

Six questions: a framework for developing data visualisations

1. Where the data came from, where it's going to
 - a. What is the source of the data? Are there quality concerns? Did processes of data collection change?
 - b. Who is the audience for the data visualisation? How numerate or statistically literate are they? What do they intend to do with this information?
2. Do we need to show the data, or some summary statistics? Which statistics? Will this include measures of uncertainty?
3. How will we encode numeric information from data or stats into visual parameters that control the image?
4. What design tools can we use to improve understanding and recall in the audience? We need to consider color, Gestalt principles, data:ink ratio, highlighting, physicality and metaphor.
5. How should we wrap the visualisation with storytelling, annotation or prolegomena, in order to improve understanding and recall in the audience?
6. Throughout this process, how can we do user-testing?