

In order to tell its story, we need to  
**Understand The Data**

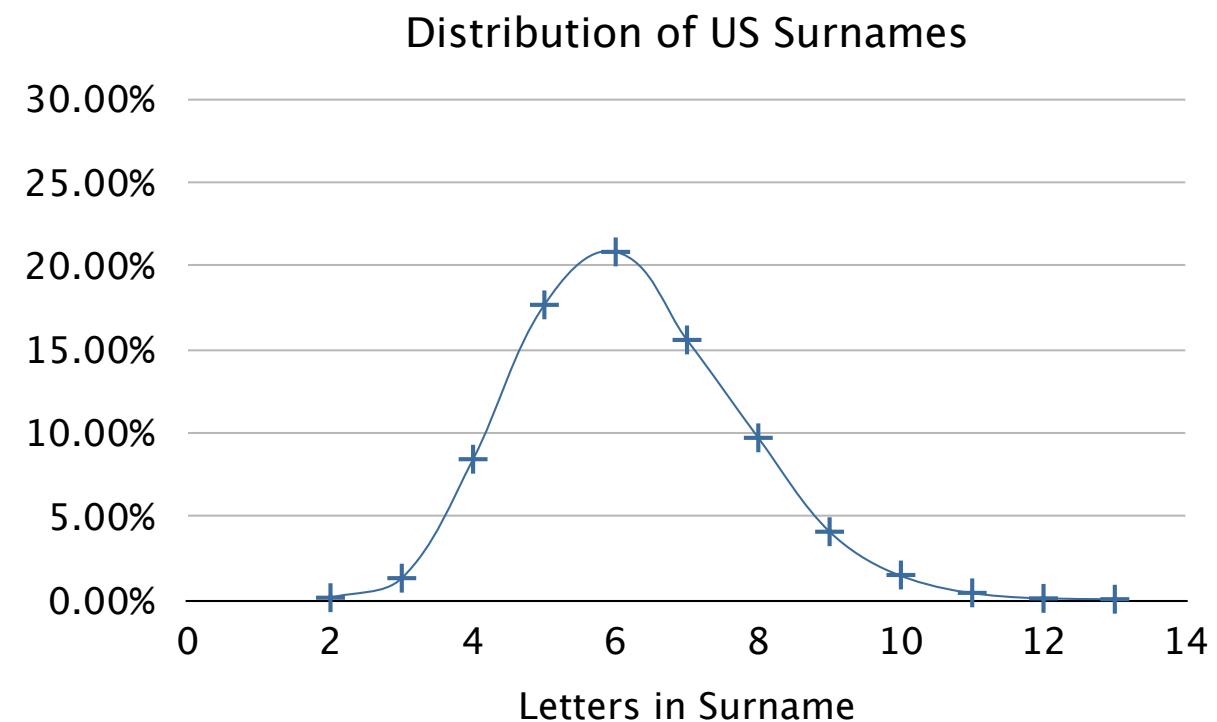
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Firstname Lastname  
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Firstname Lastname

Andrei Herasimchuk  
Dirk Knemeyer  
Kriengsak Niratpattanasai  
Tiff Biset  
Katrina Penruddock-Langoria  
Juhan Sonin

Real Data has a min and max.  
Design with outliers in mind

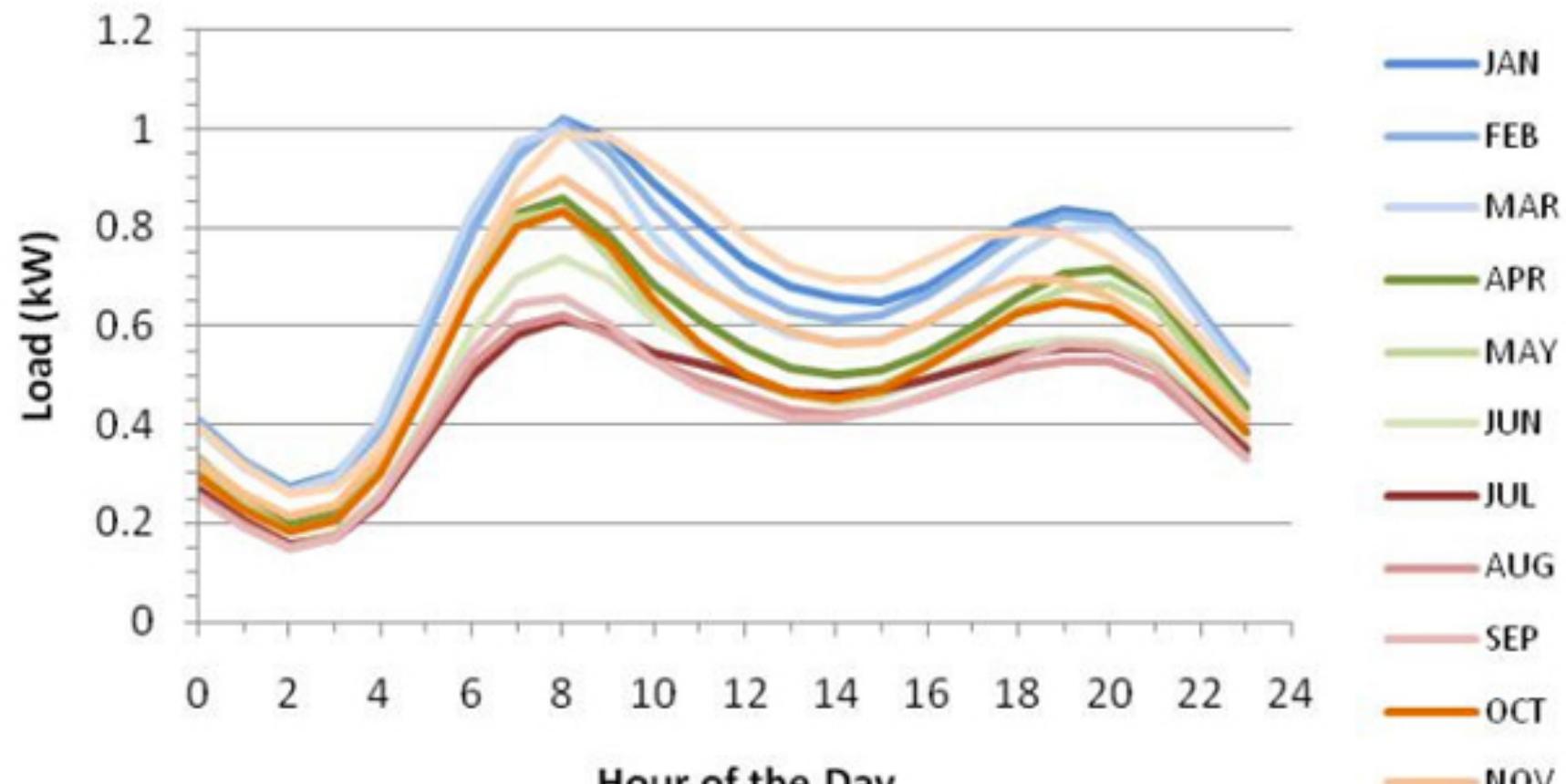
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Jennifer Patel  
Ben Salinas  
Dirk Knemeyer  
Eric Benoit  
Emily Twaddell  
Juhani Sonin  
Jonathan Follett  
Adam Pere  
Sarah Kaiser  
Sein Woo  
Xingjie "Roger" Zhu  
Michael Bester



Real Data has an average and a distribution

# Water Heater Usage by Hour and Month



Source: <http://www.digikey.com/en-US/articles/techzone/2011/jun/water-heaters-find-key-role>

Real Data is cyclical

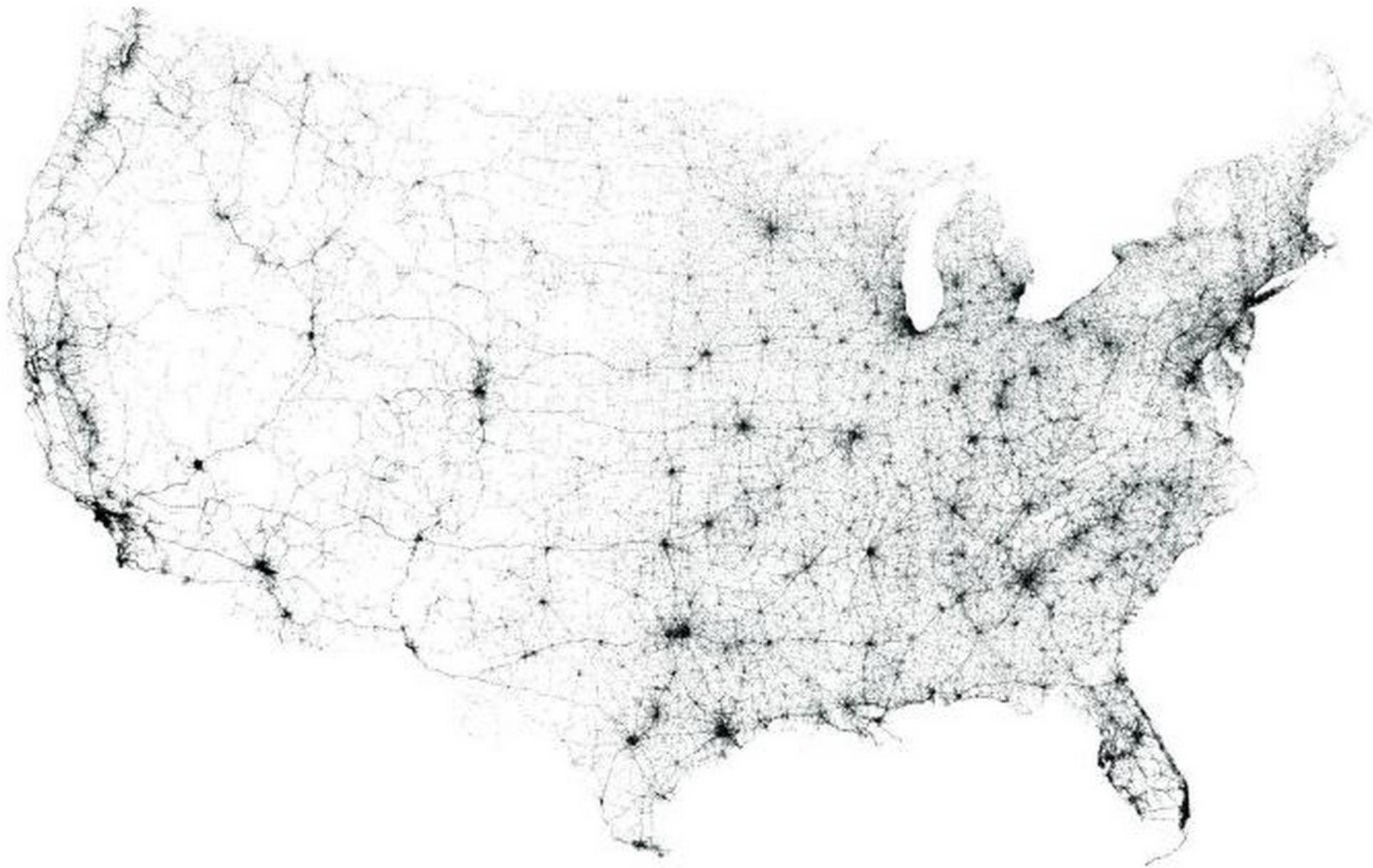


FIGURE 1-16 *Everything mapped at once*

**Real data is interesting at multiple levels**

from Data Points by Nathan Yau

## Annual fatal crashes

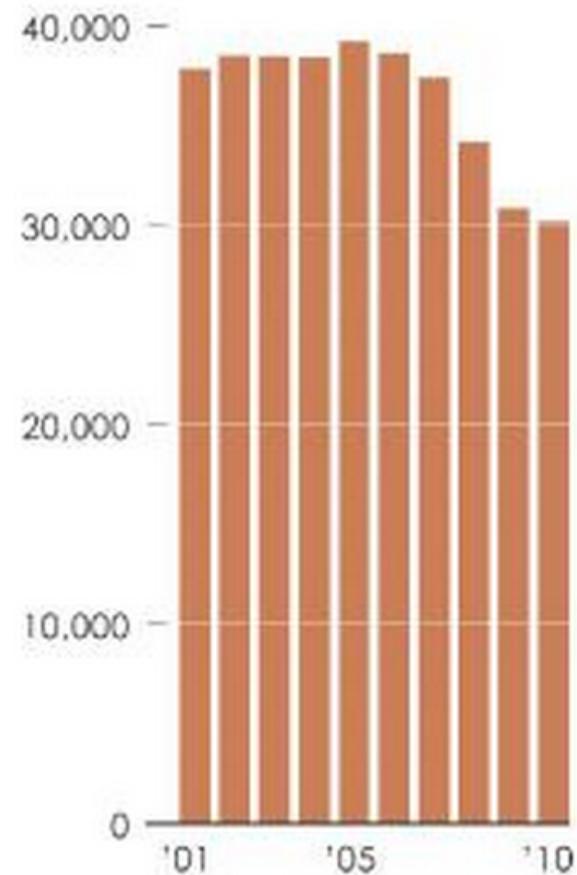


FIGURE 1-17 Annual fatal accidents

Real data is interesting at multiple levels

from Data Points by Nathan Yau

## Monthly fatal crashes

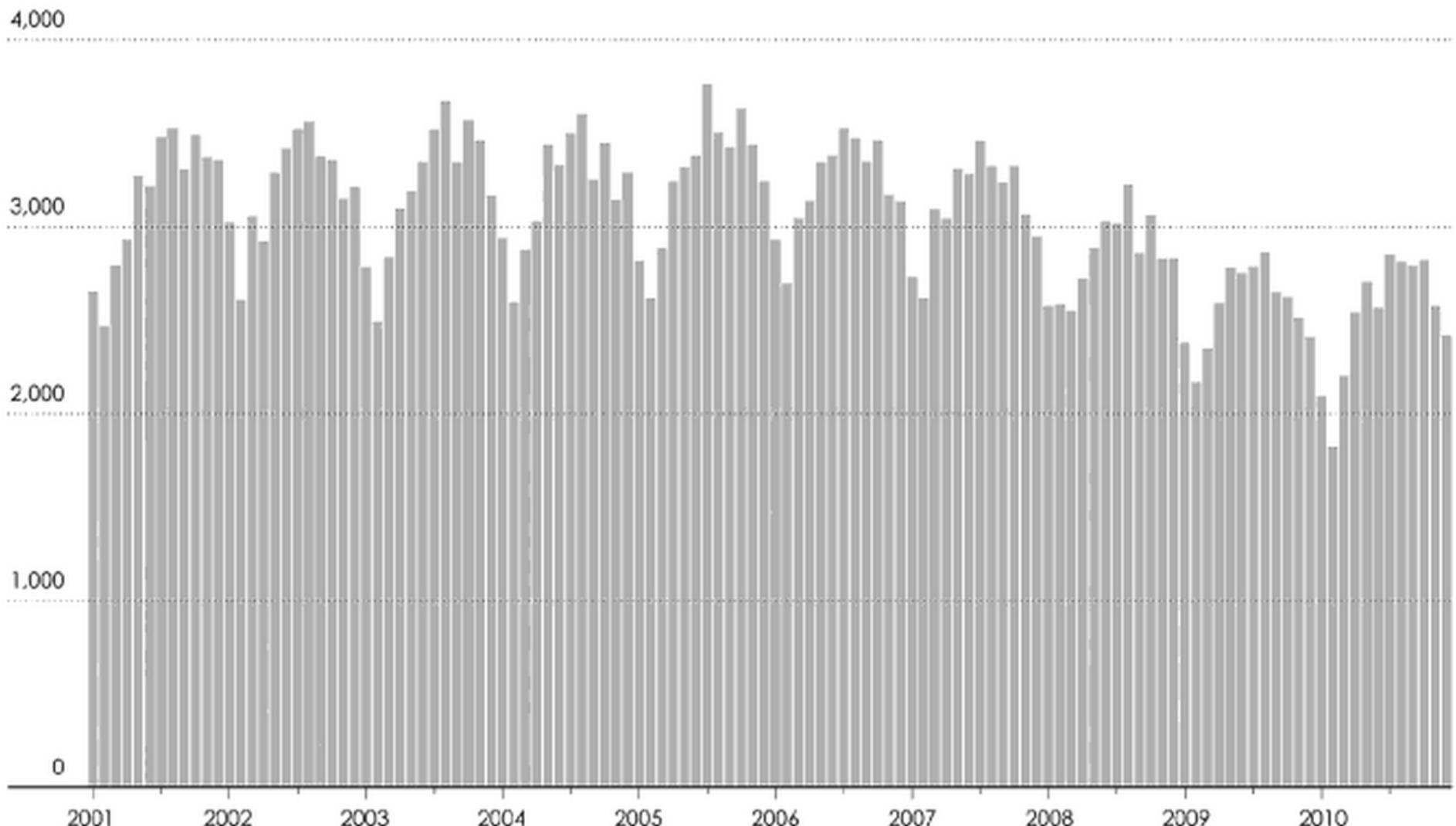


FIGURE 1-18 *Monthly fatal accidents*

# Real data is interesting at multiple levels

from Data Points by Nathan Yau

### Daily fatal crashes

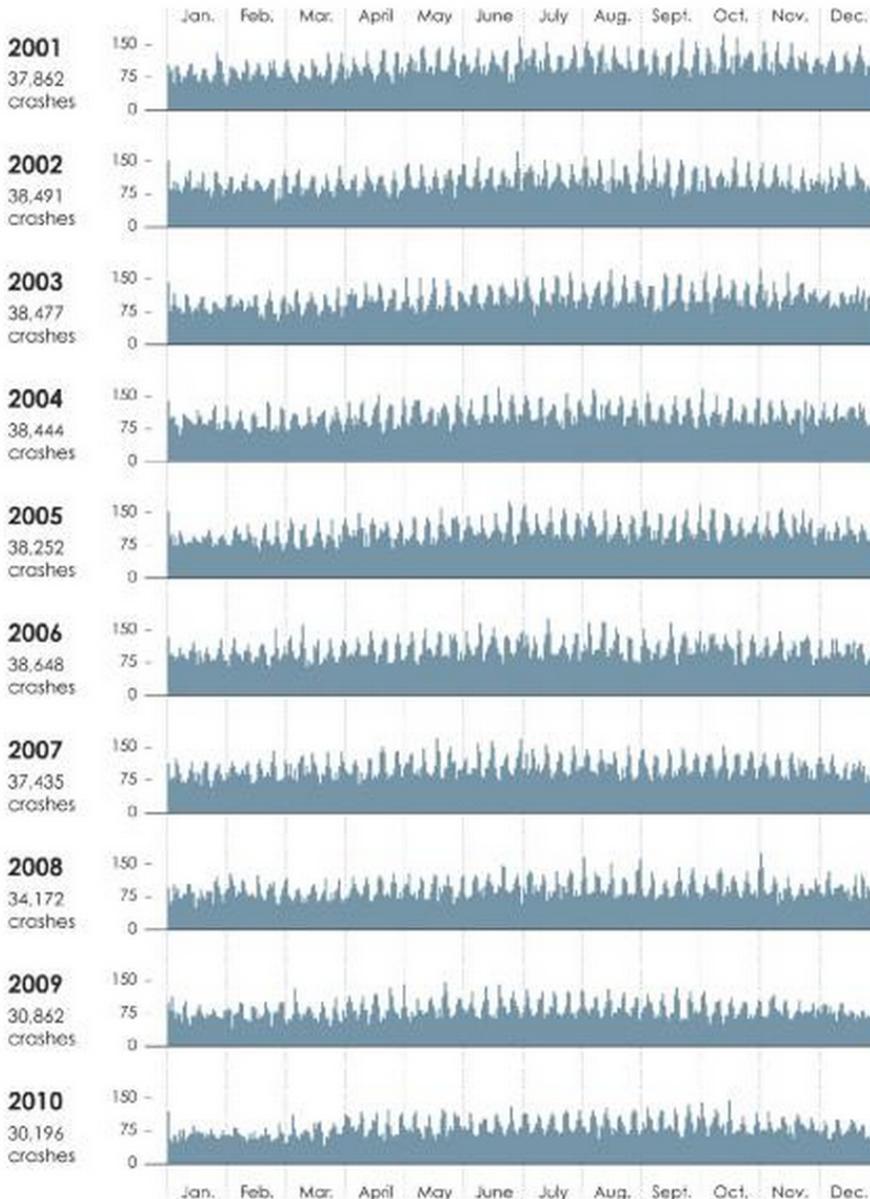


FIGURE 1-19 Daily fatal accidents

Real data is interesting at multiple levels  
from Data Points by Nathan Yau

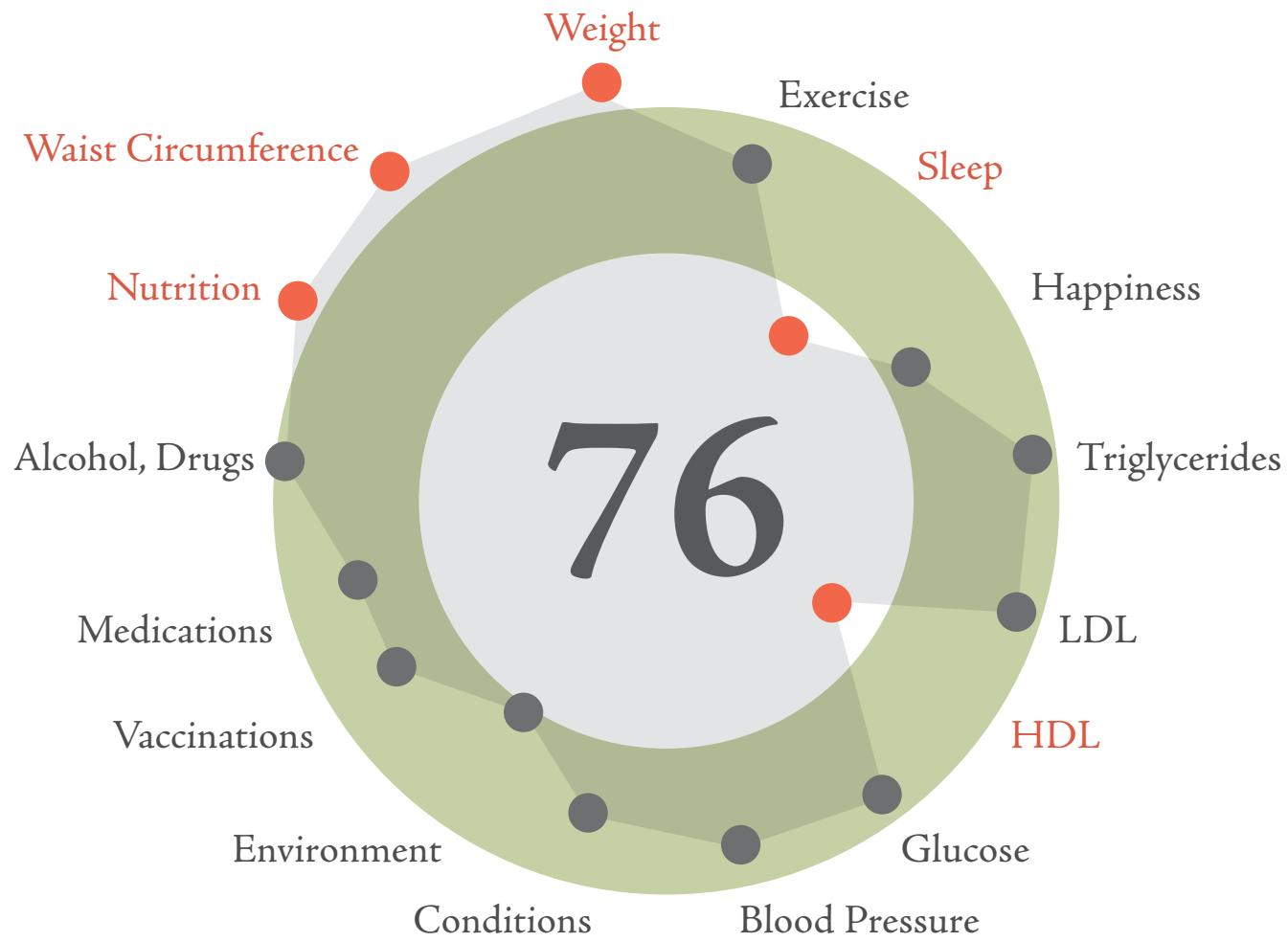


Real data has a story.

# Dow Jones Industrial Average 1974 – 2014



Real data has a story.



Real data has a story.

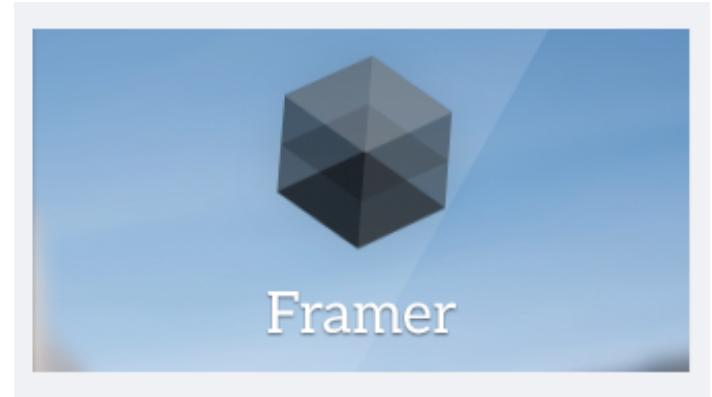
# Incorporating Data in Your Designs



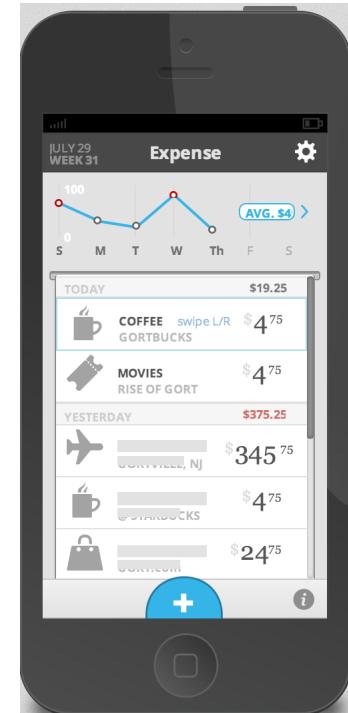
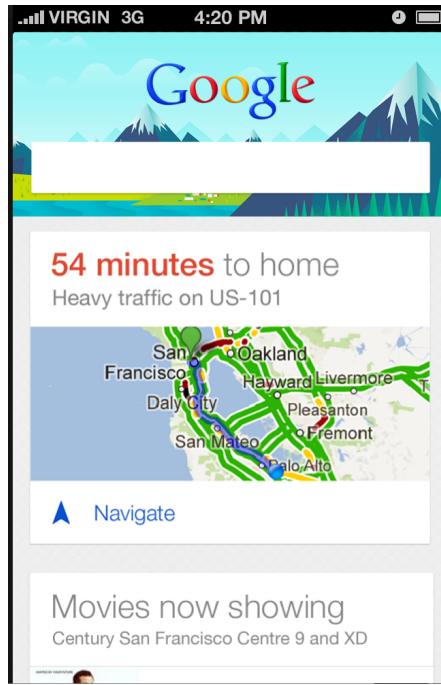
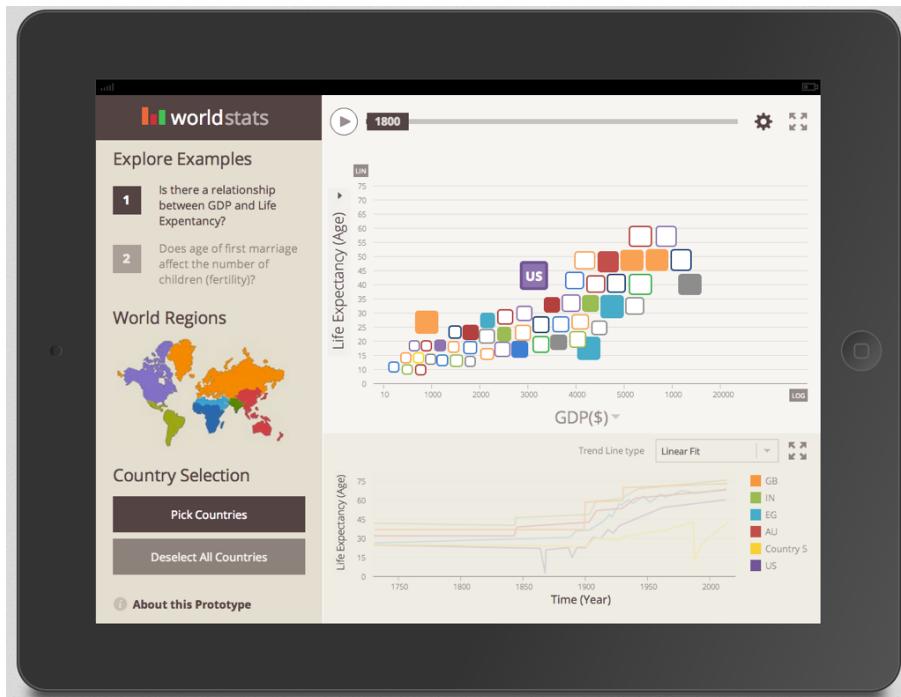
proto.io

fluid

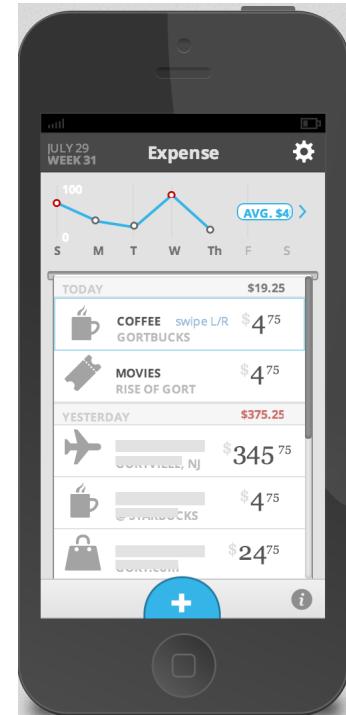
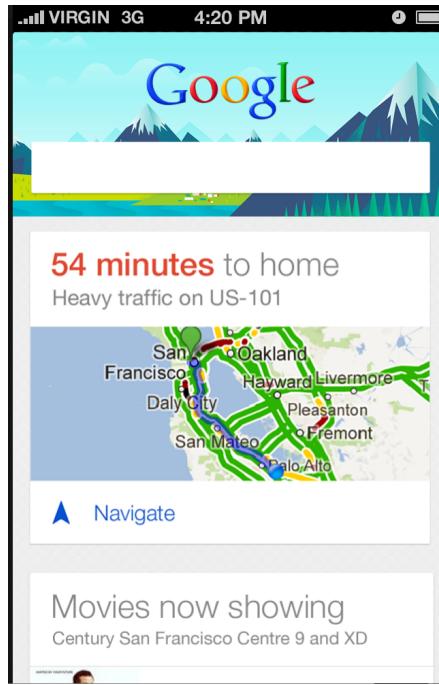
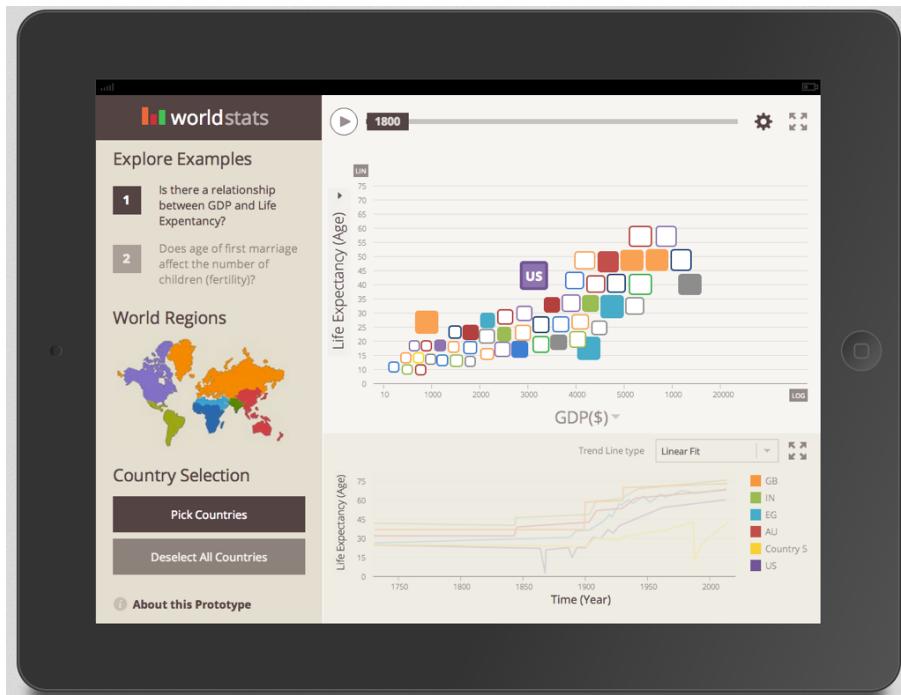
axure



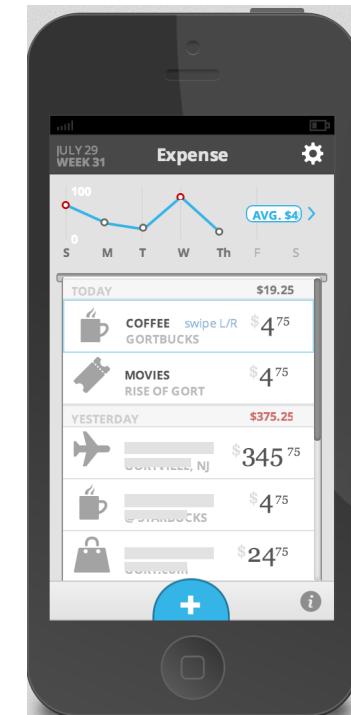
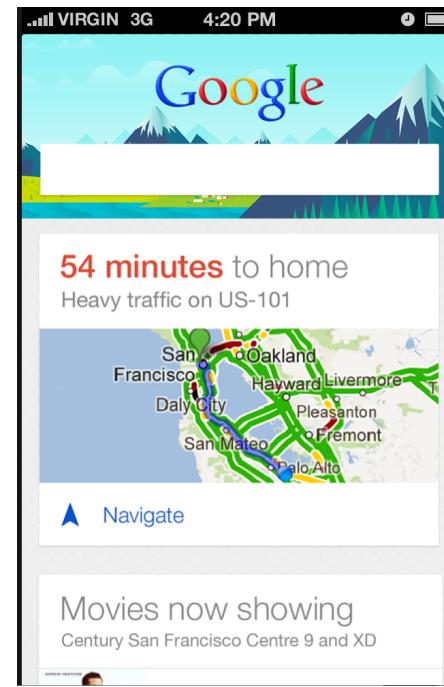
Rapid “Prototyping” Tools are Flourishing



They allow designers to build interactive prototypes



They allow designers to build  
~~interactive prototypes~~



They allow designers to build  
~~interactive prototypes~~  
flashy demos of static designs



FLIGHTS



CAR



HOTELS



TRIPS



SIGN IN

BOS-LAX | Jun 6 - Aug 23

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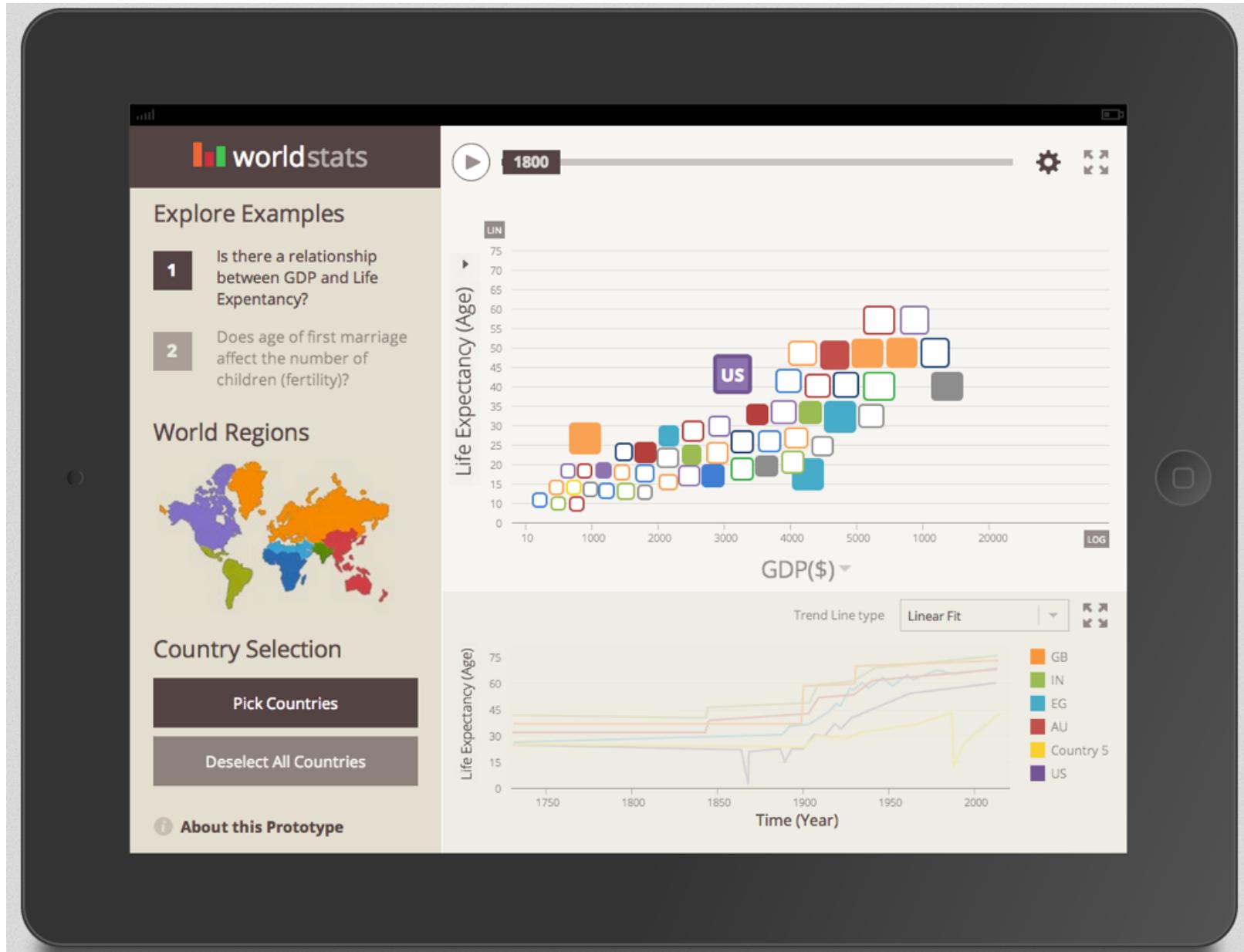
MIN PRICE

MAX PRICE

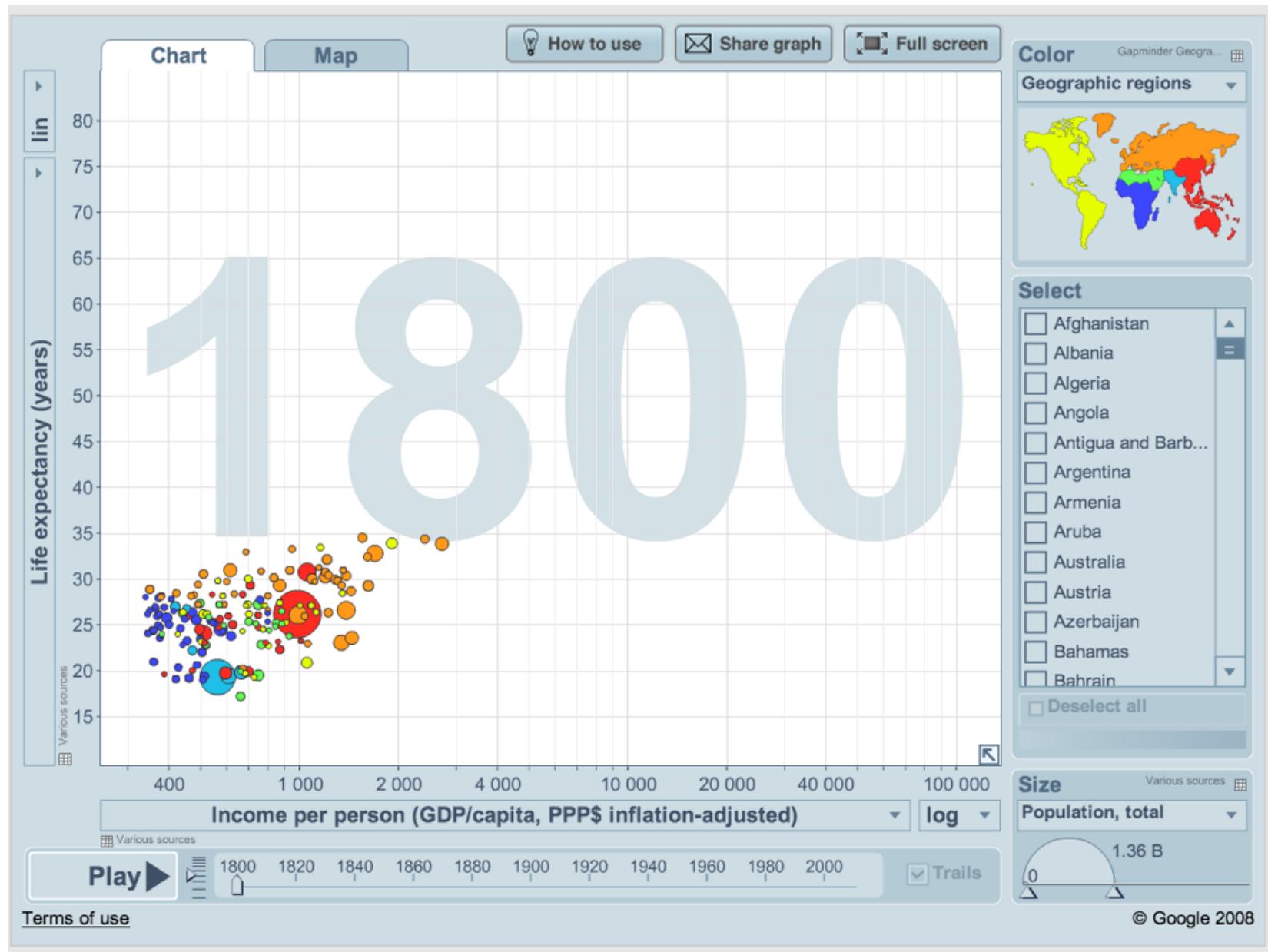
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# Which flight will you pick?

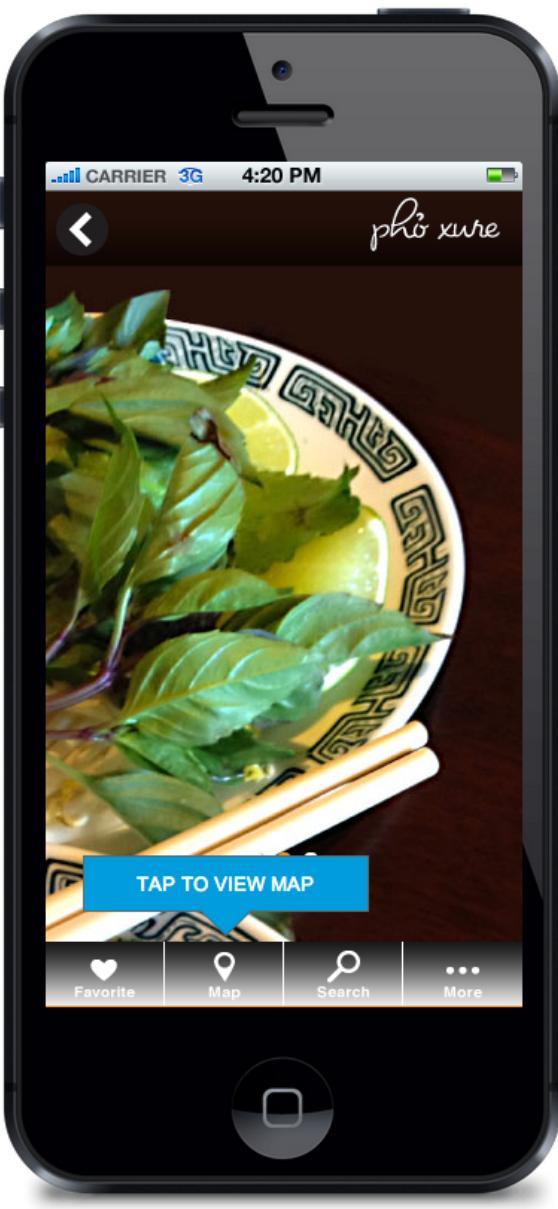


Indigo Studio is great! Check out this interactive prototype. It has graphs!



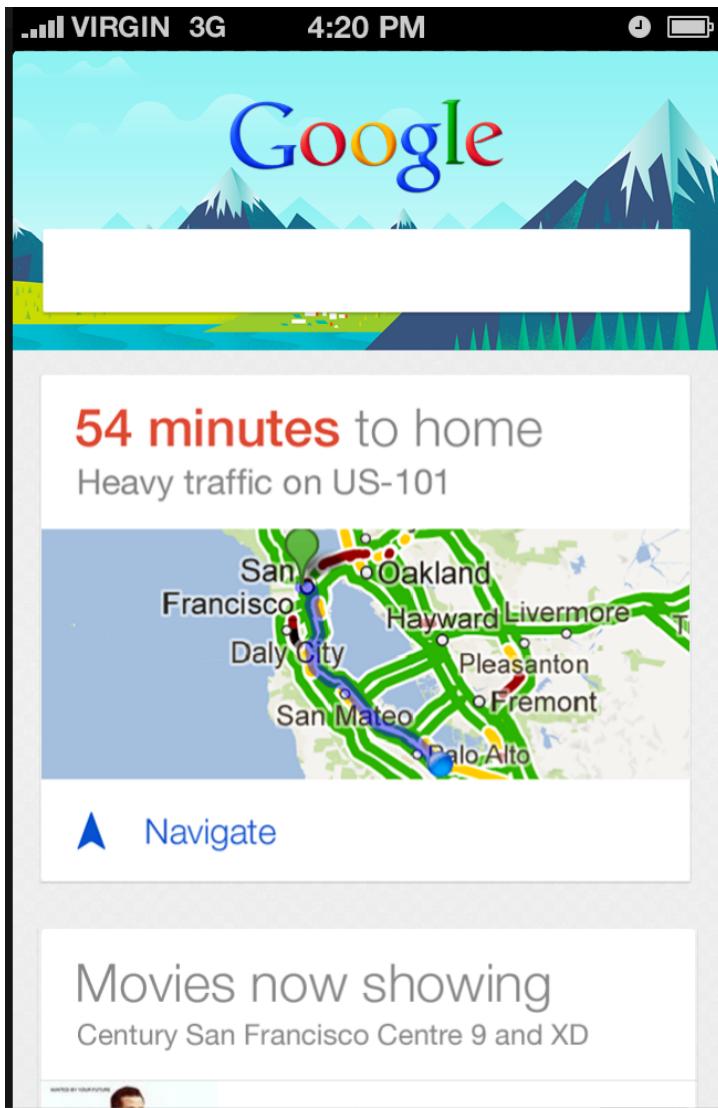
Except... it isn't really interactive. Or real.

[www.bit.ly/1ncfECO](http://www.bit.ly/1ncfECO)



# “Advanced Prototypes” in Axure

[http://dpqaiv.axshare.com/#p=iphone\\_frame\\_for\\_desktop\\_view](http://dpqaiv.axshare.com/#p=iphone_frame_for_desktop_view)



Framer - “A prototyping tool for animation and interaction on desktop and mobile.”

Show animation techniques to your developers.

All of these tools focus on moving images around.

Transitions influence the understanding of a design...

But the content matters more.