

Dashboards and Storytelling with Tableau

Bringing Data to Life: Emotions and Data Storytelling



Design for emotions
in data storytelling:

Structure story to
relate to your audience

Help them **personally**
connect to material

Use the **particular** to
illuminate the general

Example: Allison's story represents trend in data





Allison's 3 Cs

Context: Worried about losing her home

Challenge: National wave of foreclosures

Conclusion: Allison was able to renegotiate her mortgage to avoid foreclosure

Personify the character: Allison

Against larger context: Foreclosures

Visualizations can do this by showing individual against backdrop of larger data set



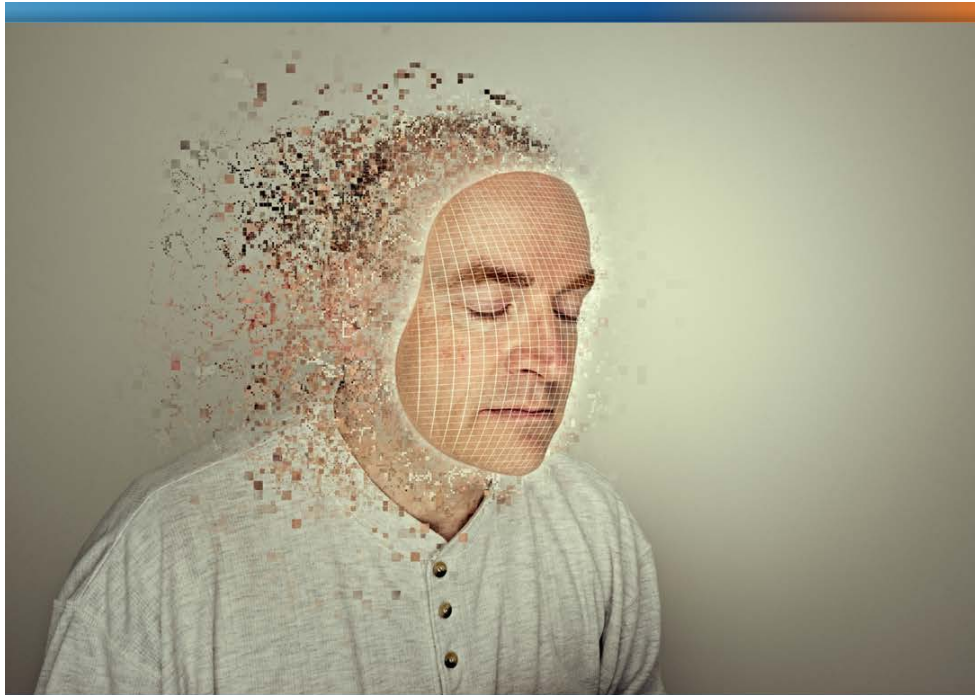


The challenge?

Many data sets make individual anonymous

If so...

Find details in data to make big picture more relatable



Presenter can:

Put a human face
on the data

Encourage emotional
connection

Pause to view Hans Rosling presentation now

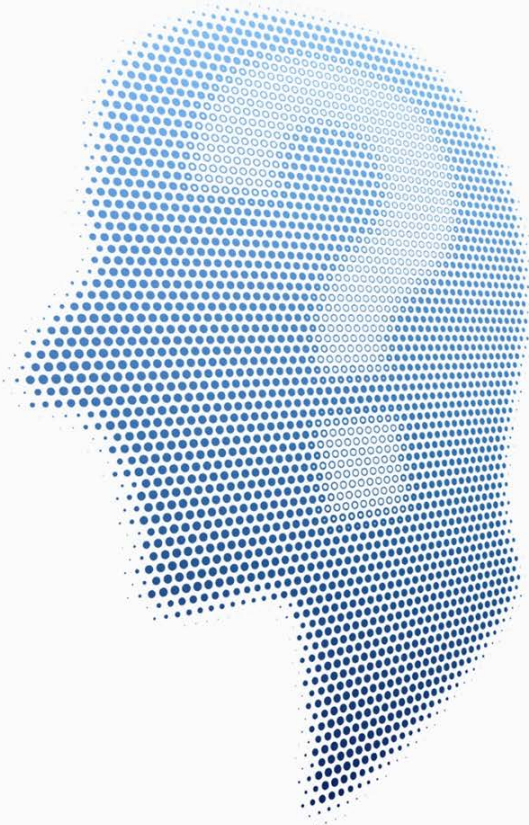
**What Rosling
does right:**

Passion for subject

Skill as a presenter

Interactions with data
and visualization





Questions to ask:

Do you care about
your subject?

What could help
you care?

**Enhance emotional
resonance:**

Create tension
or uncertainty

Don't spoil
the suspense

Find ways to keep
audience engaged



From **structure**
and **emotion**

To color, language
and design elements

