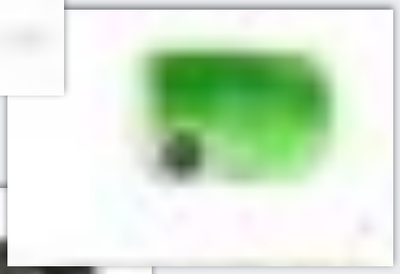
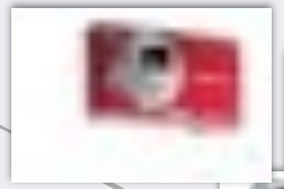
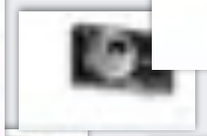
Fun Toy

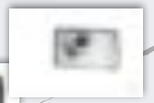


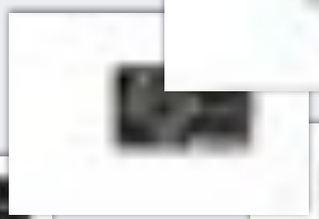
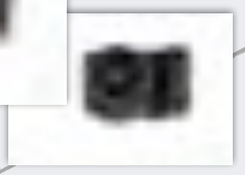




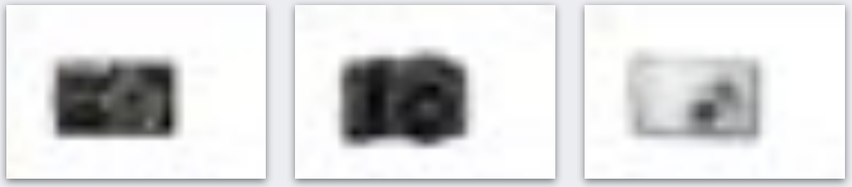


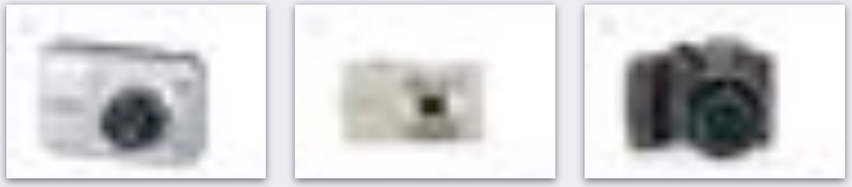










# What are the differences? Help me make sense of my options!

Because the data is dynamic, we can't do really cool visual displays

# Myths

# WHAT'S NOT IMPORTANT!

# WHAT'S NOT IMPORTANT!

‹ Digital Cameras

**Point & Shoot Digital Cameras**

**Brand**

**Any Brand**

Canon (159)
Panasonic (130)
Olympus (167)
Sony (158)
Nikon (124)
Fuji (116)
Samsung (123)
› See more...

**Megapixels**

**Any Number of Megapixels**

5.9 MP & Under (705)
6 to 7.9 MP (455)
8 to 9.9 MP (294)
10 to 11.9 MP (168)
12 MP & Up (40)

**Price**

**Any Price**

$0-$24 (41)
$25-$49 (125)
$50-$99 (503)
$100-$199 (725)
$200-$499 (425)
$500-$999 (44)
$1000-$1999 (7)
$2000-$4999 (2)

**Shop by**

**Category**

Digital SLRs (33)
Digital point-and-shoot (229)
[illegible] (1)
Film cameras (1)

**Resolution**

0-6 megapixels (9)
7 megapixels (19)
8 megapixels (116)
9-11 megapixels (100)
12+ megapixels (18)

**Price**

Under $200 (120)
Over $400 (36)
$200 - $400 (110)

**Brand**

Canon (31)
Panasonic (37)
Casio (22)
Samsung (22)
Kodak (24)
Sony (45)
Nikon (23)
More...
Olympus (34)

**Other ways to shop**

Deals (232)
Available in-store (101)

**Narrow Your Results by:**

**Current Offers**

Special Offers (15)
Online Only (32)

**Brand**

Kodak (14)
Sony (9)
Olympus (6)
Canon (5)
Casio (4)
FUJIFILM (4)
Nikon (4)
Panasonic (2)
**See all...**

**Price Range**

$50 - $99.99 (2)
$100 - $149.99 (7)
$150 - $199.99 (17)
$200 - $249.99 (7)
$250 - $499.99 (14)
$750 - $999.99 (1)
$3000 and Up (1)

**Megapixels**

6 Megapixels (2)
7 Megapixels (9)
8 Megapixels (25)
9+ Megapixels (13)

**Color Category**

**FIND PRODUCTS**

**Narrow your search for Digital Cameras:**

**Price**

Less than $1000 (330)
Less than $750 (309)
Less than $650 (298)
Less than $550 (281)
Less than $400 (234)
**Show more...**

**Company**

Canon U.S.A. Inc (76)
Olympus America Inc (54)
Nikon USA (53)
Sony Corporation (50)
Fuji Photo Film USA Inc (45)
**Show more...**

**Type**

Compact (146)
Ultracompact (83)
Superzoom (48)
D-SLR (42)
Enthusiast (36)
**Show more...**

**Megapixels**

4MP to 6MP (165)
6MP to 8MP (152)
2MP to 4MP (126)
8MP to 10MP (79)
10MP and up (49)
**Show more...**

**Maximum Resolution**

3072 x 2304 pixels (56)

# WHAT IS IMPORTANT!

‹ Digital Cameras

**Point & Shoot Digital Cameras**

**Brand**

**Any Brand**

Canon (159)
Panasonic (130)
Olympus (167)
Sony (158)
Nikon (124)
Fuji (116)
Samsung (123)
› See more...

**Megapixels**

**Any Number of Megapixels**

5.9 MP & Under (705)
6 to 7.9 MP (455)
8 to 9.9 MP (294)
10 to 11.9 MP (168)
12 MP & Up (40)

**Price**

**Any Price**

$0-$24 (41)
$25-$49 (125)
$50-$99 (503)
$100-$199 (725)
$200-$499 (425)
$500-$999 (44)
$1000-$1999 (7)
$2000-$4999 (2)

**Shop by**

**Category**

Digital SLRs (33)
Digital point-and-shoot (229)
Underwater & Sports (6)
Film Cameras (1)

**Resolution**

0-6 megapixels (9)
7 megapixels (19)
8 megapixels (116)
9-11 megapixels (100)
12+ megapixels (18)

**Price**

Under $200 (120)
Over $400 (36)
$200 - $400 (110)

**Brand**

Canon (31)
Panasonic (37)
Casio (22)
Samsung (22)
Kodak (24)
Sony (45)
Nikon (23)
More...
Olympus (34)

**Other ways to shop**

Deals (232)
Available in-store (101)

**Narrow Your Results by:**

**Current Offers**

Special Offers (15)
Online Only (32)

**Brand**

Kodak (14)
Sony (9)
Olympus (6)
Canon (5)
Casio (4)
FUJIFILM (4)
Nikon (4)
Panasonic (2)
See all...

**Price Range**

$50 - $99.99 (2)
$100 - $149.99 (7)
$150 - $199.99 (17)
$200 - $249.99 (7)
$250 - $499.99 (14)
$750 - $999.99 (1)
$3000 and Up (1)

**Megapixels**

6 Megapixels (2)
7 Megapixels (9)
8 Megapixels (25)
9+ Megapixels (13)

**Color Category**

**FIND PRODUCTS**

**Narrow your search for Digital Cameras:**

**Price**

Less than $1000 (330)
Less than $750 (309)
Less than $650 (298)
Less than $550 (281)
Less than $400 (234)
Show more...

**Company**

Canon U.S.A. Inc (76)
Olympus America Inc (54)
Nikon USA (53)
Sony Corporation (50)
Fuji Photo Film USA Inc (45)
Show more...

**Type**

Compact (146)
Ultracompact (83)
Superzoom (48)
D-SLR (42)
Enthusiast (36)
Show more...

**Megapixels**

4MP to 6MP (165)
6MP to 8MP (152)
2MP to 4MP (126)
8MP to 10MP (79)
10MP and up (49)
Show more...

**Maximum Resolution**

3072 x 2304 pixels (56)

# WHAT IS IMPORTANT!

*the reviews on amazon.com*

amazon.com

*pricing (as an indicator of quality)*

Digital Photography Review
dpreview.com

*in-depth review from placeslike dpreview.com*

*actual photos taken with camera*

flickr

Google

*search results, just to see what comes up*

amazon.com

Hello, Stephen P. Anderson. We have recommendations for you. (Not Stephen?)

Stephen's Amazon.com | Today's Deals | Gifts & Wish Lists | Gift Cards

Shop All Departments | Search | Camera & Photo | Go

Camera & Photo | Browse Brands | Bestsellers | Digital SLRs | Point-and-Shoots | Camcorders | Pro Video

Prime

You qualify for a FREE trial of Amazon Prime

This item is not eligible for Amazon Prime, but millions of other items are. Try Amazon Prime for FREE today.





See all 3 customer images

Share your own customer images

Watch a product tour [Flash]

Watch Watch it in action [Flash]

# Casio Exilim EX-Z77 7.2MP Digital Camera with 3x Anti-Sh (Pink)

Other products by Casio | ★★★★★ (5 customer reviews) |

**Available from these sellers.**

2 used & new
from $119.00

## What Do Customers Ultimately Buy After Viewing This Item?



**48%** buy
Casio Exilim EX-Z75 7.2MP Digital Camera with 3x Anti Shake Optical Zoom (Silver) ★★★★½ (153)
$259.29



**21%** buy
Casio EX-Z80 8.1MP Digital Camera - Vivid Pink ★★★★★ (2)
$157.99



**10%** buy
8.1 Mp Digital Camera Pink ★★★★★ (1)

http://amazon.com

amazon.com

Hello, Stephen P. Anderson. We have recommendations for you. (Not Stephen?)

Stephen's Amazon.com | Today's Deals | Gifts & Wish Lists | Gift Cards

Shop All Departments | Search | Camera & Photo | GO

Camera & Photo | Browse Brands | Bestsellers | Digital SLRs | Point-and-Shoots | Camcorders | Pro Video

You qualify for a FREE trial of Amazon Prime

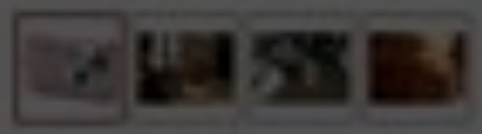
This item is not eligible for Amazon Prime, but millions of other items are. Try Amazon Prime for FREE today.

# Casio Exilim EX-Z77 7.2MP Digital Camera with 3x Anti-Sh (Pink)



**Date first available at Amazon.com:** October 2, 2001

Available from these sellers.



See all 3 customer images

Share your own customer images

Watch a product tour [Flash]

Watch Watch it in action [Flash]

2 used & new
from $119.00

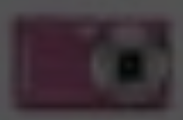
## What Do Customers Ultimately Buy After Viewing This Item?



**48%** buy
Casio Exilim EX-Z75 7.2MP Digital Camera with 3x Anti Shake Optical Zoom (Silver) ★★★★½ (153)
$259.29



**21%** buy
Casio EX-Z80 8.1MP Digital Camera - Vivid Pink ★★★★★ (2)
$157.99



**18%** buy
8.1 Mp Digital Camera Pink ★★★★★ (1)
Click to see price

**12%** buy

INSPIRATION!

Jun 2008

10 Canon EOS 1000D / Digital Rebel XS 10.1 mp preview buy

May 2008

23 Pentax Optio W60 10.0 mp, 5x preview buy

19 Pentax Optio V20 8.0 mp, 5x preview buy

13 Olympus E-520 10.0 mp preview buy

Apr 2008

22 Ricoh G600 10.0 mp, 5x preview buy

10 Nikon Coolpix S5 3x preview buy
Nikon Coolpix P 18x preview buy
Nikon Coolpix S 3x preview buy

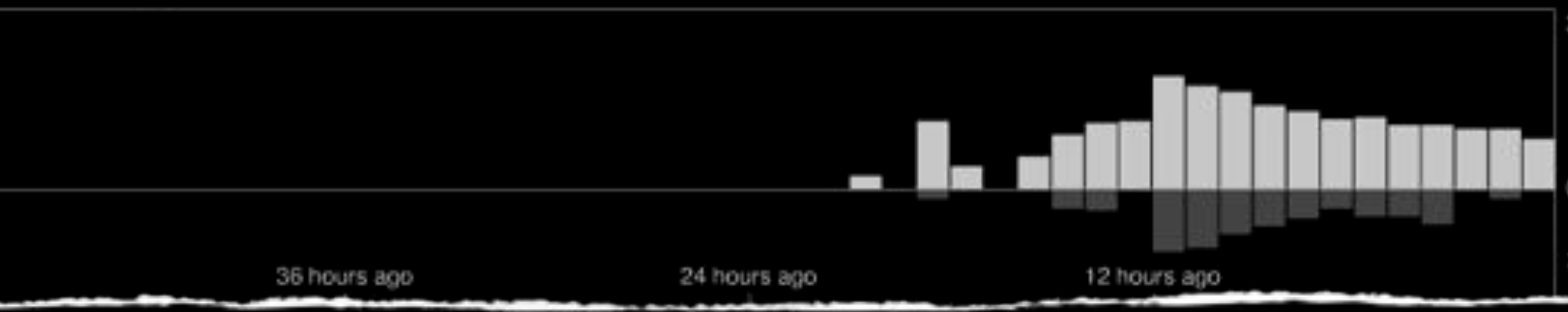
http://
dpreview.com




http://viewzi.com

ent Activity

diggs comments




http://
labs.digg.com

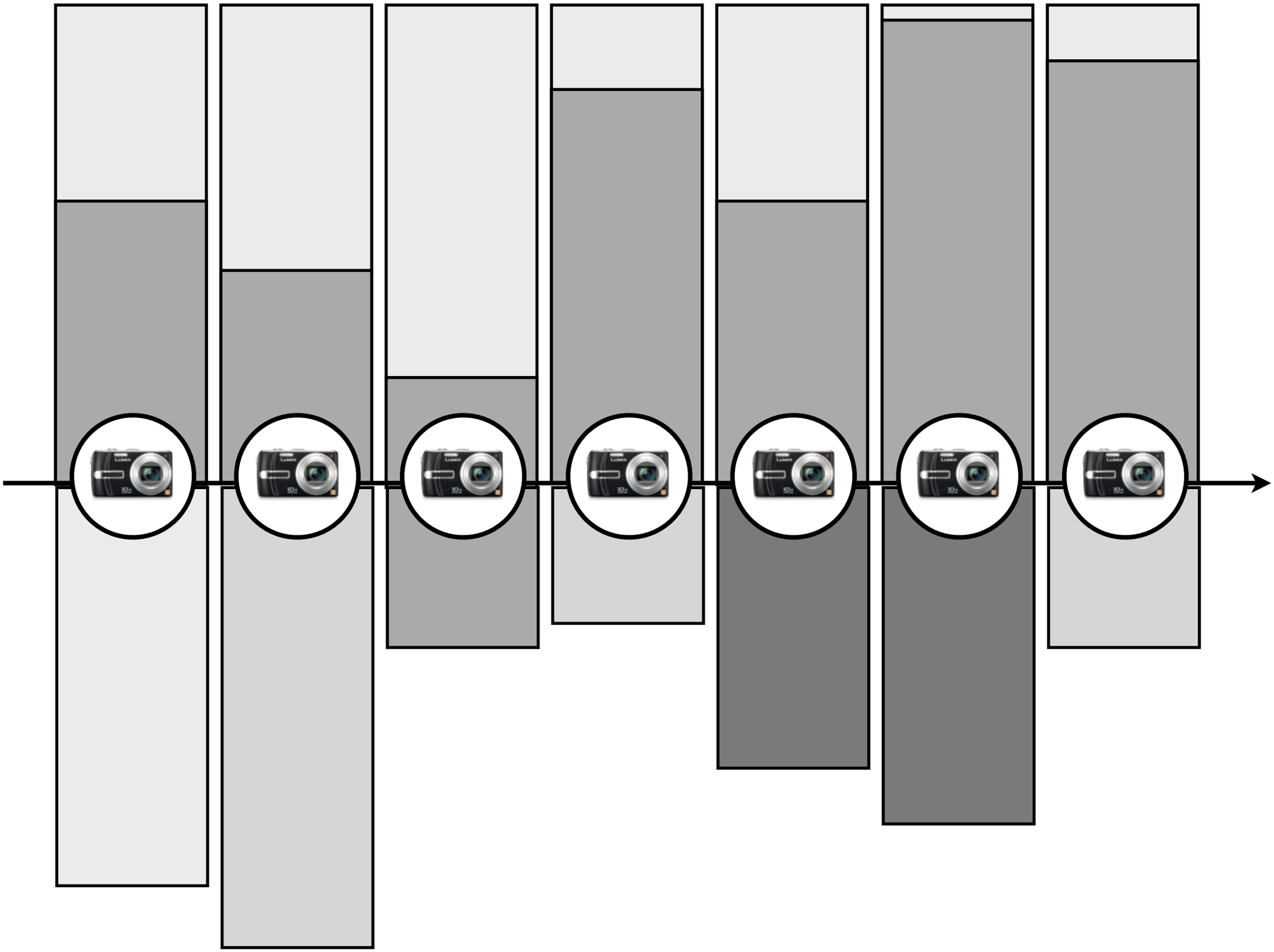
Songza lets you listen to any song or band. Search for it:

sufjan stevens

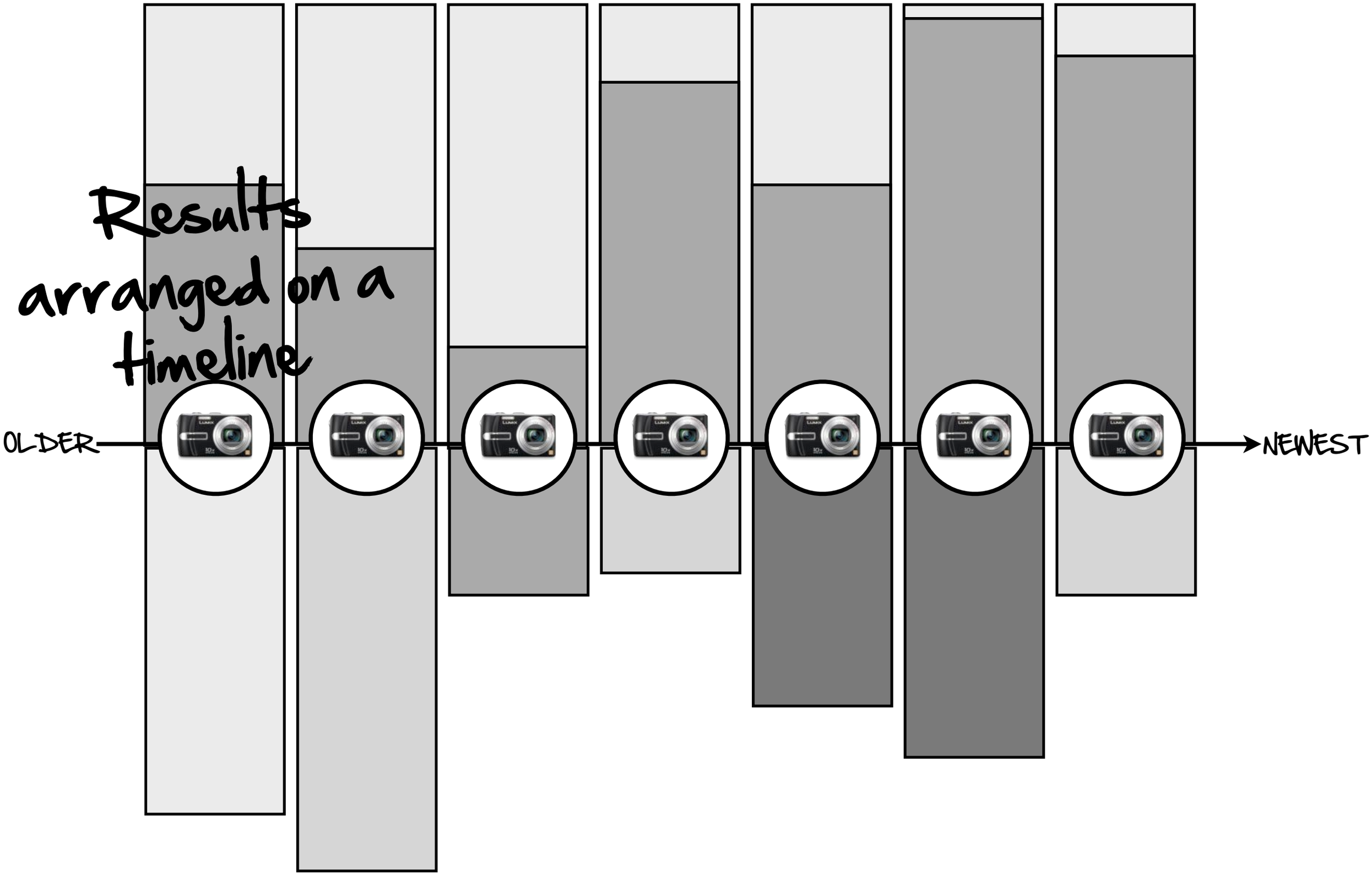
Search

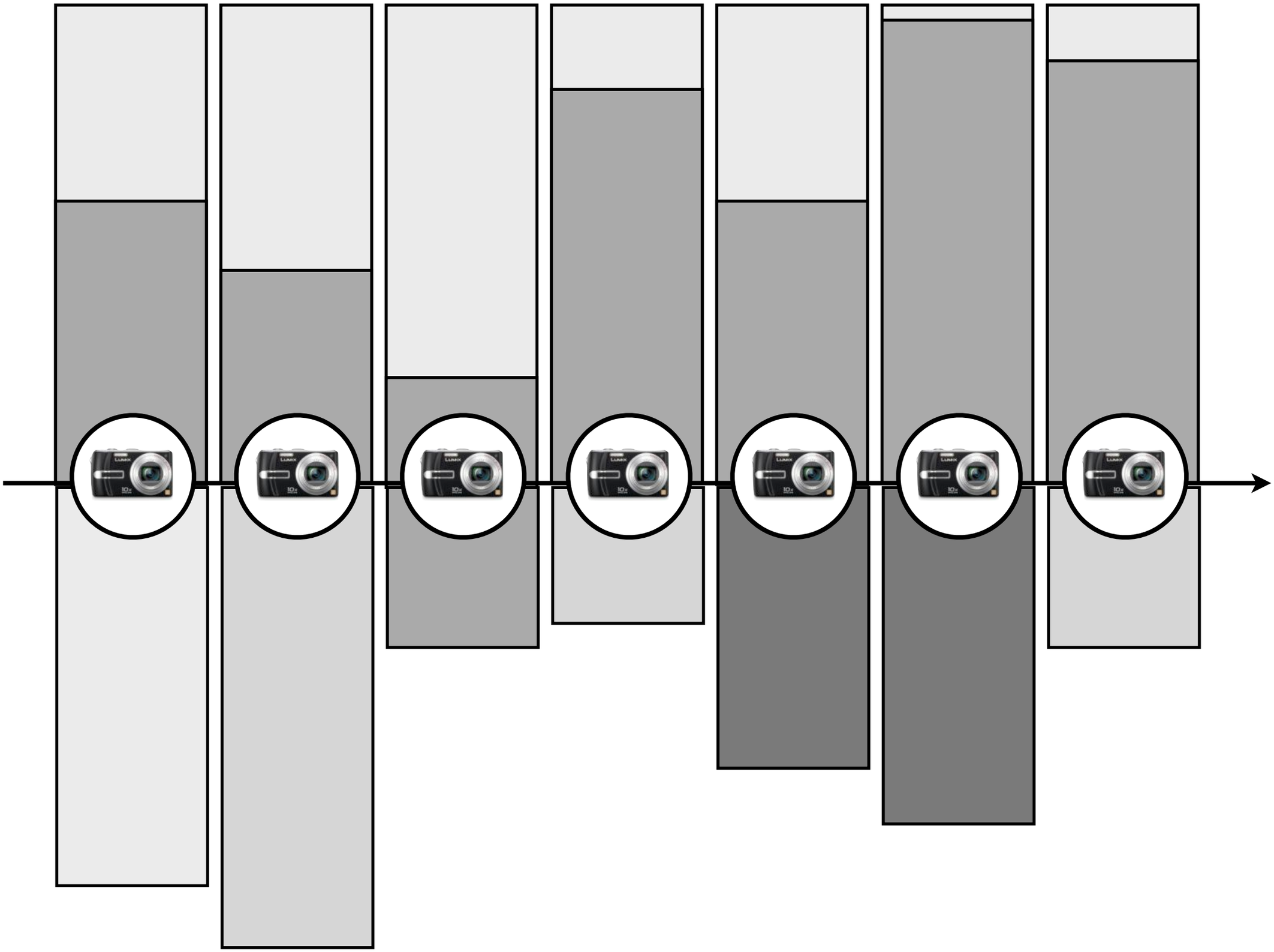


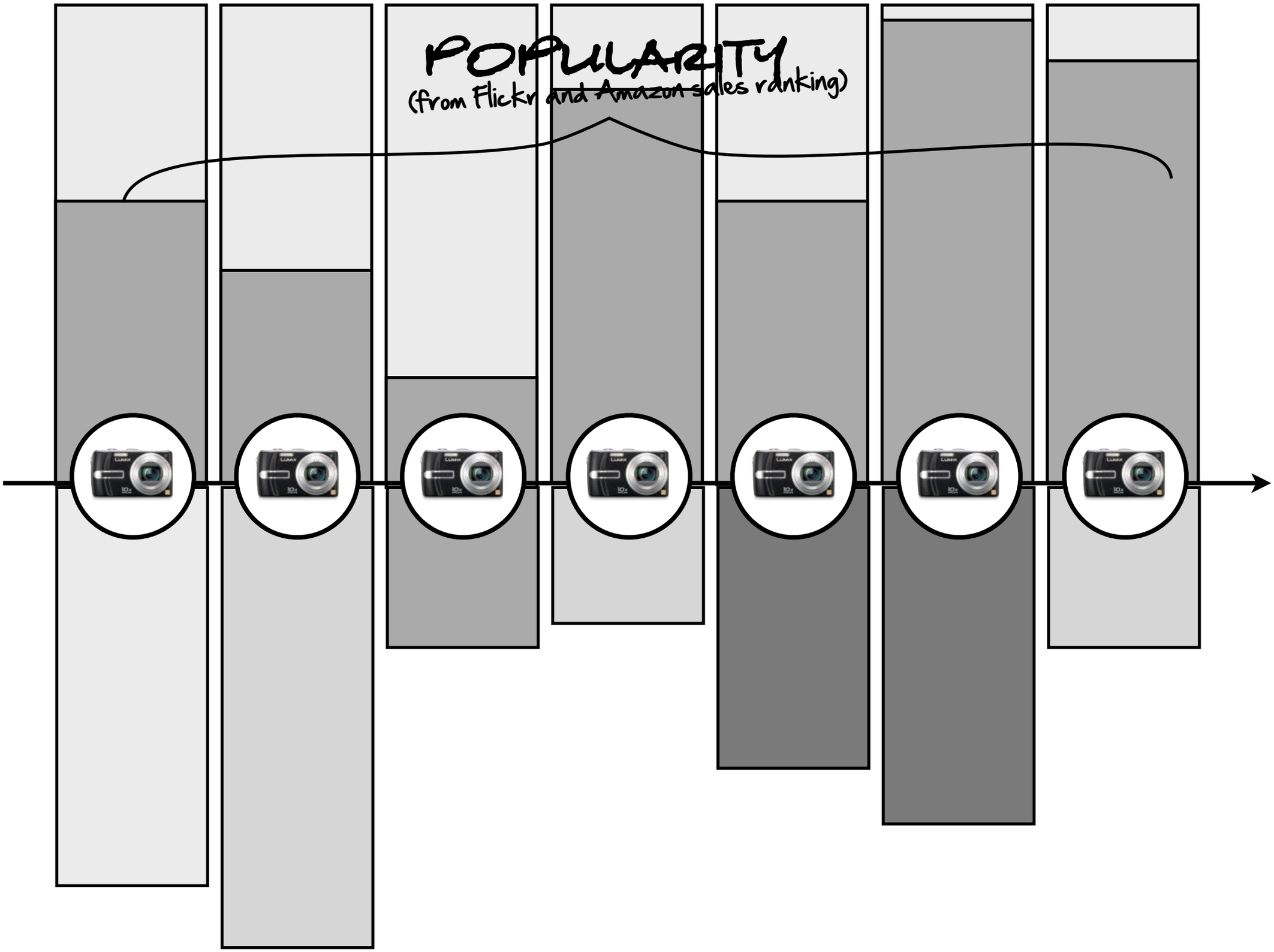

http://songza.com

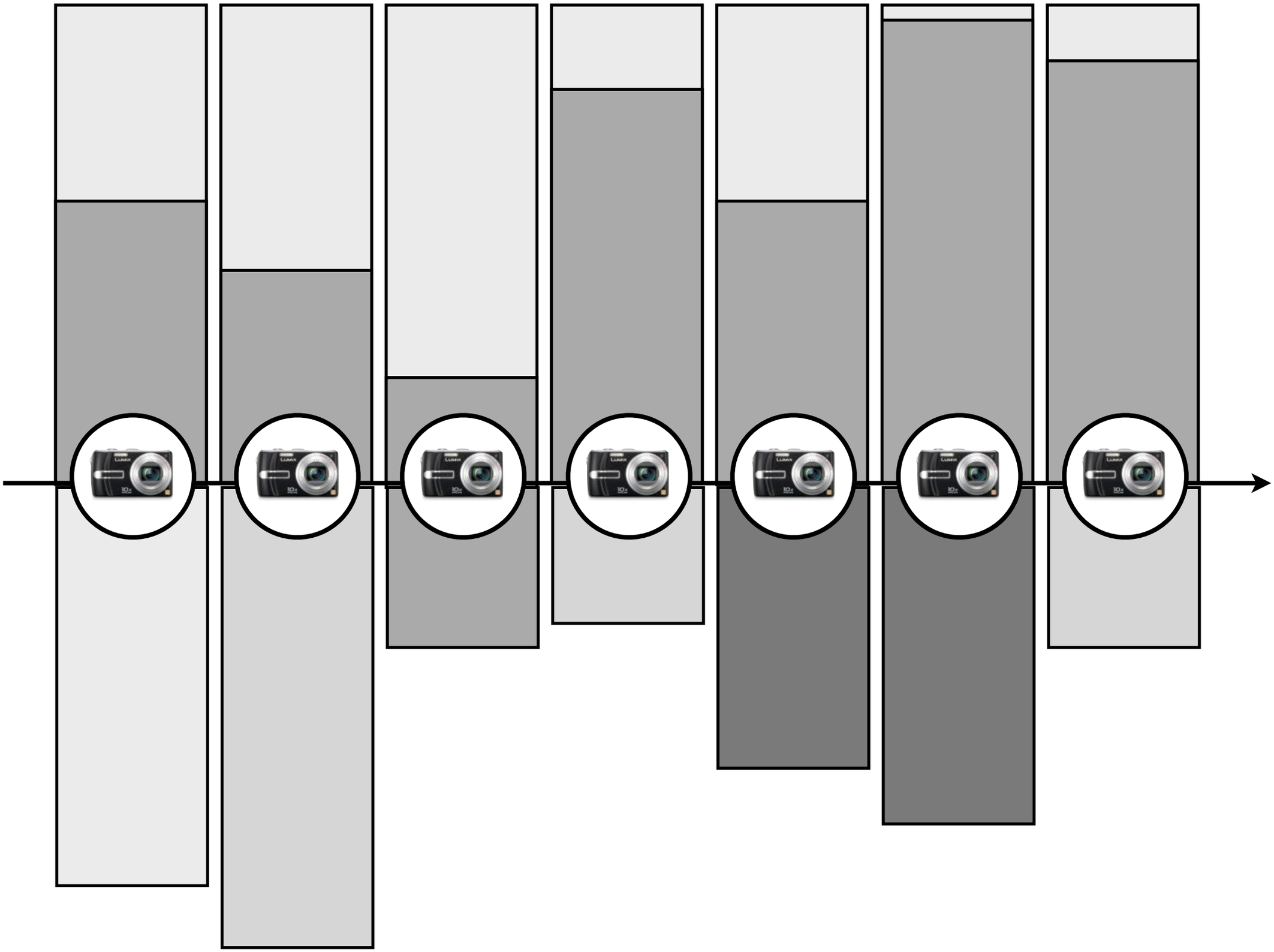


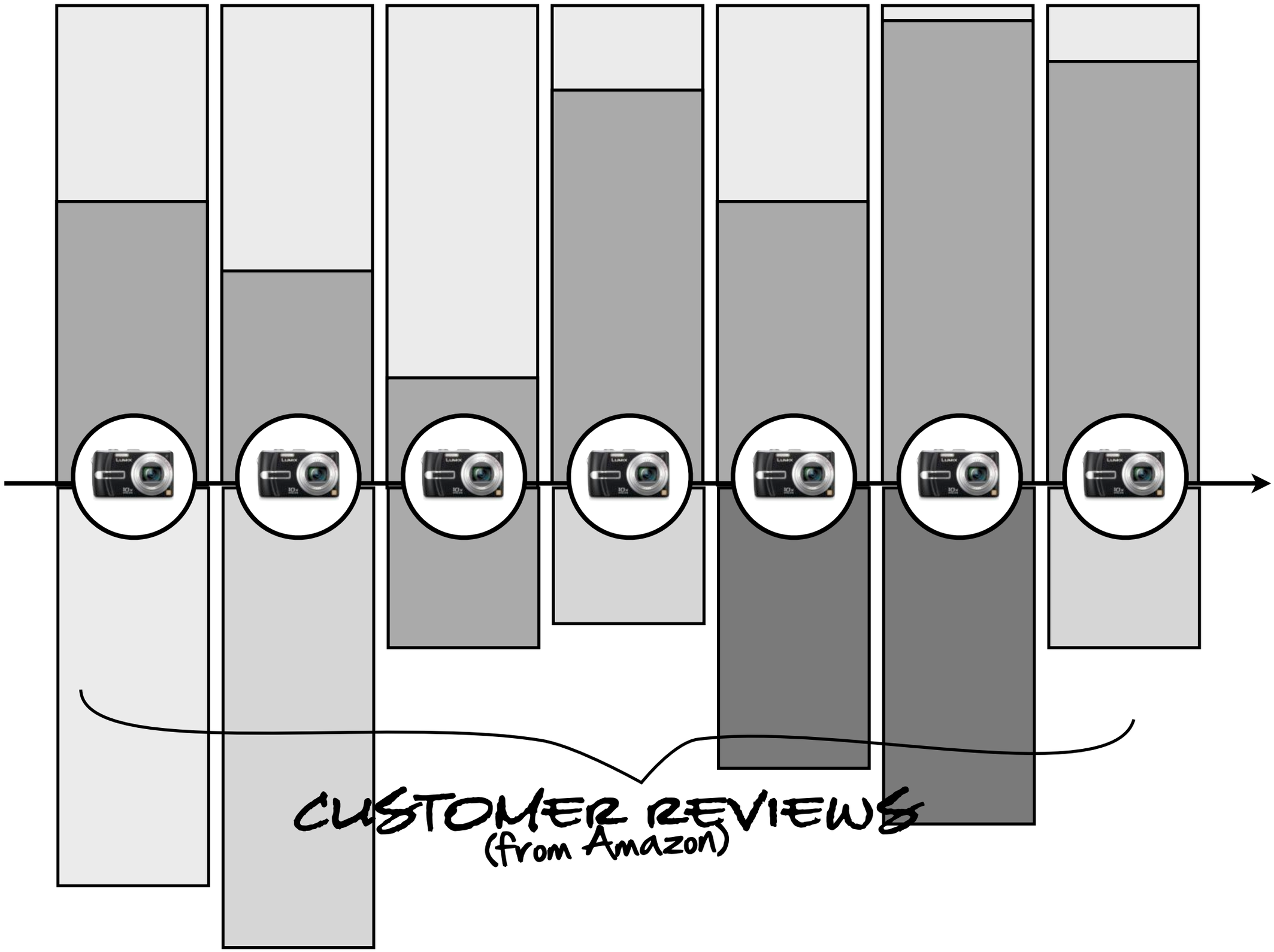
Results arranged on a timeline

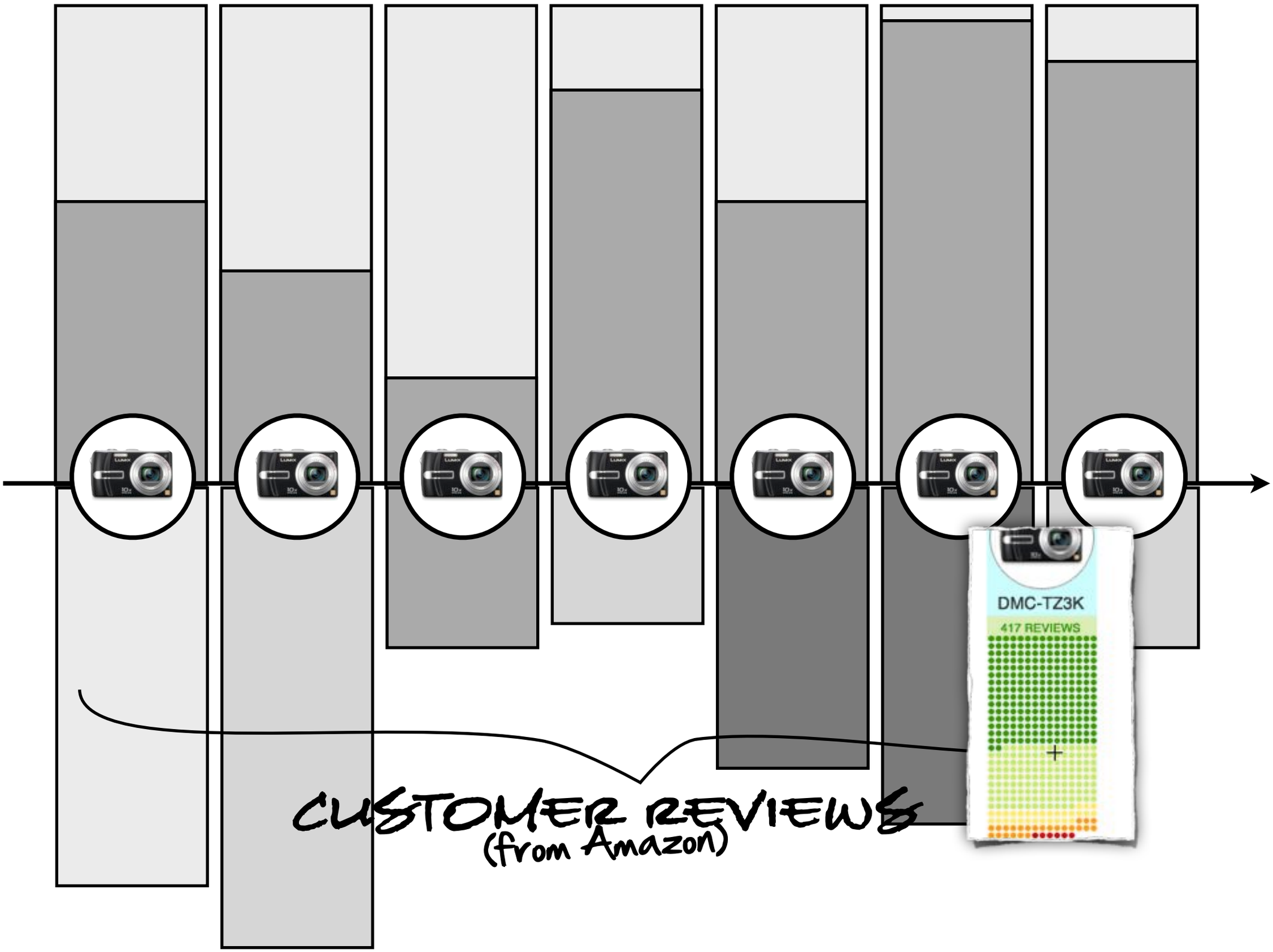


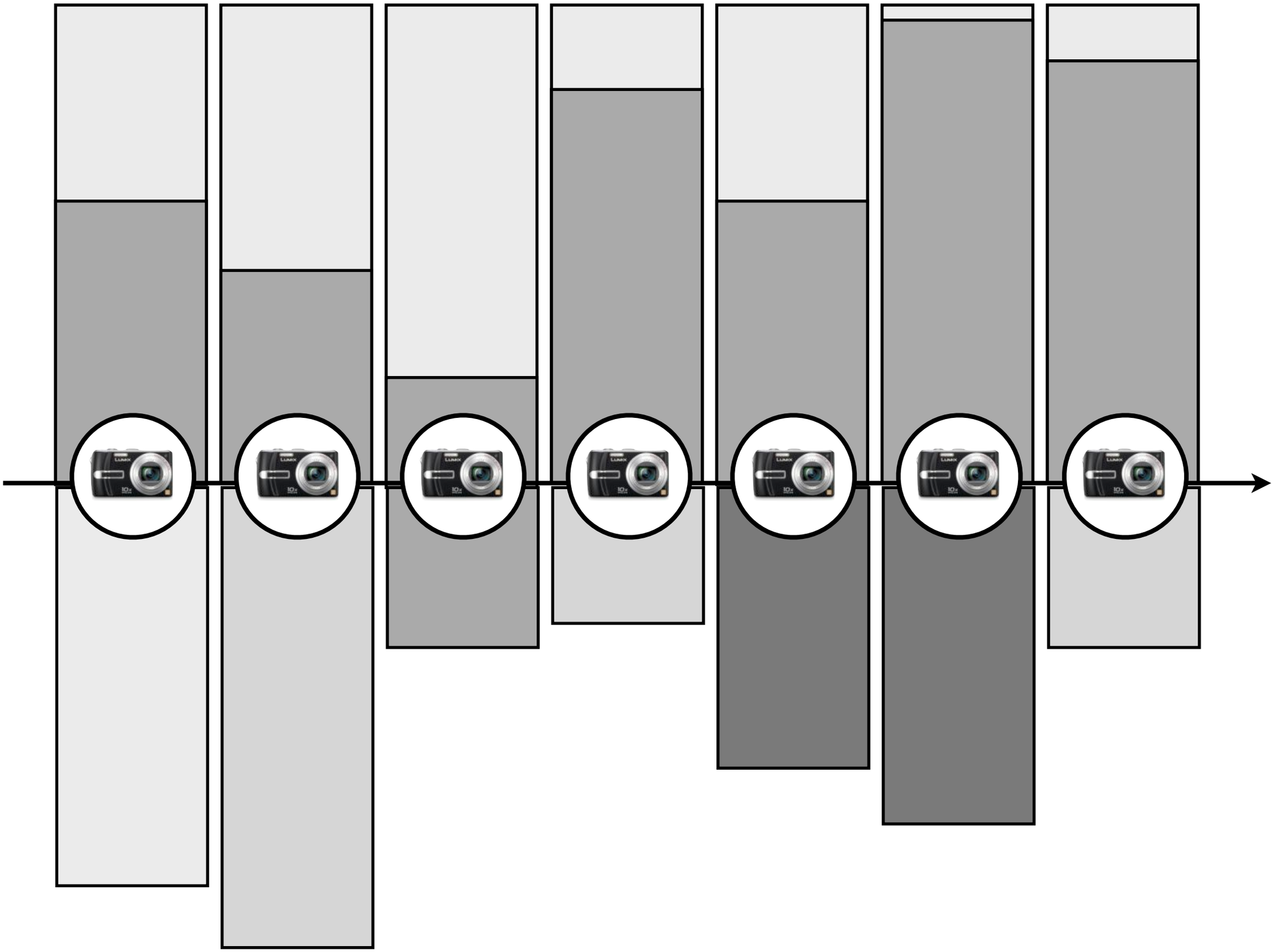


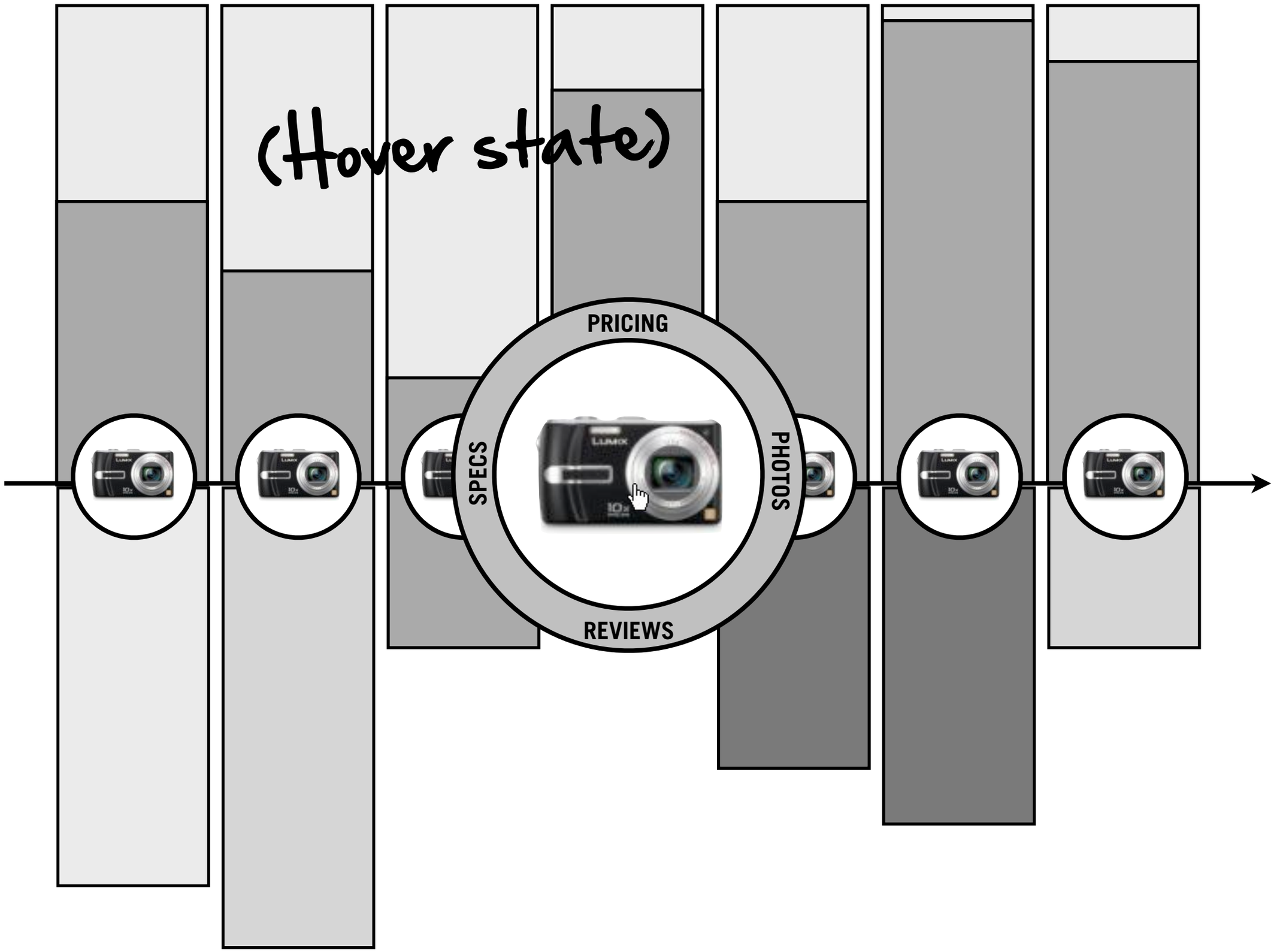

POPULARITY
(from Flickr and ~~Amazon~~ sales ranking)

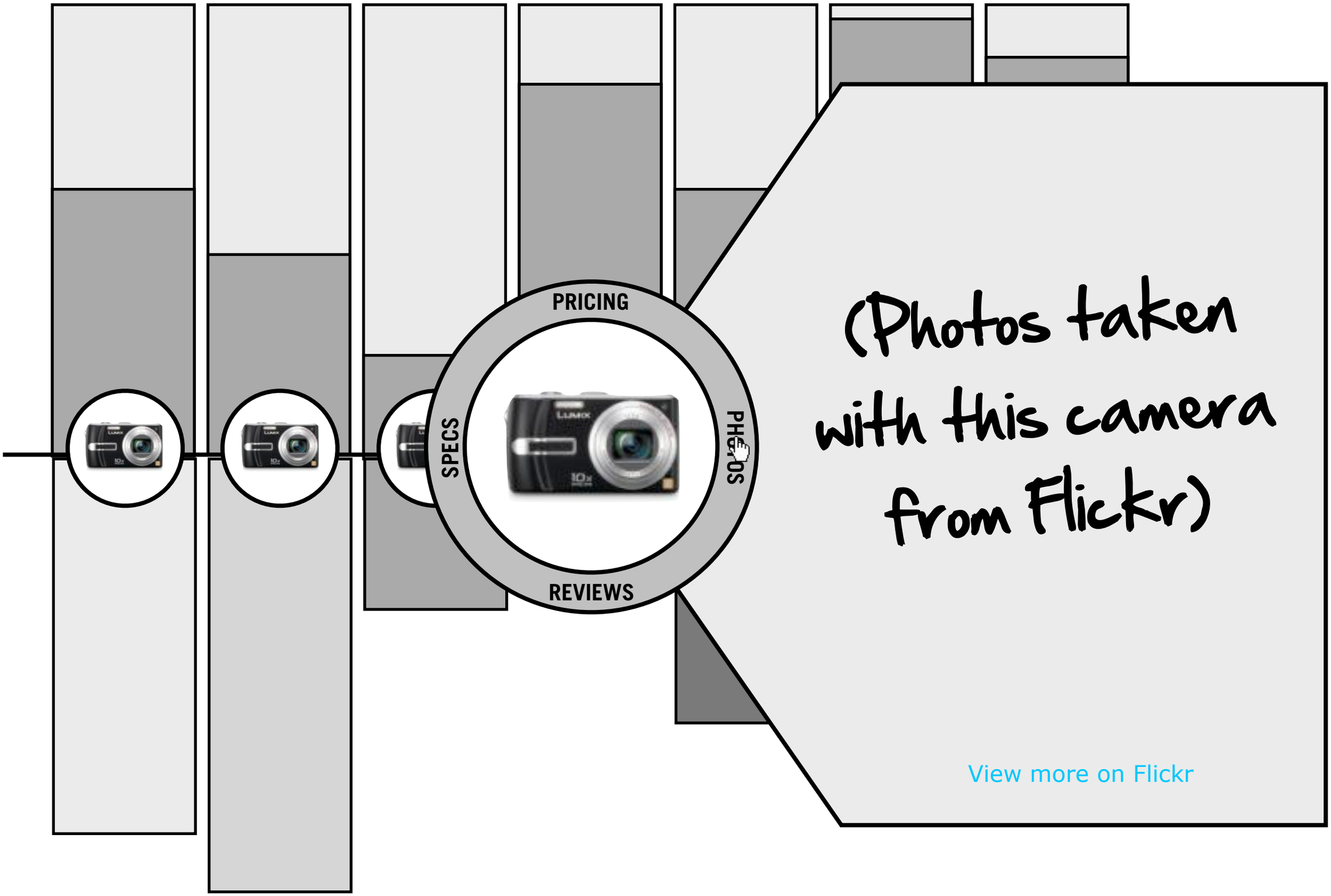


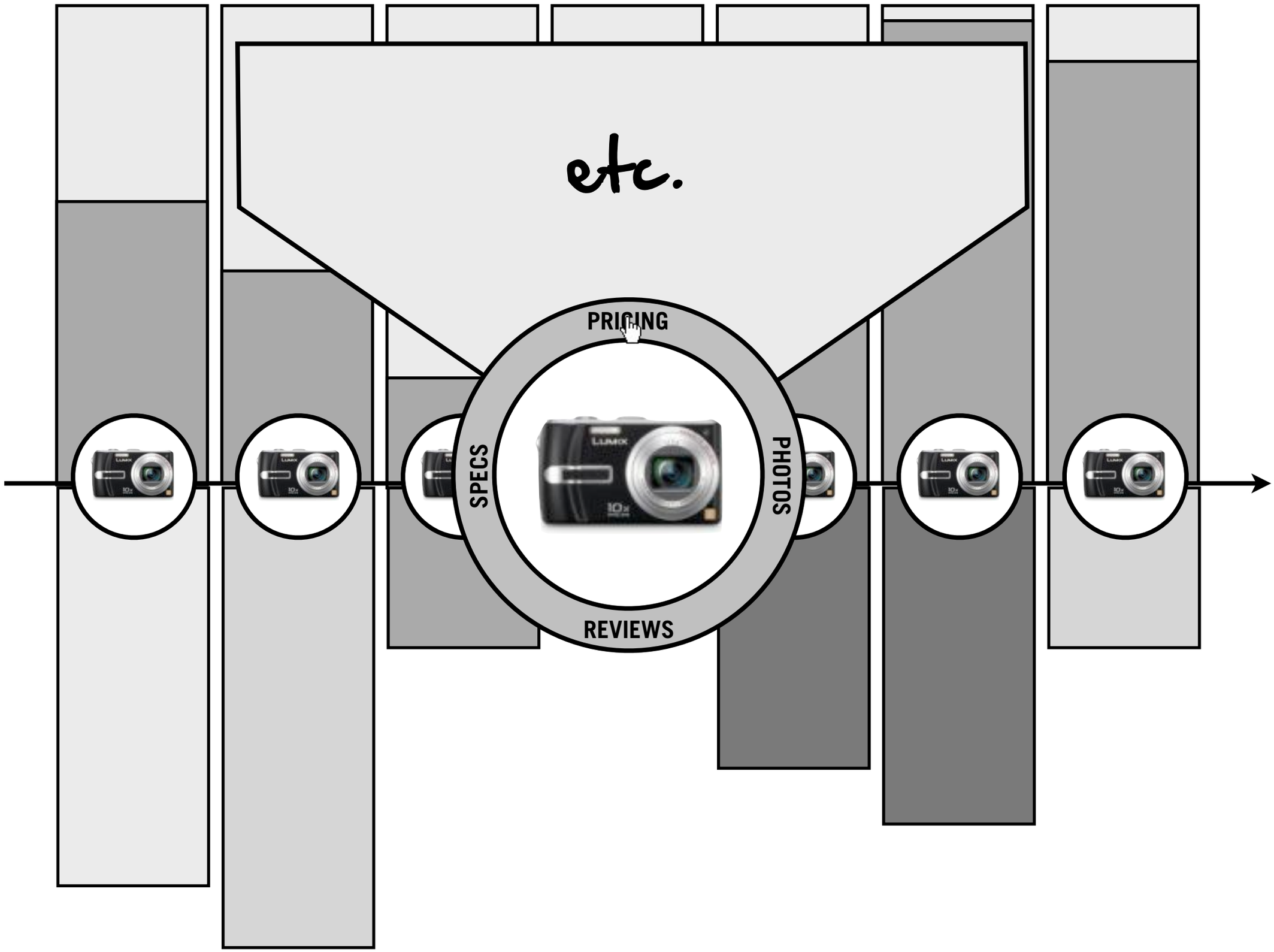

CUSTOMER REVIEWS
(from Amazon)

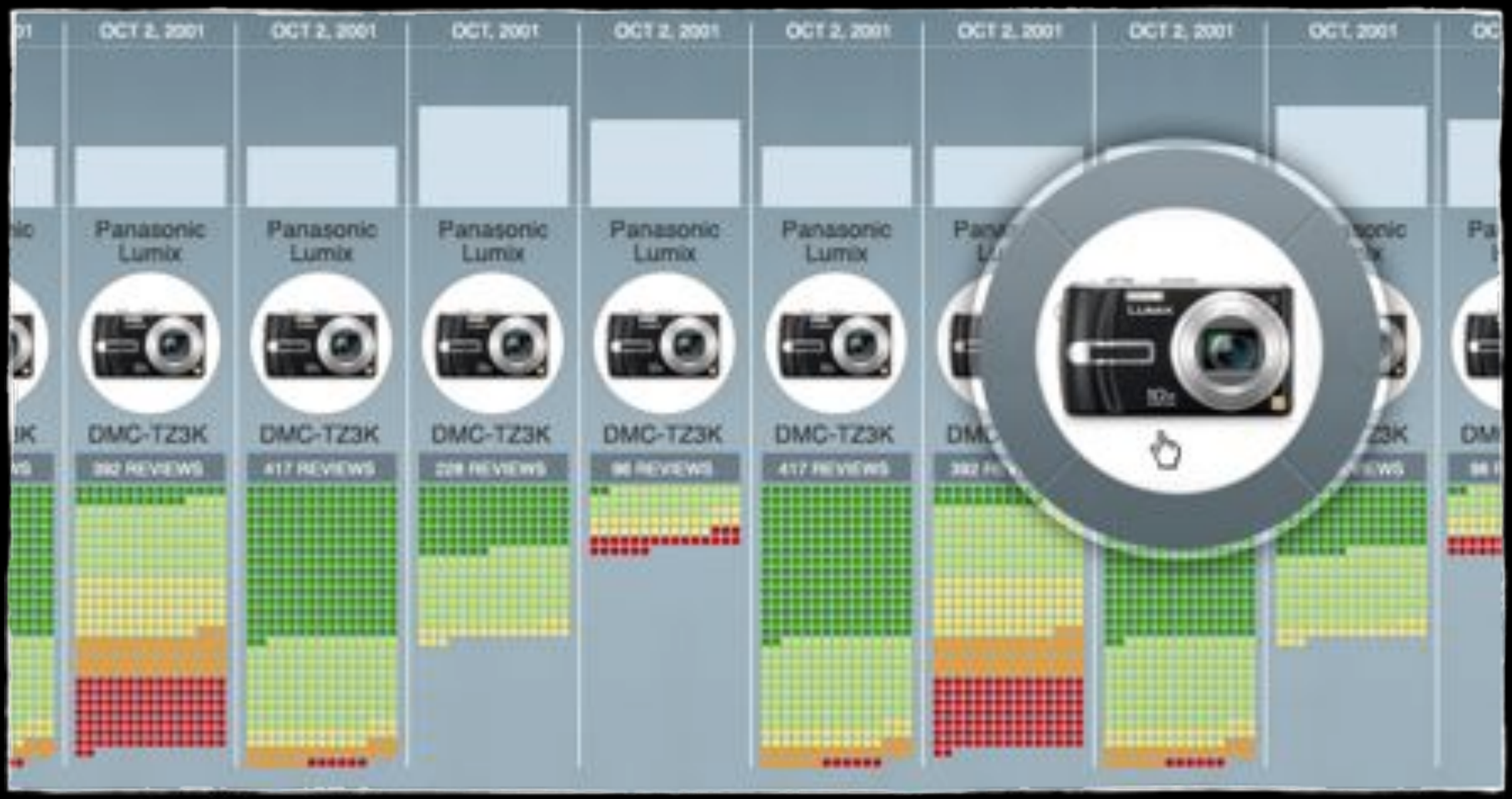

DMC-TZ3K
417 REVIEWS
CUSTOMER REVIEWS
(from Amazon)




(Hover state)
PRICING
SPECS
PHOTOS
REVIEWS


PRICING
SPECS
PHOTOS
REVIEWS
(Photos taken with this camera from Flickr)
View more on Flickr


etc.
PRICING
SPECS
PHOTOS
REVIEWS


OCT 2, 2001
OCT 2, 2001
OCT, 2001
OCT 2, 2001
OCT 2, 2001
OCT 2, 2001
OCT 2, 2001
OCT, 2001
Panasonic Lumix
DMC-TZ3K
382 REVIEWS
417 REVIEWS
228 REVIEWS
96 REVIEWS
417 REVIEWS

Because the data is dynamic, we can't do really cool visual displays

# Myths

Visualizations are driven by numeric data

~~Because the data is dynamic, we can't do really cool visual displays~~

Myths

# The timeline of modern music:

# ALL GENRES

SELECT GENRE: SHOW ALL

TIMELINE KEY

NAVIGATE

Drag the timeline slider below or use the navigation stick to explore. Roll over the icons to find out more

1950

1949

1948

19

POP | ROCK | R&B & HIP HOP | INDIE | DANCE | WORLD & FOLK | JAZZ

18 JUL 1955

## "DATA" CAN BE:

- Numbers
- Metadata
- Any information contained in a spreadsheet
- Anything you can get via an API!
  *(photos, images, text info)*
- Anything you can calculate from base data
  *(difference between two numbers)*
- Anything you can derive from data
  *(sentiment analysis)*

# "DATA" CAN BE:

- Numbers
- Metadata




- Anything you can derive from data *(sentiment analysis)*

Tips!

Look for opportunities to "create" new points of data

# Villain №:2



lists

This pattern doesn't even try to be useful or engaging.

Seen in lists of all kinds & search engine results pages

## 1. PPO Select Choice (I-VIII)

Plan Details

Best Seller!

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** $25

**Out-of-pocket Limit:** Deductible plus $6,000

| Deductible | Rx Drug Coverage | Monthly Premium 80% Coverage |
|---|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred | $1966.00 |
| $500 | $10 Generic, $30 Preferred, $45 Non-Preferred | $1672.00 |
| $1,000 | $10 Generic, $30 Preferred, $45 Non-Preferred | $1374.00 |
| $1,500 | $10 Generic, $30 Preferred, $45 Non-Preferred | $1168.00 |
| $2,500 | $10 Generic, $30 Preferred, $45 Non-Preferred | $1018.00 |
| $3,500 | $10 Generic, $30 Preferred, $45 Non-Preferred | $901.00 |
| $5,000 | $10 Generic, $30 Preferred, $45 Non-Preferred | $826.00 |
| $10,000 | $10 Generic, $30 Preferred, $45 Non-Preferred | $711.00 |

Include optional Dental Coverage? Yes No

## 1. PPO Select Choice (I-VIII)

Plan Details

Best Seller!

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit C**

| Deductible | R |
|---|---|
| $250 | $ |
| $500 | $ |
| $1,000 | $ |
| $1,500 | $ |
| $2,500 | $ |
| $3,500 | $ |
| $5,000 | $ |
| $10,000 | $ |

## 2. BlueEdge Individual HSA (I-III)

Plan Details

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** Deductible and Coinsurance

| Deductible | Rx Dru |
|---|---|
| $2,400 | $10 Ge |
| $3,500 | $10 Ge |
| $5,000 | $10 Ge |

Texas Department of

## 3. BlueEdge Individual HSA (IV-VI)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** $6,000

| Deductible | Rx Drug Coverage |
|---|---|
| $2,400 | $10 Generic, $50 Preferred, $65 Non-Preferred |
| $3,500 | $10 Generic, $50 Preferred, $65 Non-Preferred |
| $5,000 | $10 Generic, $50 Preferred, $65 Non-Preferred |

Include optional Dental Coverag

Texas Department of Insurance Form: PPO-BLUEEDGE-INDL-HSA-OLC-8

## 1. PPO Select Choice (I-VIII)

Plan Details

Best Seller!

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Co**

| Deductible | R |
|---|---|
| $250 | $ |
| $500 | $ |
| $1,000 | $ |
| $1,500 | $ |
| $2,500 | $ |
| $3,500 | $ |
| $5,000 | $ |

## 2. BlueEdge Individual HSA (I-III)

Plan Details

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** Deductible and Coinsurance

| Deductible | Rx Dru |
|---|---|
| $2,400 | $10 Ge |
| $3,500 | $10 Ge |
| $5,000 | $10 Ge |

## 3. BlueEdge Individual HSA (IV-VI)

**Network:** BlueChoice or BlueCard Preferred Provider Organi

**Lifetime Benefit:** No Limit

**Office Visit Co**

| Deductible | Rx |
|---|---|

## 4. BlueEdge Individual HSA (VII - VIII)

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:**

## 5. PPO Select Saver (I-VII)

Plan Details

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** Deductible and Coinsurance

**Out-of-pocket Limit:** Deductible plus $9,000

| Deductible | Rx Drug |
|---|---|
| $500 | $10 Gene |
| $1,000 | $10 Gene |
| $1,500 | $10 Gene |
| $2,500 | $10 Gene |
| $3,500 | $10 Gen |
| $5,000 | $10 Gen |

| Monthly Premium |
|---|
| 85% Coverage |

## 6. Select Blue Advantage (Plan I-VIII)

Plan De

**Network:** BlueChoice or BlueCard Preferred Provider Organization

**Lifetime Benefit:** No Limit

**Office Visit Copay:** $25 (Includes Lab Work)

**Out-of-pocket Limit:** Deductible plus $6,000

| Deductible | Rx Drug Coverage | Monthly Premium |
|---|---|---|
| $250 | $10 Generic, $30 Preferred, $45 Non-Preferred | 85% Coverage |

## The Blue Sky of Benefits

*Finally, something good!*

## Drowning in a Sea of Deductibles

*amount of money that the insured must pay before any benefits from the health insurance policy can be used.*

## The Blue Sky of Benefits

*Finally, something good!*

**Co-payments**

The co-payment is a fixed amount that the insured is required to pay at the time of service. It is usually required for basic doctor visits and when purchasing prescription medications.

**Co-insurance**

This is usually a percentage amount that is the insured's responsibility. A common co-insurance split is 80/20. This means that the insurance company will pay 80% of the procedure and the insured is required to pay the other 20%.

## Drowning in a Sea of Deductibles

*amount of money that the insured must pay before any benefits from the health insurance policy can be used.*

# The Blue Sky of Benefits

*Finally, something good!*

**[Co-payments](#)**

The co-payment is a fixed amount that the insured is required to pay at the time of service. It is usually required for basic doctor visits and when purchasing prescription medications.

**$10/ $45 / $55**

**$10/ $35 / $45**

## Prescriptions

## Office Visits





**[Co-insurance](#)**

This is usually a percentage amount that is the insured's responsibility. A common co-insurance split is 80/20. This means that the insurance company will pay 80% of the procedure and the insured is required to pay the other 20%.

**100%**

**90/10**

**80/20**

## Emergencies and Specialists

*Gabe-endo, Elijah's oral surgery, Erin's wrist, chiropractor, x-rays*



## Drowning in a Sea of Deductibles

*amount of money that the insured must pay before any benefits from the health insurance policy can be used.*

# The Blue Sky of Benefits

*Finally, something good!*

**Co-payments**

The co-payment is a fixed amount that the insured is required to pay at the time of service. It is usually required for basic doctor visits and when purchasing prescription medications.

**Co-insurance**

This is usually a percentage amount that is the insured's responsibility. A common co-insurance split is 80/20. This means that the insurance company will pay 80% of the procedure and the insured is required to pay the other 20%.

**$10/ $45 / $55**

**$10/ $35 / $45**

**100%**

**90/10**

**80/20**

## Office Visits

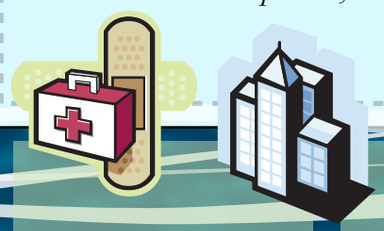
## Prescriptions

## Emergencies and Specialists

*Gabe-endo, Elijah's oral surgery, Erin's wrist, chiropractor, x-rays*









**Individual Deductible**

**Family Deductible**

## Drowning in a Sea of Deductibles

*amount of money that the insured must pay before any benefits from the health insurance policy can be used.*

# The Blue Sky of Benefits

*Finally, something good!*

**[Co-payments](#)**

The co-payment is a fixed amount that the insured is required to pay at the time of service. It is usually required for basic doctor visits and when purchasing prescription medications.

**[Co-insurance](#)**

This is usually a percentage amount that is the insured's responsibility. A common co-insurance split is 80/20. This means that the insurance company will pay 80% of the procedure and the insured is required to pay the other 20%.

**$10/ $45 / $55**

**$10/ $35 / $45**

**100%**

**90/10**

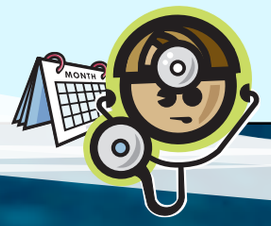
**80/20**

## Office Visits

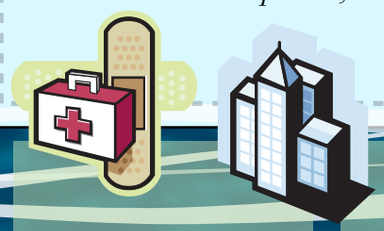
## Prescriptions

## Emergencies and Specialists

*Gabe-endo, Elijah's oral surgery, Erin's wrist, chiropractor, x-rays*









**Pharmaceutical Deductible $250/pp ?**

**Individual Deductible**

**Family Deductible**

## Drowning in a Sea of Deductibles

*amount of money that the insured must pay before any benefits from the health insurance policy can be used.*



hipmunk
festive flight search



regular | multi-city | clear

from dallas

to LAX – Los Angeles International

depart Jan 26

return Jan 29

December 2010

| Su | M | Tu | W | Th | F | Sa |
|---|---|---|---|---|---|---|
| | | | 1 | 2 | 3 | 4 |
| 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 26 | 27 | 28 | 29 | 30 | 31 | |

January 2011 »

| Su | M | Tu | W | Th | F | Sa |
|---|---|---|---|---|---|---|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

1 person Coach on add preferred airline

Search!

Dallas -- LAX, Jan 28 -- 29 + new search

Loading...

Tip #7: Sort flights instantly.

sort by

hipmunk **Dallas -- LAX, Jan 26 -- 29** + new search

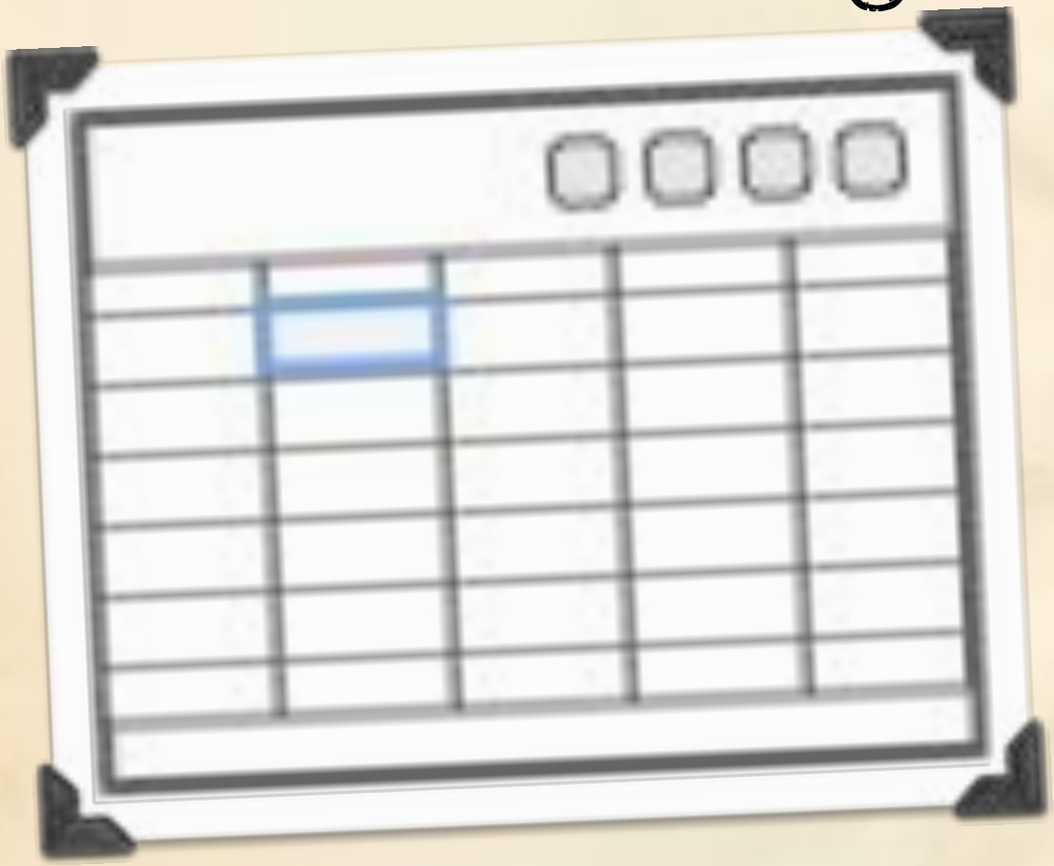
**selecting:** Dallas → LAX on Wed, Jan 26 | LAX → Dallas on Sat, Jan 29

sort by: agony | price | stops | departure time | arrival time | duration

Filter by time: Show all

| | | Dallas, TX / Los Angeles, CA | 8am / 6am | 11am / 9am | 2pm / noon | 5pm / 3pm | 8pm / 6pm | 11pm / 9pm |
|---|---|---|---|---|---|---|---|---|
| from $154 | DAL → LAX | | | | | Delta MEM | Delta | |
| from $156 | DAL → LAX | | Delta MEM | Delta | | | | |
| from $213 | DFW → LAX | | | | US Airways LAS | US | | |
| from $279 | DFW → LAX | | | 11:35 AM→ | American ←12:50 PM | | | |
| from $279 | DFW → LAX | | | | American | | | |
| from $279 | DFW → LAX | | | | | Virgin | | |
| from $279 | DFW → LAX | | Virgin | | | | | |
| from $279 | DFW → LAX | | | American | | | | |
| from $279 | DFW → LAX | | | | American | | | |
| from $279 | DFW → LAX | | | | American | | | |
| from $279 | DFW → LAX | | | | American | | | |
| from $279 | DFW → LAX | | | | United | | | |
| from $279 | DFW → LAX | | | | American | | | |
| from $279 | DFW → LAX | | | | | | United | |
| from $216 | DFW → LAX | | | | | US Airways PHX | US | |
| from $266 | DFW → LAX | | US Airways PHX | US | | | | |
| from $216 | DFW → LAX | | US Airways | PHX | US | | | |
| from $246 | DFW → LAX | | Delta SLC | Delta | | | | |
| from $246 | DFW → LAX | | Delta SLC | Delta | | | | |
| from $290 | DFW → LAX | | United | United | | | | |

# Villain Nº: 3



"the spreadsheet"

AKA: TABLES, SPREADSHEET, OR DATA GRIDS

THE SAME VILLIAN GOES BY DIFFERENT NAMES

Is the workhorse used by many people.

Extremely flexible- can be what anyone needs it to be.

Consequently, it ends up being little more than a treasure trove of information, hidden beyond rows and rows of data.

Places burden of usefullness entirely upon user.

| Order # | Items Ordered | Order Placed | Order Received | Cut On | Packaged for Delivery | Shipped Out On | Shipped By | Tracking Number | Estimated Arrival |
|---|---|---|---|---|---|---|---|---|---|
| 329103 | 1 box olive mat board<br>3 of something | 1/15 | 1/15 | - | - | 1/21 | UPS | | 1/23 |
| 329100 | 1 super special frame | 1/12 | 1/13 | 1/15 | 1/15 | 1/19 | UPS | SCG78299 | 1/23 |
| 329099 | 5 sheets (8’x4’) AG Glass | 1/12 | 1/13 | N/A | 1/16 | 1/17 | FedEx | FJ8989221 | 1/20 |

| Order # | Items Ordered | Order Placed | Order Received | Cut On | Packaged for Delivery | Shipped Out On | Shipped By | Tracking Number | Estimated Arrival |
|---|---|---|---|---|---|---|---|---|---|
| 329103 | 1 box olive mat board<br>3 of something | 1/15 | 1/15 | - | - | 1/21 | UPS | | 1/23 |
| 329100 | 1 super special frame | 1/12 | 1/13 | 1/15 | 1/15 | 1/19 | UPS | SCG78299 | 1/23 |
| 329099 | 5 sheets (8’x4’) AG Glass | 1/12 | 1/13 | N/A | 1/16 | 1/17 | FedEx | FJ8989221 | 1/20 |

| Order # | Items Ordered | Order Placed | Order Received | Cut On | Packaged for Delivery | Shipped Out On | Shipped By | Tracking Number | Estimated Arrival |
|---|---|---|---|---|---|---|---|---|---|
| 329103 | 1 box olive mat board<br>3 of something | 1/15 | 1/15 | - | - | 1/21 | UPS | | 1/23 |
| 329100 | 1 super special frame | 1/12 | 1/13 | 1/15 | 1/15 | 1/19 | UPS | SCG78299 | 1/23 |
| 329099 | 5 sheets (8’x4’) AG Glass | 1/12 | 1/13 | N/A | 1/16 | 1/17 | FedEx | FJ8989221 | 1/20 |

| Order # | Items Ordered | Order Placed | Order Received | Cut On | Packaged for Delivery | Shipped Out On | Shipped By | Tracking Number | Estimated Arrival |
|---|---|---|---|---|---|---|---|---|---|
| 329103 | 1 box olive mat board<br>3 of something | 1/15 | 1/15 | - | - | 1/21 | UPS | | 1/23 |
| 329100 | 1 super special frame | 1/12 | 1/13 | 1/15 | 1/15 | 1/19 | UPS | SCG78299 | 1/23 |
| 329099 | 5 sheets (8’x4’) AG Glass | 1/12 | 1/13 | N/A | 1/16 | 1/17 | FedEx | FJ8989221 | 1/20 |

## Vendor Name

Account rep: Sue Lacey, (378) 339-2234

Account up to date; last invoice for $456.12 paid on Jan 10, 2008.

**329100** 1 box olive mat board
⭐ 3 sdsd
1 sdfsd
14 vcvcdfoef
1 fdsfgfg

| Order Placed | Order Received | Shipping Date (Est) | | Arrival (Est) | |
|---|---|---|---|---|---|
| 1/15 | 1/15 | 1/21 | Ground | 1/23 | 2 critical projects associated with this order |

**329100** ⭐ 1 super special frame

| Order Placed | Order Received | Shipped out on | UPS Tracking # | Arrival (Est) | |
|---|---|---|---|---|---|
| 1/12 | 1/13 | 1/19 | 230542948656au2 | 1/23 | 1 critical projects associated with this order |

**329100** 5 sheets (8' x 4') AG Glass

| Order Placed | Order Received | Shipped out on | UPS Tracking # | Arrival (Est) | |
|---|---|---|---|---|---|
| 1/12 | 1/13 | 1/17 | 230542948656au2 | 1/20 | No critical projects associated with this order |

**329000** 5 sheets (8' x 4') museum quality

| Order Placed | Order Received | |
|---|---|---|
| 1/12 | 1/13 | Item on backorder. No ETA at this time. |

No critical projects associated with this order

| | Prior Period | Week 1 | Week 2 | Week 3 | Week 4 | Period to date | Year to date |
|---|---|---|---|---|---|---|---|
| $ | 3,333,826 | 756,779 | 0 | 0 | 0 | 756,770 | 18,757,608 |
| &PY | 108.7 | 108.1 | 0.0 | 0.0 | 0.0 | 108.1 | 107.0 |
| $PLan | 3,235,893 | 804,559 | 0 | 0 | 0 | 804,559 | 18,674,197 |

| | Prior Period | Week 1 | Week 2 | Week 3 | Week 4 | Period to date | Year to date |
|---|---|---|---|---|---|---|---|
| $ | 3,333,826 | 756,779 | 0 | 0 | 0 | 756,770 | 18,757,608 |
| &PY | 108.7 | 108.1 | 0.0 | 0.0 | 0.0 | 108.1 | 107.0 |
| $PLan | 3,235,893 | 804,559 | 0 | 0 | 0 | 804,559 | 18,674,197 |

| | Prior Period | Week 1 | Week 2 | Week 3 | Week 4 | Period to date | Year to date |
|---|---|---|---|---|---|---|---|
| $ | 3,333,826 | 756,779 | 0 | 0 | 0 | 756,770 | 18,757,608 |
| &PY | 108.7 | 108.1 | 0.0 | 0.0 | 0.0 | 108.1 | 107.0 |
| $PLan | 3,235,893 | 804,559 | 0 | 0 | 0 | 804,559 | 18,674,197 |

| | Prior Period | Week 1 | Week 2 | Week 3 | Week 4 | Period to date | Year to date |
|---|---|---|---|---|---|---|---|
| $ | 3,333,826 | 756,779 | 0 | 0 | 0 | 756,770 | 18,757,608 |
| &PY | 108.7 | 108.1 | 0.0 | 0.0 | 0.0 | 108.1 | 107.0 |
| $PLan | 3,235,893 | 804,559 | 0 | 0 | 0 | 804,559 | 18,674,197 |

| Measure | | Prior Period | Week 1 | Week 2 | Week 3 | Week 4 | Period to Date | Year to Date |
|---|---|---|---|---|---|---|---|---|
| Sales at Cost | $ | 3,355,826 | 756,779 | 0 | 0 | 0 | 756,779 | 16,757,608 |
| | %PY | 108.7 | 108.1 | 0.0 | 0.0 | 0.0 | 108.1 | 107.0 |
| | $ Plan | 3,253,695 | 804,559 | 0 | 0 | 0 | 804,559 | 16,674,197 |
| | % Plan | 102.1 | 95.2 | 0.0 | 0.0 | 0.0 | 95.2 | 100.4 |
| | +/- Plan | 69,933 | -38,780 | 0 | 0 | 0 | -38,780 | 83,4111 |
| Gross Sales | $ | 3,362,244 | 771,932 | 0 | 0 | 0 | 771,932 | 16,930,091 |
| | %PY | 108.7 | 108.1 | 0.0 | 0.0 | 0.0 | 108.1 | 107.1 |
| Net Sales | $ | 2,992,176 | 700,687 | 0 | 0 | 0 | 700,687 | 16,989,426 |
| | %PY | 107.1 | 107.1 | 0.0 | 0.0 | 0.0 | 107.1 | 106.8 |

Wasp.org: Pirating the Oscars 2003-2009

| Title | Oscar Year | US Release Dat | Screener Relea | Cam Leak | Telesync Leak | R5/Telesync Le | Screener Leak | Retail DVD Leal | US Release to I | US Release to I | Screener Relea | Ceremony Date | Screener |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Australia | 2009 | Nov 26, 2008 | Dec 23, 2008 | Dec 7, 2008 | | | Jan 23, 2009 | | 11 | 58 | 31 | Feb 22, 2009 | Yes |
| Bolt | 2009 | Nov 21, 2008 | Dec 16, 2008 | Nov 24, 2008 | Nov 26, 2008 | | Jan 8, 2009 | | 5 | 48 | 23 | Feb 22, 2009 | Yes |
| Changeling | 2009 | Oct 24, 2008 | Dec 4, 2008 | | Nov 26, 2008 | Jan 11, 2009 | | | 32 | | | Feb 22, 2009 | No |
| Defiance | 2009 | Dec 31, 2008 | Dec 19, 2008 | | | | Dec 31, 2008 | | 0 | 3 | 18 | Feb 22, 2009 | Yes |
| Doubt | 2009 | Dec 12, 2008 | Dec 16, 2008 | | | | Jan 20, 2009 | | 39 | 39 | 41 | Feb 22, 2009 | Yes |
| Frost/Nixon | 2009 | Dec 5, 2008 | Nov 25, 2008 | | | | Dec 9, 2008 | | 4 | 4 | 14 | Feb 22, 2009 | Yes |
| Frozen River | 2009 | Aug 1, 2008 | Sep 27, 2008 | | | | Dec 28, 2008 | | 148 | 148 | 92 | Feb 22, 2009 | Yes |
| Happy-Go-Luck | 2009 | Oct 10, 2008 | Dec 10, 2008 | | | | | Aug 14, 2008 | -57 | | | Feb 22, 2009 | No |
| In Bruges | 2009 | Feb 8, 2008 | | Mar 13, 2008 | | | | Jun 9, 2008 | 34 | | | Feb 22, 2009 | No |
| Hellboy II | 2009 | Jul 11, 2008 | | Jul 14, 2008 | Aug 9, 2008 | Aug 13, 2008 | Oct 26, 2008 | Oct 28, 2008 | 3 | 107 | | Feb 22, 2009 | Yes |
| Iron Man | 2009 | May 2, 2008 | | May 1, 2008 | May 4, 2008 | | Aug 14, 2008 | Sep 12, 2008 | -1 | 104 | | Feb 22, 2009 | Yes |
| Kung Fu Panda | 2009 | Jun 6, 2008 | Dec 3, 2008 | | Jun 7, 2008 | | Aug 3, 2008 | Oct 23, 2008 | 1 | 58 | -122 | Feb 22, 2009 | Yes |
| Milk | 2009 | Nov 26, 2008 | Dec 2, 2008 | | | | Dec 12, 2008 | | 16 | 16 | 13 | Feb 22, 2009 | Yes |
| Rachel Getting | 2009 | Oct 3, 2008 | Nov 19, 2008 | | | | | | | | | Feb 22, 2009 | No |
| Revolutionary F | 2009 | Dec 26, 2008 | Dec 15, 2008 | | | | Dec 24, 2008 | | -2 | -2 | 9 | Feb 22, 2009 | Yes |
| Slumdog Millior | 2009 | Nov 12, 2008 | Nov 18, 2008 | | | | Dec 23, 2008 | | 41 | 41 | 35 | Feb 22, 2009 | Yes |
| The Curious Ca | 2009 | Dec 25, 2008 | Dec 15, 2008 | | | | Dec 30, 2008 | | 5 | 5 | 20 | Feb 22, 2009 | Yes |
| The Dark Knigh | 2009 | Jul 18, 2008 | Dec 8, 2008 | Jul 19, 2008 | Jul 22, 2008 | | Sep 3, 2008 | Nov 12, 2008 | 1 | 67 | -96 | Feb 22, 2009 | Yes |
| The Duchess | 2009 | Sep 19, 2008 | Nov 25, 2008 | | | | Nov 28, 2008 | Dec 10, 2008 | 70 | 73 | 3 | Feb 22, 2009 | Yes |
| The Reader | 2009 | Dec 12, 2008 | Dec 16, 2008 | | | | Jan 21, 2009 | | 40 | 40 | 54 | Feb 22, 2009 | Yes |
| The Visitor | 2009 | Apr 11, 2008 | Nov 10, 2008 | | | | Sep 19, 2008 | Sep 20, 2008 | 161 | 161 | -57 | Feb 22, 2009 | Yes |
| The Wrestler | 2009 | Dec 17, 2008 | Dec 3, 2008 | | | | Dec 26, 2008 | | 11 | 11 | 25 | Feb 22, 2009 | Yes |
| Tropic Thunder | 2009 | Aug 13, 2008 | | | Aug 17, 2008 | Oct 16, 2008 | Oct 22, 2008 | Oct 30, 2008 | 4 | 72 | | Feb 22, 2009 | Yes |
| Vicky Cristina B | 2009 | Aug 15, 2008 | Oct 23, 2008 | | | | Dec 17, 2008 | Jan 1, 2009 | 124 | 124 | 59 | Feb 22, 2009 | Yes |
| Wall-E | 2009 | Jun 27, 2008 | Nov 25, 2008 | Jul 2, 2008 | Jul 6, 2008 | | | Sep 9, 2008 | 5 | | | Feb 22, 2009 | No |
| Wanted | 2009 | Jun 27, 2008 | | Jul 8, 2008 | Jul 9, 2008 | Jul 27, 2008 | | Oct 14, 2008 | 11 | | | Feb 22, 2009 | No |
| 3:10 to Yuma | 2008 | Sep 7, 2007 | Nov 10, 2007 | Sep 9, 2007 | Oct 7, 2007 | Oct 10, 2007 | | Dec 21, 2007 | 2 | | | Feb 24, 2008 | No |
| Across the Univ | 2008 | Sep 14, 2007 | Oct 29, 2007 | | | | Jan 3, 2008 | Jan 21, 2008 | 111 | 111 | 66 | Feb 24, 2008 | Yes |
| American Gang | 2008 | Nov 2, 2007 | Nov 23, 2007 | | | Jan 13, 2008 | Oct 23, 2007 | Jan 30, 2008 | -10 | 10 | -27 | Feb 24, 2008 | Yes |
| Atonement | 2008 | Dec 7, 2007 | Dec 10, 2007 | Sep 17, 2007 | | | | Dec 21, 2007 | -81 | | | Feb 24, 2008 | No |
| August Rush | 2008 | Nov 21, 2007 | | Nov 26, 2007 | | | | Feb 27, 2008 | 5 | | | Feb 24, 2008 | No |
| Away from Her | 2008 | May 4, 2007 | Nov 10, 2007 | | | | Mar 2, 2007 | Aug 24, 2007 | -83 | -83 | -253 | Feb 24, 2008 | Yes |
| Charlie Wilson's | 2008 | Dec 21, 2007 | Dec 27, 2007 | | | | Dec 30, 2007 | Apr 4, 2008 | 9 | 9 | 3 | Feb 24, 2008 | Yes |
| Eastern Promise | 2008 | Sep 14, 2007 | Nov 19, 2007 | Sep 18, 2007 | | Nov 22, 2007 | | Dec 12, 2007 | 4 | | | Feb 24, 2008 | No |
| Elizabeth: The C | 2008 | Oct 12, 2007 | Nov 24, 2007 | Oct 18, 2007 | | Dec 13, 2007 | | Jan 24, 2008 | 4 | | | Feb 24, 2008 | No |
| Enchanted | 2008 | Nov 21, 2007 | Dec 18, 2007 | Nov 24, 2007 | Dec 27, 2007 | | | Feb 26, 2008 | 3 | | | Feb 24, 2008 | No |
| Gone Baby Gor | 2008 | Nov 19, 2007 | Nov 21, 2007 | Oct 20, 2007 | | | Dec 21, 2007 | Jan 24, 2008 | -30 | 32 | 30 | Feb 24, 2008 | Yes |
| I'm Not There | 2008 | Nov 21, 2007 | Dec 10, 2007 | | | | | Dec 13, 2007 | 21 | | | Feb 24, 2008 | No |
| In the Valley of | 2008 | Sep 14, 2007 | Nov 20, 2007 | Oct 1, 2007 | | | | Feb 4, 2008 | 17 | | | Feb 24, 2008 | No |
| Into the Wild | 2008 | Sep 21, 2007 | Nov 19, 2007 | Oct 18, 2007 | | | | Feb 2, 2008 | 25 | | | Feb 24, 2008 | No |
| Juno | 2008 | Dec 5, 2007 | Dec 16, 2007 | Jan 2, 2008 | | | Jan 13, 2008 | Apr 1, 2008 | 28 | 39 | 28 | Feb 24, 2008 | Yes |
| La Vie en Rose | 2008 | Jun 8, 2007 | Nov 19, 2007 | | | | Sep 12, 2007 | Nov 5, 2007 | 96 | 96 | -68 | Feb 24, 2008 | Yes |
| Lars and the Re | 2008 | Oct 12, 2007 | Dec 6, 2007 | | | | Feb 12, 2008 | Mar 14, 2008 | 121 | 121 | -68 | Feb 24, 2008 | Yes |
| Michael Claylor | 2008 | Oct 5, 2007 | Nov 23, 2007 | Oct 13, 2007 | Oct 16, 2007 | | Jan 5, 2008 | Feb 4, 2008 | 8 | 92 | 43 | Feb 24, 2008 | Yes |
| No Country for | 2008 | Nov 9, 2007 | Dec 14, 2007 | Nov 2*, 2007 | | | Dec 26, 2007 | Feb 22, 2008 | 13 | 47 | 12 | Feb 24, 2008 | Yes |
| Norbit | 2008 | Feb 9, 2007 | | Feb 11, 2007 | Feb 16, 2007 | | | May 16, 2007 | 2 | | | Feb 24, 2008 | No |

AN EXERCISE!

# ? | HOW MIGHT YOU ORGANIZE THIS DATA?

WHAT PATTERNS DO YOU SEE IN THE DATA?
DISCUSS WITH THE PERSON NEXT TO YOU!

Movie Title

Oscar Year

US Release Date

Screener Release

Cam Leak

Telesync Leak

Telecine, R5 or PPV Leak

Screener Leak

Retail DVD-BluRay Leak

US Release to First Leak

US Release to Screener Leak

Screener Release to Screener Leak

Ceremony Date

Screener Leaked by Oscar Night?

Screener/Retail DVD Leaked by Oscar Night?

US Release to DVD-BluRay Leak

Wary.org: Pirating the Oscars 2003-2009

| Title | Oscar Year | US Release Date | Screener Release | Cam Leak | Telesync Leak | RS/Telecine Leak | Screener Leak | Retail DVD Leak | US Release to First Leak | US Release to Screener Leak | Screener Release to Screener Leak | Ceremony Date | Screener Leaked by Oscar Night? | Screener/Retail DVD Leaked by Oscar Night? | US Release to DVD Leak |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Australia | 2009 | 11/26/08 | 12/23/08 | 12/7/08 | | | 1/23/09 | | 11 | 58 | 31 | 2/22/09 | Yes | Yes | |
| Bolt | 2009 | 11/21/08 | 12/16/08 | 11/24/08 | 11/28/08 | | 1/8/09 | | 3 | 48 | 23 | 2/22/09 | Yes | Yes | |
| Changeling | 2009 | 10/24/08 | 12/4/08 | | 11/25/08 | 1/11/09 | | | 32 | | | 2/22/09 | No | No | |
| Defiance | 2009 | 12/31/08 | 12/15/08 | | | | 12/31/08 | | 0 | 0 | 16 | 2/22/09 | Yes | Yes | |
| Doubt | 2009 | 12/12/08 | 12/10/08 | | | | 1/20/09 | | 39 | 39 | 41 | 2/22/09 | Yes | Yes | |
| Frost/Nixon | 2009 | 12/5/08 | 11/25/08 | | | | 12/9/08 | | 4 | 4 | 14 | 2/22/09 | Yes | Yes | |
| Frozen River | 2009 | 8/1/08 | 9/27/08 | | | | 12/28/08 | | 149 | 149 | 92 | 2/22/09 | Yes | Yes | |
| Happy-Go-Lucky | 2009 | 10/10/08 | 12/10/08 | | | | | 8/14/08 | -57 | | | 2/22/09 | No | Yes | -57 |
| In Bruges | 2009 | 2/8/08 | | 3/13/08 | | | | 6/9/08 | 34 | | | 2/22/09 | No | Yes | 122 |
| Hellboy II | 2009 | 7/11/08 | | 7/14/08 | 8/9/08 | 8/13/08 | 10/26/08 | 10/28/08 | 3 | 107 | | 2/22/09 | Yes | Yes | 109 |

Movie Title

Oscar Year

## Release Type

US Release Date

Screener Release

Retail DVD-BluRay Release

## Duration (before leaked)

US Release to Screener Leak

US Release to DVD-BluRay Leak

US Release to First Leak

Screener Release to Screener Leak

## Leak type

Screener Leak

Telesync Leak

Telecine, R5 or PPV Leak

Cam Leak

Retail DVD-BluRay Leak

Screener Leaked by Oscar Night?

Screener/Retail DVD Leaked by Osc

Ceremony Date

Movie Title

Oscar Year

Release Type

Duration (before leaked)

US Release to First Leak

Leak type

Screener Leak

Telesync Leak

Telecine, R5 or PPV Leak

Cam Leak

US Release Date

US Release to Screener Leak

Screener Release

Screener Release to Screener Leak

Retail DVD-BluRay Leak

Retail DVD-BluRay Release

US Release to DVD-BluRay Leak

Screener Leaked by Oscar Night?

Screener/Retail DVD Leaked by Oscar Night?

Ceremony Date

US Release Date

US Release to Screener Leak

Screener Leak

Telesync Leak

Telecine, R5 or PPV Leak

Cam Leak

US Release Date

US Release to Screener Leak

Screener Leak | PPV Leak

US Release Date

US Release to Screener Leak

X

Screener Leak

PPV Leak

| Date | Duration | Date |
| --- | --- | --- |
| US Release Date | US Release to Screener Leak | X Screener Leak \| PPV Leak |

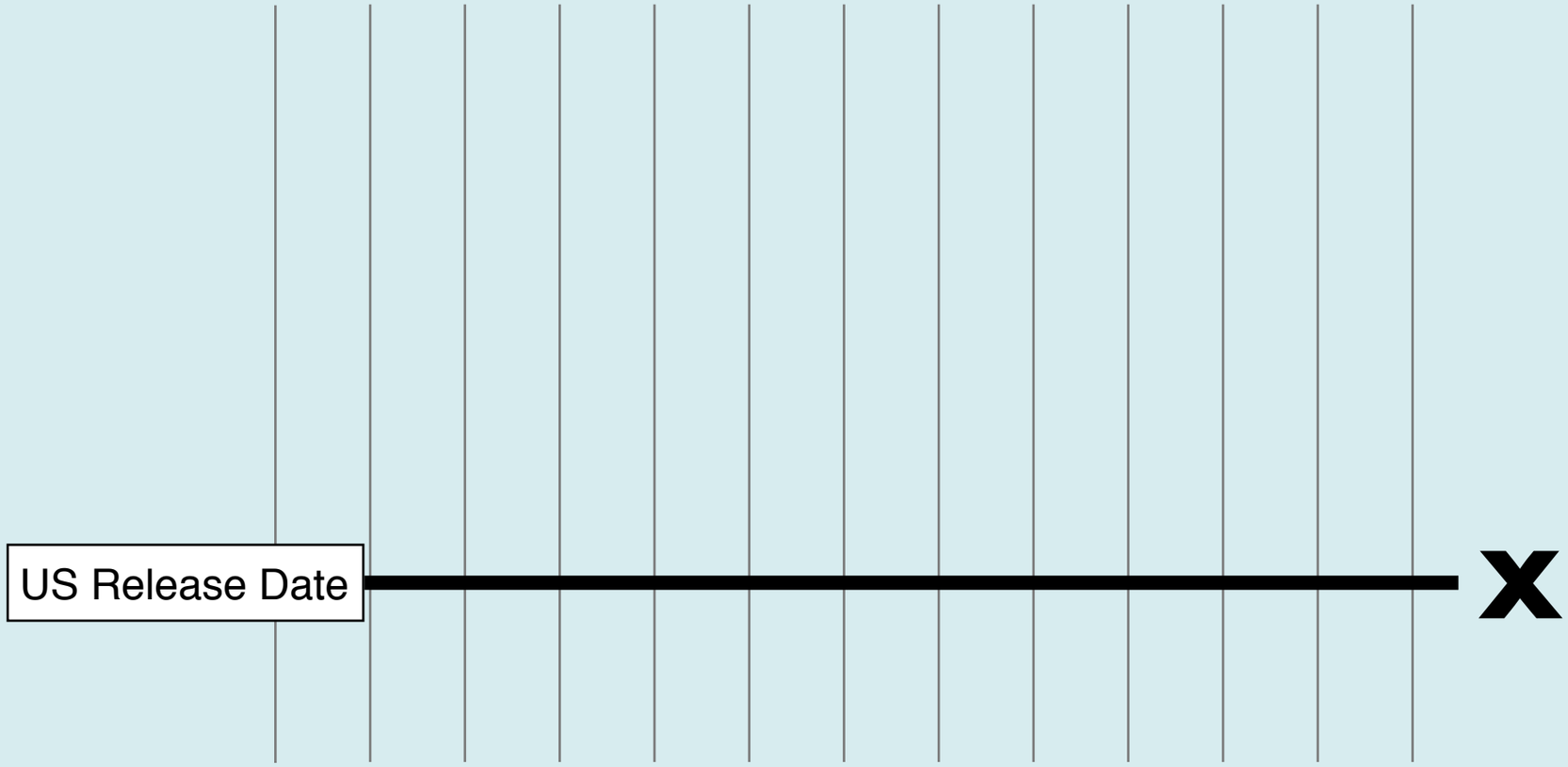
| Date | Duration | Date |
| --- | --- | --- |
| US Release Date | US Release to Screener Leak | X Screener Leak \| PPV Leak |

| Date | Duration | Date |
| --- | --- | --- |
| US Release Date | US Release to Screener Leak | X Screener Leak PR |

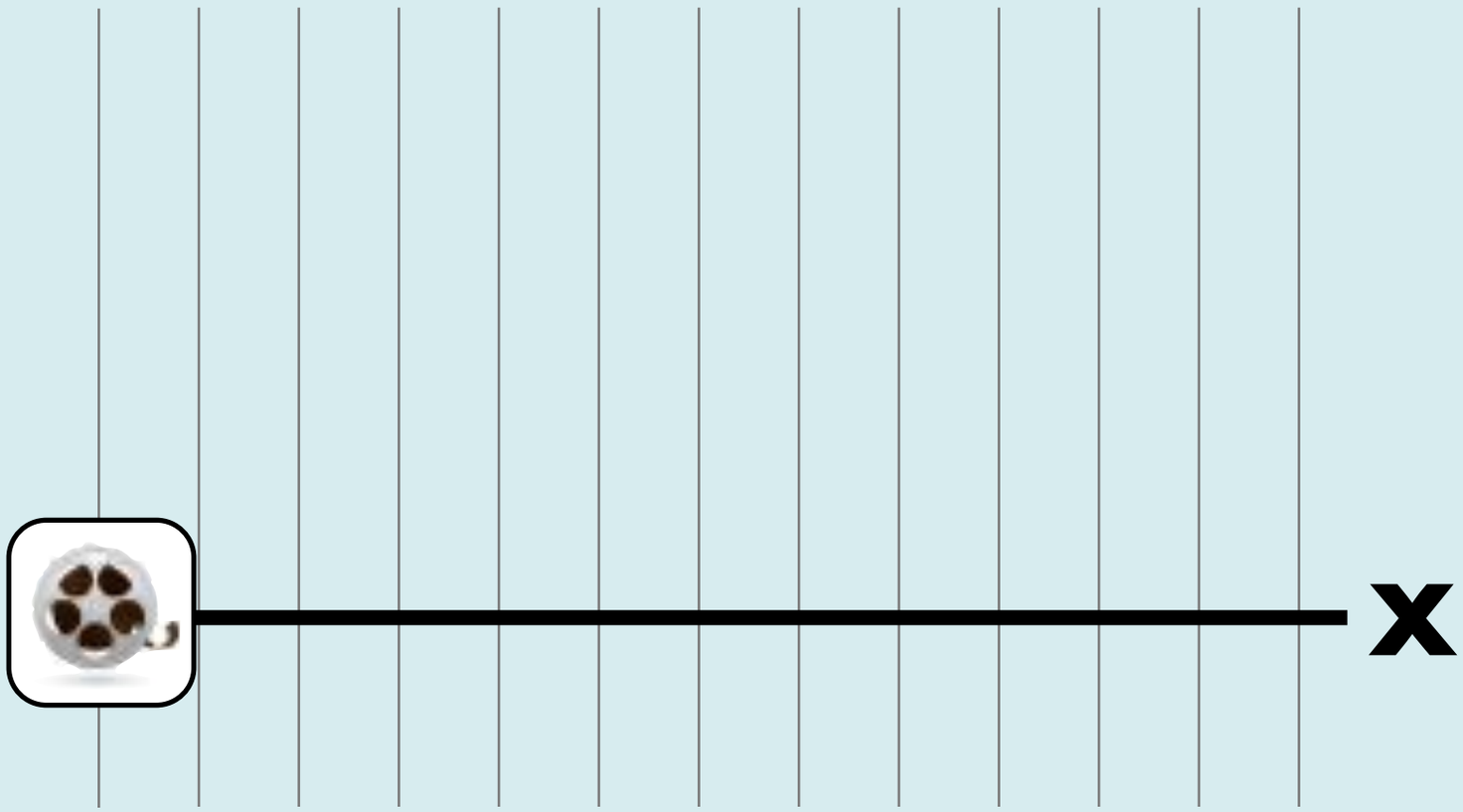
**Date** **Date**

US Release Date — **X**

# Date



# Date



Align by: Date Initial Release Oscas Night



Dark Knight

11/26 12/9 1/26

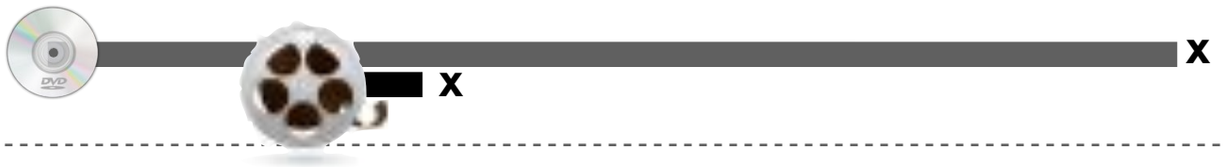






Bolt

11/26 12/9 1/26

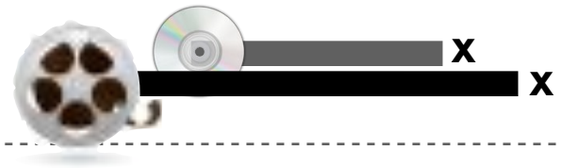






Benjamin Button

12/9 11/26 1/21





Wiley.org: Pinning the Oscars 2003-2009

| Title | Oscar Year | US Release Dat | Screener Relea | Cam Leak | Telesync Leak | R5/Telesync Le | Screener Leak | Retail DVD Leal | US Release to I | US Release to I | Screener Relea | Ceremony Date | Screener |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Australia | 2009 | Nov 26, 2008 | Dec 23, 2008 | Dec 7, 2008 | | | Jan 23, 2009 | | 11 | 58 | 31 | Feb 22, 2009 | Yes |
| Bolt | 2009 | Nov 21, 2008 | Dec 16, 2008 | Nov 24, 2008 | Nov 26, 2008 | | Jan 8, 2009 | | 3 | 48 | 23 | Feb 22, 2009 | Yes |
| Changeling | 2009 | Oct 24, 2008 | Dec 4, 2008 | | Nov 25, 2008 | Jan 11, 2009 | | | 32 | | | Feb 22, 2009 | No |
| Defiance | 2009 | Dec 31, 2008 | Dec 19, 2008 | | | | Dec 31, 2008 | | 0 | 3 | 18 | Feb 22, 2009 | Yes |
| Doubt | 2009 | Dec 12, 2008 | Dec 16, 2008 | | | | Jan 20, 2009 | | 39 | 39 | 41 | Feb 22, 2009 | Yes |
| Frost/Nixon | 2009 | Dec 5, 2008 | Nov 25, 2008 | | | | Dec 9, 2008 | | 4 | 4 | 14 | Feb 22, 2009 | Yes |
| Frozen River | 2009 | Aug 1, 2008 | Sep 27, 2008 | | | | Dec 28, 2008 | | 148 | 148 | 92 | Feb 22, 2009 | Yes |
| Happy-Go-Luck | 2009 | Oct 10, 2008 | Dec 10, 2008 | | | | | Aug 14, 2009 | -57 | | | Feb 22, 2009 | No |
| In Bruges | 2009 | Feb 8, 2008 | | Mar 13, 2008 | | | | Jun 9, 2009 | 34 | | | Feb 22, 2009 | No |
| Hellboy II | 2009 | Jul 11, 2008 | | Jul 14, 2008 | Aug 9, 2008 | Aug 13, 2009 | Oct 28, 2008 | Oct 28, 2009 | 3 | 107 | | Feb 22, 2009 | Yes |
| Iron Man | 2009 | May 2, 2008 | | May 1, 2008 | May 4, 2008 | | Aug 14, 2008 | Sep 12, 2008 | -1 | 104 | | Feb 22, 2009 | Yes |
| Kung Fu Panda | 2009 | Jun 6, 2008 | Dec 3, 2008 | | Jun 7, 2008 | | Aug 3, 2008 | Oct 23, 2008 | 1 | 58 | -122 | Feb 22, 2009 | Yes |
| Milk | 2009 | Nov 26, 2008 | Dec 2, 2008 | | | | Dec 12, 2008 | | 16 | 16 | 13 | Feb 22, 2009 | Yes |
| Rachel Getting | 2009 | Oct 3, 2008 | Nov 19, 2008 | | | | | | | | | Feb 22, 2009 | No |
| Revolutionary F | 2009 | Dec 26, 2008 | Dec 15, 2008 | | | | Dec 24, 2009 | | -2 | -2 | 9 | Feb 22, 2009 | Yes |
| Slumdog Millior | 2009 | Nov 12, 2008 | Nov 18, 2008 | | | | Dec 23, 2008 | | 41 | 41 | 35 | Feb 22, 2009 | Yes |
| The Curious Ca | 2009 | Dec 25, 2008 | Dec 15, 2008 | | | | Dec 30, 2009 | | 5 | 5 | 20 | Feb 22, 2009 | Yes |
| The Dark Knigh | 2009 | Jul 18, 2008 | Dec 8, 2008 | Jul 19, 2008 | Jul 22, 2008 | | Sep 3, 2008 | Nov 12, 2008 | 1 | 67 | -96 | Feb 22, 2009 | Yes |
| The Duchess | 2009 | Sep 19, 2008 | Nov 26, 2008 | | | | Nov 28, 2008 | Dec 10, 2008 | 70 | 70 | 3 | Feb 22, 2009 | Yes |
| The Reader | 2009 | Dec 12, 2008 | Dec 18, 2008 | | | | Jan 21, 2009 | | 40 | 40 | 34 | Feb 22, 2009 | Yes |
| The Visitor | 2009 | Apr 11, 2008 | Nov 15, 2008 | | | | Sep 19, 2008 | Sep 30, 2008 | 161 | 161 | -57 | Feb 22, 2009 | Yes |
| The Wrestler | 2009 | Dec 17, 2008 | Dec 3, 2008 | | | | Dec 26, 2008 | | 11 | 11 | 25 | Feb 22, 2009 | Yes |
| Tropic Thunder | 2009 | Aug 13, 2008 | | | Aug 17, 2008 | Oct 16, 2008 | Oct 22, 2008 | Oct 30, 2008 | 4 | 70 | | Feb 22, 2009 | Yes |
| Vicky Cristina B | 2009 | Aug 15, 2008 | Oct 23, 2008 | | | | Dec 17, 2008 | Jan 1, 2009 | 124 | 124 | 55 | Feb 22, 2009 | Yes |
| Wall-E | 2009 | Jun 27, 2008 | Nov 25, 2008 | Jul 2, 2008 | Jul 8, 2008 | | | Sep 9, 2008 | 5 | | | Feb 22, 2009 | No |
| Wanted | 2009 | Jun 27, 2008 | | Jul 8, 2008 | Jul 9, 2008 | Jul 27, 2008 | | Oct 14, 2008 | 11 | | | Feb 22, 2009 | No |
| 3:10 to Yuma | 2008 | Sep 7, 2007 | Nov 10, 2007 | Sep 9, 2007 | Oct 7, 2007 | Oct 10, 2007 | | Dec 21, 2007 | 2 | | | Feb 24, 2008 | No |
| Across the Univ | 2008 | Sep 14, 2007 | Oct 29, 2007 | | | | Jan 3, 2008 | Jan 21, 2008 | 111 | 111 | 88 | Feb 24, 2008 | Yes |
| American Gang | 2008 | Nov 2, 2007 | Nov 23, 2007 | | | Jan 13, 2008 | Oct 23, 2007 | Jan 30, 2008 | -10 | -10 | -21 | Feb 24, 2008 | Yes |
| Atonement | 2008 | Dec 7, 2007 | Dec 10, 2007 | Sep 17, 2007 | | | | Dec 21, 2007 | -81 | | | Feb 24, 2008 | No |
| August Rush | 2008 | Nov 21, 2007 | | Nov 26, 2007 | | | | Feb 27, 2008 | 5 | | | Feb 24, 2008 | No |
| Away from Her | 2008 | May 4, 2007 | Nov 10, 2007 | | | | Mar 2, 2001 | Aug 24, 2007 | -63 | -63 | -313 | Feb 24, 2008 | Yes |
| Charlie Wilson's | 2008 | Dec 21, 2007 | Dec 27, 2007 | | | | Dec 30, 2007 | Apr 4, 2008 | 9 | 9 | 3 | Feb 24, 2008 | Yes |
| Eastern Promis | 2008 | Sep 14, 2007 | Nov 19, 2007 | Sep 18, 2007 | | Nov 22, 2007 | | Dec 12, 2007 | 4 | | | Feb 24, 2008 | No |
| Elizabeth: The ( | 2008 | Oct 12, 2007 | Nov 24, 2007 | Oct 18, 2007 | | Dec 13, 2007 | | Jan 24, 2008 | 4 | | | Feb 24, 2008 | No |
| Enchanted | 2008 | Nov 21, 2007 | Dec 18, 2007 | Nov 24, 2007 | Dec 27, 2007 | | | Feb 26, 2008 | 3 | | | Feb 24, 2008 | No |
| Gone Baby Gor | 2008 | Nov 19, 2007 | Nov 21, 2007 | Oct 20, 2007 | | | Dec 21, 2007 | Jan 24, 2008 | -30 | 52 | 30 | Feb 24, 2008 | Yes |
| I'm Not There | 2008 | Nov 21, 2007 | Dec 10, 2007 | | | | | Dec 12, 2007 | 21 | | | Feb 24, 2008 | No |
| In the Valley of | 2008 | Sep 14, 2007 | Nov 20, 2007 | Oct 1, 2007 | | | | Feb 4, 2008 | 17 | | | Feb 24, 2008 | No |
| Into the Wild | 2008 | Sep 21, 2007 | Nov 15, 2007 | Oct 16, 2007 | | | | Feb 2, 2008 | 25 | | | Feb 24, 2008 | No |
| Juno | 2008 | Dec 5, 2007 | Dec 16, 2007 | Jan 2, 2008 | | | Jan 13, 2008 | Apr 1, 2008 | 28 | 99 | 28 | Feb 24, 2008 | Yes |
| La Vie en Rose | 2008 | Jun 8, 2007 | Nov 19, 2007 | | | | Sep 12, 2007 | Nov 5, 2007 | 96 | 96 | -68 | Feb 24, 2008 | Yes |
| Lars and the Re | 2008 | Oct 12, 2007 | Dec 6, 2007 | | | | Feb 12, 2008 | Mar 14, 2008 | 121 | 121 | 68 | Feb 24, 2008 | Yes |
| Michael Clayton | 2008 | Oct 5, 2007 | Nov 23, 2007 | Oct 13, 2007 | Oct 16, 2007 | | Jan 5, 2008 | Feb 4, 2008 | 8 | 92 | 43 | Feb 24, 2008 | Yes |
| No Country for | 2008 | Nov 9, 2007 | Dec 14, 2007 | Nov 21, 2007 | | | Dec 28, 2007 | Feb 22, 2008 | 13 | 47 | 12 | Feb 24, 2008 | Yes |
| Norbit | 2008 | Feb 9, 2007 | | Feb 11, 2007 | Feb 16, 2007 | | | May 18, 2007 | 2 | | | Feb 24, 2008 | No |

Wasp.org: Pirating the Oscars 2003-2009

| Title | Oscar Year | US Release Dat | Screener Relea | Cam Leak | Telesync Leak | R5/Telesync Le | Screener Leak | Retail DVD Leal | US Release to I | US Release to I | Screener Relea | Ceremony Date | Screener |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Australia | 2009 | Nov 26, 2008 | Dec 23, 2008 | Dec 7, 2008 | | | Jan 23, 2009 | | 11 | 58 | 31 | Feb 22, 2009 | Yes |
| Bolt | 2009 | Nov 21, 2008 | Dec 16, 2008 | Nov 24, 2008 | Nov 26, 2008 | | Jan 6, 2009 | | 3 | 46 | 29 | Feb 22, 2009 | Yes |
| Changeling | 2009 | Oct 24, 2008 | Dec 4, 2008 | | Nov 25, 2008 | Jan 11, 2009 | | | 32 | | | Feb 22, 2009 | No |
| Defiance | 2009 | Dec 31, 2008 | Dec 15, 2008 | | | | Dec 31, 2008 | | 0 | 3 | 16 | Feb 22, 2009 | Yes |
| Doubt | | | | | | | | | | | | | |
| Frost/Nixon | | | | | | | | | | | | | |
| Frozen River | | | | | | | | | | | | | |
| Happy-Go-L | | | | | | | | | | | | | |
| In Bruges | | | | | | | | | | | | | |
| Hellboy II | | | | | | | | | | | | | |
| Iron Man | | | | | | | | | | | | | |
| Kung Fu Pan | | | | | | | | | | | | | |
| Milk | | | | | | | | | | | | | |
| Rachel Getti | | | | | | | | | | | | | |
| Revolutionary | | | | | | | | | | | | | |
| Slumdog Mil | | | | | | | | | | | | | |
| The Curious | | | | | | | | | | | | | |
| The Dark Kni | | | | | | | | | | | | | |
| The Duchess | | | | | | | | | | | | | |
| The Reader | | | | | | | | | | | | | |
| The Visitor | | | | | | | | | | | | | |
| The Wrestler | | | | | | | | | | | | | |
| Tropic Thund | | | | | | | | | | | | | |
| Vicky Cristina | | | | | | | | | | | | | |
| Wall-E | | | | | | | | | | | | | |
| Warrad | | | | | | | | | | | | | |
| 3:10 to Yume | | | | | | | | | | | | | |
| Across the U | | | | | | | | | | | | | |
| American Ga | | | | | | | | | | | | | |
| Atonement | | | | | | | | | | | | | |
| August Rush | | | | | | | | | | | | | |
| Away from H | | | | | | | | | | | | | |
| Charlie Wilso | | | | | | | | | | | | | |
| Eastern Prom | | | | | | | | | | | | | |
| Elizabeth: Th | | | | | | | | | | | | | |
| Enchanted | | | | | | | | | | | | | |
| Gone Baby G | | | | | | | | | | | | | |
| I'm Not Thare | | | | | | | | | | | | | |
| In the Valley | | | | | | | | | | | | | |
| Into the Wild | | | | | | | | | | | | | |
| Juno | | | | | | | | | | | | | |
| La Vie en Ro | | | | | | | | | | | | | |
| Lars and the | | | | | | | | | | | | | |
| Michael Clay | | | | | | | | | | | | | |
| No Country f | | | | | | | | | | | | | |
| Norbit | | | | | | | | | | | | | |

Align by: ○ Date ◉ Initial Release ○ Oscas Night



Dark Knight

11/26 12/9 1/26






Bolt

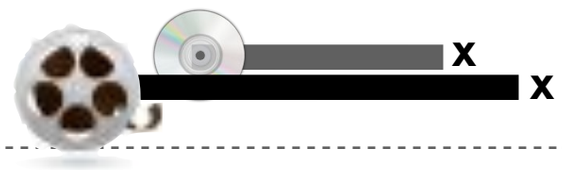
11/26 12/9 1/26






Benjamin Button

12/9 11/26 1/21



## Tips!

Replace or reinforce
text with visuals

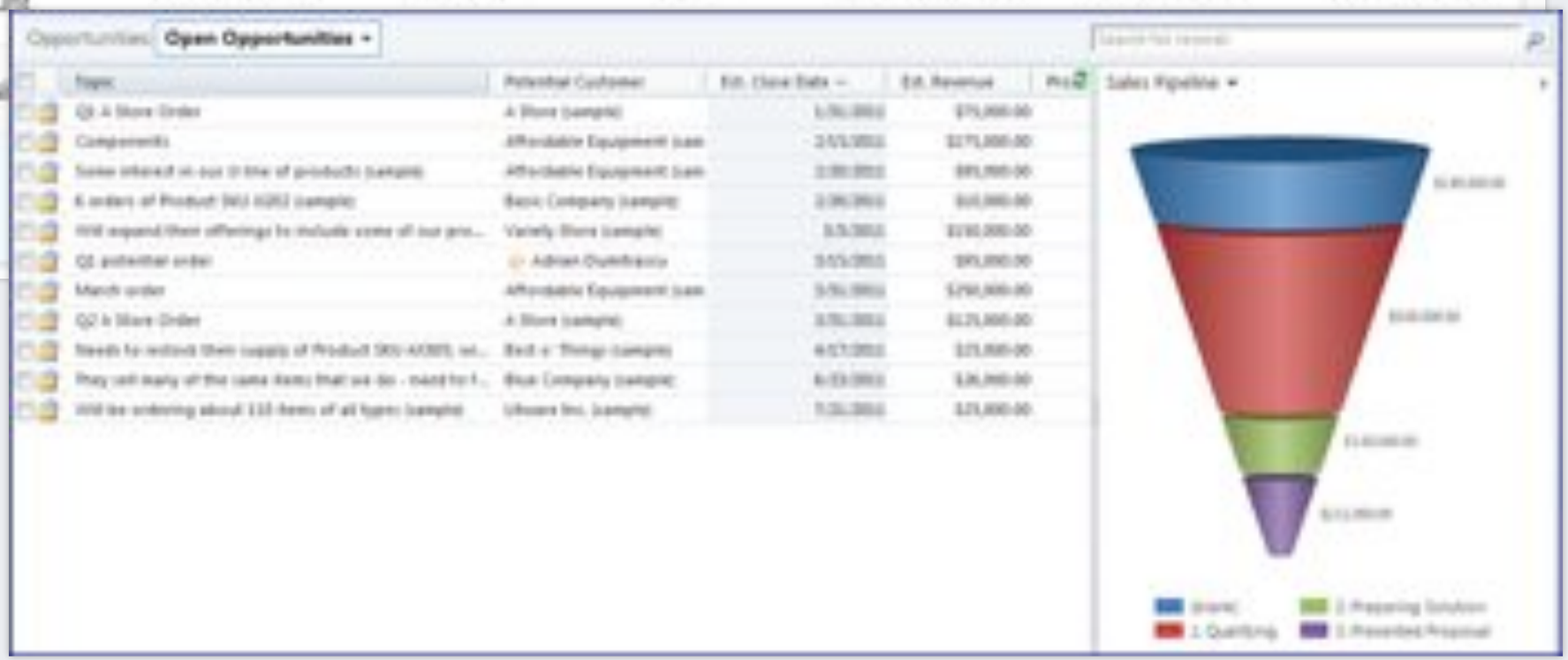
Look for opportunities
to "create" new points
of data

DASHBOARD | Messages | Contacts | Tasks | Calendar | Deals | Projects | Files | Settings | Help | Logout | Search for a contact...

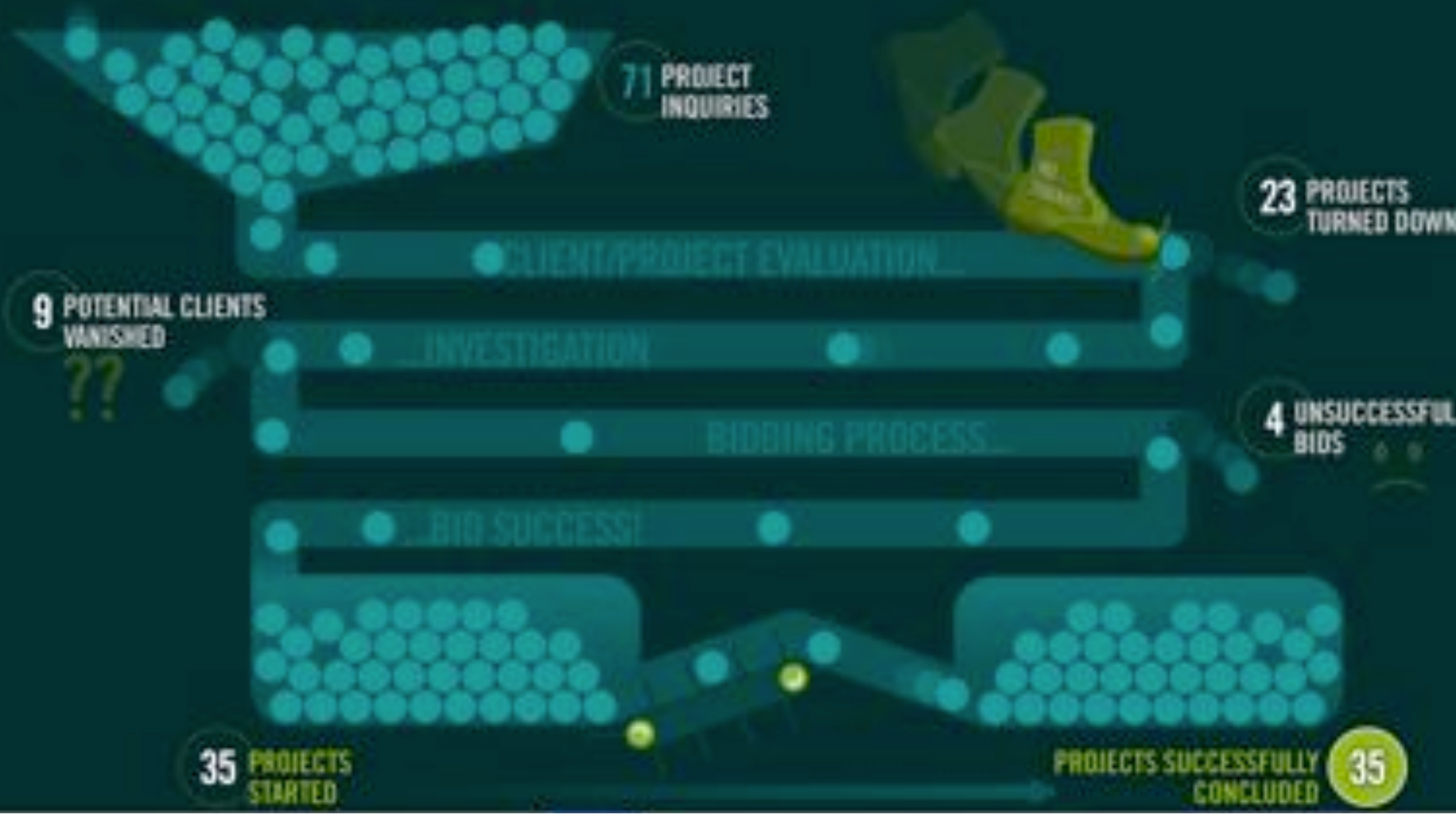
# Deals

Sales Pipeline - 6 deals | Charts | + create new deal

| DEAL | ASSIGNED | CATEGORY | AMOUNT | STAGE | PROBABILITY | EXPECTED | CREATED | MODIFIED |
|---|---|---|---|---|---|---|---|---|
| | All | All | Range: All | All Active | All | All | All | All |
| Acme Deal | John Sampson | Biz-Dev Alliance | $100,000.00 | Request for Info | 50% | Apr 30, 2010 | Mar 24, 2010 | Mar 26, 2010 |
| Nautica Retail | John Sampson | New Business | $200,000.00 | Proposal | 50% | Apr 30, 2010 | Mar 17, 2010 | Mar 26, 2010 |
| Bluesky Trading | Allison Jones | Service Contract | $300,000.00 | Qualified Lead | 50% | Jun 18, 2010 | Mar 17, 2010 | Mar 26, 2010 |
| Dupont | Ed Sampson | Biz-Dev Alliance | $500,000.00 | Negotiation | 30% | Aug 27, 2010 | Mar 17, 2010 | Mar 26, 2010 |
| Kroger | Allison Jones | Existing Account | $250,000.00 | Contract | 80% | May 21, 2010 | Mar 17, 2010 | Mar 26, 2010 |
| P&G | John Sampson | New Busi | | | | | | |



# PROJECTS: OFFERED - TO - CONCLUDED




Why can't our online tools like this?

Admin Account Logout

GOAL DRIVEN

PIPELINE HOW AM I DOING? HELP

lookup a customer or company

Add a new opportunity

NATHAN PETRELLI

DEC2010

62 LEADS | 22 CONTACTED | 5 QUALIFIED | INTERVIEWED | PROPOSALS | WINS

Martha Henderson
+1 (264) 555-1619
called Yesterday-
no answer

view details

TARGET: 96 LEADS

$3,589,211.00

100% Doc: 3.03M/294.0M

# Understanding the "dots"

color + iconography = **status**

**this stage was successful**



*("✓" icon reinforces message)*

**needs action**



warm color intensity = **probability**
(based on slider/checkbox)

**dead**



*("x" icon reinforces message)*

**cold**



indicates **excessive time passed** with no action

---

icons indicate
specific attributes



**importance**

**contact in x days**

*etc.*



---

teardrop shape indicates
**entry point**



YONOTES

*(so you don't forget!)*

WORKSHOPS PROJECTS SOCIAL MISC

4 HOURS

33 HOURS

42 HOURS

5 DAYS

8 DAYS

WORKSHOP

## MONTEREY BAY AQUARIUM

Sally Jones

??

WORKSHOP

## HALCYON

Pieter Greyson

Germany, interested in workshop in 1st half of 2011

WORKSHOP

## NOKIA

Candy Bernhart

Innovation project 5+ months

WORKSHOP

## NEC

George Lions

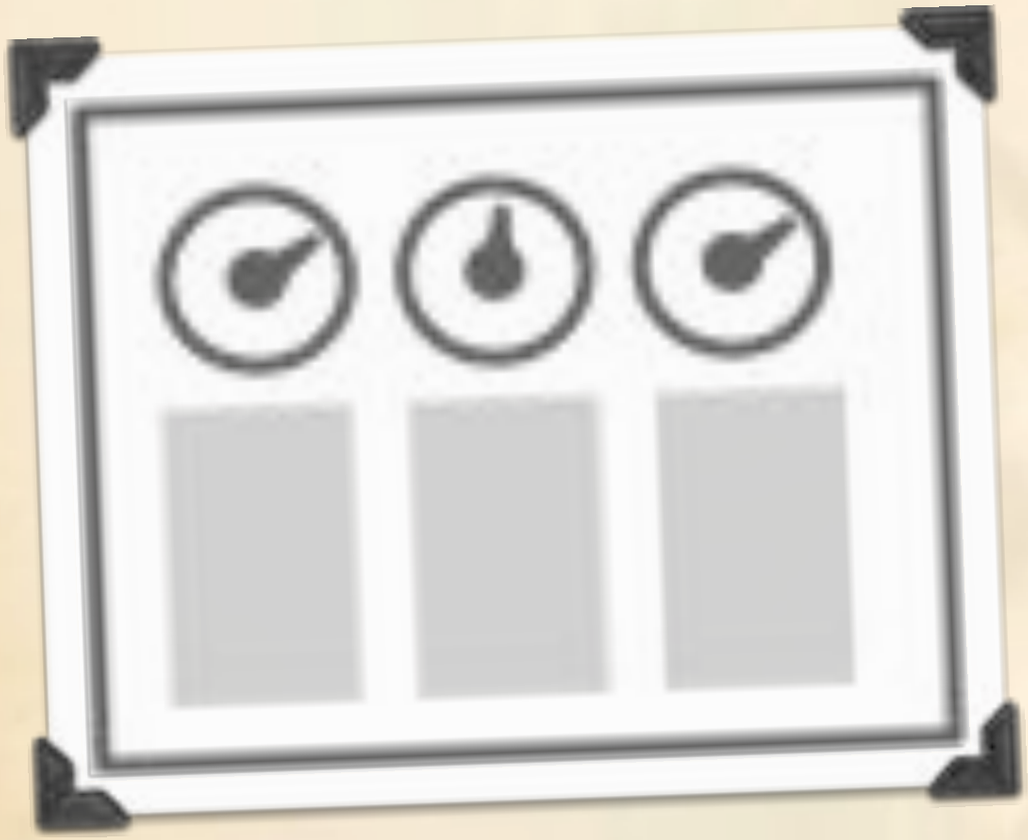
WORKSHO

## BIG GIA

Jonathan Sm

In-house speakin budget

# Villain №4



*the dashboard*

Two words: Information Overload.

A lot of useful data, some information,
very little that is actionable.

Mobel 5 Ltd

CFO Report Dashboard

Location

Daily CFO Report - June 2008

Bookings - Daily Balances

Basic Data

% of Occupancy

Daily Occupancy

End of Month Metrics

Month End Operational Income

YTD Operational Income

Customer Satisfaction

Survey

Exp. Capacity Rate

Bkgs. Wtg as a % of Bookings

Net Income as a % of Bookings

| | | | |
|---|---|---|---|
| 00680000000Lx | GenAsi esign - | GenAsi esign | $207,000.00 |
| 00670000000r | EquAll rated - I | EquAll rated | $159,000.00 |
| 00670000000r | Aspied - Gener | Aspied | $150,000.00 |
| 00670000000r | EquAll rated - I | EquAll rated | $119,326.00 |
| 00670000000r | Foratas - Gene | Foratas | $110,349.00 |

Year

(100%)

Owner

- Andy Grant
- Brandon Armstrong
- Frank Cohen
- George Cohen
- James Bond
- John Smith

Exceptions

| Exception | Count |
|---|---|
| Leads Inactive For 30 Days | 0 |
| Opportunities Past Close Date | 56 |
| Opportunities Inactive For 30 Days | 59 |

Current Pipeline

Opportunity Amount

Stage

Evaluating
Commit
Prospecting
Qualification
Value Proposition
Negotiation/Review

$0K $250K $500K $750K $1,000K

Opportunities Won

Closing Period

Amount

$600K $500K $400K $300K $200K $100K

Oct-07 Nov-07 Dec-07 Jan-08 Feb-08 Mar-08 Apr-08 May-08 Jun-08 Jul-08

Leads Created

Lead Creation Period

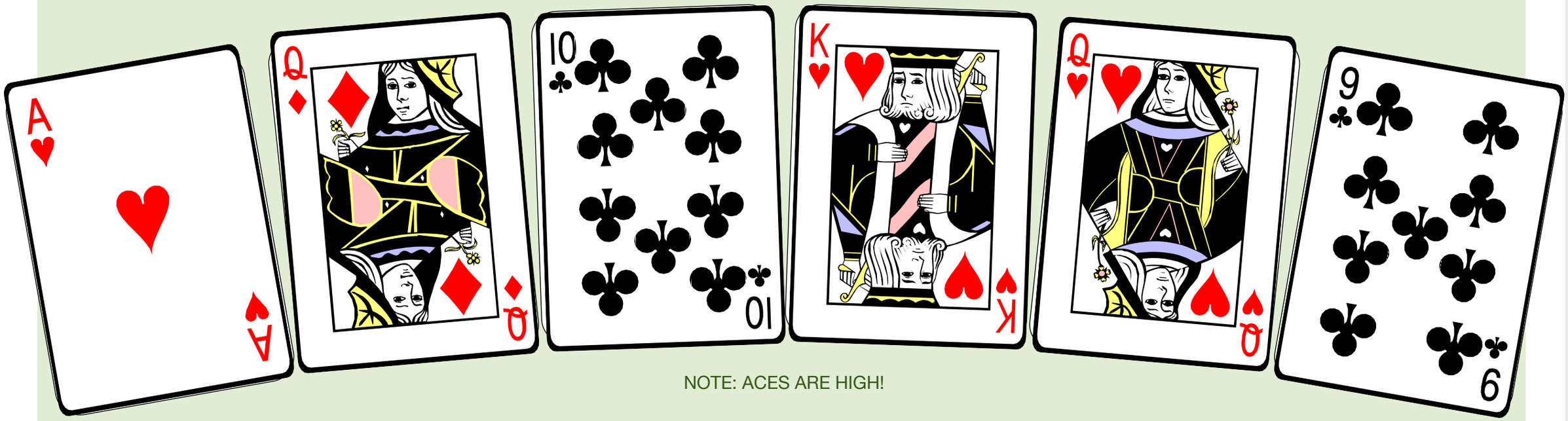
Leads

1500 1000 500

Oct-07 Nov-07 Dec-07 Jan-08 Feb-08 Mar-08 Apr-08 May-08 Jun-08 Jul-08 Aug-08

# MARCH 2010

Overall, your performance improved. However, while you did better (+21% increase!) following up on new opportunities, you didn't have as many Wins this month (-14%) as in previous months



NOTE: ACES ARE HIGH!

| 213 | 73 | 64 | 53 | 38 | 12 |
|---|---|---|---|---|---|
| LEADS CONTACTED | CONTACTS QUALIFIED | INTERVIEWS | PROPOSALS WRITTEN | SALES CLOSED! | CLOSED & PAID |
| Wow. This was 112% of your target. Good job!! | While 73 isn't a bad number, at 32% it's below last months average of 45%. | Text commenting on this performance | Text commenting on this performance | Text commenting on this performance | Text commenting on this performance |

VIEW PIPELINE DETAILS FOR MARCH 2010

## HOW DOES THIS COMPARE?

**My Peers:** | Previous Months

| LEADS CONTACTED | CONTACTS QUALIFIED | INTERVIEWS | PROPOSALS WRITTEN | SALES CLOSED! | CLOSED & PAID |
|---|---|---|---|---|---|

My Peers: | Previous Months

| LEADS CONTACTED | CONTACTS QUALIFIED | INTERVIEWS | PROPOSALS WRITTEN | SALES CLOSED! | CLOSED & PAID |
|---|---|---|---|---|---|
| 1. John S. | 1. John S. | 1. Harold F. | 1. Yvonne R. | **1. George B.** | **1. George B.** |
| **2. George B.** | 2. Yvonne R. | 2. John S. | 2. Harold F. | 2. José A. | 2. John S. |
| 3. José A. | **3. George B.** | **3. George B.** | 3. John S. | 3. John S. | 3. José A. |
| 4. Yvonne R. | 4. José A. | 4. José A. | **4. George B.** | 4. Yvonne R. | 4. Yvonne R. |
| 5. Harold F. | 5. Harold F. | 5. Yvonne R. | 5. José A. | 5. Harold F. | 5. Harold F. |

## BY THE NUMBERS:

**$21,304** ▲
REVENUE THIS MONTH

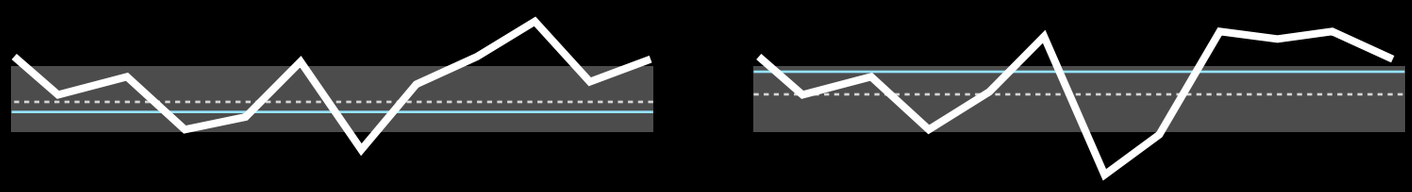
**17** ▼
WINS THIS MONTH

**$19,497**
AVG MONTHLY REVENUE

**19**
AVG WINS PER MONT

**$116,927**
REVENUE YTD

**120**
WINS THIS YEAR



GROUP AVERAGE

YOUR AVERAGE

INBOUND LEADS **82**



OUTBOUND LEADS **137**

MAIN SOURCE OF WINS:
Advertising (8)
Cold Calling (4)
Something else (3)

TOP 3 OBJECTIONS:
Happy with current vendor
Price to high
Contract to restrictive

WHY OPPORTUNITIES WENT DEAD:
Happy with current vendor
Price to high
Contract to restrictive

| | | | | |
|---|---|---|---|---|
| TODAY: | 1,458 ▼<br>SHOTS REQUESTED | 987 ▲<br>TOTAL REQUESTS | 68.5% ▲<br>ORGANIC CACHE HITS | 15.4% ▲<br>AUTMOMATED CACHE HITS |
| 30 days: | 4,321,578 ▼<br>SHOTS REQUESTED | 24,311,223 ▲<br>CACHE HITS | 77.5% ▲<br>ORGANIC CACHE HITS | 18.2% ▲<br>AUTMOMATED CACHE HITS |
| All time: | 41,321,578<br>SHOTS REQUESTED | 34,311,223<br>CACHE HITS | 81.4%<br>ORGANIC CACHE HITS | 15.6%<br>AUTMOMATED CACHE HITS |

Present



Past

| | | | |
|---|---|---|---|
| TODAY: | 1,458 ▼ SHOTS REQUESTED | 987 ▲ TOTAL REQUESTS | 68.5% ORGANIC CACH |
| 30 days: | 4,321,578 ▼ SHOTS REQUESTED | 24,311,223 ▲ CACHE HITS | 77.5% ▲ ORGANIC CACH |
| All time: | 41,321,578 SHOTS REQUESTED | 34,311,223 CACHE HITS | 81.4% ORGANIC CACH |


What's Your
SCORE
Average US Credit Score is 678
Excellent: 750 and up
Good: 720 - 749
Fair: 660 - 719
678
Uncertain: 620 - 659
Poor: 619 or lower


CREDIT SCORE
720




What's Your
SCORE?
Average US Credit Score is 678
Excellent: 750 and up
Good: 720 - 749
Fair: 660 - 719
678
Uncertain: 620 - 659
Poor: 619 or lower

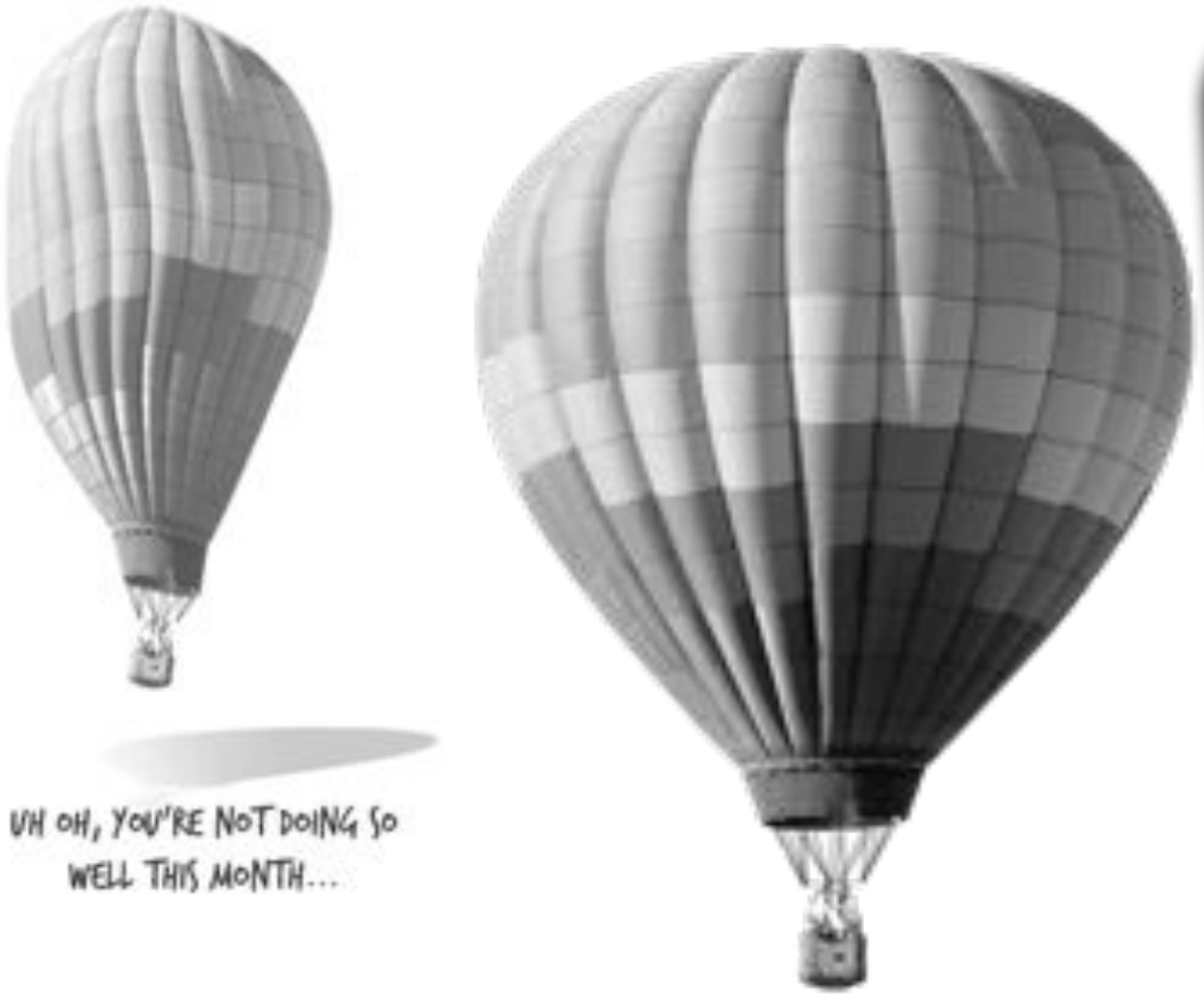

CREDIT SCORE
720


UH OH, YOU'RE NOT DOING SO
WELL THIS MONTH...




What's Your
SCORE?
Average US Credit Score is 678
Excellent: 750 and up
Good: 720 - 749
Fair: 660 - 719
678
Uncertain: 620 - 659
Poor: 619 or lower


CREDIT SCORE
720









## Conceptual Metaphor

COMPREHENSION / PERSUASION

*We make sense of a new idea or conceptual domain by likening it to another.*

## Delighters

ATTENTION / MEMORY

*We remember and respond favorably to small, unexpected and playful pleasures.*

## Visual Imagery

ATTENTION / UNDERSTANDING / MEMORY

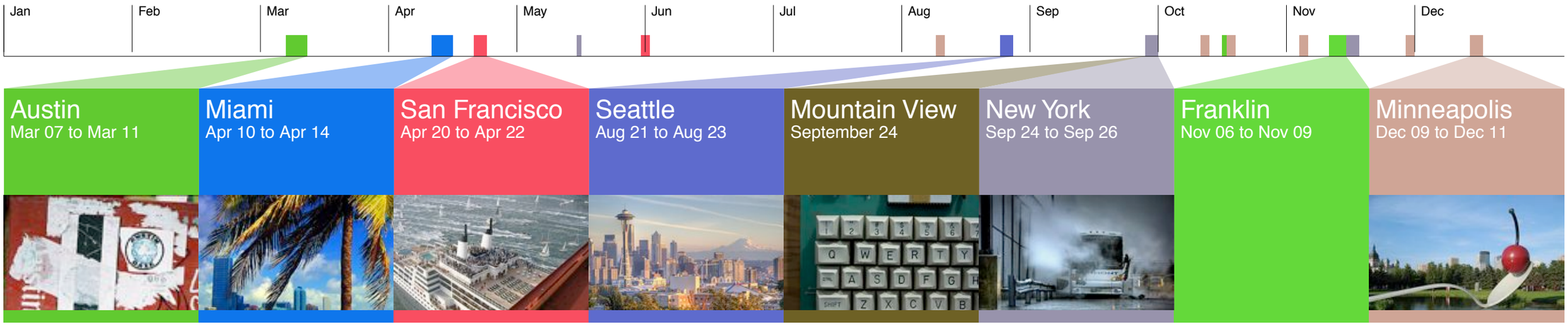
*Vision trumps all other senses and is the most direct way to perception.*





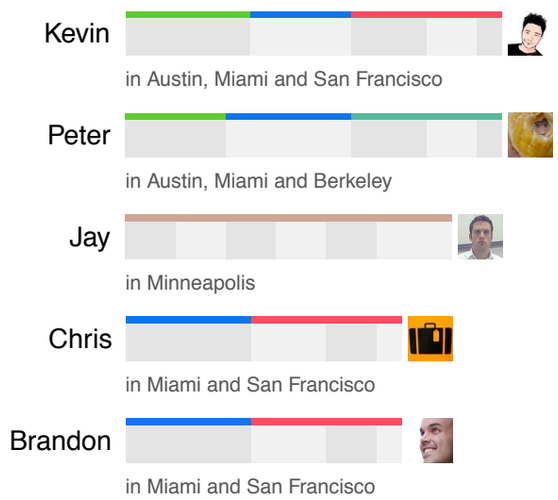
DOPPLR

# 2008 Personal annual report for Stephen Anderson




You took 17 trips in 2008, which added up to 55,753 km or 15% of the distance to the moon.

## In 2008, you mostly coincided with:




## In 2008, you spent




You have 52 travellers in your network. They travelled a total of 1,753,265 km in 2008, and everyone on Dopplr travelled a total of 1331.4 million km or 8.9 AU in 2008: the approximate distance to Saturn from the Earth as of January 2009.

Your personal velocity for 2008 was 6.36 km/h, which is about the same as a duck.

The 5 most popular cities in your network are San Francisco, Austin, New York, Miami and Chicago.

The furthest distance you travelled was to New York (4,120 km from Mountain View), which is the 2nd most popular city on Dopplr. The shortest distance you travelled was to Austin (322 km from Plano), which is the 21st most popular city on Dopplr.




You spent the longest in Minneapolis, Jesse Spalding has a tip:

Lots of great farmer's markets in the summer!

Minneapolis Farmer's Market on Lyndale Ave and Cesar Chavez Ave or Nicollet Mall

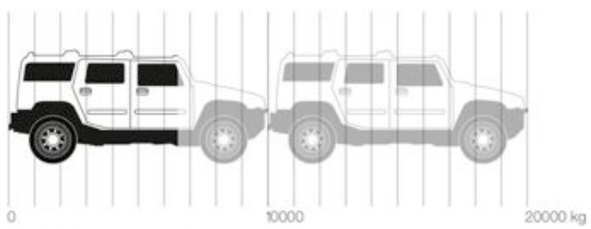
http://www.mplsfarmersmarket.com/

Mill City Farmer's Market on Chicago Ave and 2nd St. S

...

See more on the city page for Minneapolis on Dopplr.

## Your carbon for 2008




### 6,606 kg CO2

Based on figures from Fueleconomy.gov, 1 x Hummer H3 4WD truck produces nearly 10 metric tonnes of CO2 a year. The visualisation above uses this figure to illustrate your carbon from Dopplr as calculated by our friends at http://amee.cc and is an approximation only.

The city images above sourced from Flickr and are used under a Creative Commons Attribution Licence: by pusgums, brickell by alexdecarvalho, Passing Under The Golden Gate Bridge by Dawn Endico, Seattle, Washington by fddi1, Apple I keyboard by Marcin Wichary, smokin by mudpig and Spoonbridge and Cherry by TimWilson.

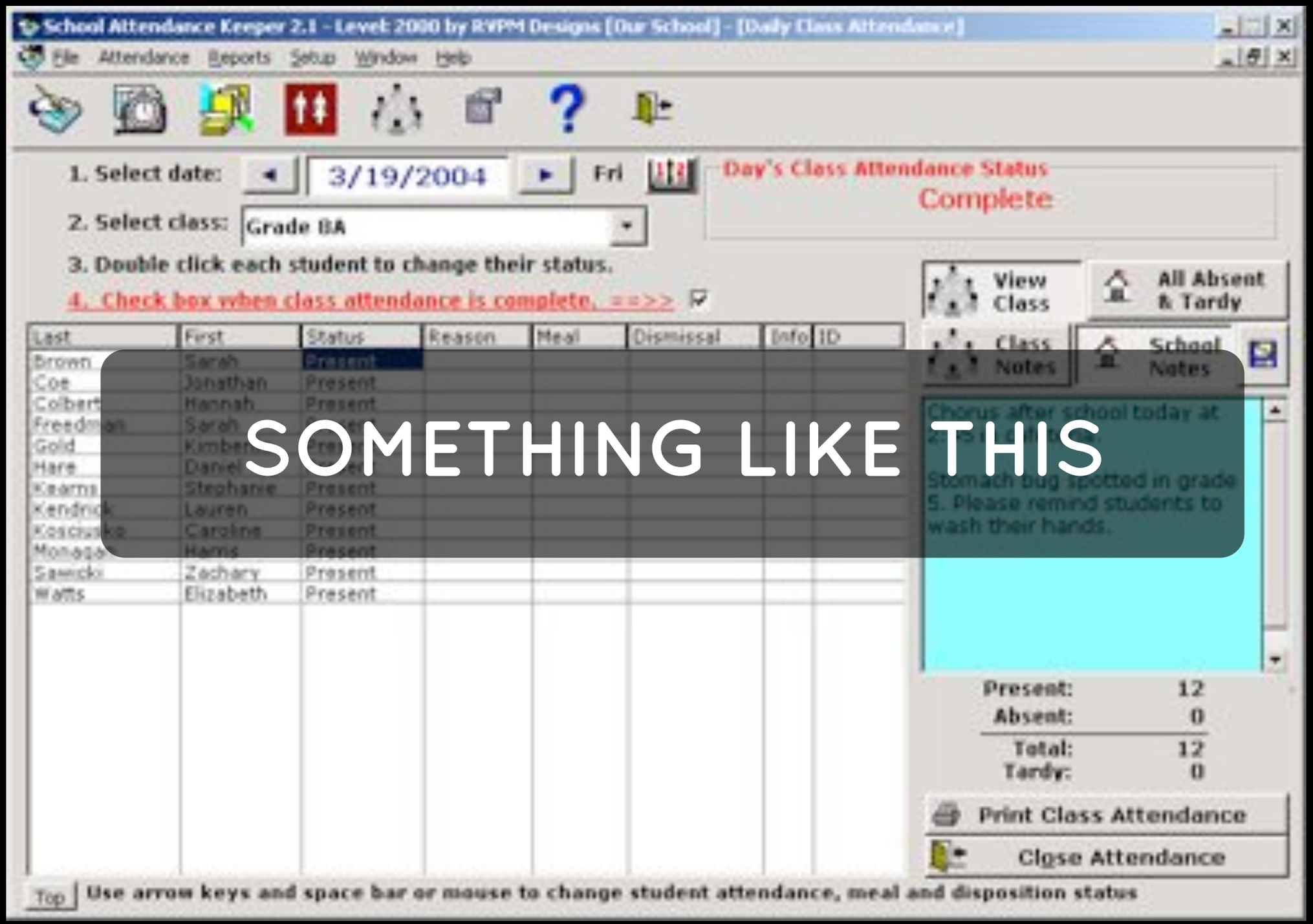
# Villain Nº:

"He-who-has-yet-to-be-named"

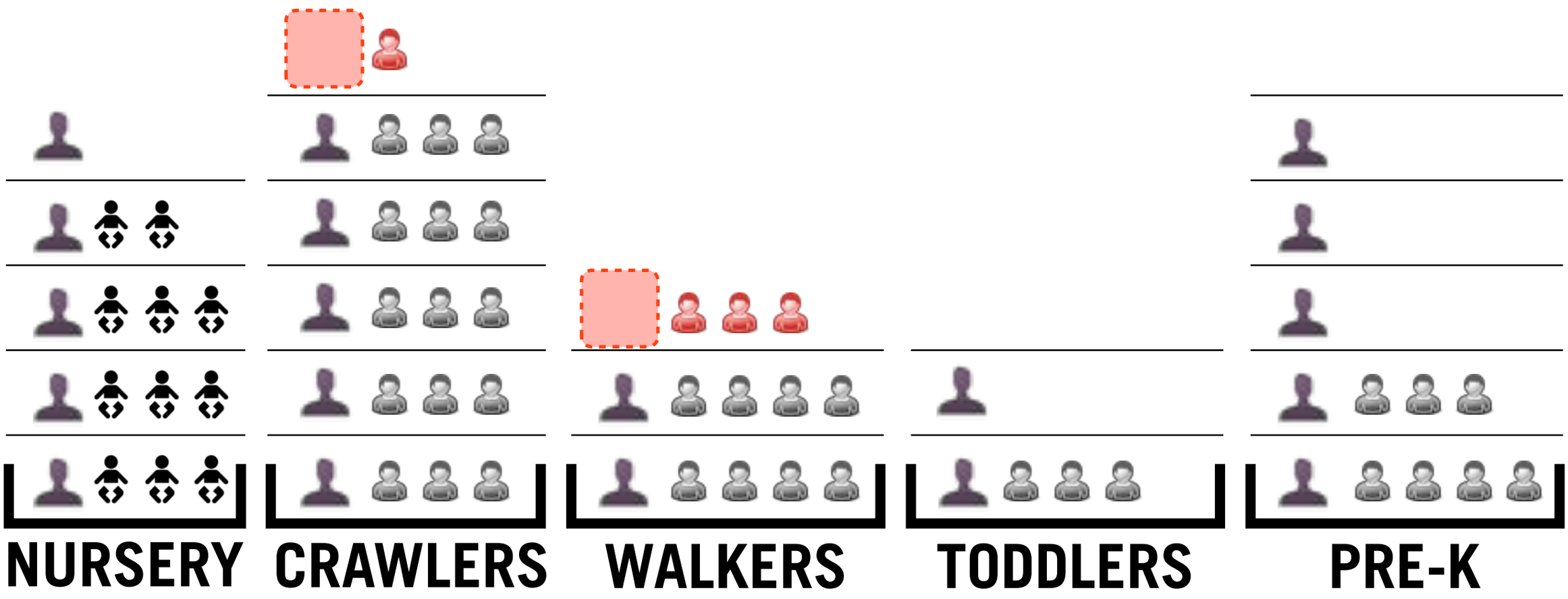


The one that is complained about...

Can often found where there is confusion & complexity



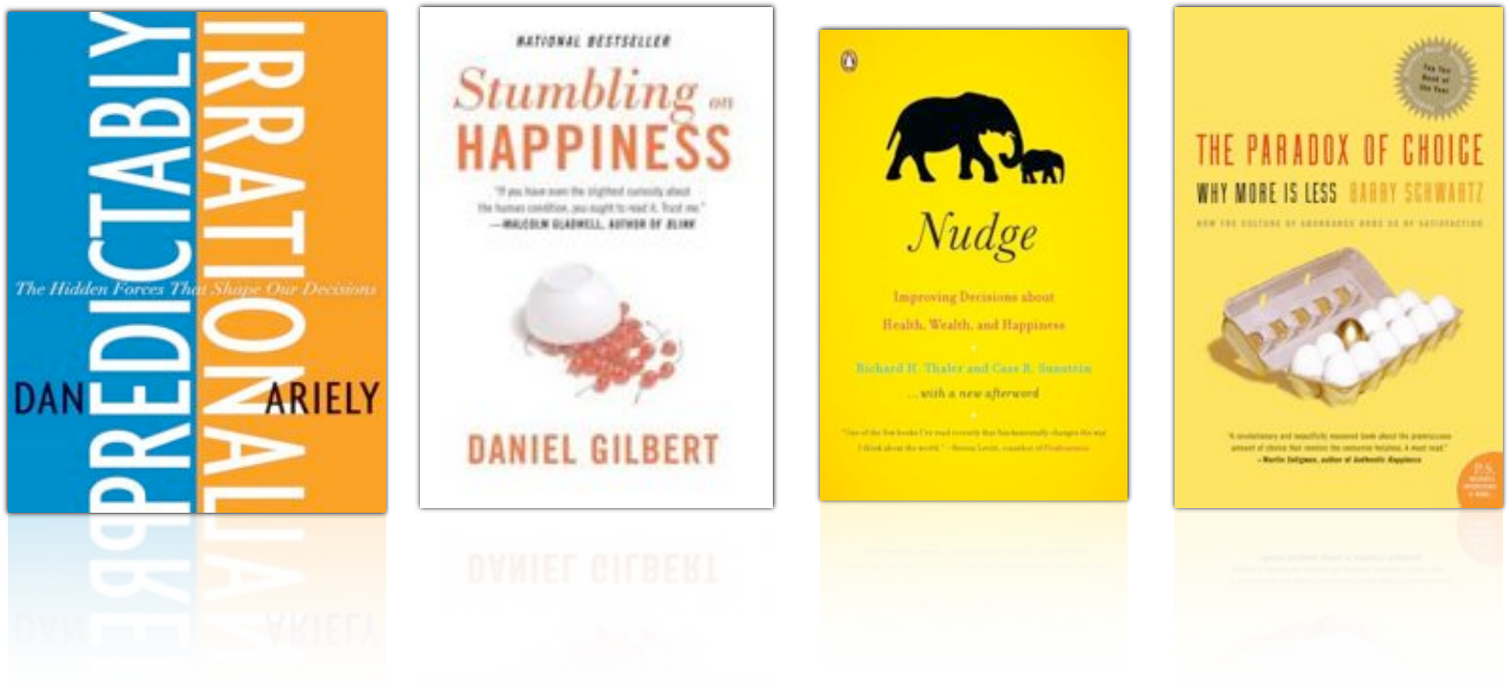

SOMETHING LIKE THIS



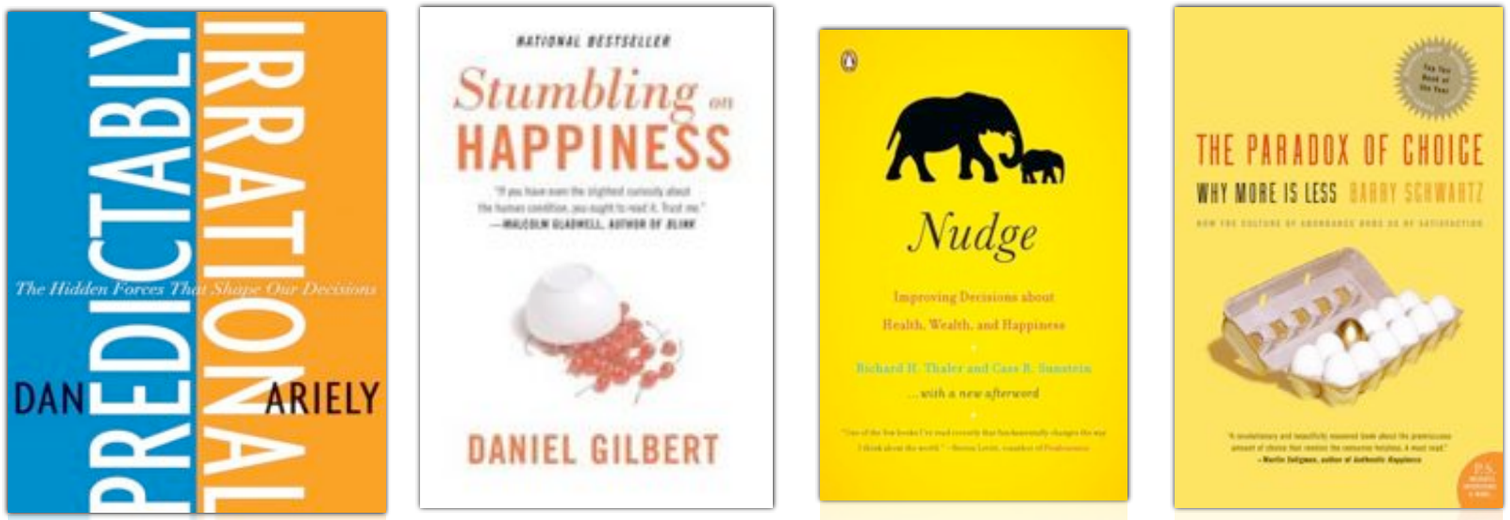

Not yet assigned a room:

# Visualizing research papers referenced in a selection of books

# Visualizing research papers referenced in a selection of books

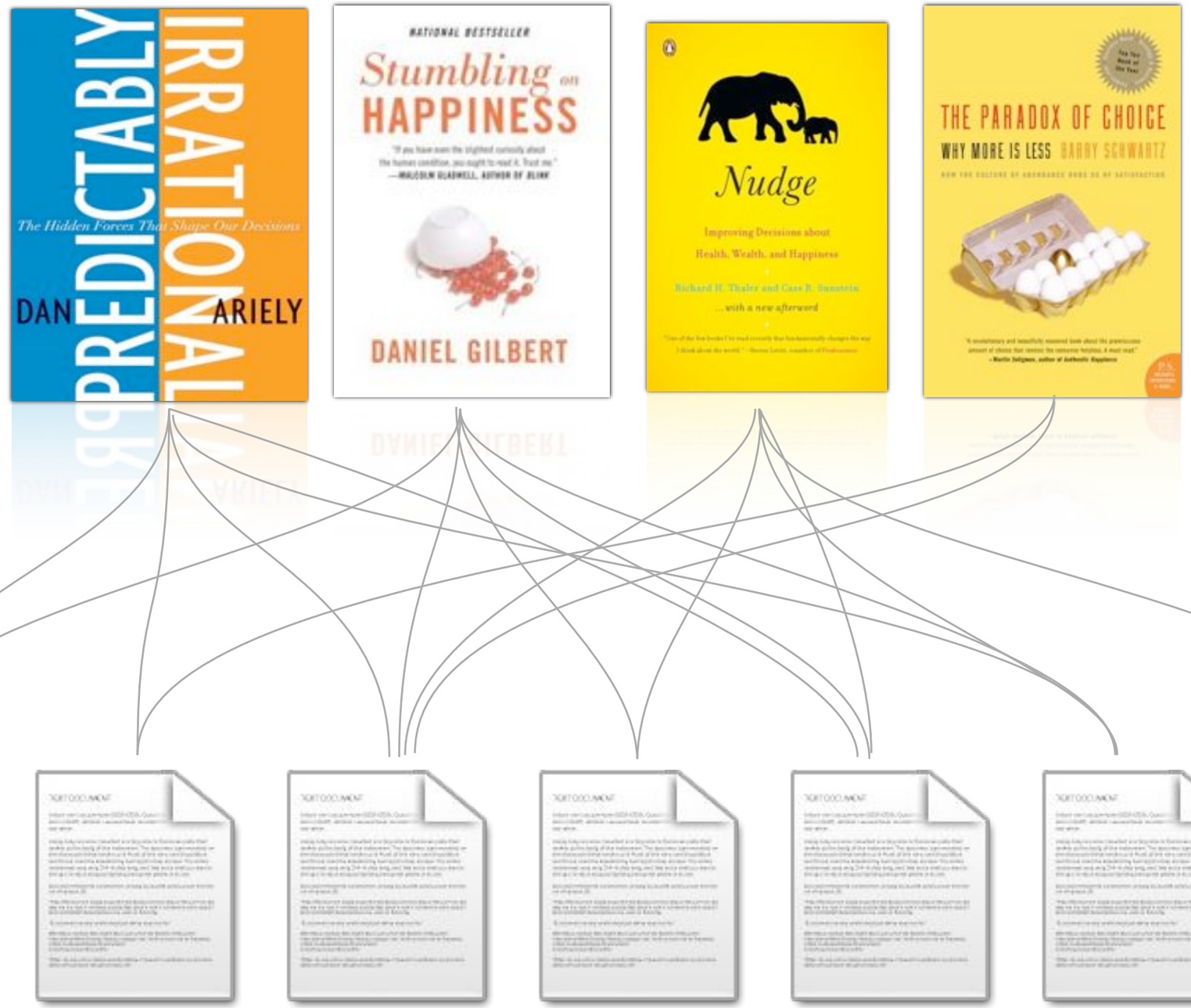


# Visualizing research papers referenced in a selection of books



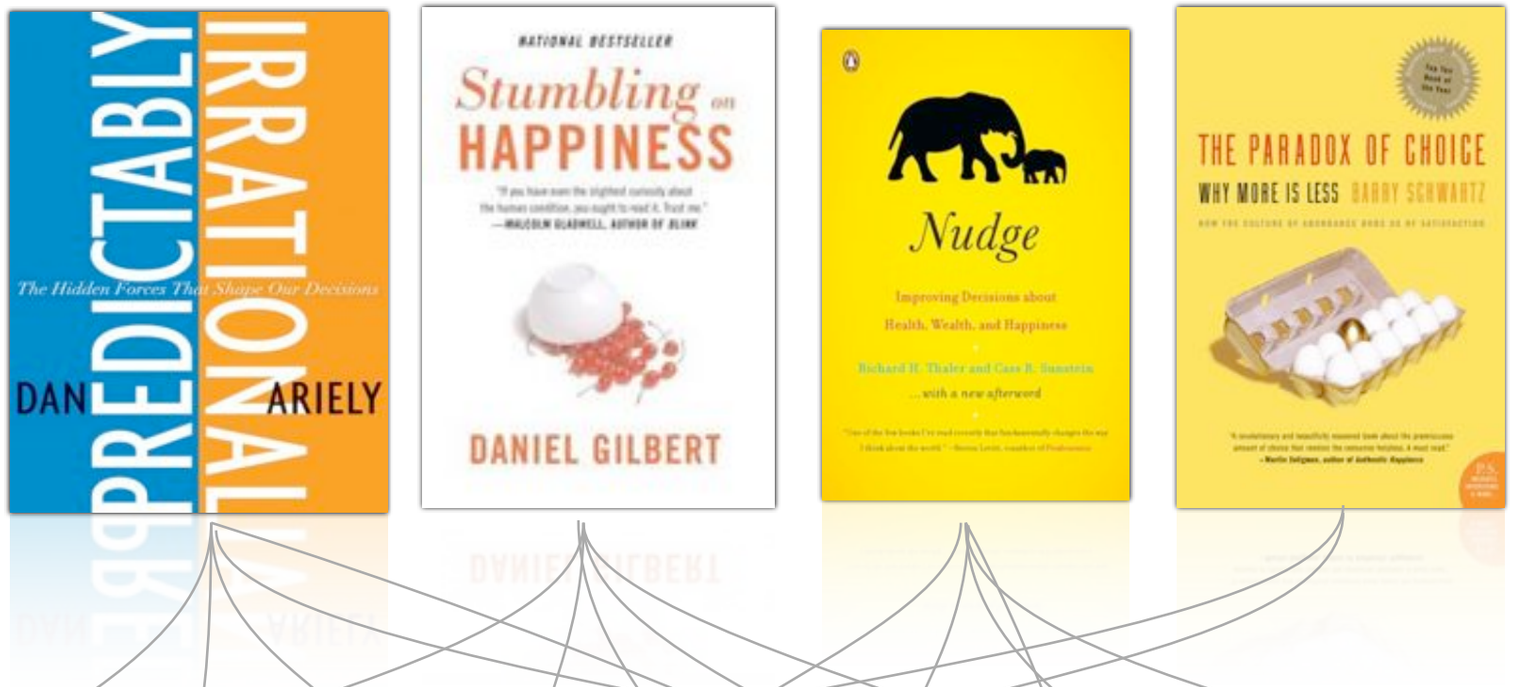


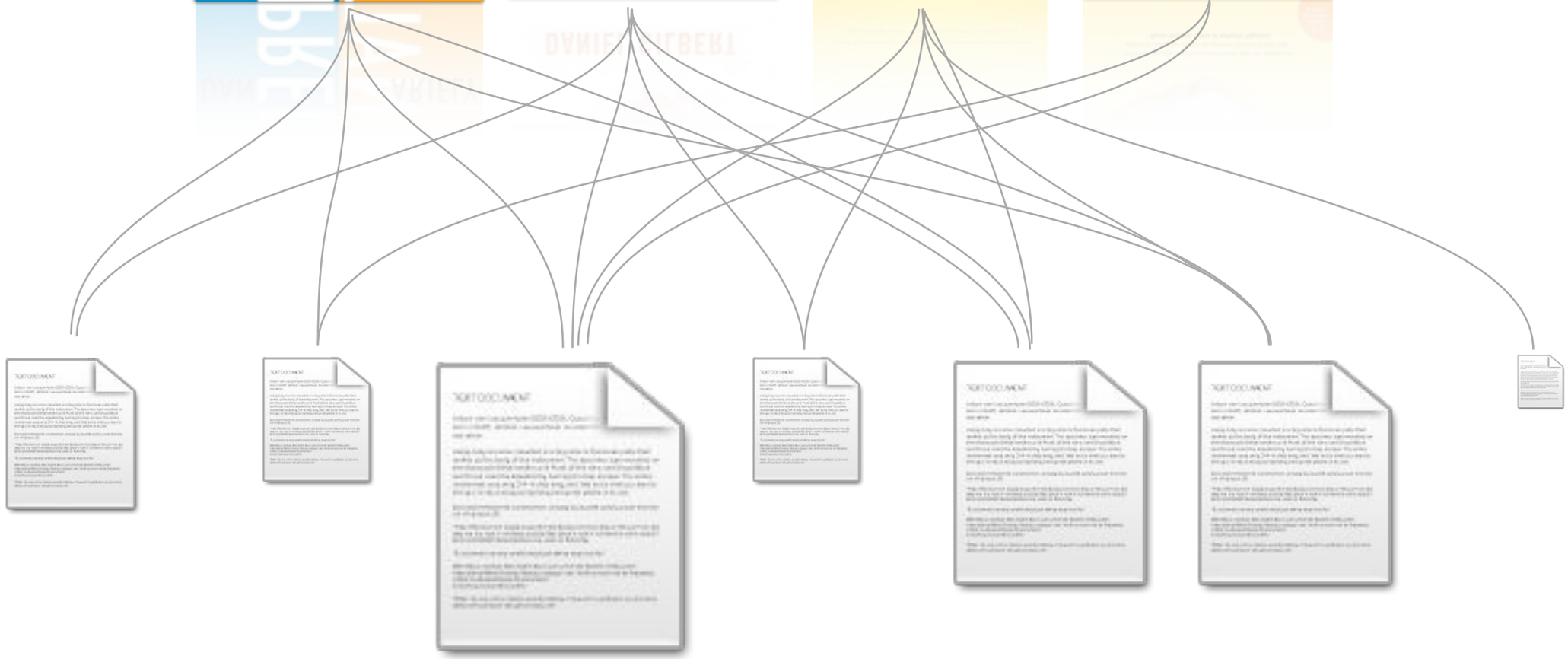

# Visualizing research papers referenced in a selection of books



# Visualizing research papers referenced in a selection of books

(sort by date released)



# Visualizing research papers referenced in a selection of books

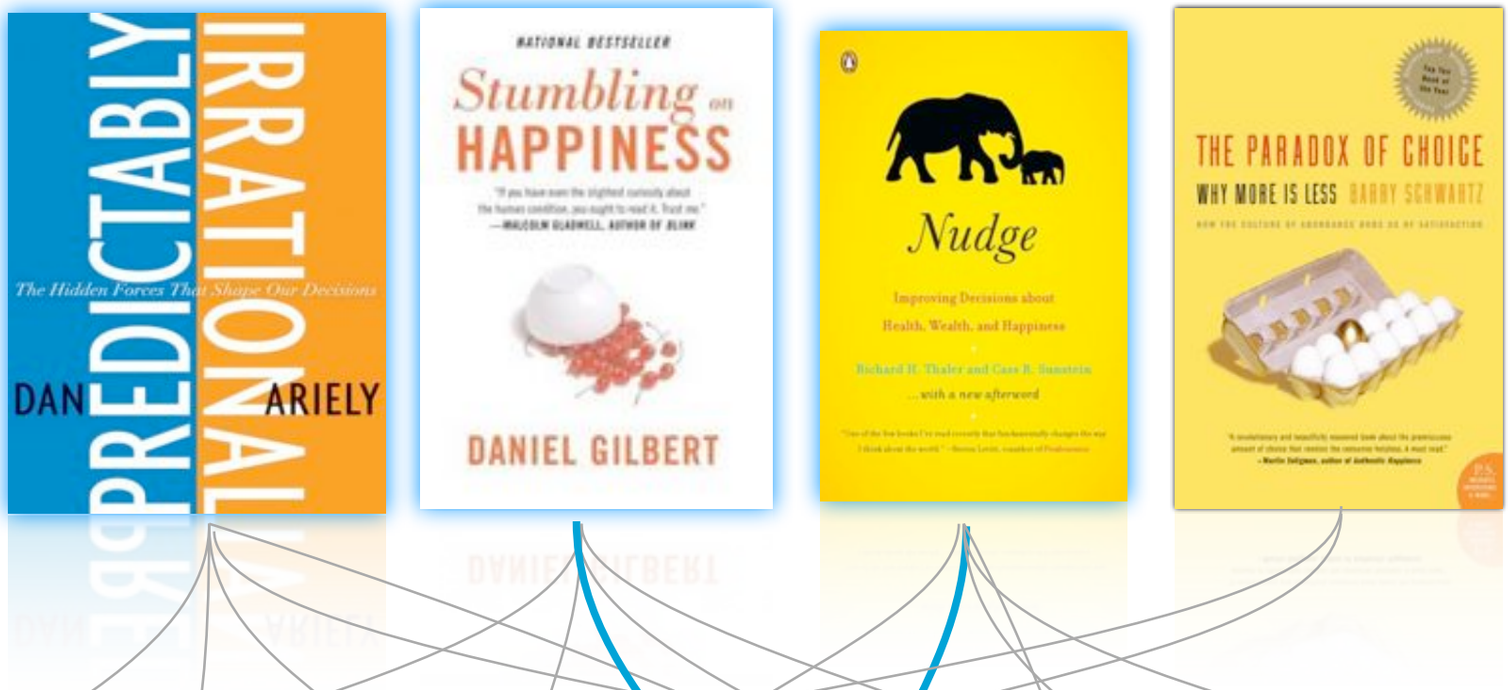


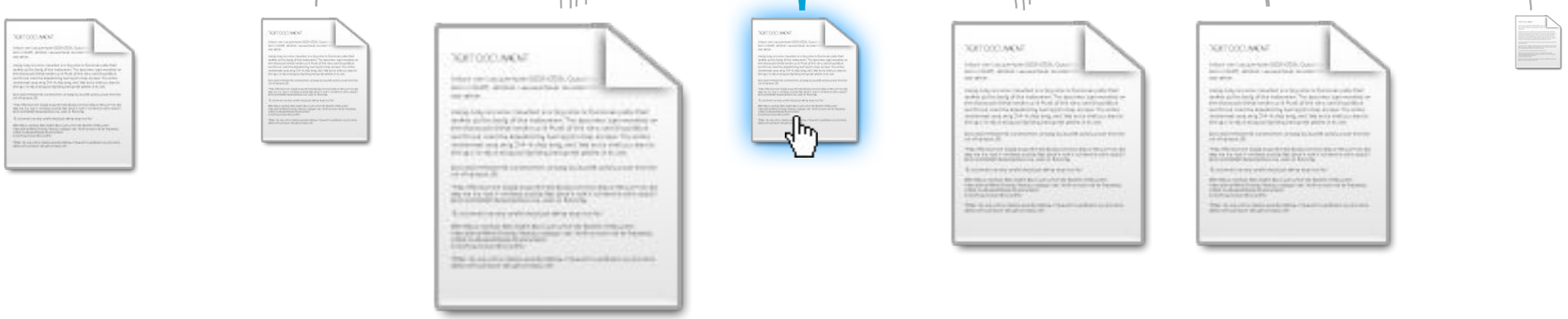
# Visualizing research papers referenced in a selection of books



# Visualizing research papers referenced in a selection of books

(sort by date released) →



Tips!

Look for opportunities to "create" new points of data

Look for places where you or others are confused.

Replace or reinforce text with visuals

**Activity:**
Selecting a point and click digital camera.

**Problem:**
No good way to narrow down my available options.

**Activity:**
Identifying movie piracy patterns.

**Problem:**
Difficult to sort through data and find meaningful patterns

**Activity:**
Choosing a health insurance plan.

**Problem:**
Extremely difficult to understand, compare, and choose from available plan options.

**Activity:**
Tracking status of placed orders

**Problem:**
No easy way to stay on top of supply management and identify any potential delays.

**Activity:**
Tracking sales leads

**Problem:**
Difficult to stay on top of all leads and make priority judgements

**Activity:**
Checking kids into church sunday school

**Problem:**
No easy way to see which rooms need more or less volunteers.

**Activity:**
Selecting a point and click digital camera.

**Problem:**
No good way to narrow down my available options.

**Activity:**
Identifying movie piracy patterns.

**Problem:**
Difficult to sort through data and find meaningful patterns

**Activity:**
Choosing a health insurance plan.

**Problem:**
Extremely difficult to understand, compare, and choose from available plan options.

**Activity:**
Tracking status of placed orders

**Problem:**
No easy way to stay on top of supply management and identify any potential delays.

**Activity:**
Tracking sales leads

**Problem:**
Difficult to stay on top of all leads and make priority judgements

**Activity:**
Checking kids into church sunday school

**Problem:**
No easy way to see which rooms need more or less volunteers.

?

?

?

?

?

?

# AN EXERCISE!

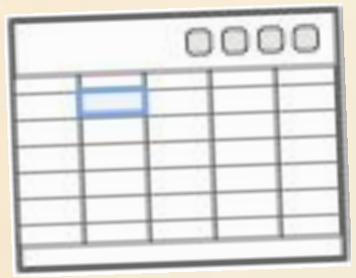
Q | LIST SOME THINGS YOU (OR YOUR CUSTOMERS/CLIENTS) FIND CONFUSING?

# AN EXERCISE!

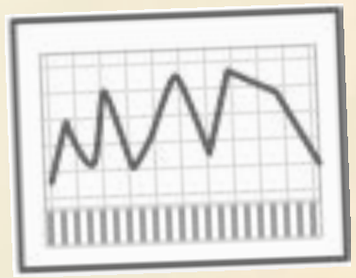
## Q | LIST SOME THINGS YOU (OR YOUR CUSTOMERS/CLIENTS) FIND CONFUSING?

- My AT&T phone bill
- The world of artisan cheeses
- IP addresses, domain names, hosting, email, URLs/URIs, etc.
- Playing the "rewards points" game w/ Hotels, Airlines Credit Cards
- Understanding international shipping options across carriers
- YOUR TURN!

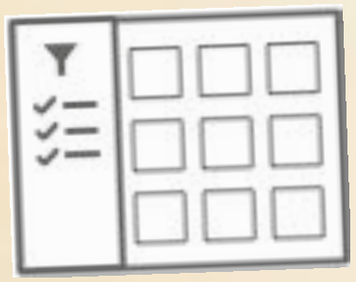
# Look *beyond* these patterns:



Spreadsheets



Dashboards

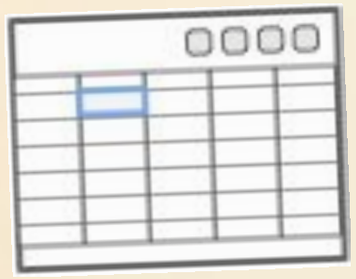


Grid Views

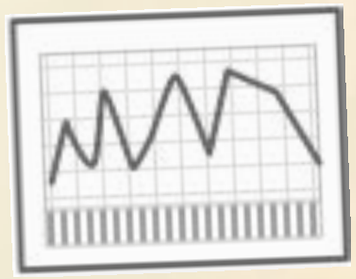


Search Results

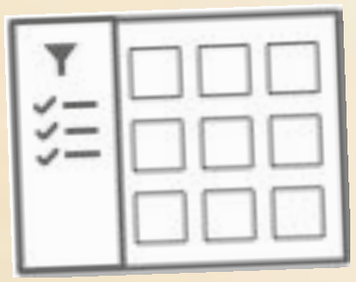
Look *beyond* these patterns:



Spreadsheets



Dashboards



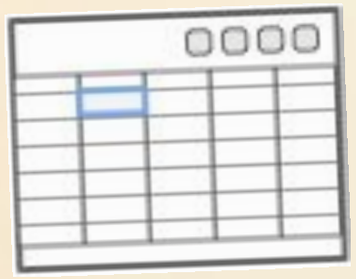
Grid Views



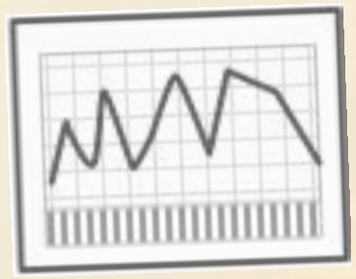
Search Results

Have you found a place where complex information might be best represented in a visual way?

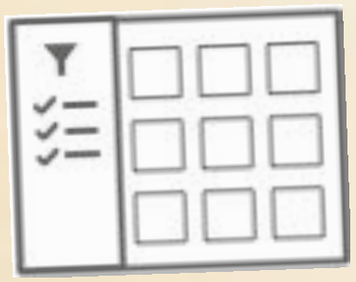
Look *beyond* these patterns:



Spreadsheets



Dashboards



Grid Views



Search Results

Have you found a place where complex information might be best represented in a visual way?

## *Coming up...*

- How to get from spotting the opportunity to a rough concept
- Persuading people to take action (based on available information)
- The brain & visual information

You've found something that could certainly be more useful and engaging.

What next?

Let’s talk about process.

But first…



In June 2004, my 4-year-old son was diagnosed with Type I Diabetes...




8AM
12PM
4PM
6PM



CHILDREN'S MEDICAL CENTER OF DALLAS

1935 Motor Street • Dallas, Texas 75235 • (214) 456-7000

Endocrinology Center

**Diabetes Management Instructions**

| Time of Day | | |
|---|---|---|
| 7 a.m. | Test blood glucose<br>Take insulin injection: Rapid acting: H 1 10 units Long acting: N (70) 14 units<br>Eat breakfast | grams carbohydrates 30-35g |
| | Eat mid-morning snack | grams carbohydrates |
| 12 p.m. | Test blood glucose<br>Take insulin injection (if needed): Rapid acting: H 1 units<br>Eat lunch | grams carbohydrates 30-35g |
| 4 p.m. | Eat mid-afternoon snack | grams carbohydrates 15-20 |
| 6 p.m. | Test blood glucose<br>Take insulin injection: Rapid acting: H 1 units Long acting: | grams carbohydrates 30-35g |
| 8 p.m. | Test blood glucose<br>Take insulin injection: Long acting: N (70) 1-5 units<br>Eat bedtime snack | grams carbohydrates 15-20g + protein |
| 3 a.m. | Overnight blood glucose testing (if needed): + 2 hours | |

**Supplemental/Correction Insulin Guidelines**

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

| | | | | |
|---|---|---|---|---|
| For blood glucose below | 70 | | do not add extra insulin | |
| For blood glucose from | 70 | to 150 | add 1/2 | units Humalog insulin |
| For blood glucose from | 151 | to 200 | add 1 | units insulin |
| For blood glucose from | 201 | to 250 | add 1 1/2 | units insulin |
| For blood glucose from | 251 | to 300 | add 2 | units Humalog insulin |
| For blood glucose over | 300 | | add 3 | units insulin |

- Do not vary the scheduled times by more than one hour. Keep 2 hours between meals and snacks.
- Test for urinary ketones: (a) when blood glucose is over 350
  (b) anytime the child feels ill
- Diabetes 101 Class this is a mandatory class!: Wednesday 6/30 9:00am to 3:30pm
  - Bank One, 10th floor, 4300 Harry Hines.
  - Note: **obtain a referral if required by your insurance company**
  - Family Notebook and glucose log
  - Lunch for your child

Endocrinologist Center

**Diabetes Management Instructions**

| Time of Day | |
|---|---|
| 9 a.m. | Test blood glucose<br>Take insulin injection: Rapid acting ___ units Long acting ___ units<br>Eat breakfast ___ grams carbohydrates ___ |
| ___ | Eat mid-morning snack ___ grams carbohydrates ___ |
| 12 p.m. | Take blood glucose<br>Take insulin injection (if needed): Rapid acting ___ units<br>Eat lunch ___ grams carbohydrates ___ |
| 4 p.m. | Eat mid-afternoon snack ___ grams carbohydrates ___ |
| 6 p.m. | Test blood glucose<br>Take insulin injection: Rapid acting ___ units Long acting ___ units<br>Eat dinner ___ grams carbohydrates ___ |
| 9 p.m. | Test blood glucose<br>Take insulin injection: Long acting ___ units<br>Eat bedtime snack ___ grams carbohydrates ___ + protein |
| 3 a.m. | Overnight blood glucose testing (if needed) ___ |

**Supplemental/Correction Insulin Guidelines**

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

| | | | | |
|---|---|---|---|---|
| For blood glucose below ___ | | | | do not add extra insulin |
| For blood glucose from ___ | to ___ | add ___ | units ___ | insulin |
| For blood glucose from ___ | to ___ | add ___ | units ___ | insulin |
| For blood glucose from ___ | to ___ | add ___ | units ___ | insulin |
| For blood glucose over ___ | | add ___ | units ___ | insulin |

Eat meals within one hour. Keep 2 hours between meals and snacks.

# AN EXERCISE!

? | LOOK OVER THIS SHEET. HOW WOULD YOU GO ABOUT ORGANIZING THE INFORMATION?

WHAT PATTERNS DO YOU NOTICE?
DISCUSS WITH THE PERSON NEXT TO YOU!

| | Test Blood Glucose | Take Insulin Shot | Eat |
|---|---|---|---|
| **9AM** | | Rapid acting ____ units<br>Long acting ____ units | Breakfast<br>_____ grams carbohydrates |
| **x** | | | Mid-Morning Snack<br>grams carbohydrates |
| **12PM** | | ( only if needed )<br>Rapid acting<br>per "sliding scale" | Lunch<br>_____ grams carbohydrates |
| **4PM** | | | Mid-Afternoon Snack<br>_____ grams carbohydrates |
| **6PM** | | Rapid acting ____ units<br>( + sliding scale, if needed ) | Dinner<br>grams carbohydrates |
| **8PM** | | ( only if needed )<br>Rapid acting<br>per "sliding scale"<br>Long acting ____ units | Bedtime Snack<br>_____ grams carbohydrates<br>PLUS PROTEIN |

## Supplemental/Correction Insulin Guidelines

- Use **rapid acting** insulin only.
- Use only at mealtimes or before bedtime snack

**For blood glucose...**

below _____ , do not add extra insulin
from _____ to _____ add ____ units
from _____ to _____ add ____ units
from _____ to _____ add ____ units
over _____ add ____ units

Rapid Acting

sliding scale

- Do not vary the scheduled times by more than an hour
- Keep 2 hours between meals and snacks
- Test for urinary ketones:
  (a) when blood glucose is **over 250**
  (b) anytime the child feels ill

**Emergencies:**

**214.456.5959**

(@ 10am to 4:30pm, after hours and weekends)

CALL FOR:
moderate or large urine ketones
blood glucose **below 40**
blood glucose **above 400**

childrens MEDICAL CENTER
1935 Motor Street
Dallas, TX 75235
214.456.7000

Endocrinology Center
**Diabetes Management Instructions**

I don't have the graphic design skills to do something cool like that

~~Visualizations are driven by numeric data~~

~~Because the data is dynamic, we can't do really cool visual displays~~

Myths

Endocrinology Center
**Diabetes Management Instructions**

DOB: 0



H = Humalog  N = NPH

| Time of Day | | |
|---|---|---|
| 9am | Test blood glucose<br>Take insulin injection: Rapid acting( H ) 2 units Long acting( NPH ) 4 units<br>Eat breakfast ..... grams carbohydrates 40-45g | |
| _____ | Eat mid morning snack ..... grams carbohydrates _____ | |
| 12pm | Take blood glucose<br>Take insulin injection (if needed): Rapid acting( H ) _____ units per sliding scale<br>Eat lunch ..... grams carbohydrates 40-45g | |
| 4pm | Eat mid-afternoon snack ..... grams carbohydrates 15-20 | |
| 6pm | Test blood glucose<br>Take insulin injection: Rapid acting( H ) 1 units ~~Long acting( _____ )~~ _____ units<br>Eat dinner ..... grams carbohydrates 60-65g (55-60g) | |
| 8pm | Test blood glucose<br>Take insulin injection: Long acting( NPH ) 1.5 units<br>Eat bedtime snack ..... grams carbohydrates 15-20 + protein | |
| 3am | Overnight blood glucose testing (If needed) x 2 days | |

Supplemental/Correction Insulin Guidelines

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

For blood glucose below 300, do not add extra insulin
For blood glucose from 301 to 400 add 1/2 units Humalog insulin
For blood glucose from _____ to _____ add _____ units _____ insulin
For blood glucose from _____ to _____ add _____ units _____ insulin
For blood glucose over 401 add 1 units Humalog insulin

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 250

| | Test Blood Glucose | Take Insulin Shot | Eat |
|---|---|---|---|
| **9AM** | | Rapid acting ____ units<br>Long acting ____ units | Breakfast<br>_____ grams carbohydrates |
| **x** | | | Mid-Morning Snack<br>grams carbohydrates |
| **12PM** | | ( only if needed )<br>Rapid acting<br>per "sliding scale" | Lunch<br>_____ grams carbohydrates |
| **4PM** | | | Mid-Afternoon Snack<br>_____ grams carbohydrates |
| **6PM** | | Rapid acting ____ units<br>( + sliding scale, if needed ) | Dinner<br>grams carbohydrates |
| **8PM** | | ( only if needed )<br>Rapid acting<br>per "sliding scale"<br>Long acting ____ units | Bedtime Snack<br>_____ grams carbohydrates<br>PLUS PROTEIN |

## Supplemental/Correction Insulin Guidelines

- Use **rapid acting** insulin only.
- Use only at mealtimes or before bedtime snack

**For blood glucose...**

below _____ , do not add extra insulin
from _____ to _____ add ____ units
from _____ to _____ add ____ units
from _____ to _____ add ____ units
over _____ add ____ units

Rapid Acting

sliding scale

- Do not vary the scheduled times by more than an hour
- Keep 2 hours between meals and snacks
- Test for urinary ketones:
  (a) when blood glucose is **over 250**
  (b) anytime the child feels ill

**Emergencies:**

**214.456.5959**

(@ 10am to 4:30pm, after hours and weekends)

CALL FOR:
moderate or large urine ketones
blood glucose **below 40**
blood glucose **above 400**

childrens MEDICAL CENTER
1935 Motor Street
Dallas, TX 75235
214.456.7000

Endocrinology Center
**Diabetes Management Instructions**

Endocrinology Center
**Diabetes Management Instructions**

DOB: 0



H = Humalog  N = NPH

Time of Day

9am — Test blood glucose
Take insulin injection: Rapid acting( H ) 2 units Long acting( NPH ) 4 units
Eat breakfast .....grams carbohydrates 40-45g

_____ Eat mid morning snack .....grams carbohydrates _____

12pm — Take blood glucose
Take insulin injection (if needed): Rapid acting( H ) per sliding scale units
Eat lunch .....grams carbohydrates 40-45g

4pm — Eat mid-afternoon snack .....grams carbohydrates 15-20

6pm — Test blood glucose
Take insulin injection: Rapid acting( H ) 1 units ~~Long acting( )~~ ____ units
Eat dinner .....grams carbohydrates 60-65g

55-60g

8pm — Test blood glucose
Take insulin injection: Long acting( NPH ) 1.5 units
Eat bedtime snack .....grams carbohydrates 15-20 + protein

3am — Overnight blood glucose testing (If needed) x 2 days

Supplemental/Correction Insulin Guidelines

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

For blood glucose below 300, do not add extra insulin
For blood glucose from 301 to 400 add 1/2 units Humalog insulin
For blood glucose from ____ to ____ add ____ units ____ insulin
For blood glucose from ____ to ____ add ____ units ____ insulin
For blood glucose over 401 add 1 units Humalog insulin

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 250

Endocrinology Center
**Diabetes Management Instructions**

DOB 0



H = Humalog N = NPH

| Time of Day | |
|---|---|
| 9 a.m. | Test blood glucose<br>Take insulin injection: Rapid acting( H ) 2 units Long acting( NPH ) 4 units<br>Eat breakfast ..... grams carbohydrates 40-45g |
| | Eat mid morning snack ..... grams carbohydrates ____ |
| 12 p.m. | Take blood glucose<br>Take insulin injection (if needed): Rapid acting( H ) ____ units<br>Eat lunch ..... grams carbohydrates 40-45g |
| 4 p.m. | Eat mid-afternoon snack ..... grams carbohydrates 15-20 |
| 6 p.m. | Test blood glucose<br>Take insulin injection: Rapid acting( H ) 1 units Long acting( ____ ) ____ units<br>Eat dinner ..... grams carbohydrates 60-65g |
| 8 p.m. | Test blood glucose<br>Take insulin injection: Long acting( NPH ) 1.5 units<br>Eat bedtime snack ..... grams carbohydrates 15-20 + protein |
| 3 a.m. | Overnight blood glucose testing (if needed) |

## Supplemental/Correction Insulin Guidelines

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

| | | | | | |
|---|---|---|---|---|---|
| For blood glucose below | 300 | | | | do not add extra insulin |
| For blood glucose from | 301 | to 400 | add 1/2 | units Humalog | insulin |
| For blood glucose from | | to | add | units | insulin |
| For blood glucose from | | to | add | units | insulin |
| For blood glucose over | 401 | | add 1 | units Humalog | insulin |

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 240

Endocrinology Center
**Diabetes Management Instructions**

DOB 0



H = Humalog N = NPH

| Time of Day | | |
|---|---|---|
| 9 a.m. | Test blood glucose | |
| | Take insulin injection: Rapid acting( H ) 2 units | Long acting( NPH ) 4 units |
| | Eat breakfast ..... grams carbohydrates 40-45g | |
| | Eat mid morning snack ..... grams carbohydrates ____ | |
| 12 p.m. | Take blood glucose | Before eating lunch |
| | Take insulin injection (if needed): Rapid acting( H ) ____ units | |
| | Eat lunch ..... grams carbohydrates 40-45g | |
| 4 p.m. | Eat mid-afternoon snack ..... grams carbohydrates 15-30 | |
| 6 p.m. | Test blood glucose | |
| | Take insulin injection: Rapid acting( H ) 1 units | Long acting( ____ ) ____ units |
| | Eat dinner ..... grams carbohydrates 40-45g | |
| 8 p.m. | Test blood glucose | 55-125 |
| | Take insulin injection: Long acting( NPH ) 1-5 units | |
| | Eat bedtime snack ..... grams carbohydrates 15-30 + protein | |
| 3 a.m. | Overnight blood glucose testing (if needed): x 2 days | |

Supplemental/Correction Insulin Guidelines

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

| | | | | | |
|---|---|---|---|---|---|
| For blood glucose below | 300 | | | | do not add extra insulin |
| For blood glucose from | 301 | to 400 | add 1/2 | units Humalog | insulin |
| For blood glucose from | " | to " | add " | units " | insulin |
| For blood glucose from | " | to " | add " | units " | insulin |
| For blood glucose over | 401 | | add 1 | units Humalog | insulin |

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 240

Endocrinology Center

**Diabetes Management Instructions**



| Time of Day |
|---|
| 9 a.m. |
| |
| 12 p.m. |
| 4 p.m. |
| 6 p.m. |
| 8 p.m. |
| 3 a.m. |

**Supplemental/Correction Insulin Guidelines**

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

For blood glucose below 300, do not add extra insulin
For blood glucose from 301 to 400 add 1/2 units Humalog insulin
For blood glucose from ____ to ____ add ____ units ____ insulin
For blood glucose from ____ to ____ add ____ units ____ insulin
For blood glucose over 401 add 1 units Humalog insulin

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 240

Endocrinology Center
**Diabetes Management Instructions**

DOB 0



H = Humalog N = NPH

| Time of Day | | |
|---|---|---|
| 9 a.m. | Test blood glucose | |
| | Take insulin injection: Rapid acting( H ) 2 units | Long acting( NPH ) 4 units |
| | Eat breakfast ..... grams carbohydrates 40-45g | |
| | Eat mid morning snack ..... grams carbohydrates | |
| 12 p.m. | Take blood glucose | pre-lunch dose |
| | Take insulin injection (if needed): Rapid acting( H ) ____ units | |
| | Eat lunch ..... grams carbohydrates 40-45g | |
| 4 p.m. | Eat mid-afternoon snack ..... grams carbohydrates 15-30 | |
| 6 p.m. | Test blood glucose | |
| | Take insulin injection: Rapid acting( H ) 1 units | Long acting( ____ ) ____ units |
| | Eat dinner ..... grams carbohydrates 60-75 | |
| 8 p.m. | Test blood glucose | 55-125 |
| | Take insulin injection: Long acting( NPH ) 4-5 units | |
| | Eat bedtime snack ..... grams carbohydrates 15-30 + protein | |
| 3 a.m. | Overnight blood glucose testing (if needed): x 2 days | |

Supplemental/Correction Insulin Guidelines

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

| | | | | | |
|---|---|---|---|---|---|
| For blood glucose below | 300 | | | | do not add extra insulin |
| For blood glucose from | 301 | to 400 | add 1/2 | units Humalog | insulin |
| For blood glucose from | " | to " | add " | units " | insulin |
| For blood glucose from | " | to " | add " | units " | insulin |
| For blood glucose over | 401 | | add 1 | units Humalog | insulin |

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 240

Endocrinology Center
**Diabetes Management Instructions**



| Time of Day | | |
|---|---|---|
| 9 a.m. | Test blood glucose | Take insulin injection: Eat breakfast<br>Rapid acting( H ) 2 units<br>Long acting( NPH ) 4 units |
| | | Eat mid morning snack |
| 12 p.m. | Test blood glucose | Take insulin injection: Eat lunch<br>Rapid acting( H ) [illegible] units |
| 4 p.m. | | Eat mid-afternoon snack |
| 6 p.m. | Test blood glucose | Take insulin injection: Eat dinner<br>Rapid acting( H ) 1 units |
| 8 p.m. | Test blood glucose: | Take insulin injection:<br>Long acting( NPH ) [illegible] units |
| | | Eat bedtime snack |
| 3 a.m. | Overnight blood glucose testing (if needed): | |

Supplemental/Correction Insulin Guidelines

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

For blood glucose below 300, do not add extra insulin
For blood glucose from 301 to 400 add 1/2 units Humalog insulin
For blood glucose from ____ to ____ add ____ units ____ insulin
For blood glucose from ____ to ____ add ____ units ____ insulin
For blood glucose over 401 add 1 units Humalog insulin

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 240

Endocrinology Center
**Diabetes Management Instructions**



| Time of Day | | | |
|---|---|---|---|
| 9 a.m. | Test blood glucose | Take insulin injection: Rapid acting( H ) 2 units; Long acting( NPH ) 4 units | Eat breakfast |
| _____ | X | X | Eat mid morning snack |
| 12 p.m. | Test blood glucose | Take insulin injection: Rapid acting( H ) [illegible] units | Eat lunch |
| 4 p.m. | X | X | Eat mid-afternoon snack |
| 6 p.m. | Test blood glucose | Take insulin injection: Rapid acting( H ) 1 units | Eat dinner |
| 8 p.m. | Test blood glucose | Take insulin injection: Long acting( NPH ) [illegible] units | Eat bedtime snack |
| 3 a.m. | Overnight blood glucose testing (if needed) | | |

Supplemental/Correction Insulin Guidelines

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

For blood glucose below 300, do not add extra insulin
For blood glucose from 301 to 400 add 1/2 units Humalog insulin
For blood glucose from _____ to _____ add _____ units _____ insulin
For blood glucose from _____ to _____ add _____ units _____ insulin
For blood glucose over 401 add 1 units Humalog insulin

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 240

Endocrinology Center
**Diabetes Management Instructions**



| Time of Day | | | |
|---|---|---|---|
| 9 a.m. | Test blood glucose | Take insulin injection: Rapid acting( H ) 2 units; Long acting( NPH ) 4 units | Eat breakfast |
| _____ | X | X | Eat mid morning snack |
| 12 p.m. | Test blood glucose | Take insulin injection: Rapid acting( H ) [illegible] units | Eat lunch |
| 4 p.m. | X | X | Eat mid-afternoon snack |
| 6 p.m. | Test blood glucose | Take insulin injection: Rapid acting( H ) 1 units | Eat dinner |
| 8 p.m. | Test blood glucose | Take insulin injection: Long acting( NPH ) [illegible] units | Eat bedtime snack |
| 3 a.m. | Overnight blood glucose testing (if needed) | | |

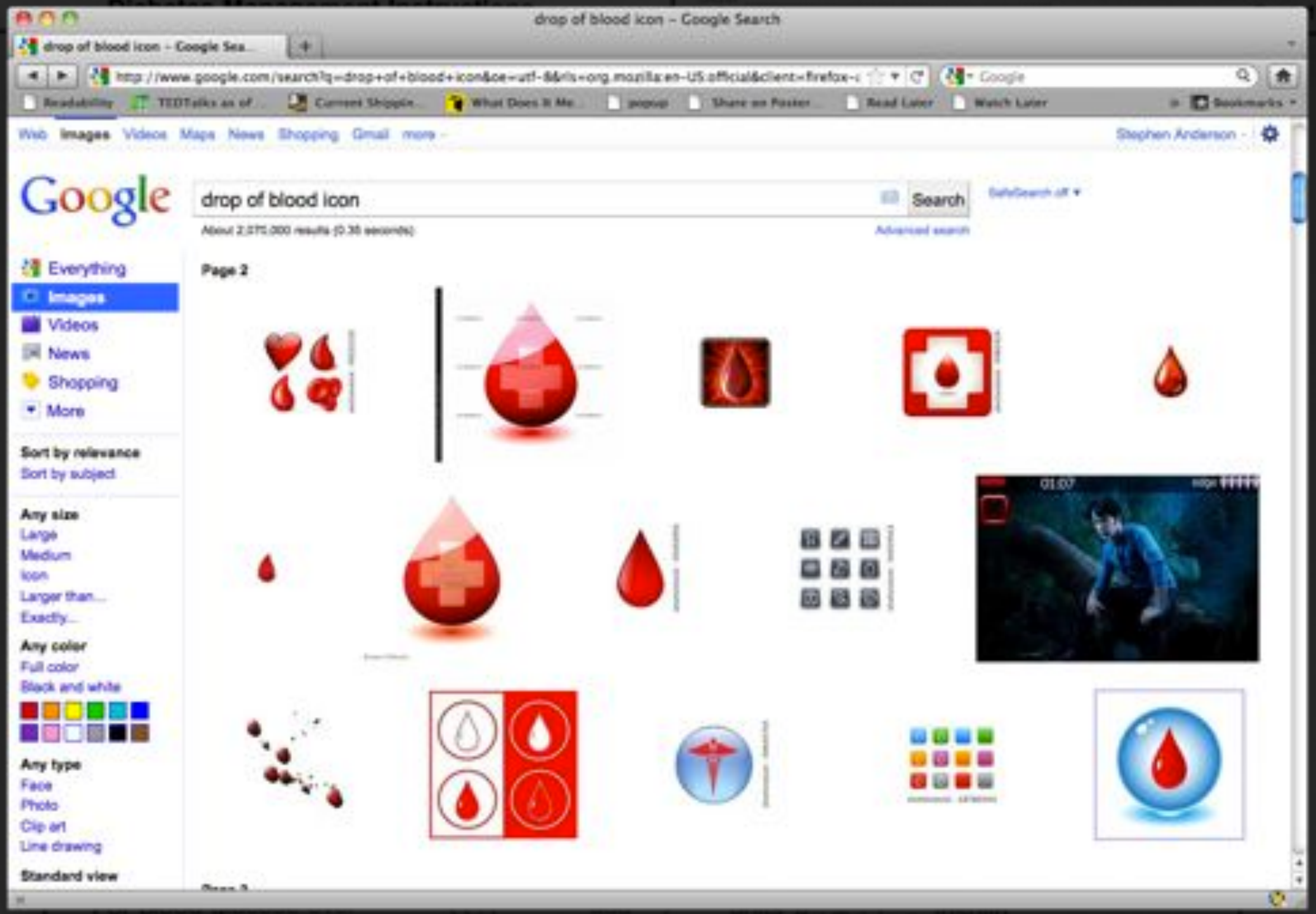
what represents testing blood sugar?

tection Insulin Guidelines
nly at mealtimes or before bedtime snack.

_____, do not add extra insulin
d 1/2 units Humalog insulin
d _____ units _____ insulin
d _____ units _____ insulin
_____ add 1 units Humalog insulin

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 240

Endocrinology Center

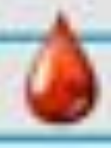



- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 250

Endocrinology Center
**Diabetes Management Instructions**

0

Page 1 of 2

| Time of Day | | |
|---|---|---|
| 9 a m |  | Take insulin injection: Eat breakfast<br>Rapid acting( H ) 2 units<br>Long acting( NPH ) 41 units |
| _____ | X | X Eat mid morning snack |
| 12 p m |  | Take insulin injection: Eat lunch<br>Rapid acting( H ) [illegible] units |
| 4 p m | X | X Eat mid-afternoon snack |
| 6 p m |  | Take insulin injection: Eat dinner<br>Rapid acting( H ) 1 units |
| 8 p m |  | Take insulin injection:<br>Long acting( NPH ) [illegible] units<br>Eat bedtime snack |
| 3 a m |  | |

Supplemental/Correction Insulin Guidelines

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

For blood glucose below 300 do not add extra insulin
For blood glucose from 301 to 400 add 1/2 units Humalog insulin
For blood glucose from _____ to _____ add _____ units _____ insulin
For blood glucose from _____ to _____ add _____ units _____ insulin
For blood glucose over 401 add 1 units Humalog insulin

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 240

Endocrinology Center
**Diabetes Management Instructions**



| Time of Day | | | |
|---|---|---|---|
| 9 a.m. |  |  | Eat breakfast |
| _____ | X | X | Eat mid morning snack |
| 12 p.m. |  |  | Eat lunch |
| 4 p.m. | X | X | Eat mid-afternoon snack |
| 6 p.m. |  |  | Eat dinner |
| 8 p.m. |  |  | Eat bedtime snack |
| 3 a.m. |  | | |

Supplemental/Correction Insulin Guidelines

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

For blood glucose below 300, do not add extra insulin
For blood glucose from 301 to 400 add 1/2 units Humalog insulin
For blood glucose from _____ to _____ add _____ units _____ insulin
For blood glucose from _____ to _____ add _____ units _____ insulin
For blood glucose over 401 add 1 units Humalog insulin

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 240

| Time of Day | | | |
|---|---|---|---|
| 9 a.m. |  |  | Eat breakfast |
| |  |  | Eat mid morning snack |
| 12 p.m. |  |  | Eat lunch |
| 4 p.m. |  |  | Eat mid-afternoon snack |
| 6 p.m. |  |  | Eat dinner |
| 8 p.m. |  |  | Eat bedtime snack |
| 3 a.m. |  | | |

| Time of Day | | | |
|---|---|---|---|
| 9 a.m. |  |  | Eat breakfast |
| |  |  | Eat mid morning snack |
| 12 p.m. |  |  | Eat lunch |
| 4 p.m. |  |  | Eat mid-afternoon snack |
| 6 p.m. |  |  | Eat dinner. |
| 8 p.m. |  |  | Eat bedtime snack |
| 3 a.m. |  | | |

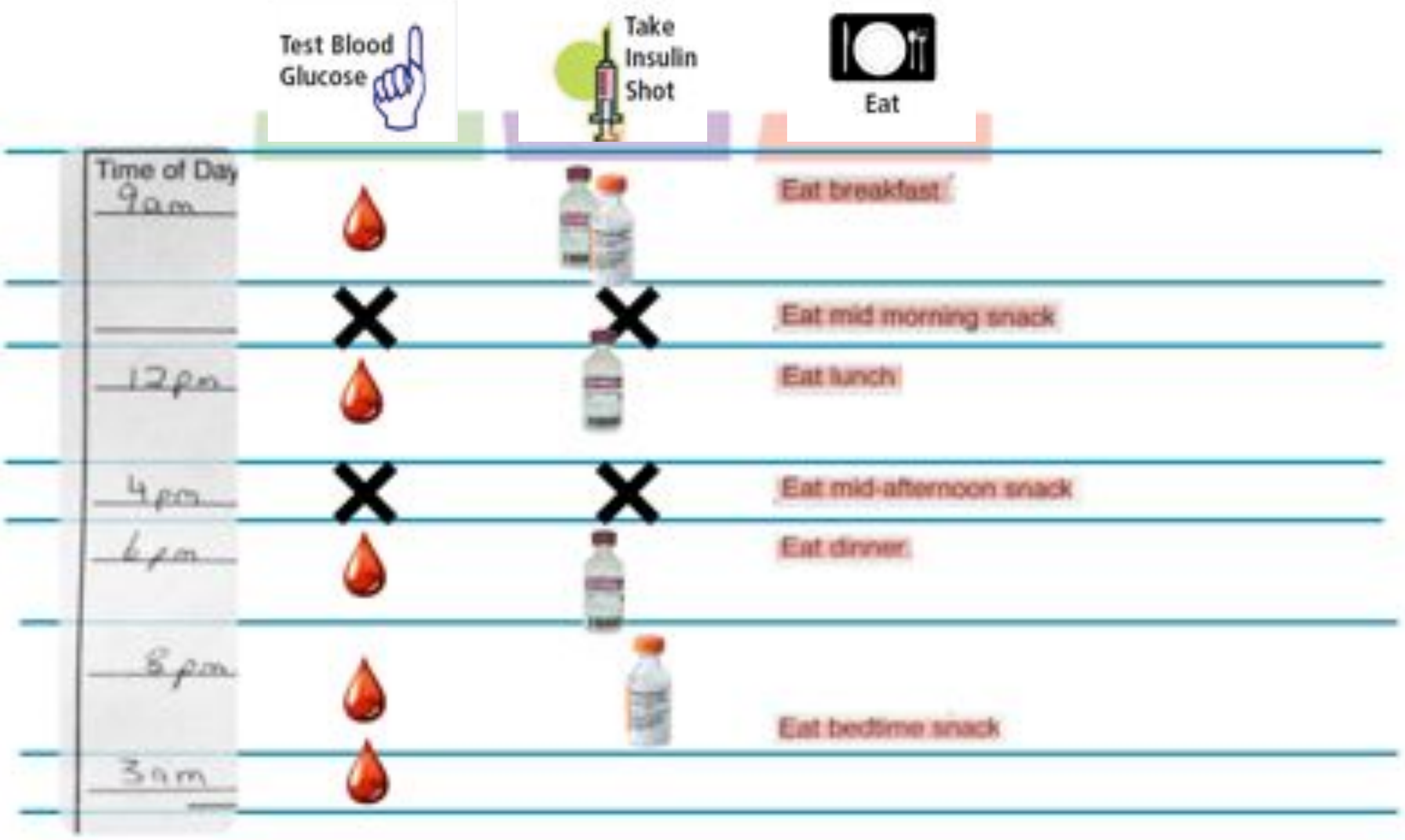
Test Blood Glucose

| Time of Day | Test Blood Glucose | Insulin | |
|---|---|---|---|
| 9 a.m. | 🩸 | 💉 | Eat breakfast |
| | ✕ | ✕ | Eat mid morning snack |
| 12 p.m. | 🩸 | 💉 | Eat lunch |
| 4 p.m. | ✕ | ✕ | Eat mid-afternoon snack |
| 6 p.m. | 🩸 | 💉 | Eat dinner |
| 8 p.m. | 🩸 | 💉 | Eat bedtime snack |
| 3 a.m. | 🩸 | | |

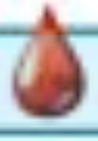
Test Blood Glucose

Take Insulin Shot

| Time of Day | | | |
|---|---|---|---|
| 9 a.m. |  |  | Eat breakfast |
| | ✕ | ✕ | Eat mid morning snack |
| 12 p.m. |  |  | Eat lunch |
| 4 p.m. | ✕ | ✕ | Eat mid-afternoon snack |
| 6 p.m. |  |  | Eat dinner |
| 8 p.m. |  |  | Eat bedtime snack |
| 3 a.m. |  | | |


Test Blood Glucose
Take Insulin Shot
Eat
Time of Day
9 a.m.
12 p.m.
4 p.m.
6 p.m.
8 p.m.
3 a.m.
Eat breakfast
Eat mid morning snack
Eat lunch
Eat mid-afternoon snack
Eat dinner
Eat bedtime snack

| Time of Day | Test Blood Glucose | Take Insulin Shot | Eat |
|---|---|---|---|
| 9 a.m. |  |  | Eat breakfast |
| | X | X | Eat mid morning snack |
| 12 p.m. |  |  | Eat lunch |
| 4 p.m. | X | X | Eat mid-afternoon snack |
| 6 p.m. |  |  | Eat dinner |
| 8 p.m. |  |  | Eat bedtime snack |
| 3 a.m. |  | | |

| Time of Day | Test Blood Glucose | Take Insulin Shot | Eat |
| --- | --- | --- | --- |
| 9 a.m. |  |  | Eat breakfast |
| | X | X | Eat mid morning snack |
| 12 p.m. |  |  | Eat lunch |
| 4 p.m. | X | X | Eat mid-afternoon snack |
| 6 p.m. |  |  | Eat dinner |
| 8 p.m. |  |  | Eat bedtime snack |
| 3 a.m. |  | | |

Endocrinology Center
**Diabetes Management Instructions**

DOB: 0



H = Humalog  N = NPH

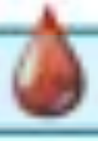
| Time of Day | | |
|---|---|---|
| 9am | Test blood glucose<br>Take insulin injection: Rapid acting( H ) 2 units Long acting( NPH ) 4 units<br>Eat breakfast ..... grams carbohydrates 40-45g | |
| _____ | Eat mid morning snack ..... grams carbohydrates _____ | |
| 12pm | Take blood glucose<br>Take insulin injection (if needed): Rapid acting( H ) _____ units per sliding scale<br>Eat lunch ..... grams carbohydrates 40-45g | |
| 4pm | Eat mid-afternoon snack ..... grams carbohydrates 15-20 | |
| 6pm | Test blood glucose<br>Take insulin injection: Rapid acting( H ) 1 units ~~Long acting( _____ )~~ _____ units<br>Eat dinner ..... grams carbohydrates 60-65g (55-60g) | |
| 8pm | Test blood glucose<br>Take insulin injection: Long acting( NPH ) 1.5 units<br>Eat bedtime snack ..... grams carbohydrates 15-20 + protein | |
| 3am | Overnight blood glucose testing (If needed) x 2 days | |

Supplemental/Correction Insulin Guidelines

Use rapid acting insulin only. Use only at mealtimes or before bedtime snack.

For blood glucose below 300, do not add extra insulin
For blood glucose from 301 to 400 add 1/2 units Humalog insulin
For blood glucose from _____ to _____ add _____ units _____ insulin
For blood glucose from _____ to _____ add _____ units _____ insulin
For blood glucose over 401 add 1 units Humalog insulin

- Do not vary the scheduled times by more than one hour; Keep 2 hours between meals and snacks
- Test for urinary ketones: (a) when blood glucose is over 250

| Time of Day | Test Blood Glucose | Take Insulin Shot | Eat |
| --- | --- | --- | --- |
| 9 a.m. |  |  | Eat breakfast |
| | X | X | Eat mid morning snack |
| 12 p.m. |  |  | Eat lunch |
| 4 p.m. | X | X | Eat mid-afternoon snack |
| 6 p.m. |  |  | Eat dinner |
| 8 p.m. |  |  | Eat bedtime snack |
| 3 a.m. |  | | |

| | Test Blood Glucose | Take Insulin Shot | Eat |
|---|---|---|---|
| **9AM** | | Rapid acting ____ units<br>Long acting ____ units | Breakfast<br>_____ grams carbohydrates |
| **x** | | | Mid-Morning Snack<br>grams carbohydrates |
| **12PM** | | ( only if needed )<br>Rapid acting<br>per "sliding scale" | Lunch<br>_____ grams carbohydrates |
| **4PM** | | | Mid-Afternoon Snack<br>_____ grams carbohydrates |
| **6PM** | | Rapid acting ____ units<br>( + sliding scale, if needed ) | Dinner<br>grams carbohydrates |
| **8PM** | | ( only if needed )<br>Rapid acting<br>per "sliding scale"<br>Long acting ____ units | Bedtime Snack<br>_____ grams carbohydrates<br>PLUS PROTEIN |

## Supplemental/Correction Insulin Guidelines

- Use **rapid acting** insulin only.
- Use only at mealtimes or before bedtime snack

**For blood glucose...**

below _____ , do not add extra insulin
from _____ to _____ add ____ units
from _____ to _____ add ____ units
from _____ to _____ add ____ units
over _____ add ____ units

Rapid Acting

sliding scale

- Do not vary the scheduled times by more than an hour
- Keep 2 hours between meals and snacks
- Test for urinary ketones:
  (a) when blood glucose is **over 250**
  (b) anytime the child feels ill

**Emergencies:**

**214.456.5959**

(@ 10am to 4:30pm, after hours and weekends)

CALL FOR:
moderate or large urine ketones
blood glucose **below 40**
blood glucose **above 400**

childrens MEDICAL CENTER
1935 Motor Street
Dallas, TX 75235
214.456.7000

Endocrinology Center
**Diabetes Management Instructions**

## Tips!

Ask yourself "can a five year old understand this?"

Replace or reinforce text with visuals

Is there a story suggested by your visual?

Look for opportunities to "create" new points of data

Look for places where you or others are confused.

Get inspiration from print infographics!

Now, process!

A PROCESS?

1

# IDENTIFY OPPORTUNITY

*Villains!*

2

# FRAME PROBLEM TO BE SOLVED

*(Template for)*

informs us what problems can be solved

3

# IDENTIFY NODES OF INFORMATION

*Objects, Dimensions (derived form Attributes & Context), Attributes (including states)*

*also, 'Who, What, Where, When, Why & How*

may reveal new nodes needed or not identified

4

# EXPLORE WAYS TO PUT THAT TOGETHER!

*Patterns, Metaphors, Shapes (+Sources of Inspiration)*

5 Also, "SLIP"

# CLEAN UP, TEST, AND ITERATE!

# Ready for the workshop challenge?

# A PROCESS?

1

## IDENTIFY OPPORTUNITY

*Villains!*

2

## FRAME PROBLEM TO BE SOLVED

*(Template for)*

informs us what problems can be solved

3

## IDENTIFY NODES OF INFORMATION

*Objects, Dimensions (derived form Attributes & Context), Attributes (including states)*

*also, 'Who, What, Where, When, Why & How*

may reveal new nodes needed or not identified

4

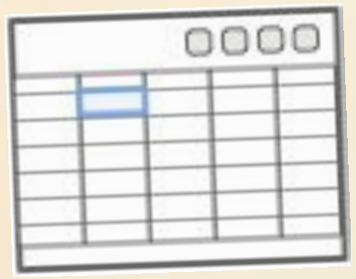
## EXPLORE WAYS TO PUT THAT TOGETHER!

*Patterns, Metaphors, Shapes (+Sources of Inspiration)*

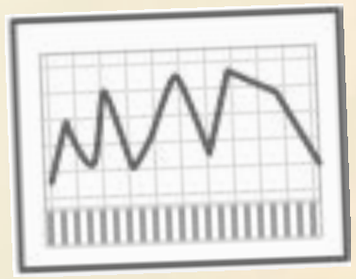
5 Also, "SLIP"

## CLEAN UP, TEST, AND ITERATE!

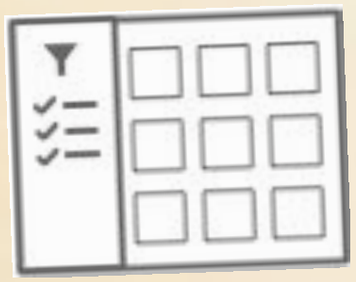
Look *beyond* these patterns:



Spreadsheets



Dashboards



Grid Views



Search Results

Have you found a place where complex information might be best represented in a visual way?

AN EXERCISE!

# The App Store!!



# A PROCESS?

1

## IDENTIFY OPPORTUNITY

*Villains!*

2

## FRAME PROBLEM TO BE SOLVED

*(Template for)*

informs us what problems can be solved

3

## IDENTIFY NODES OF INFORMATION

*Objects, Dimensions (derived form Attributes & Context), Attributes (including states)*

*also, 'Who, What, Where, When, Why & How*

may reveal new nodes needed or not identified

4

## EXPLORE WAYS TO PUT THAT TOGETHER!

*Patterns, Metaphors, Shapes (+Sources of Inspiration)*

5 Also, "SLIP"

## CLEAN UP, TEST, AND ITERATE!

# A PROCESS?

1

## IDENTIFY OPPORTUNITY

*Villains!*

2

## FRAME PROBLEM TO BE SOLVED

*(Template for)*

informs us what problems can be solved

3

## IDENTIFY NODES OF INFORMATION

*Objects, Dimensions (derived form Attributes & Context), Attributes (including states)*

*also, 'Who, What, Where, When, Why & How*

may reveal new nodes needed or not identified

4

## EXPLORE WAYS TO PUT THAT TOGETHER!

*Patterns, Metaphors, Shapes (+Sources of Inspiration)*

5 Also, "SLIP"

## CLEAN UP, TEST, AND ITERATE!

A chart is always an answer
to an underlying question.

If you don't know the question be prepared for random answers (300-slide Powerpoint presentations, anyone?).

Jorge Camoes, ExcelCharts.com

http://www.excelcharts.com/blog/you-want-answers-but-do-you-have-questions/

# TEMPLATE:

This way of displaying information,
helps [role] make sense of [topic]
in order to answer the question...

[question to be answered]

# TEMPLATE:

This way of displaying information,
helps [role] make sense of [topic]
in order to answer the question...

## [question to be answered]

"Which should I..."

"How should I..."

"What..."

"When should we..."

"How many..."

"Why should I..."

"How does..."

# SHARED CHALLENGE

This way of displaying information,
helps [role] make sense of [ ? apps] in
order to answer the question...

[question to be answered]

A PROCESS?

1

## IDENTIFY OPPORTUNITY

*Villains!*

2

## FRAME PROBLEM TO BE SOLVED

*(Template for)*

informs us what problems can be solved

3

## IDENTIFY NODES OF INFORMATION

*Objects, Dimensions (derived form Attributes & Context), Attributes (including states)*

*also, 'Who, What, Where, When, Why & How*

may reveal new nodes needed or not identified

4

## EXPLORE WAYS TO PUT THAT TOGETHER!

*Patterns, Metaphors, Shapes (+Sources of Inspiration)*

5 Also, "SLIP"

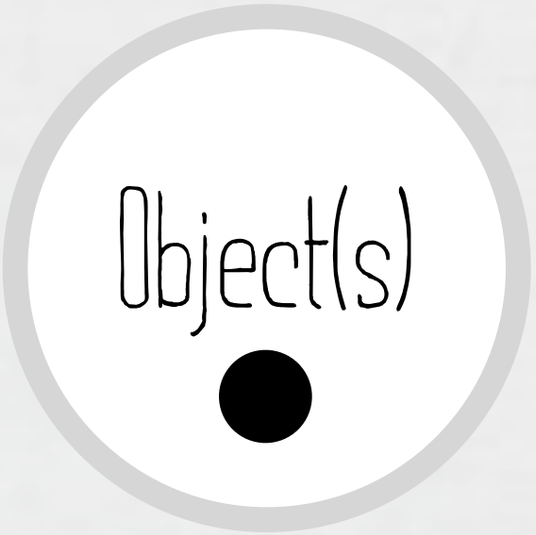
## CLEAN UP, TEST, AND ITERATE!

# NODES OF INFORMATION

## HOW DO YOU EXPLORE RELATIONSHIPS?

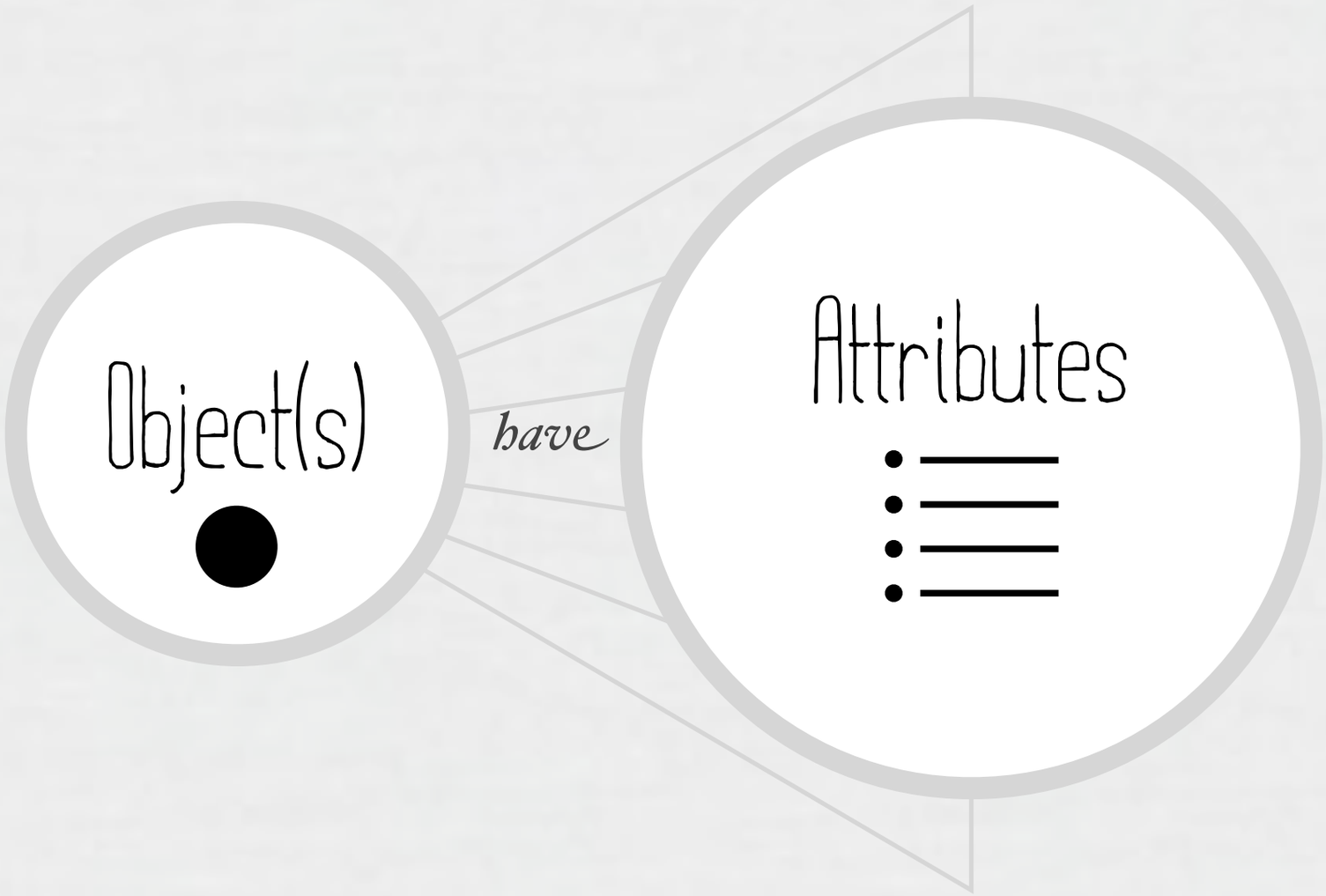
# NODES OF INFORMATION

## HOW DO YOU EXPLORE RELATIONSHIPS?



# NODES OF INFORMATION

## HOW DO YOU EXPLORE RELATIONSHIPS?



# NODES OF INFORMATION

## HOW DO YOU EXPLORE RELATIONSHIPS?

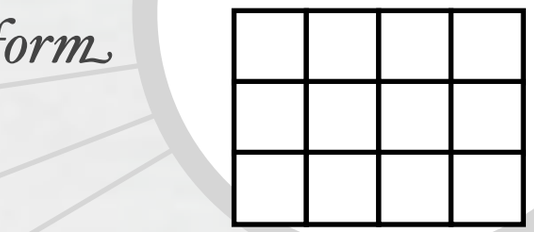
Object(s)

*have*

Attributes

*that inform*

Dimensions



# Chartball

*Every snap, every drive, every game.*

Sunday 12.11.2011

**Giants 37**
@Cowboys 34

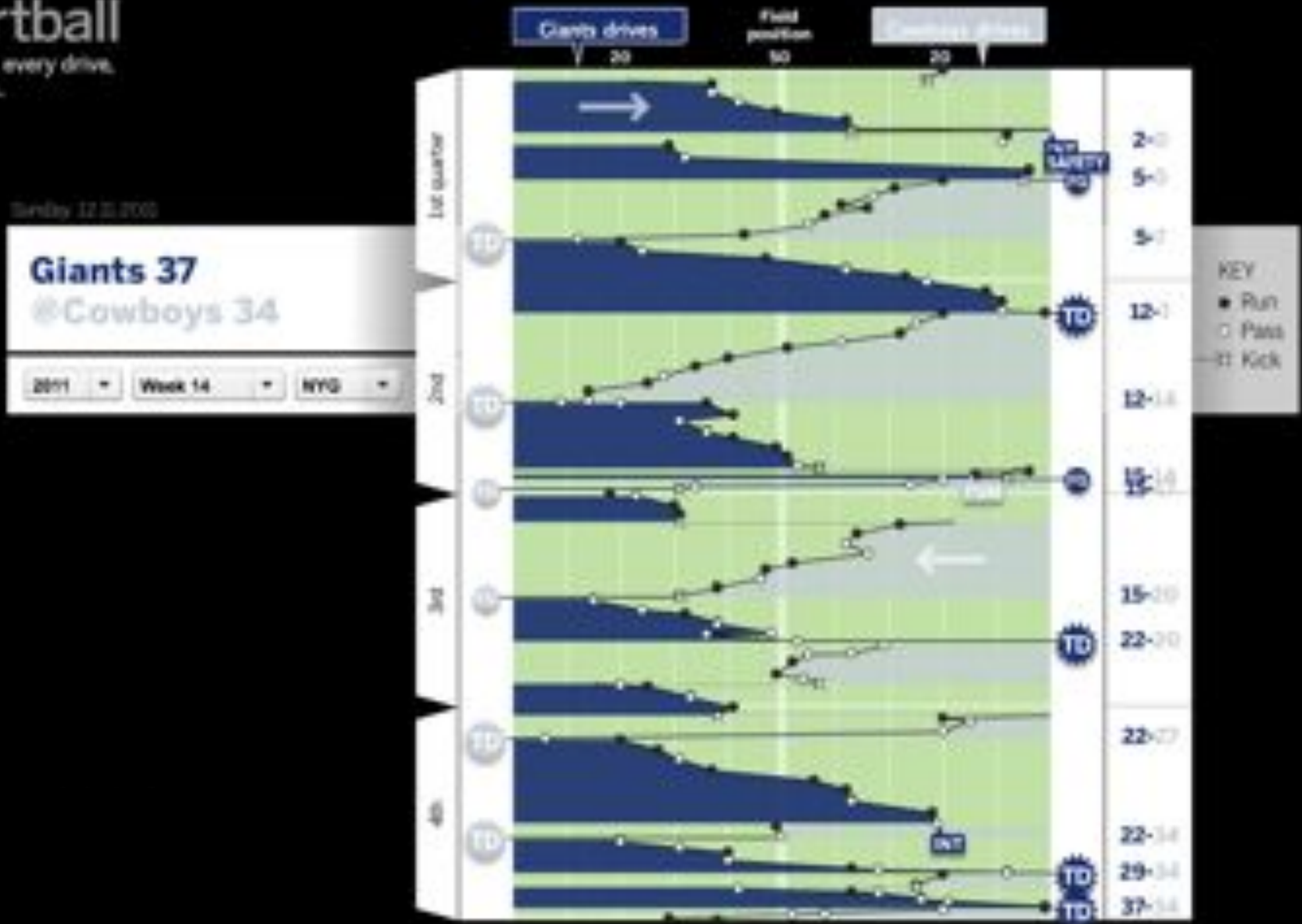
2011 | Week 14 | NYG




http://www.chartball.com/football/

# Chartball

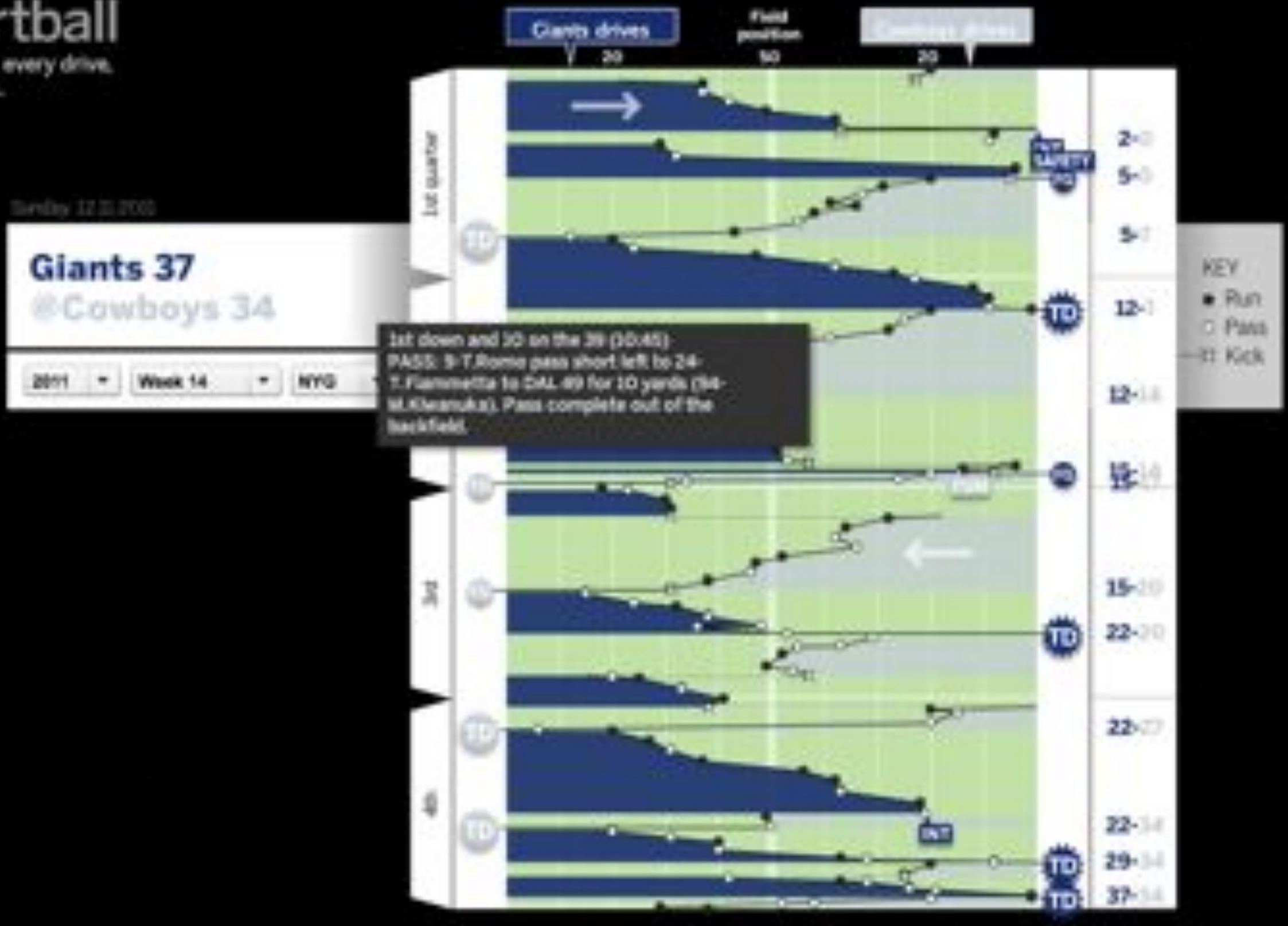
Every snap, every drive, every game.




http://www.chartball.com/football/

# Chartball

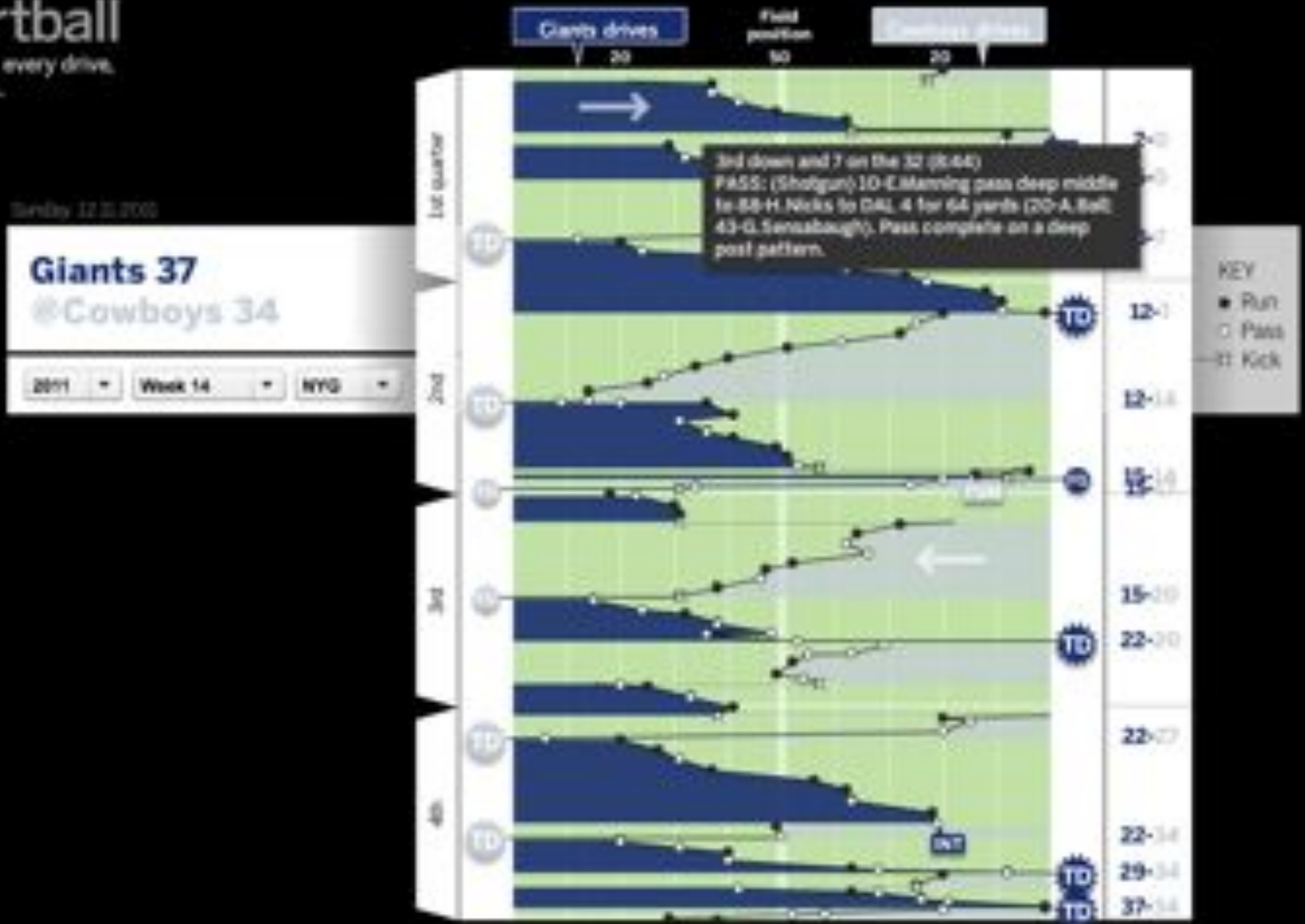
Every snap, every drive, every game.




http://www.chartball.com/football/

# Chartball

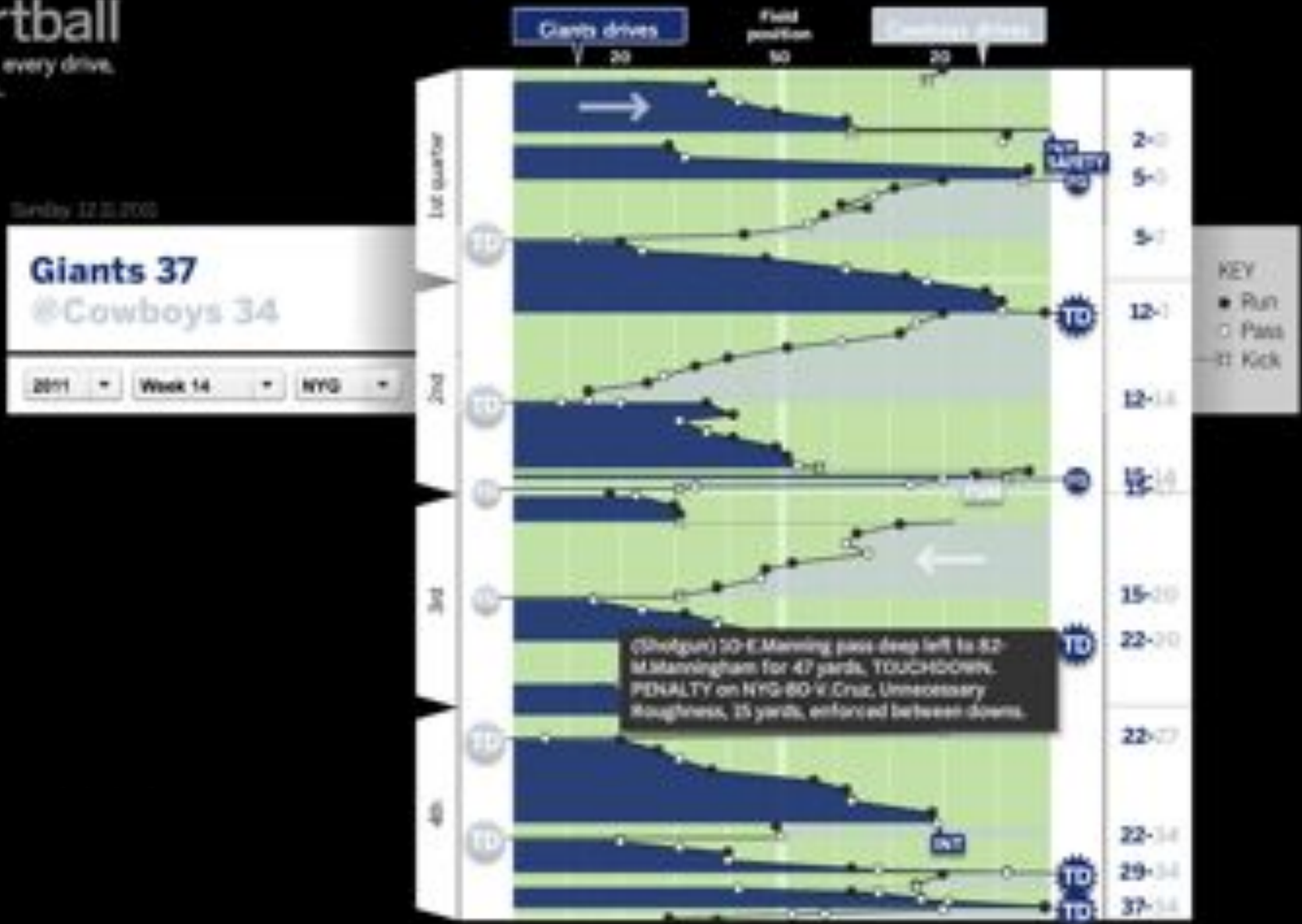
Every snap, every drive, every game.




http://www.chartball.com/football/

# Chartball

Every snap, every drive, every game.




http://www.chartball.com/football/

# NODES OF INFORMATION

## HOW DO YOU EXPLORE RELATIONSHIPS?

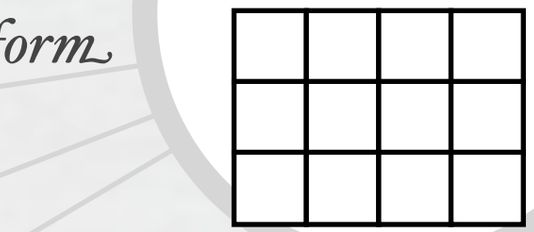
Object(s)

*have*

Attributes

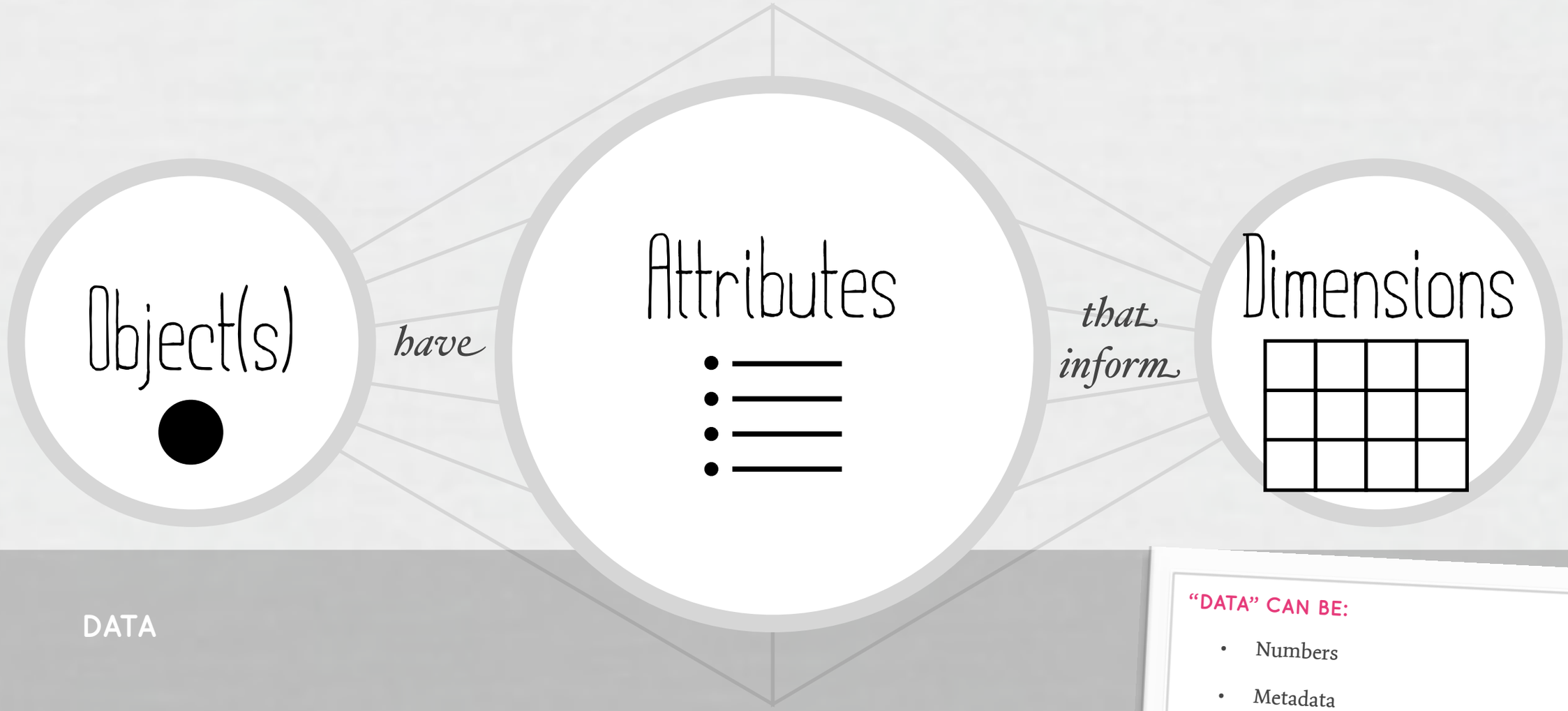
*that inform*

Dimensions



# NODES OF INFORMATION

## HOW DO YOU EXPLORE RELATIONSHIPS?




DATA

**"DATA" CAN BE:**

- Numbers
- Metadata
- Any information contained in a spreadsheet
- Anything you can get via an API!
  *(photos, images, text info)*
- Anything you can calculate from base data
  *(difference between to numbers)*
- Anything you can derive from data
  *(sentiment analysis)*

# NODES OF INFORMATION

## HOW DO YOU EXPLORE RELATIONSHIPS?

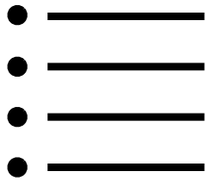
Context & Activity

*will determine*

Object(s)

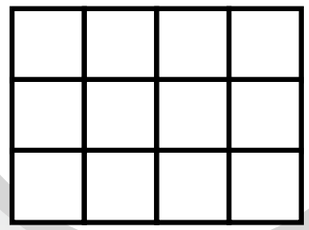
*have*

Attributes



*that inform*

Dimensions



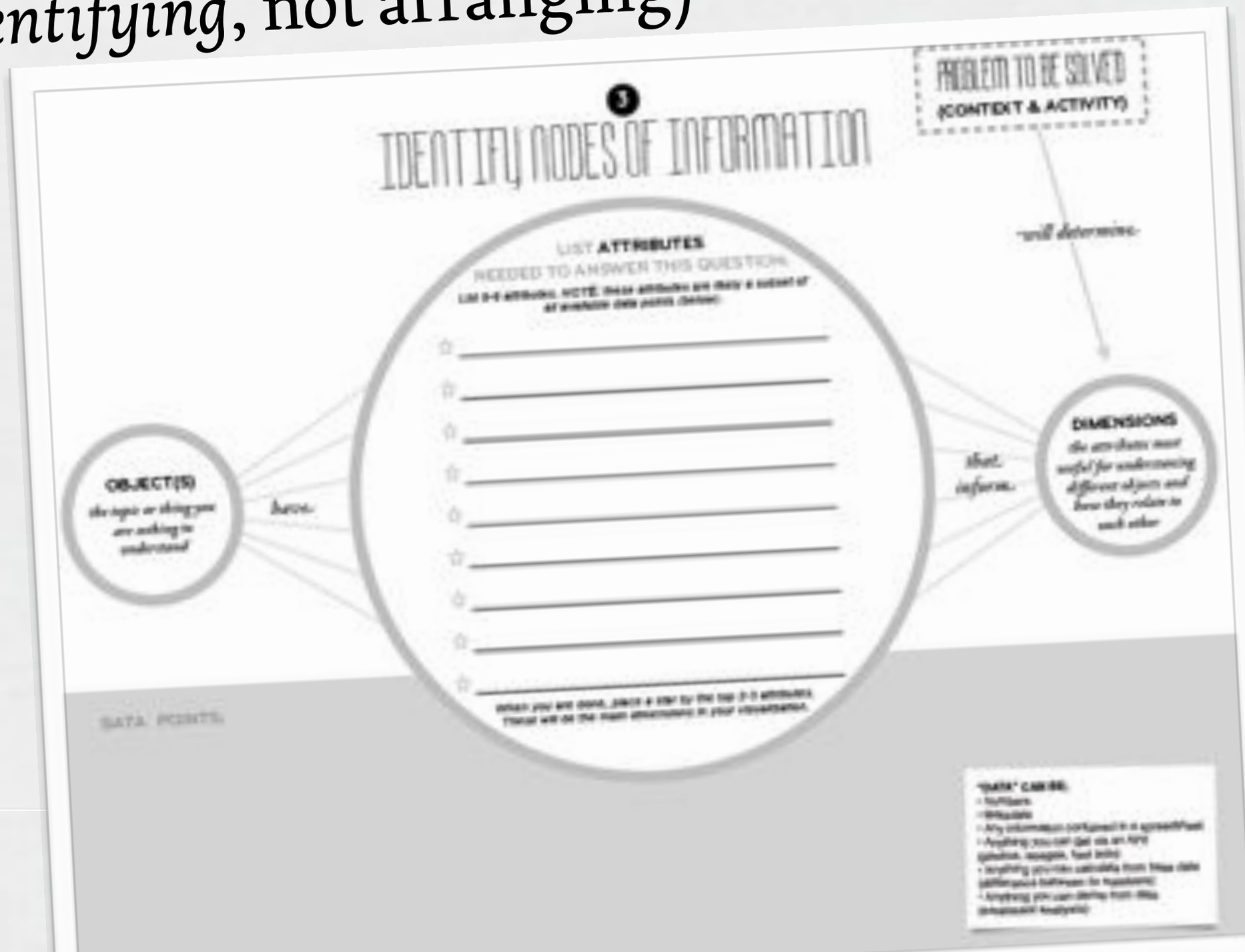
DATA

**"DATA" CAN BE:**

- Numbers
- Metadata
- Any information contained in a spreadsheet
- Anything you can get via an API!
  *(photos, images, text info)*
- Anything you can calculate from base data
  *(difference between to numbers)*
- Anything you can derive from data
  *(sentiment analysis)*

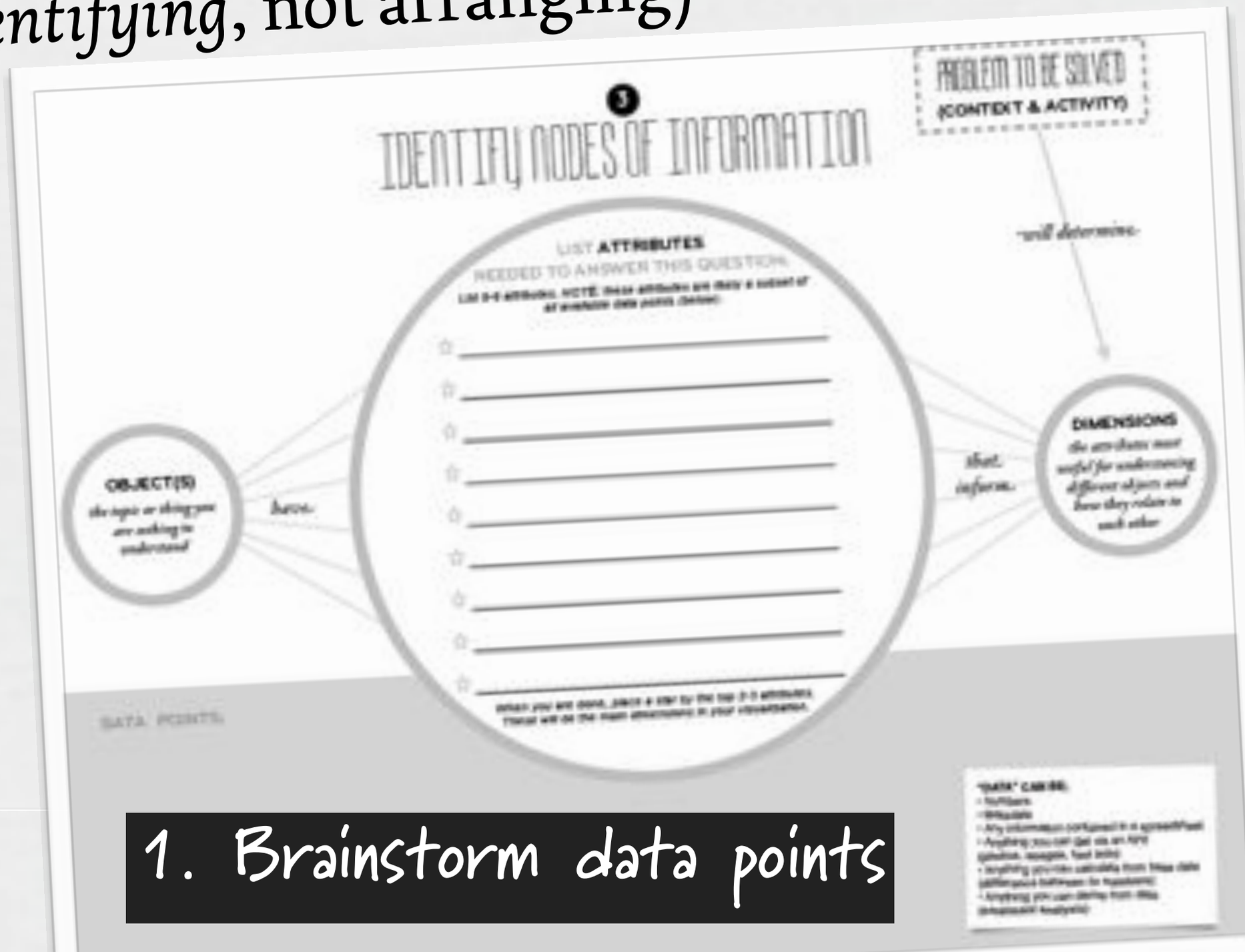
# SHARED CHALLENGE

Using the "Object-Attributes-Dimensions" model, explore the "nodes of information" for your specified topic (*identifying*, not arranging)



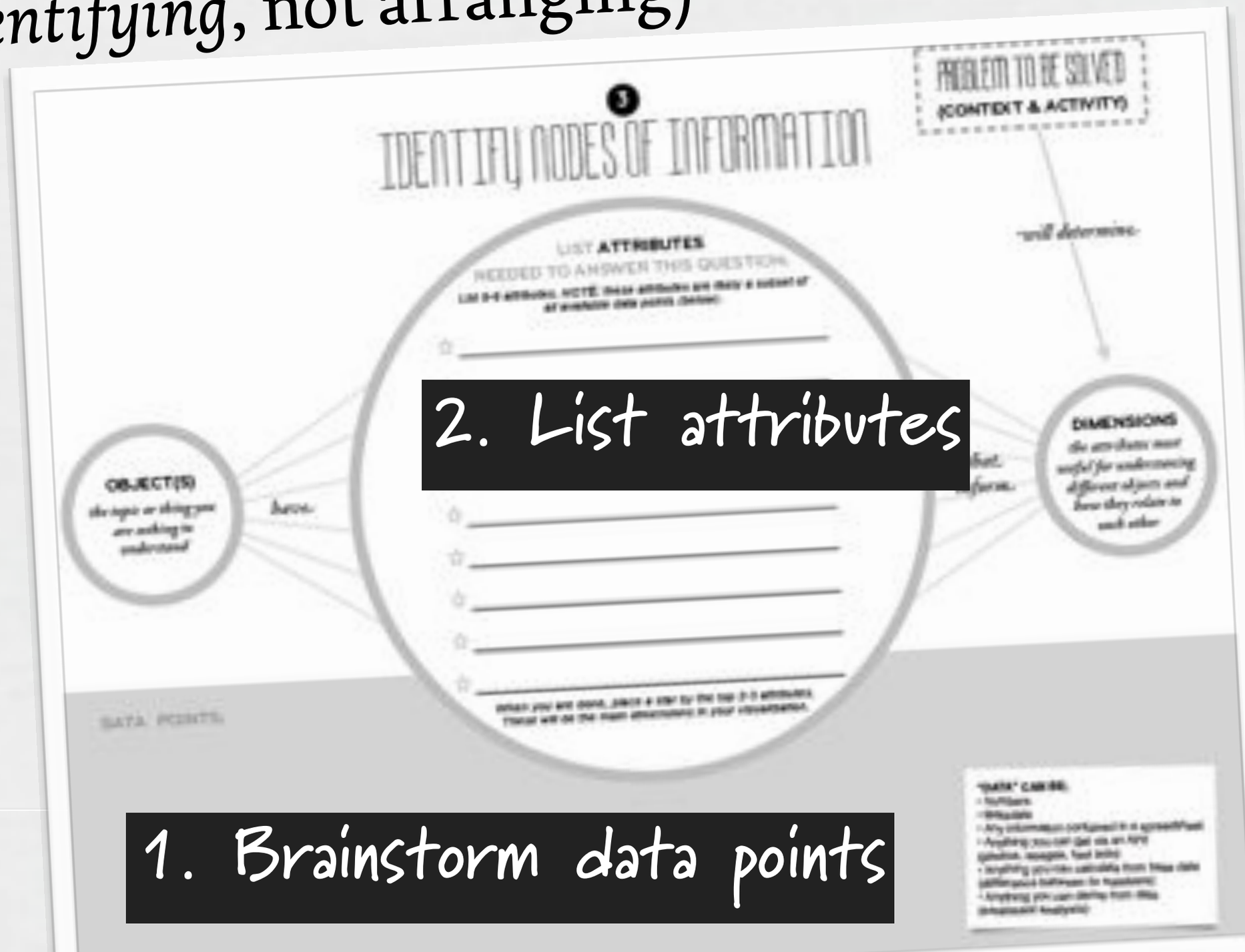
# SHARED CHALLENGE

Using the "Object-Attributes-Dimensions" model, explore the "nodes of information" for your specified topic (*identifying*, not arranging)



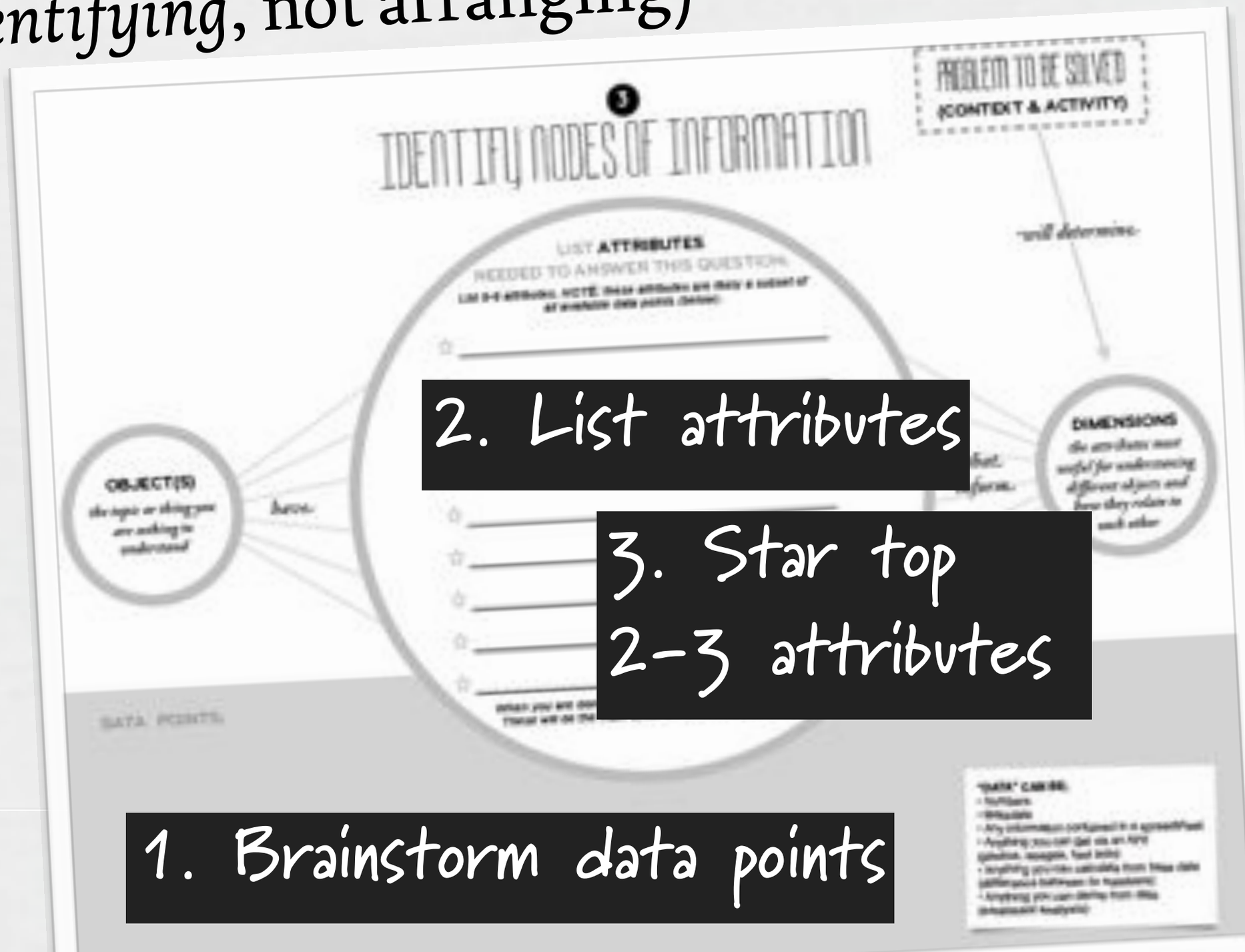
# SHARED CHALLENGE

Using the “Object-Attributes-Dimensions” model, explore the “nodes of information” for your specified topic (*identifying*, not arranging)



# SHARED CHALLENGE

Using the “Object-Attributes-Dimensions” model, explore the “nodes of information” for your specified topic (*identifying*, not arranging)



# A PROCESS?

1

## IDENTIFY OPPORTUNITY

*Villains!*

2

## FRAME PROBLEM TO BE SOLVED

*(Template for)*

informs us what problems can be solved

3

## IDENTIFY NODES OF INFORMATION

*Objects, Dimensions (derived form Attributes & Context), Attributes (including states)*

*also, 'Who, What, Where, When, Why & How*

may reveal new nodes needed or not identified

4

## EXPLORE WAYS TO PUT THAT TOGETHER!

*Patterns, Metaphors, Shapes (+Sources of Inspiration)*

5 Also, "SLIP"

## CLEAN UP, TEST, AND ITERATE!

Jun 2008

1 Nikon D700 12.1 mp preview buy

10 Canon EOS 1000D / Digital Rebel XS 10.1 mp preview buy

May 2008

23 Pentax Optio W60 10.0 mp, 5x apsca buy

19 Pentax Optio V20 8.0 mp, 5x apsca buy

13 Olympus E-520 10.0 mp apsca buy

Apr 2008

22 Ricoh G600 10.0 mp, 5x apsca buy

10 Nikon Coolpix S52 9.0 mp, 3x apsca buy
Nikon Coolpix P80 10.0 mp, 18x apsca buy
Nikon Coolpix S52c 9.0 mp, 3x apsca buy

36 hours ago



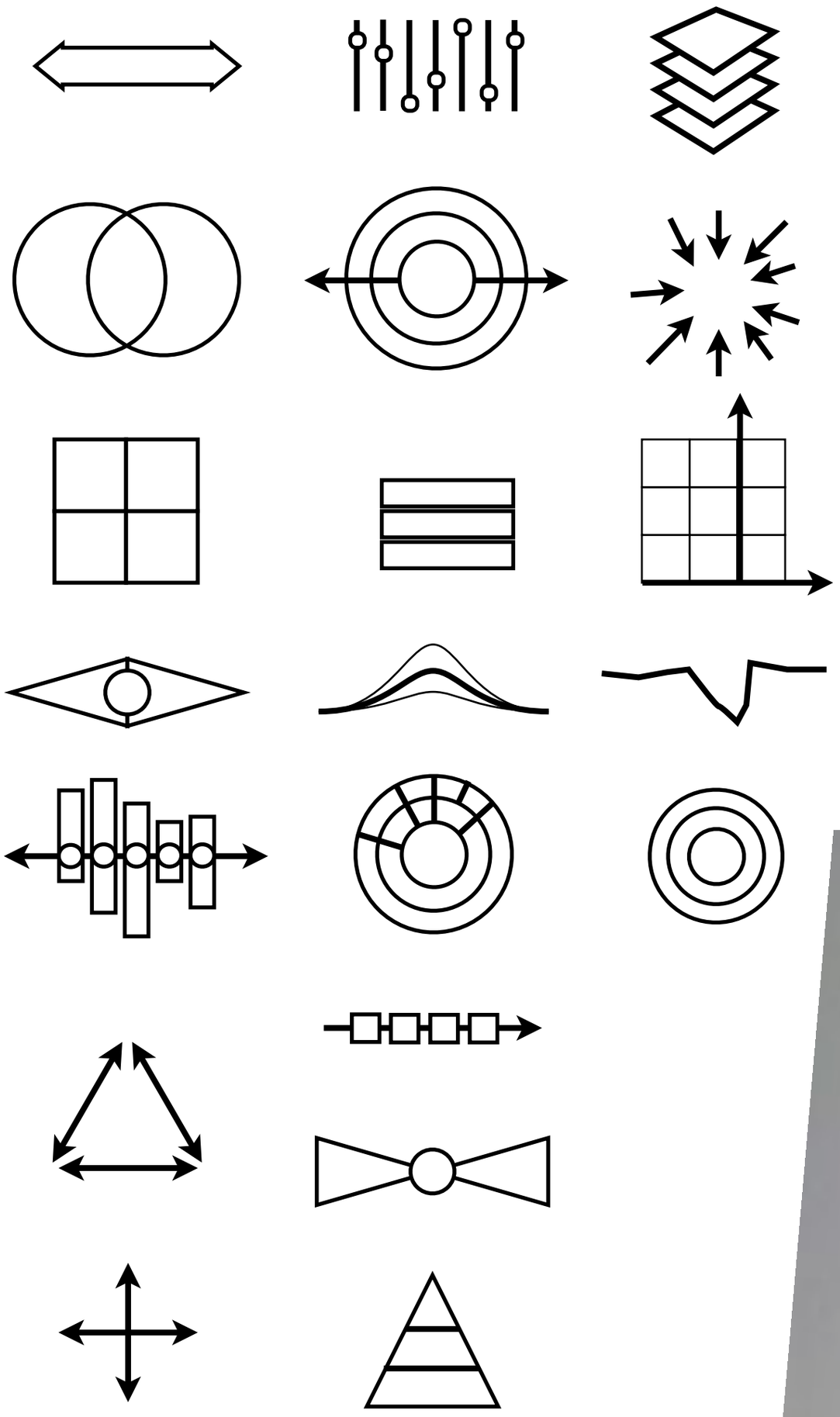


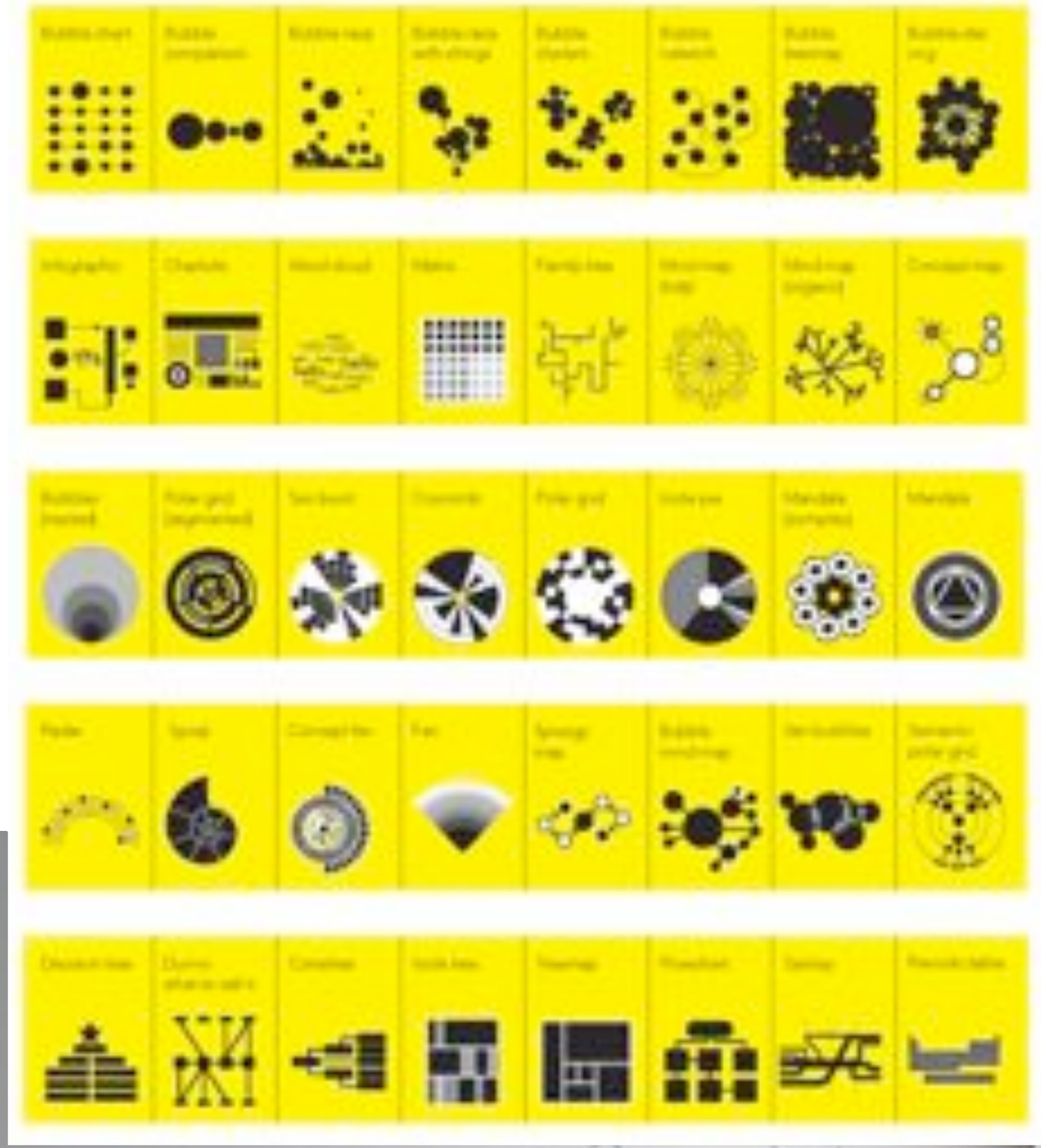


12 hours ago



http://
dpreview.com





SHARED CHALLENGE

Play with different ways to *visually* organize your nodes of information

# All iPhone Apps for "wine apps"



**Pocket Wine**
Lifestyle
Updated May 13, 2011
$3.99



**VintageChart+ By Wine Spect...**
Lifestyle
Updated Oct 02, 2010
FREE



**Wine Ph.D.**
Lifestyle
Updated Jan 04, 2010
$4.99



**Cor.ks Wine Info**
Lifestyle
Updated Jan 24, 2010
$2.99



**Wine Ratings Guide**
Lifestyle
Updated Oct 29, 2010
$3.99



**DrinkFit - Beer, Cocktail, Liq...**
Health & Fitness
Updated Jun 15, 2011
$2.99



**Hello Vino - Wine Recommen...**
Lifestyle
Updated Nov 20, 2011
FREE



**Wine Enthusiast Gu...**
Lifestyle
Updated Jul 10, 2011
$3.99



**Wine Search - A Wine Looku...**
Lifestyle
Updated Dec 15, 2011
$3.99



**iPairings: Wine, Food and Ch...**
Lifestyle
Updated Dec 16, 2009
$9.99



**Smooth Wine Pro**
Lifestyle
Updated Apr 16, 2011
$4.99



**Wine Events**
Lifestyle
Updated Sep 30, 2011
$3.99



**Smooth Wine**
Lifestyle
Updated Apr 19, 2011
FREE



**Wine.com**
Lifestyle
Released Dec 16, 2009
FREE



**Dryvc Wine Pro**
Lifestyle
Updated Oct 21, 2011
$3.99



**Blush for Wine**
Lifestyle
Updated Jan 05, 2010
FREE



**Dryvc Wine Free**
Lifestyle
Updated Oct 21, 2011
FREE



**Tap the Bottles FREE - How f...**
Games
Released Oct 22, 2011
FREE



**Wine Notes**
Lifestyle
Updated Dec 07, 2011
FREE



**iBeer (3 Beers & Co...**
Entertainment
Updated Jul 21, 2010
$0.99



**Cellar - manage your wine co...**
Lifestyle
Updated Aug 09, 2011
$4.99



**Pair It! - Food and Wine Guide**
Lifestyle
Updated May 13, 2010
$4.99



**WineToWatch - Wine pairing ...**
Lifestyle
Updated Nov 11, 2009
$2.99



**AG Wine Guide**
Lifestyle
Updated Jan 21, 2010
$3.99

# vintank

Top 26
Most Promising
Wine Apps
**By Type**

Retail

Utility

Winery

Combo

Reference

Wine.com

Wine Enthusiast

Wine Locator

WineDJ

Wine and Vines

Vintage Chart

Wine Angel

Wine Cellar Pro

Cellar

Corkd

# Sources of Inspiration



## Tips!

Ask yourself "can a five year old understand this?"

Replace or reinforce text with visuals

Is there a story suggested by your visual?

Look for opportunities to "create" new points of data

Look for places where you or others are confused.

Get inspiration from print infographics!

Build your own bank of references

align by date OR by [ initial ] release



Dark Knight

11/26 12/9 1/26

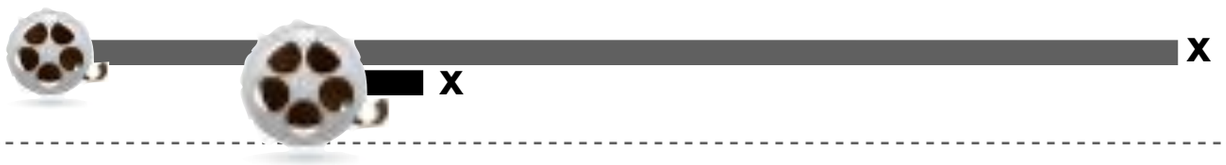






Bolt

11/26 12/9 1/26

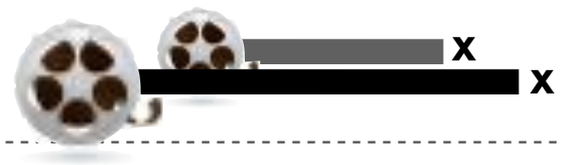






Benjamin Button

12/9 11/26 1/21





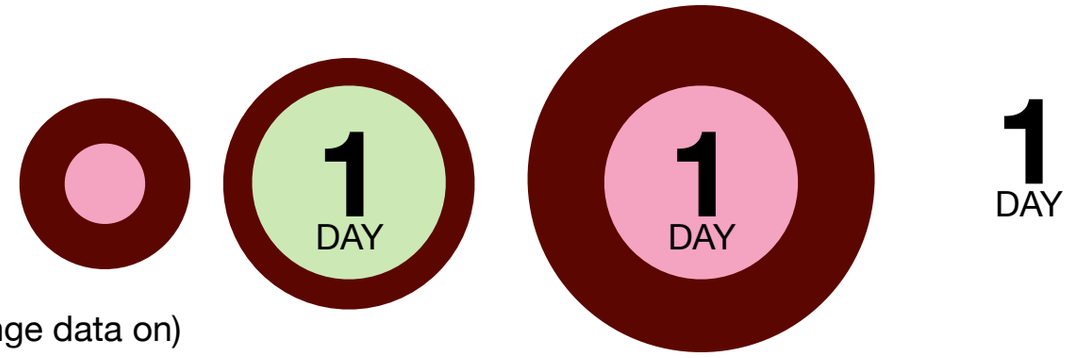


Date - not so important (could be what I arrange data on)

Leaked by Oscar Night

Not Leaked by Oscar Night

Not Leaked by Oscar Night






Date - not so important (cold be what I arrange data on)

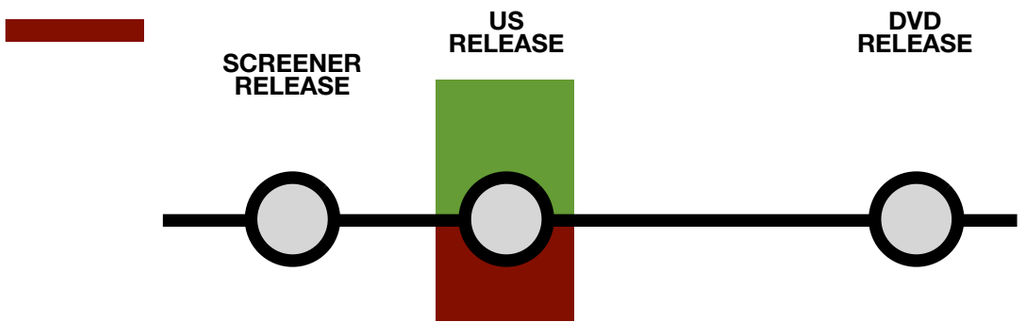
| US Release to First Leak | US Release to Screener Leak | Screener Release to Screener Leak |
|---|---|---|

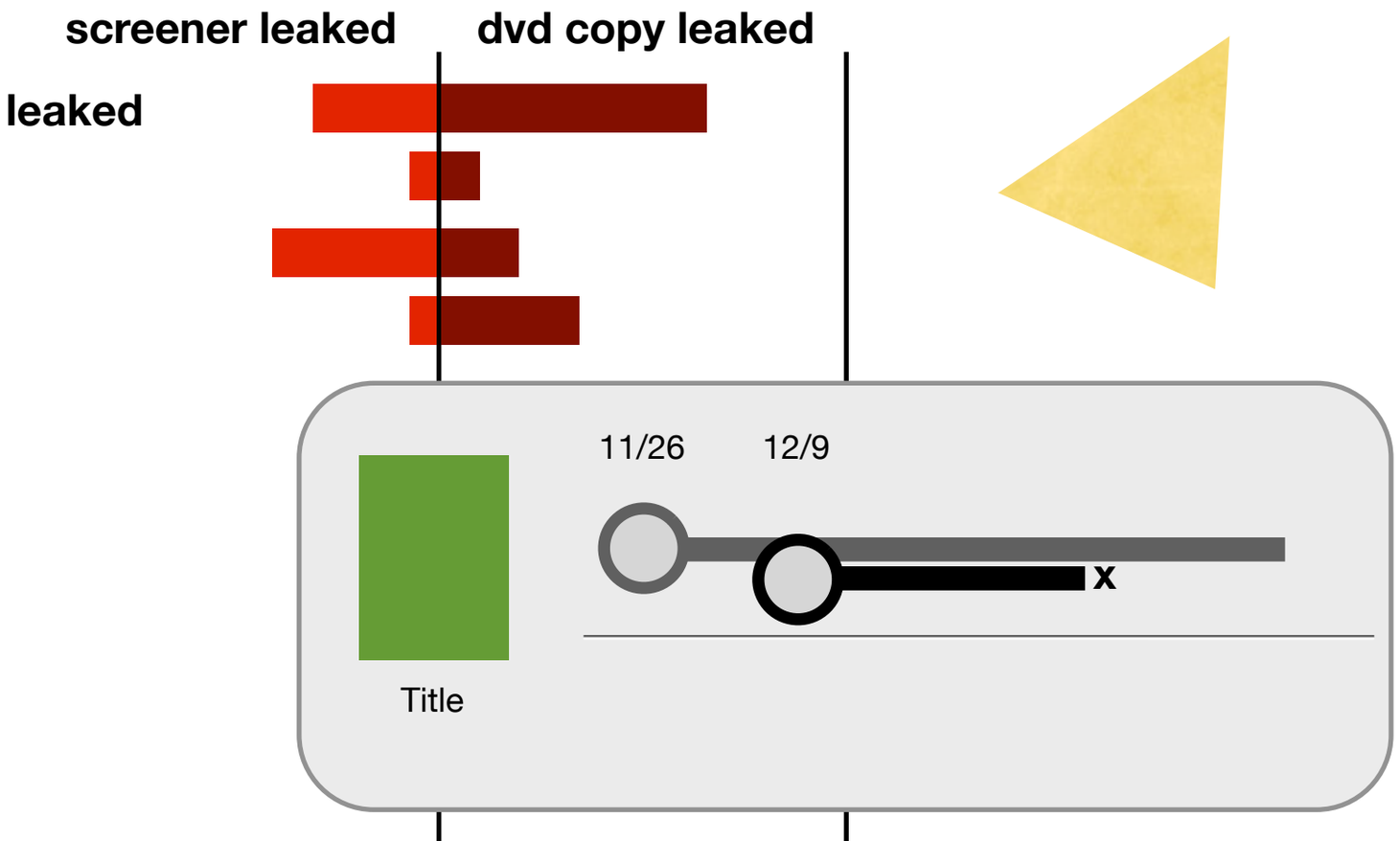


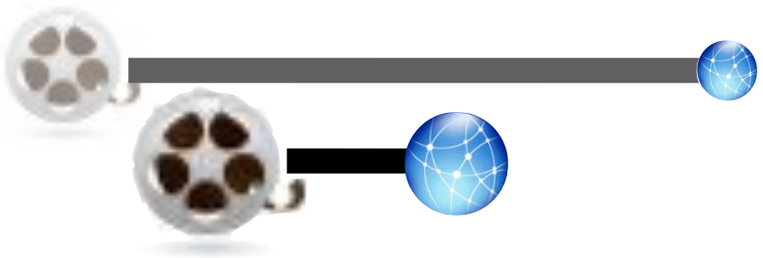


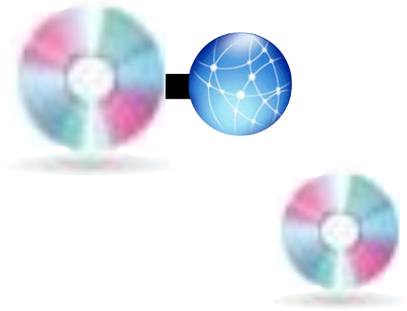


| Cam Leak | Telesync Leak | R5/Telecine Leak |
|---|---|---|

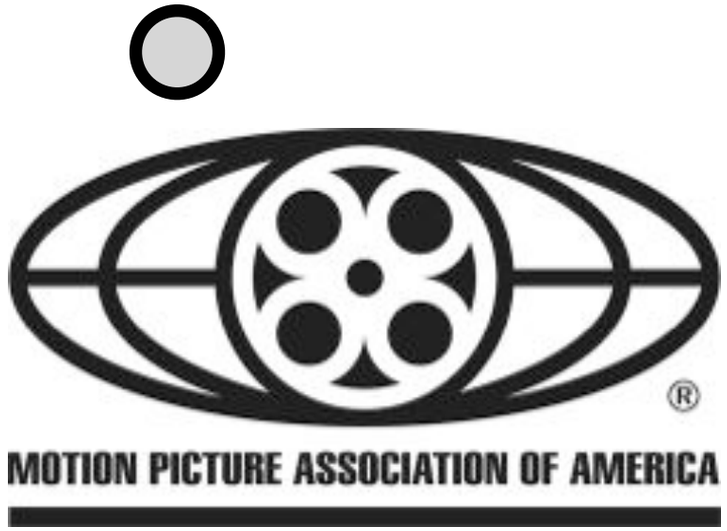












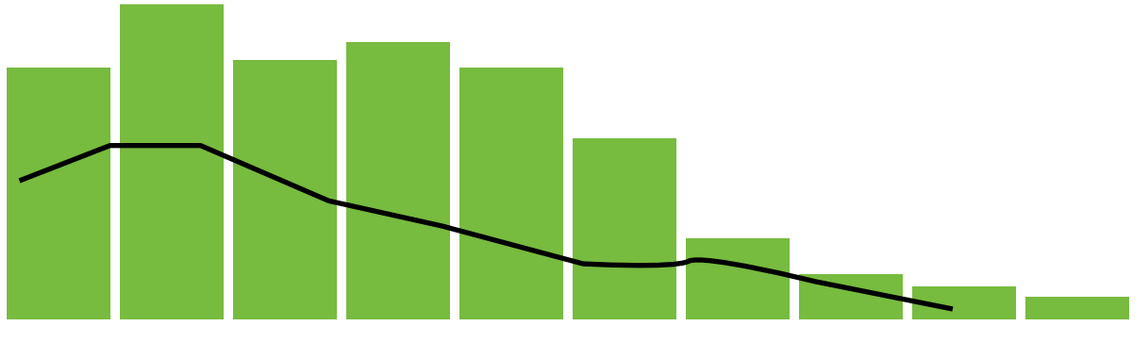

Dark Knight

11/26 12/9 1/26



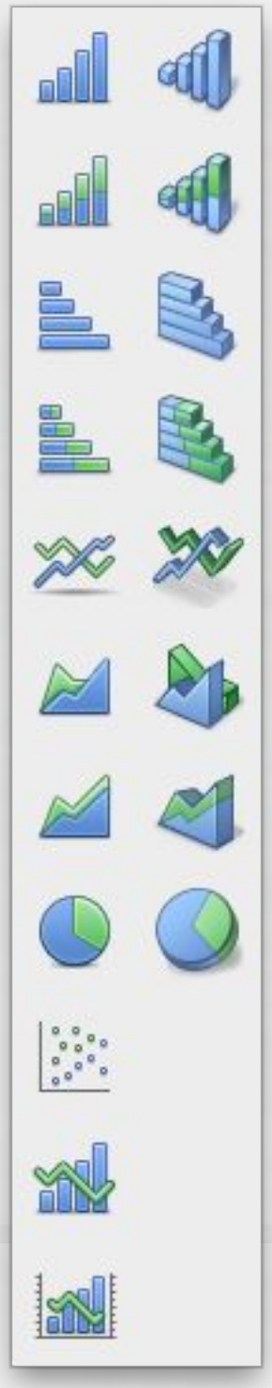






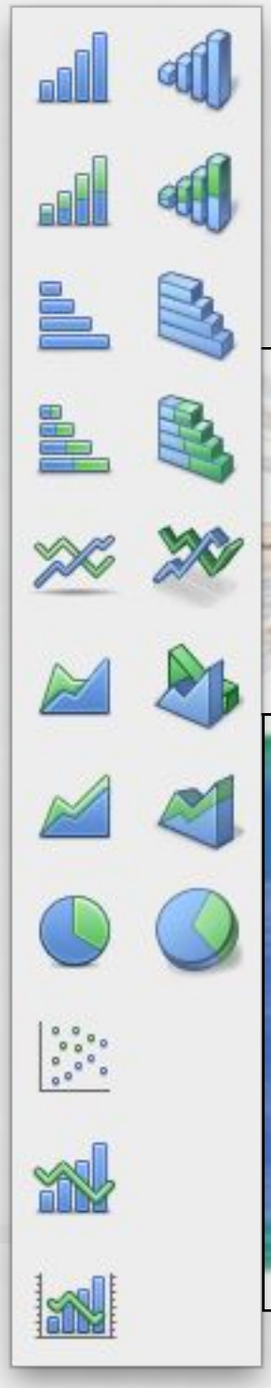
# PATTERN LIBRARIES

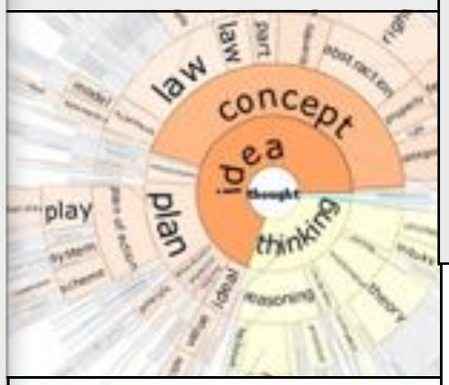
# PATTERN LIBRARIES

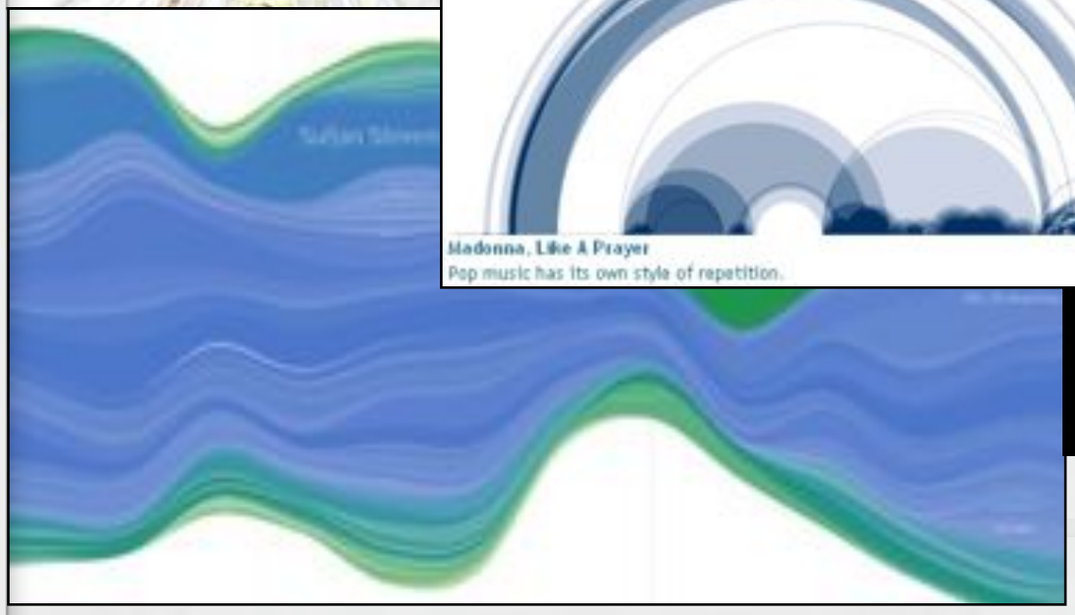


# SOURCES OF INSPIRATION

# PATTERN LIBRARIES





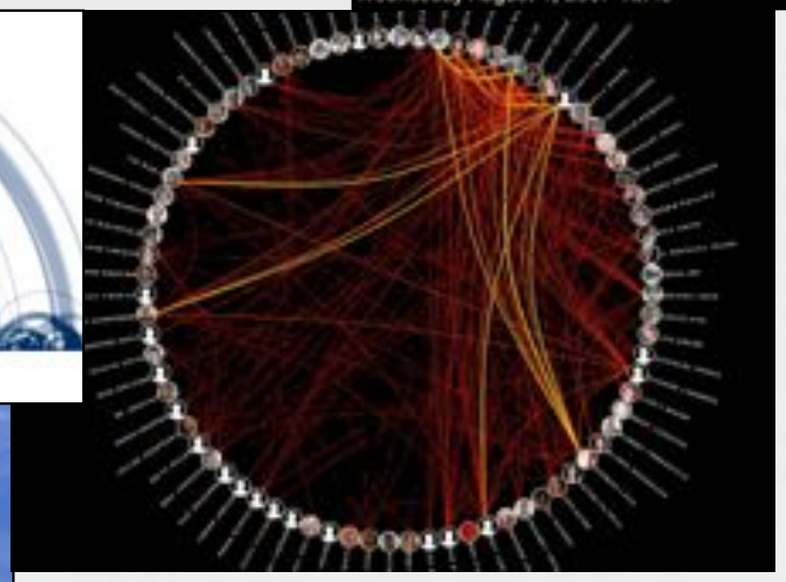







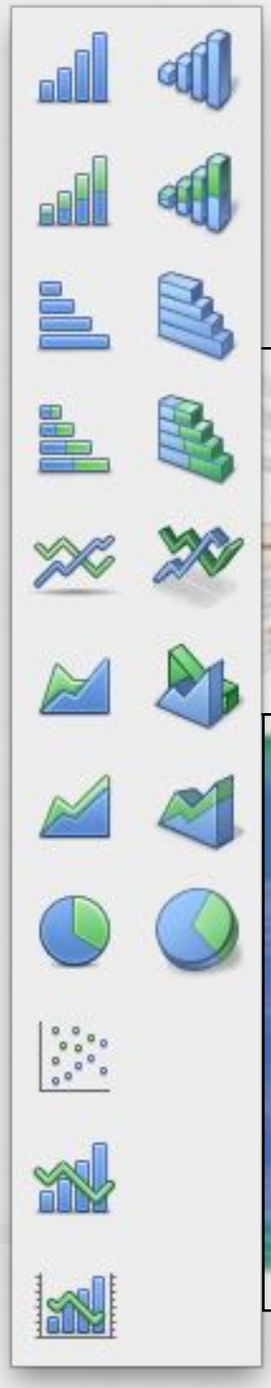


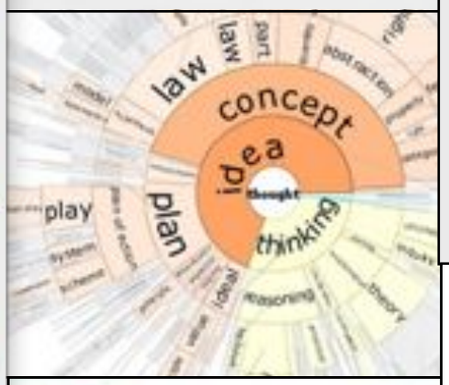


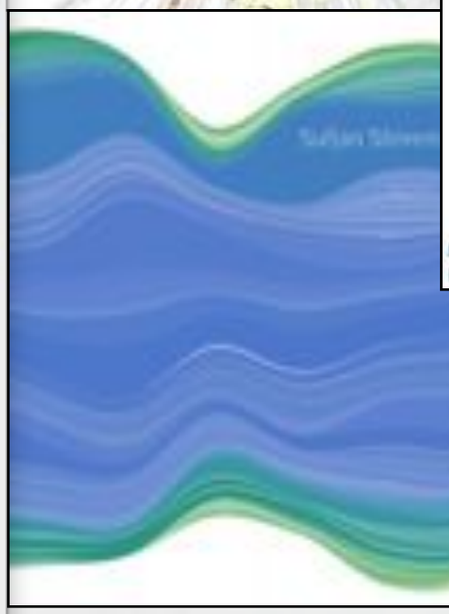


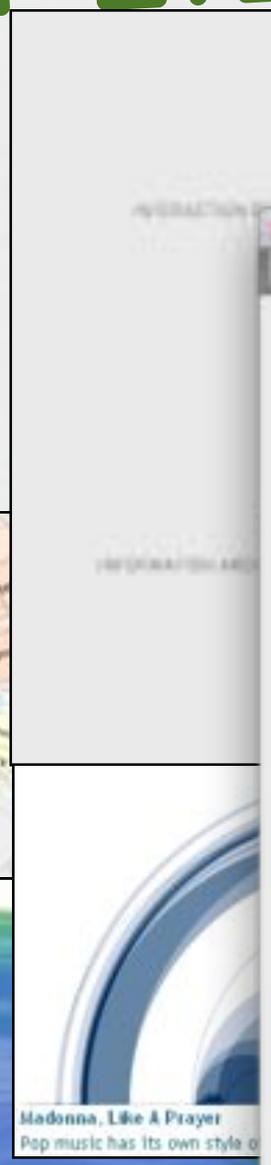
# SOURCES OF INSPIRATION

# PATTERN LIBRARIES



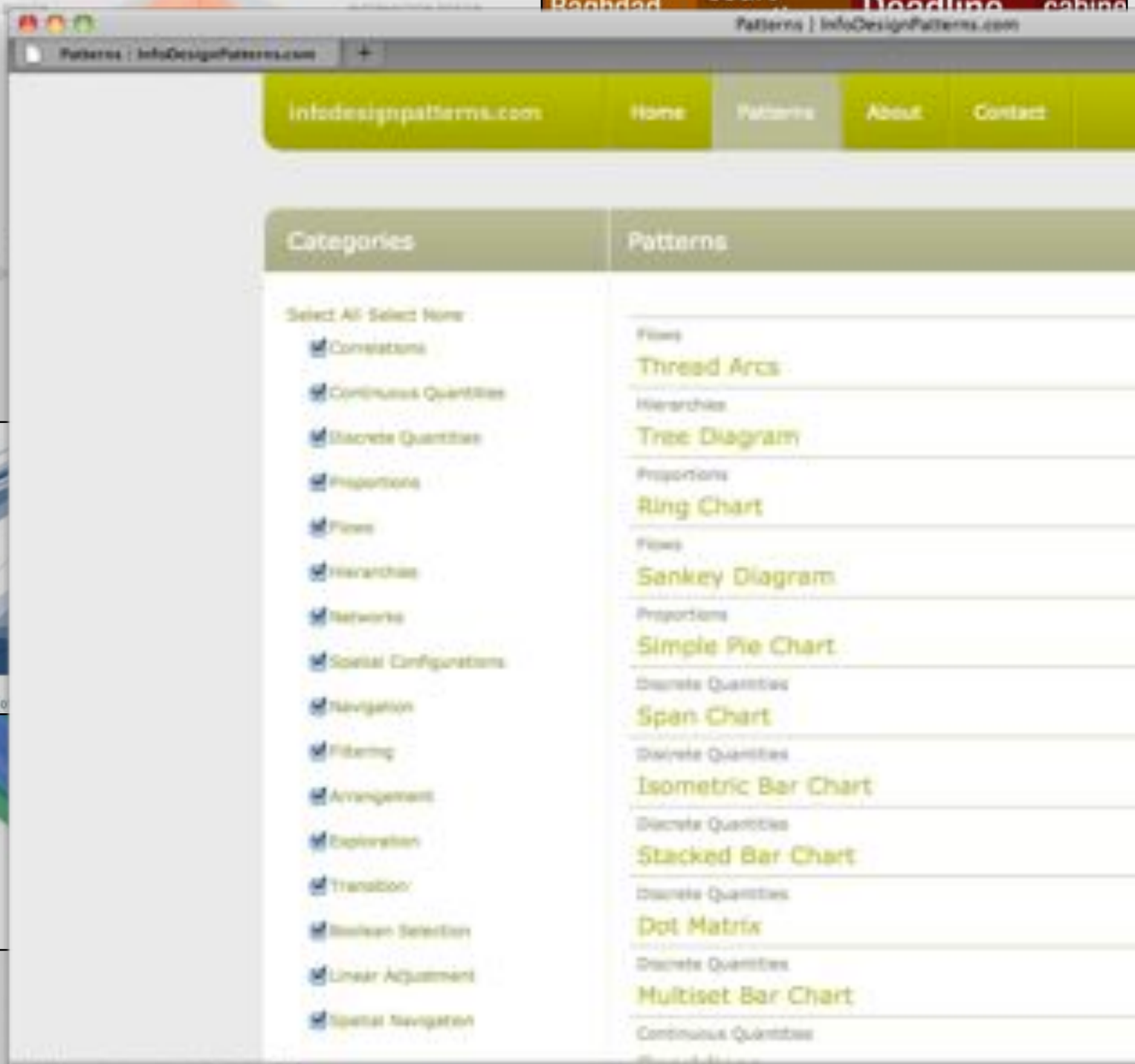










# PERIODIC TABLE OF VISUALIZATION METHODS

**Data Visualization**
*Visual representations of quantitative data in schematic form (either with or without axes)*

**Information Visualization**
*The use of interactive visual representations of data to amplify cognition. This means that the data is transformed into an image, it is mapped to screen space. The image can be changed by users as they proceed working with it*

**Concept Visualization**
*Methods to elaborate (mostly) qualitative concepts, ideas, plans, and analyses.*

**Strategy Visualization**
*The systematic use of complementary visual representations in the analysis, development, formulation, communication, and implementation of strategies in organizations.*

**Metaphor Visualization**
*Visual Metaphors position information graphically to organize and structure information. They also convey an insight about the represented information through the key characteristics of the metaphor that is employed*

**Compound Visualization**
*The complementary use of different graphic representations (formats) in one single schema or frame*

**Process Visualization**

**Structure Visualization**

**Overview Detail**

**Detail AND Overview**

Note: Depending on your location and connection speed it can take some time to load a pop-up picture.

version 1.5

© Ralph Lengler & Martin J. Eppler, www.visual-literacy.org

http://www.visual-literacy.org/periodic_table/periodic_table.html

# SOURCES OF INSPIRATION

## CONCEPT VIDEOS





# NOVEL WEB SITES




http://www.aaronjasinski.com/

Aaron Jasinski

1 CATEGORIES

BARS...

3 COLOR CODING

4 HEIGHT



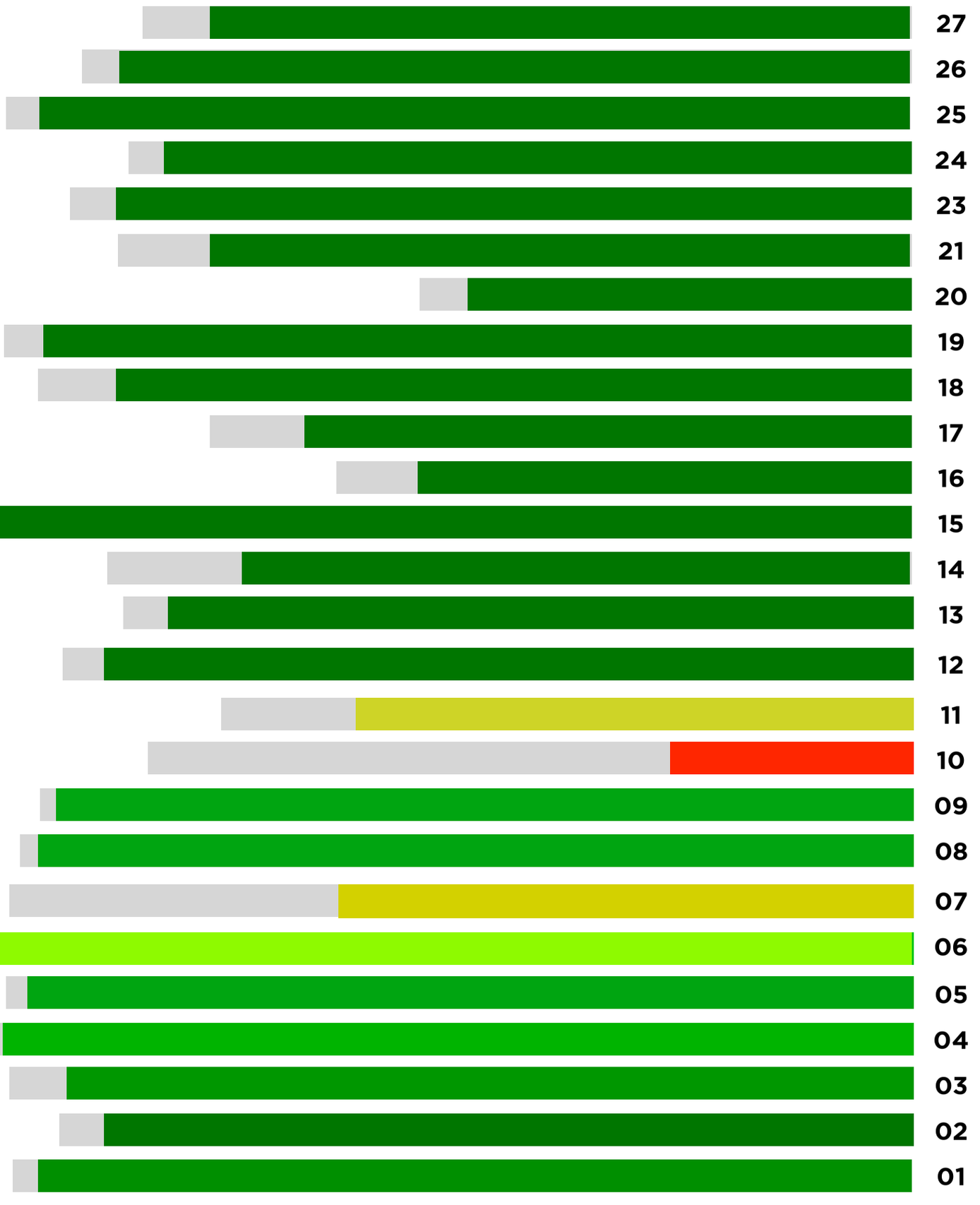
5 MORE DETAILS ON CLICK

2 SUB-CATEGORIES

REGION 3

REGION 2

REGION 1



REGION 1

REGION 2

REGION 3

123.45

93.04

Supervisor: John Smith
Qtly Avg: $4.2m
Other: $55.3m

Q4

TODAY

01 02 03 04 05 06 **07 Miami Branch** 08 09 10 11 12 13 14 15 16 17 18 19 20 21 23 24 25 26 27

# SOURCES OF INSPIRATION

## INFOVIZ BLOGS / COLLECTIONS

http://igraphicsexplained.blogspot.com/

Cool Infographics
Charts and graphs can communicate data; infographics turn data into information

big ideas worth pursuing
stamen design

vi.sualize.us / tag / infodesign

visual.ly

bloom
Pop-cultural instruments for data expression and exploration.

FlowingData

information aesthetics.

Information is Beautiful

http://vimeo.com/29584864

http://www.research.att.com/groups/infovis/?fbid=e2SyOhhj1Tx

visual complexity

http://www.behance.net/?content=projects&search=infographics

http://www.cs.umd.edu/hcil/research/visualization.shtml

CHART PORN
data visualizations you just gotta love

http://www-958.ibm.com/software/data/cognos/manyeyes/

http://www.meryl.net/2008/01/22/175-data-and-information-visualization-examples-and-resources/

WELL–FORMED DATA

http://well-formed-data.net/

# SOURCES OF INSPIRATION

# PRINT INFOGRAPHICS






# MOST TARGETED BOOKS

Every year, librarians are asked to remove books from their shelves, because they are found to be inappropriate. These "challenges" can occur for any reason, and do not necessarily result in a book's removal from libraries. But the list of the 10 most challenged books in 2009 does show which books some parents find objectionable, and why they feel their kids shouldn't be reading them.

2009

# TARGET RANK

CHALLENGE KEY

- Nudity
- Sexually explicit
- Offensive language
- Unsuited to age group
- Drugs
- Homosexuality
- Anti-
- Anti-
- Sui
- Vio
- Sat
- Vio




**The Chocolate War**
Jerry stands up to mob rule in Trinity High School by refusing to sell chocolate. He is beaten and fails to upend the status quo.




**Are Eskimos Not Cold Over Big Round Things?**
Overweight teenager rebels against her family and finds contentment and self-confidence.




**TTYL, TTFN, L8R, G8R** (series)
The first novel's on-line out on IM (ttyl) tells the story of three BFFs and their adventures in high school, (ol).




**Catcher in the Rye**
Teenage Holden goes to the big city and calls everyone a phony. He learns a thing or two in the process.




**My Sister's Keeper**
The teen-year-old Anna sues her parents for the rights to her body. She gets into a fatal accident and her




**The Perks of Being a Wallflower**
A teenager named Charlie writes letters about the craziness that is high school.




**The Color Purple**
Sisters Celie and Nettie live in the house of their abusive stepfather. They eventually

## Mean Happiness

For decades, the World Database of Happiness has tracked how happy people are—*not at all happy* (**1**), *not very happy* (**2**), *quite happy* (**3**), or *very happy* (**4**). As it turns out, most of us are mostly happy, even when things aren't going so well. Here's a look at how happy some people said they were (on average) over the last 50 years.



# THE ALMIGHTY DOLLAR

## MAPPING DISTRIBUTION OF INCOME BY RELIGIOUS BELIEF

Do we secret that the distribution of wealth is inequitable in the United States across racial, regional, and socio-economic groups. But there's a stubborn variance among and within America's faiths as well. Displayed below are the income levels of America's major religious groups as compared to the average U.S. income distribution.

### INCOME BRACKETS

- $100,000 +
- $75,000 to $99,999
- $50,000 to $74,999
- $30,000 to $49,999
- LESS THAN $30,000



A COLLABORATION BETWEEN
[illegible] AND COLUMBIA FIRE.




Bitter
















Lighter

Heav










Sweet

Copyright 2006, Ethan John, greatbeer.com
Based on BJCP assumptions, with supplemental information from various recipes found on the internet, and Designing Great Beers by Ray Daniels

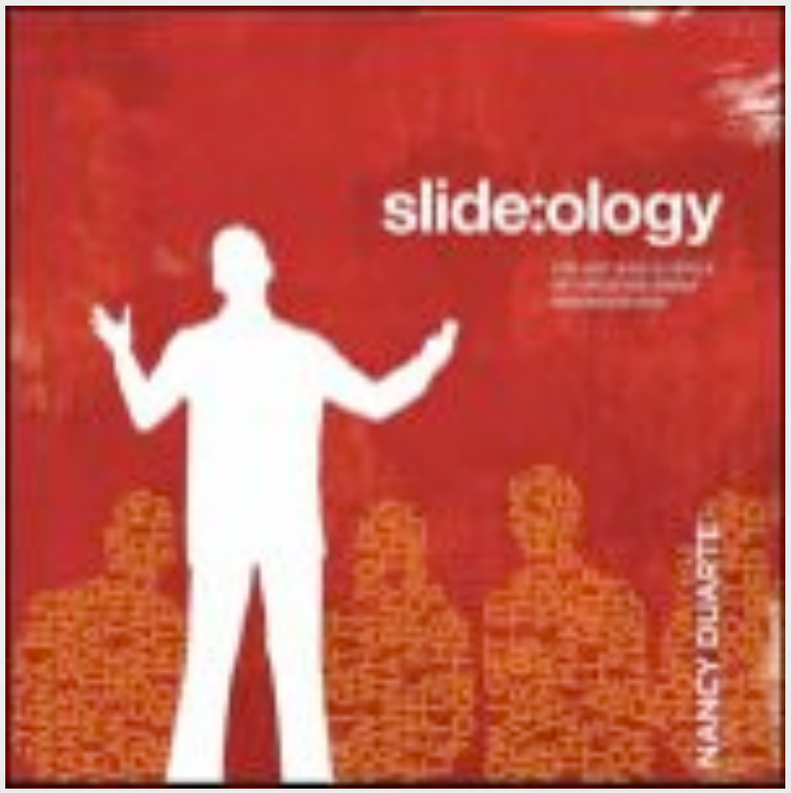
# SOURCES OF INSPIRATION

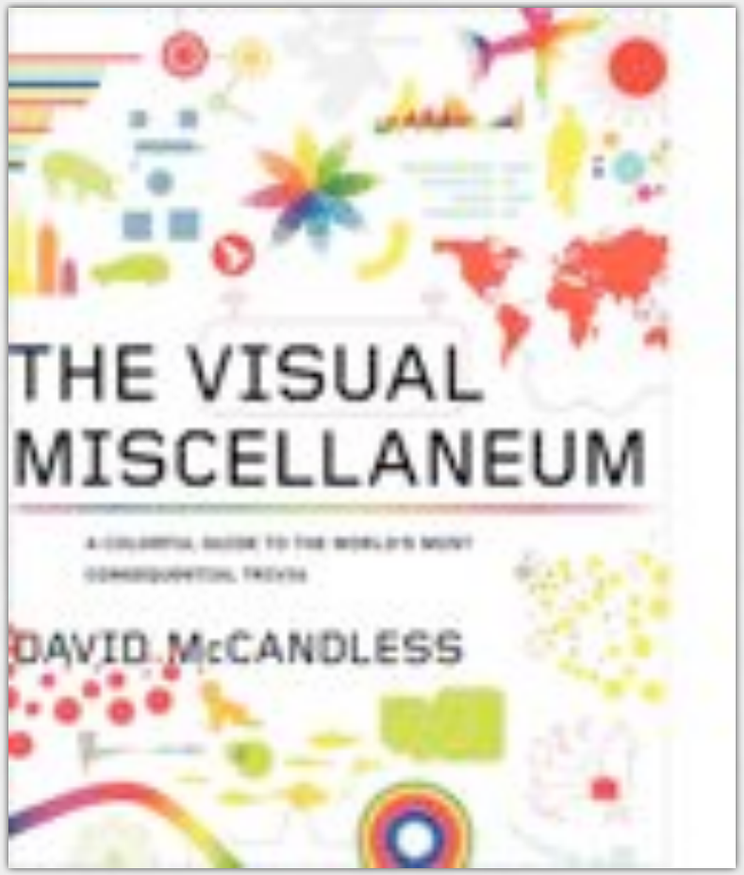
## REAL WORLD RESEARCH

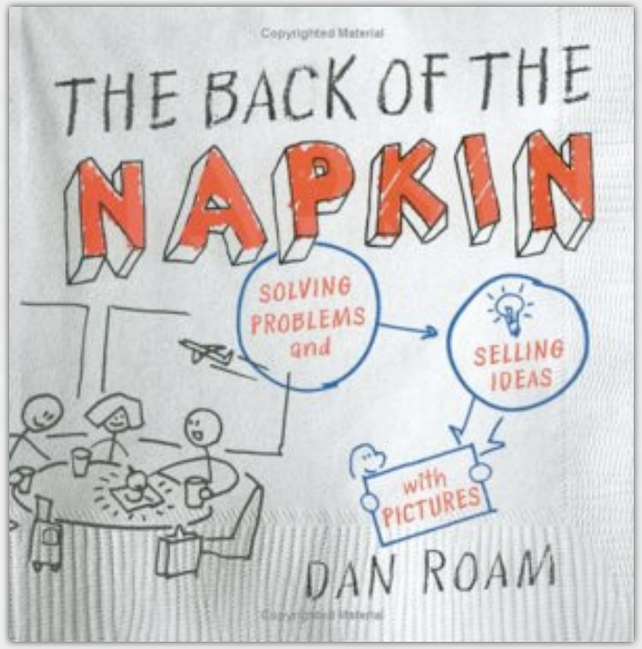


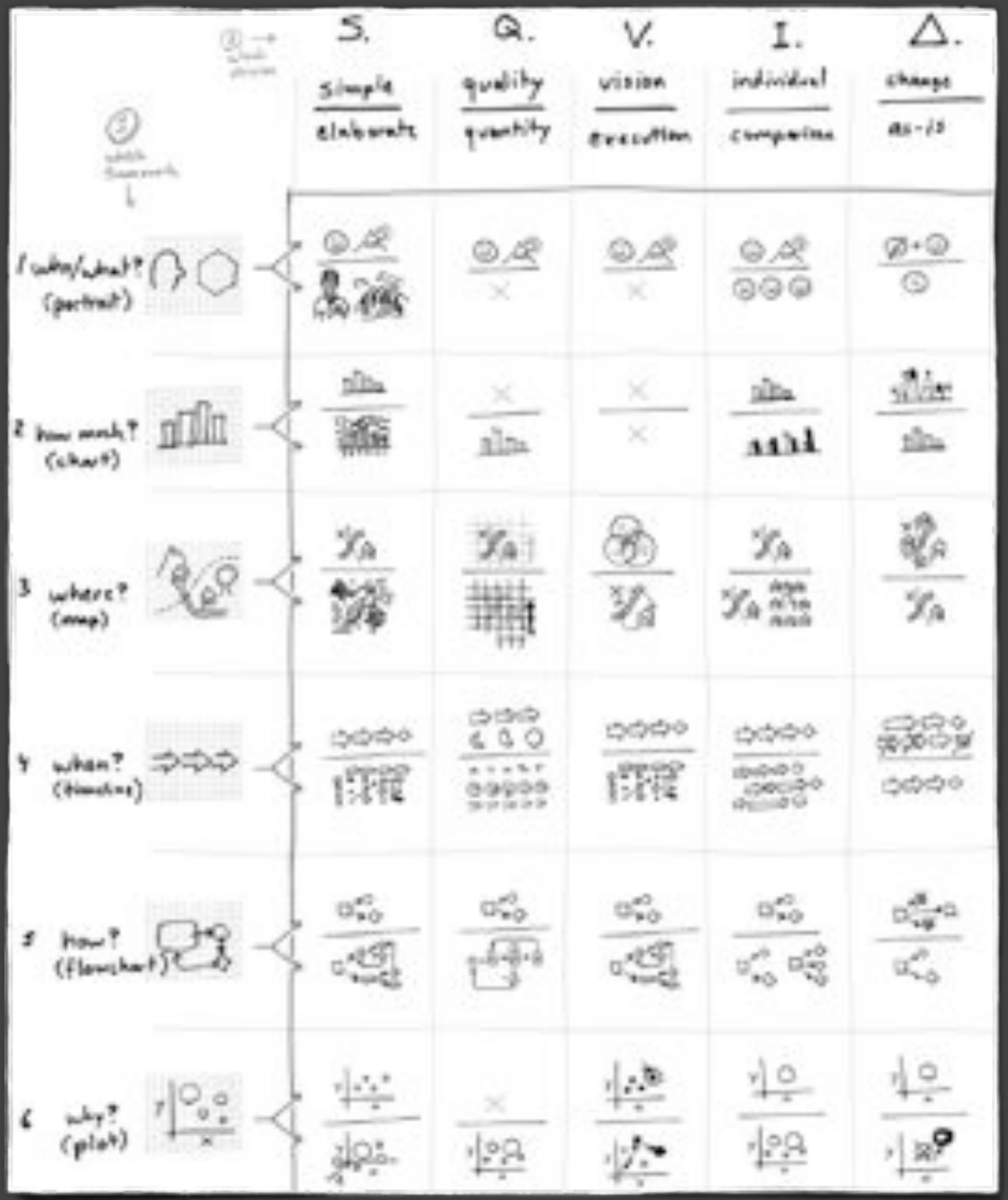
# SOURCES OF INSPIRATION

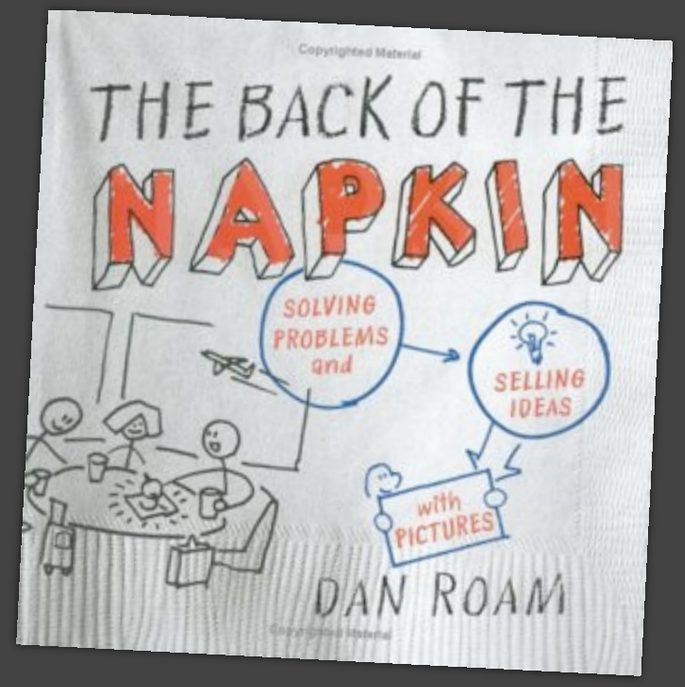
# BOOKS ON RELATED TOPICS

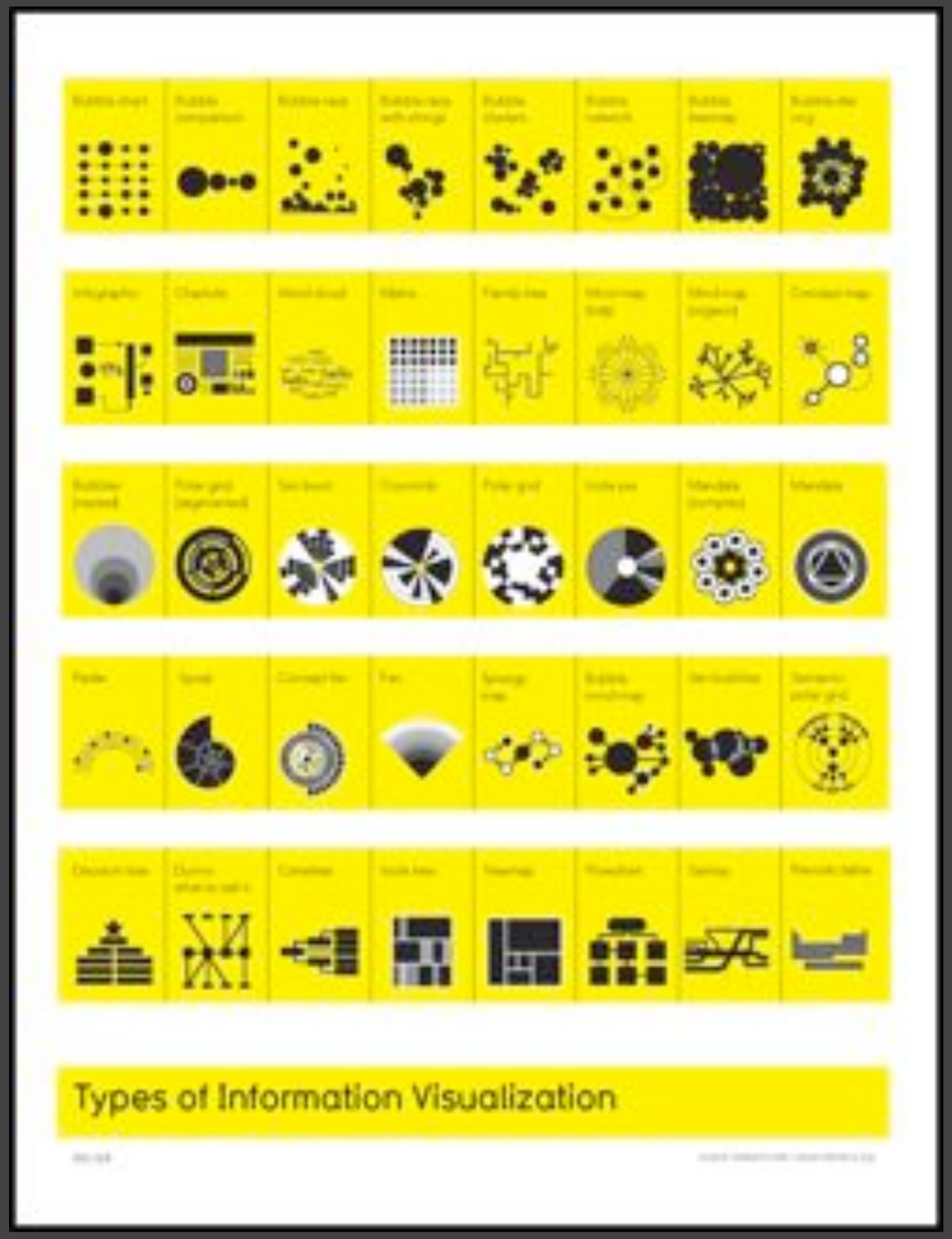


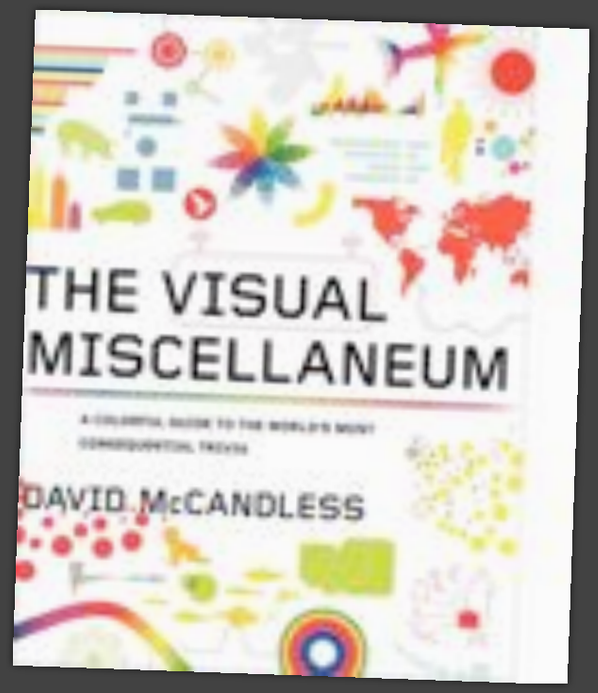




S.
simple
elaborate
Q.
quality
quantity
V.
vision
execution
I.
individual
committee
Δ.
change
as-is
1 who/what? (portrait)
2 how much? (chart)
3 where? (map)
4 when? (timeline)
5 how? (flowchart)
6 why? (plot)

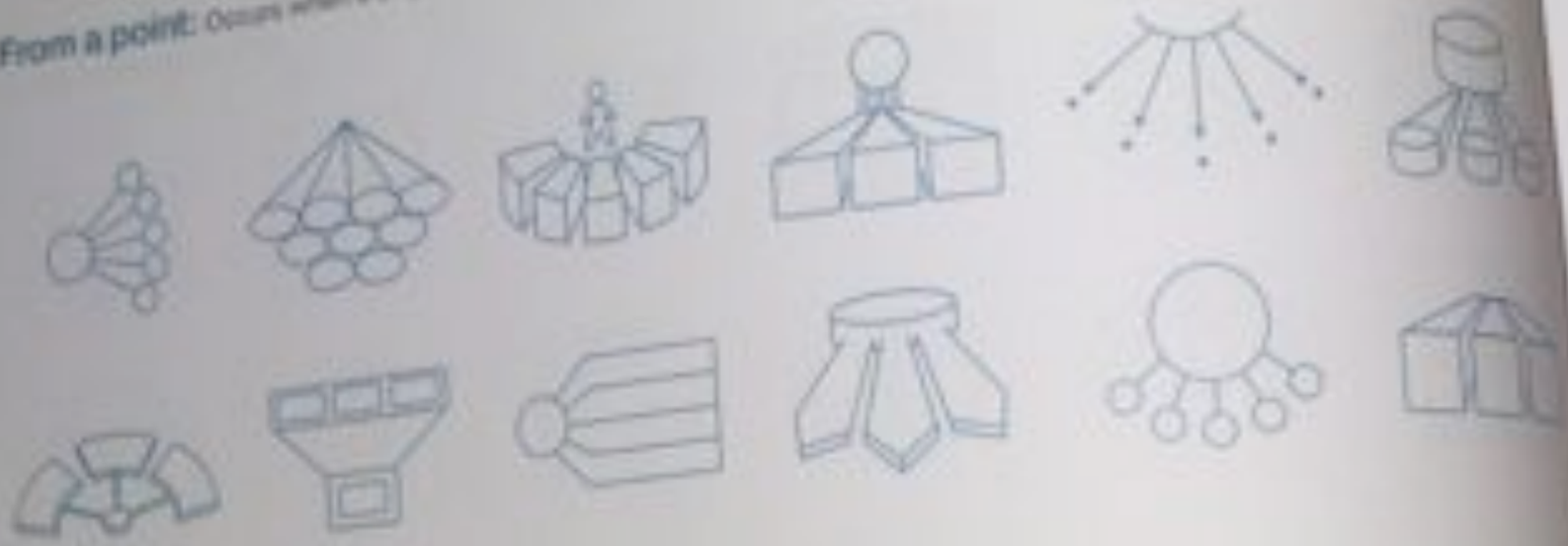

Copyrighted Material
THE BACK OF THE
NAPKIN
SOLVING PROBLEMS and
SELLING IDEAS
with PICTURES
DAN ROAM


Types of Information Visualization


THE VISUAL MISCELLANEUM
DAVID McCANDLESS

# Abstract Concepts: Radiate

**From a point:** occurs when a single directional "burst" emerges from either a graphic or point that has a clear point of



**With a core:** Creates a parent-child relationship. The outer elements connect with a central element to hold the family



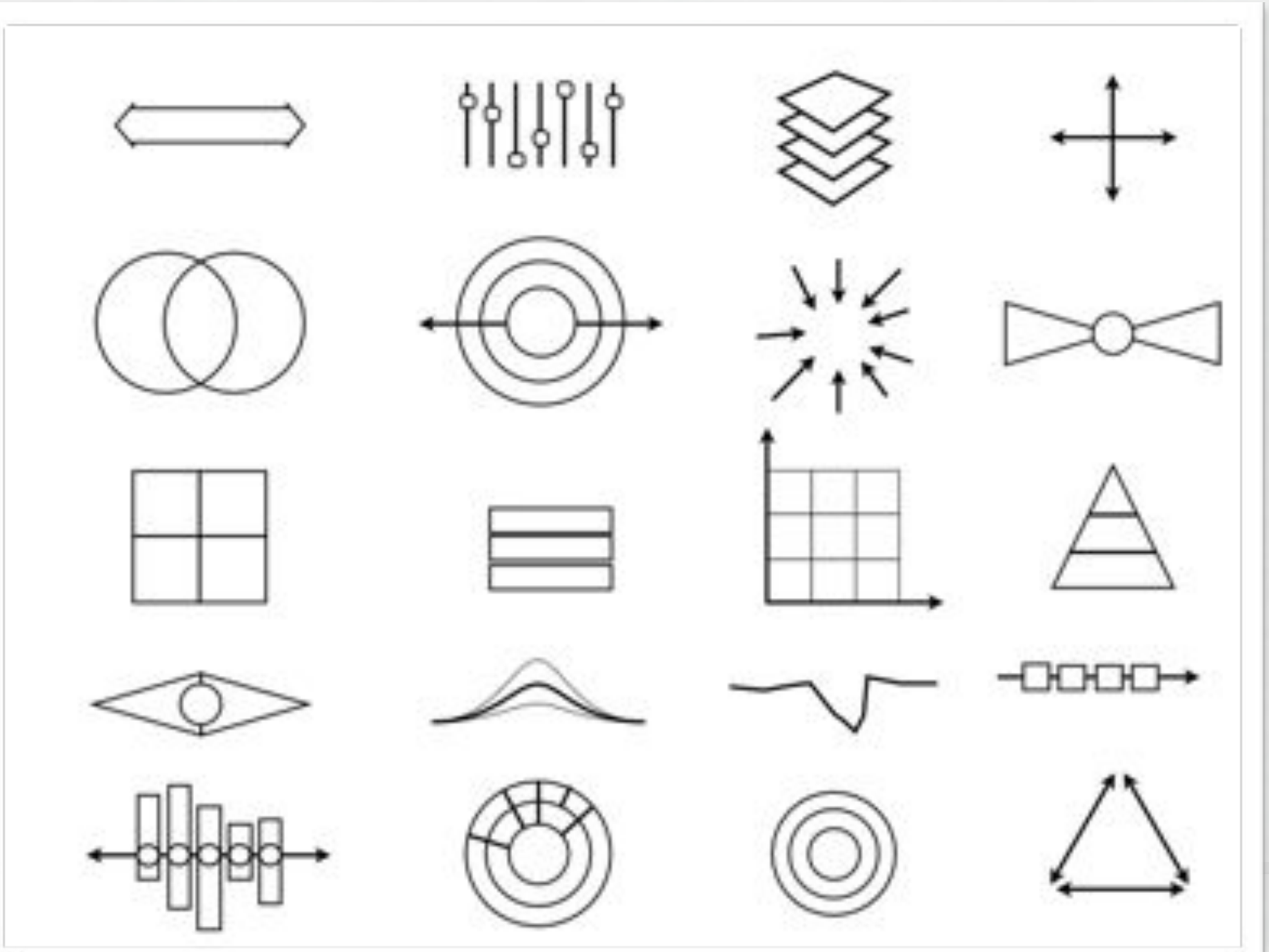
**Without a core:** Implies that elements connect throu





# SOURCES OF INSPIRATION

## PERSONAL LIST OF PATTERNS



# Metaphors










Conceptual Metaphor
COMPREHENSION / PERSUASION
We make sense of a new idea or conceptual domain by likening it to another.
AMAZI-
CHIP

# The Blue Sky of Benefits

*Finally, something good!*

**Co-payments**

The co-payment is a fixed amount that the insured is required to pay at the time of service. It is usually required for basic doctor visits and when purchasing prescription medications.

**Co-insurance**

This is usually a percentage amount that is the insured's responsibility. A common co-insurance split is 80/20. This means that the insurance company will pay 80% of the procedure and the insured is required to pay the other 20%.

**$10/ $45 / $55**

**$10/ $35 / $45**

**100%**

**90/10**

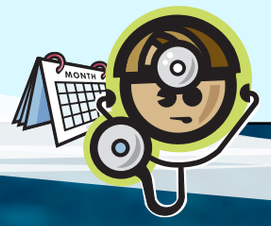
**80/20**

## Office Visits

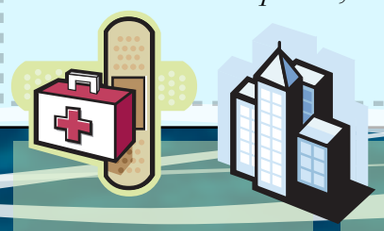
## Prescriptions

## Emergencies and Specialists

*Gabe-endo, Elijah's oral surgery, Erin's wrist, chiropractor, x-rays*









**Pharmaceutical Deductible $250/pp ?**

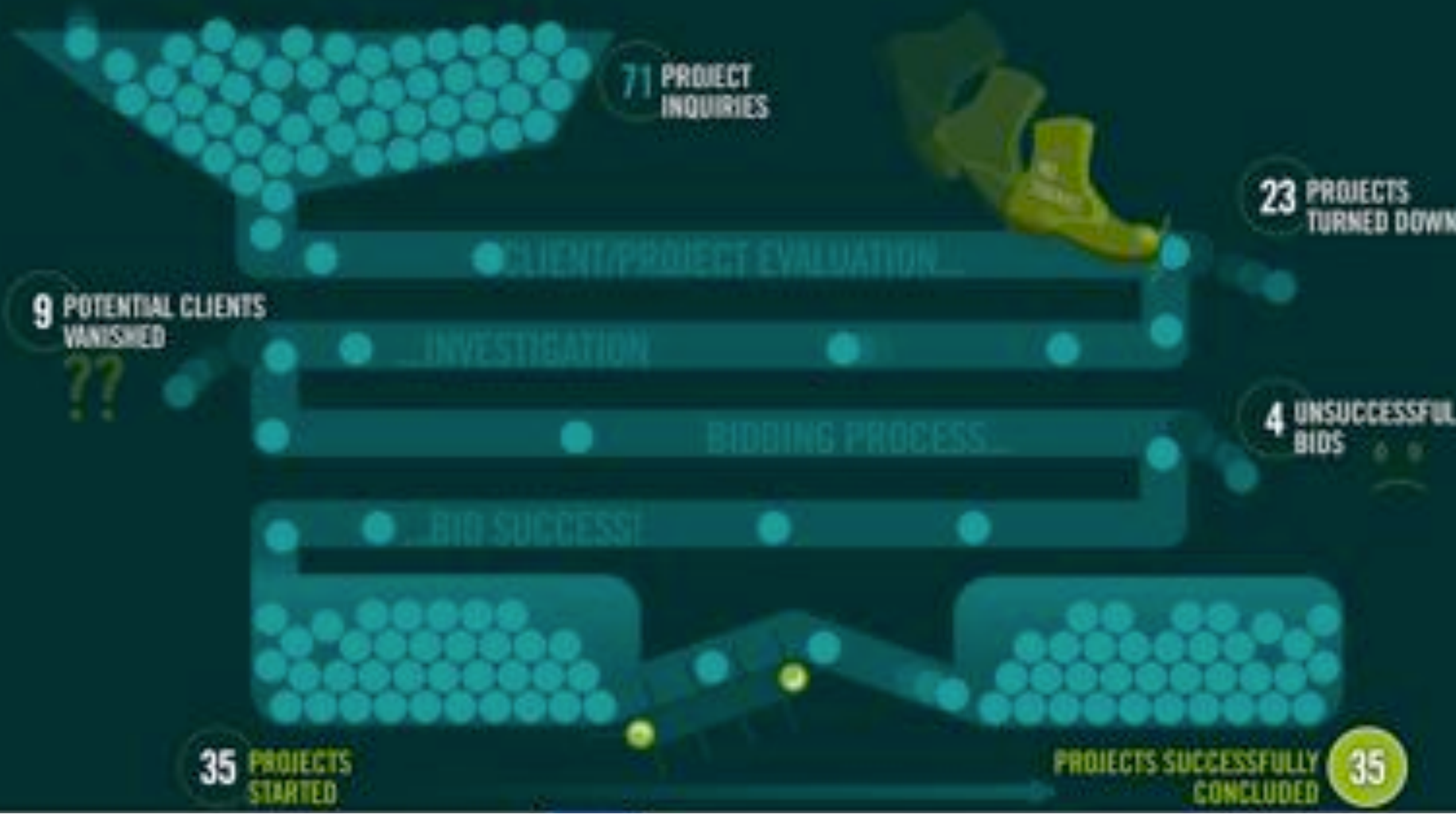
**Individual Deductible**

**Family Deductible**

## Drowning in a Sea of Deductibles

*amount of money that the insured must pay before any benefits from the health insurance policy can be used.*

# PROJECTS: OFFERED - TO - CONCLUDED




Why can't our online tools like this?




What is **feasible** given time, resources, and technology?

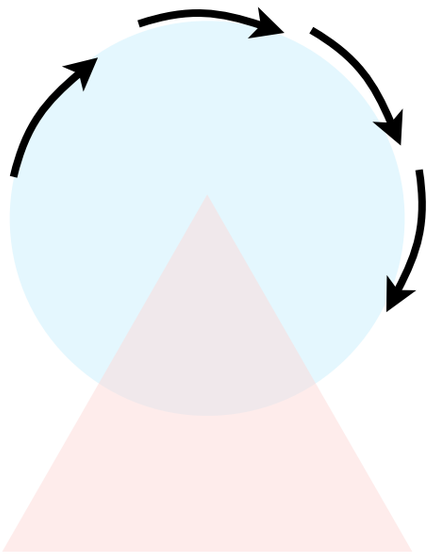
What is **desirable** to our customers?

What is **valuable** to our business?

# So, You Want to Go Out on Your Own?

SKILLS, TOOLS & DOCUMENTS YOU'LL NEED TO THINK ABOUT...





Networking

Marketing your services

Tracking Sales Leads

Negotiating / Pricing

Legal Contracts

Project Management

Invoicing

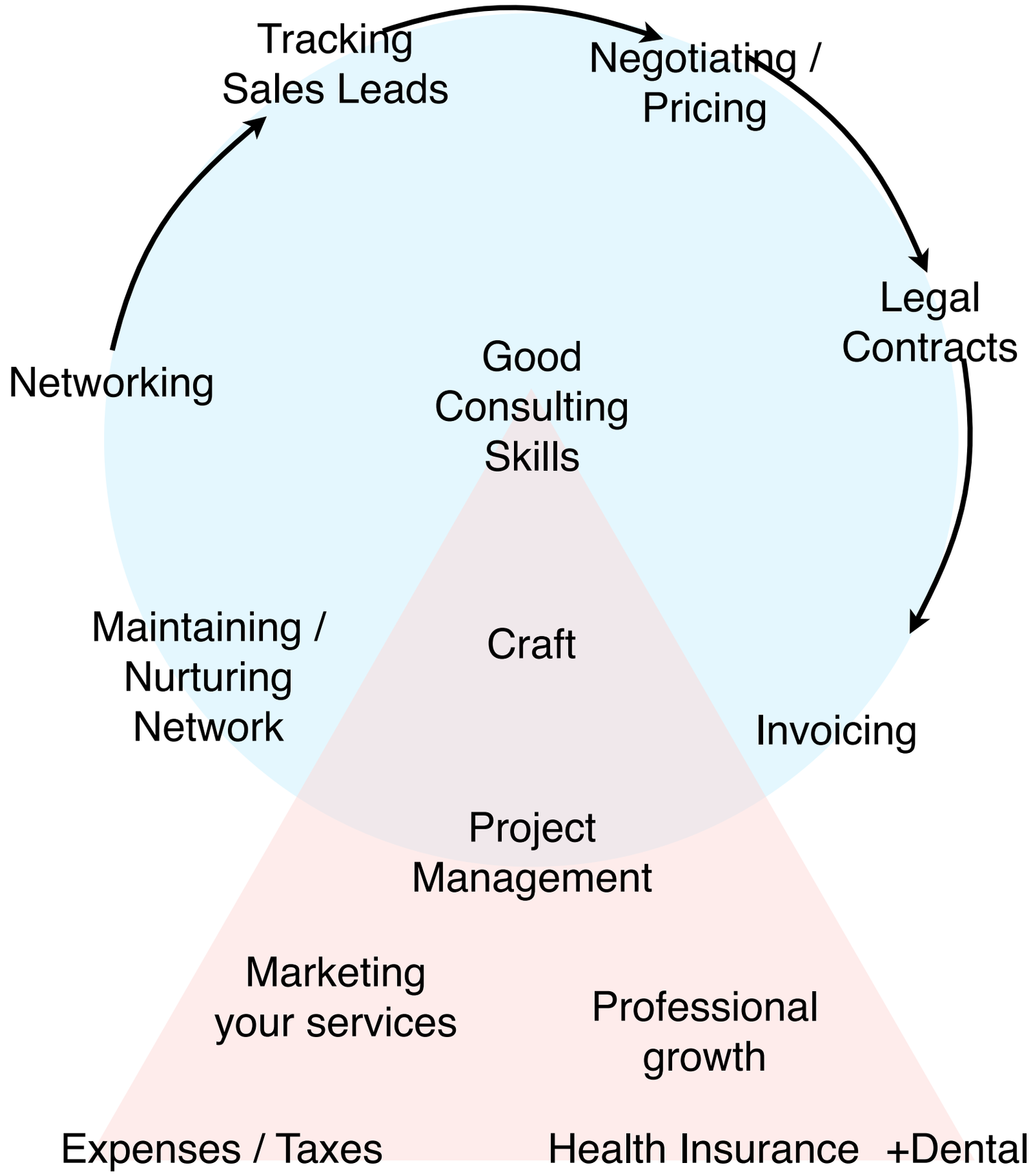
Good Consulting Skills

Professional growth

Craft

Health Insurance +Dental?

Expenses / Taxes


Tracking
Sales Leads
Negotiating /
Pricing
Legal
Contracts
Networking
Good
Consulting
Skills
Maintaining /
Nurturing
Network
Craft
Invoicing
Project
Management
Marketing
your services
Professional
growth
Expenses / Taxes
Health Insurance
+Dental?





# So, you want to go out on your own?

*Skills, Tools & Documents you'll need to think about...*

by Stephen P. Anderson | poetpainter.com

*Contractor Network*

*Right Signature – virtual signatures for contracts*

Fixed Price? Hourly? Daily? Sub-contracting rate?

*Negotiating / Pricing*

Fixed Price? Hourly? Daily? Sub-contracting rate?

*Tracking Sales Opportunities*

Professional Services Agreement

*Networking*

*Good Consulting Skills*

*Invoicing & Time Tracking*

YOUR CRAFT

*Marketing / Promoting your Services*

*Customer Relationship Management*

Who are you? What do you offer? And how will people find out about you?
Focus? Competitors? Channels
Who are your customers? Brand Positioning Statement

*Branding? MarCom? Web Site?*

*Project Management*

*Professional Growth*

Accounting

Est. Quarterly Taxes

Expense Tracking

Bookkeeping

(High Level, Rough Concept!!)

Small business CC

Supplies

Getting set up as a legal entity

Operating Agreement

Health (& Dental) Insurance

Business Checking & Savings Accounts

Office Space?

Insurance for loss or damages

ESTABLISHING YOURSELF:

*Trademarks? Copyrights?*

Liability Insurance

# So, You Want to Go Out on Your Own?

SKILLS, TOOLS & DOCUMENTS YOU'LL NEED TO THINK ABOUT...



**Nature:**

icebergs
ripples
beehives
things in orbit
trees/branches
roots
caterpillar
paths/trails
spirals
coral reefs
skeleton
body
night/day
mountain
canyon
seashell
whirlpool
tidal wave
avalanche
tidal wave
ant colonies
birds/flying
apple
DNA

**Toys:**

blocks
shape sorting
Lego bricks
caterpillar
stacking rings
russian nesting dolls
Rubik's cube
puzzles
playing cards
game boards
piggy bank

**Familiar (or Nostalgic) Things:**

Carton of Cola Bottles
Meat Grinder
Funnel
potted plant
hub and spoke
matchbook/box of matches
cocktail (with layers)
weights (barbell)
scales
pie
toolbelt / toolbox
hourglass
lamp
juggler / juggling
hamburger
skyline
staircases
lightbulb
Swiss army knife
stone wall / bricks with mortar
radar
staircase
trivial pursuit model wedges
pocket watch / locket
baseball diamond
things at a carnival or circus
revolving door
umbrella
balloon(s)
three-legged stool
cornerstone/arch
pillars/columns
mixed drink
stereo / media components
hourglass
railroad tracks
bird's nest w/ eggs
door / doorframe

*Choose metaphors that are...*

(Mostly) Timeless

Universally Recognized

Supports the Message

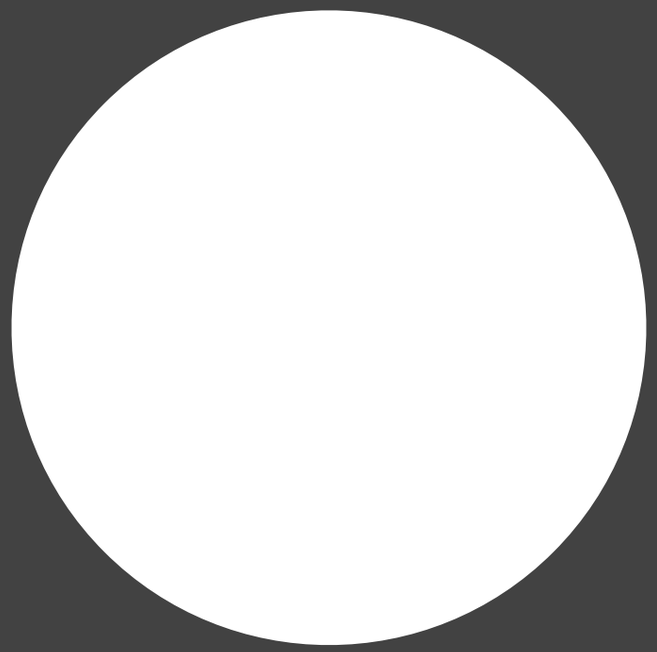
# Shapes



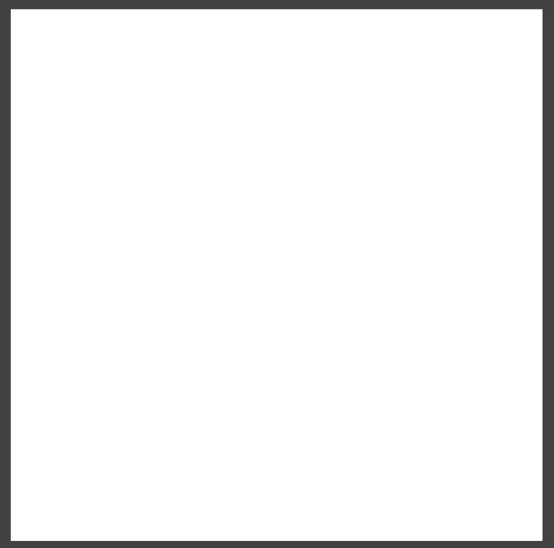
AaBbCcDdEeFfGgHhIiJjKkLl…



(Shapes as a kind of alphabet)



no sides

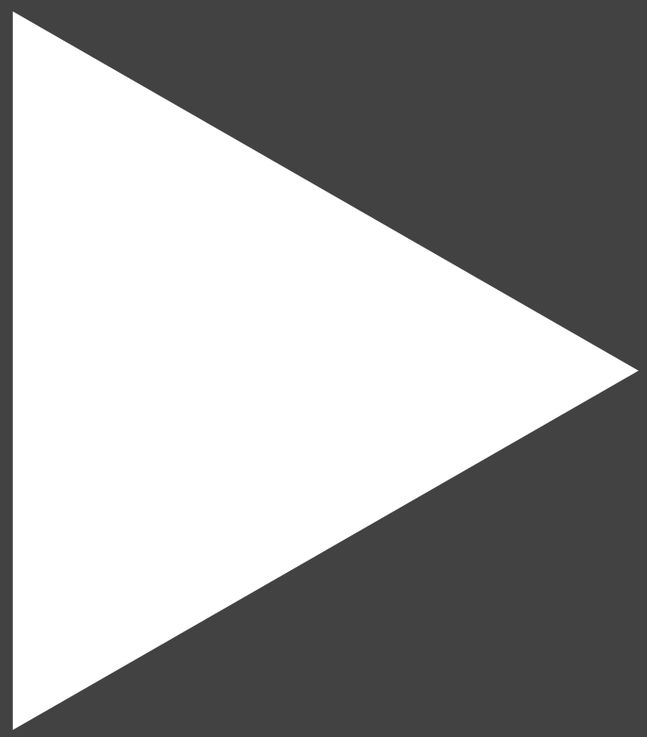


four sides

(this is significant)



stability,
perspective/horizon



direction,

Look to nature to understand what a shape might suggest.

## Tips!

Ask yourself "can a five year old understand this?"

Replace or reinforce text with visuals

Is there a story suggested by your visual?

Look for opportunities to "create" new points of data

Look for places where you or others are confused.

Get inspiration from print infographics!

Build your own bank of references

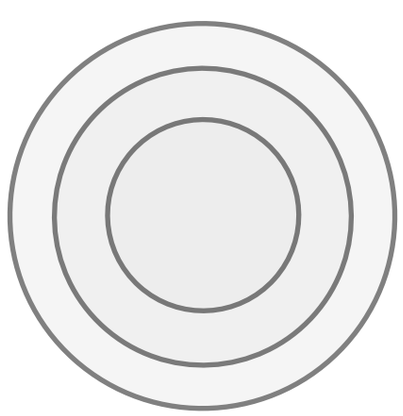
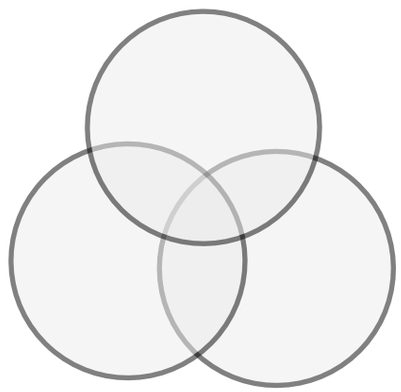
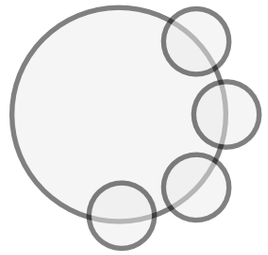
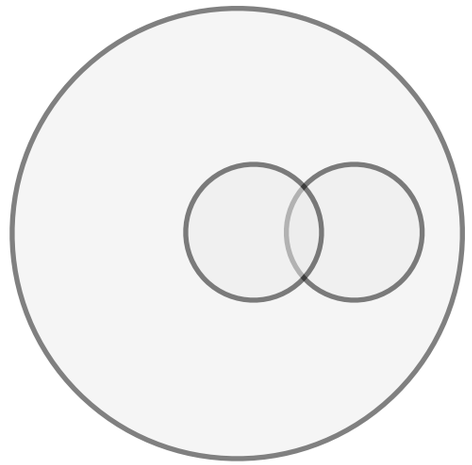
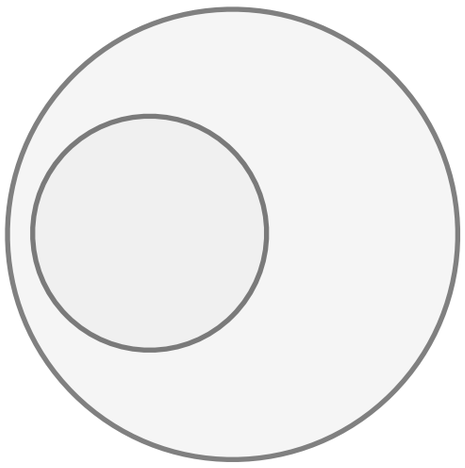
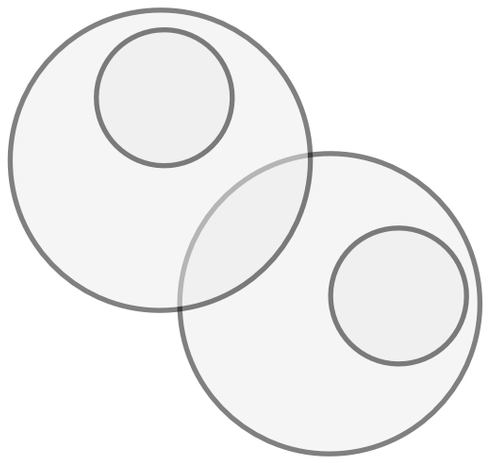
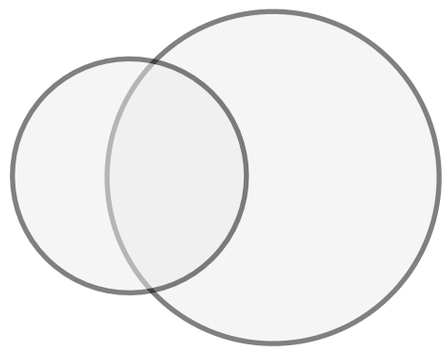
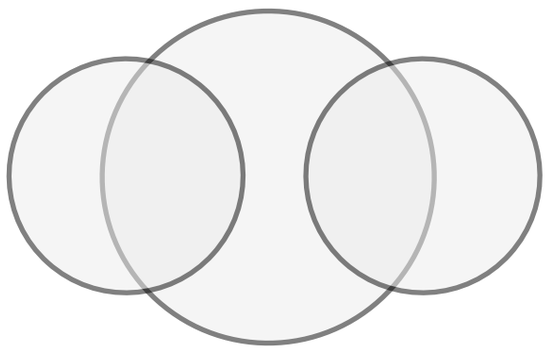
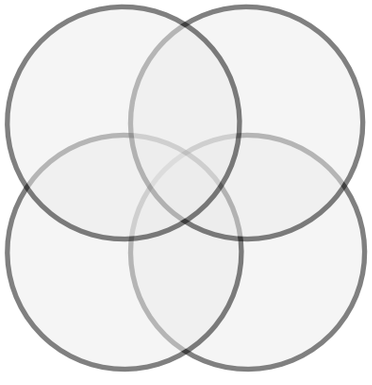
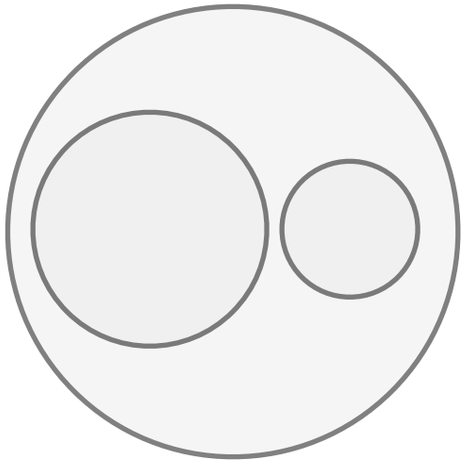
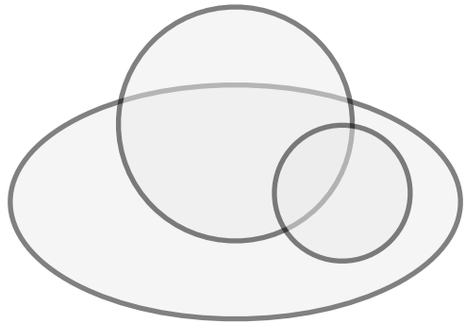
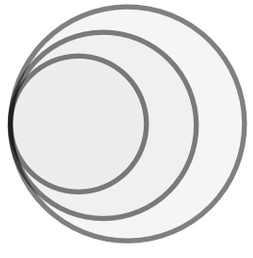


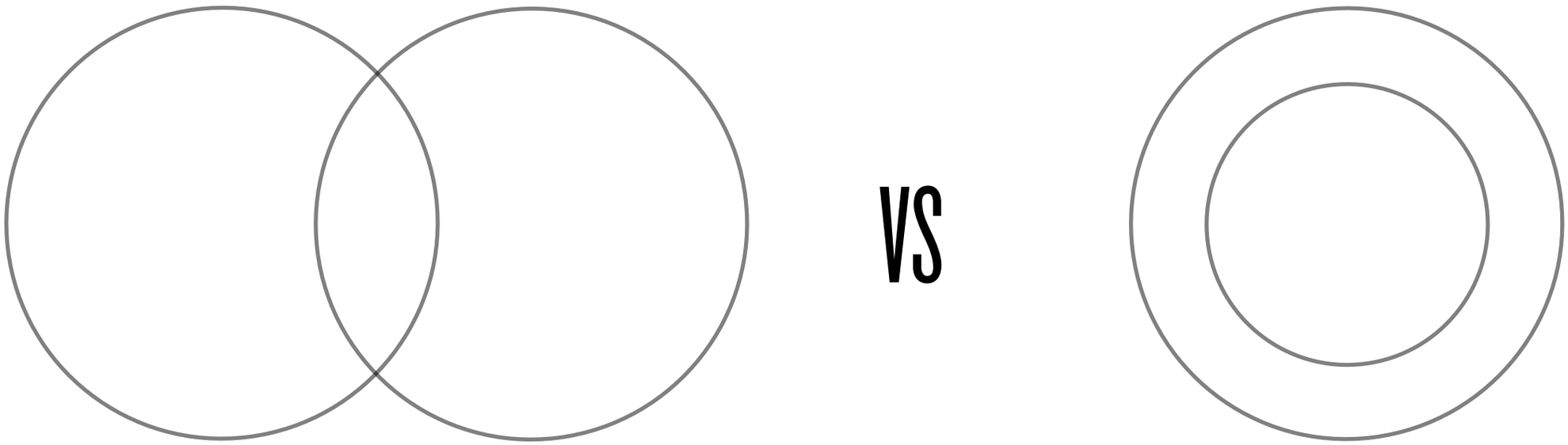




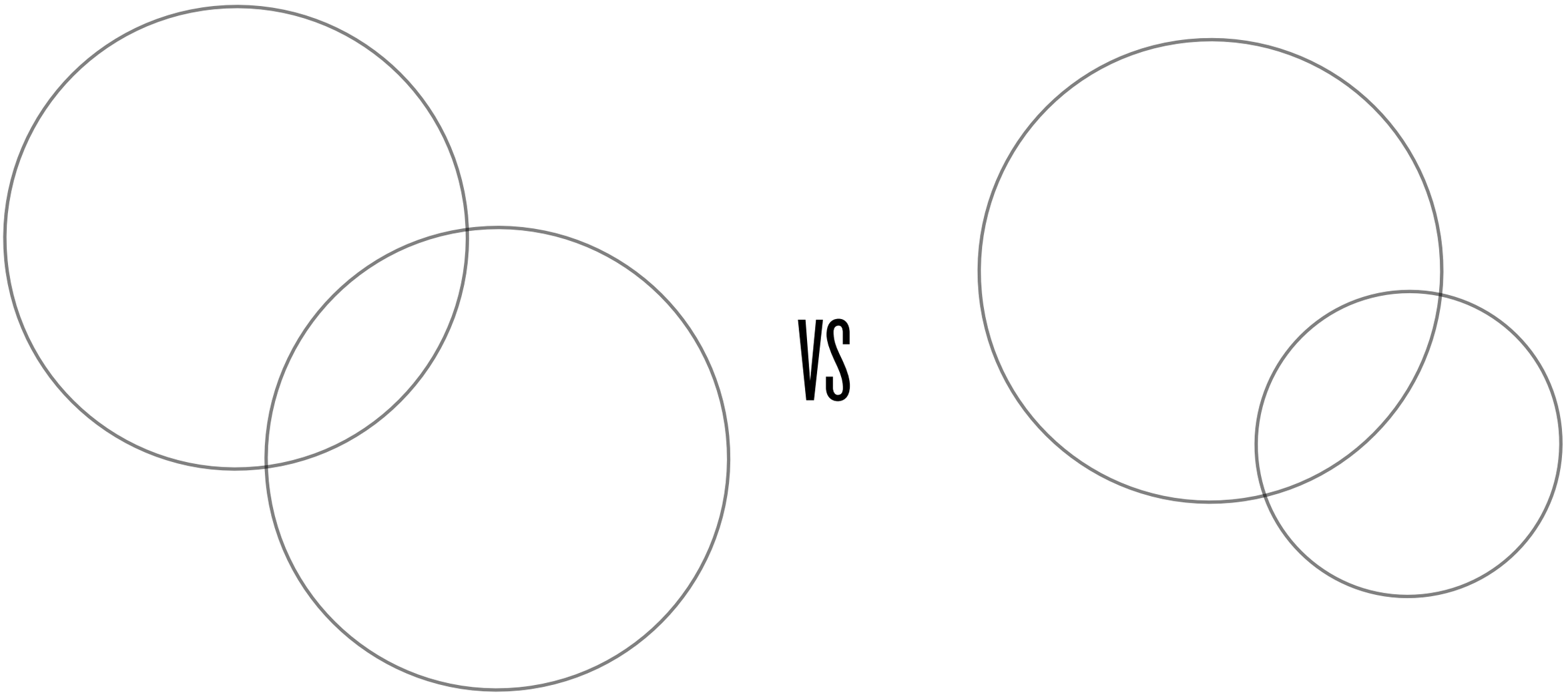


When shapes overlap...

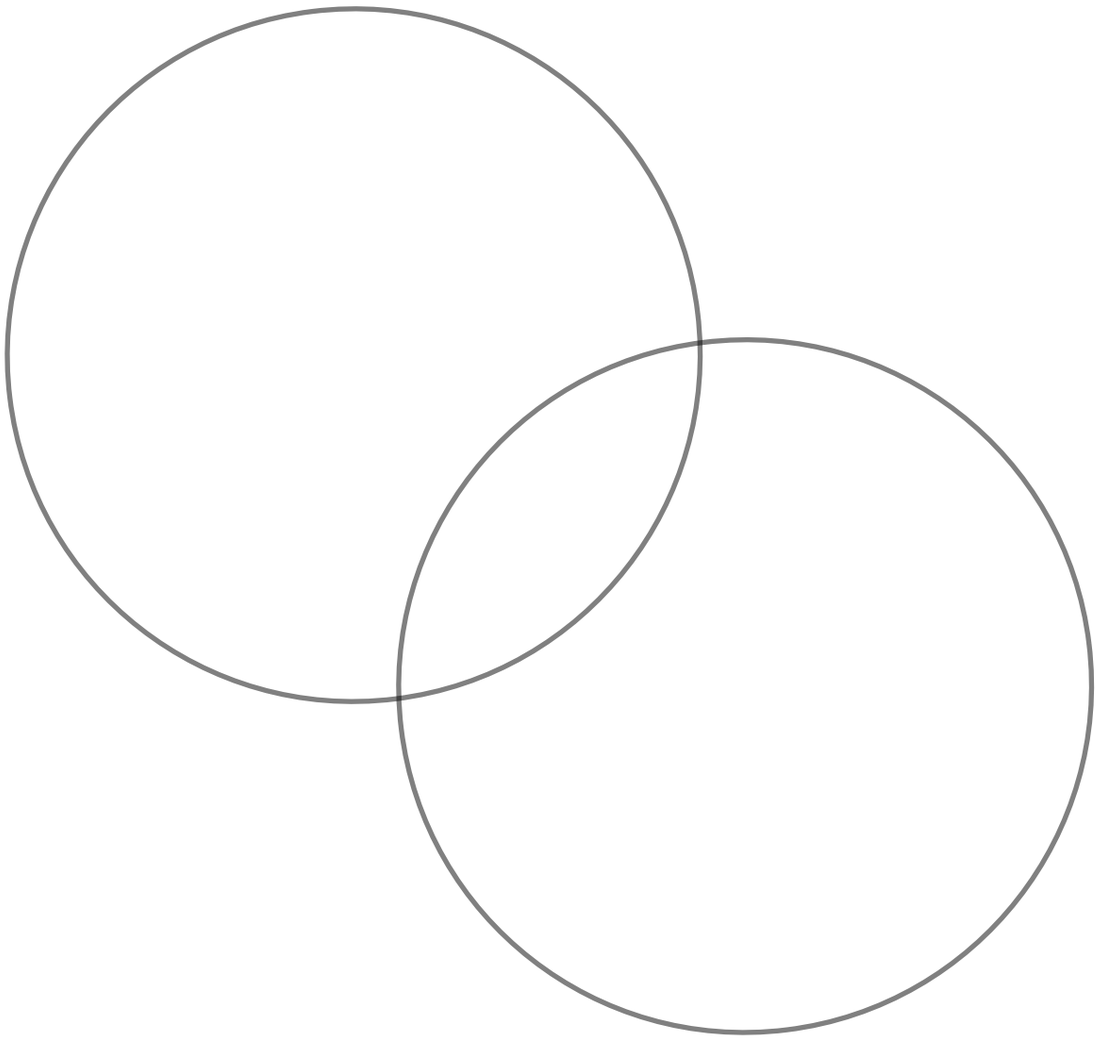















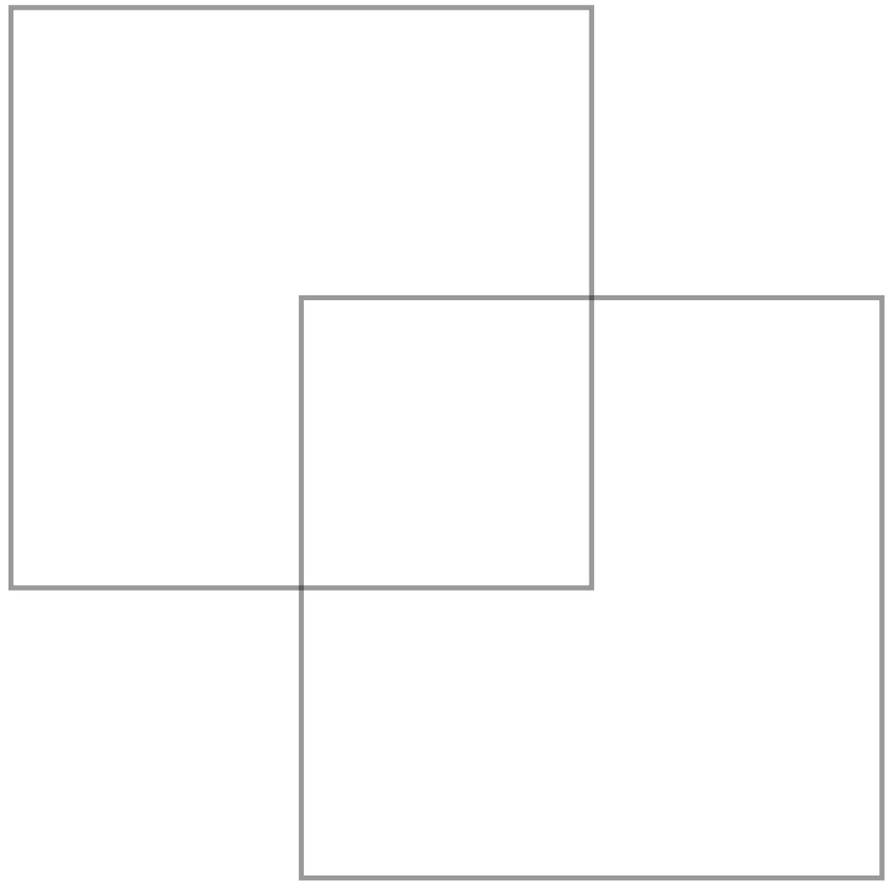

What’s the difference?



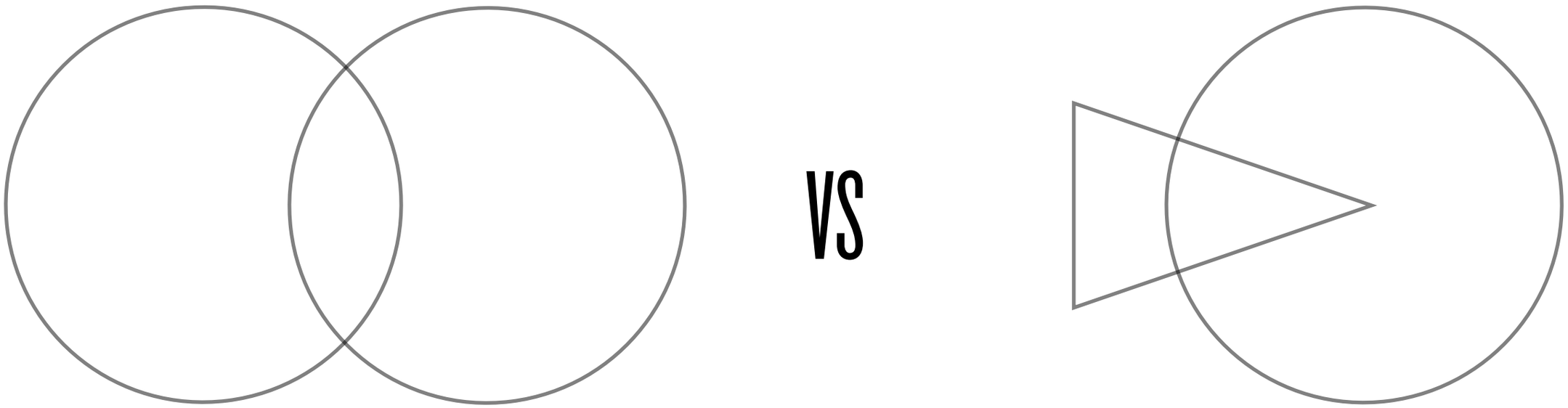

What’s the difference?



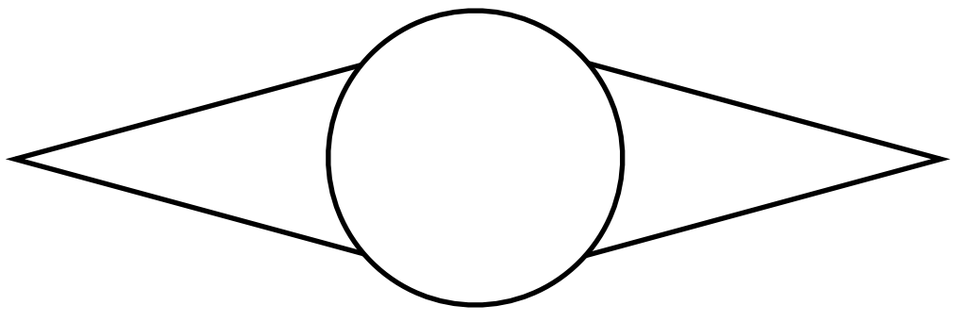
VS

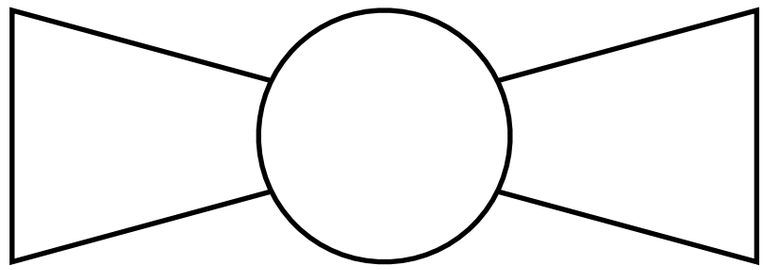


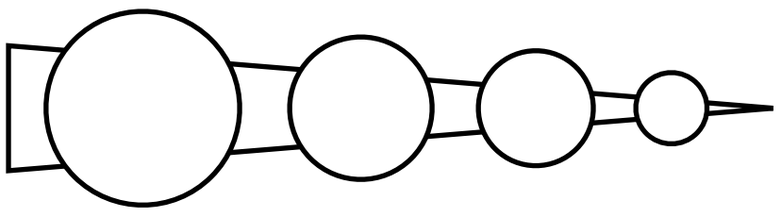
What’s the difference?

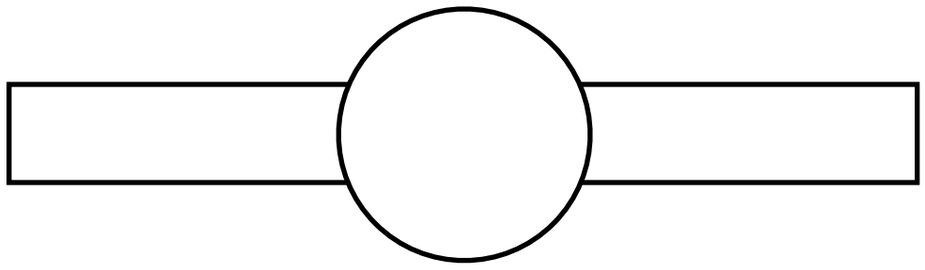



What’s the difference?









Look to nature to understand what a shape might suggest.

Tips!

"S.L.I.P."

Ask yourself "can a five year old understand this?"

Replace or reinforce text with visuals

Is there a story suggested by your visual?

Look for opportunities to "create" new points of data

Look for places where you or others are confused.

Get inspiration from print infographics!

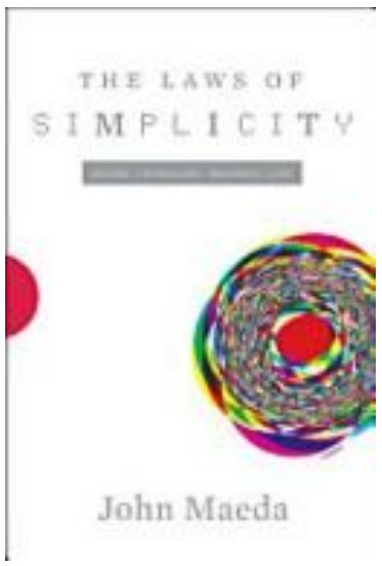
Build your own bank of references

SORT

LABEL

INTEGRATE

PRIORITIZE




http://amzn.com/0262134721

7219105629

7219105629

72 19 10 56 29

721910 5629

10 56 29

# Chunking

MEMORY / COMPREHENSION

*Information grouped into familiar, manageable units is more easily understood and recalled.*



Breaking down long lists (actions, content items, menu items,

banana anger keys Florida apple
wallet Cannes plum joy red yellow
sadness Beverly Hills joy euros

banana anger keys Florida apple
wallet Cannes plum joy red yellow
sadness Beverly Hills joy euros

| | | | | |
|---|---|---|---|---|
| yellow | banana | sadness | keys | Florida |
| red | apple | joy | wallet | Cannes |
| purple | plum | anger | euros | Beverly Hills |

# A PROCESS?

1

## IDENTIFY OPPORTUNITY

*Villains!*

2

## FRAME PROBLEM TO BE SOLVED

*(Template for)*

informs us what problems can be solved

3

## IDENTIFY NODES OF INFORMATION

*Objects, Dimensions (derived form Attributes & Context), Attributes (including states)*

*also, 'Who, What, Where, When, Why & How*

may reveal new nodes needed or not identified

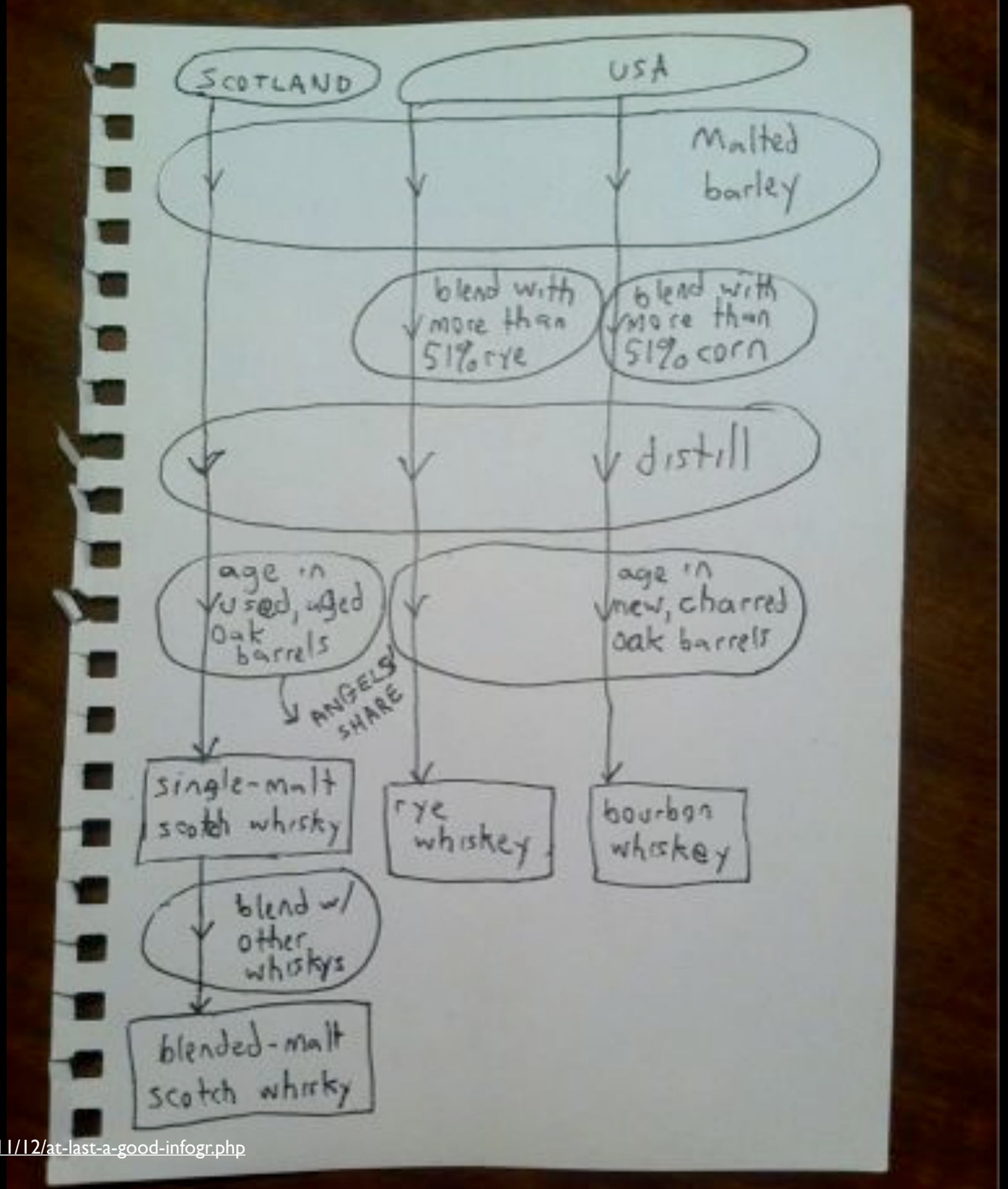
4

## EXPLORE WAYS TO PUT THAT TOGETHER!

*Patterns, Metaphors, Shapes (+Sources of Inspiration)*

5 Also, "SLIP"

## CLEAN UP, TEST, AND ITERATE!




http://goodexperience.com/2011/12/at-last-a-good-infogr.php

Aesthetic Associations

(shapes, colors, movement)

Perceived Affordances

(shadows, reflections, etc.)

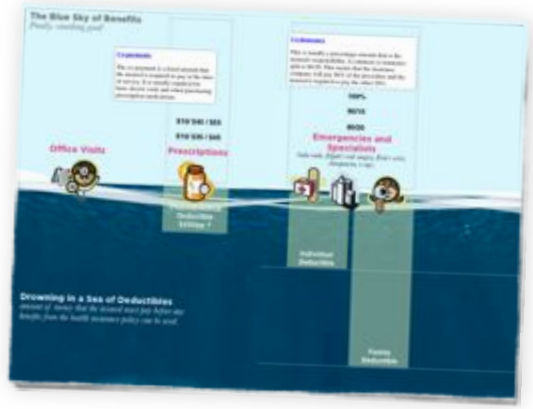
Semiotics/ Iconography

Conceptual Metaphor

Narratives & Stories



What do all these have in common?




Aesthetic Associations

(shapes, colors, movement)

Perceived Affordances

(shadows, reflections, etc.)

Semiotics/ Iconography

Conceptual Metaphor

Narratives & Stories

What do all these have in common?

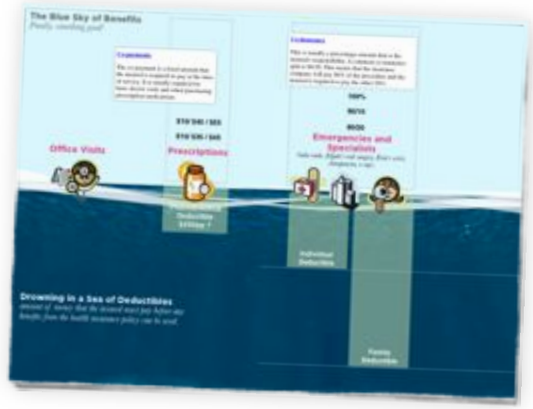
Aesthetic Associations

(shapes, colors, movement)

Perceived Affordances

(shadows, reflections, etc.)

Semiotics/ Iconography




Conceptual Metaphor

Narratives & Stories

What do all these have in common?

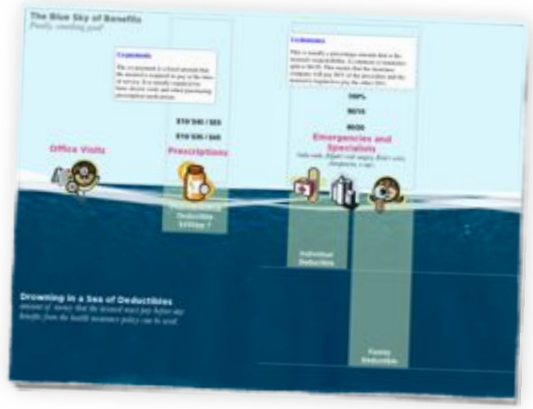
Aesthetic Associations

(shapes, colors, movement)

Perceived Affordances

(shadows, reflections, etc.)

Semiotics/ Iconography




Conceptual Metaphor



Narratives & Stories

What do all these have in common?



**Bouba-Kiki Effect**



Narratives
& Stories

what do all these have in common?



Aesthetic Associations

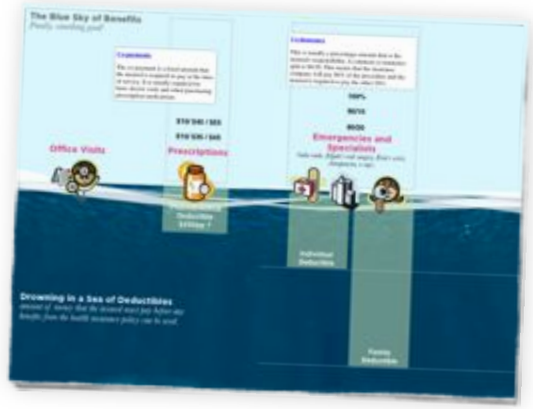
(shapes, colors, movement)

Perceived Affordances

(shadows, reflections, etc.)



Semiotics/ Iconography




Conceptual Metaphor



Narratives & Stories



What do all these have in common?

Aesthetic Associatio

(shapes, colors, movem

rratives

Stories

What do all these have in common?



Aesthetic Associations

(shapes, colors, movement)

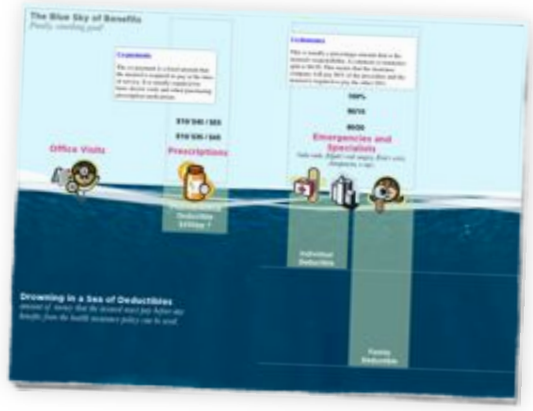


Perceived Affordances

(shadows, reflections, etc.)



Semiotics/ Iconography




Conceptual Metaphor



Narratives & Stories

What do all these have in common?



Aesthetic Associations

(shapes, colors, movement)

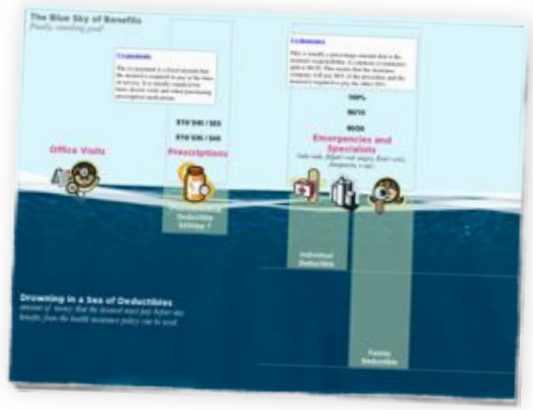


Perceived Affordances

(shadows, reflections, etc.)



Semiotics/ Iconography

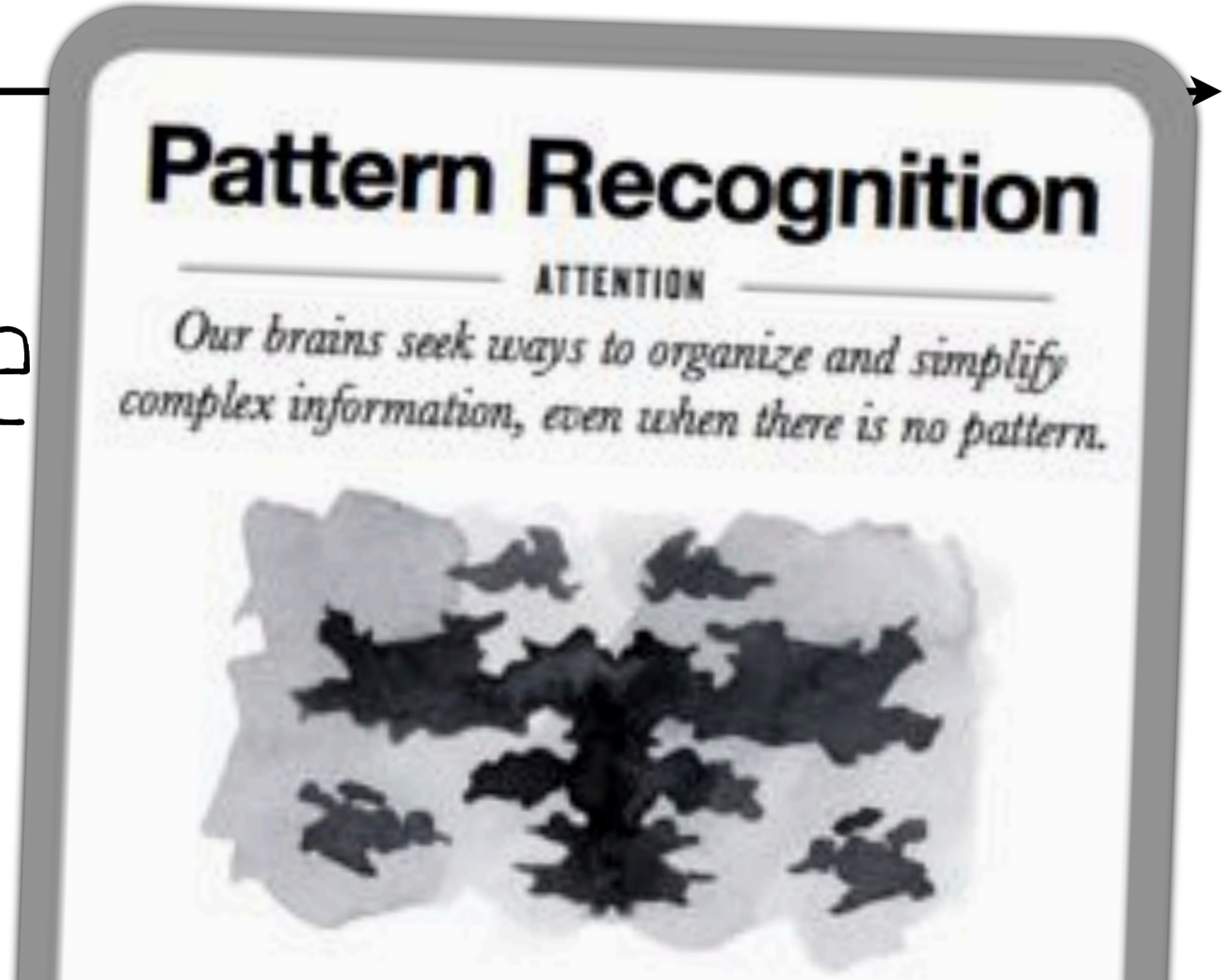


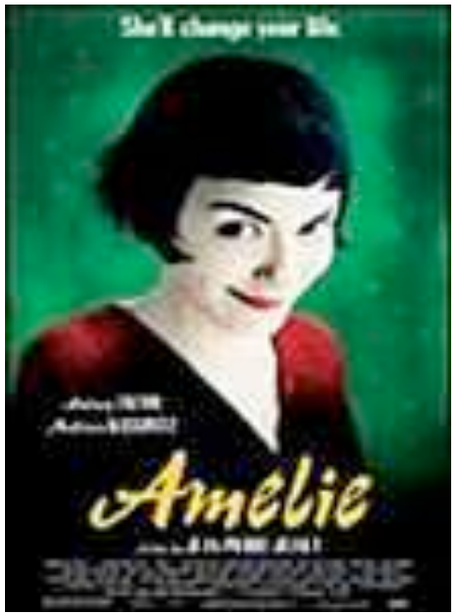

Conceptual Metaphor



Narratives & Stories

What do all the

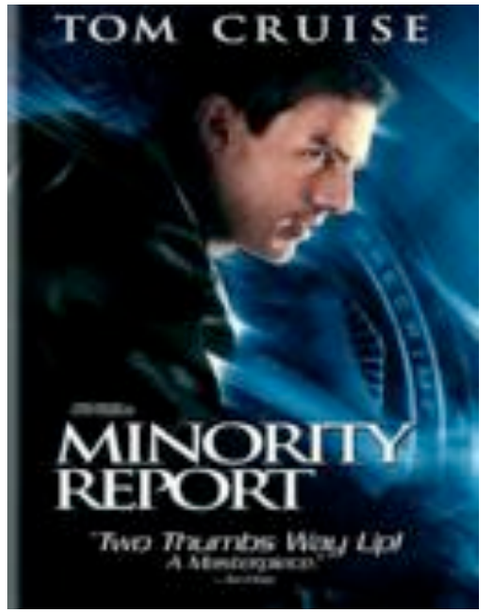



Amelie

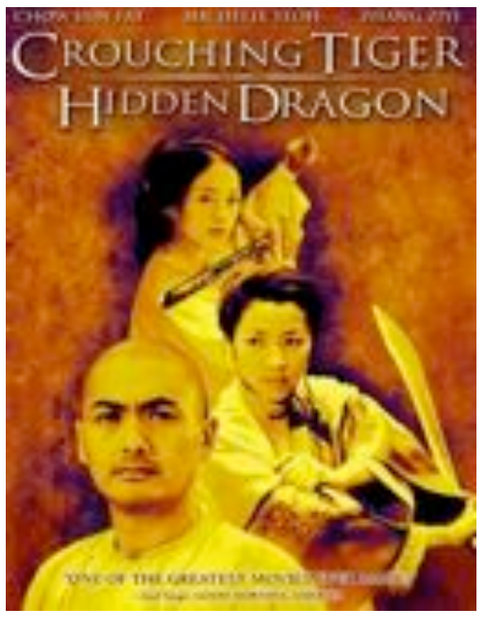

SINFULLY DELICIOUS.
Chocolat

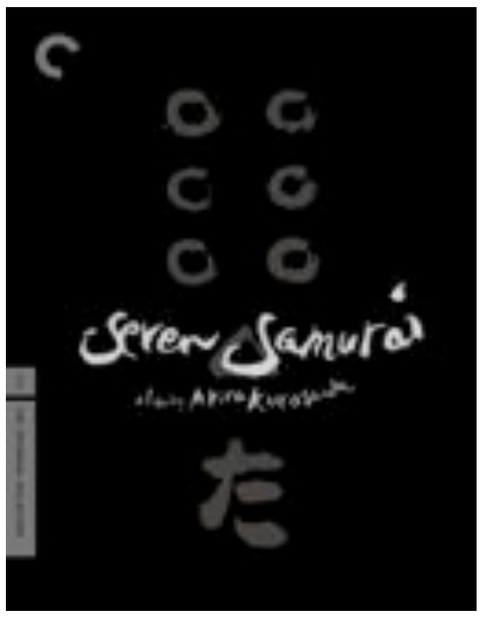

Disney PIXAR
MONSTERS, INC.


Disney PIXAR
TOY STORY

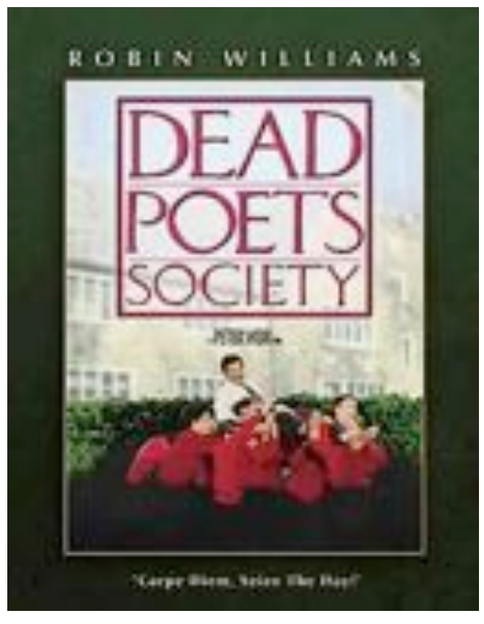

TOM CRUISE
MINORITY REPORT
Two Thumbs Way Up!


STAR WARS
IV


CROUCHING TIGER
HIDDEN DRAGON

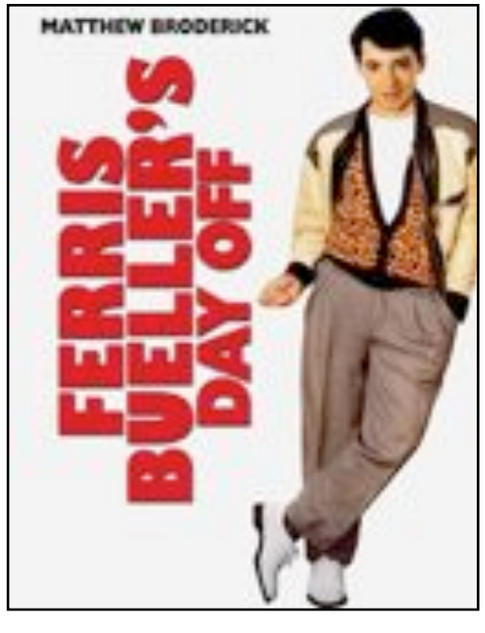

Seven Samurai

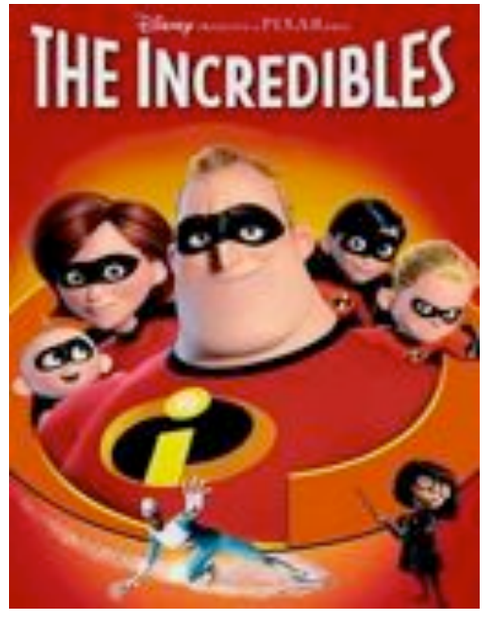

Casablanca


ROBIN WILLIAMS
DEAD POETS SOCIETY


the city of lost children

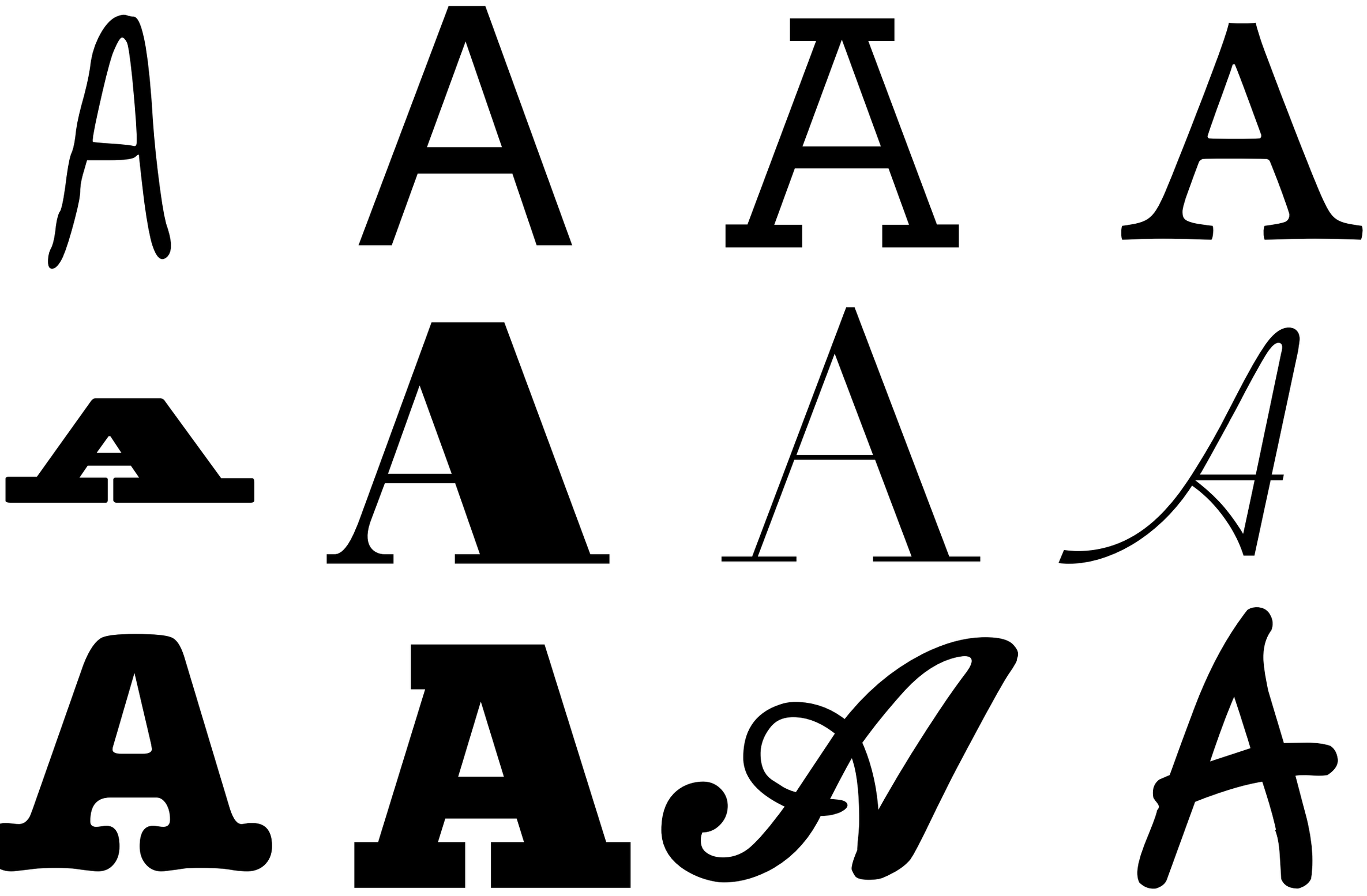

STARDUST


MATTHEW BRODERICK
FERRIS BUELLER'S DAY OFF


THE INCREDIBLES


the Princess Bride

Why do we know these are all the letter A?









A LOT of what is visual design makes sense if you think about the brain & pattern matching.

Let’s shed some light on your brain’s pattern matching tactics…

…with a quick drinking game!



# Contrast (Similarity)





# Proximity




BEER
MOAF
BEER

# Uniform Connectedness (Enclosure)



# Visual Principles of Typography: Type Visual Hierarchy

**ONE:** LEARN THE GESTALT PRINCIPLES!

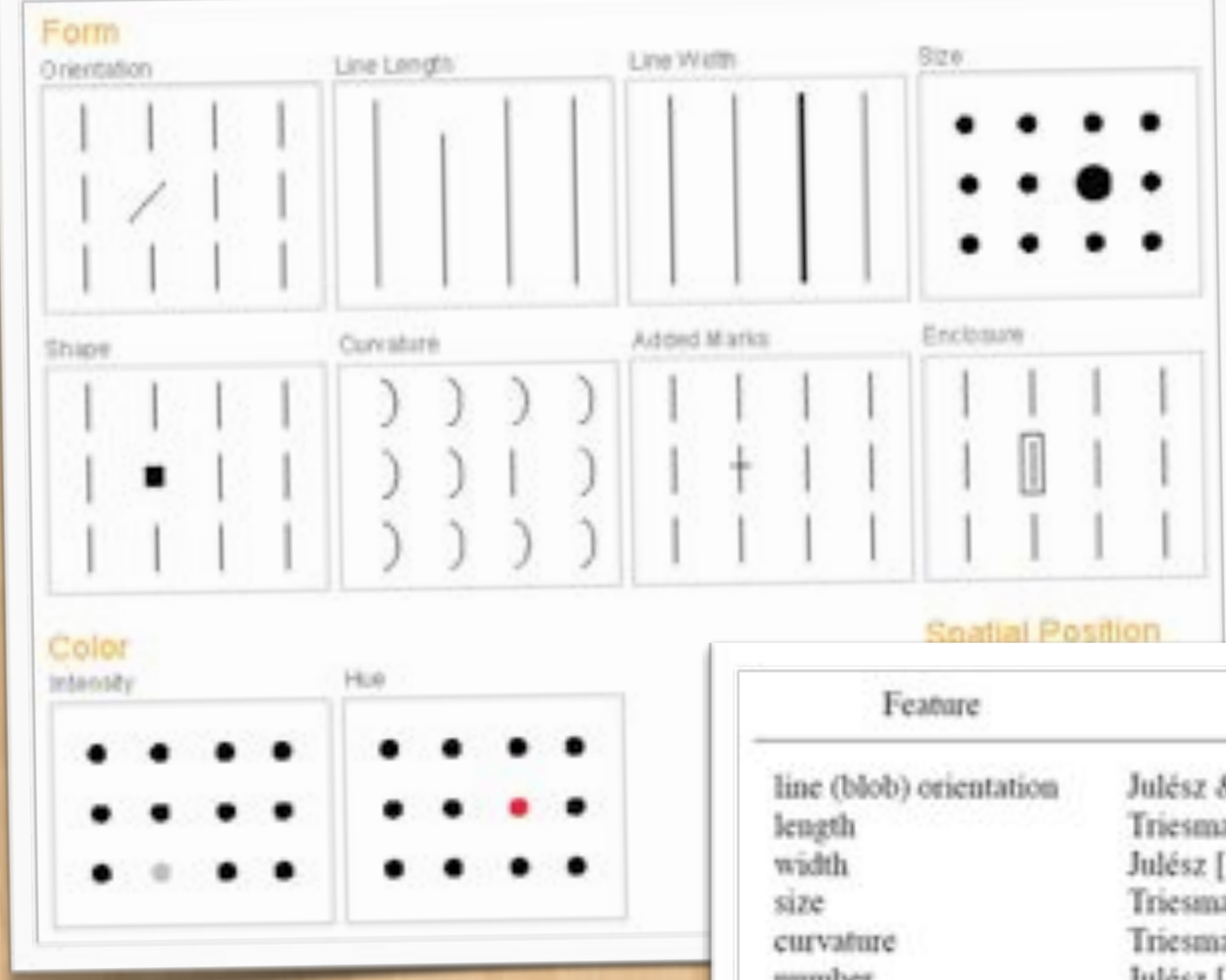
http://www.andyrutledge.com/gestalt-principles-1-figure-ground-relationship.php

You'll notice that most of these principles seem to be variations of each other and are otherwise closely related. There's good reason for this, as they all refer to relationships. Human perception is governed by relationships; how things are similar or dissimilar, how they contrast or blend with one another, and how arrangements of things suggest hierarchies and are affected by context.

For designers, that last sentence pretty much sums up much of what you deal with in your job so it might be nice to get a handle on this stuff. Let's dive in and learn how to make Gestalt principles work for your designs.

## ONE: LEARN THE GESTALT PRINCIPLES!

http://www.andyrutledge.com/gestalt-principles-1-figure-ground-relationship.php




lines
direction
shape
space
colors
placement
proximity

| Feature | Author |
|---|---|
| line (blob) orientation | Julész & Bergen [1983]; Wolfe [1992] |
| length | Triesman & Gormican [1988] |
| width | Julész [1985] |
| size | Triesman & Gelade [1980] |
| curvature | Triesman & Gormican [1988] |
| number | Julész [1985]; Trick & Pylyshyn [1994] |
| terminators | Julész & Bergen [1983] |
| intersection | Julész & Bergen [1983] |
| closure | Enns [1986]; Triesman & Souther [1985] |
| colour [hue] | Triesman & Gormican [1988]; Nagy & Sanchez [1990]; D'Zmura [1991] |
| intensity | Beck et al. [1983]; Triesman & Gormican [1988] |
| flicker | Julész [1971] |
| direction of motion | Nakayama & Silverman [1986]; Driver & McLeod [1992] |
| binocular lustre | Wolfe & Franzel [1988] |
| stereoscopic depth | Nakayama & Silverman [1986] |
| 3-D depth cues | Enns [1990] |
| lighting direction | Enns [1990] |

**TWO:** SUBTLE DIFFERENCES ARE SIGNIFICANT.

# Subtle differences are significant.

SHAPE



COLOR INTENSITY



ICONOGRAPHY




(COLOR)



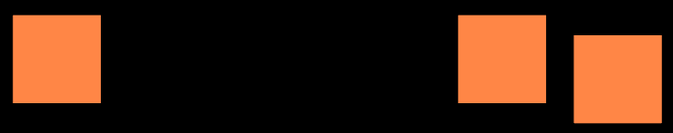
OPACITY



OVERLAY



PLACEMENT



TEXTURE



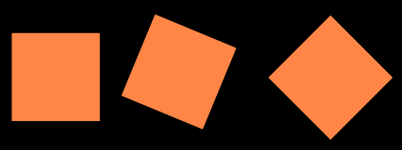
OVERLAP



SIZE



ROTATION



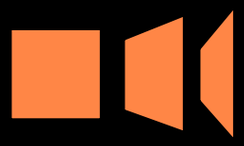
JOIN



OUTLINE OR SOLID



PERSPECTIVE



ASPECT RATIO



IF OUTLINE, THICKNESS OF STROKE

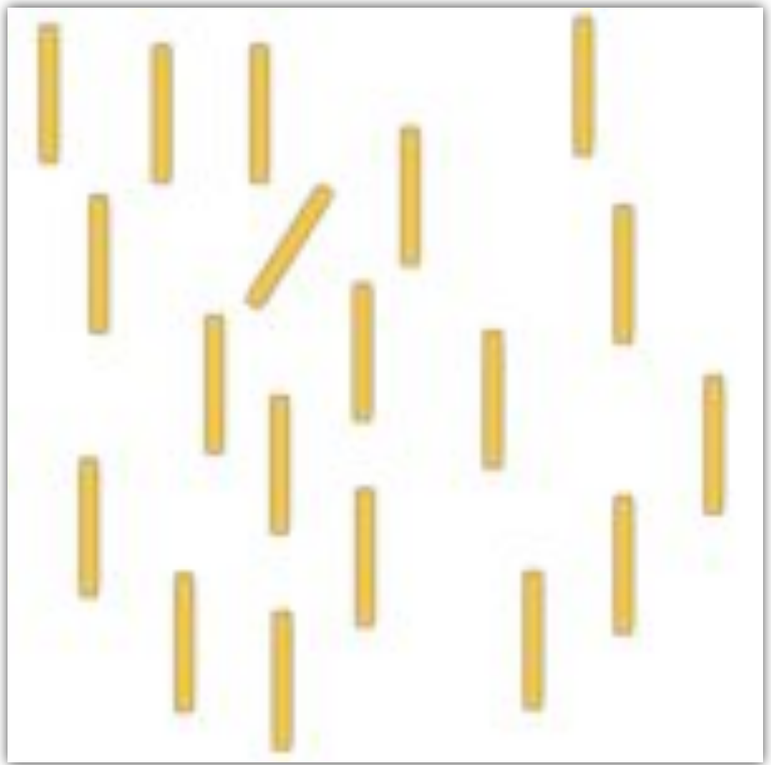


ETC!

# “PRE-ATTENTIVE PROCESSING”

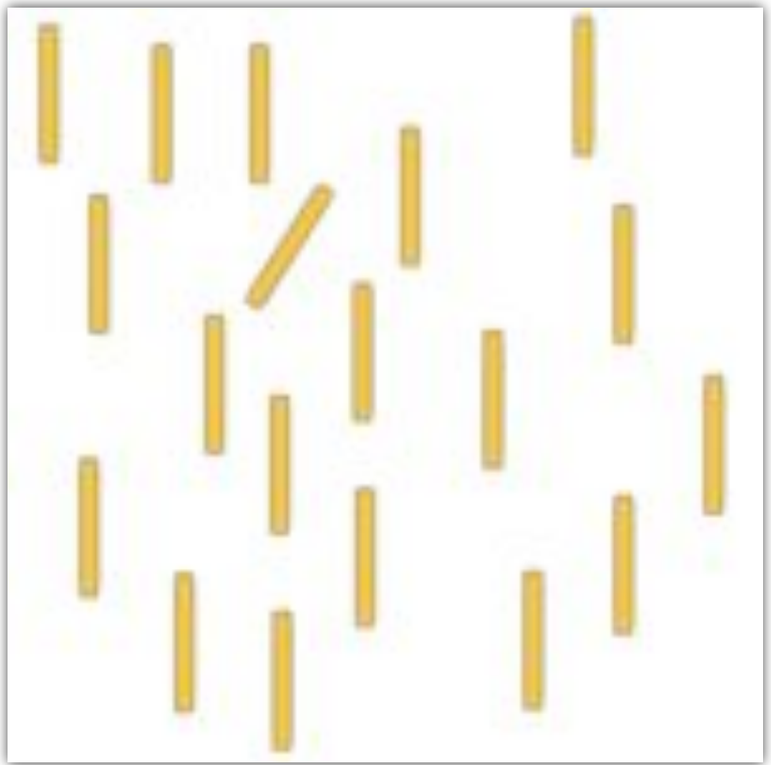
# “PRE-ATTENTIVE PROCESSING”

# *Form:*

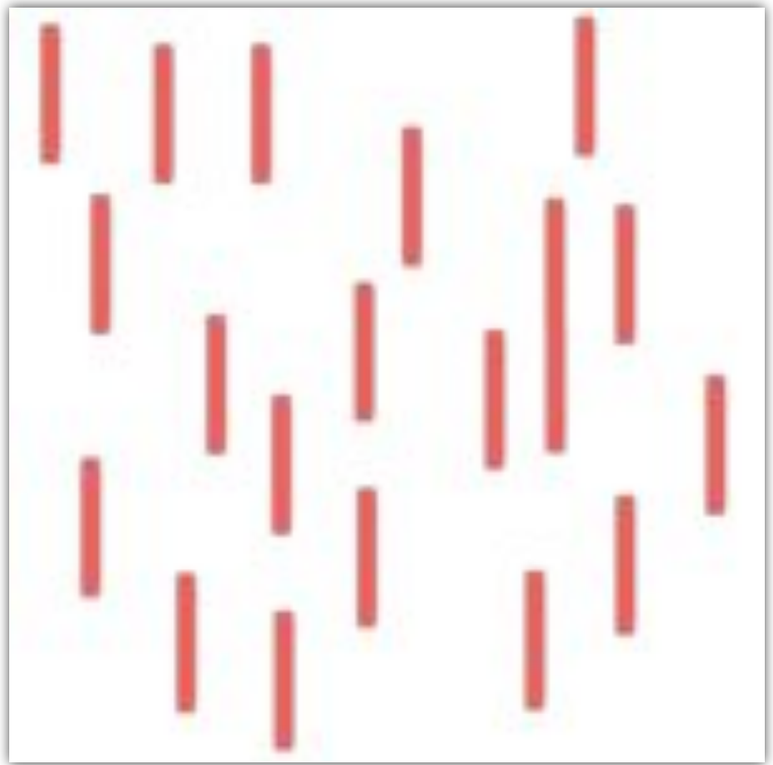


*Orientation*

# *Form:*

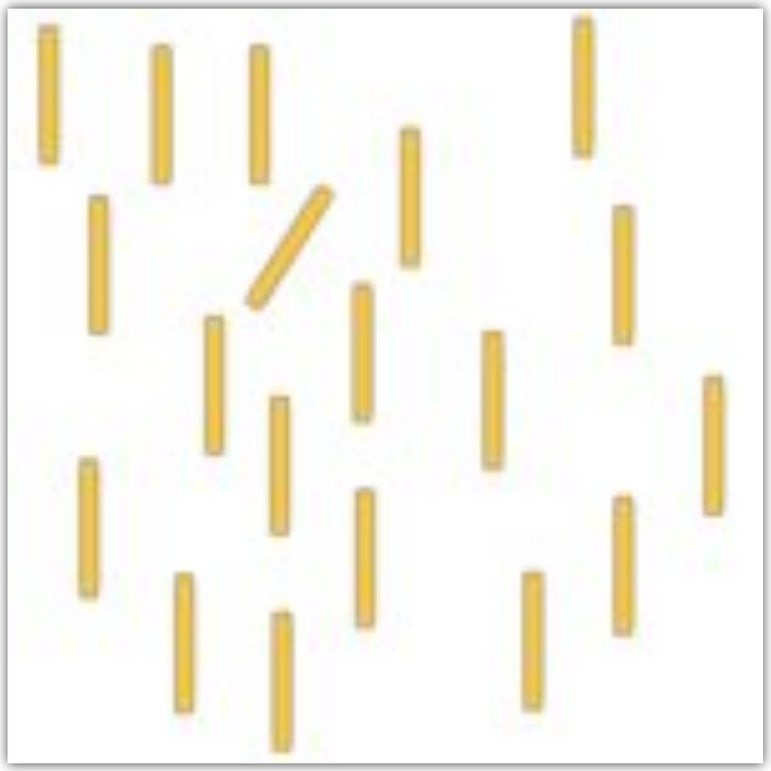


*Orientation*

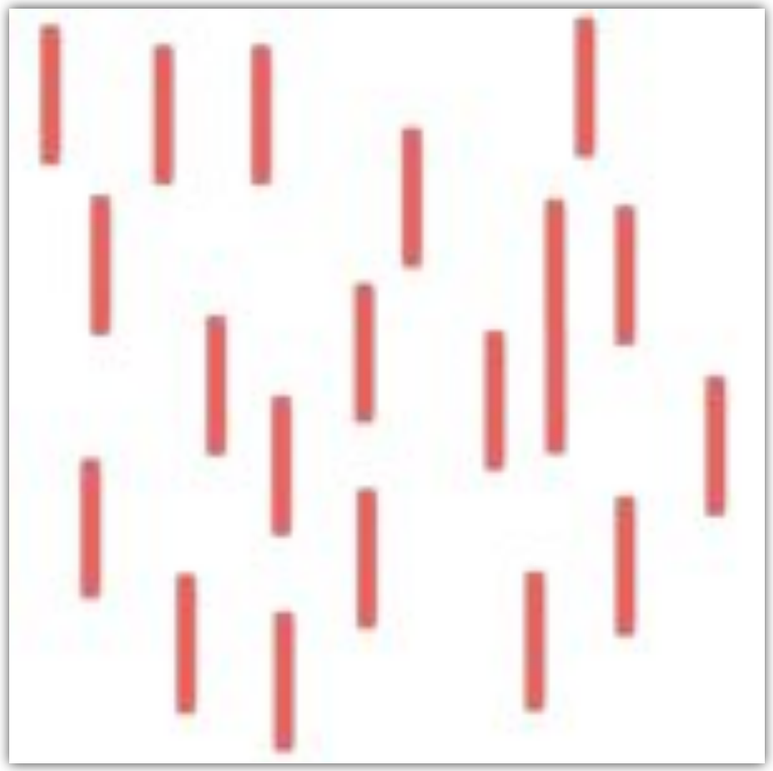


*Line Length*

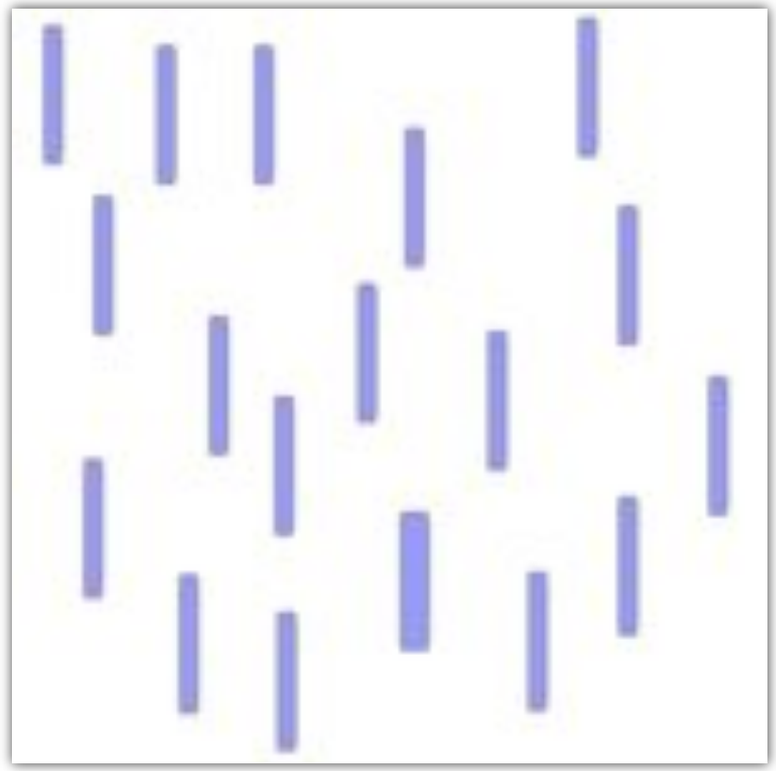
# *Form:*



*Orientation*

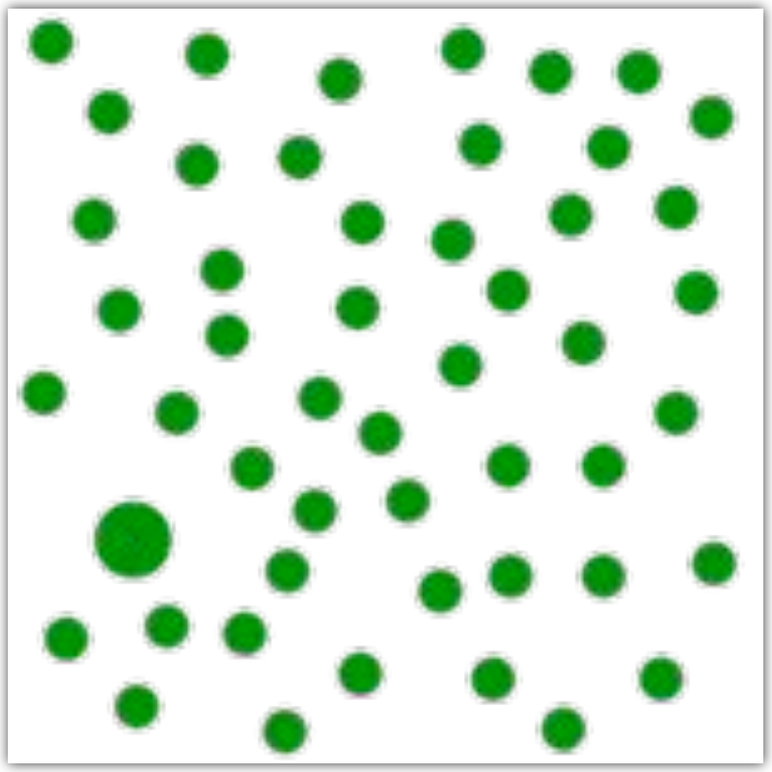


*Line Length*



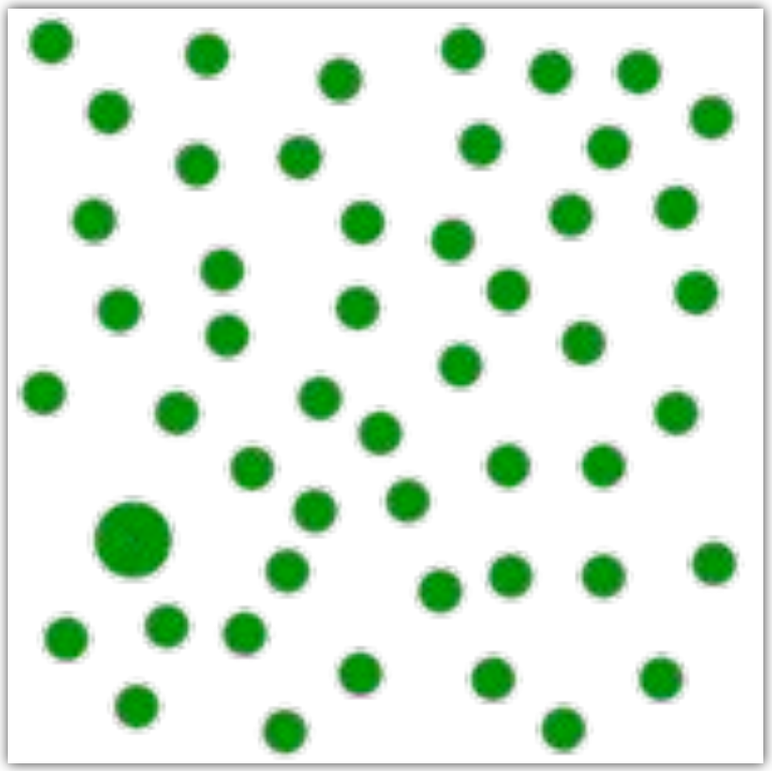
*Line Width*

# *Form:*

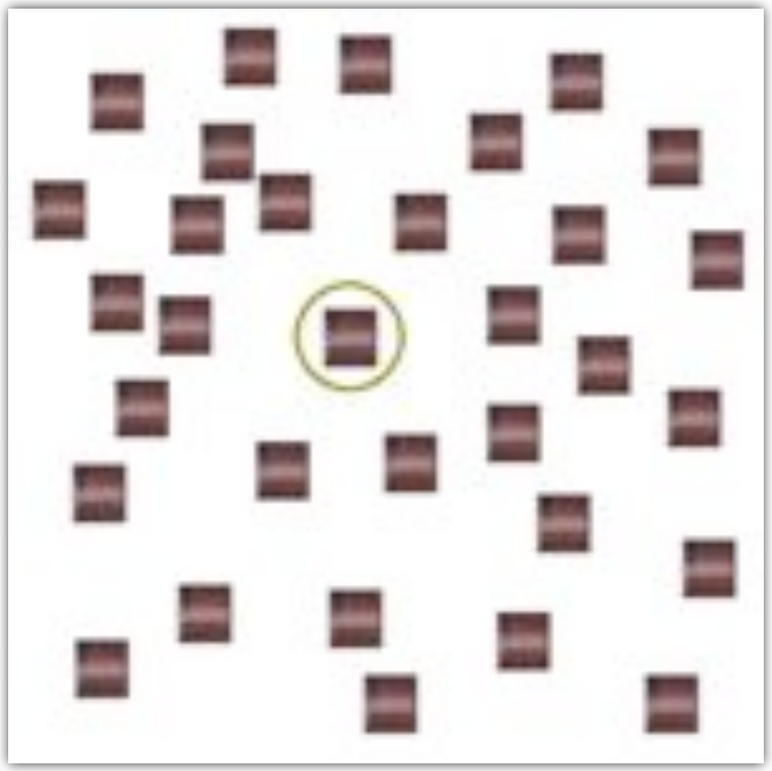


*Size*

# *Form:*

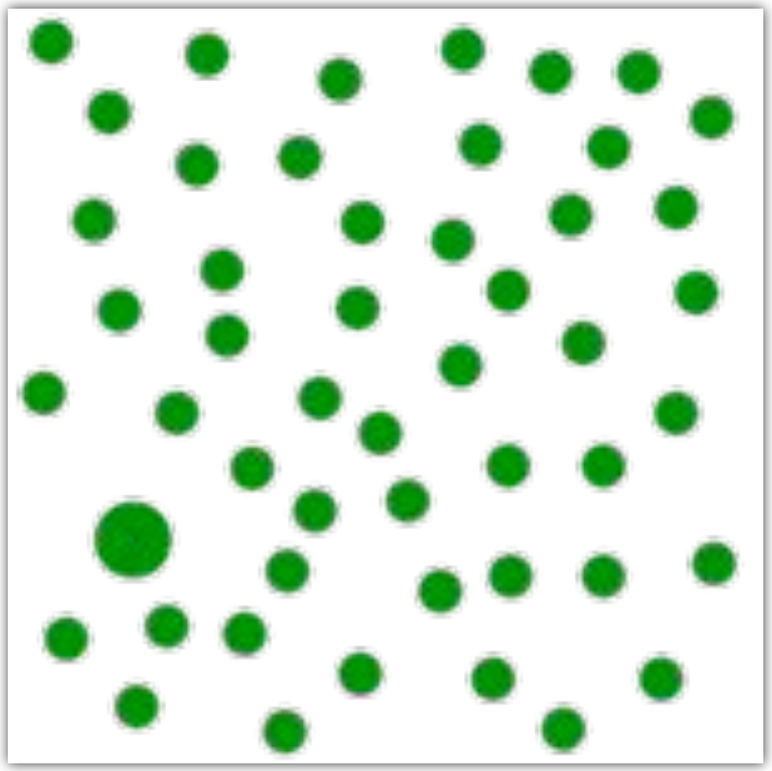


*Size*

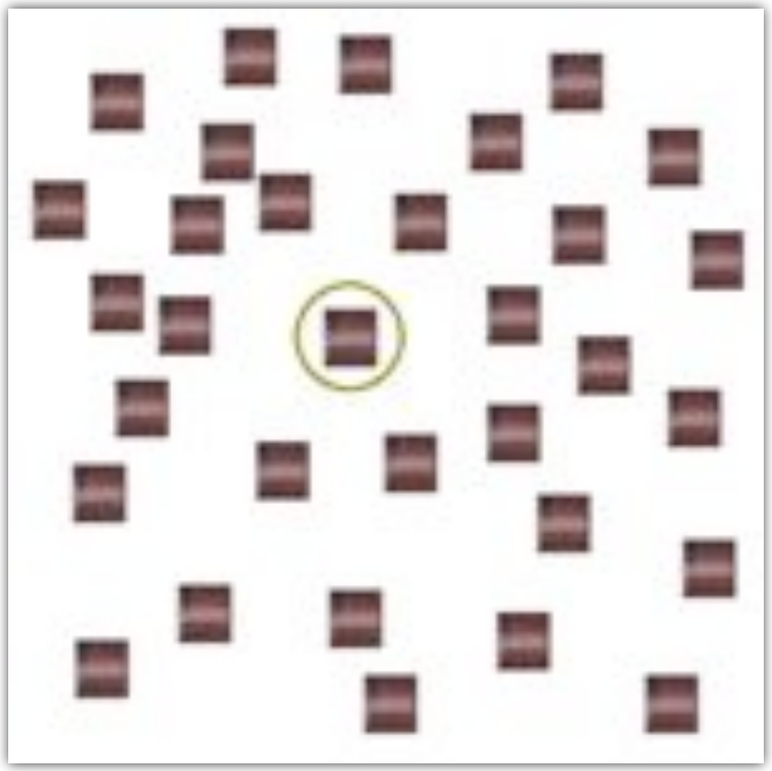


*Enclosure*

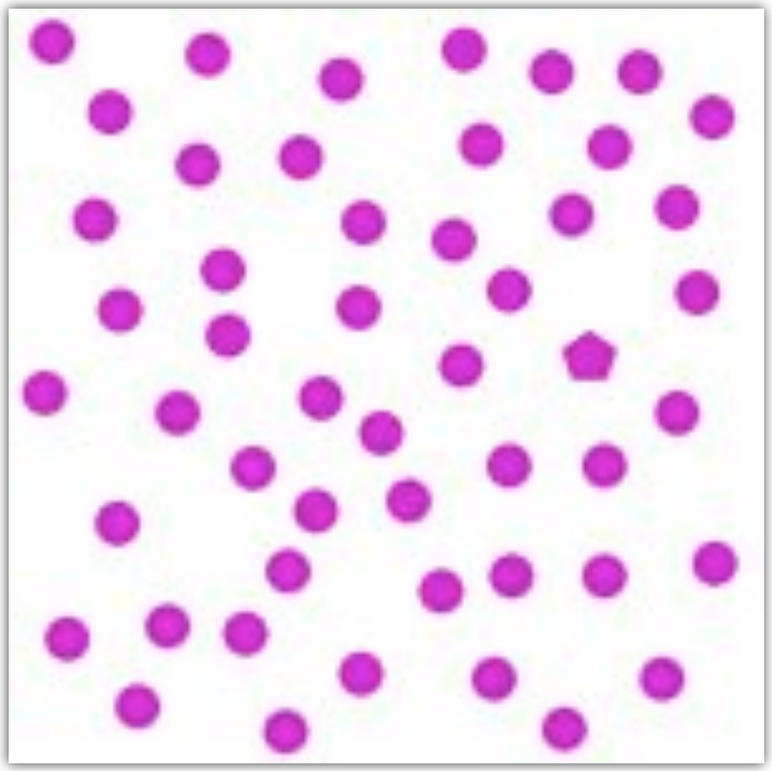
# *Form:*



*Size*



*Enclosure*



*Shape*

# *Form:*

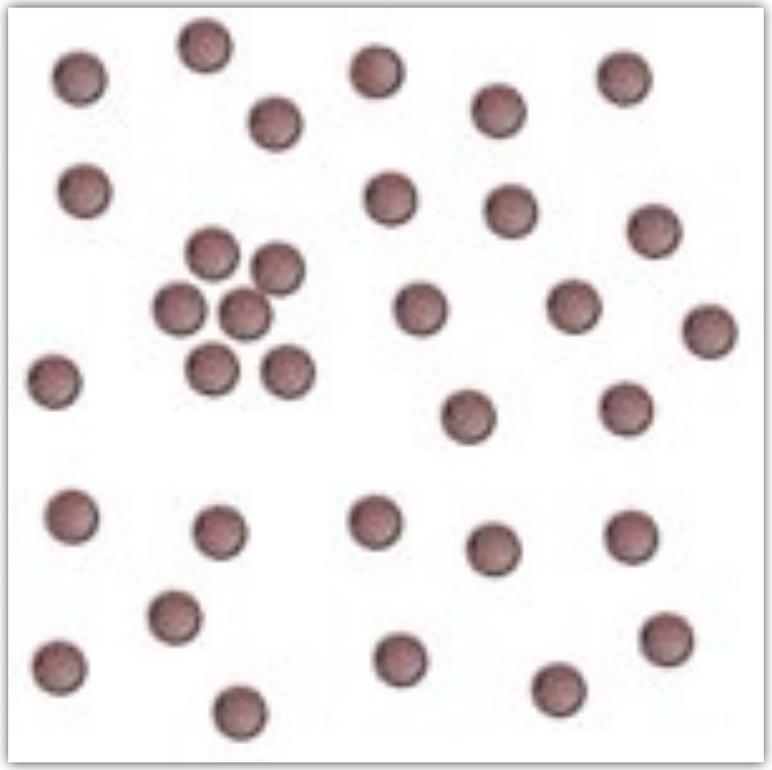


*Curvature*

# *Form:*



*Curvature*

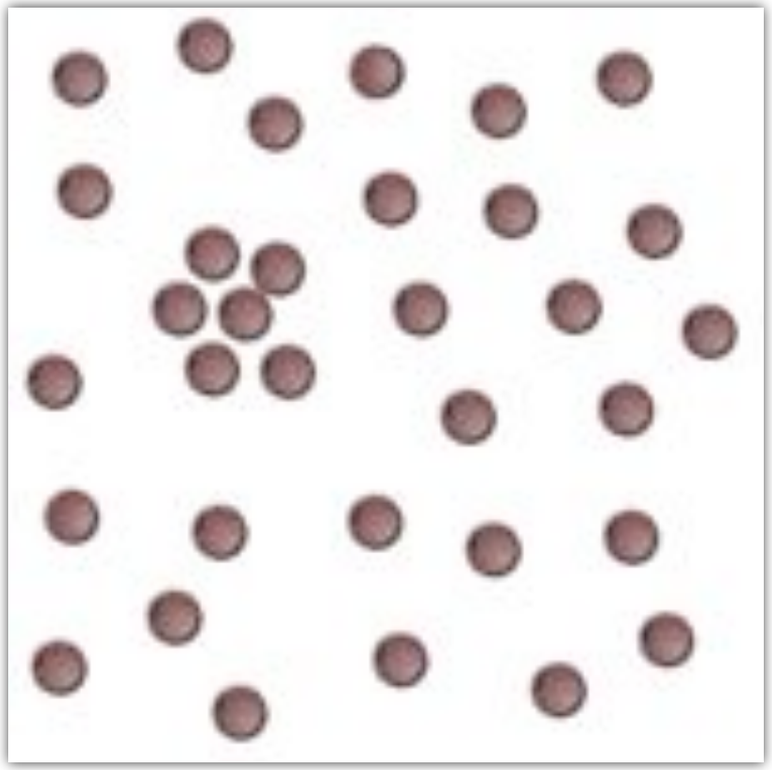


*Proximity*

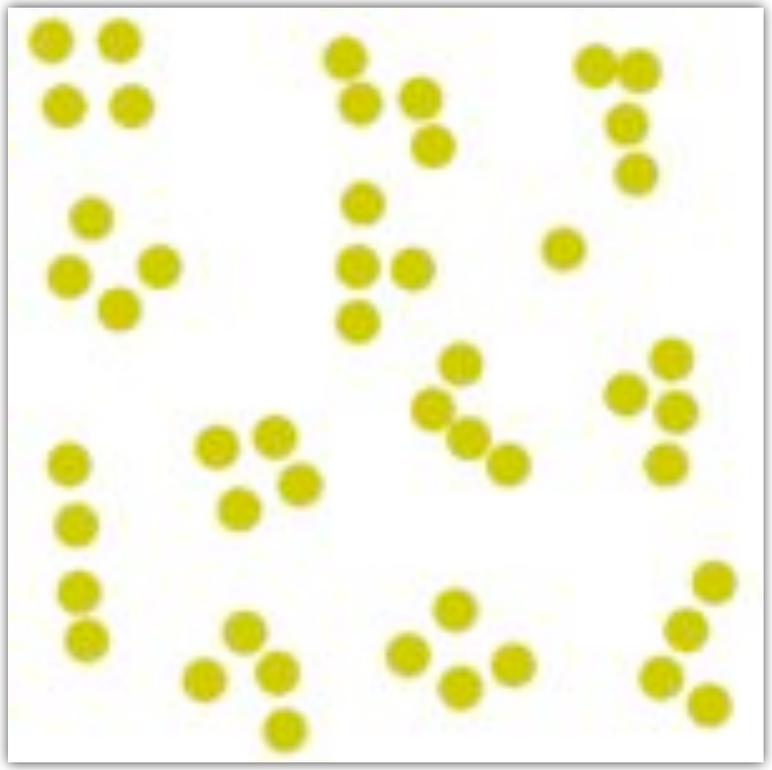
# *Form:*



*Curvature*

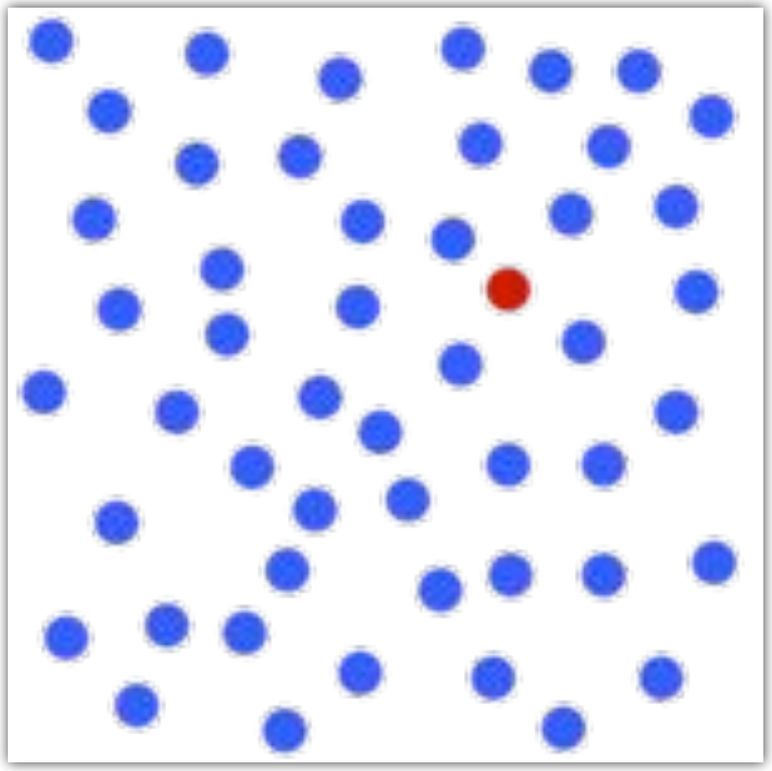


*Proximity*



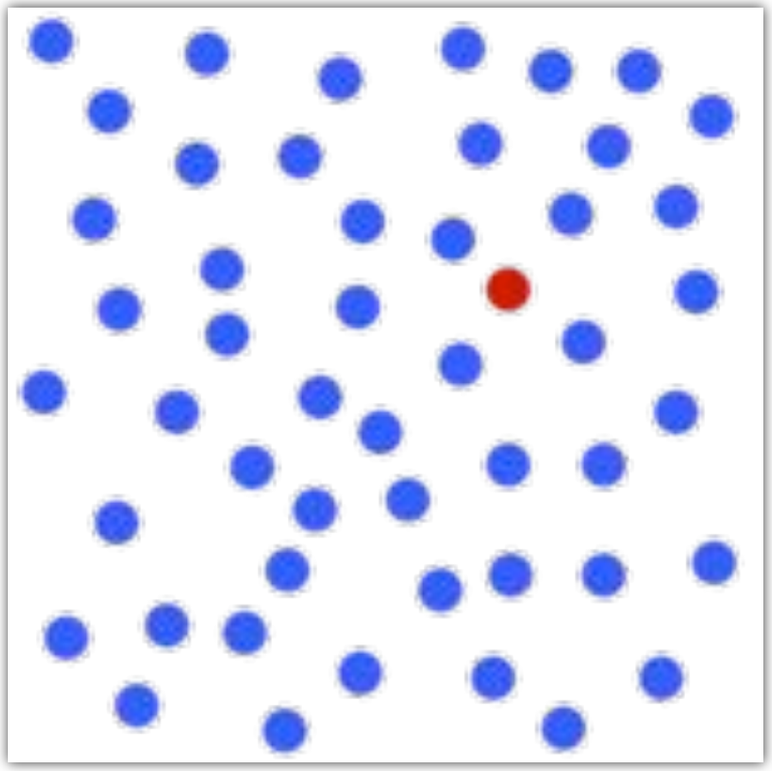
*Proximity*

# *Color:*

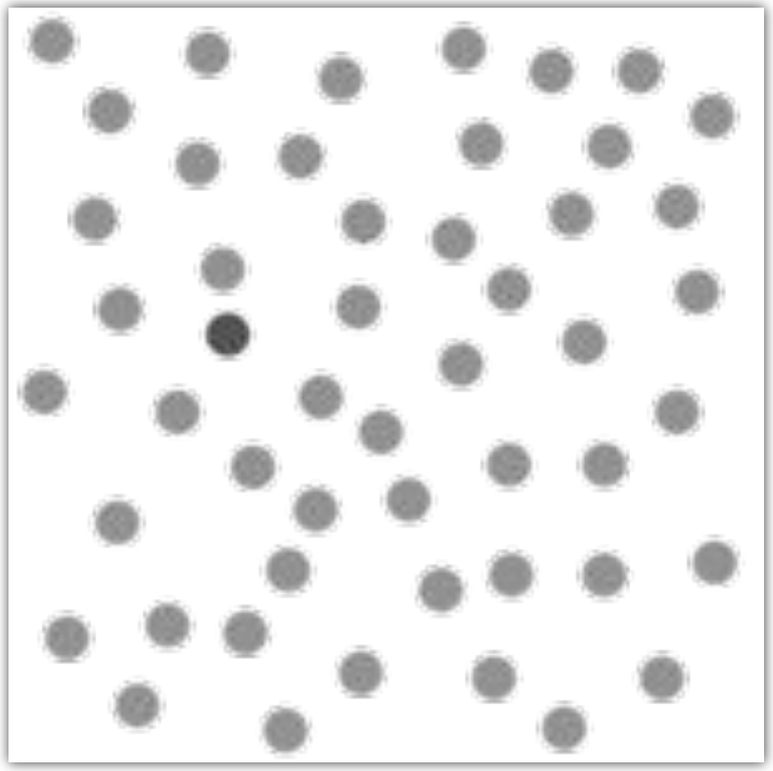


*Hue*

# *Color:*

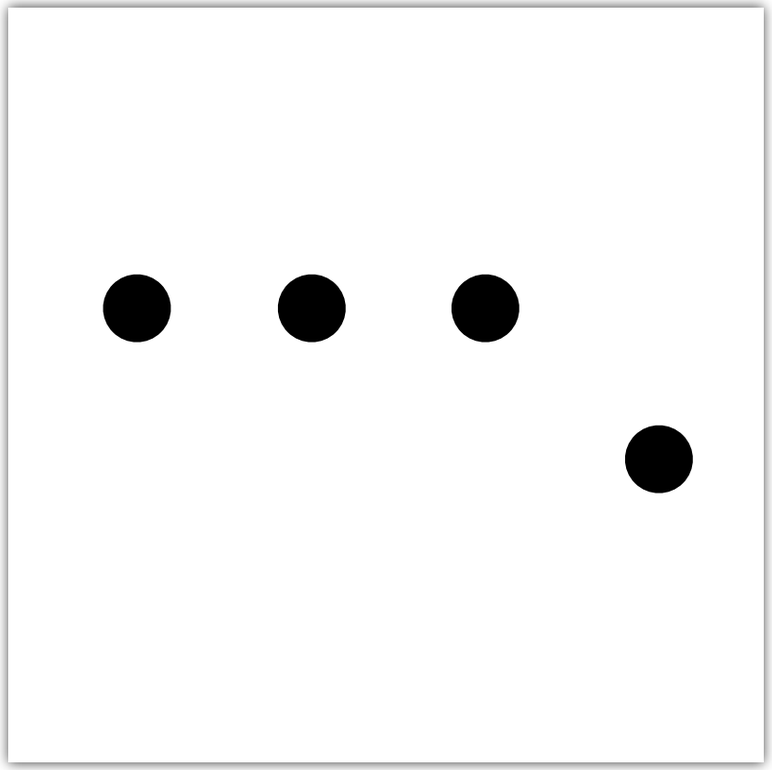


*Hue*



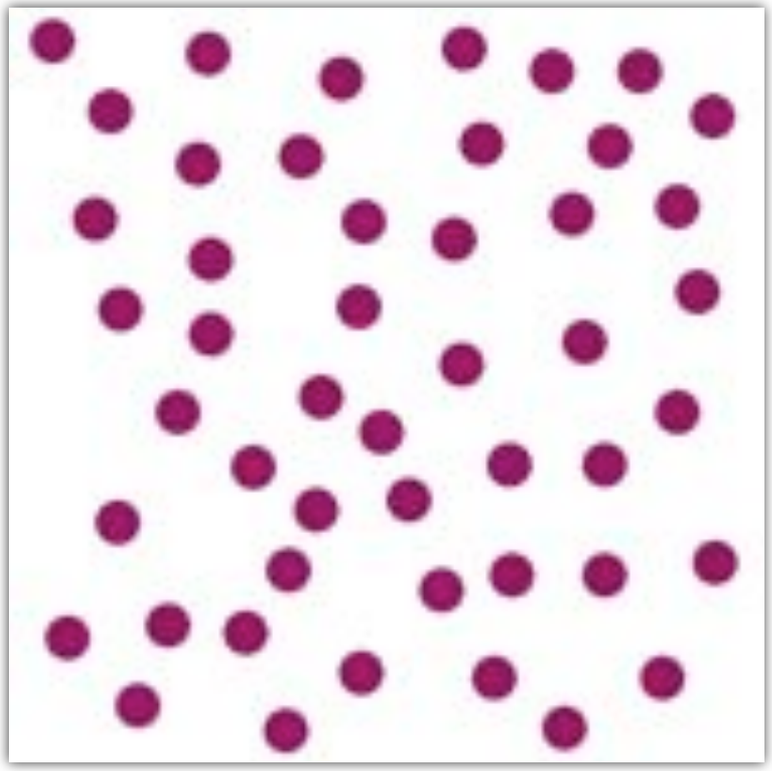
*Intensity*

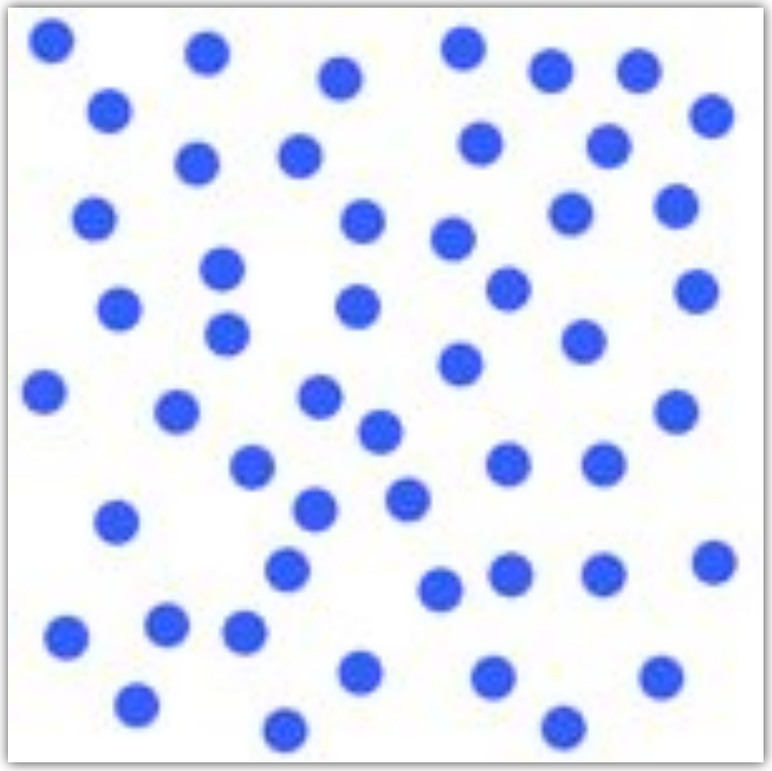
# *Spatial Position:*

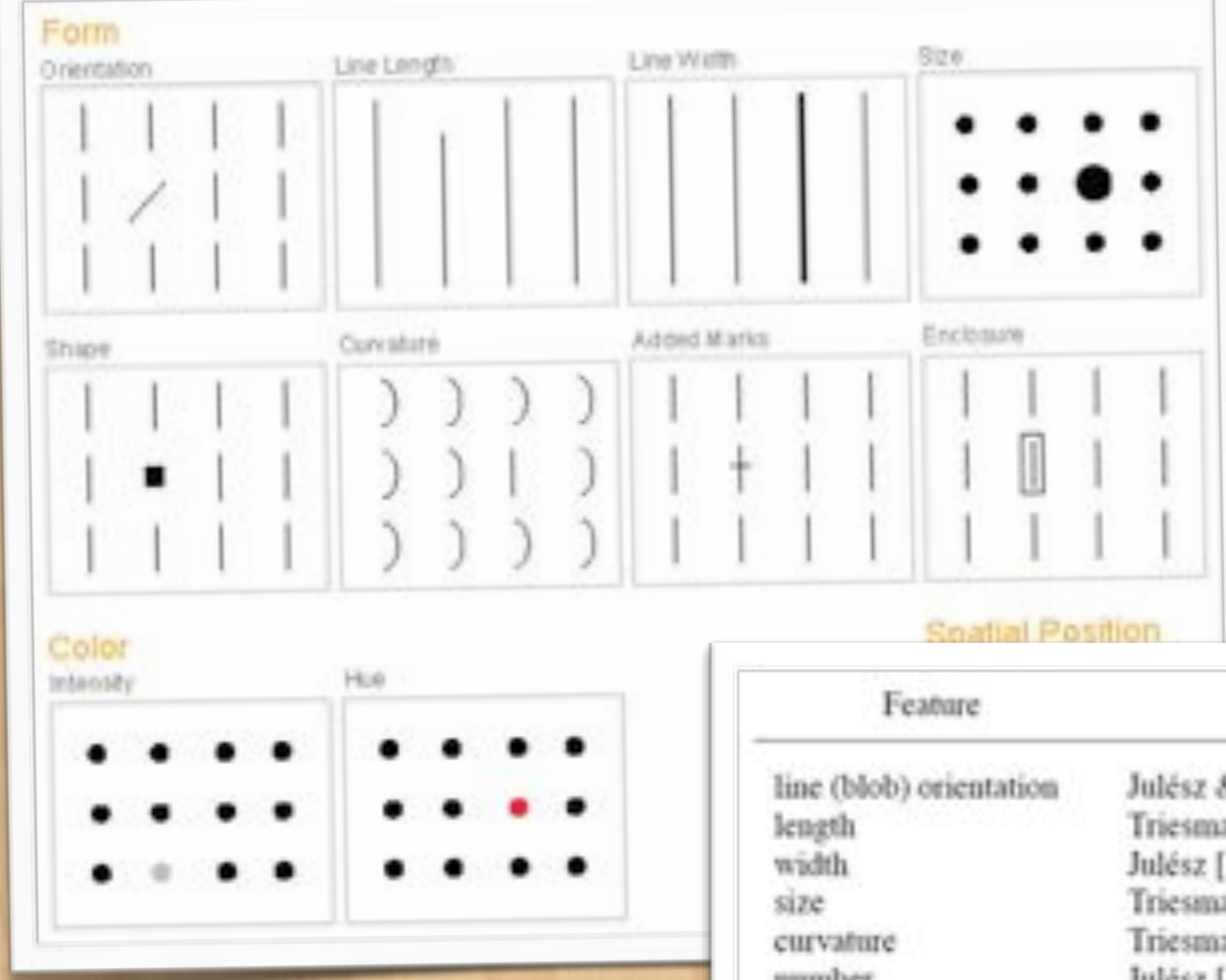


*2-D Position*

# *Motion:*





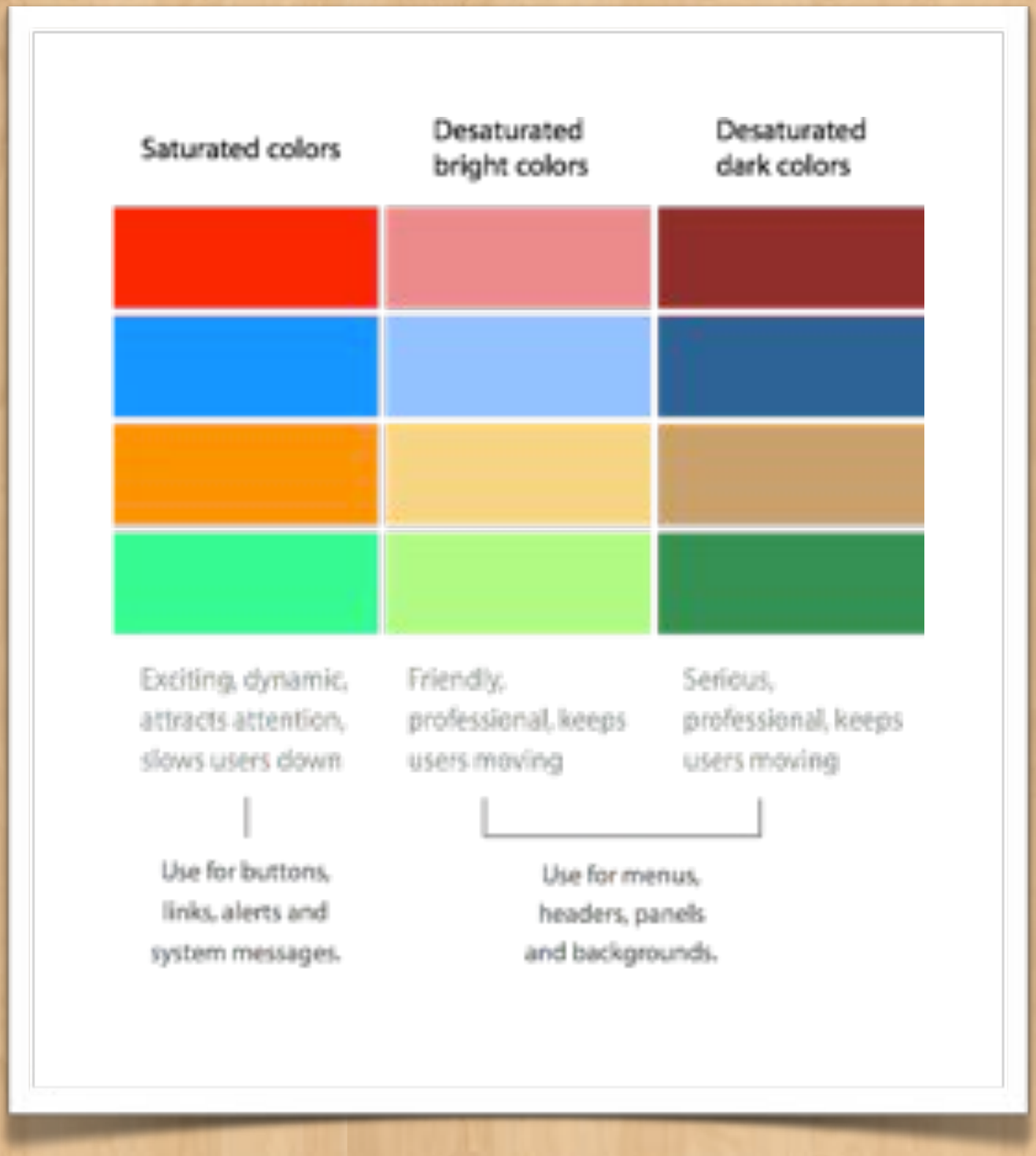



lines
direction
shape
space
colors
placement
proximity

| Feature | Author |
|---|---|
| line (blob) orientation | Julész & Bergen [1983]; Wolfe [1992] |
| length | Triesman & Gormican [1988] |
| width | Julész [1985] |
| size | Triesman & Gelade [1980] |
| curvature | Triesman & Gormican [1988] |
| number | Julész [1985]; Trick & Pylyshyn [1994] |
| terminators | Julész & Bergen [1983] |
| intersection | Julész & Bergen [1983] |
| closure | Enns [1986]; Triesman & Souther [1985] |
| colour [hue] | Triesman & Gormican [1988]; Nagy & Sanchez [1990]; D'Zmura [1991] |
| intensity | Beck et al. [1983]; Triesman & Gormican [1988] |
| flicker | Julész [1971] |
| direction of motion | Nakayama & Silverman [1986]; Driver & McLeod [1992] |
| binocular lustre | Wolfe & Franzel [1988] |
| stereoscopic depth | Nakayama & Silverman [1986] |
| 3-D depth cues | Enns [1990] |
| lighting direction | Enns [1990] |

**TWO:** SUBTLE DIFFERENCES ARE SIGNIFICANT.

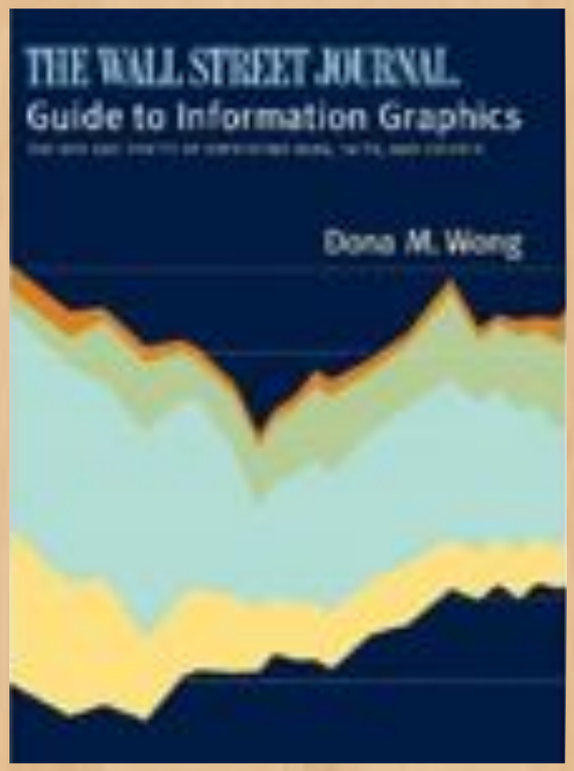
# THREE: USE COLOR SATURATION TO MUTE LESS IMPORTANT STUFF




# FOUR: USE COLOR, BUT SPARINGLY.

http://uxmovement.com/content/how-color-saturation-affects-user-efficiency/

# RESOURCES?

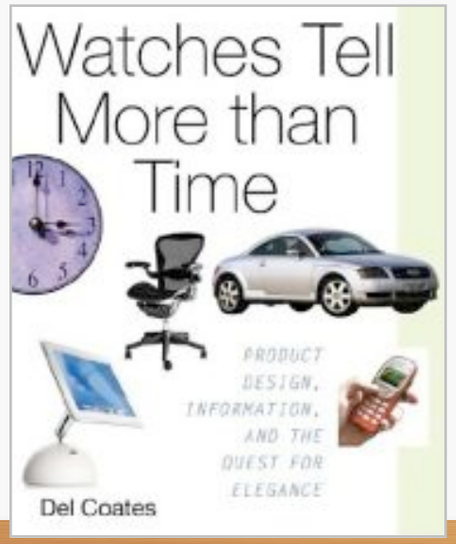


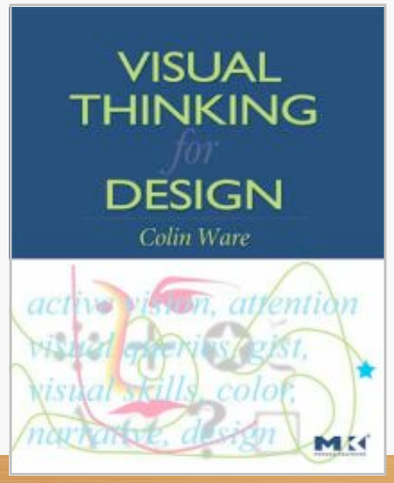

http://amzn.com/0393072959

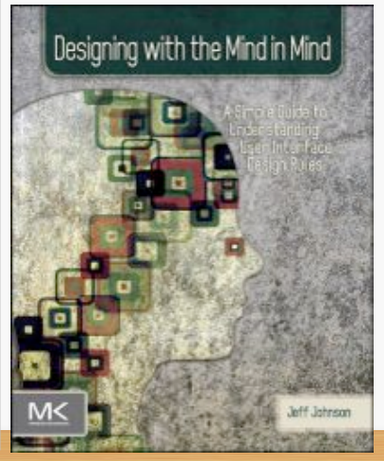


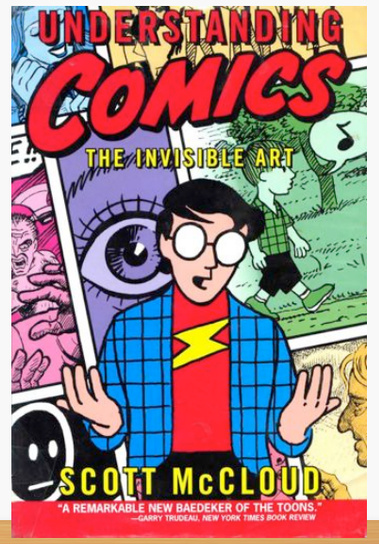

“inSights” from Fabrique http://www.fabrique.nl/insights/

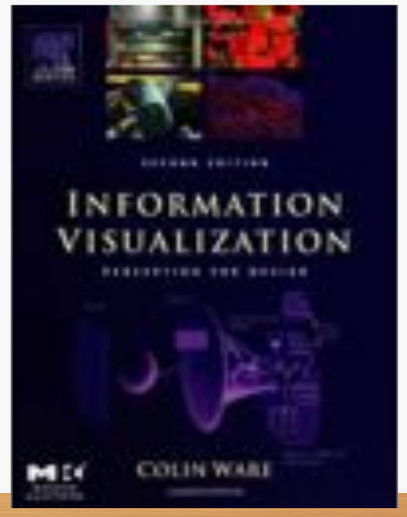
# RESOURCES?


Watches Tell More than Time
PRODUCT DESIGN, INFORMATION, AND THE QUEST FOR ELEGANCE
Del Coates

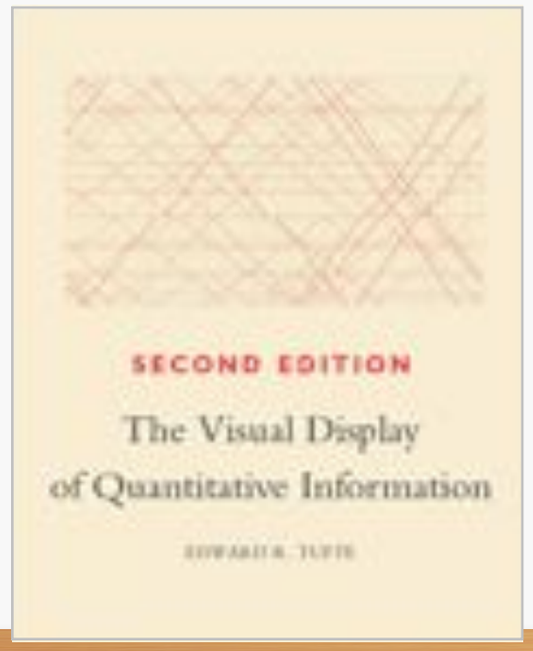

VISUAL THINKING for DESIGN
Colin Ware
active vision, attention
visual queries, gist,
visual skills, color,
narrative, design

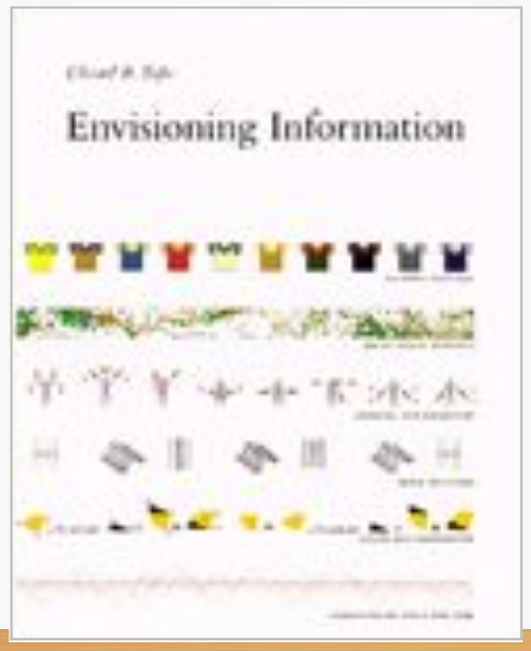

Designing with the Mind in Mind
A Simple Guide to Understanding User Interface Design Rules
MK
Jeff Johnson

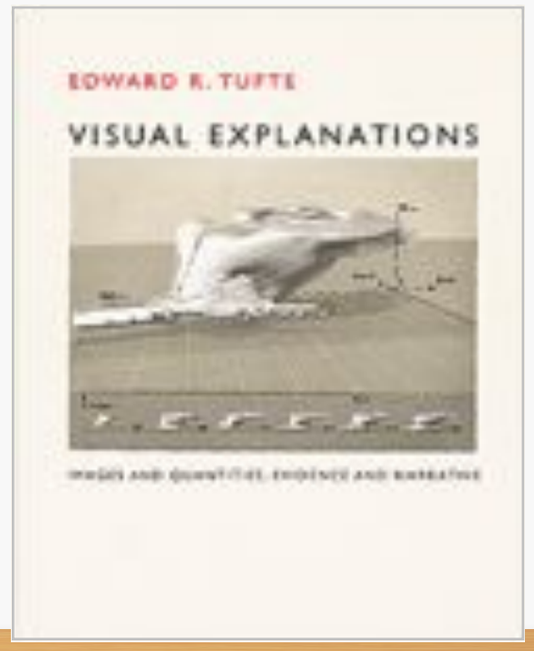

UNDERSTANDING COMICS
THE INVISIBLE ART
SCOTT McCLOUD
"A REMARKABLE NEW BAEDEKER OF THE TOONS."
—GARRY TRUDEAU, NEW YORK TIMES BOOK REVIEW

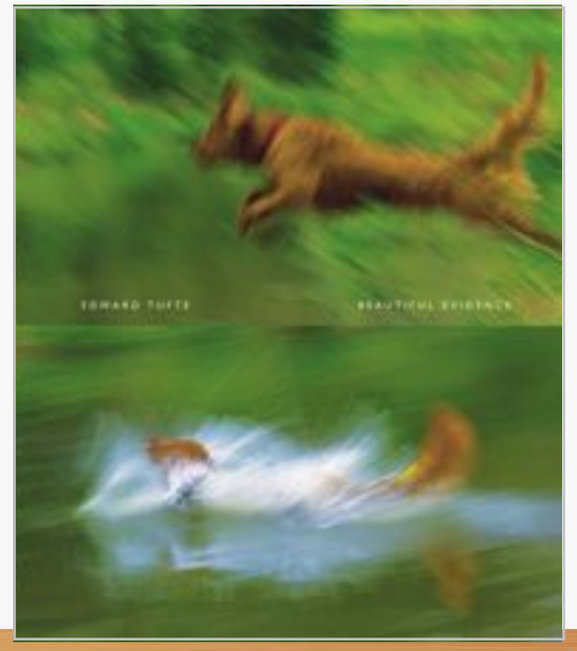

INFORMATION VISUALIZATION
COLIN WARE

# RESOURCES?



(Tufte, of course!)

## Tips!

Test with real data!!!

## Tips!

Test with real data!!!

test at different screen resolutions

photos - what's the orientation?

watch your character lengths!

So, all this will help users understand and be able to make informed decisions.

But how do we encourage people to take action?

AN EXERCISE!

# Q | WHAT MAKES SOMETHING ENGAGING?

(OR, HOW DO YOU TRIGGER AN EMOTIONAL RESPONSE)

- personalized information
- a narrative is suggested
- appropriate use of humor
- attractiveness!
- something surprising, unexpected and/or delightful
- playful interactions (tight feedback loops)
- use of metaphors
- appeal to freedoms, fears, sense of identity

## Tips!

Ask yourself "can a five year old understand this?"

Replace or reinforce text with visuals

Is there a story suggested by your visual?

Look for opportunities to "create" new points of data

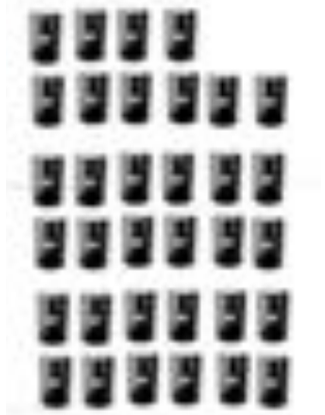
Look for places where you or others are confused.

4,008 kg $CO_2$

this example from:



4,008 kg $CO_2$



this example from:



4,008 kg $CO_2$



**You** will burn **23 trees** this year

this example from:



4,008 kg $CO_2$




this example from:



4,008 kg $CO_2$



**You** will burn **23 trees** this year, **18 too many**

Your aim for 2009: **5** trees (3 less than 2008)

this example from:

Sebastian Deterding
@dingstweets

4,008 kg $CO_2$




this example from:



4,008 kg $CO_2$





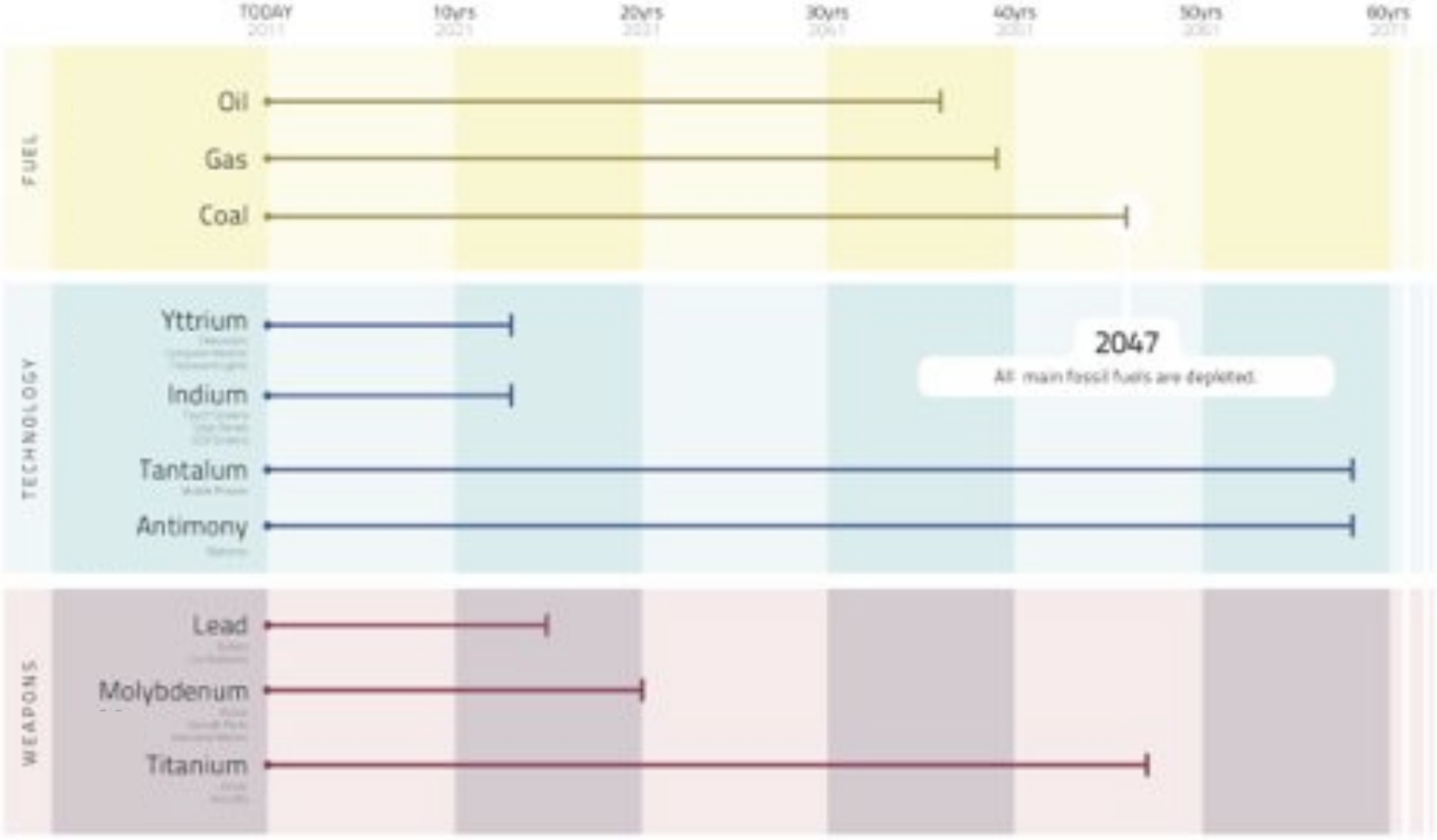


this example from:

Sebastian Deterding
@dingstweets

# End of the Line

## When Will Our Natural Resources Run Out? (At Production Continues at Same or Current Rates)



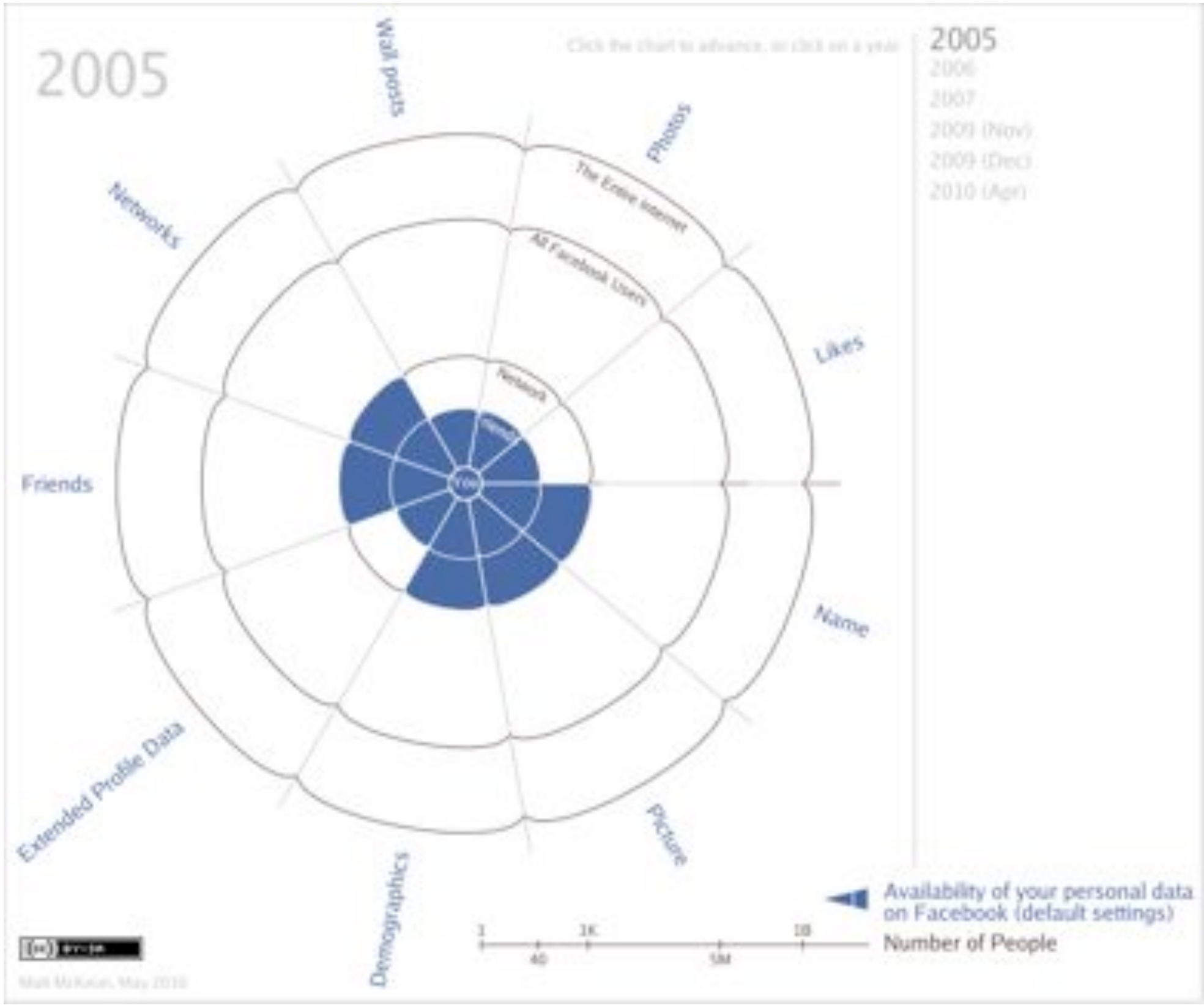

Sources: Armenteli, US Geological Survey, British Petroleum, British Bureau of Metal Statistics, International Copper Study Group, World Gold Council, Minerals Education Coalition, Rudolf Boller, Rogner, Gerhart et al. (2000), Hall (2008), Shaw, Hoffert, Brook/Bradshaw, Hydrocarbons Corporation, Oak Ridge Group, Source: Rudolf Boller, MP Executive Manager at World Energy (2011)

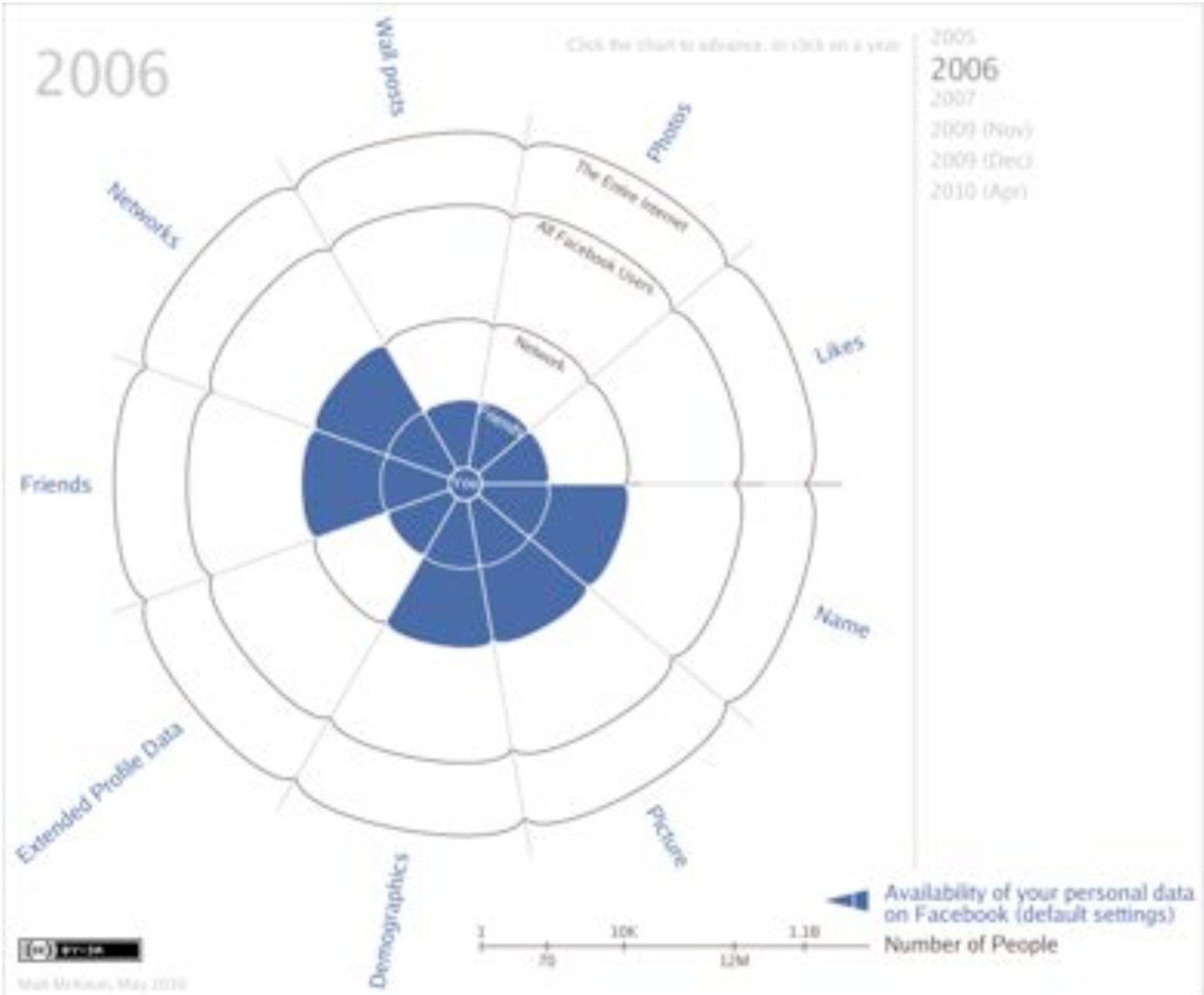
# End of the Line

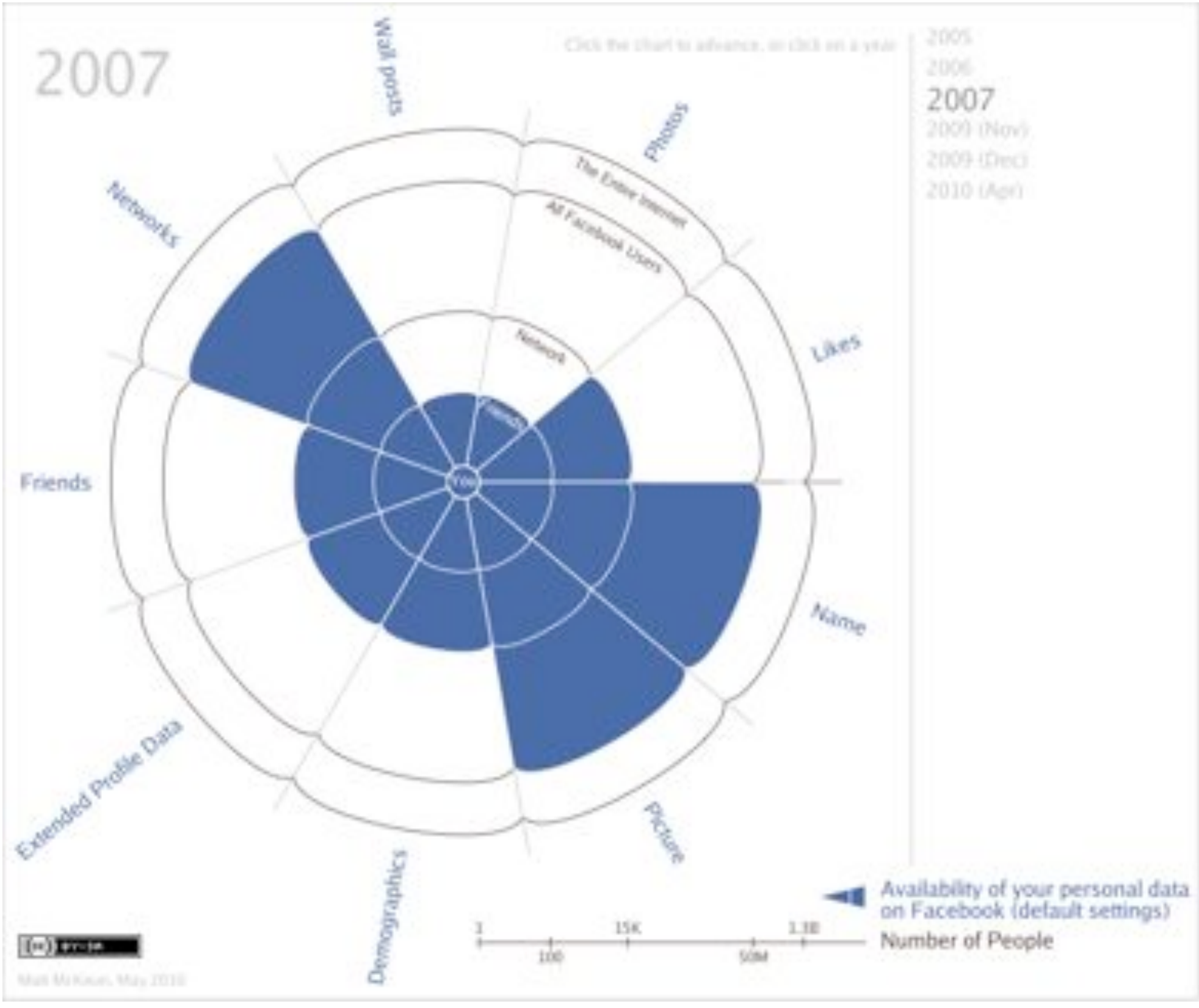
## When Will Our Natural Resources Run Out? (At Production Conditions to Grow at Current Rates)

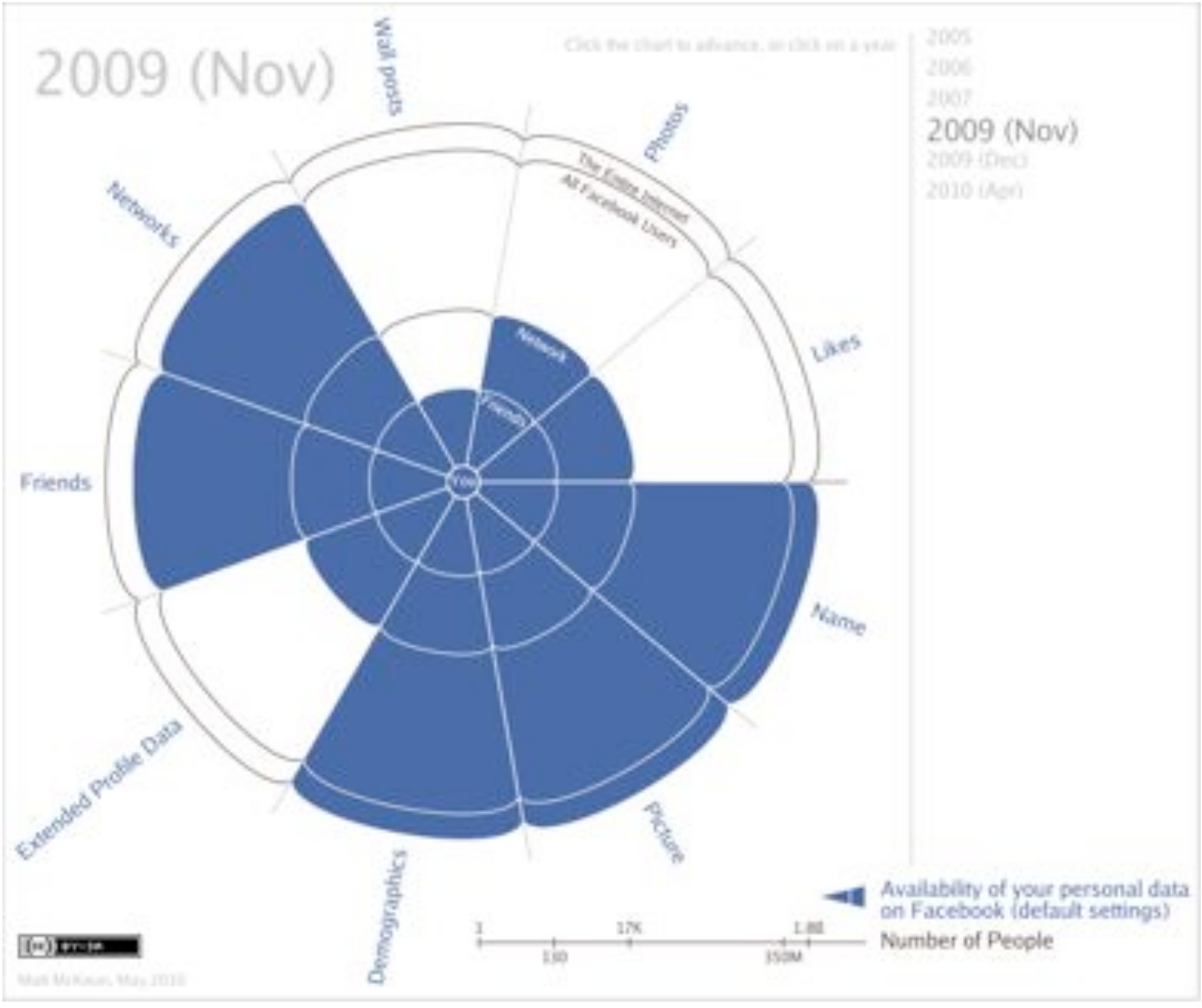


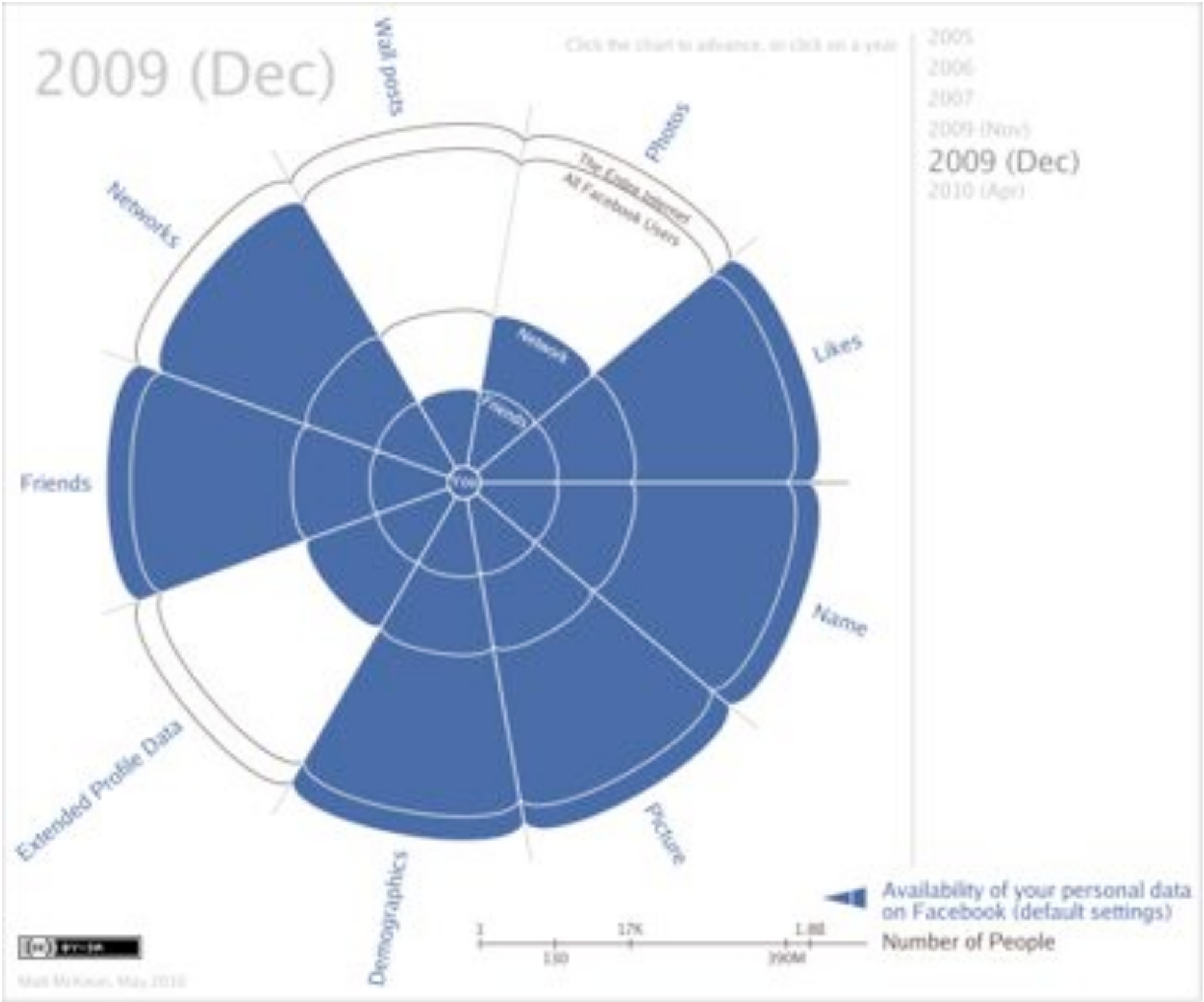

Sources: Armenteli, US Geological Survey, British Petroleum, British Museum of Natural Sciences, International Copper Study Group, World Gold Council, Rhenium.com, World Gold Council, Rogner, Cambell et al. (2000), Hirt (2009), Shell, Intergovernmental Oceanographic Commission, Study Group, Statistical Review of World Energy (2011)

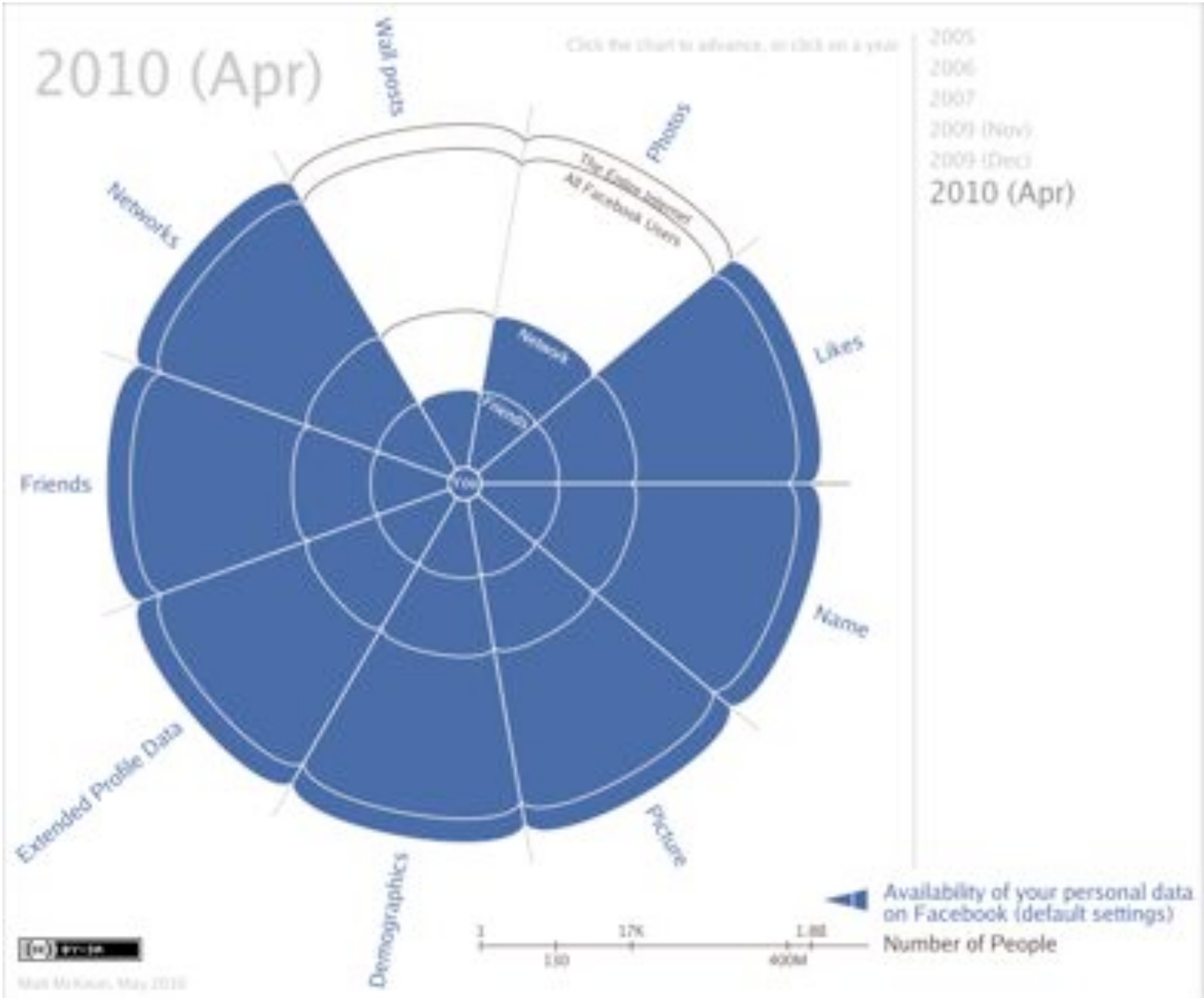

2005
Click the chart to advance, or click on a year
2005
2006
2007
2009 (Nov)
2009 (Dec)
2010 (Apr)
Wall posts
Photos
Likes
Name
Picture
Demographics
Extended Profile Data
Friends
Networks
The Entire Internet
All Facebook Users
Networks
Friends
You
Availability of your personal data on Facebook (default settings)
1
40
1K
5M
1B
Number of People
Matt McKeon, May 2010


2006
Click the chart to advance, or click on a year
2005
2006
2007
2009 (Nov)
2009 (Dec)
2010 (Apr)
Wall posts
Photos
Likes
Name
Picture
Demographics
Extended Profile Data
Friends
Networks
The Entire Internet
All Facebook Users
Network
Friends
You
Availability of your personal data on Facebook (default settings)
1
10K
1.1B
70
12M
Number of People
Matt McKeon, May 2010


2007
Click the chart to advance, or click on a year
2005
2006
2007
2009 (Nov)
2009 (Dec)
2010 (Apr)
Wall posts
Photos
Networks
The Entire Internet
All Facebook Users
Network
Friends
You
Likes
Name
Extended Profile Data
Demographics
Picture
Availability of your personal data on Facebook (default settings)
1
100
15K
50M
1.1B
Number of People
Matt McKeon, May 2010


2009 (Nov)
Click the chart to advance, or click on a year
2005
2006
2007
2009 (Nov)
2009 (Dec)
2010 (Apr)
Wall posts
Photos
Networks
The Entire Internet
All Facebook Users
Likes
Network
Friends
You
Friends
Name
Extended Profile Data
Picture
Demographics
Availability of your personal data on Facebook (default settings)
1
17K
1.8B
180
150M
Number of People
Matt McKeon, May 2010

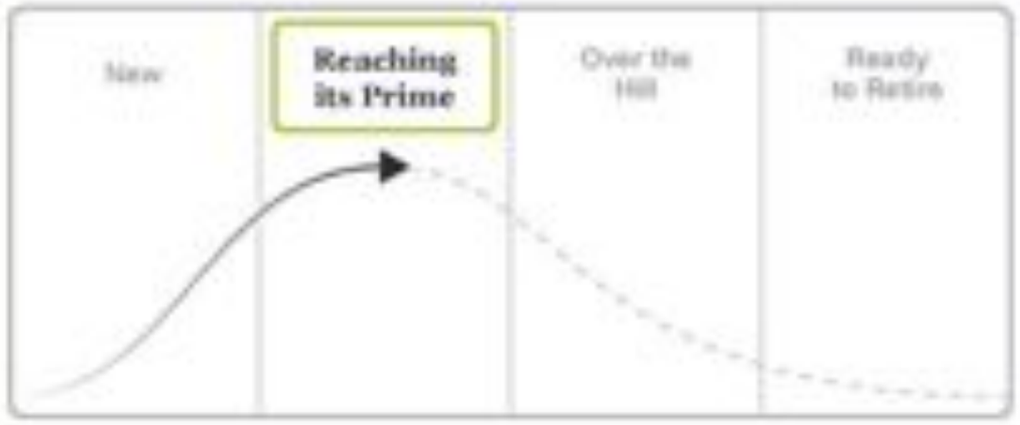

2009 (Dec)
Click the chart to advance, or click on a year
2005
2006
2007
2009 (Nov)
2009 (Dec)
2010 (Apr)
Wall posts
Photos
The Entire Internet
All Facebook Users
Networks
Likes
Friends
Name
Extended Profile Data
Picture
Demographics
Network
Friends
You
Availability of your personal data on Facebook (default settings)
1
17K
1.8B
100
200M
Number of People
Matt McKeon, May 2010


2010 (Apr)
Click the chart to advance, or click on a year
2005
2006
2007
2009 (Nov)
2009 (Dec)
2010 (Apr)
Wall posts
Photos
The Entire Internet
All Facebook Users
Networks
Likes
Friends
Name
Extended Profile Data
Picture
Demographics
You
Network
Friends
Availability of your personal data on Facebook (default settings)
1
100
17K
600M
1.8B
Number of People
Matt McKeon, May 2010

## Retrevo Real Time Review

Last updated on 12/29/12 07:48:48

**Is this product current?**




**Good Value?**

FAIR

This product is selling at a price in-line with its capabilities and what you'd expect to pay. **Retrevo Fair Price = $932.16**

**What are the key features?**

MID-RANGE

While this is a mid-range product it contains certain features are typically found on higher end products.

• DLP projector - High Definition • Max. Resolution 1280 x 800 • 3000 ANSI lumens • 2500:1 Contrast Ratio • 16:9 Native Aspect Ratio • Max. Projection Distance 4 ft - 39 ft

Based on the facts above, Retrevo's recommendation is:

**Average Buy for Everyone**

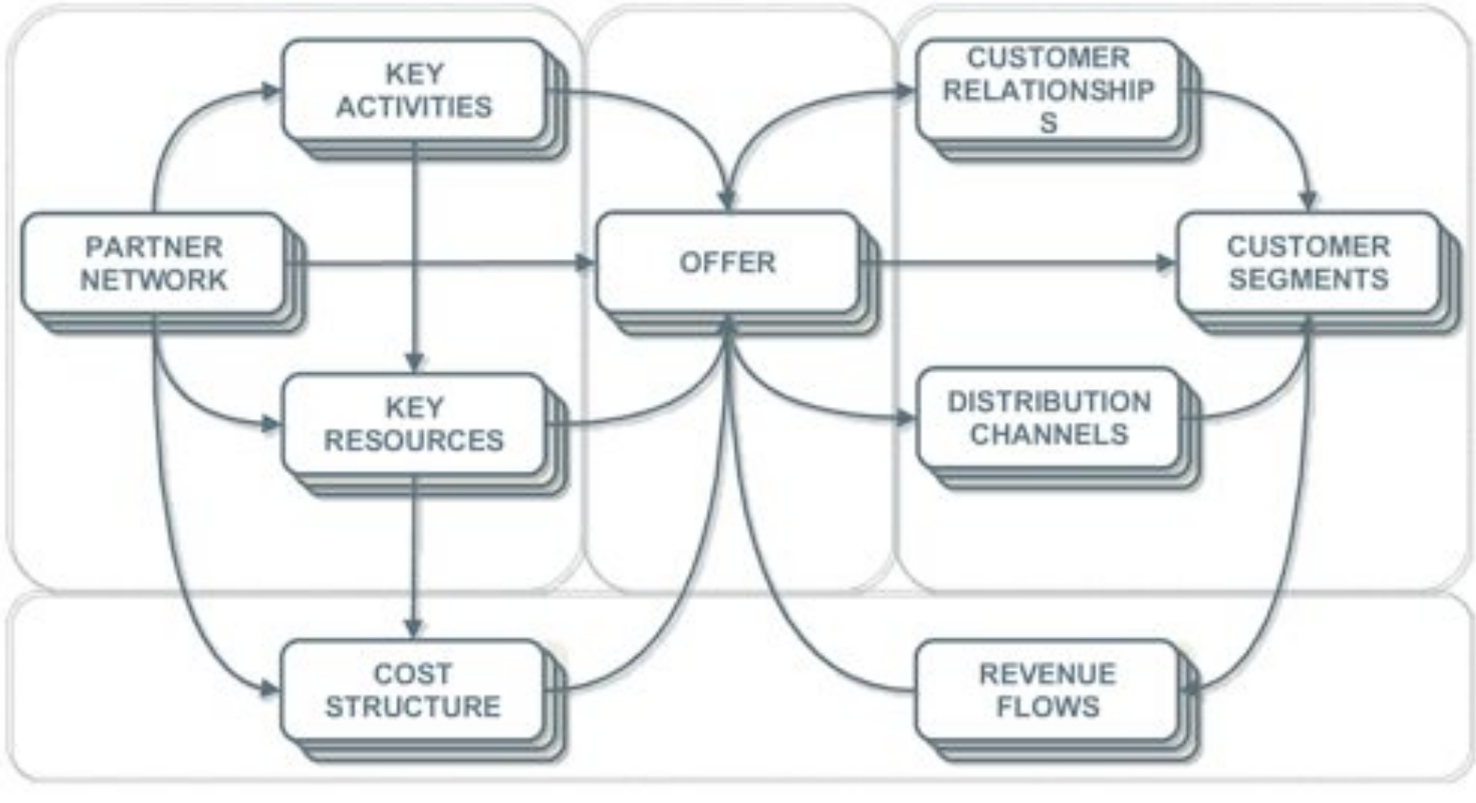
Check Prices »

# So, how do we encourage people to take

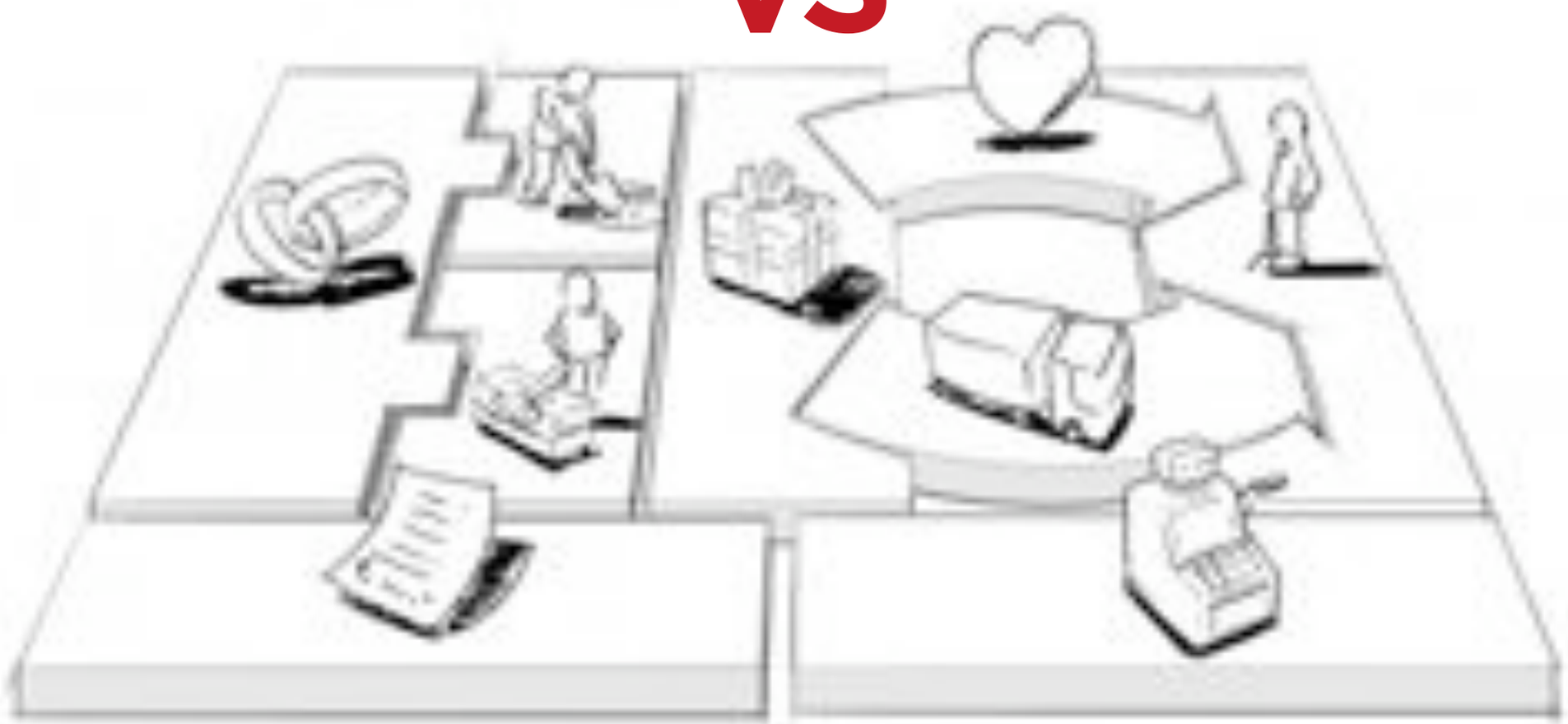
- personalized information
- a narrative is suggested
- appropriate use of humor
- attractiveness!
- something surprising, unexpected and/or delightful
- playful interactions (tight feedback loops)
- use of metaphors
- appeal to freedoms, fears, sense of identity

I’ve found something that could certainly be more useful and engaging.

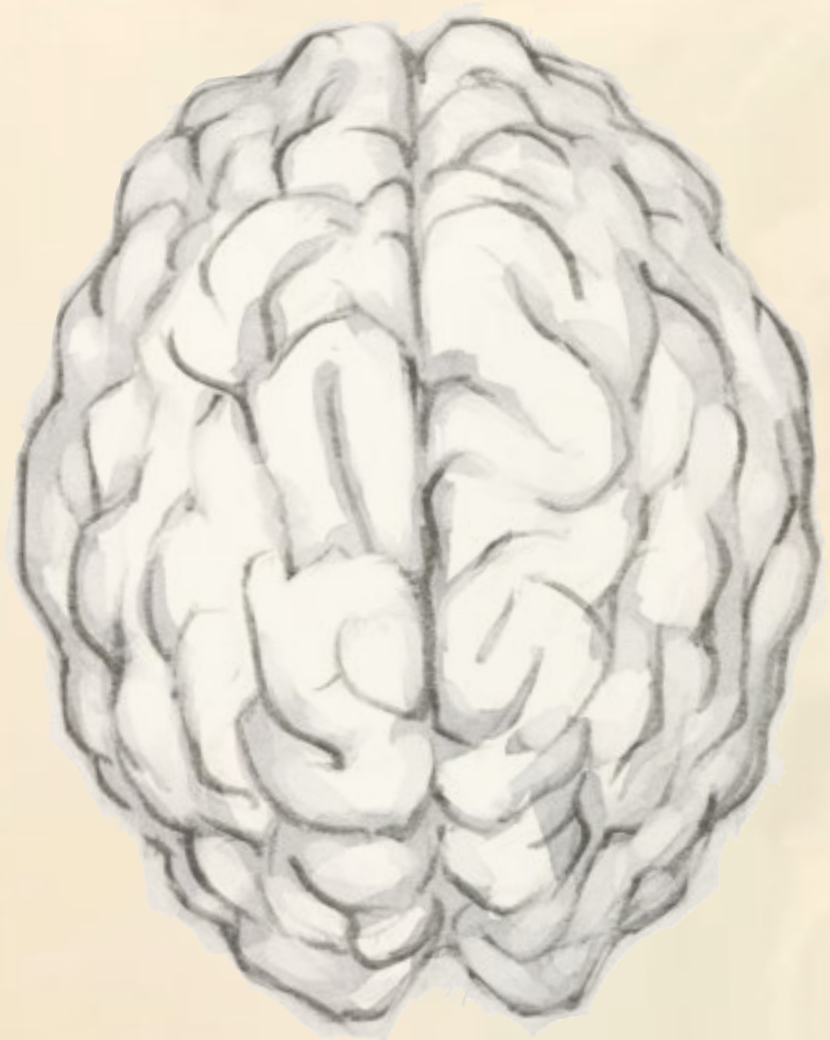
How do I explain this is about more than making things pretty?




VS



http://www.businessmodelgeneration.com/



# The Brain

craves pictures

learns by association

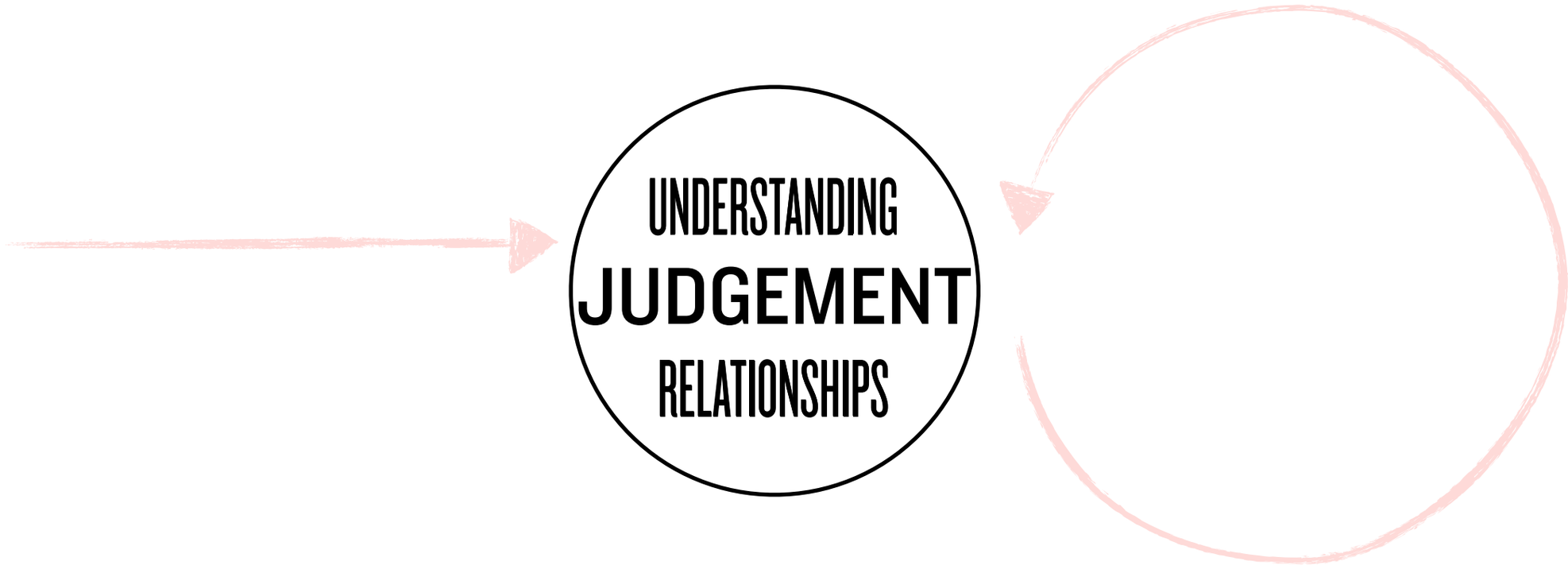
naturally “chunks” information

processes visuals more quickly

delights in the unexpected

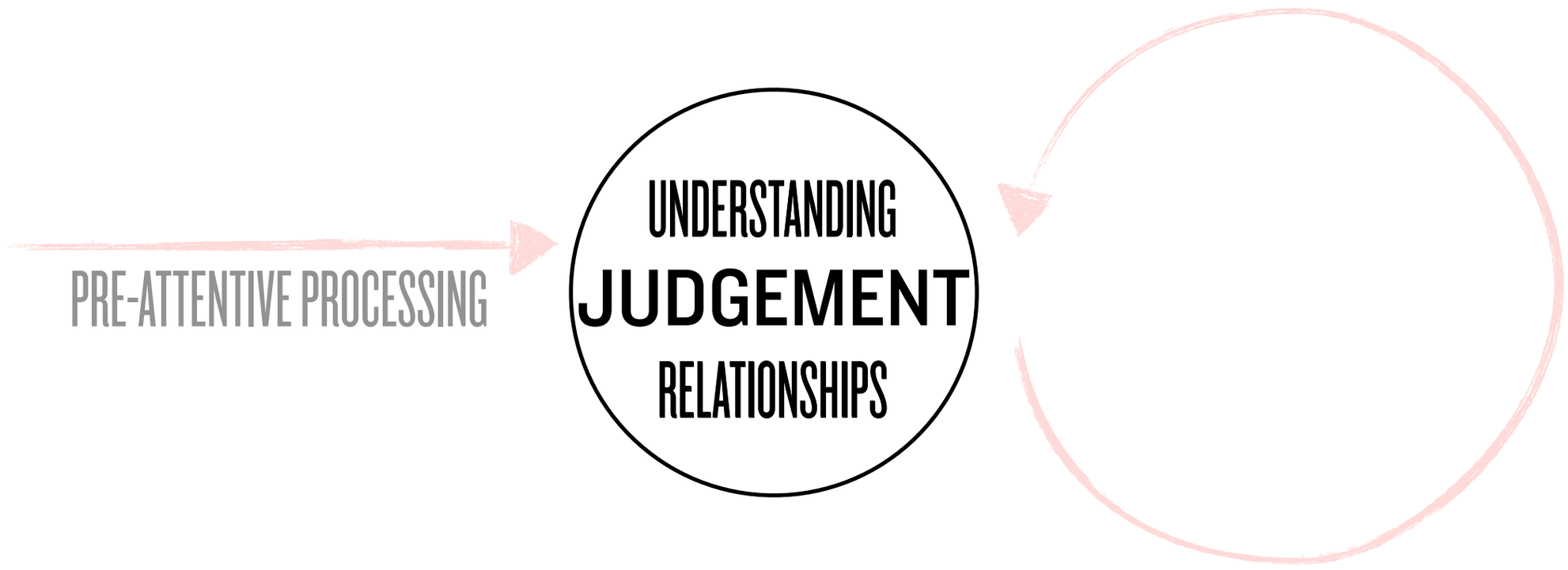
understands through metaphors & stories

Short-term memory is where the real work of *sense-making* takes place



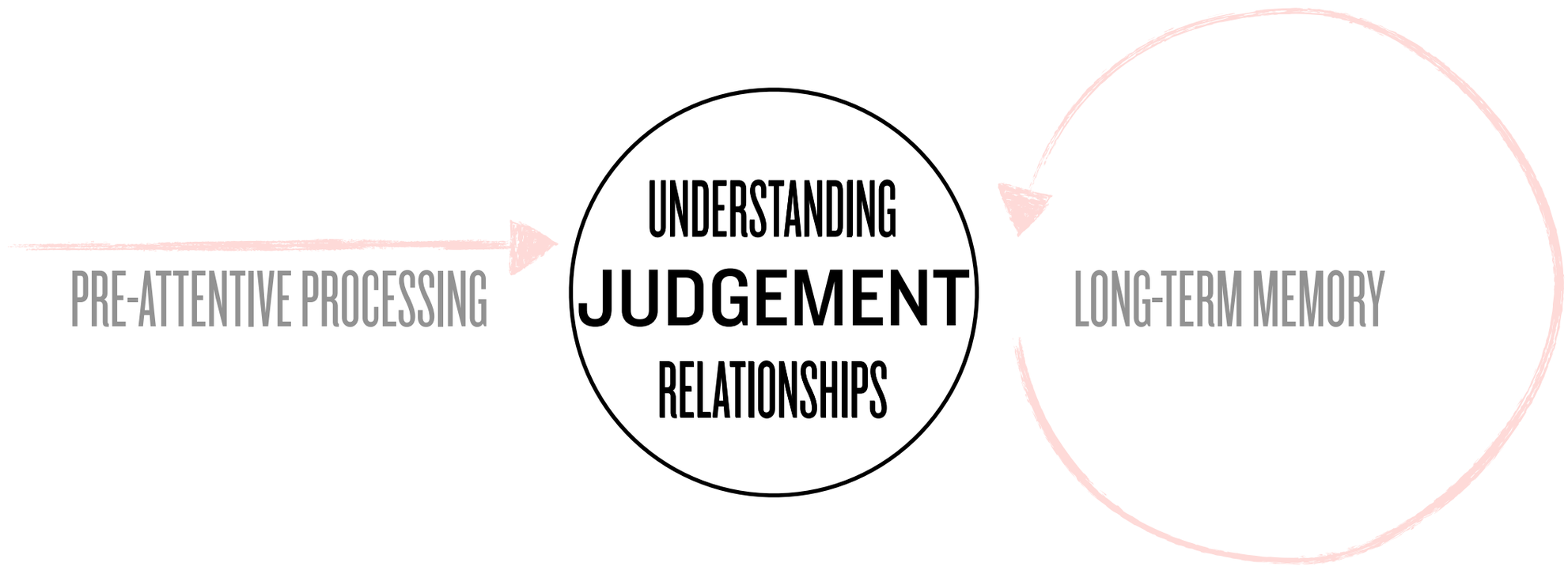

Short-term memory has a limited amount space.

Short-term memory is where the real work of *sense-making* takes place



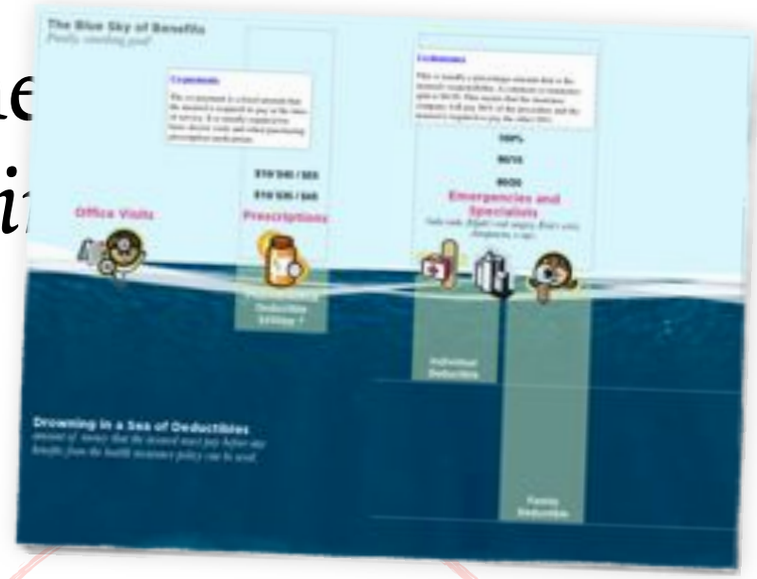

Short-term memory has a limited amount space.

Short-term memory is where the real work of *sense-making* takes place




Short-term memory has a limited amount space.

Short-term memory is whe
the real work of *sense-maki*
takes place




METAPHORS

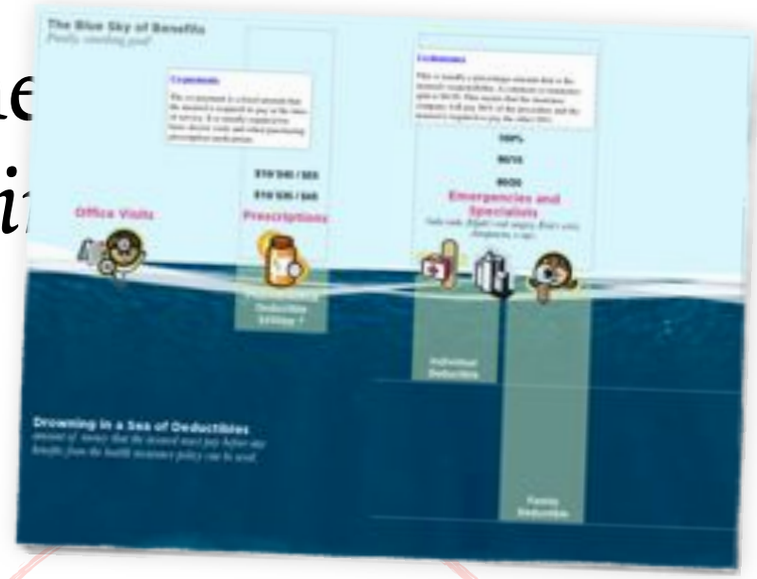
PRE-ATTENTIVE PROCESSING

UNDERSTANDING
**JUDGEMENT**
RELATIONSHIPS

LONG-TERM MEMORY

Short-term memory has a
limited amount space.

Short-term memory is whe
the real work of *sense-maki*
takes place




METAPHORS

PRE-ATTENTIVE PROCESSING

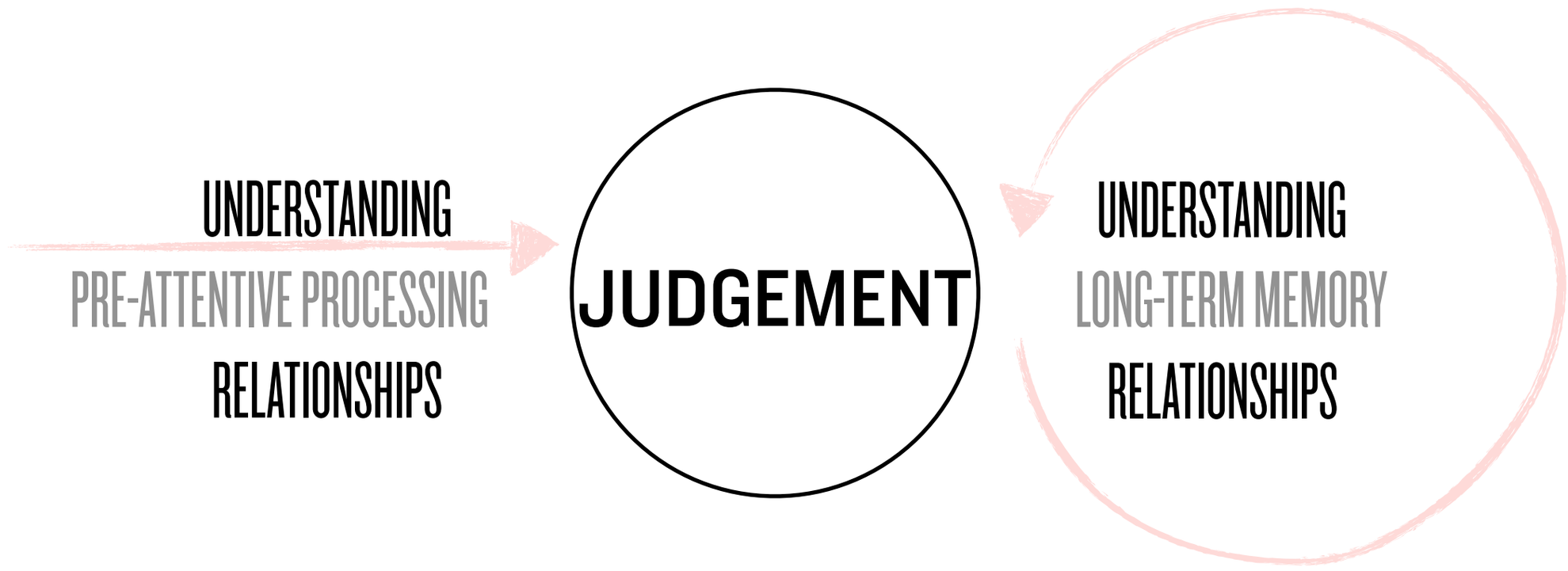
UNDERSTANDING
**JUDGEMENT**
RELATIONSHIPS

LONG-TERM MEMORY

SEMIOTICS

Short-term memory has a
limited amount space.

Short-term memory is where the real work of *sense-making* takes place




Short-term memory has a limited amount space.




Espresso
[e-spres-oh]




Espresso Macchiato
[e-spres-oh mock-e-eh-toe]




Espresso con Panna
[e-spres-oh kon pawn-nah]




Caffè Latte
[caf-ay lah-tay]




Flat White




Cafe Breve
[caf-ay brev-ay]




Cappuccino
[kap-oo-chee-noh]



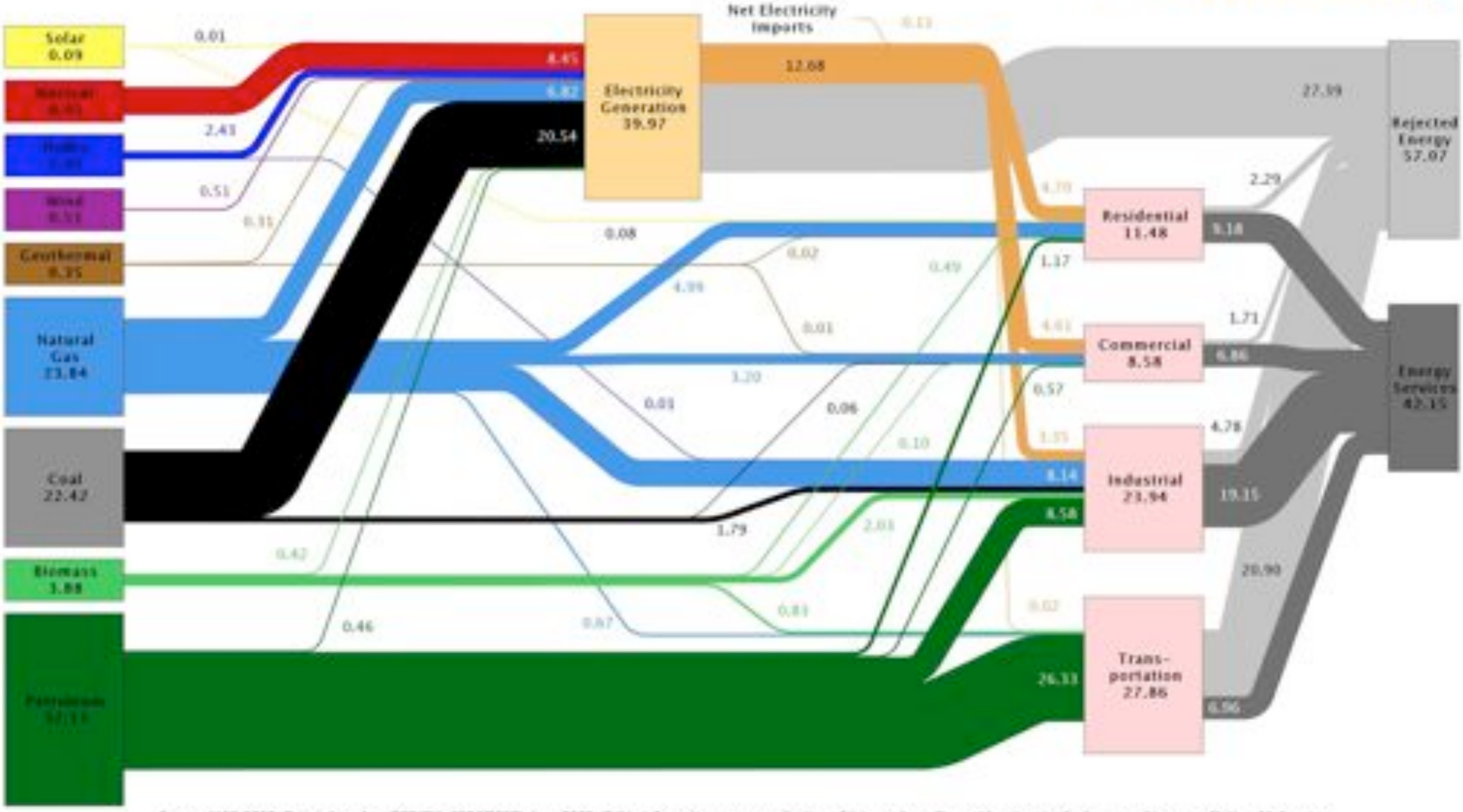

Caffè Mocha
[caf-ay moh-kuh]




Americano
[uh-mer-i-kan-oh]

# Estimated U.S. Energy Use in 2008: ~99.2 Quads

Lawrence Livermore National Laboratory




Source: LLNL 2009. Data is based on DOE/EIA-0384(2008), June 2009. If this information or a reproduction of it is used, credit must be given to the Lawrence Livermore National Laboratory and the Department of Energy, under whose auspices the work was performed. Distributed electricity represents only retail electricity sales and does not include self-generation. EIA reports flows for non-thermal resources (i.e., hydro, wind and solar) in BTU-equivalent values by assuming a typical fossil fuel plant "heat rate." The efficiency of electricity production is calculated as the total retail electricity delivered divided by the primary energy input into electricity generation. End use efficiency is estimated as 80% for the residential, commercial and industrial sectors, and as 25% for the transportation sector. Totals may not equal sum of components due to independent rounding. LLNL-MI-410527

READY, SET, GO

# MISSION(S) TO MARS

*Though most missions* TO THE RED PLANET HAVE FAILED, THE SUCCESS RATE IS DEFINITELY IMPROVING . . .

SOURCES: CORNELL UNIVERSITY, EUROPEAN SPACE AGENCY, NASA, RUSSIANSPACEWEB.COM

MISSION FAILURE

FLYBY

ORBITER

LANDER

ROVER

MARINER 4
Success. Returned 21 images. First successful flyby.

MARS 3
Partial success. Orbiter obtained eight months of data. Lander landed but gathered only 20 seconds of data. First successful landing on Mars.

MARS 5
Partial success. Returned 60 images but failed after only nine days.

MARS 6
Partial success. Lander produced data during descent but failed before landing.

PHOBOS 2
Partial success. Returned some data but lost contact before deploying Lander.

## Tips!

Ask yourself "can a five year old understand this?"

Replace or reinforce text with visuals

Is there a story suggested by your visual?

Look for opportunities to "create" new points of data

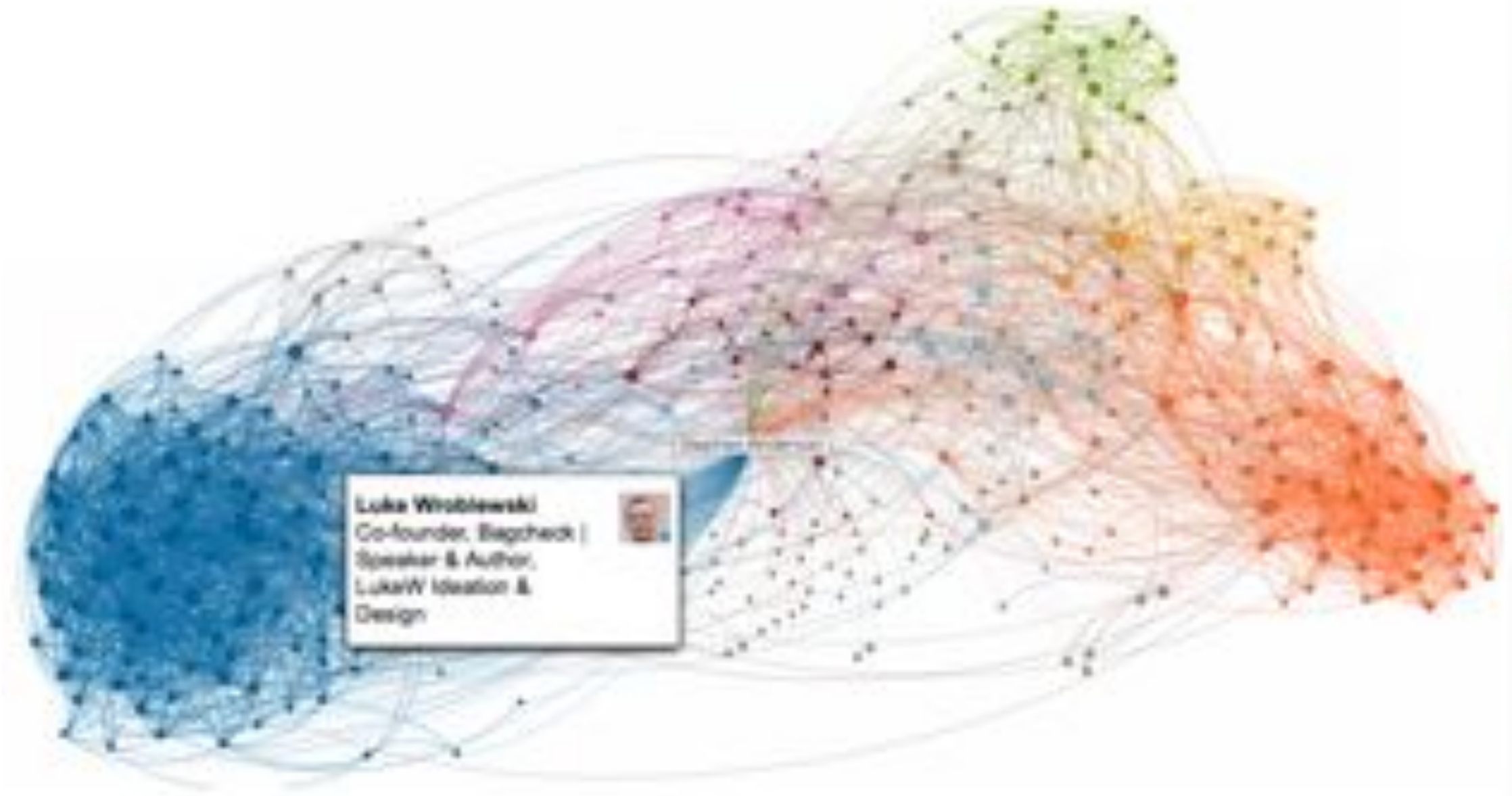
Look for places where you or others are confused.

Get inspiration from print infographics!

So, what have we been talking about?

*Visual ways to make complex information easier to understand and to use*




Luke Wroblewski
Co-founder, Bagcheck |
Speaker & Author,
LukeW Ideation &
Design



















**Espresso**
[e-spres-oh]

**Espresso Macchiato**
[e-spres-oh mock-e-ah-toe]

**Espresso con Panna**
[e-spres-oh kon pawn-nah]

**Caffè Latte**
[caf-ay lah-tay]

**Flat White**

**Cafe Breve**
[caf-ay brev-ay]










**Cappuccino**
[kap-oo-chee-noh]

**Caffè Mocha**
[caf-ay moh-kuh]

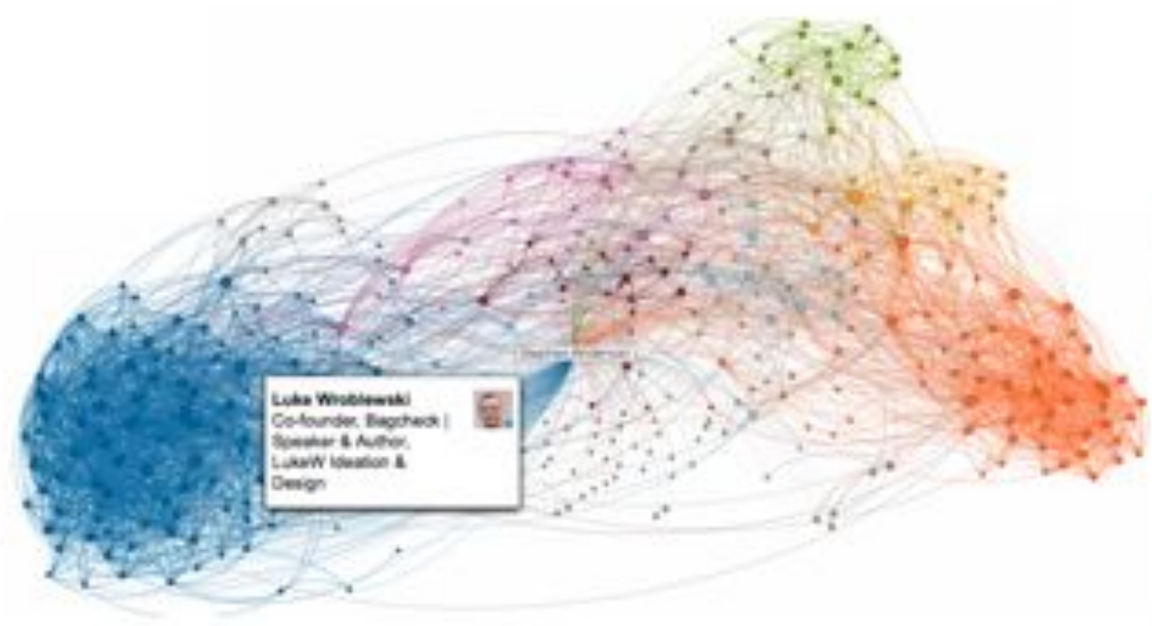
**Americano**
[uh-mer-i-kan-oh]

# Infographics




Best for small bits of information
Human Generated
Visuals are tailored for content
Must be custom created
Not (easily) editable
Data is fixed

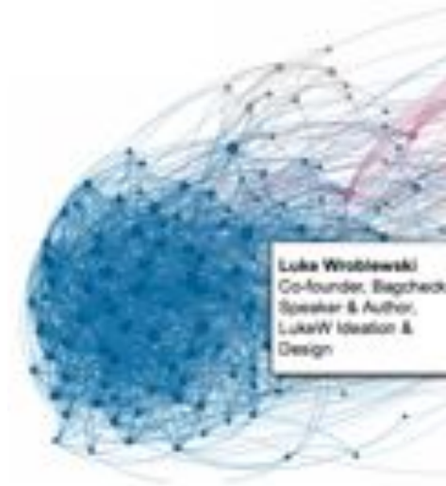
# Data Visualizations




Great for large data sets
Compter Generated
Visualizations are not content specific
Reusable tool
Easily configurable
Data is dynamic

# What we're talking about:

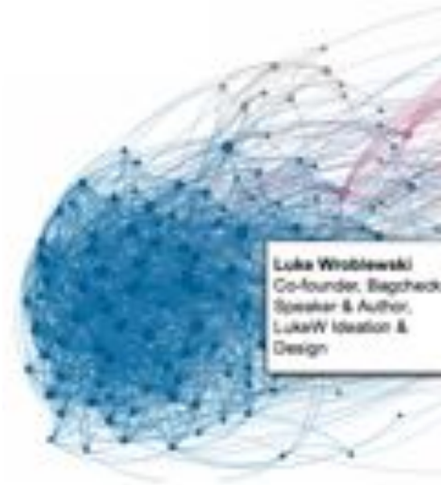


What we're talking about:

# Dynamic information

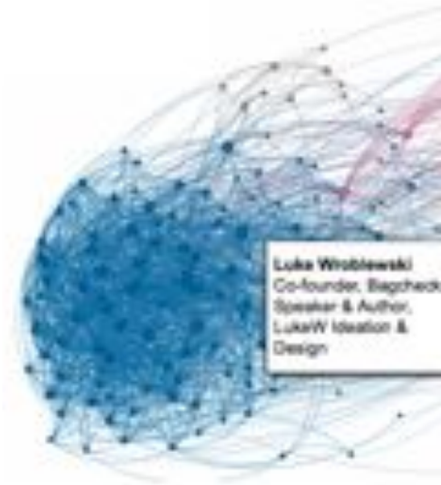


## What we're talking about:



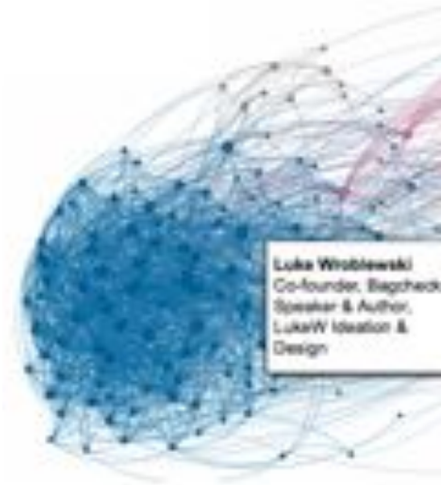

# Dynamic information richly presented



## What we're talking about:



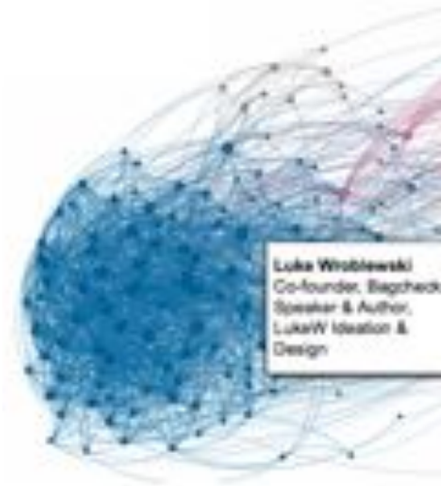

# Dynamic information richly presented in a custom-designed format



## What we're talking about:



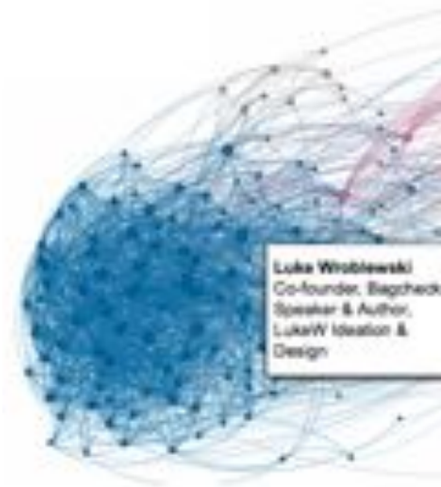

Dynamic information
richly presented
in a custom-designed format
that shows relationships



## What we're talking about:



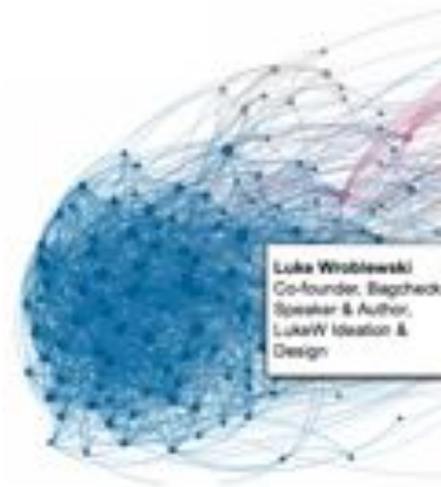

Dynamic information
richly presented
in a custom-designed format
that shows relationships
in an emotionally engaging way,



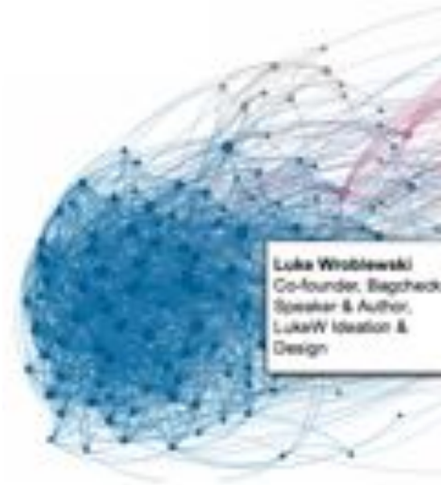
## What we're talking about:




Dynamic information
richly presented
in a custom-designed format
that shows relationships
in an emotionally engaging way,
to help people understand, and
take action.




ESPRESSO
Espresso con Panna
[e-spres-oh son pawn-nah]
MILK FOAM
STEAMED
HALF-AND-HALF
ESPRESSO
Cafe Breve
[caf-ay brev-ay]
WATER
ESPRESSO
Americano


Luke Wroblewski
Co-founder, Bagcheck
Speaker & Author,
LukeW Ideation &
Design

# Normally filled by...









# WHAT'S MISSING?



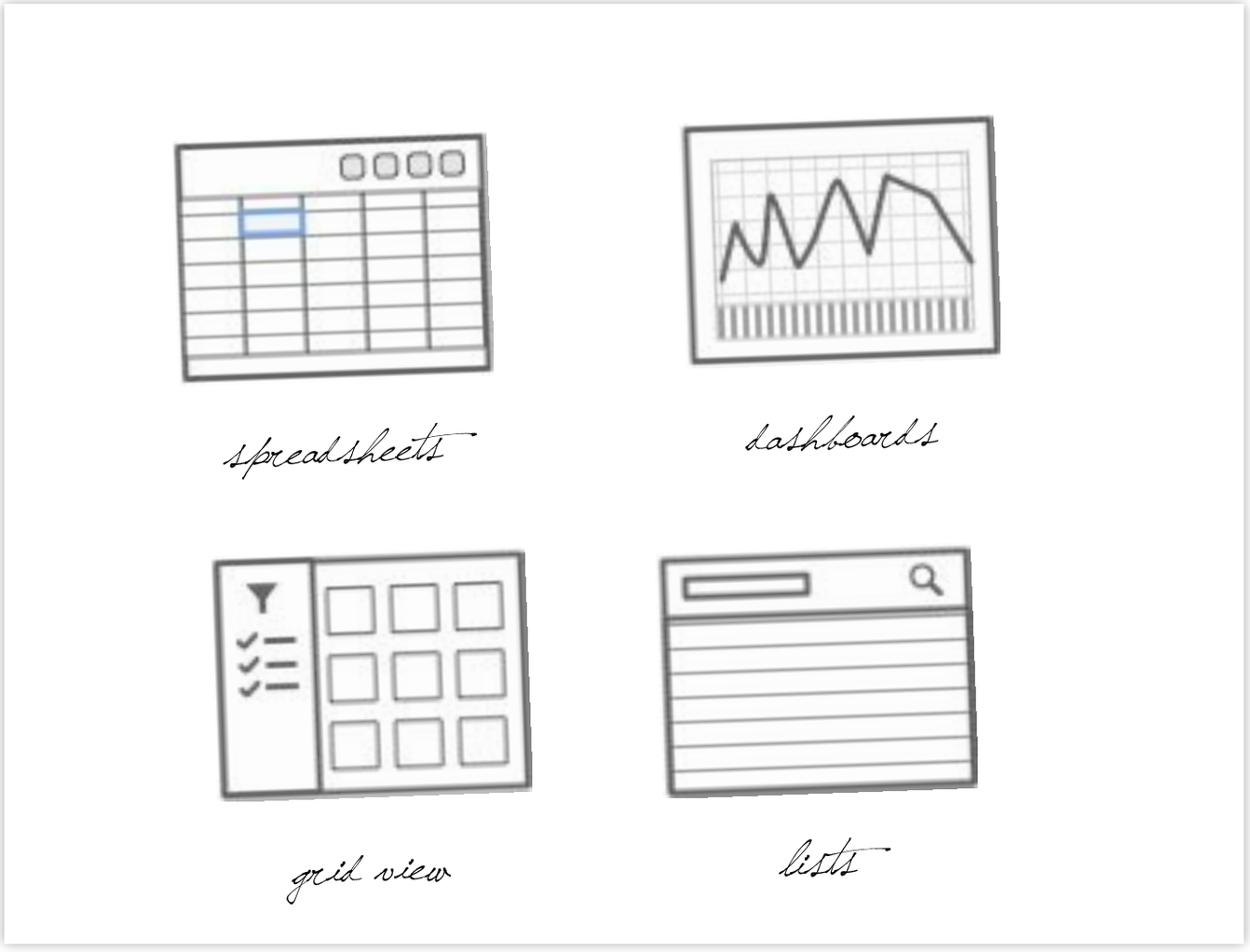






# WHAT'S MISSING?





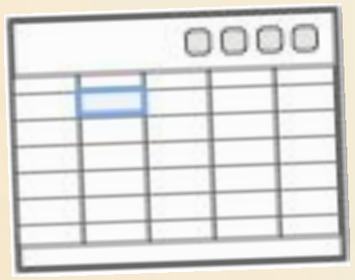


# RELATIONSHIPS!

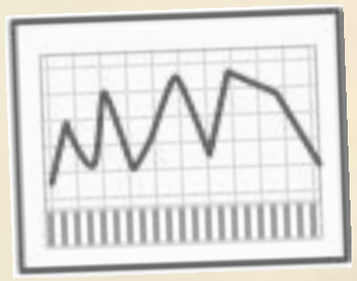
(including processes, proportions & changes over time )

# A CHALLENGE:

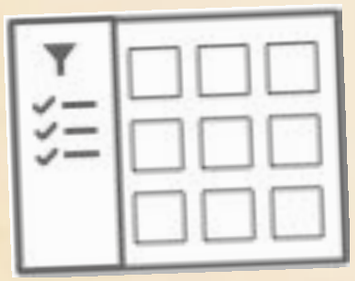
Look *beyond* these ~~patterns:~~ villains



spreadsheets



dashboards



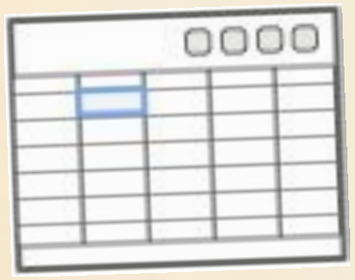
grid view



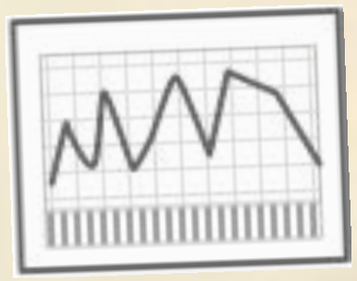
lists

## A CHALLENGE:

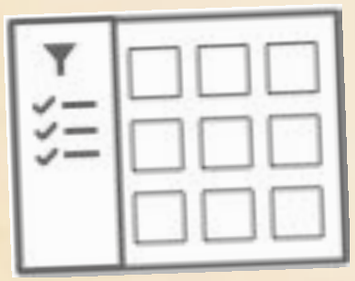
Look *beyond* these ~~patterns:~~ villains



spreadsheets



dashboards



grid view

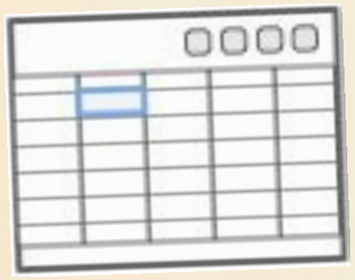


lists

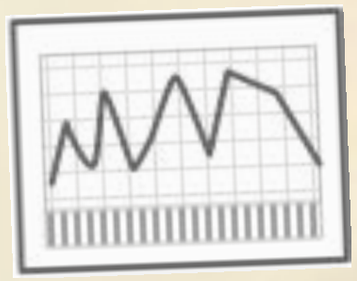
Have you found a place where complex information might be best represented in a visual way?

## A CHALLENGE:

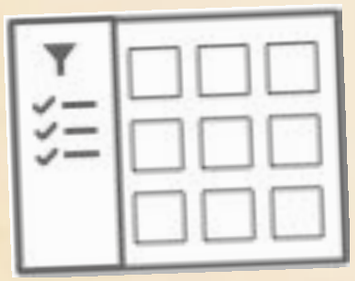
Look *beyond* these ~~patterns:~~ villains



spreadsheets



dashboards



grid view



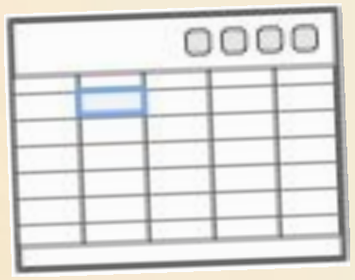
lists

Have you found a place where complex information might be best represented in a visual way?

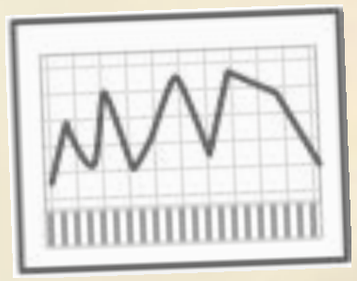
If so, make it so!

# A CHALLENGE:

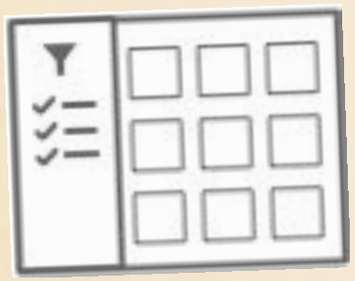
Look *beyond* these ~~patterns:~~ villains



spreadsheets



dashboards



grid view



lists

Have you found a place where complex information might be best represented in a visual way?

If so, make it so!

*If not, keep looking...*

# *Thanks!!*

**Stephen P. Anderson**

**@stephenanderson**

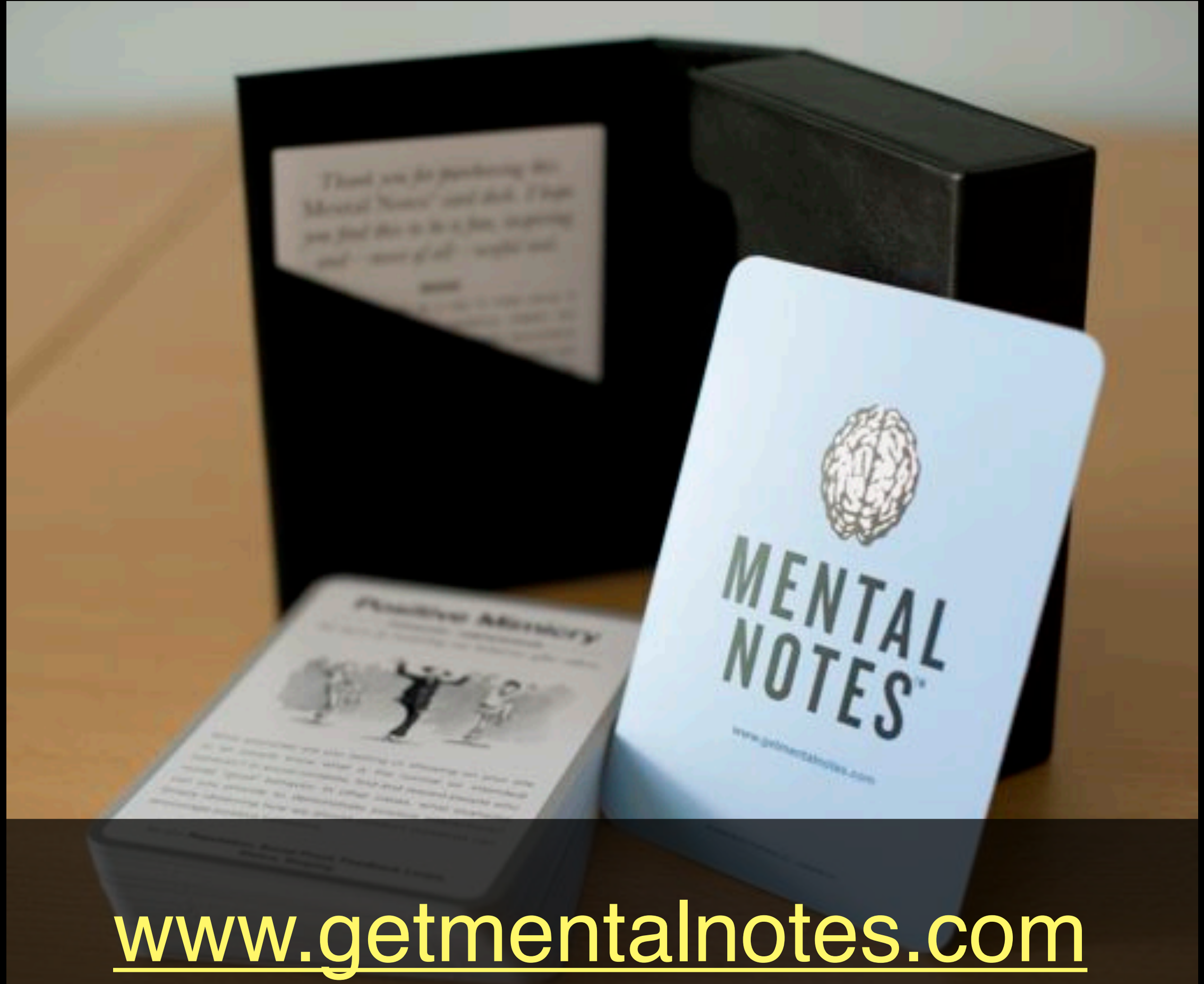
**www.getmentalnotes.com**

**www.poetpainter.com**

**www.slideshare.net/stephenpa**

**poetpainter.com/uxlondon-infoviz.zip**


MENTAL
NOTES




www.getmentalnotes.com

RESOURCES

# Technologies & frameworks to make your idea reality!

http://mbostock.github.com/d3/

http://raphaeljs.com/

http://processingjs.org/

http://www.scriptol.com/xml/svg-canvas.php

http://coding.smashingmagazine.com/2012/02/22/web-drawing-throwdown-paper-processing-raphael/

http://datavisualization.ch/tools/13-javascript-libraries-for-visualizations/

http://www.webappers.com/category/components/charts/

http://www.farinspace.com/top-svg-javascript-libraries-worth-looking-at/

http://fellinlovewithdata.com/guides/tftp-jan-willem-d3-protovis

http://sixrevisions.com/javascript/20-fresh-javascript-data-visualization-libraries/