

Arbeidsmarkt scrolling infographics.

NOV 2020 - JAN2021.

Platform.

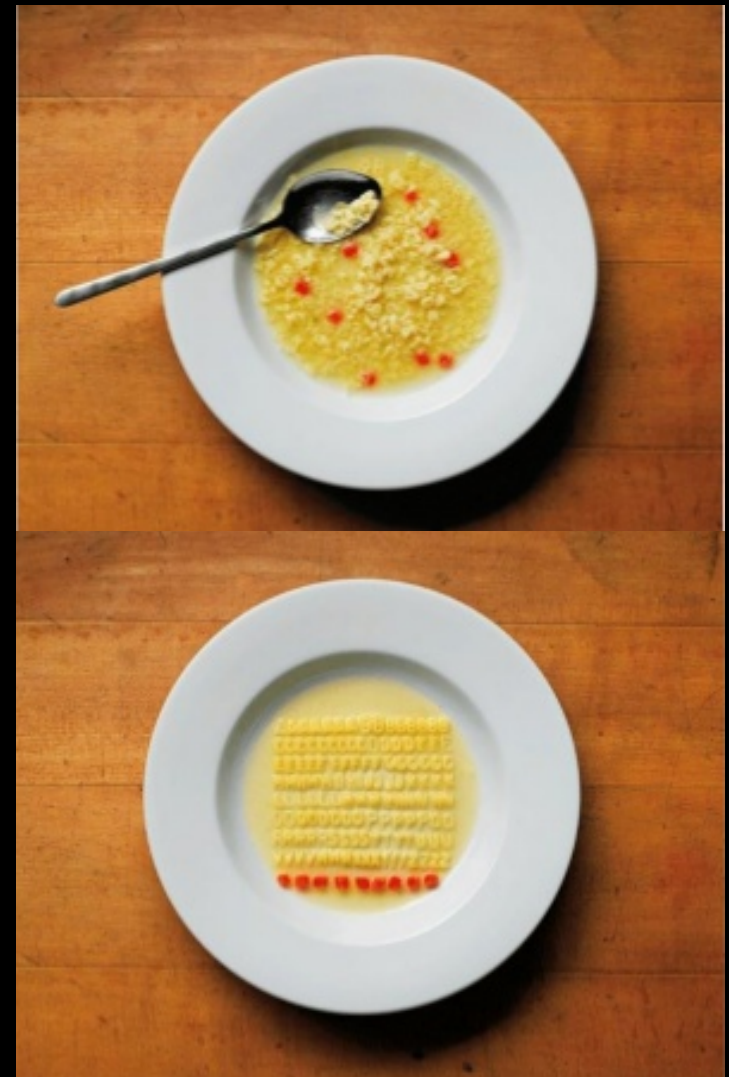
Web / Mobile (One pager)

Role(s) Played.

I was Designer and Developer. I was responsible for translating a large amount of data into a story telling, combining graphics with informatica. As a developer, I have implemented my designs in HTML and CSS.

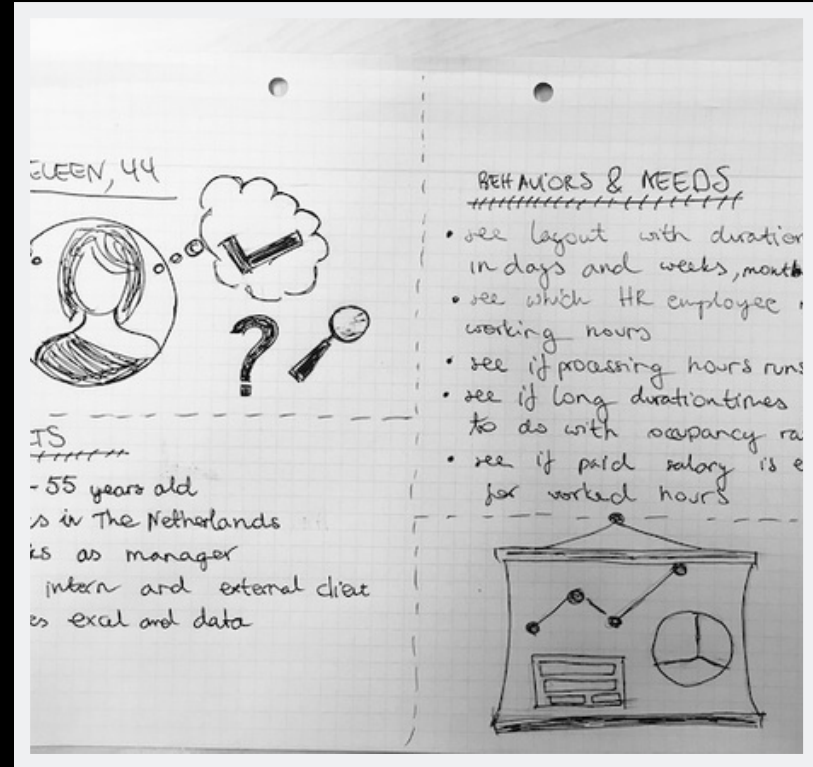
Activities Performed.

Problem analyses, sketches, User Flows, Site Maps, Prototypes & low & high-fidelity Wireframes, Responsive Design in CSS



Translating complex data into something everyone should be able to understand at galance.

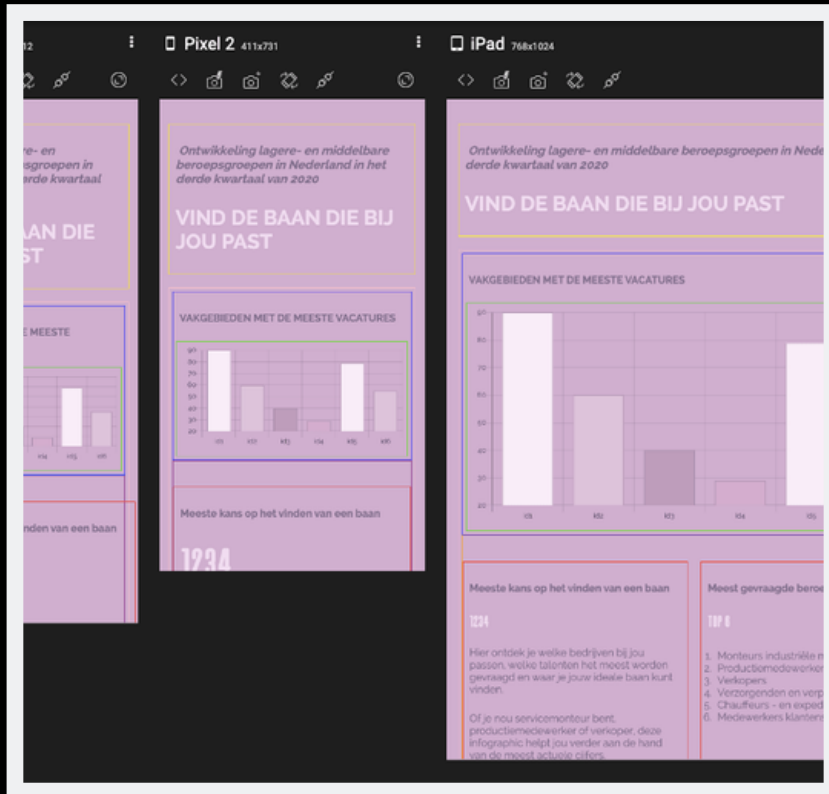
Scrolling infographics. PLANING PHASE.



Research.

While sketching the user flows up to the high-fidelity wireframes, I constantly revised and updated designs and documentation through user testing and customer feedback. Based on A/B testing I choose more simplicity and lesser content. The charts had to become self-explanatory without labels.

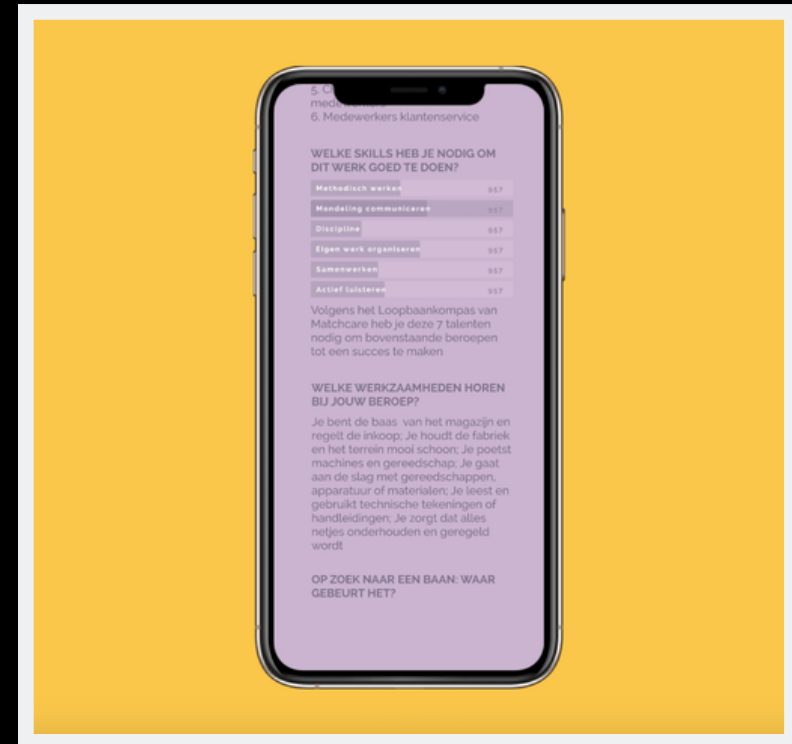
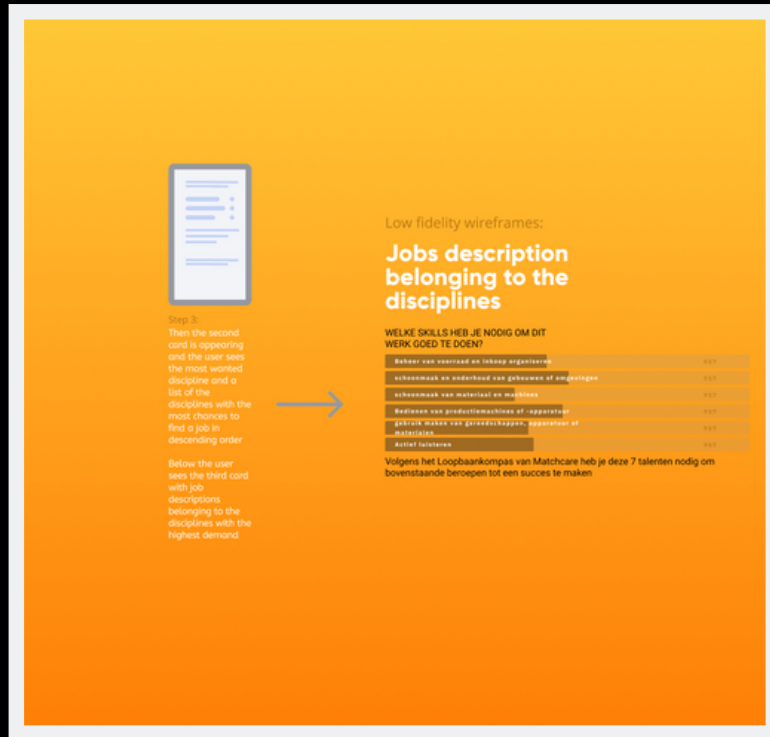
Scrolling infographics. DEVELOPMENT PHASE



Solution.

Combining words and images to tell the story quickly, concisely and in an entertaining fashion led to the desired result to visualize data easily and organize the content in a way that it is most accessible. During the Development phase, I applied responsive design in CSS and I implemented design system with 1 to 1 relationship with my LESS file and Figma files. It is a one pager that made the story more appealing to the users on web and mobile screen.

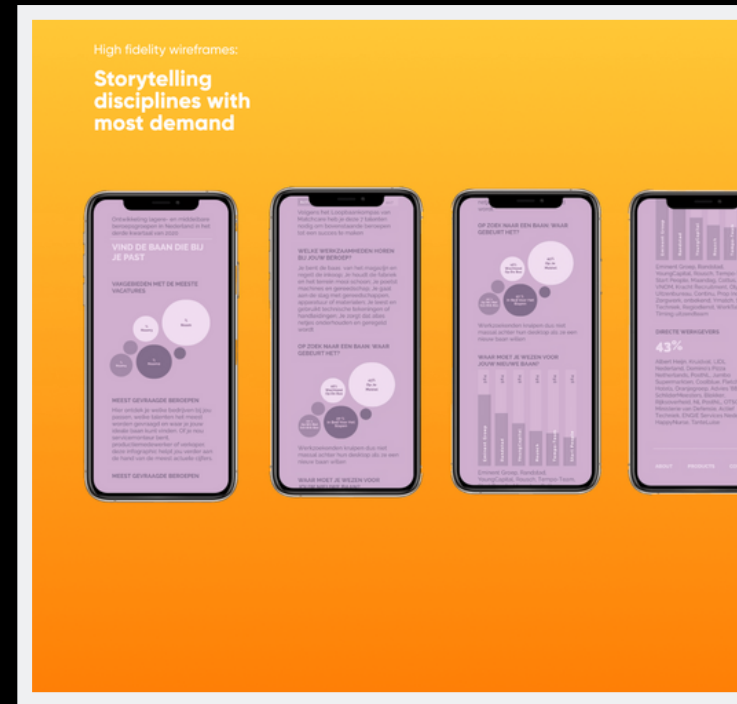
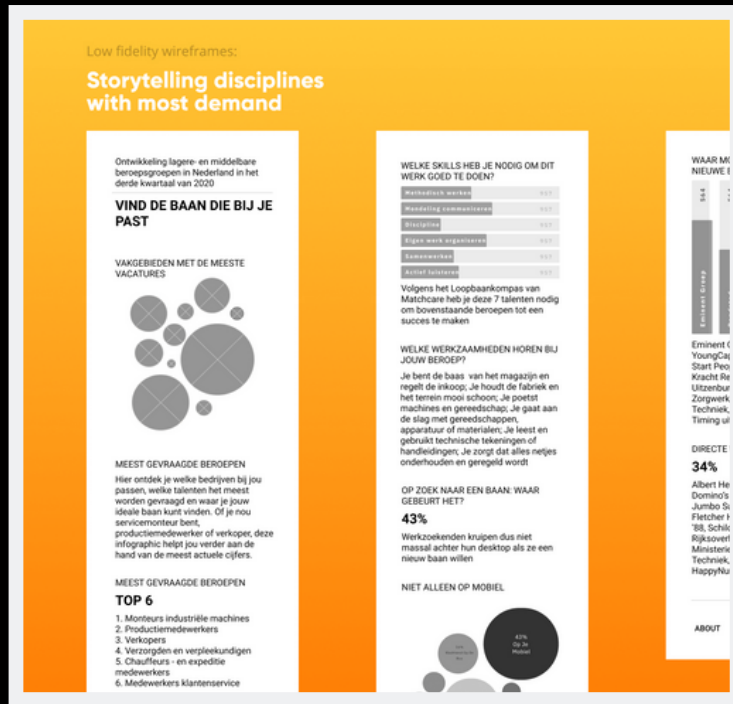
Scrolling infographics. POST LAUNCH PHASE.



Challenges.

During the Post Launch phase when monitoring the Launch phase the data charts were not efficient. During collection of the information, the results were not always precisely. The charts about tasks that belong to industrial machinery mechanics were too ambiguous. Instead of looking at the results as an exact representation of reality, I looked at them as a frosted glass: I can see the contours, but it will never be very sharp. I decided to use text card instead of charts.

Scrolling infographics. REFLECTIONS.



Impact.

The business goal was to make the company data dashboards more appealing and make them accessible for users on mobile devices. By closing the gap between the graphic design and informatics, the represented story in a user-centered way made the users understand complex data at a glance.

Lesson learned.

Because of this project I realized the importance of planning and deciding how to map the entire story. It made me interact with the company in an early stage, so that I can plan and have decided the goals that I want to achieve with my story.