Data Visualization
In The Real World

An interactive session on how we consume data every day without realizing it.

10 Examples + Class Discussion

"When was the last time you looked at a chart today?"

(Hint: You probably looked at your phone.)

EXAMPLE 1 OF 10

1. The Weather App

Concept: Abstraction

You don't need raw barometric pressure data.

You need a **Cloud Icon**.

- The app hides the complex math.
- It answers the user's core question: *"Do I need an umbrella?"*
- **Lesson:** Simplify until the meaning is obvious.

EXAMPLE 2 OF 10

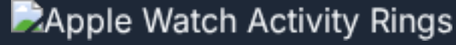
2. Fitness Rings

Concept: Gamification

Why do we care about "closing the rings"?

Because the human brain hates unfinished tasks. An open circle feels "broken."

Apple uses this simple donut chart to **hack your brain** and motivate physical activity.



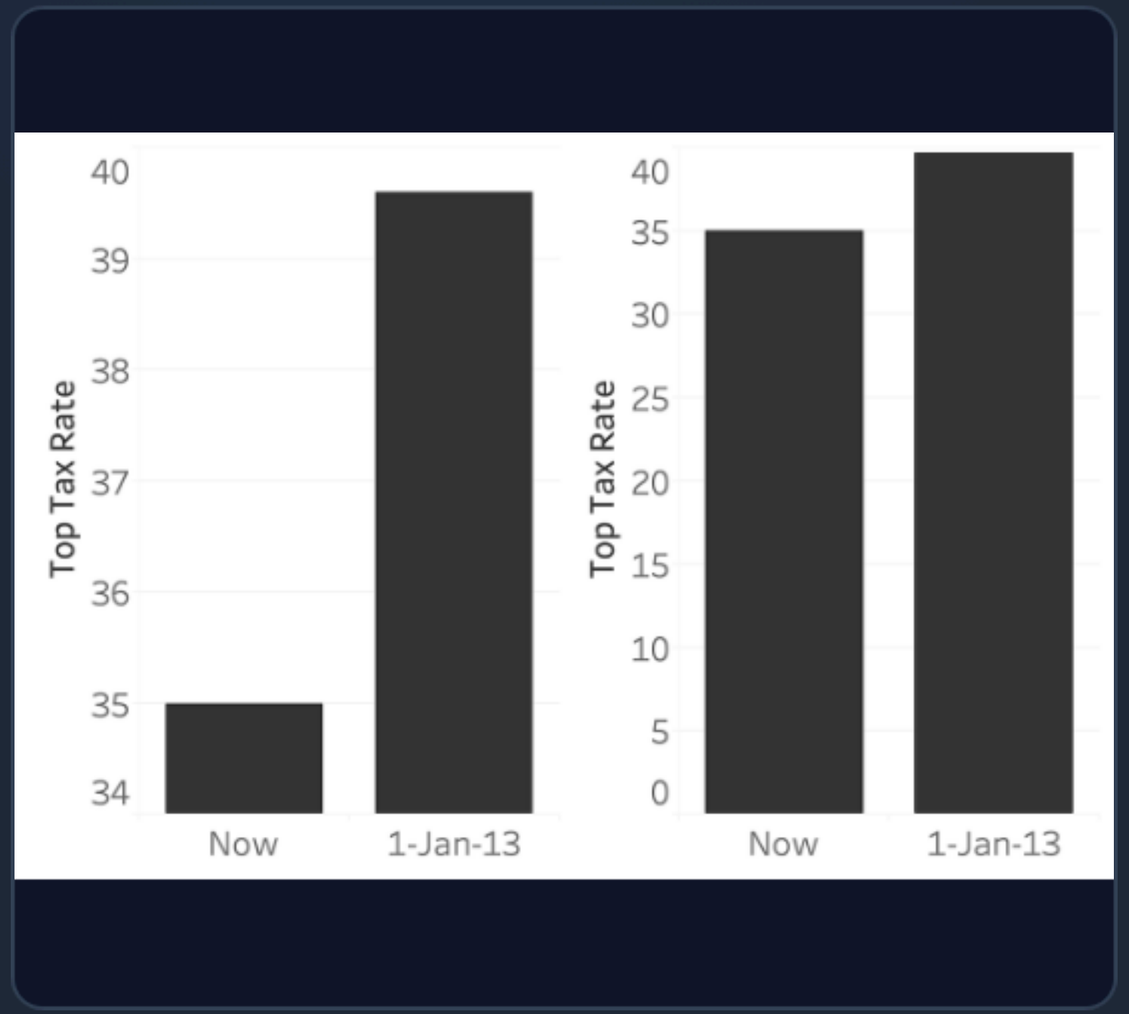
"Spot the Lie"

Look at the chart on the next slide.

What is manipulative about it?

EXAMPLE 3 OF 10

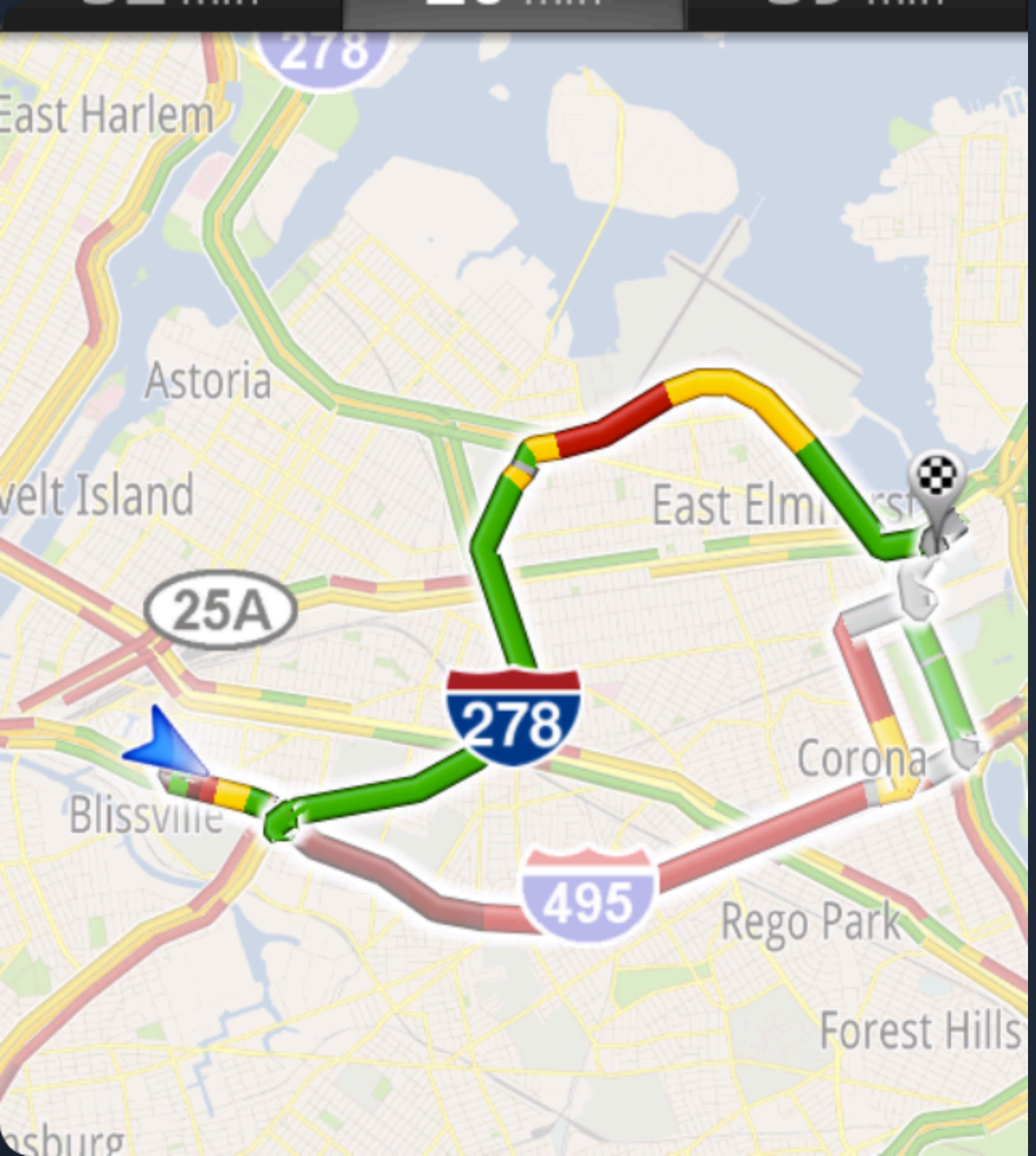
3. The Truncated Axis



Concept: Manipulation

Did you spot it? The Y-Axis doesn't start at zero.

- This technique makes a tiny 1% difference look like a massive gap.
- **Real World:** News channels use this to make election results or stock drops look dramatic.
- **Rule:** Always check the baseline!



EXAMPLE 4 OF 10

4. Traffic Maps

Concept: Color Norms

You never had to read a manual to understand this map.

- Green = Fast
- Red = Stop

Lesson: Leverage cultural color norms. Don't use Red for "Profit" unless you want to confuse people.

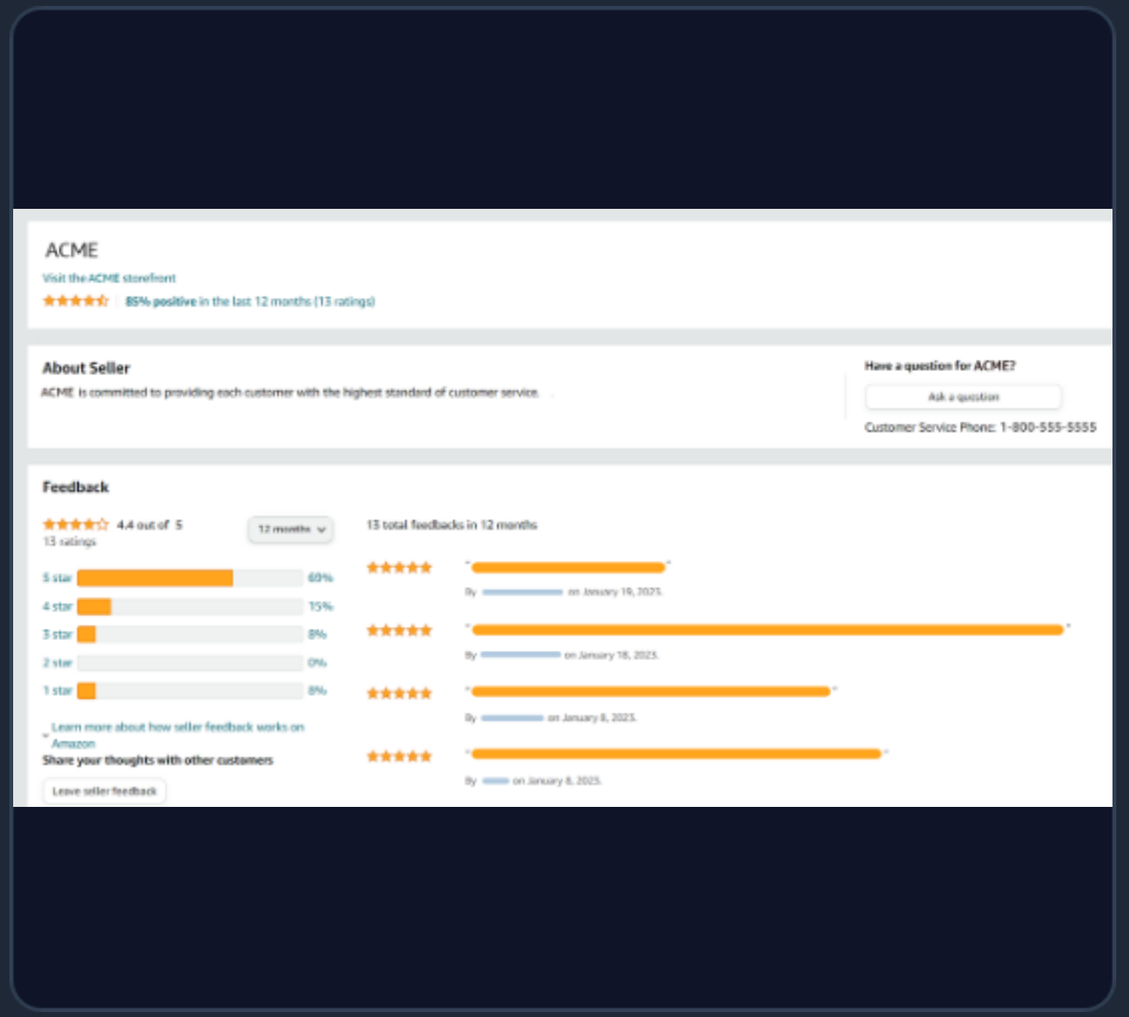
5. Star Ratings

Concept: Aggregation

Nobody has time to read 12,000 written reviews.

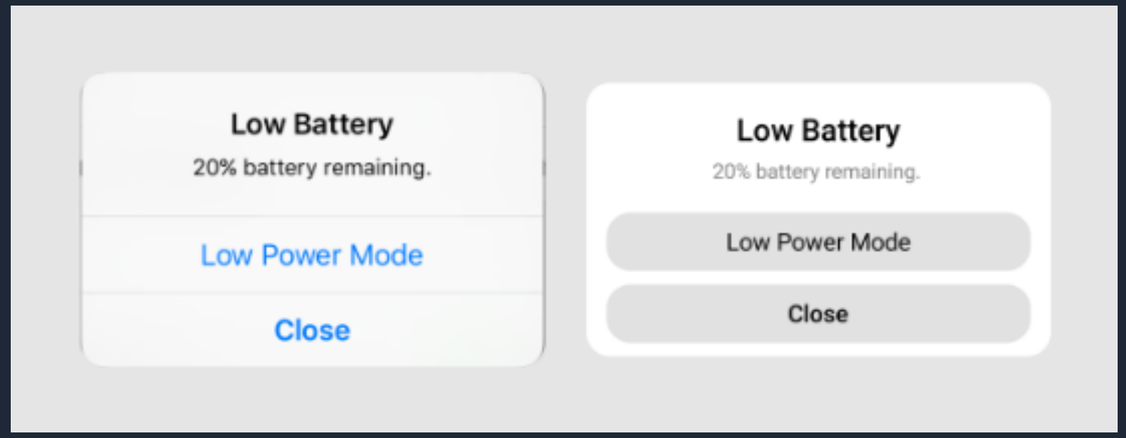
The star rating takes 12,000 different opinions and squashes them into **one visual snapshot**.

It turns a mountain of text into an instant decision tool.



"Does data make you act?"

Some charts are just for info. Others demand immediate action.



6. The Battery Icon

Concept: Urgency

When the battery bar is green, you ignore it.

When it turns **Red**, you panic.

- This is a simple gauge chart, but it drives **behavior**.
- **Lesson:** Good visualization doesn't just inform; it prompts the user to take action.

EXAMPLE 7 OF 10

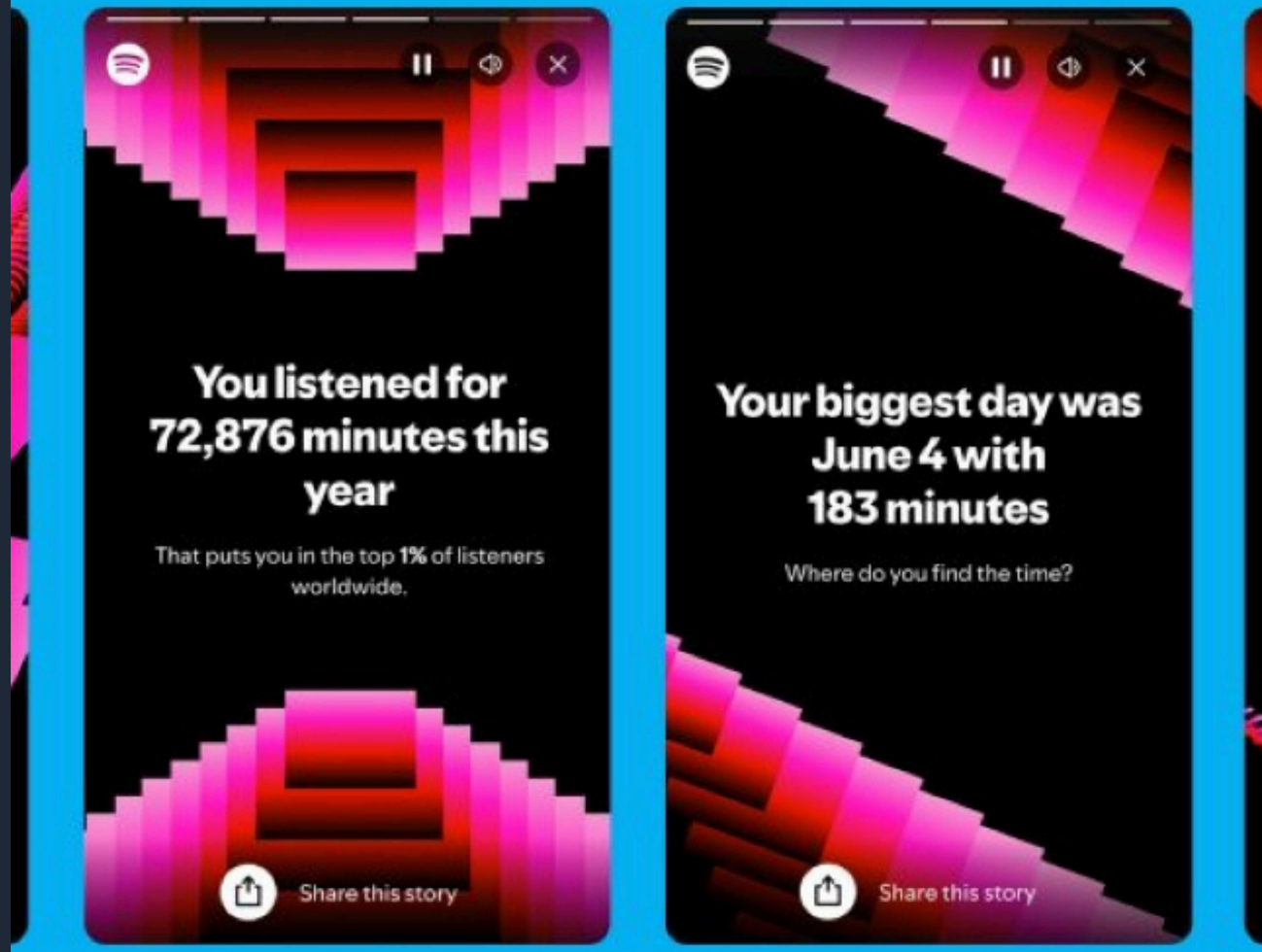
7. Spotify Wrapped

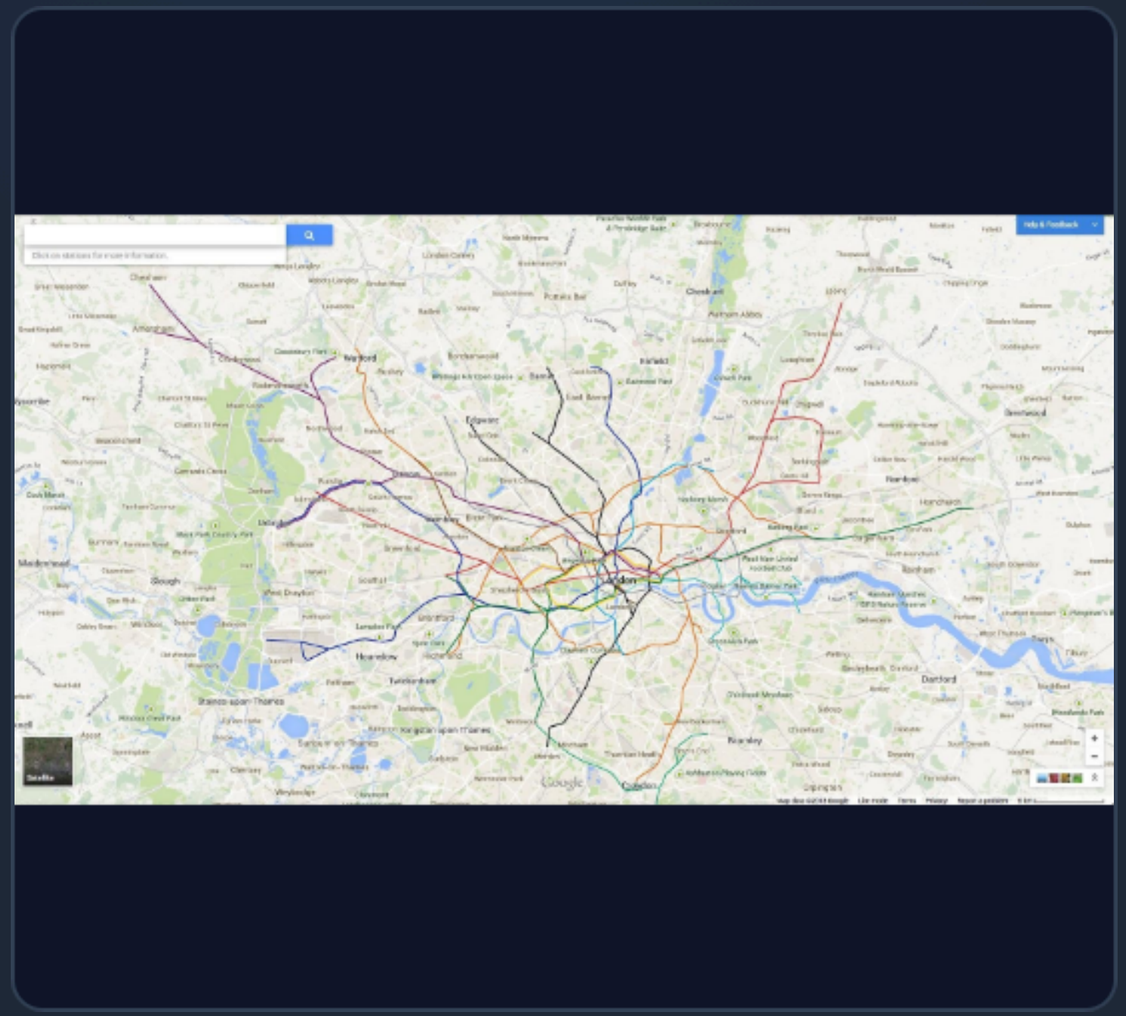
Concept: Storytelling

Why do people share this data on Instagram?

Because it turns raw numbers into an **Identity**. It doesn't say "500 hours listened." It says "You are a Superfan."

It makes the data feel personal and emotional.





8. The Tube Map

Concept: Distortion

This map is geographically **wrong**! The real tunnels are messy and curved.

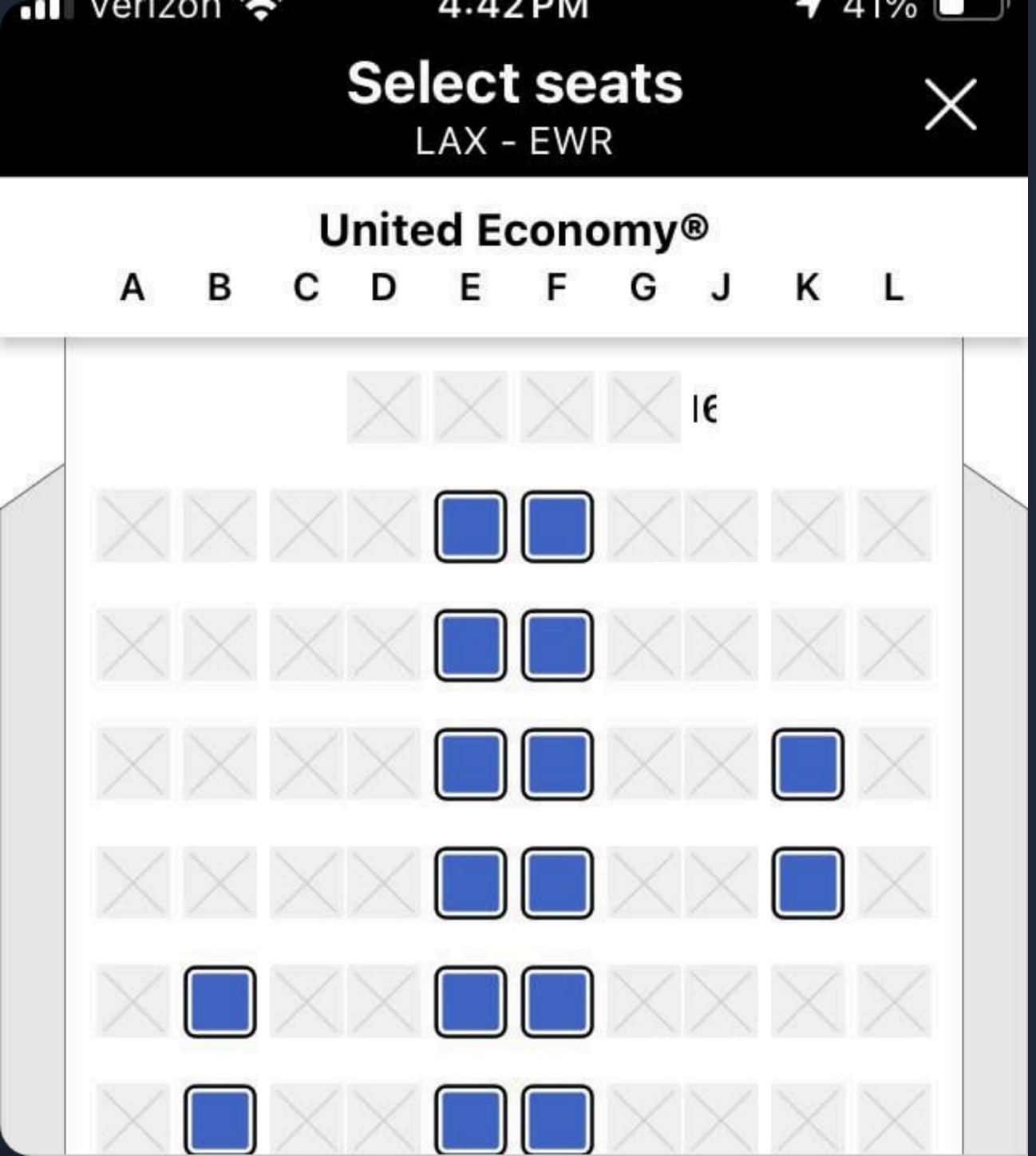
- Harry Beck realized riders don't care about geography; they care about **connections**.
- **Lesson:** Sometimes you must distort reality to make the data useful.

9. Nutrition Labels

Concept: Hierarchy

This is just a table of numbers, but look at the design.

- **Calories** is massive and bold.
- **Fat** is bold, but sub-types are indented.
- Typography *is* visualization. It tells your eye what to read first.



EXAMPLE 10 OF 10

10. Flight Seat Map

Concept: Spatial Viz

Imagine choosing a seat from a list:

"Seat 12A (Window), Seat 12B (Middle)..."

It would be impossible to visualize your comfort.

Lesson: If data has a physical location, visualize it spatially so the brain can

Summary

Data visualization isn't just for analysts.

It's for **everyone**.

Simplify Motivate Clarify