

AGENDA

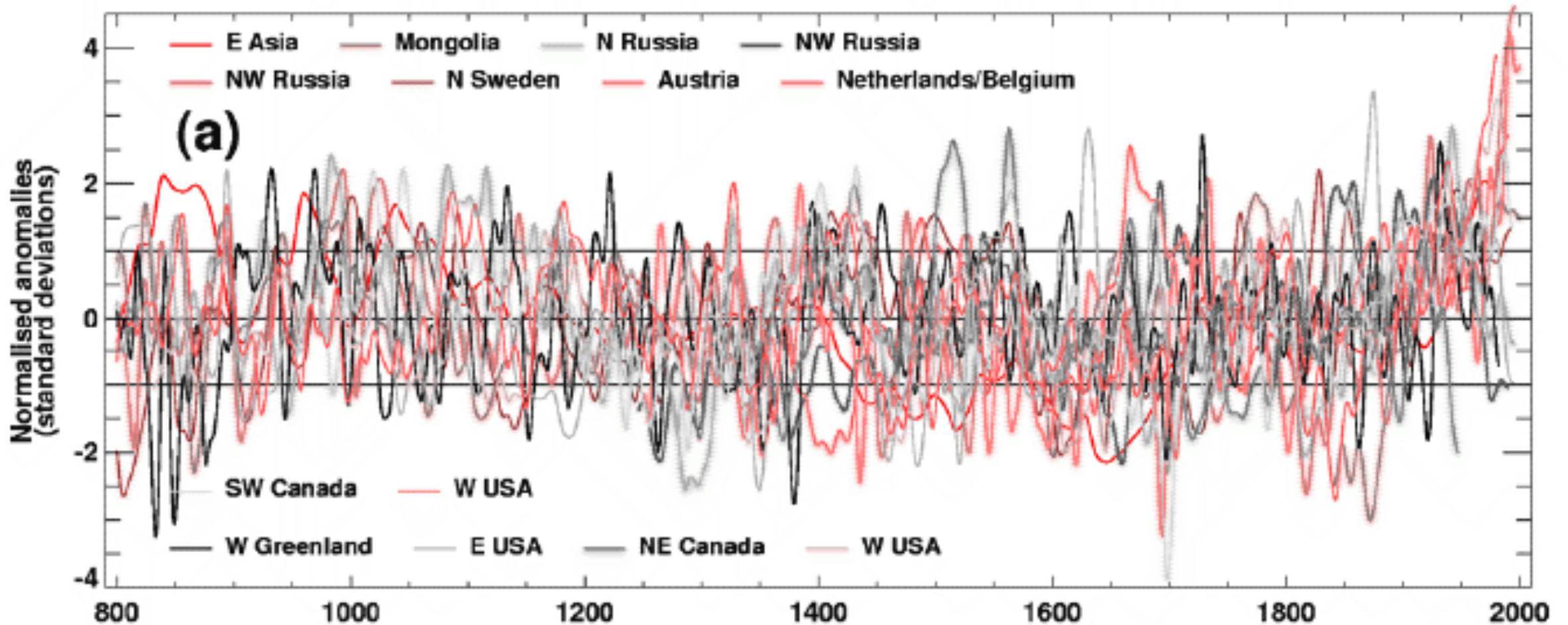
- Discuss LA#3 & Questions
- Ch. 3 Lecture

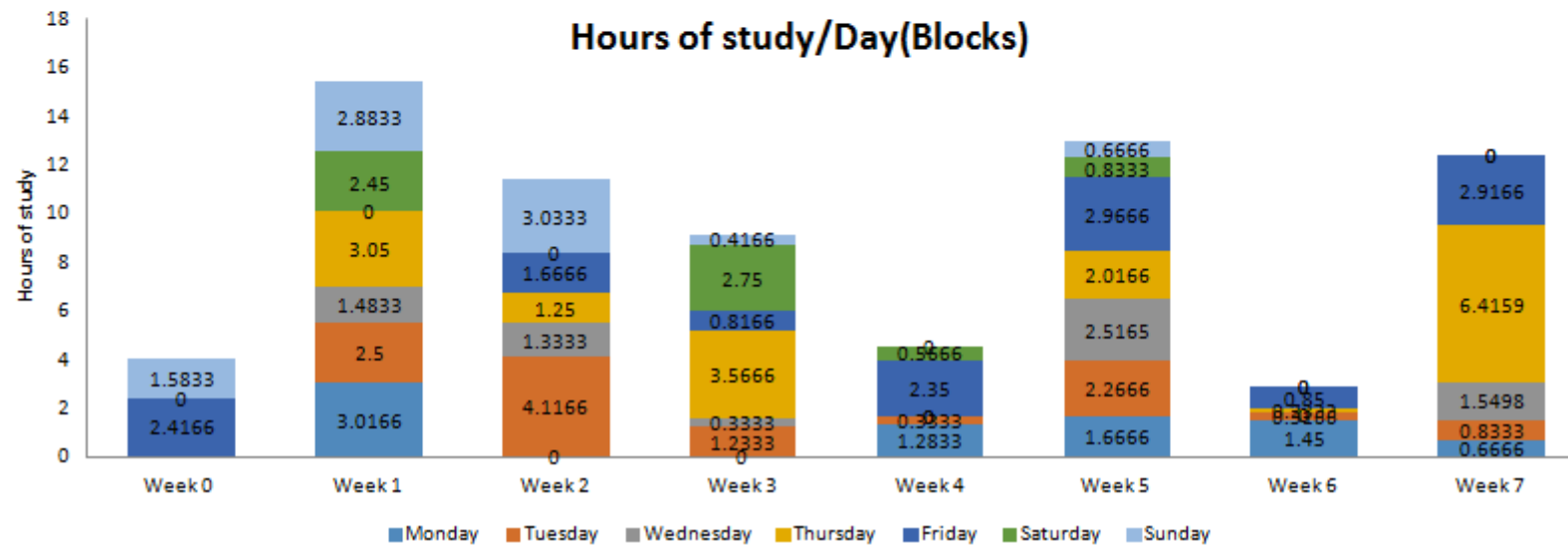
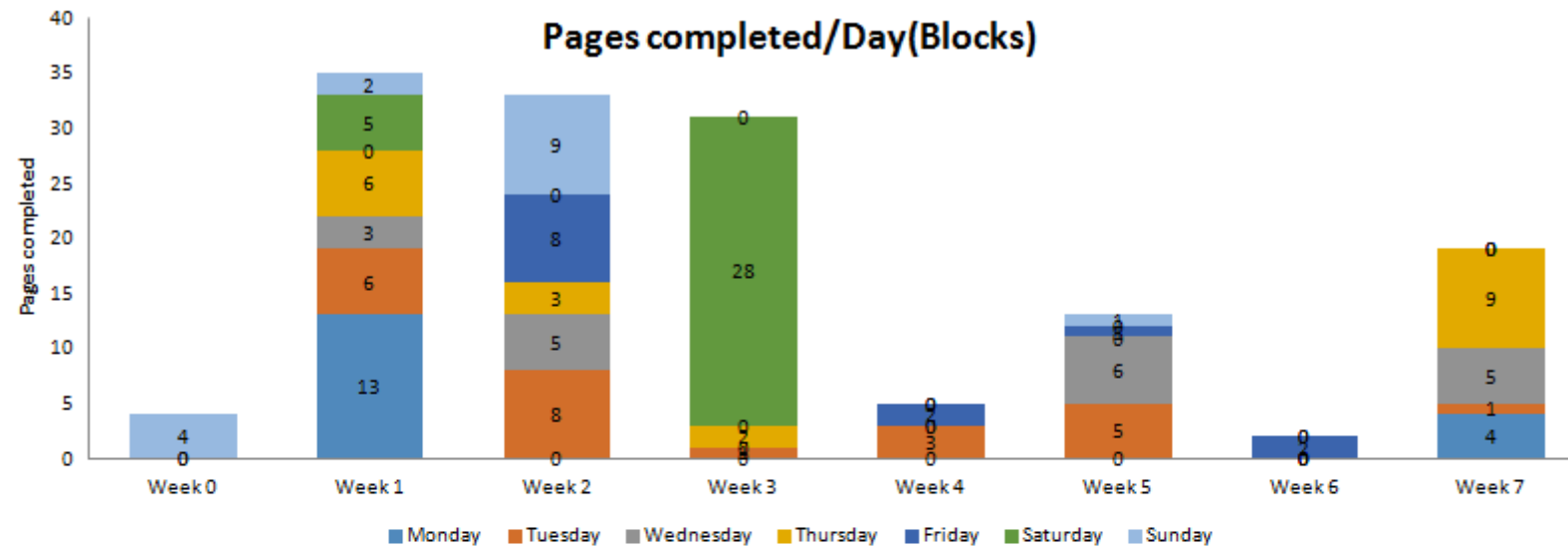
CH. 3 CLUTTER IS YOUR ENEMY!

TUESDAY FEBRUARY 18TH, 2019



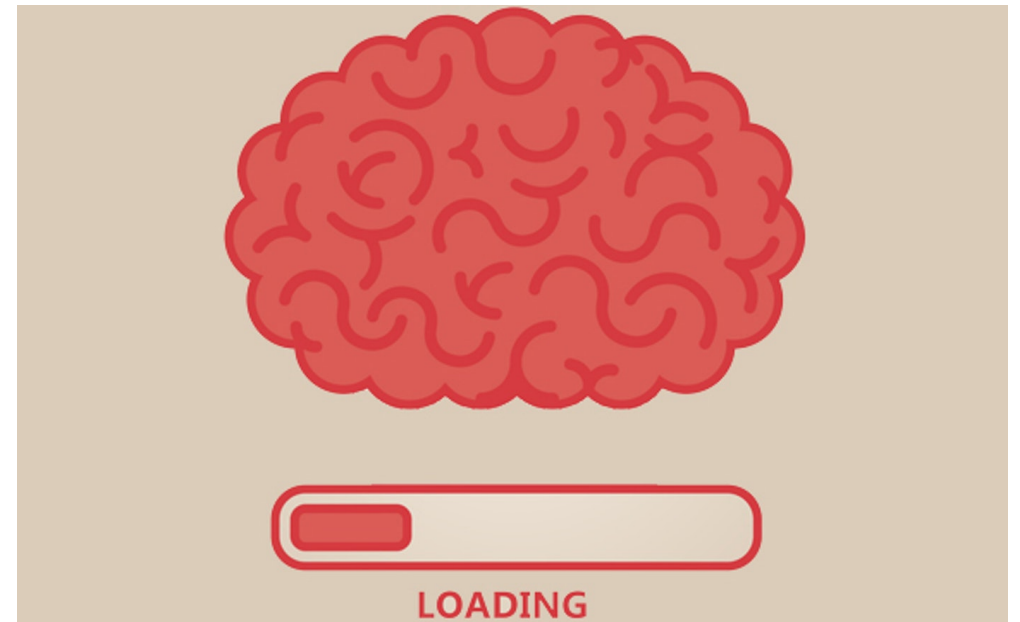
WHAT IS CLUTTER?





COGNITIVE OVERLOAD VS. COGNITIVE LOAD

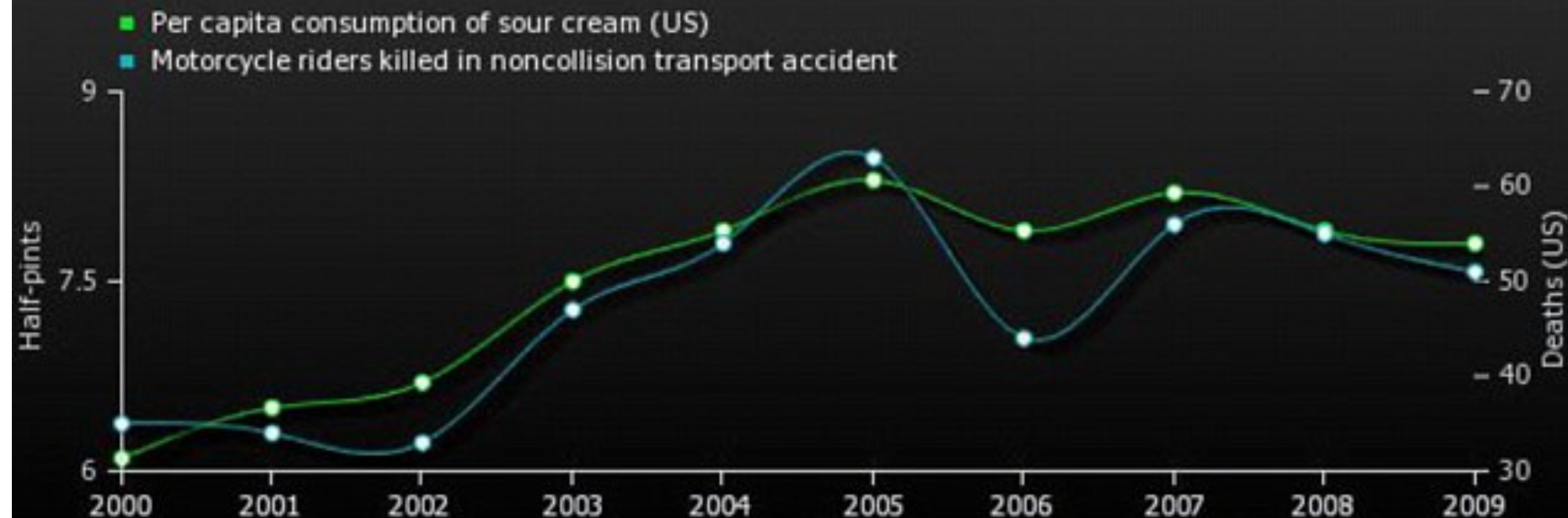
- Excessive or extraneous amounts of information
- Processing that takes up mental resources but doesn't help the audience understand the information
- Avoid this at all costs
- Too much vs. too little information
- Perceived cognitive load



CLUTTER

- These are visual elements that take up space but don't increase understanding
- Visuals that take up space without adding any value and making things appear more complicated than they should be
- Risks:
 - Audience decides not to perceive the info
 - Audience perceives the wrong info

Sales of sour cream correlates with deaths from motorbike accidents

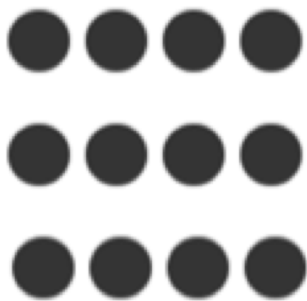


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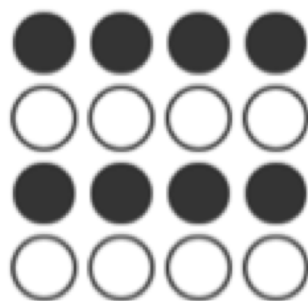
Correlation: 92% Sources: USDA & CDC tylervigen.com

GESTALT PRINCIPLES OF VISUAL PERCEPTION

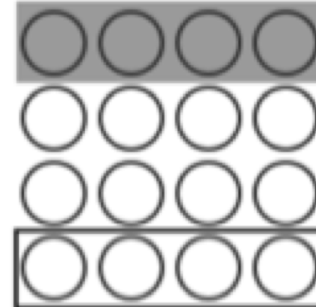
proximity



similarity



enclosure



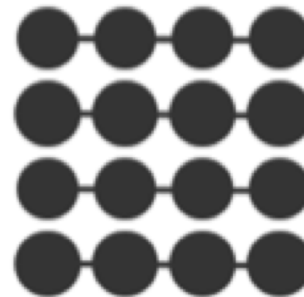
closure



continuity



connection



PROXIMITY

- Objects closer together belong in a group
- Differentiate using spacing
- How can you use proximity to help your audience differentiate ?



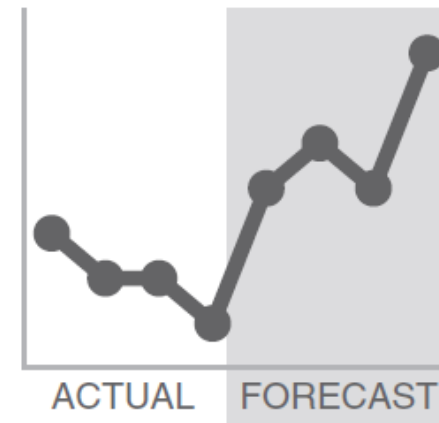
SIMILARITY

- Group objects with similar color, size, shape, orientation, etc.
- Helps direct attention
- Helps your audience focus on what you want them to focus on without excess lines, borders, tables



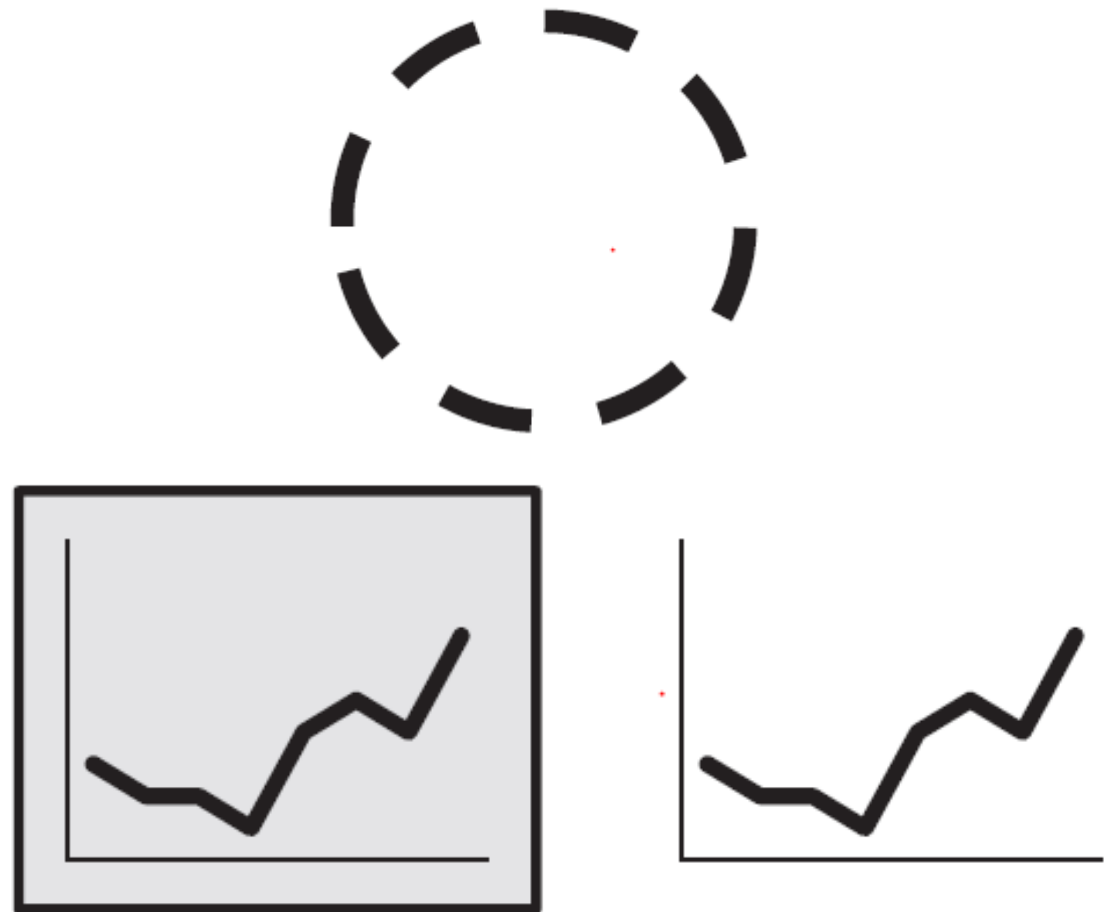
ENCLOSURE

- Objects enclosed together belong part of a group
- Can be done by shading, borders, lines, etc.
- Draw a distinction with our data



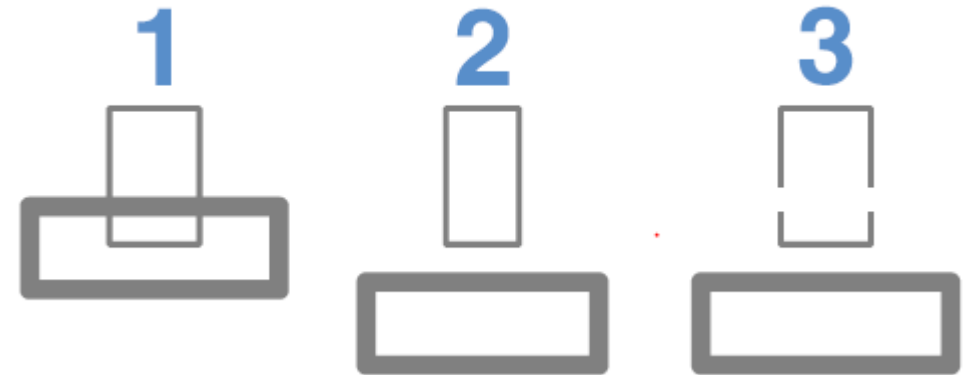
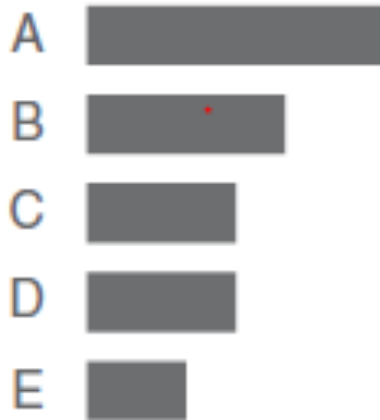
CLOSURE

- Make it simple and fit constructs already in our head
- Perceive individual elements
- Humans fill gaps naturally



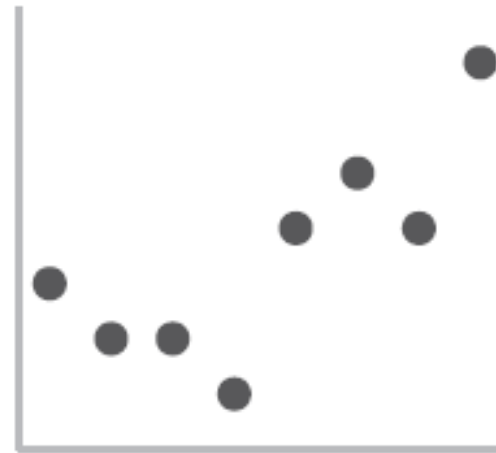
CONTINUITY

- Our eyes seek the smoothest path
- Eyes create natural continuity

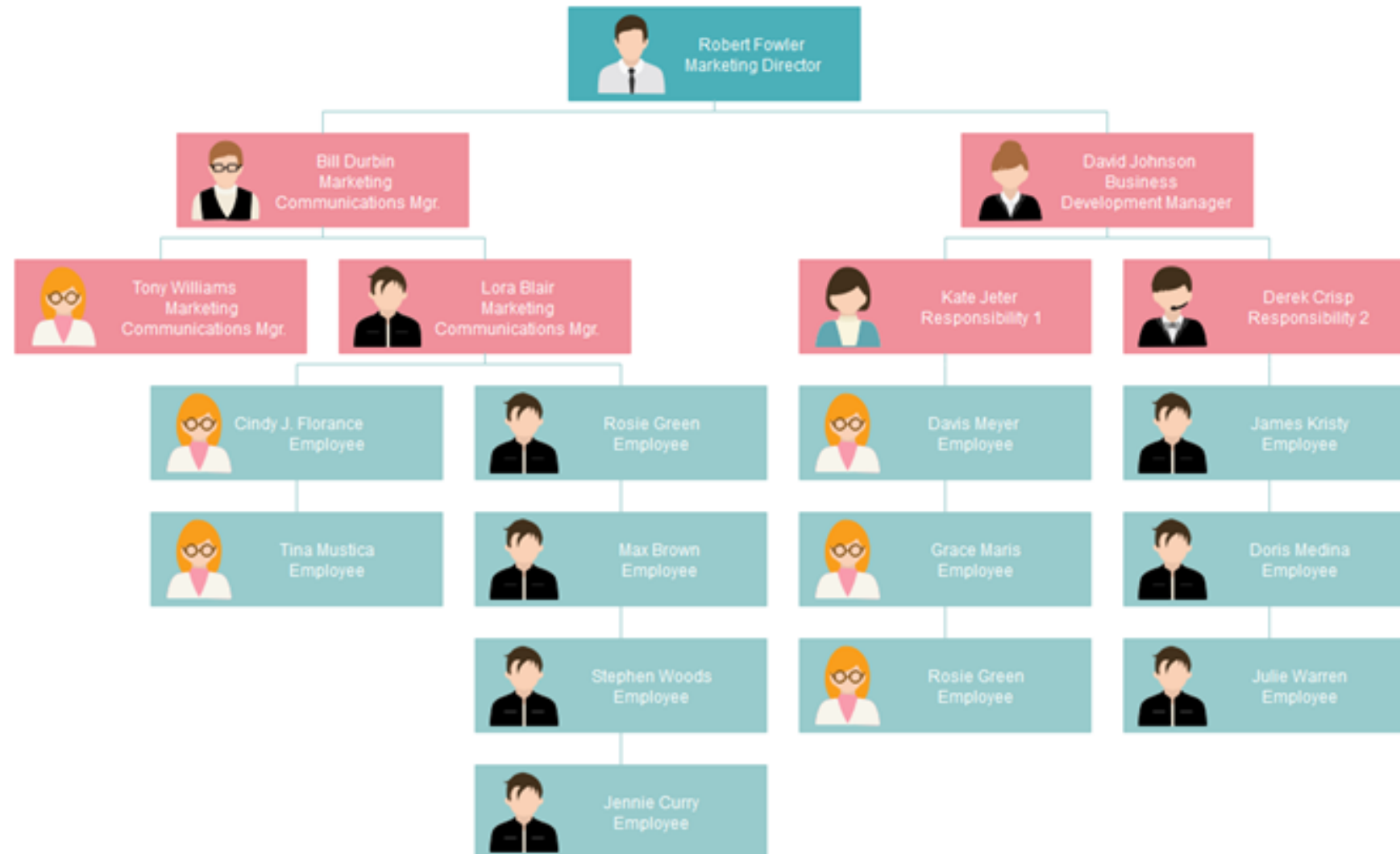


CONNECTION

- Objects physically connected belong together
- Strong associative value
- Helps our eyes see order in our data



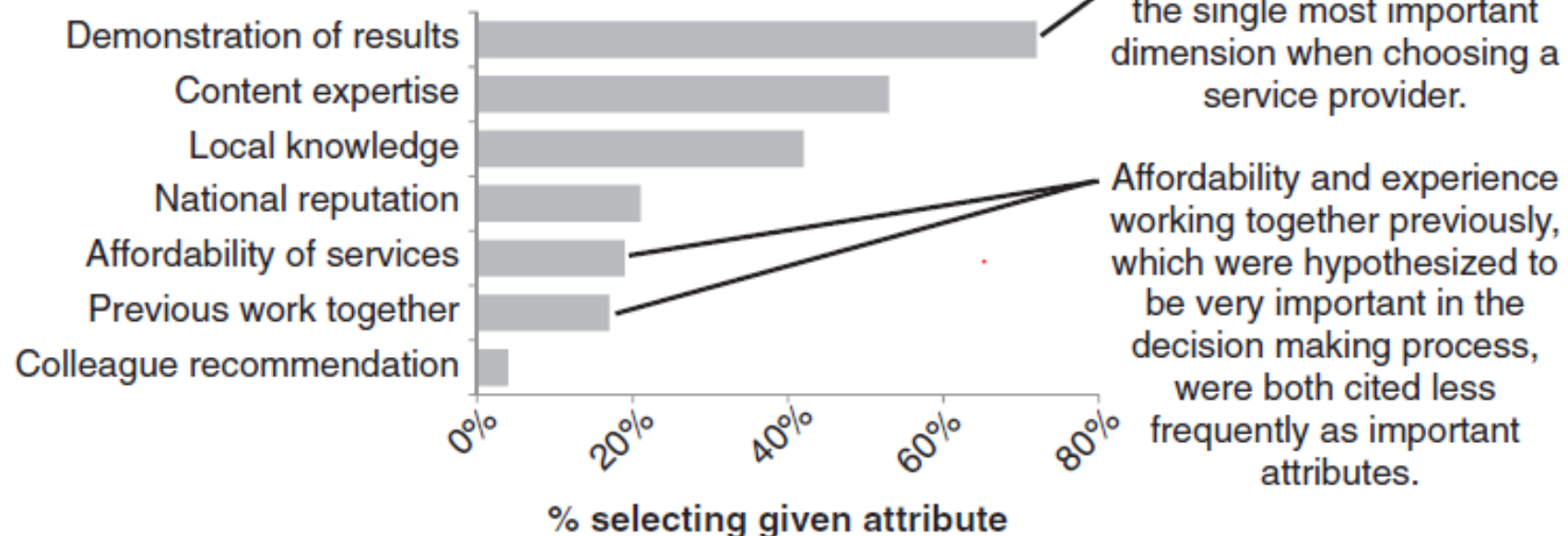
Organizational Chart for Marketing



LACK OF VISUAL ORDER

Demonstrating effectiveness is most important consideration when selecting a provider

In general, what attributes are the most important to you in selecting a service provider?
(Choose up to 3)



Data source: xyz; includes N number of survey respondents. Note that respondents were able to choose up to 3 options.

LACK OF VISUAL ORDER

In general, **what attributes are the most important** to you in selecting a service provider?

(Choose up to 3)



Survey shows that **demonstration of results** is the single most important dimension when choosing a service provider.

Affordability and **experience working together previously**, which were hypothesized to be very important in the decision making process, were both cited less frequently as important attributes.

Data source: xyz; includes N number of survey respondents.
Note that respondents were able to choose up to 3 options.

ALIGNMENT

- Create clean lines both vertically and horizontally
- Alignment of text and visuals
- Diagonal Components vs. Horizontal/Vertical Components
- ** Using Software: Use left/right-aligned text and/or turn on rules/gridlines

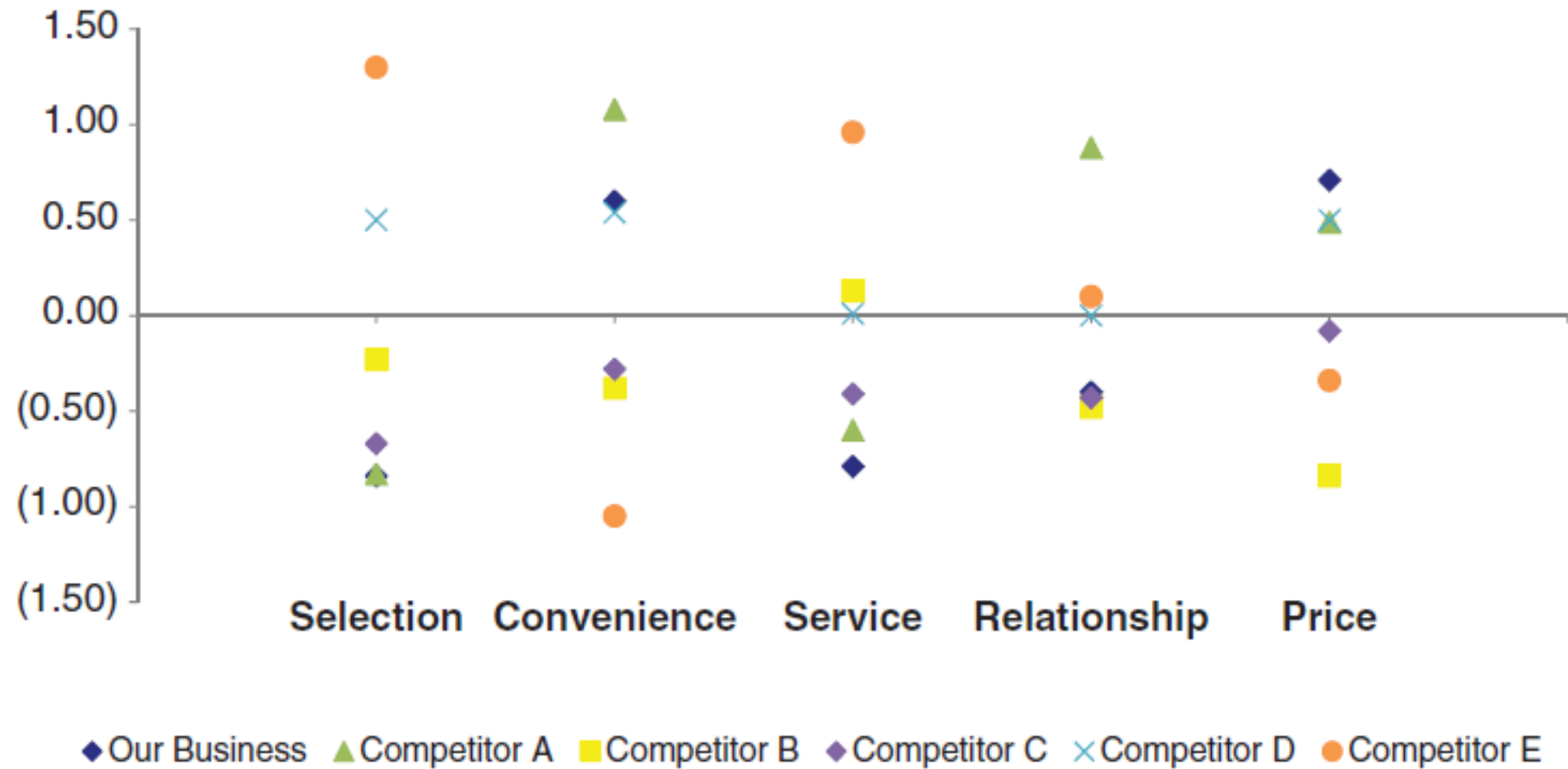
WHITE SPACE

- DO NOT fear White Space!!
- Never add data/visuals for the sake of adding data
- Pauses in Public Speaking = White Space in Data Visuals
- Guidelines
 - Avoid info in margins
 - Resists over stretching visuals
 - Emphasize importance using only couple of items

STRATEGIC USE OF CONTRAST

- Contrast only what you want to make stand out
- Do not make audience compete for attention
- What can you spot out immediately?

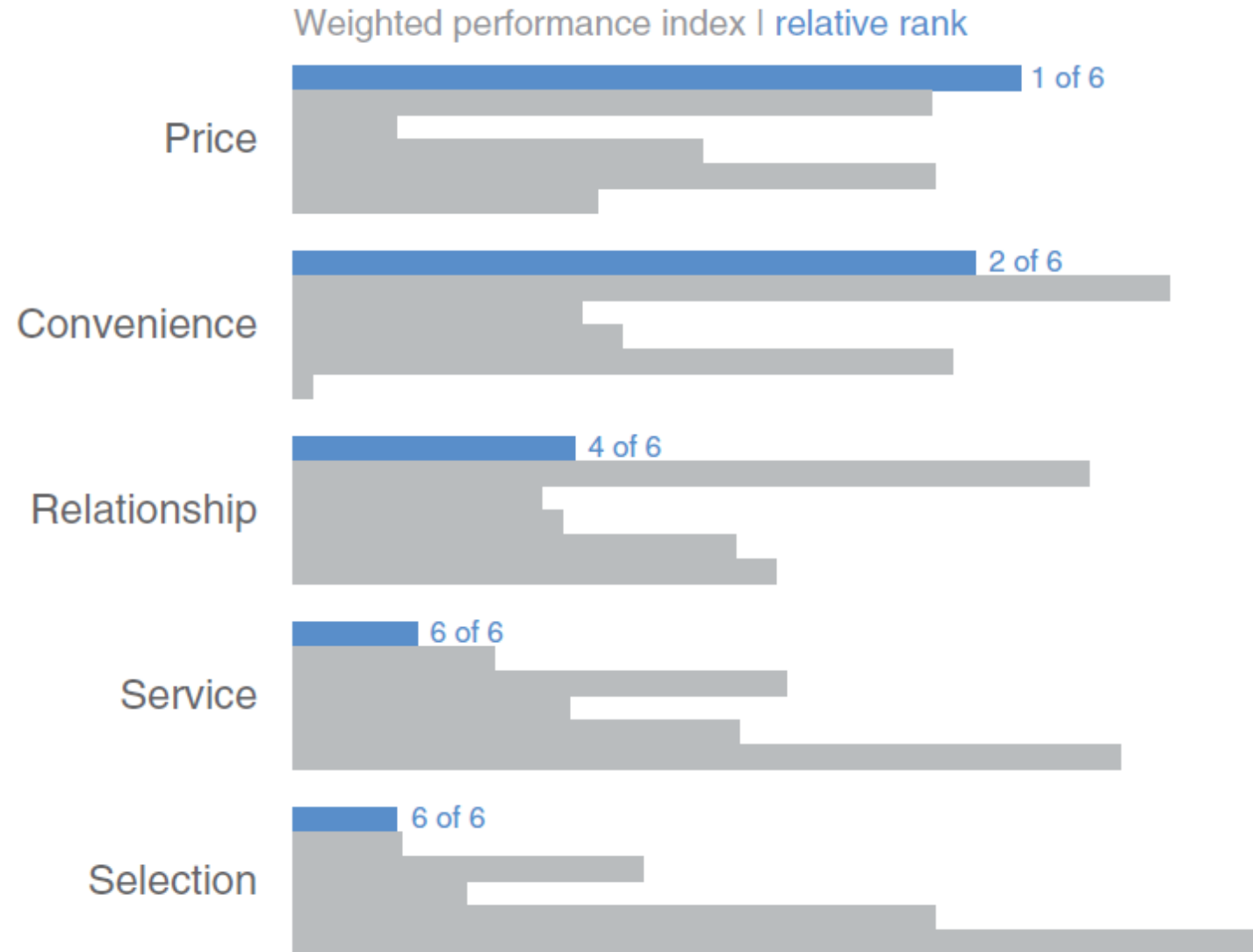
Weighted Performance Index




Performance overview

■ Our business

- Competitor A
- Competitor B
- Competitor C
- Competitor D
- Competitor E





Imagine that you manage an information technology (IT) team. Your team receives tickets, or technical issues, from employees. In the past year, you've had a couple of people leave and decided at the time not to replace them. You have heard a rumbling of complaints from the remaining employees about having to “pick up the slack.” You've just been asked about your hiring needs for the coming year and are wondering if you should hire a couple more people.

First, you want to understand what impact the departure of individuals over the past year has had on your team's overall productivity. You plot the monthly trend of incoming tickets and those processed over the past calendar year. You see that there is some evidence your team's productivity is suffering from being short-staffed and now want to turn the quick-and-dirty visual you created into the basis for your hiring request.

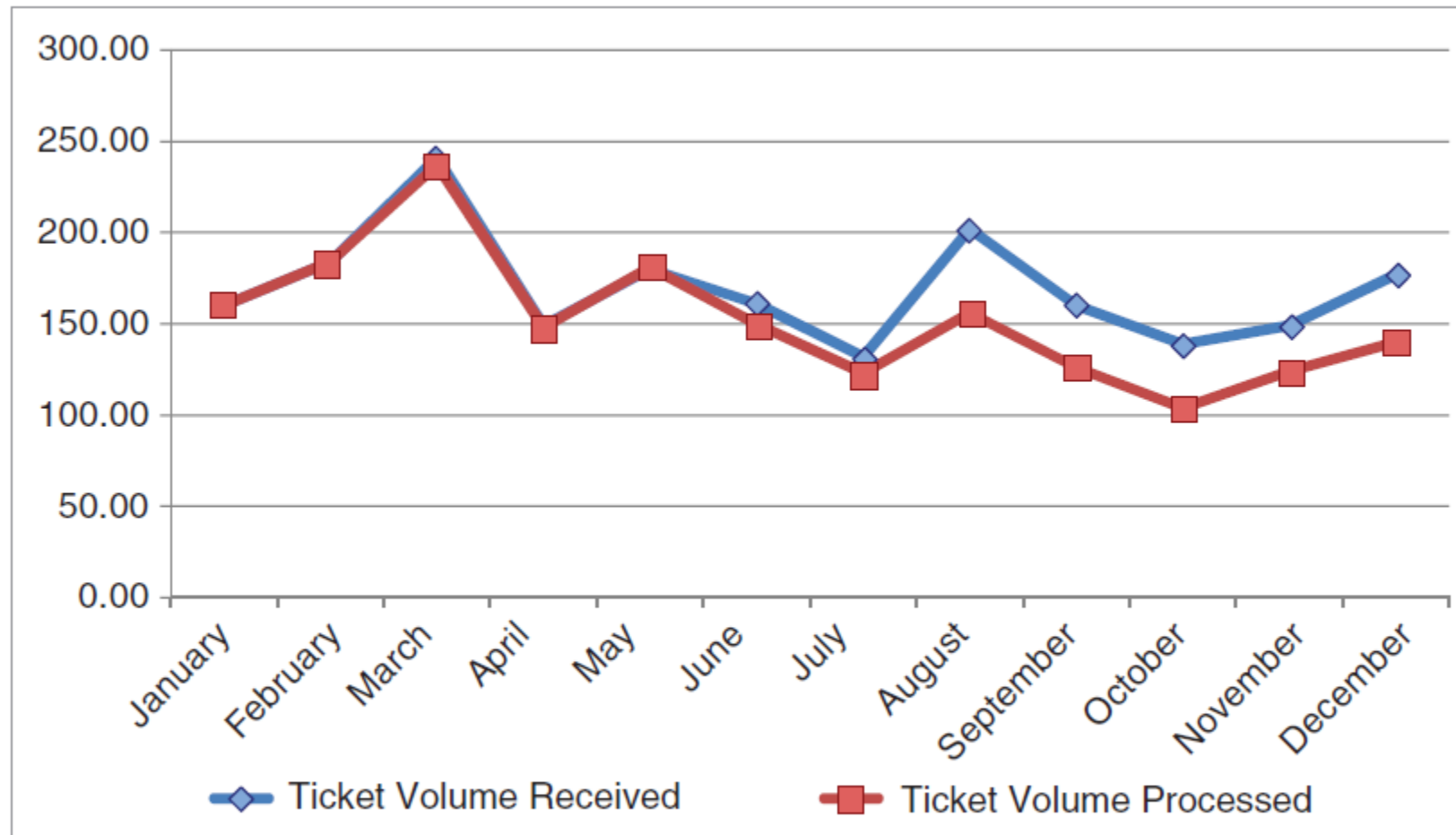


FIGURE 3.17 Original graph

