

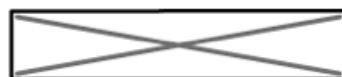
Today's Topic:
Integrating real data in
your designs is critical to
determine its success

Why Design With Real Data?

How to Design With Real Data?

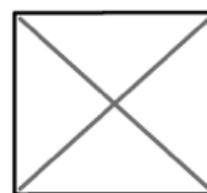
Most of our job as designers:
Does this design “work”?

Buying a Broom

[Home](#) | [Products](#) | [Company](#) | [Blog](#)[Hi Ben](#) | [Sign Out](#)

Categories

Category 1 (150)

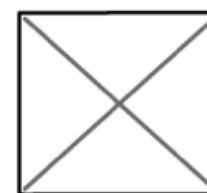


Product Name

\$5.99

[Product Details](#)[Product Details](#)[Product Details](#)

3/5

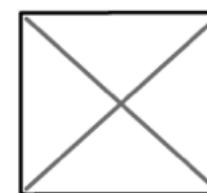


Product Name

\$5.99

[Product Details](#)[Product Details](#)[Product Details](#)

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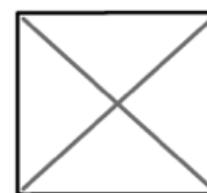


Product Name

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[Product Details](#)[Product Details](#)[Product Details](#)

3/5

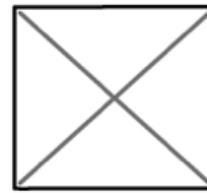


Product Name

\$5.99

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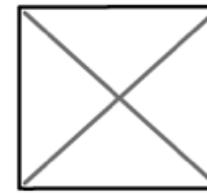


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[Product Details](#)[Product Details](#)[Product Details](#)

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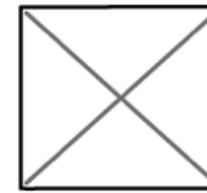


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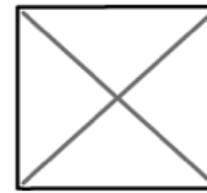


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Product Name

\$5.99

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Aliquam vestibulum

 D

Maybe you realize that visual design influences usability...

Shop by Department

Search

Household Angle Brooms

broom

Go

Hello, Ben
Your Account

Your Prime

Cart

Wish List

Show results for

< Any Category

Home & Kitchen

Broom Category(1234)

+ See All Categories

Refine by

Amazon Prime**Brand** Broom Company Broom Company**Libman Precision Angle Broom**

\$9.99 \$8.99

Order in the next **2 hours** and get it by Tuesday, May 13.

More Buying Choices

\$8.99 new (10 offers)



Product Features

Angle broom

**Libman Precision Angle Broom**

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And maybe you want to make sure the content is representative

Show results for

< Any Category

Home & Kitchen

- Broom Category(1234)
- + See All Categories

Refine by

Amazon Prime**Brand**

- Broom Company

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More Buying Choices

\$8.99 new (10 offers)

Does this design work?

Show results for

< Any Category

Home & Kitchen

- Brooms (2,870)
- Household Angle Brooms (755)
- Household Push Brooms (1,439)
- Fireplace Accessories (104)
- Dust Mops & Pads (209)
- Dustpans (266)
- Household Hand Brooms (323)
- Household Cleaning Brushes (1,085)
- Indoor Push Brooms (60)
- Broom Handles & Heads (588)
- Vacuums & Floor Care (298)

+ See more

Refine by

Amazon Prime**Brand**

- LIBMAN CO
- Weiler
- Harper Brush
- Rubbermaid
- Quickie
- OXO

**Libman Precision Angle Broom**\$9.99 **\$8.99** Order in the next **2 hours** and get it by Tuesday, May 13.

More Buying Choices

\$8.99 new (10 offers)Product Features
Angle broom**Libman Precision Angle Broom with Dustpan**

\$13.99

Order in the next **2 hours** and get it by Tuesday, May 13.

More Buying Choices

\$10.00 new (12 offers)**\$25.00** used (1 offer)

#1 Best Seller in Household Angle Brooms

Product Features
Angle broom**Weiler 44008 Corn Fiber Heavy-Duty Wire Banded Warehouse Broom with Wood Handle, 1-1/2" Head Width, 57" Overall...****\$13.09** Order in the next **30 minutes** and get it by Tuesday, May 13.

More Buying Choices

\$13.09 new (2 offers)

#1 Best Seller in Household Hand Brooms

Product Features

... diameter with wire banded^Warehouse broom heavy-duty^Upright broom ...

[See Size Options](#)**OXO Good Grips Upright Sweep Set**[See Color Options](#)**Quickie Bulldozer Super Stiff Upright Broom****Libman Extra Large Precision Angle Broom**

But when making a decision, the details are what matters.

Why Design With Real Data?
Data and Content
are the User Experience

Why Design With Real Data?

- = Fake Data
- = Fake Design
- = Fake Feedback
- = Wrong Decisions

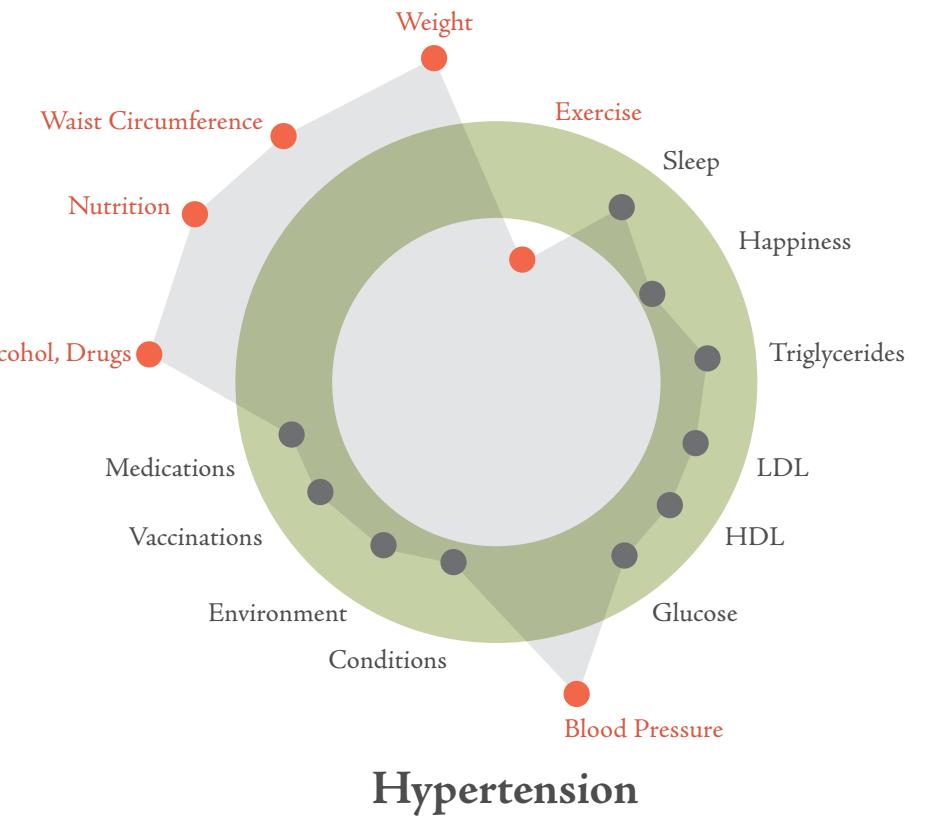
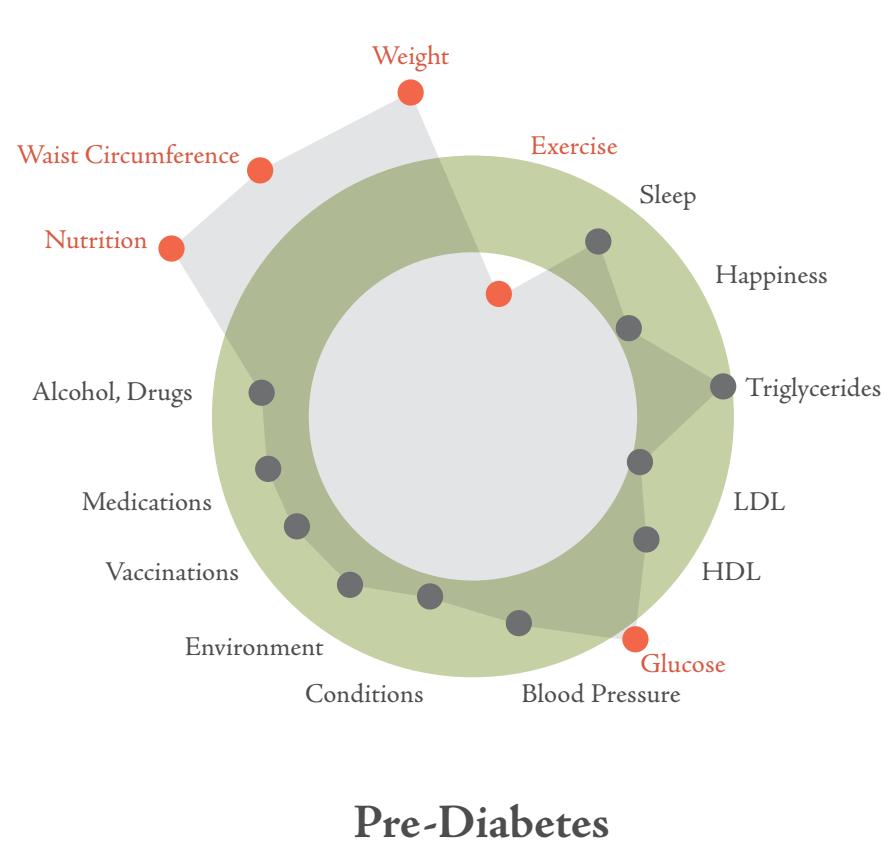
Why Design With Real Data?
Real data will enter the
equation eventually.

Our jobs as designers:
Organize data
into information
to enable users to gain **knowledge**

It is impossible to evaluate the success of a design if it does not use real data.



Does this technique work?



Not all fake data looks fake

But, we need more than just **some** real data.
Everything has to be realistic.

Nutrition Recommendations

 Search...

Foods that will help with...

Select the **most important** metric to focus your food basket upon.

- Glu Glucose !
- Cal Calcium !
- Mag Magnesium !
- Cre Creatine Kinase
- B12 Vitamin B12
- Fol Folic Acid
- D Vitamin D
- Fer Ferritin
- Chl Cholesterol
- Hem Hemoglobin

Limit to these food groups...

- Grains
- Fruits
- Vegetables
- Dairy
- Meats
- Nuts, seeds, legumes

Your Food Basket		2200 Daily Calories							Print	
		Food	Serving	Calories	Iron	Vitamin D	Folate	Lock / Replace		
Meats		Turkey	8 oz.	234	0.74	82.8	14.4			
		Chicken Breast	8 oz.	234	0.74	51.6 ▲	1.87			
		Turkey	8 oz.	243	0.93 ▲	24.7	5.13			
		Chicken Breast	8 oz.	234	0.98 ▲	92.5	19.55 ▲			
Fruits		Apple	1	234	0.74	82.8	14.4			
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		Whole Wheat Bagel	1	243	0.93 ▲	24.7	5.13			
		Totals	8 portions	2188	7.18 RDA = 8	473.37 RDA = 600	153.94 RDA = 400			

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Limit to these food groups...

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- Vegetables
- Dairy
- Meats
- Nuts, seeds, legumes

Your Food Basket 2200 Daily Calories

Not happy with these foods? Generate a completely new food basket.

	Food	Serving	Calories	Iron	Vitamin D	Folate	Lock / Replace
Meats	Turkey	8 oz.	234	0.74	82.8	14.4	
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Food Preferences

2% ↓ \$50649.89 spent of \$56,000,000,000.00

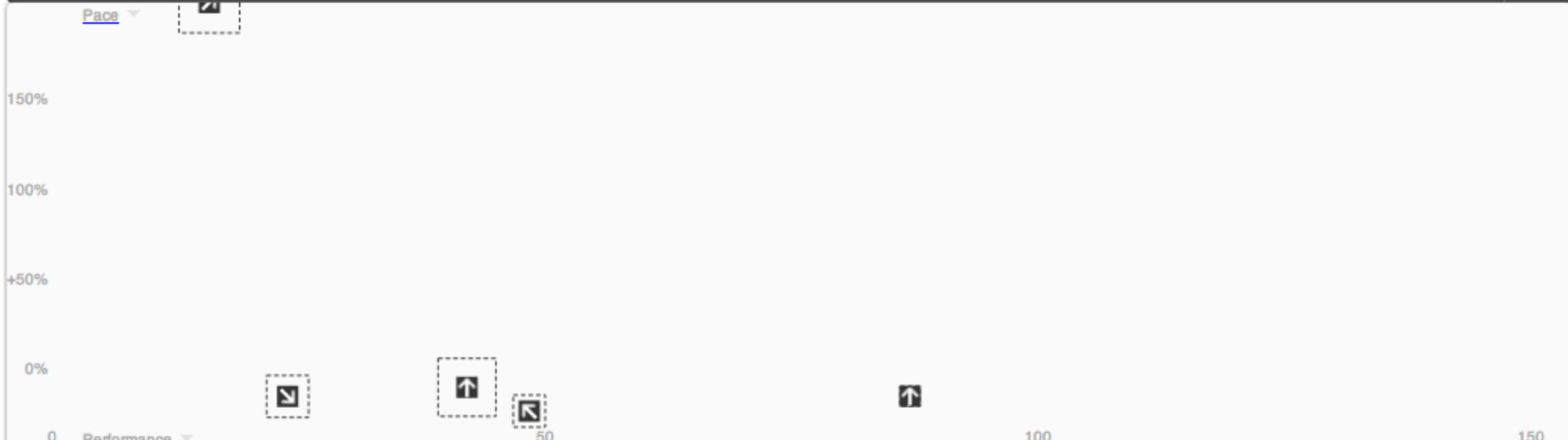
Cruise Control 5 Suggestions 

F-Series F150 Display

● ACTIVE ▾ 16.Jan, 12:00am - 30.Apr, 12:00am EST (6 days left)

\$3,837.52 
\$5,210.25

Budget	CPM	Impressions	Actions	CPA	DFA
\$ 56,000	\$ 2.24	22,590,514	13,388	\$ 3.78	 Goal



  8 Active 0 Ended Stats: All-Time Yesterday Filter Sort by Flight Name 

PACE BID CPM IDEAL CPM BUDGET IMPRESSIONS CTR ACTIONS CPA SPEND

2% ↓

\$50649.89 spent of \$56,000,000,000.00

Cruise Control

5 Suggestions 

F-Series F150 Display

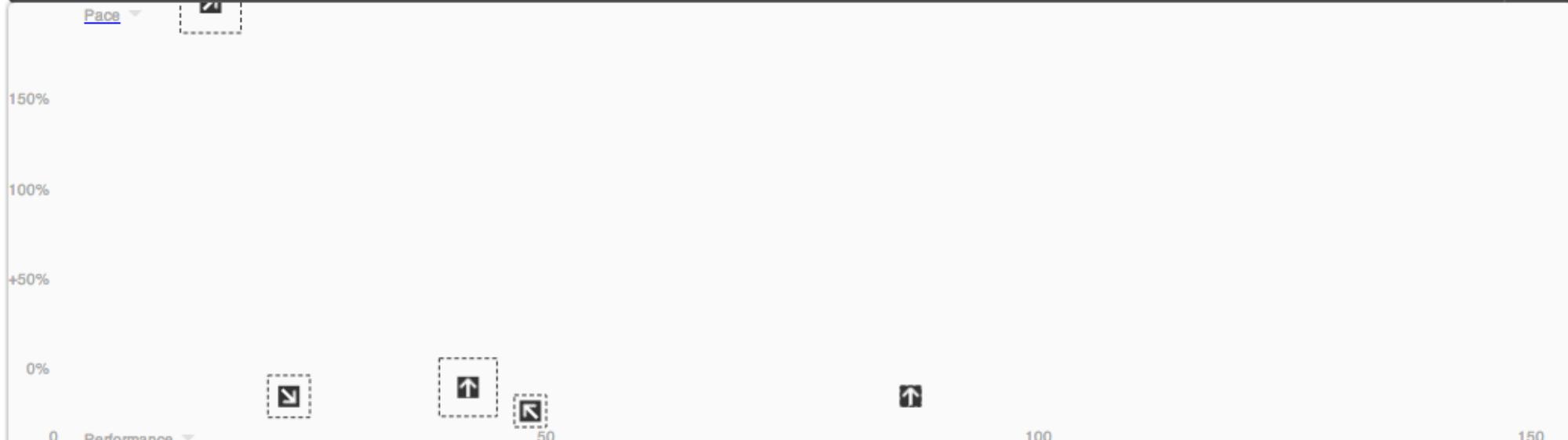


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Budget	CPM	Impressions	Actions	CPA	DFA ▾
\$ 56,000	\$ 2.24	22,590,514	13,388	\$ 3.78	+ Goal



Sort by Flight Name ▾

PACE BID CPM IDEAL CPM BUDGET IMPRESSIONS CTR ACTIONS CPA SPEND

2% ↓

\$50649.89 spent of \$56,000,000,000.00

Cruise Control

5 Suggestions 

F-Series F150 Display



● ACTIVE ▾ 16.Jan, 12:00am - 30.Apr, 12:00am EST (6 days left)

\$3,837.52

\$5,210.25

Budget
\$ 56,000

CPM
\$ 2.24

Impressions
22,590,514

Actions
13,388

CPA
\$ 3.78

DFA ▾



Goal

Pace ▾

150%

100%

+50%

0%

0 Performance ▾



50



100

150

8 Active

0 Ended

Stats: All-Time

Yesterday

 Filter ▾

Sort by

Flight Name



PACE

BID

CPM

IDEAL CPM

BUDGET

IMPRESSIONS

CTR

ACTIONS

CPA

SPEND

Recent Analyses

August 8, 2011

May 8, 2011

7% overall health improvement | [View details](#)

Glu GLUCOSE

92 mg/dL

Fol FOLIC ACID

19.6 ng/mL

Cal CALCIUM

9.2 mg/dL

D VITAMIN D

19 ng/mL

Mag MAGNESIUM

2.1 mg/dL

Fer FERRITIN

118 ng/mL

Cre CREATINE KINASE

66 U/L

Chi CHOLESTEROL

214 mg/dL

B12 VITAMIN B12

336 pg/mL

Hem HEMOGLOBIN

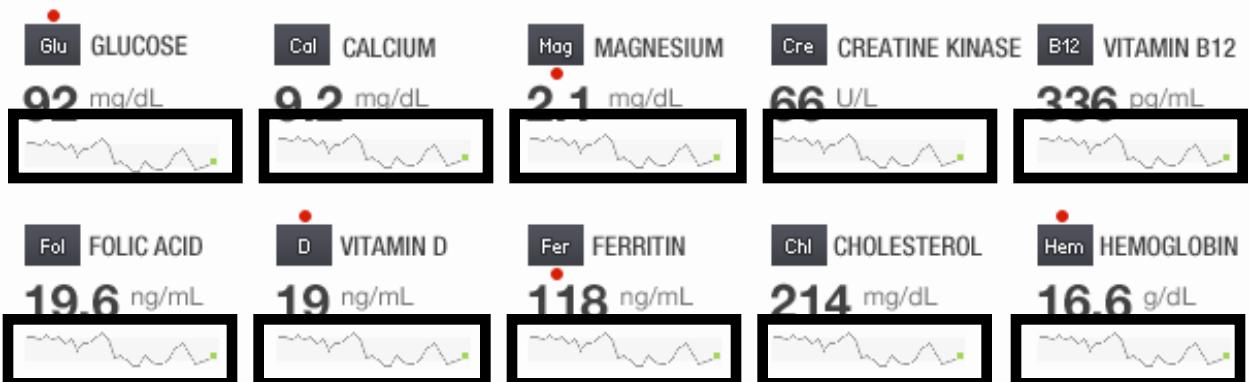
16.6 g/dL

Collapsed View

Recent Analyses

August 8, 2011

May 8, 2011

7% overall health improvement | [View details](#)

Collapsed View



w

Ben Salinas

Male (35)

Cholesterol

LDL



HDL



Triglycerides



What You Should Know...

High Cholesterol level is often a symptom of Diabetes. It can lead to complications including blindness, kidney failure, and loss of limbs.

What is Cholesterol?

Cholesterol comes from carbohydrate foods and is the main source of energy used by the body. Insulin is a hormone that helps your body's cells use the glucose. Insulin is a peptide hormone, produced by beta cells of the pancreas, and is central to regulating carbohydrate and fat metabolism in the body...

[Learn More](#)

Watch a video



How Cholesterol affects to my body?

High Cholesterol Levels

High Cholesterol Levels, or hyperglycemia, can cause dry mouth, blurred vision, and fatigue. If not treated over the course of years, it can lead to complications including blindness, kidney failure, and loss of limbs.

High Cholesterol Levels is often a symptom of Diabetes.

Low Cholesterol Levels

Low Cholesterol Levels, or hypoglycemia, can cause fatigue, dizziness and nausea. If not treated in the short term, it can cause fainting, seizures and death.

Is this data representative?



\$2,088.85 \$9,411.15
TOTAL PAID TO SQUARE REMAINING BALANCE

\$0 \$11,400

Date	Description	Amount
Today	Square Capital payment	\$95.61
Yesterday	Square Capital payment	\$90.18
02/06/14	Square Capital payment	\$78.14
02/05/14	Square Capital payment	\$41.21
02/04/14	Square Capital payment	\$49.16
02/03/14	Square Capital payment	\$41.88
02/01/14	Square Capital payment	\$36.71
01/28/14	Square Capital payment	\$43.68
01/27/14	Square Capital payment	\$39.60
01/26/14	Square Capital payment	\$44.91
01/25/14	Square Capital payment	\$45.12
01/24/14	Square Capital payment	\$41.83
01/23/14	Square Capital payment	\$41.21
01/21/14	Square Capital payment	\$49.16
01/20/14	Square Capital payment	\$41.88
01/19/14	Square Capital payment	\$36.71

Square Capital

PAYMENT

Feb 10, 2014, 7:00 PM

\$95.61

Previous Balance	\$9,505.73
Total Card Sales Processed	\$95.61
10% Payment to Square	(\$9.56)

Remaining Balance

\$9,345.54

Done



SALES

ITEMS

EMPLOYEES

BUSINESS

Public Profile

Fulfillment

Bank Account

Capital

Email Notif

\$2,088.85

TOTAL PAID TO SQUARE

\$9,411.15

REMAINING BALANCE



\$0

\$11,400

Date

Description

Amount

Today

Square Capital payment

\$95.61

Yesterday

Square Capital payment

\$90.18

02/06/14

Square Capital payment

\$78.14



SALES

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02/06/14

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\$78.14



SALES

ITEMS

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Email Notif

\$2,088.85

TOTAL PAID TO SQUARE

\$9,411.15

REMAINING BALANCE

\$0

\$11,400

$$\begin{aligned} & 2,088.85 \\ & + 9411.15 \\ & = 11,500 \end{aligned}$$

Date

Description

Amount

Today

Square Capital payment

\$95.61

Yesterday

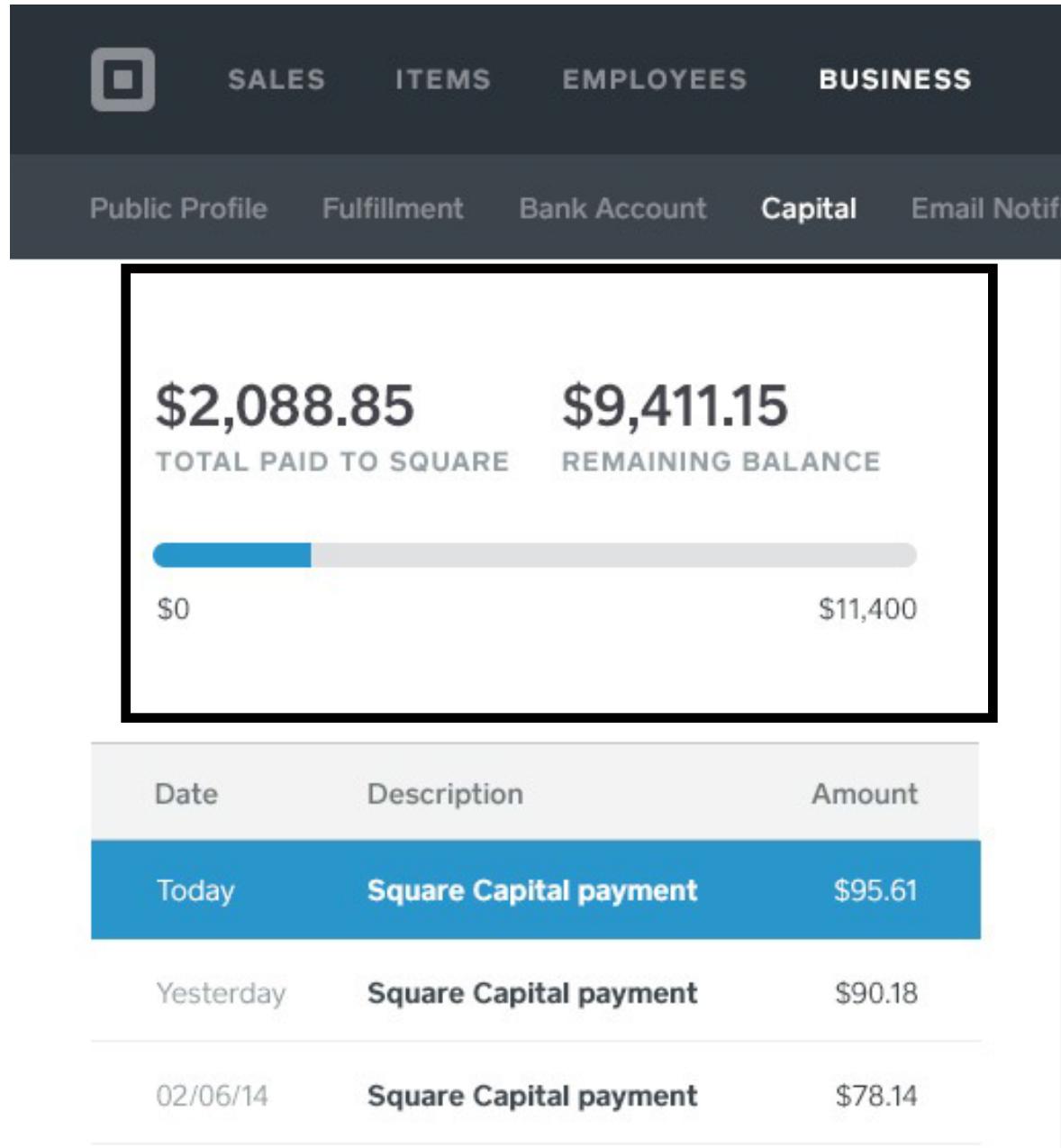
Square Capital payment

\$90.18

02/06/14

Square Capital payment

\$78.14



The image shows a screenshot of the Square app's Business section, specifically the Capital tab. At the top, there are tabs for Sales, Items, Employees, and Business. Below that, there are links for Public Profile, Fulfillment, Bank Account, Capital, and Email Notifications. The main area displays two large numbers: '\$2,088.85' under 'TOTAL PAID TO SQUARE' and '\$9,411.15' under 'REMAINING BALANCE'. A progress bar indicates a payment of '\$0' has been made towards a total of '\$11,400'. Below this, a table lists recent capital payments:

Date	Description	Amount
Today	Square Capital payment	\$95.61
Yesterday	Square Capital payment	\$90.18
02/06/14	Square Capital payment	\$78.14

$$\begin{aligned} & 2,088.85 \\ & + 9411.15 \\ & = 11,500 \end{aligned}$$

As soon as someone actually tries to use this screen, you will find this out.

Square Capital

PAYMENT

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Square Capital

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Remaining Balance	\$9,345.54

Whether this is subtraction fundamentally changes whether this screen is easy to understand or impossible



Ben Salinas @bensalinas · May 28

Spent 5 minutes trying to understand what the part on the right was showing me. FakeData=FakeDesign=FakeFeedback. pic.twitter.com/yefl1oHsGq

Reply Favorite More



Allen Cheung @allenmhc · May 28

@bensalinas @Square No, that looks like a screenshot of an internal demo version of the app. The list continues offscreen.

Reply Retweet Favorite More



Ben Salinas @bensalinas · May 28

@allenmhc @Square Ahh. I assumed a comp because $2088.85+9411.15 != 11400$ and the individual payment numbers don't add up.

Reply Favorite More



Ben Salinas @bensalinas · May 28

@allenmhc @Square Regardless, looks like the screenshot on the marketing site has been updated now with more realistic numbers.

Reply Favorite More





\$2,189.88

TOTAL PAID TO SQUARE

\$9,210.12

REMAINING BALANCE

\$0

\$11,400

Date	Description	Amount
Today	Square Capital payment	\$95.61
Yesterday	Square Capital payment	\$90.18
02/06/14	Square Capital payment	\$78.14
02/05/14	Square Capital payment	\$41.21
02/04/14	Square Capital payment	\$49.16
02/03/14	Square Capital payment	\$41.88
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01/23/14	Square Capital payment	\$41.21
01/21/14	Square Capital payment	\$49.16
01/20/14	Square Capital payment	\$41.88
01/19/14	Square Capital payment	\$36.71

Square Capital

PAYMENT

Feb 10, 2014, 7:00 PM

\$95.61

Previous Balance	\$9,305.73
Total Card Sales Processed	\$956.12
10% Payment to Square	(\$95.61)
Remaining Balance	\$9,210.12

Done

Email Notifications Applications

Square Capital

PAYMENT

Feb 10, 2014, 7:00 PM

\$95.61

Previous Balance \$9,305.73

Total Card Sales Processed \$956.12

10% Payment to Square (\$95.61)

Remaining Balance \$9,210.12

Email Notifications Applications

Square Capital

PAYMENT

Feb 10, 2014, 7:00 PM

\$95.61

Previous Balance	\$9,305.73
Total Card Sales Processed	\$956.12
10% Payment to Square	(\$95.61)
Remaining Balance	\$9,210.12

Now I understand
where 95.61 came
from!