



RoPUG
Jan 24

Firul magic al narativității: Cum storytelling transformă designul

cu Alex Badiu

Alex Badiu

Project Director



Blog: InsightsInMotion.eu



[Alexandru Badiu | LinkedIn](#)

- PROJECT DIRECTOR | MICROPOLe
- ENTERPRISE DNA EXPERT | POWER BI
- +10 ANI EXPERIENTA IN DIFERITE FUNCTII FINANCIARE SI BUSINESS INTELLIGENCE (BI)



STORYTELLING IN POWER BI

CUM SĂ
CONSTRUIȚI O
POVESTE

CUM SĂ
CONTROLAȚI
PARCURSUL
UTILIZATORULUI



DEFINIȚIE

STORYTELLING

Constă în a spune o poveste folosind date. Nu vă limitați doar la afișarea graficelor, gândiți-vă la cum le puteți utiliza pentru a crea o poveste captivantă.

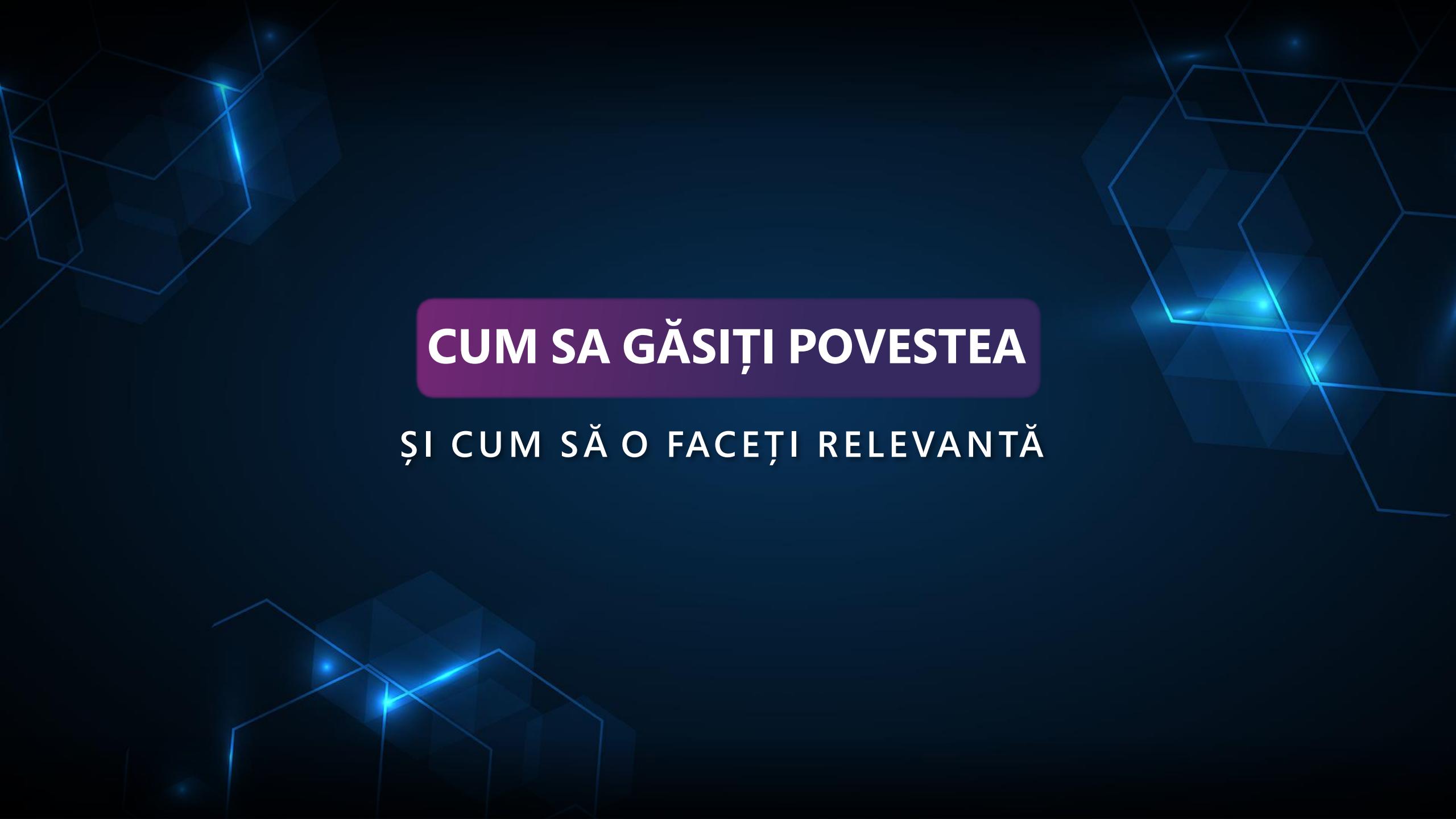
Poveștile au fost întotdeauna cel mai eficient mijloc de a împărtăși informații cu ceilalți.

OBIECTIVE

CÂȘTIGAREA ATENȚIEI AUDIENȚEI

CONSOLIDAREA CREDIBILITĂȚII

INCITAREA PUBLICULUI LA ACȚIUNE



CUM SA GĂSIȚI POVESTEÀ

ȘI CUM SĂ O FACETI RELEVANTĂ

CONFIGURAȚIE PROCES DE PLANIFICARE

1 CONTEXT

2 UTILIZATOR

3 SOLUȚIE

- Care este obiectivul rapoartelor care urmează să fie create?
- Care este contextul necesității?
- Care este problema și situația actuală?
- Ce informații doriți să evidențiați?

- Care este publicul țintă?
- Care sunt așteptările? Apel la acțiune / schimbare de opinii / educație
- Care sunt presupunerile cu privire la rezultatele analizei?
- Cum va fi consultat raportul? Pe computer, tabletă, telefon?

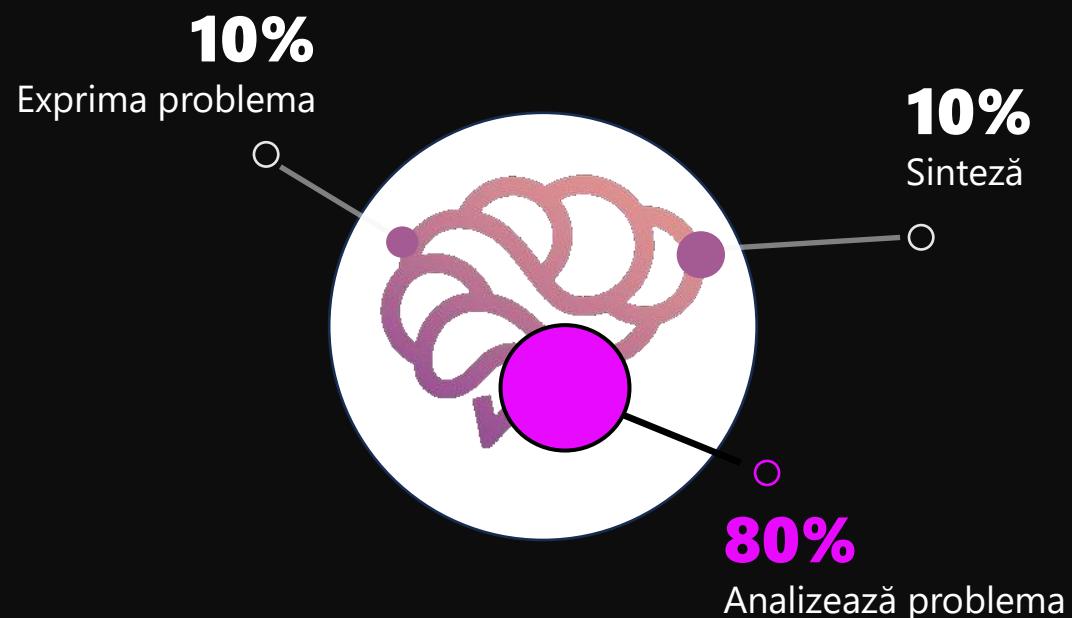
- Va înlocui rapoarte existente?
- La ce întrebări dorîți să obțineți răspunsuri?
- Rapoarte exploratorii sau explicative?

* Luati în considerare și constrângerile tehnice

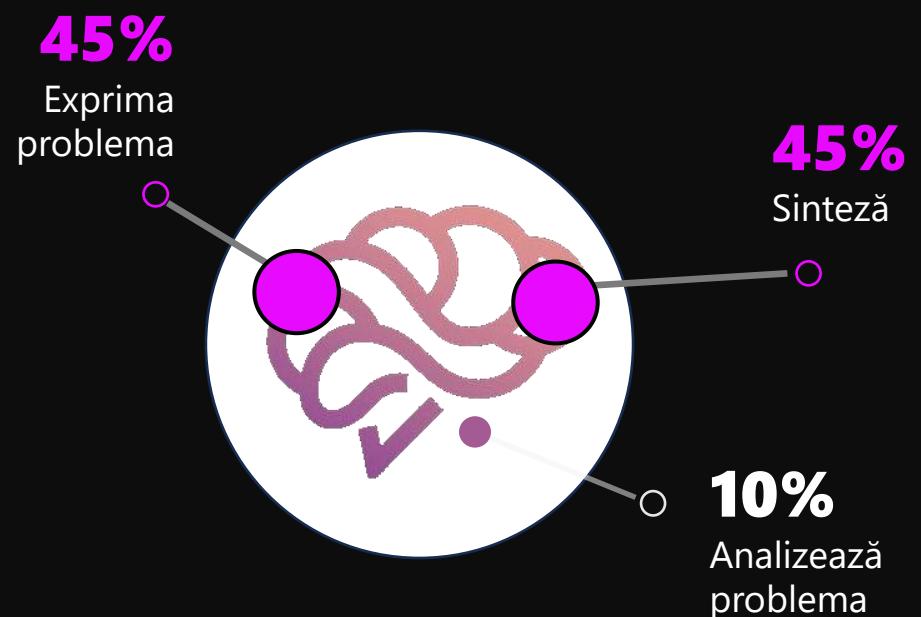
ADAPTAȚI DISCURSUL LA AUDIENTĂ

Analyst vs Director

Analyst
Punct de vedere



Director
Punct de vedere



CONFIGURAȚIE CUM SĂ CONSTRUIȚI O POVESTE

1

CE ?

- Stabiliți ideea principală a raportului
- Creați o poveste interesantă de împărtășit
- Treceți la următoarele etape: "Și apoi"?
- Schițați-vă ideile pe hârtie

2

CINE ?

- Construiți persona
- Căutați tendenții, corelații, anomalii interesante
- Anticipați posibile întrebări sau provocări
- Testați ipotezele, tonul, culorile, cerând feedback

3

CUM ?

- Oferiți concluzii clare / apel la acțiune
- Utilizați tehnici de design pentru a îmbunătăți modul în care comunicați povestea
- Rafinați-vă designul și păstrați elementele vizuale relevante: Focalizare și Claritate

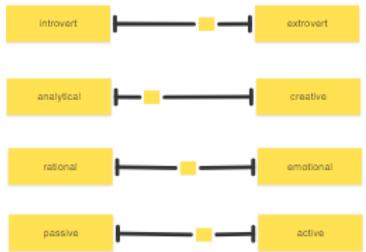
Who?



Mia Vittel

age 36 position CFO location UK

Personality

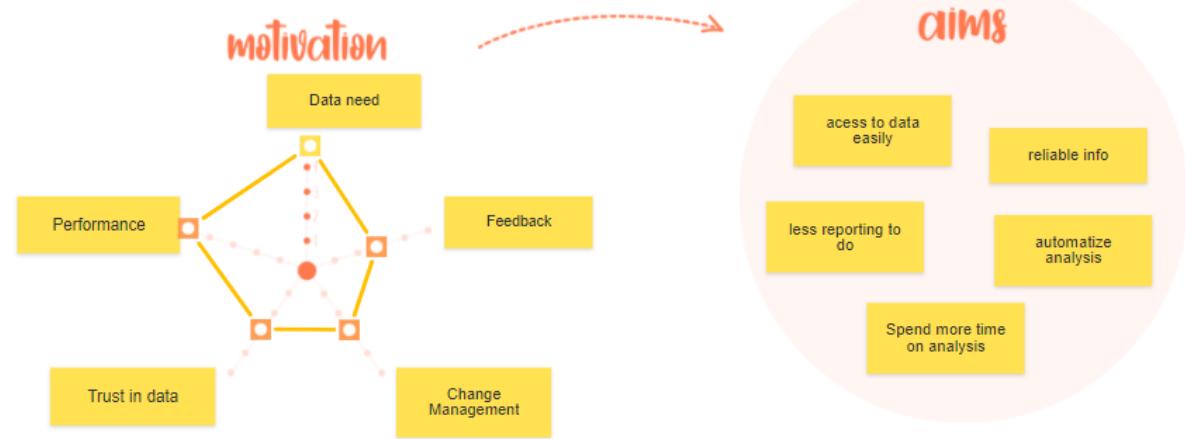


Key words

WHAT?

challenges & needs

- increasing volumetry
- manual process
- need of user friendly analysis
- Monitor country performance



brands & influences

WHY?

- Limited Time to increased data demand
- Not enough resources
- Many things to monitor

HOW?

bringing about change

The logo consists of a white circle containing a black number '1' on the left, and the text 'WHO? identity card' in a pink sans-serif font on the right.

bring your personas to life by adding a photograph and giving them a name



post the relevant
idea under each
item

nationality age

move the cursor
left or right
according to the
personality

these are just a selection of personality traits
but you can adapt them according to need!

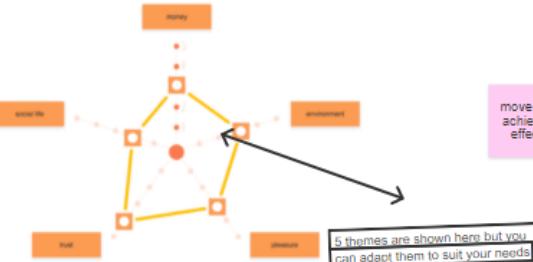
A horizontal scale with two arrows pointing away from a central yellow box. The word "Introvert" is at the left end and "extrovert" is at the right end.

enter 4 keywords
that sum up your
persona and make
them stand out

2 **WHAT?** what drives your persona?

need = what your persona feels
aim = how to meet that need

choose 5 themes
and assess your
persona's
motivations for
each item



move the cursor
achieve the visu
effect you wan

detail the persona's aims in the dedicated area

highlight the brands, media celebrities that are likely to influence your target customer

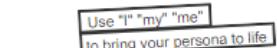
add an image to
make it more
attractive



3 WHY? giving your persona a voice of their own

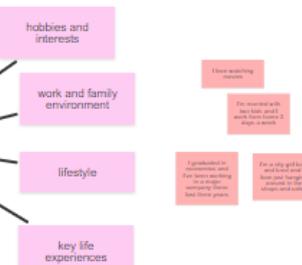


show your persona's typical day and all the different communication media they use



use ideas or the text tool to make your persona speak in their own words

introduce your persona through their personal profile.
Use a style and register that fit his or her frame of mind and personality



draft a "quote"
bring out your
persona's
personality traits

in the "objections" space, post the ideas that could prevent your persona from buying your products or services

I'm more a "paper" person than a digital user

I like to switch off when I'm not at work.

CUM SĂ CONTROLAȚI PARCURSUL UTILIZATORULUI

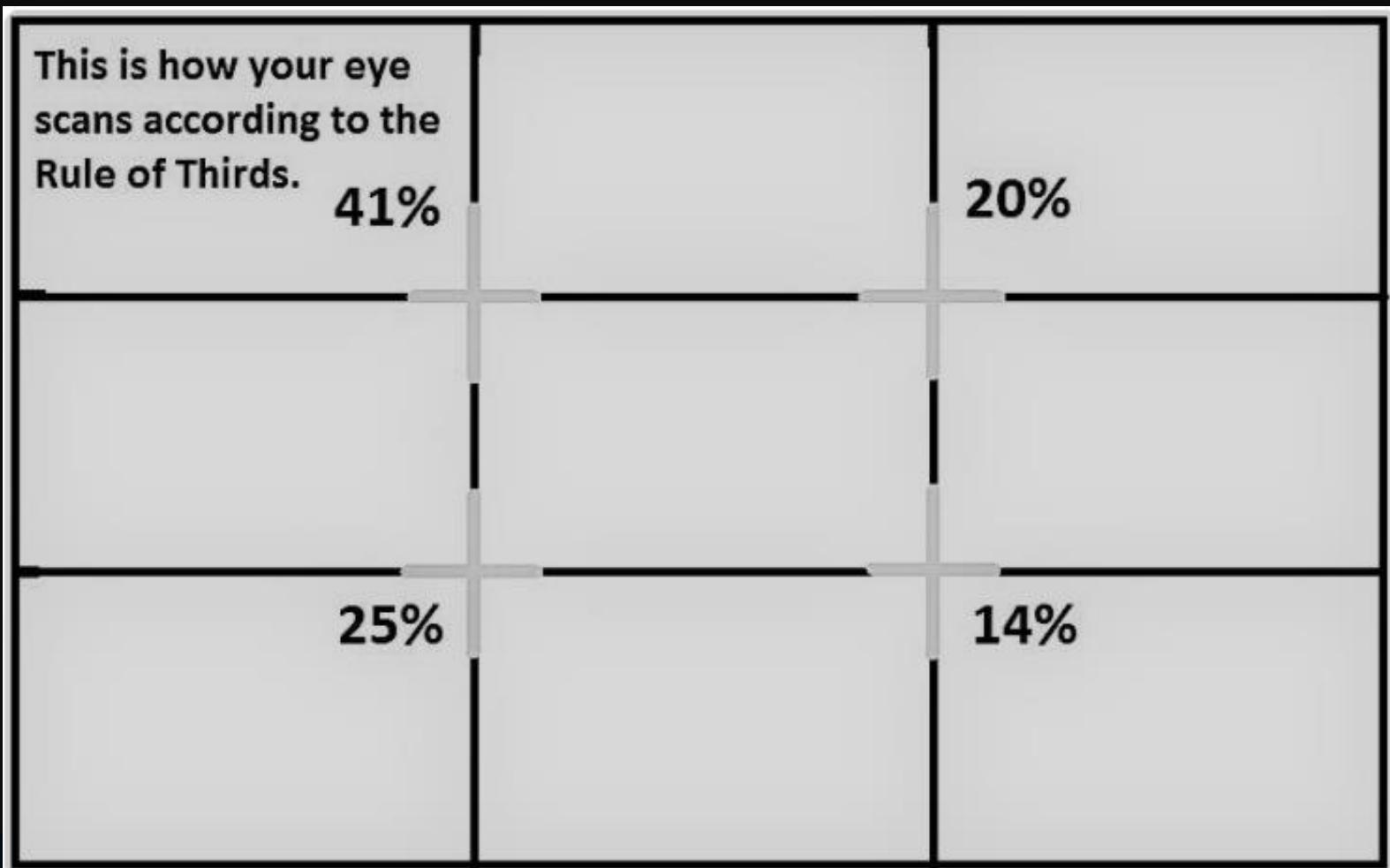
CREAȚI O POVESTE INTERESANTĂ DE ÎMPĂRTĂȘIT

REGULA TREIMILOR

Este un concept frecvent utilizat în design și fotografie **pentru a îmbunătăți compoziția vizuală**, sugerând împărțirea imaginii în nouă părți egale cu ajutorul liniilor orizontale și verticale imaginare.



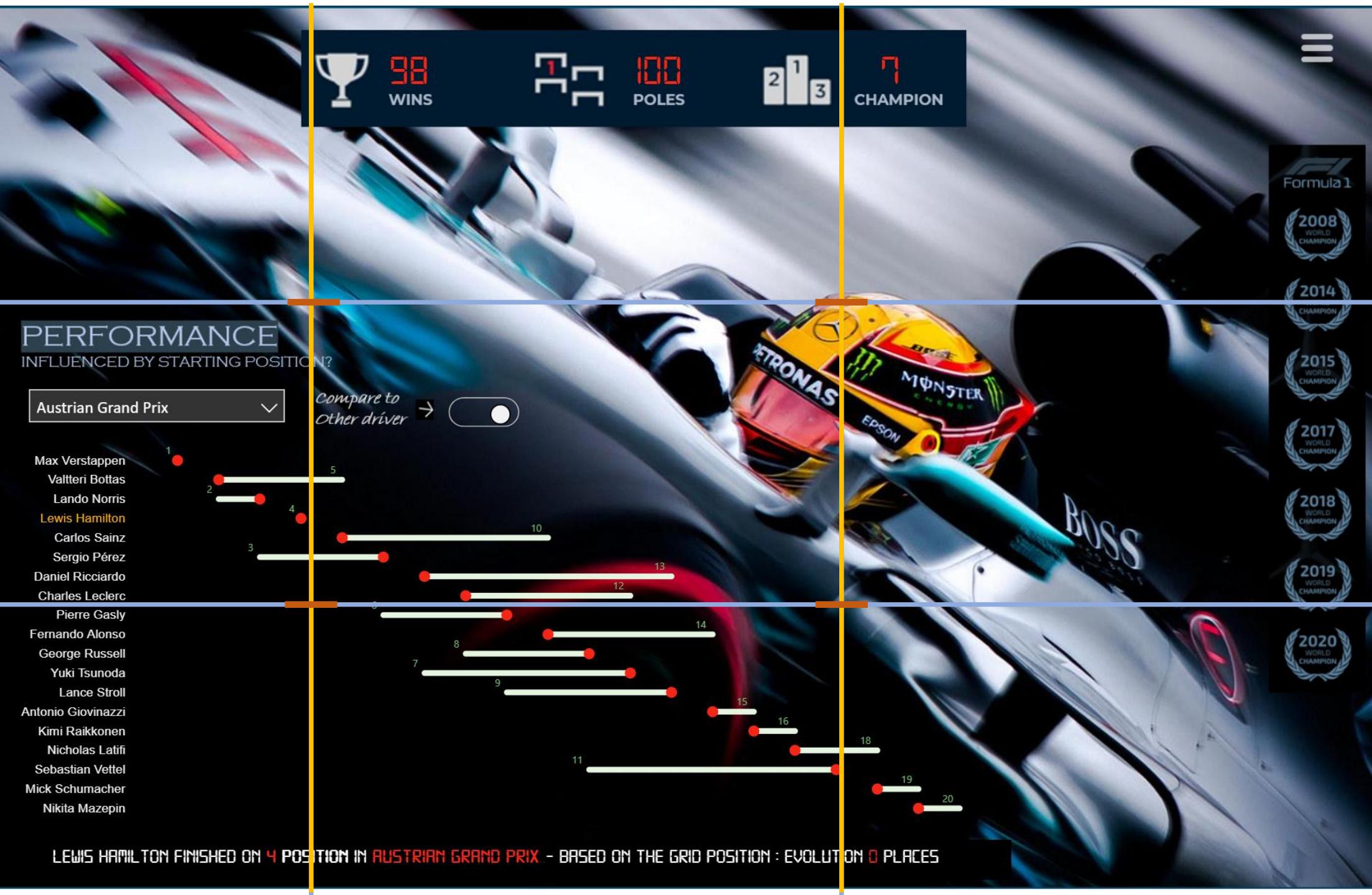
1/3. Cum citim un ecran



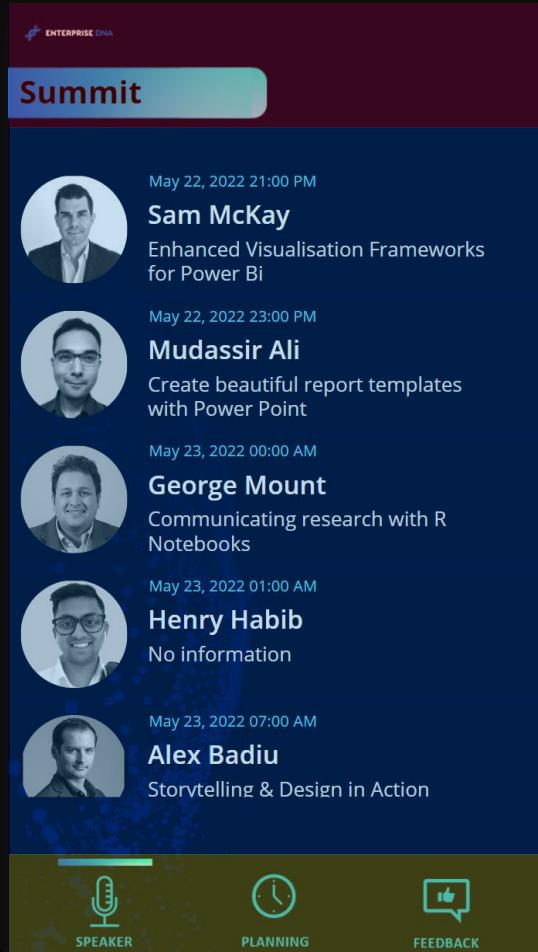




LEWIS HAMILTON 2021



1/3. Cum citim pe mobil



○ T E R T I A R

Acțiuni pe care utilizatorii le solicită rar, adică, profil de cont,

○ P R I N C I P A L

Conținut principal cu care utilizatorii interacționează cel mai mult

S E C U N D A R

Acțiuni secundare care pot fi frecvente.

Plasați cele mai utilizate în stânga, cele mai puțin utilizate în dreapta..

2/3. Cum să influențăm secvența de citire a utilizatorului

And you will read this at the end

**You will read
this first**

And then you will read this

Then this one

PRE ATTENTIVE ATTRIBUTES

Elementele vizuale distincte și imediat observabile, cum ar fi culorile, dimensiunile sau formele, care sunt utilizate strategic pentru a captura atenția privitorului și a ghida focusul într-un raport.

3/3. Cum atragem atenția asupra elementelor esențiale?

DNA

ABDNNADNBBDAD
ADMAENANBADZNA
DDNAANNSNADNNA
ZDDZZANDNDANDDN
DNDAADNANDNDNA

DNA

DNA

DNA

DNA

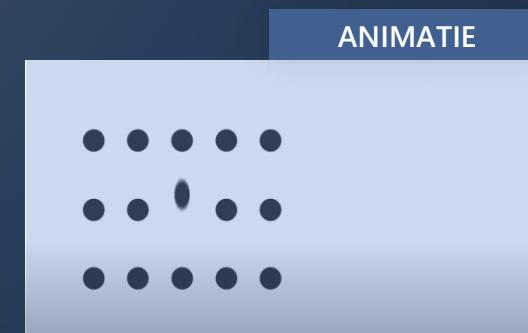
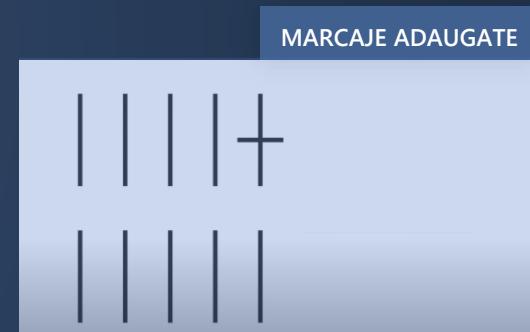
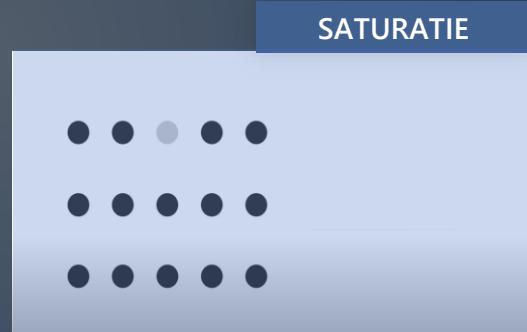
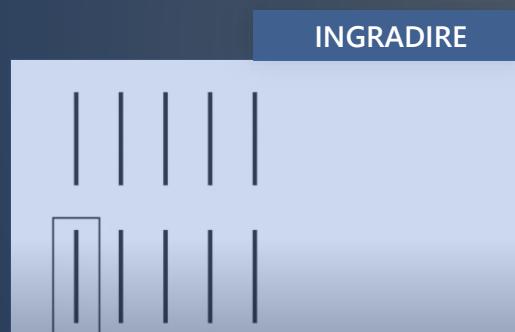
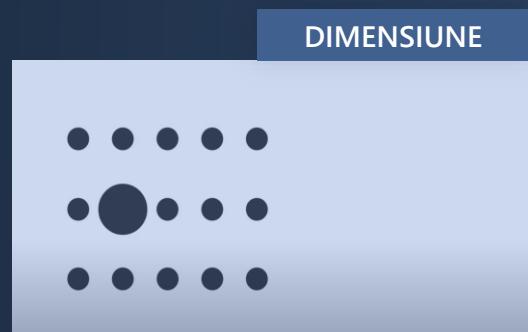
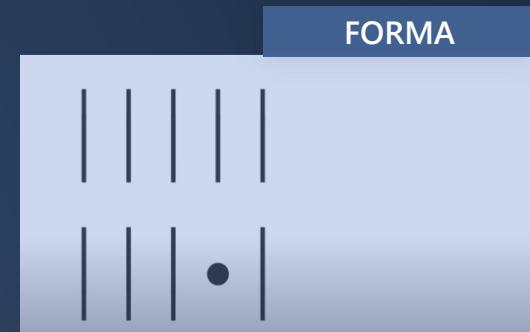
DNA

DNA

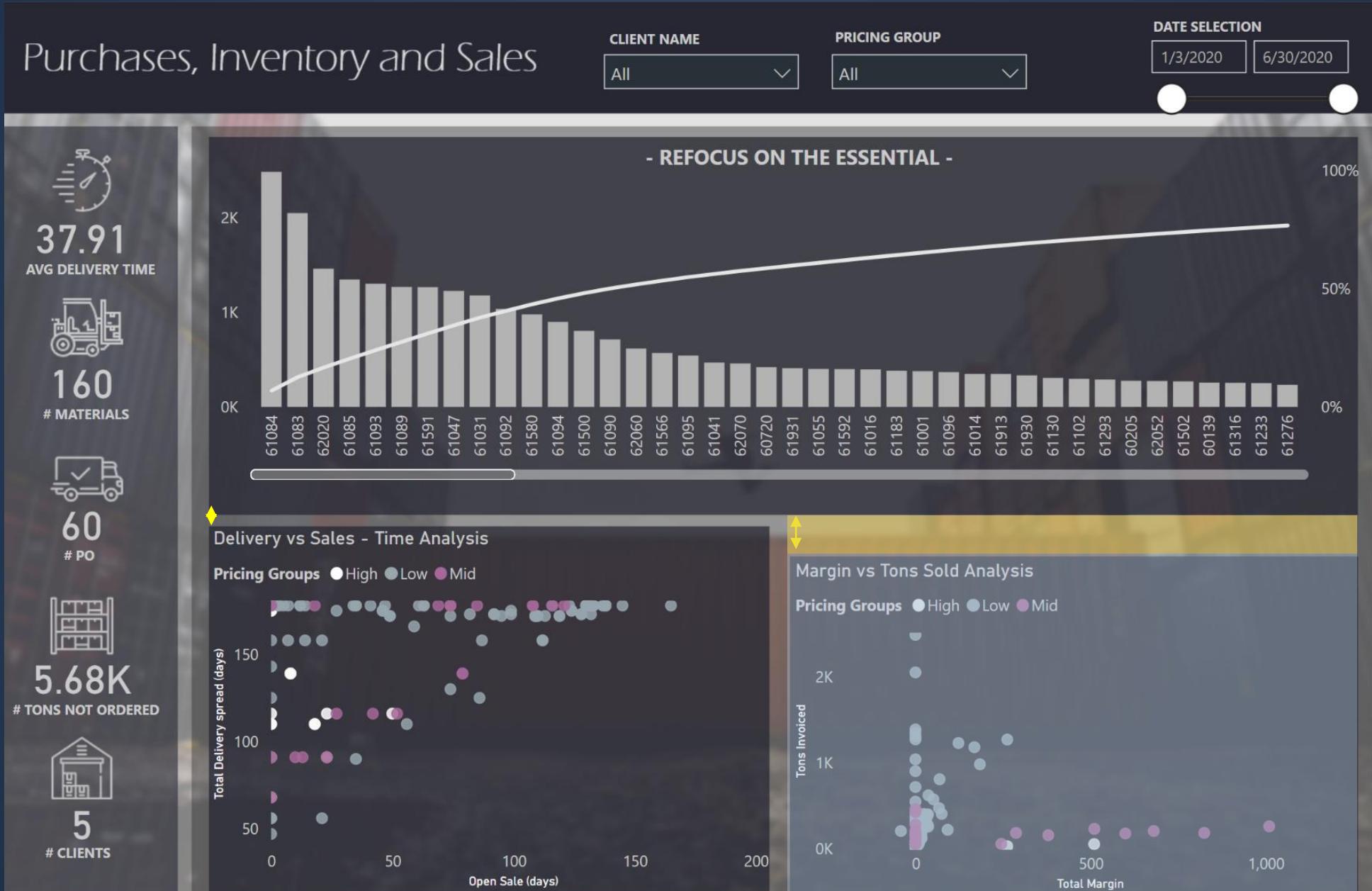
WARNING!

ABDNNADNBBDAD
ADMAENANBADZNA
DDNAANNSNADNNA
ZDDZZANDNDANDDN
DNDAADNANDNDNA

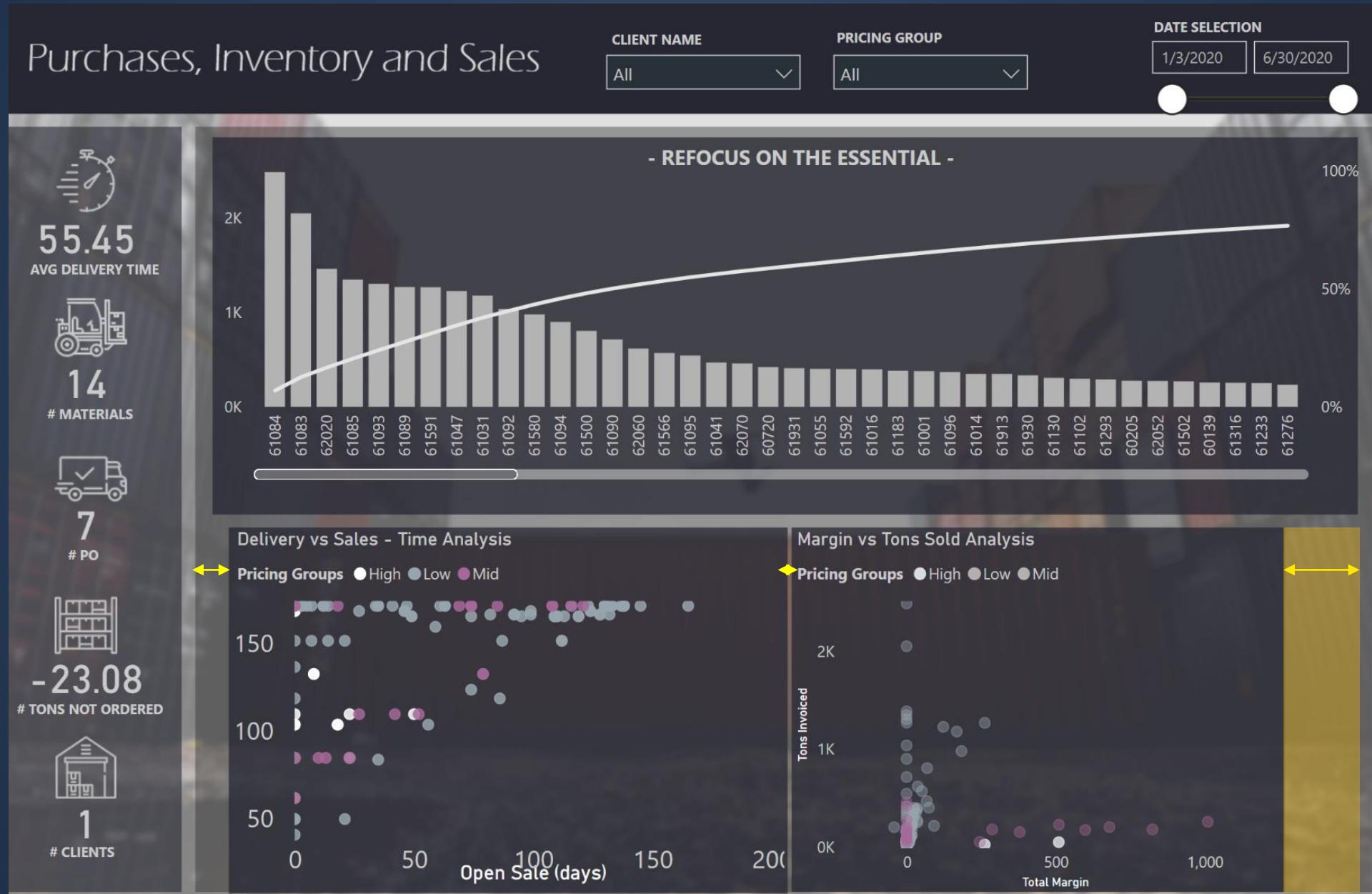
PRE-ATTENTIVE ATTRIBUTES



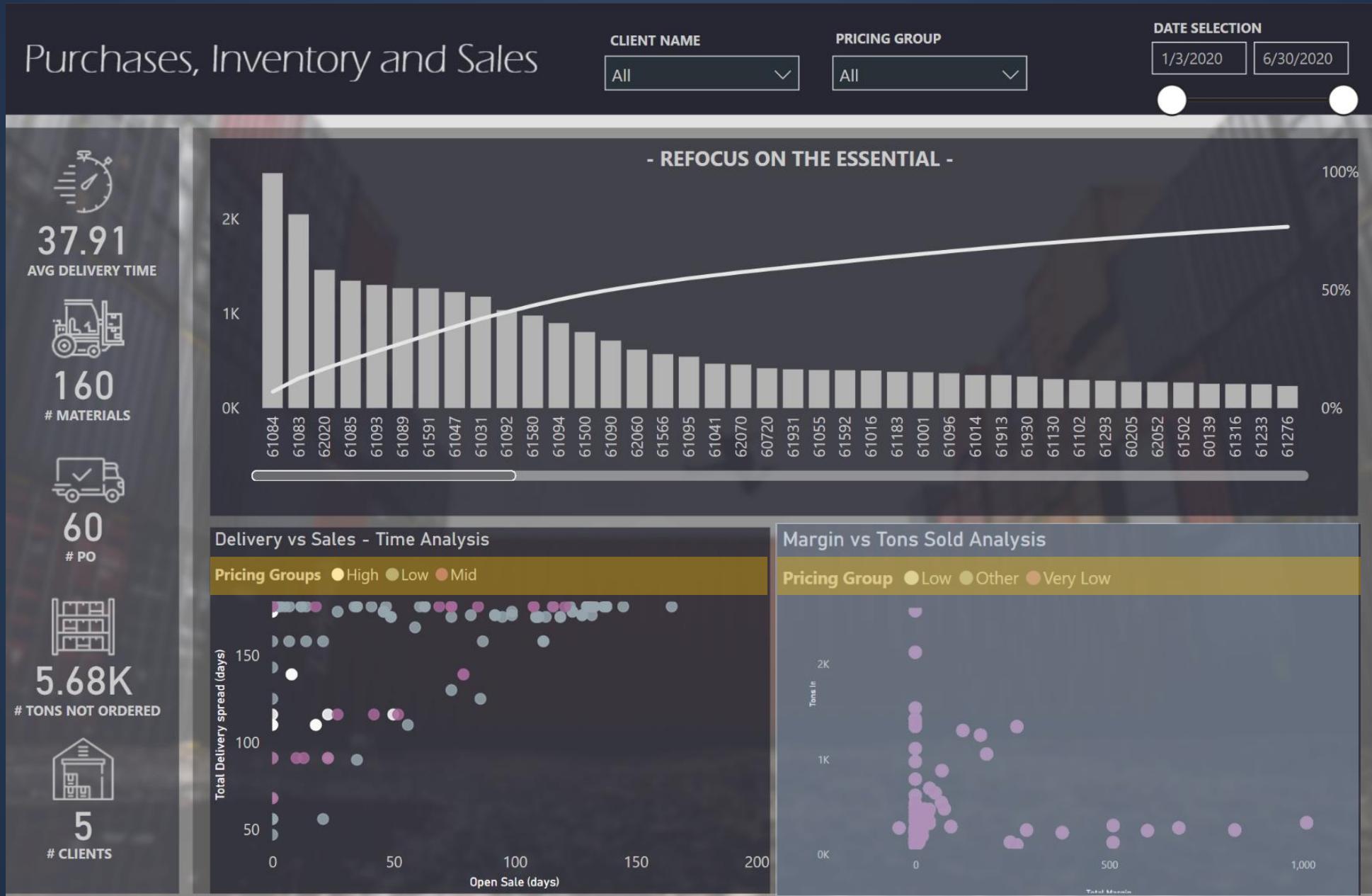
ATTRIBUTE PRE-ATTENTIONATE: LUNGIME



ATTRIBUTE PRE-ATTENTIONATE: LATIME



ATTRIBUTE PRE-ATTENTIONATE: CULOARE



PRINCIPIILE GESTALT

Un set de principii psihologice și perceptuale care descriu modul în care oamenii percep și organizează elementele într-o imagine sau compoziție, punând accent pe unitate, simetrie, continuitate și alte aspecte care **influențează percepția vizuală**.



PRINCIPIILE GESTALT



« Întregul este diferit de suma părților sale »

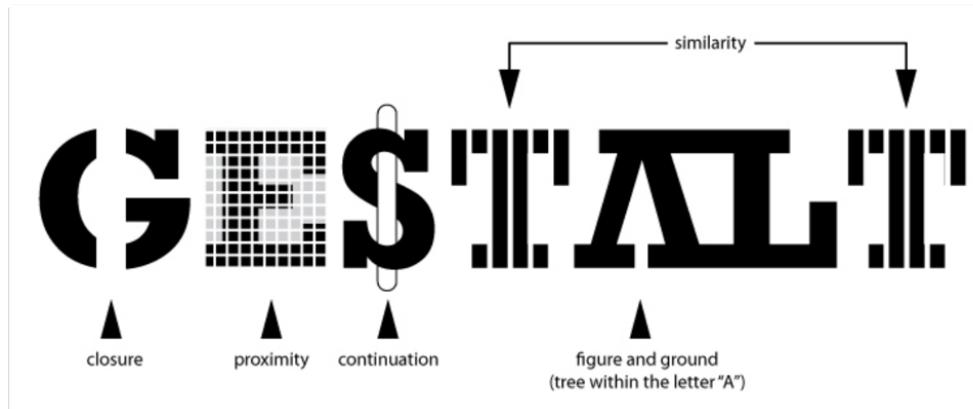
PROXIMITY

SIMILARITY

CLOSURE

CONTINUATION

**FIGURE &
GROUND**



DE CE AR TREBUI SA FOLOSIM PRINCIPIILE GESTALT?

Construieste un design careiese in evidenta

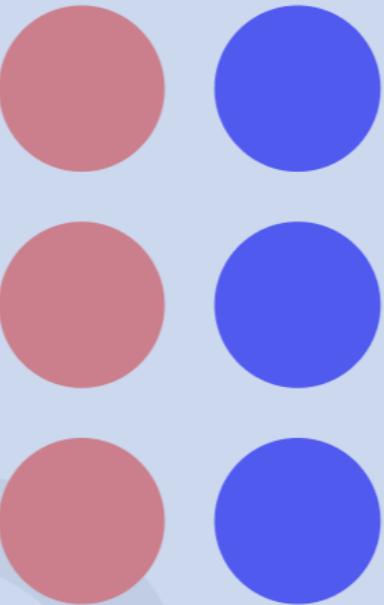
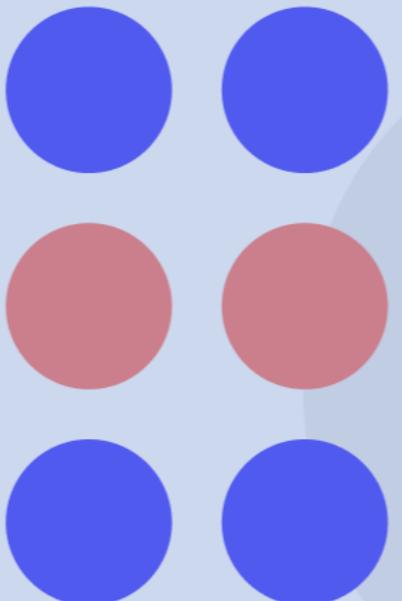
Gestionează, implementează și revigorează design-ul rapoartelor și poveștii tale, sporindu-le atrăctivitatea și dinamismul.

Dezvoltă o structură îmbunătățită a raportului.

Influenteză perceptia, atrage atenția și provoacă schimbări comportamentale

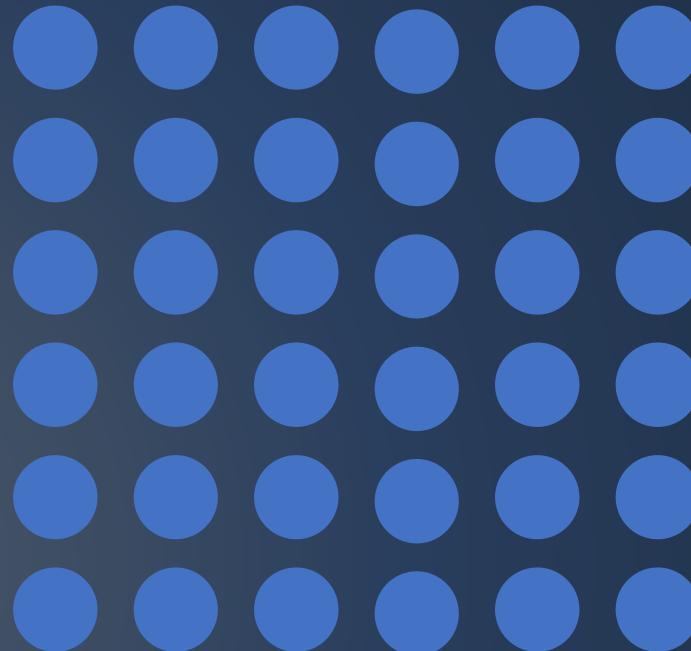
Similarity

Elements that look alike are perceived as part of a group.



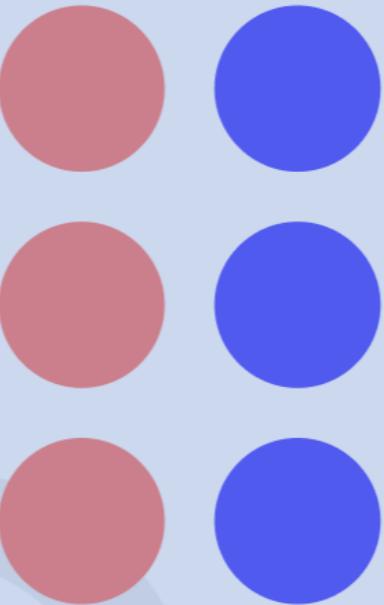
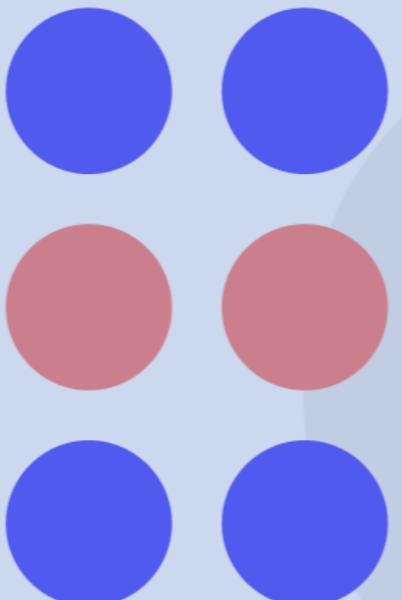
The principle of similarity applies to:

- Color
- Size
- Orientation
- Shape
- Texture



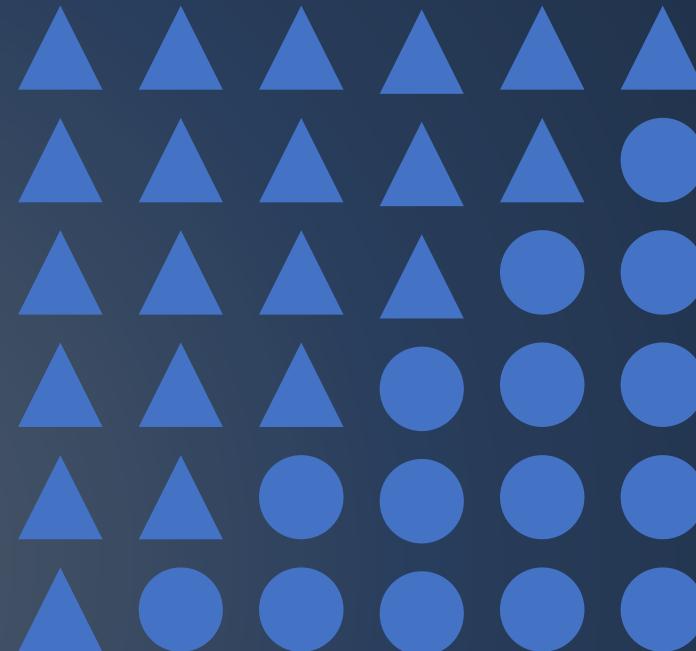
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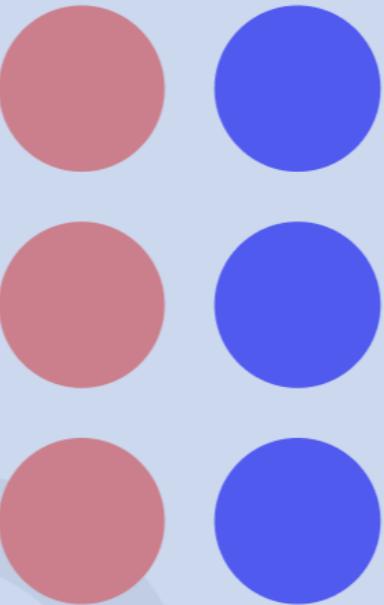
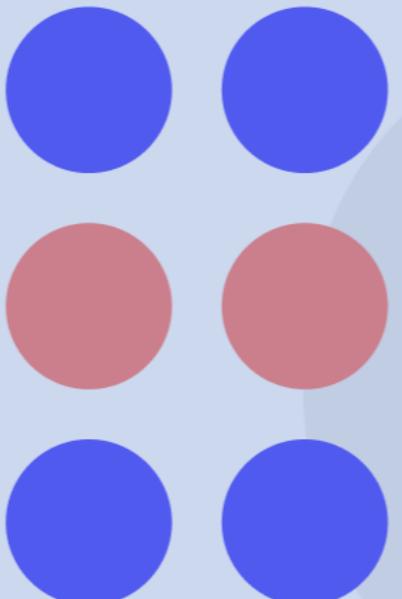
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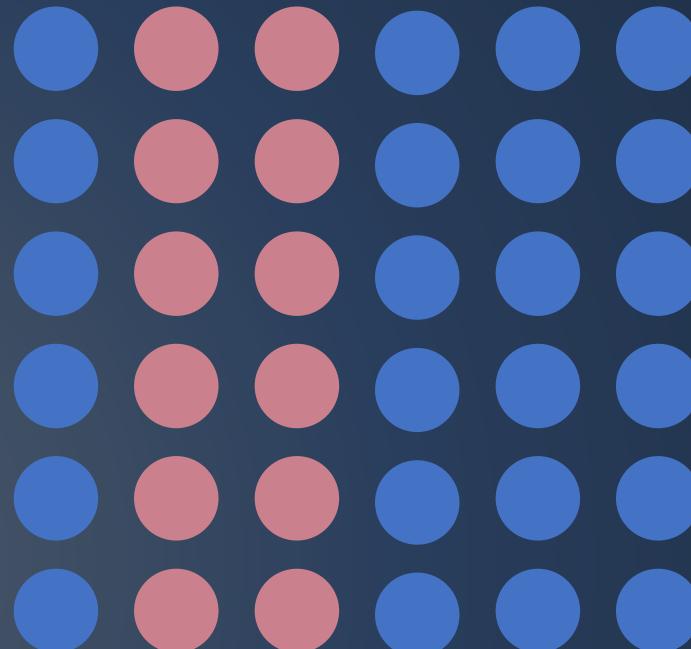
Similarity

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The principle of similarity applies to:

- Color
- Size
- Orientation
- Shape
- Texture



ASEMĂNARE

The diagram shows a collection of colored circles (blue and red) arranged in two distinct groups. A large cluster of blue circles is on the left, and a smaller cluster of red circles is on the right. A faint, overlapping circular outline encompasses both clusters, symbolizing the grouping effect of the principle of similarity. The word "Similarity" is prominently displayed in large, bold letters at the top left, with decorative yellow squares above it.

Similarity

Elements that look alike are perceived as part of a group.

The principle of similarity applies to:

- Color
- Size
- Orientation
- Shape
- Texture

ANOMALIE



- Când obiectele sunt asemănătoare, un alt obiect poate fi evidențiat **dacă este diferit** de celelalte.
- Acest lucru este cunoscut sub denumirea de Anomalie și reprezintă o caracteristică suplimentară a principiului asemănării.

EXEMPLU ASEMANARE

Environmental Report

by Alex Badiu

Select a state



RAIN GUIDELINES

> 0.5 inc:

A light rain for 2-3 hours, moderate rain for 30-60 minutes or heavy rain for 15 minutes. There would be many puddles on the ground and they would not disappear easily.

> 1 inc:

A light moderate rain never reaches this amount, heavy rain for several hours (2-5 hours). There would be deep standing water for long periods of time.

> 2 inc:

Severe weather - When rain is just as dangerous as drought

WHY SHOULD WE CARE?

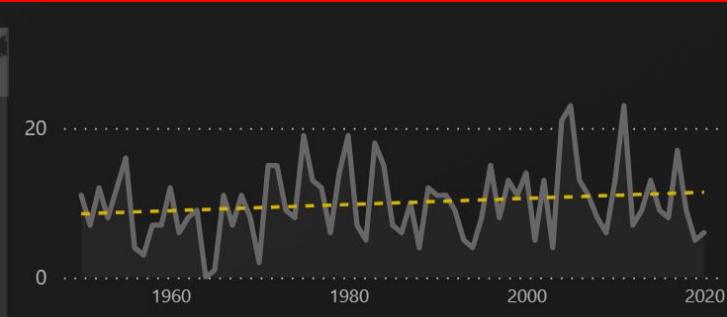
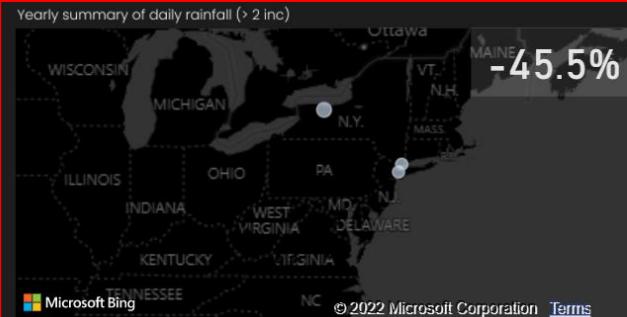
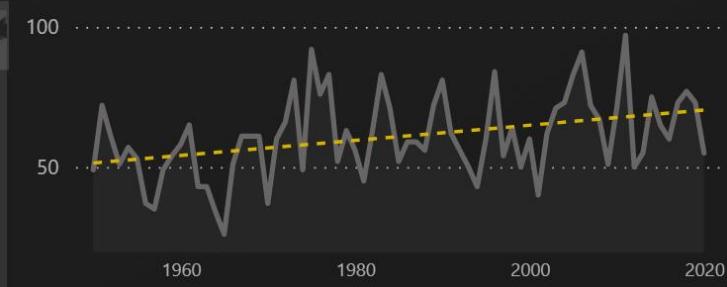
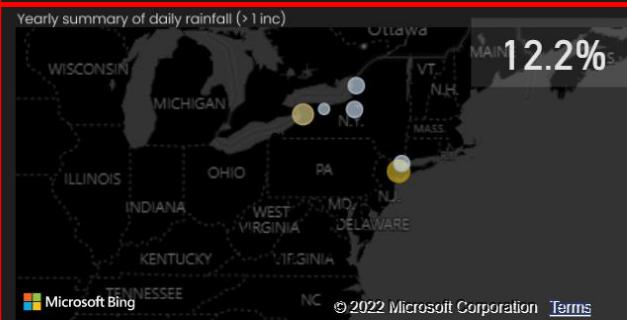
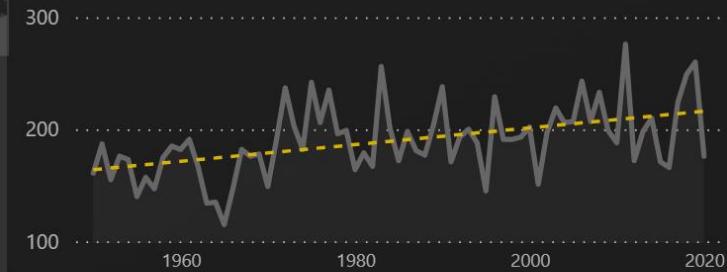
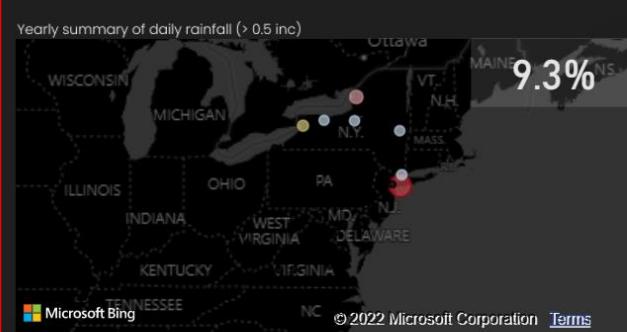
When hard rain from a thunderstorm hits pollen grains, it can break them up. This makes them smaller and easier to inhale. The wind from the storm then carries the pollen grains where they can be inhaled into your lungs.

Showers can have mixed effects on asthma. A light one can wash pollen away, which might ease your symptoms. But a downpour will break it up and spread it. Dust mites and mold -- two other possible triggers -- thrive in wet weather.

Total number of days with heavy rain (> 1 inc) for the last year compared to historic low/high



Since 1956 the
% of heavy rains >1inch
increased by 30.9%



EXEMPLU ASEMANARE

Environmental Report

by Alex Badiu

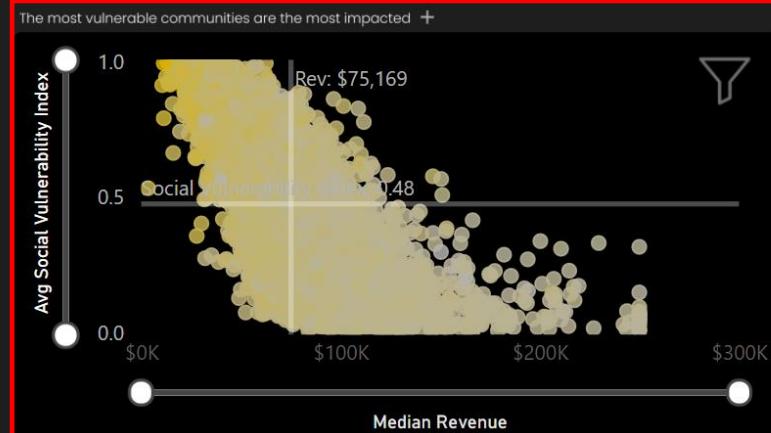
Select a state

Environmental growing patterns for Delaware, District of Columbia/Washington DC, Maryland, Pennsylvania, New York, New Jersey, Virginia, and West Virginia

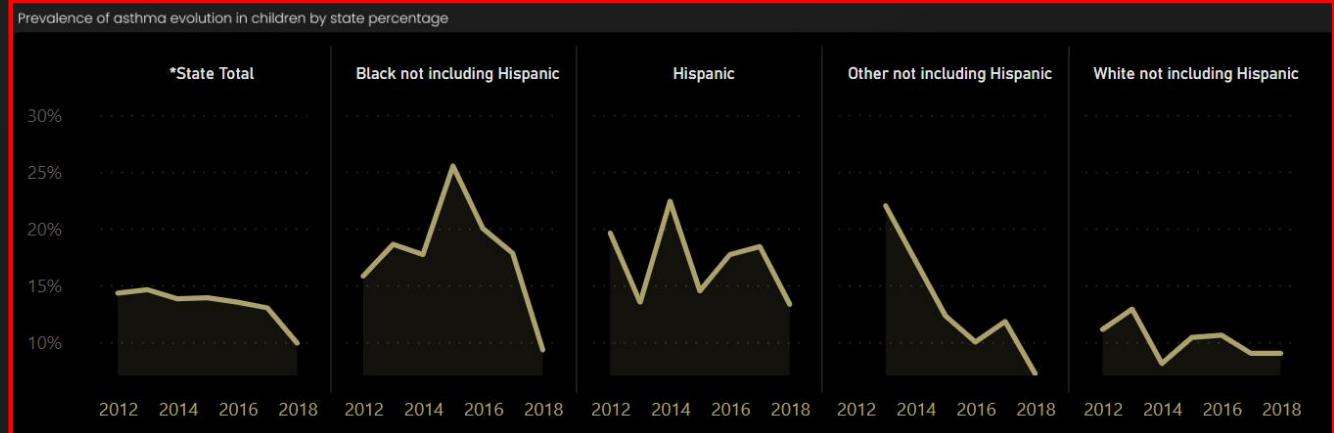
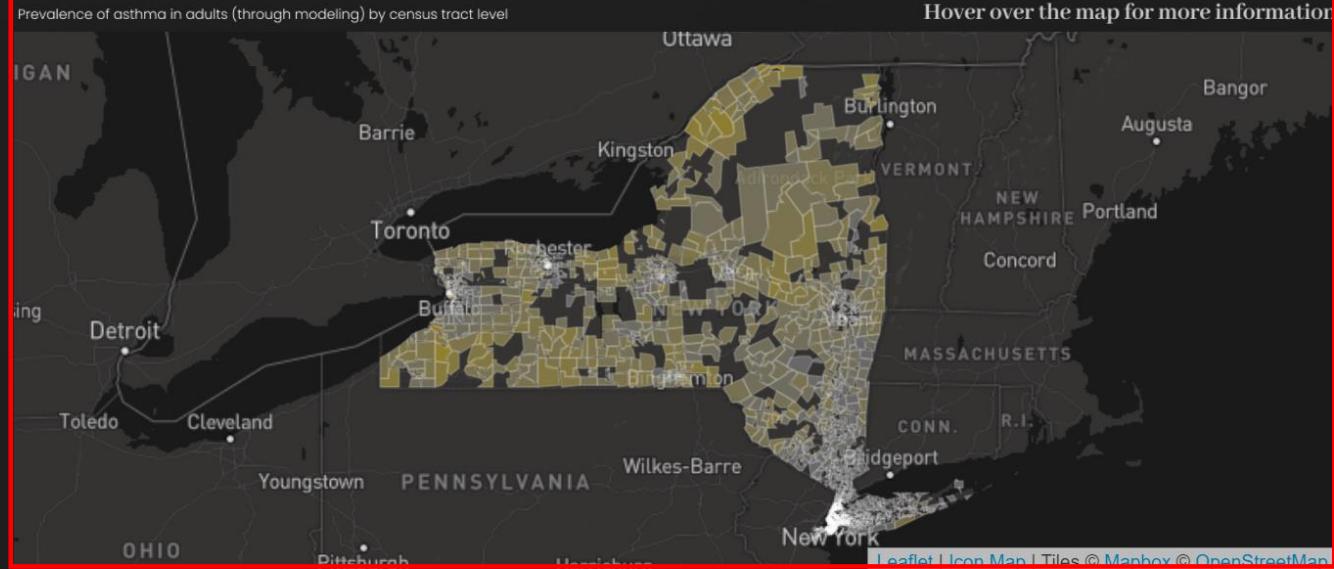
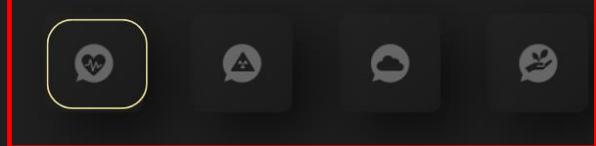
Asthma is a disease that affects your lungs. It is one of the most common long-term diseases of children, but adults can have asthma, too. Asthma causes wheezing, breathlessness, chest tightness, and coughing at night or early in the morning.

The health of the public, especially those who are the most vulnerable, such as children, the elderly and the sick, is at risk from air pollution.

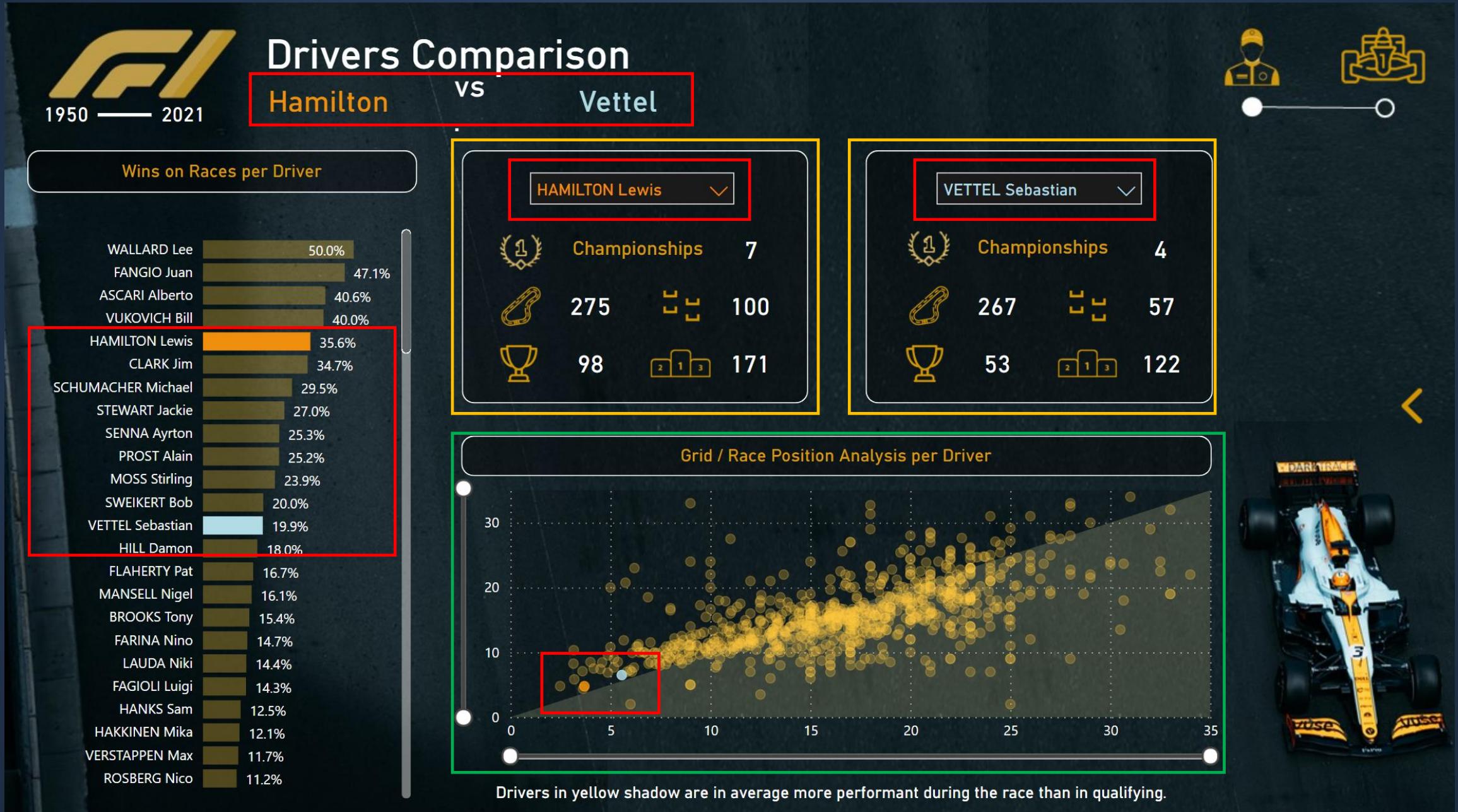
On an individual level, the risk to health from air pollution is very much smaller than that posed by active cigarette smoking or accidents. It is also true that healthy individuals are rather unlikely to be affected by exposure to the concentrations of outdoor air pollutants in most days of the year. However, the old and the young, and especially those suffering from respiratory or heart diseases, are the groups who are most vulnerable to the effects of air pollution. It is only right that **cost effective action should be taken to provide them with clean air**, which The Times of 1881 described as "the first necessity of our existence."



New York has 10.6% prevalence of asthma in adults for a population of 20,397,459



EXEMPLU ASEMANARE



EXEMPLU ASEMANARE

Tickets Created - Analyzing Peak Periods for Technicians

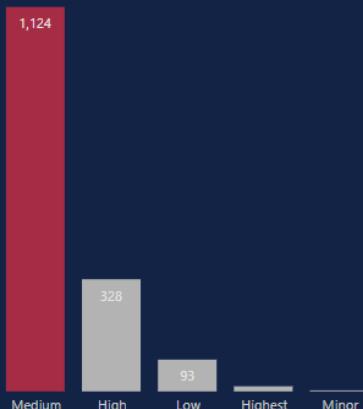
Daily - Monthly - By Time Of Day

Select Issue Type All

Select Year All

Click to show Peak Period in Summary Mode

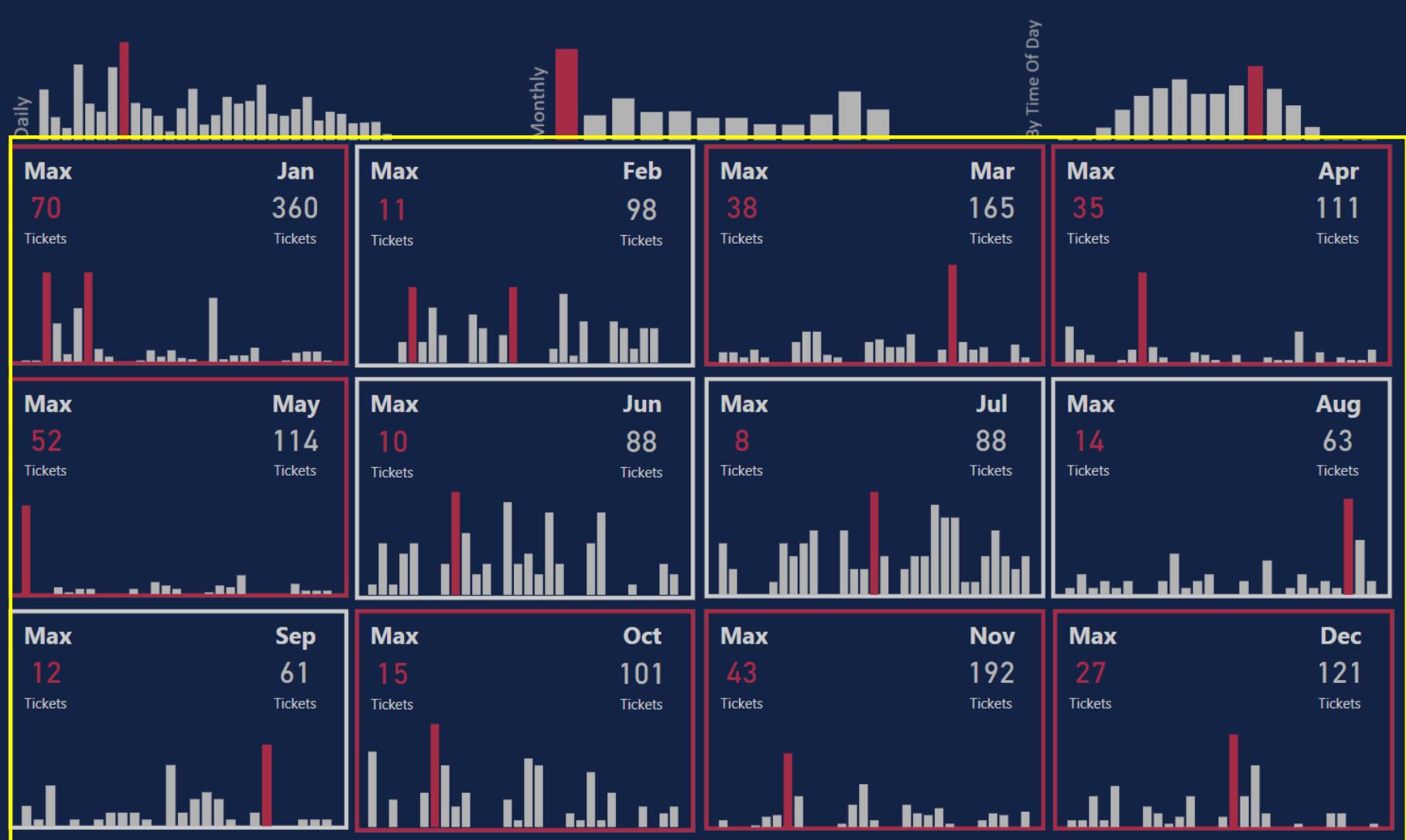
Tickets Created : 1,562



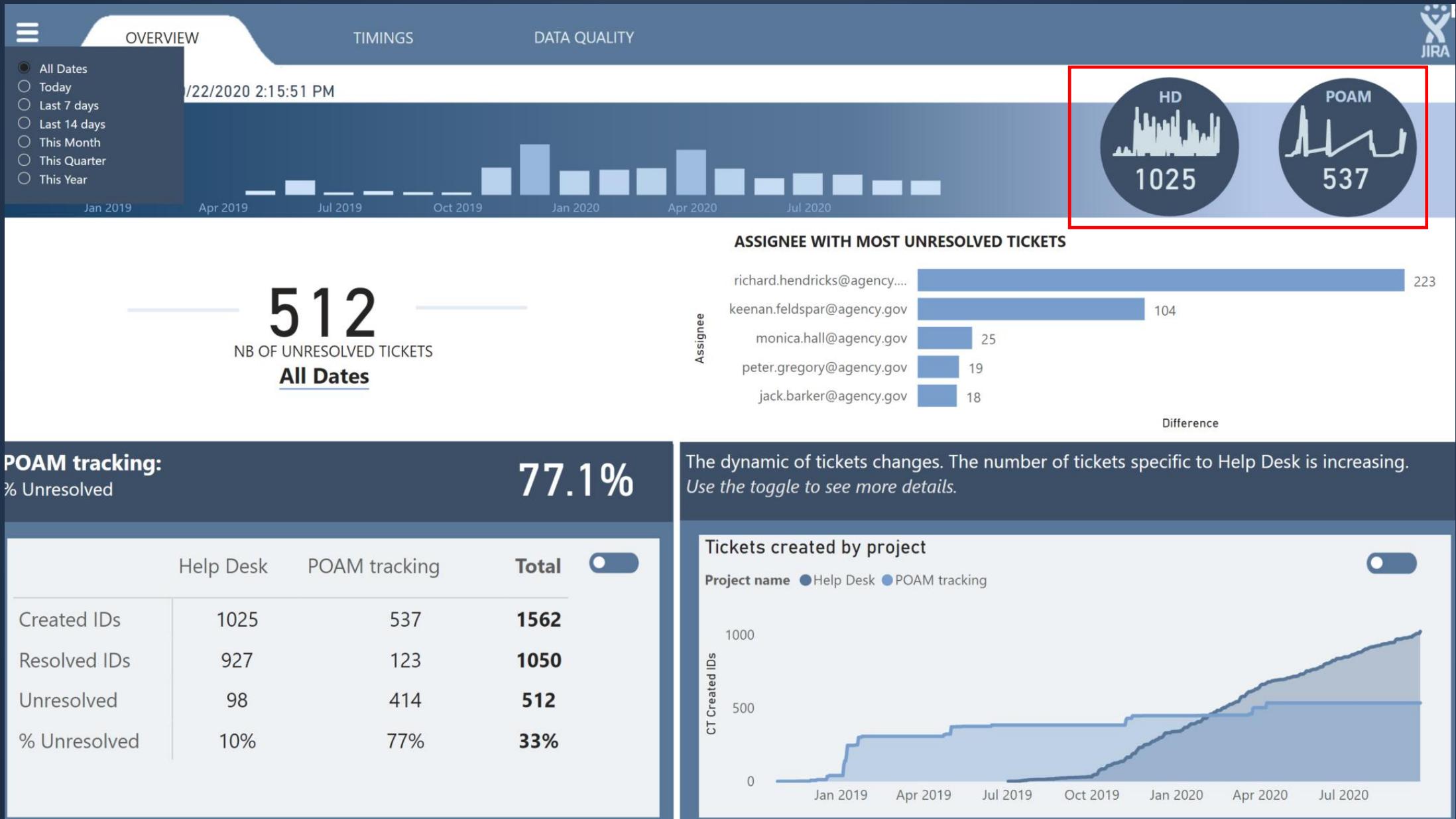
If the tickets created at any given month **exceeds 100**, that is regarded as the busiest period.

The Peak Periods are generally the 1st and 4th Quarter of the year whereas overall, the month of Jan has the highest # of Tickets created.

It is recommended to have optimum staffing to ensure that sufficient technicians are available at the end of the quarter to avoid both backlogs and discrepancies in system occurring due to heavy workload and staff shortages.



EXEMPLU ASEMANARE - ANOMALIE

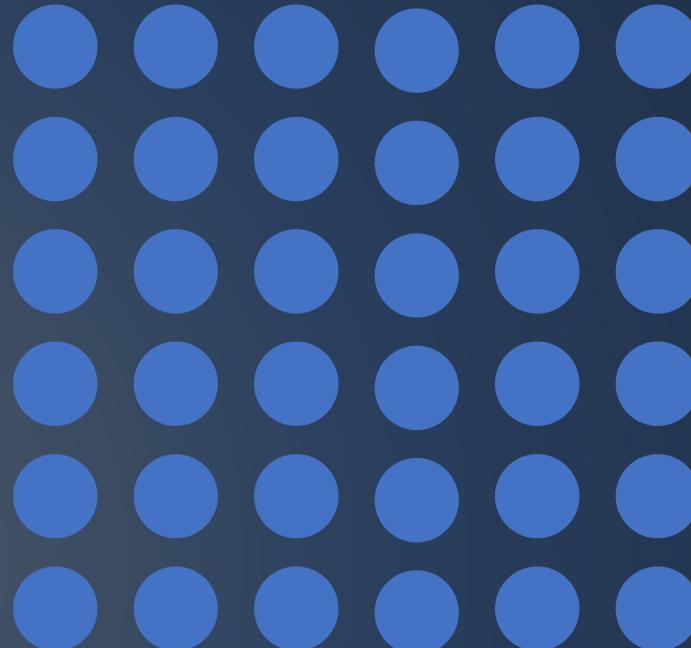


PROXIMITATE

Proximity

The closer objects are to one another, the more related they appear.

This Gestalt principle is among the first principles to impact our perception and understanding. We intuitively understand that the simplest way to indicate relatedness is to manipulate proximity. In fact, Proximity is so powerful that it will override another Gestalt principle, Similarity, shown here through color.

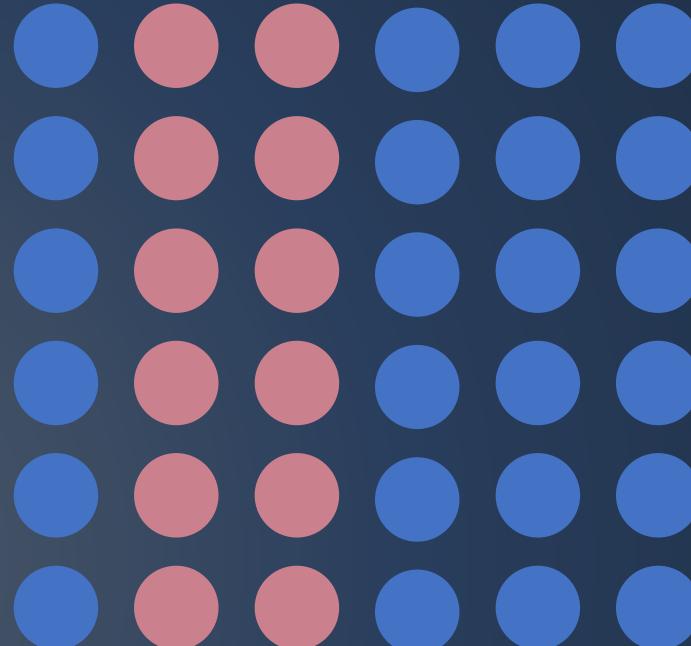


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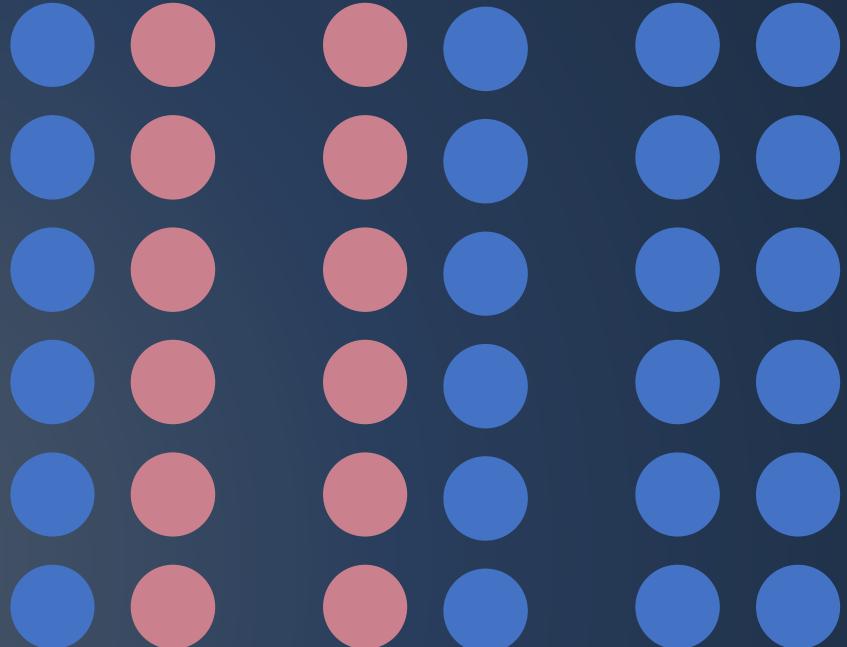


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- Proximitatea are o influenta mai puternica decat Asemănarea

PROXIMITATE

Environmental Report

by Alex Badiu

Select a state

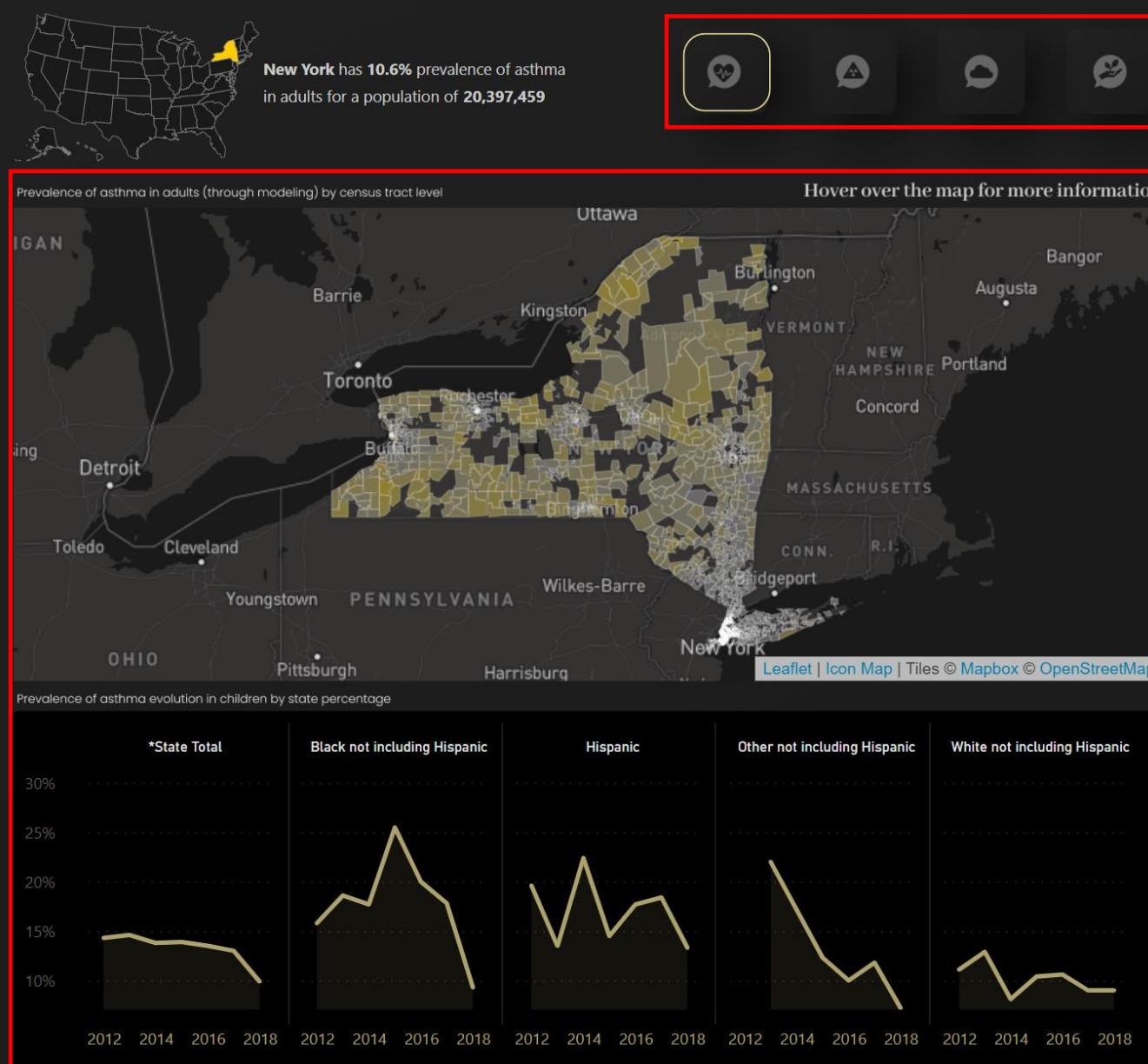
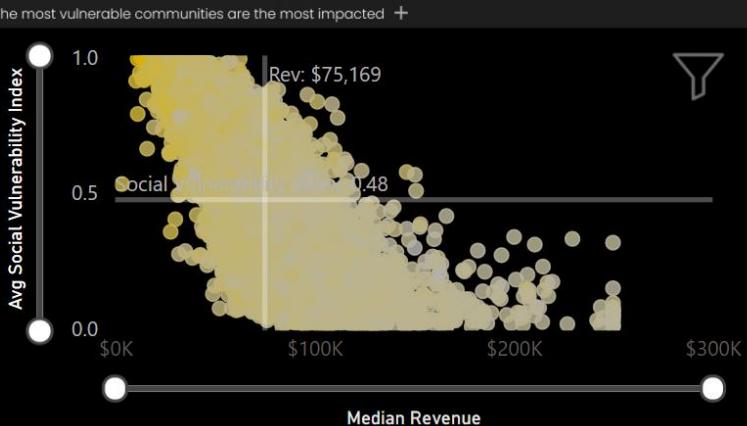
NY ✓

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Asthma is a disease that affects your lungs. It is one of the most common long-term diseases of children, but adults can have asthma, too. Asthma causes wheezing, breathlessness, chest tightness, and coughing at night or early in the morning.

The health of the public, especially those who are the most vulnerable, such as children, the elderly and the sick, is at risk from air pollution.

On an individual level, the risk to health from air pollution is very much smaller than that posed by active cigarette smoking or accidents. It is also true that healthy individuals are rather unlikely to be affected by exposure to the concentrations of outdoor air pollutants in most days of the year. However, the old and the young, and especially those suffering from respiratory or heart diseases, are the groups who are most vulnerable to the effects of air pollution. It is only right that **cost effective action should be taken to provide them with clean air**, which The Times of 1881 described as "the first necessity of our existence."

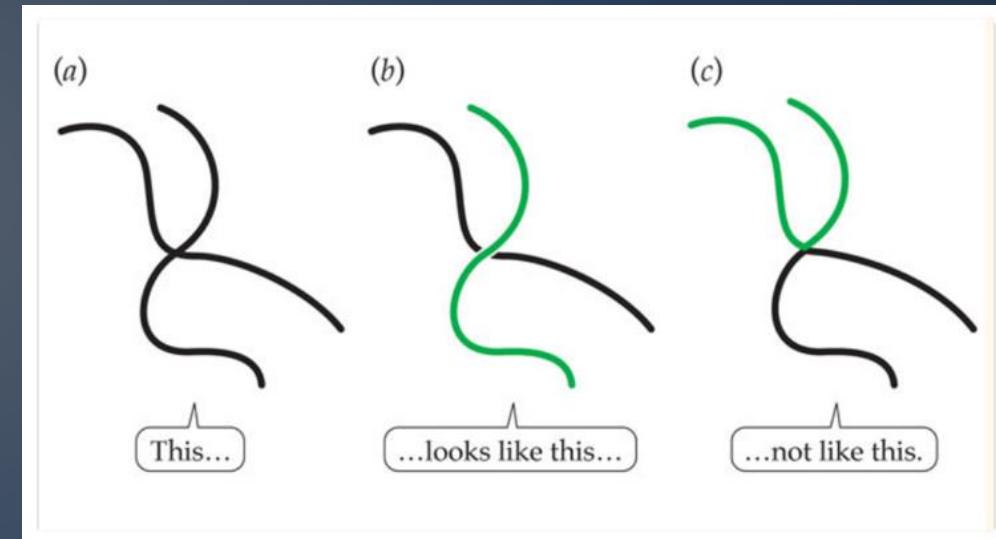
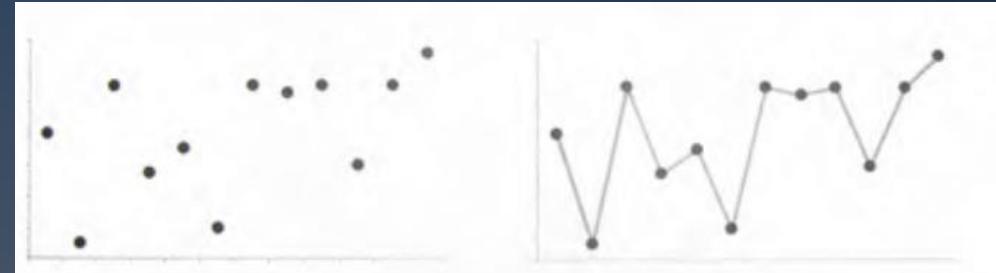


CONTINUITATE

Continuity

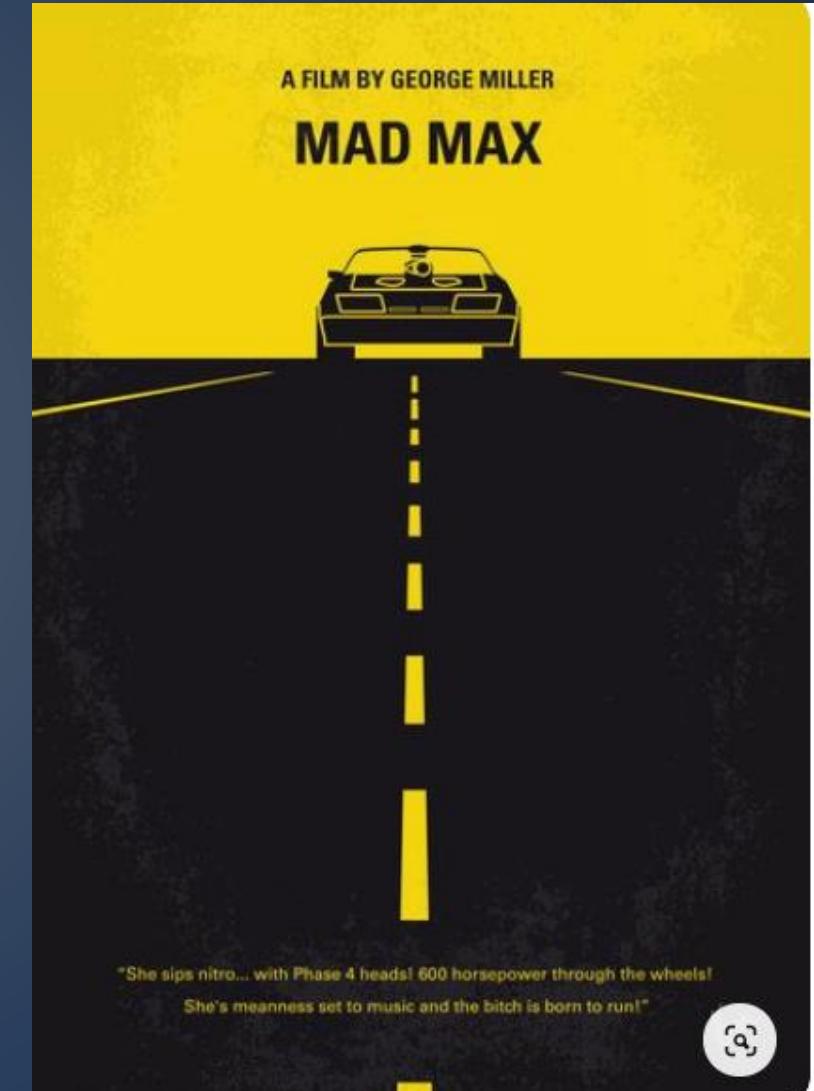
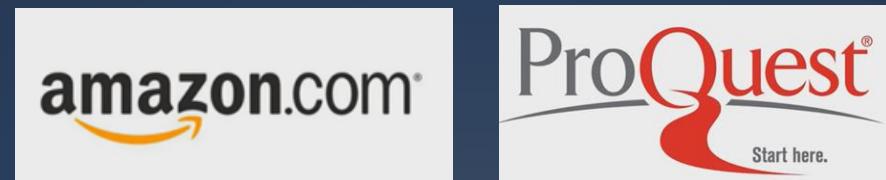
Elements arranged on a path are perceived to be more related than elements that are not.

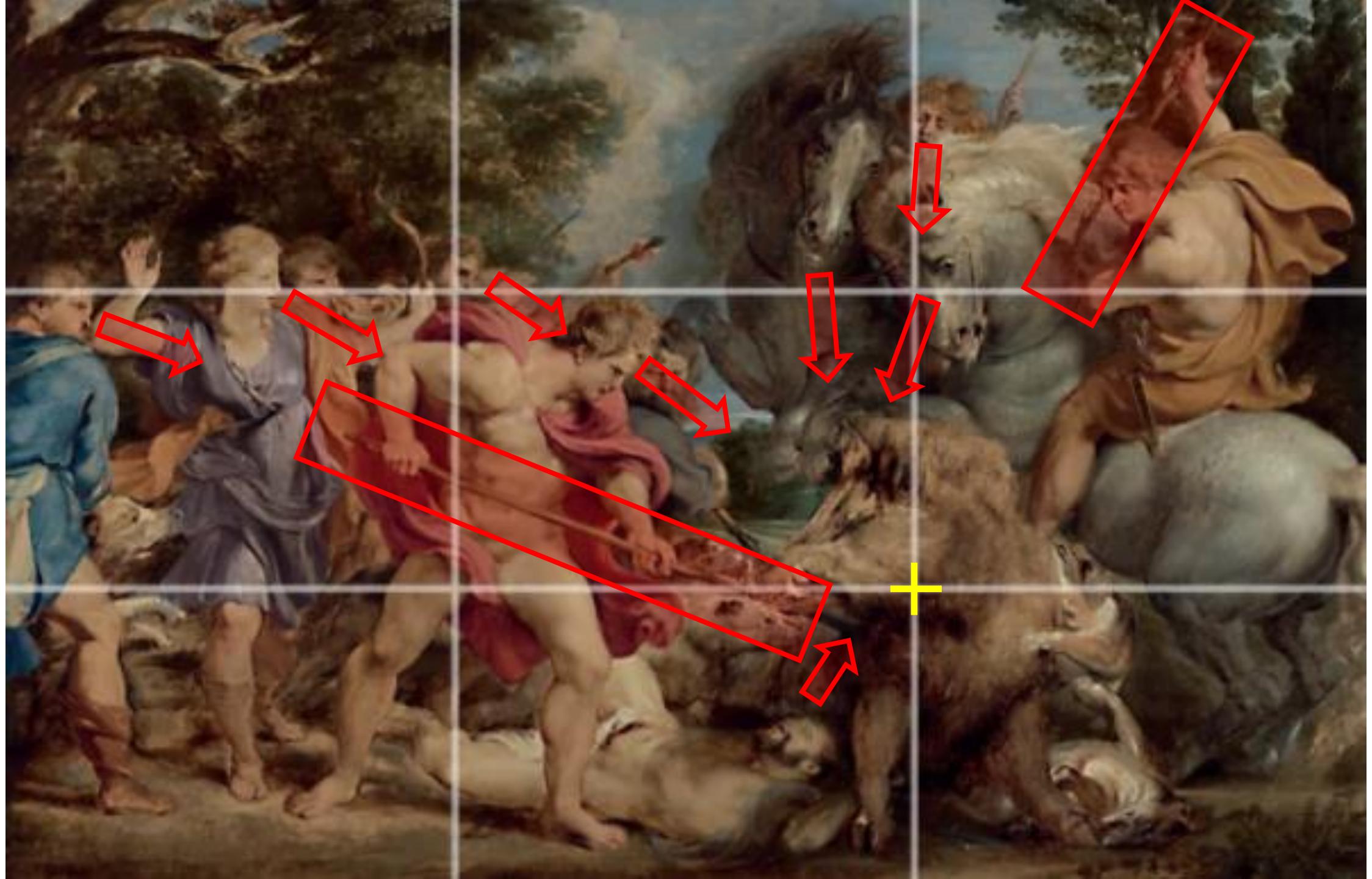
This Gestalt principle of continuation states that the human eye will follow the smoothest path. Since the eye naturally follows along a line, placing items in a series will naturally draw the eye from one item to the next. Horizontal sliders, graphs arrange with an implied line, and breadcrumbs are all realworld examples of continuation. Clear continuation can override another Gestalt principle, Similarity, shown here through color.



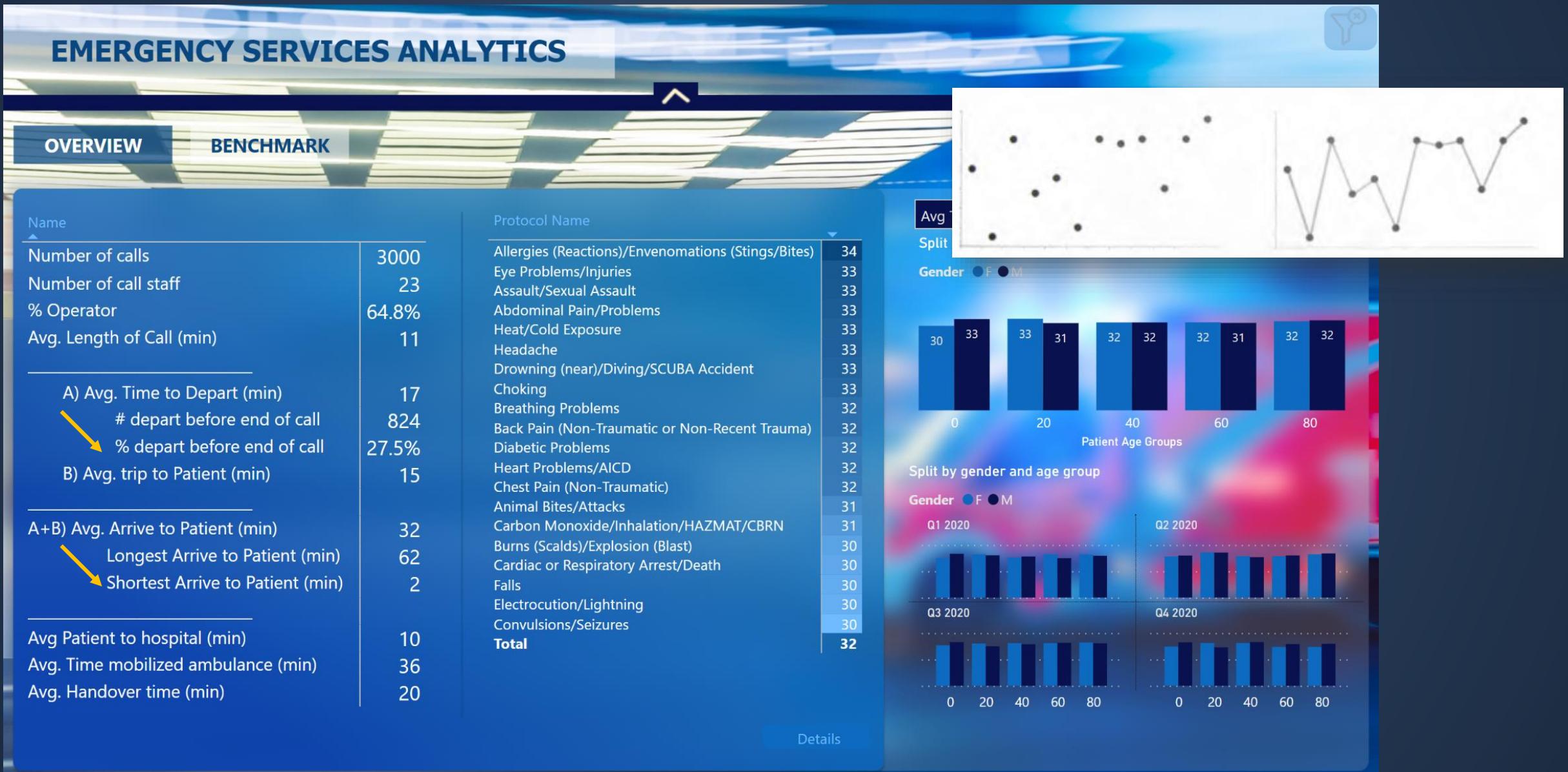
CONTINUITATE

CONTINUOUS QUALITY
IS QUALITY YOU TRUST



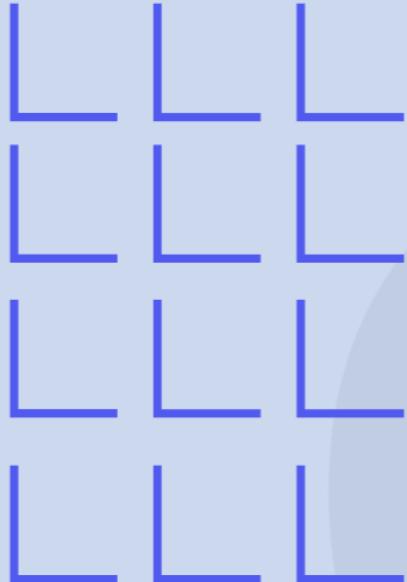


CONTINUITATE



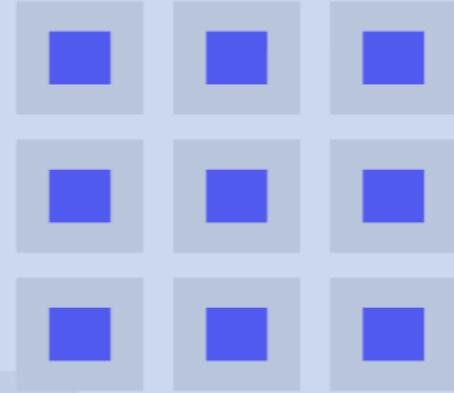
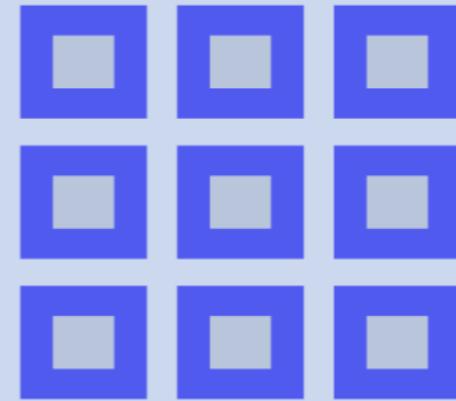
Closure

We see complete shapes
in incomplete context

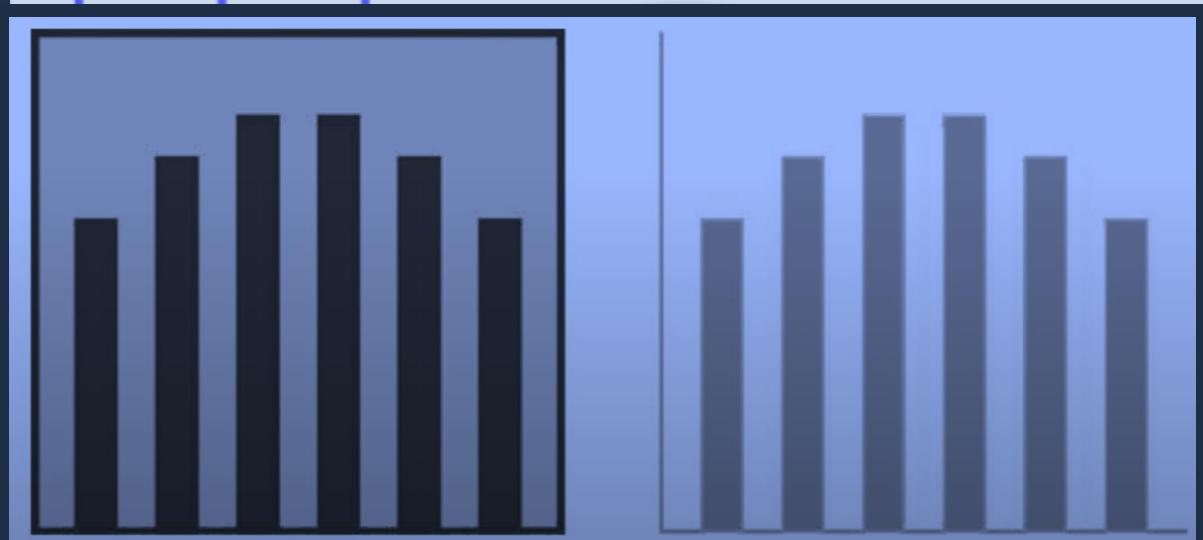
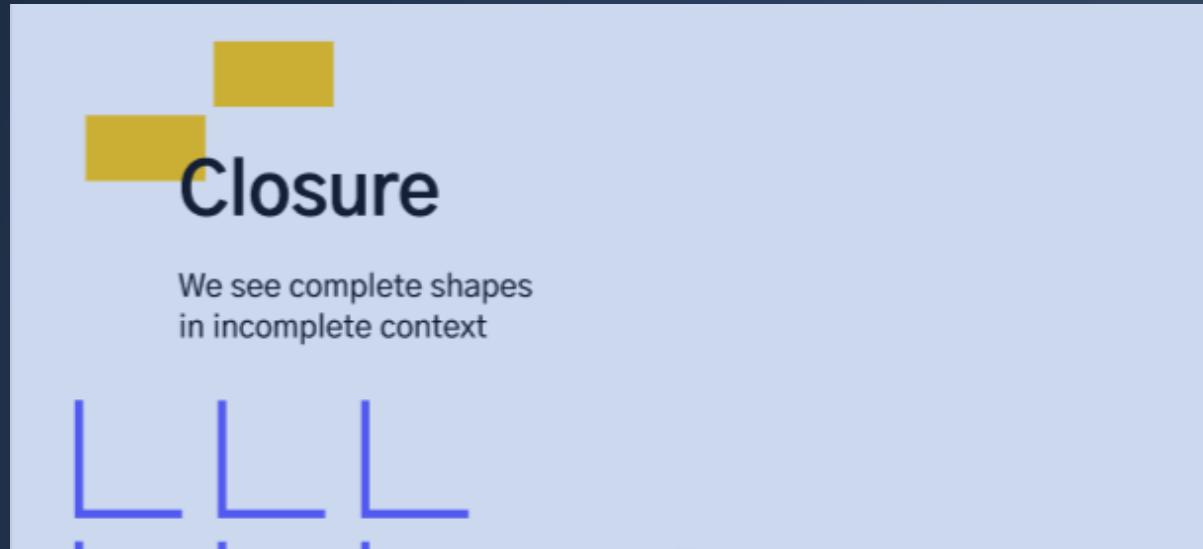


This Gestalt principle is among the first principles to impact our perception and understanding. We intuitively understand that the simplest way to indicate relatedness is to manipulate proximity. In fact, Proximity is so powerful that it will override another Gestalt principle, Similarity, shown here through color.

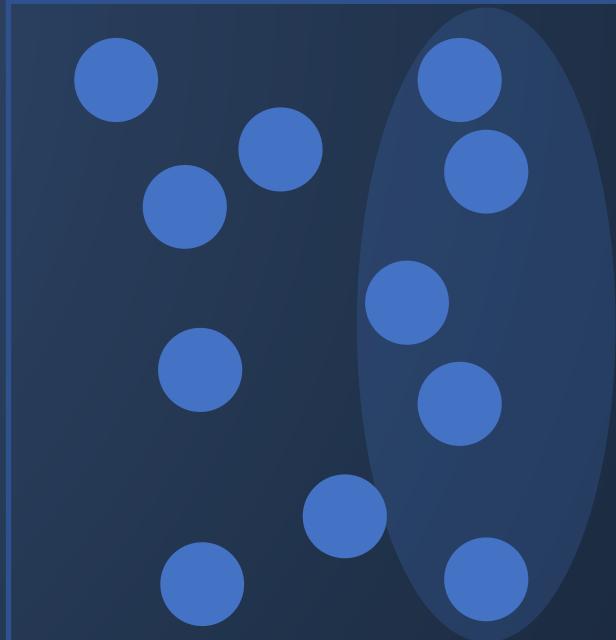
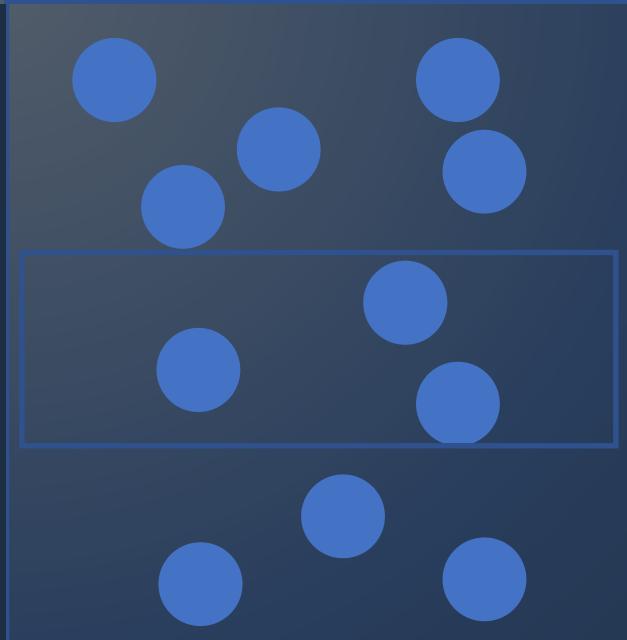
Figure Ground



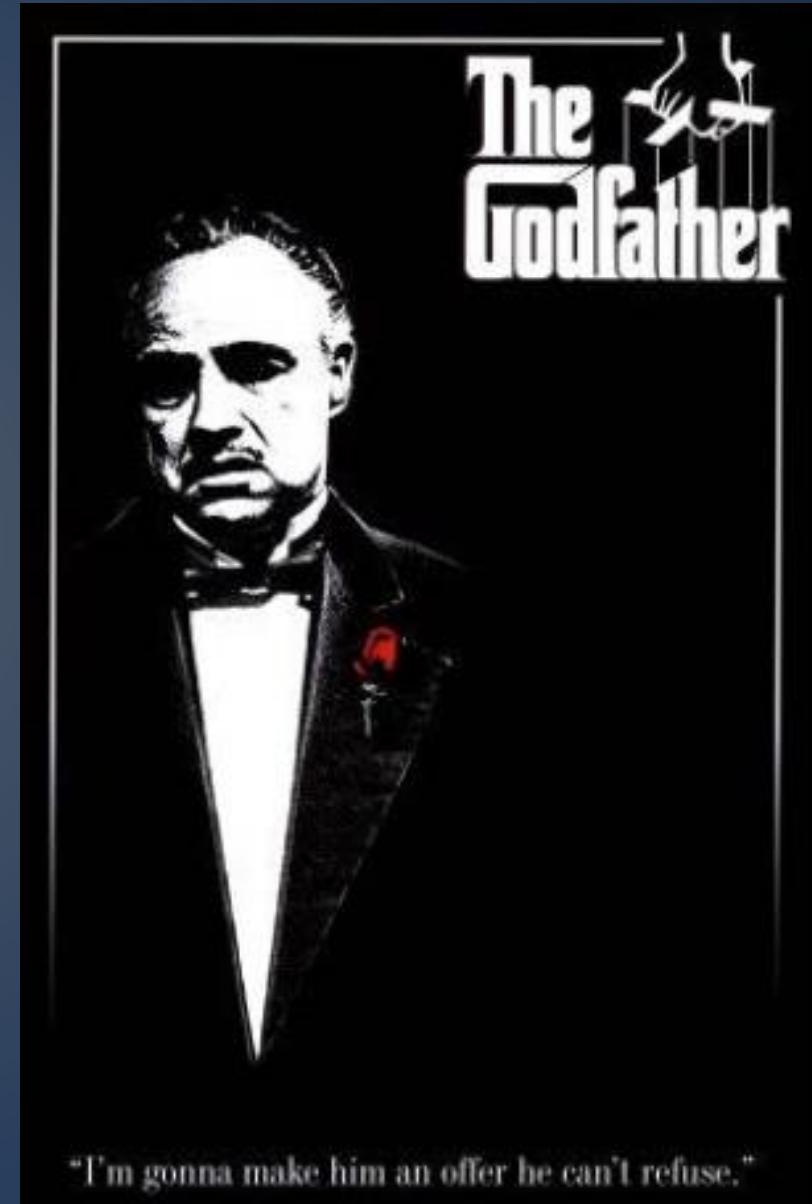
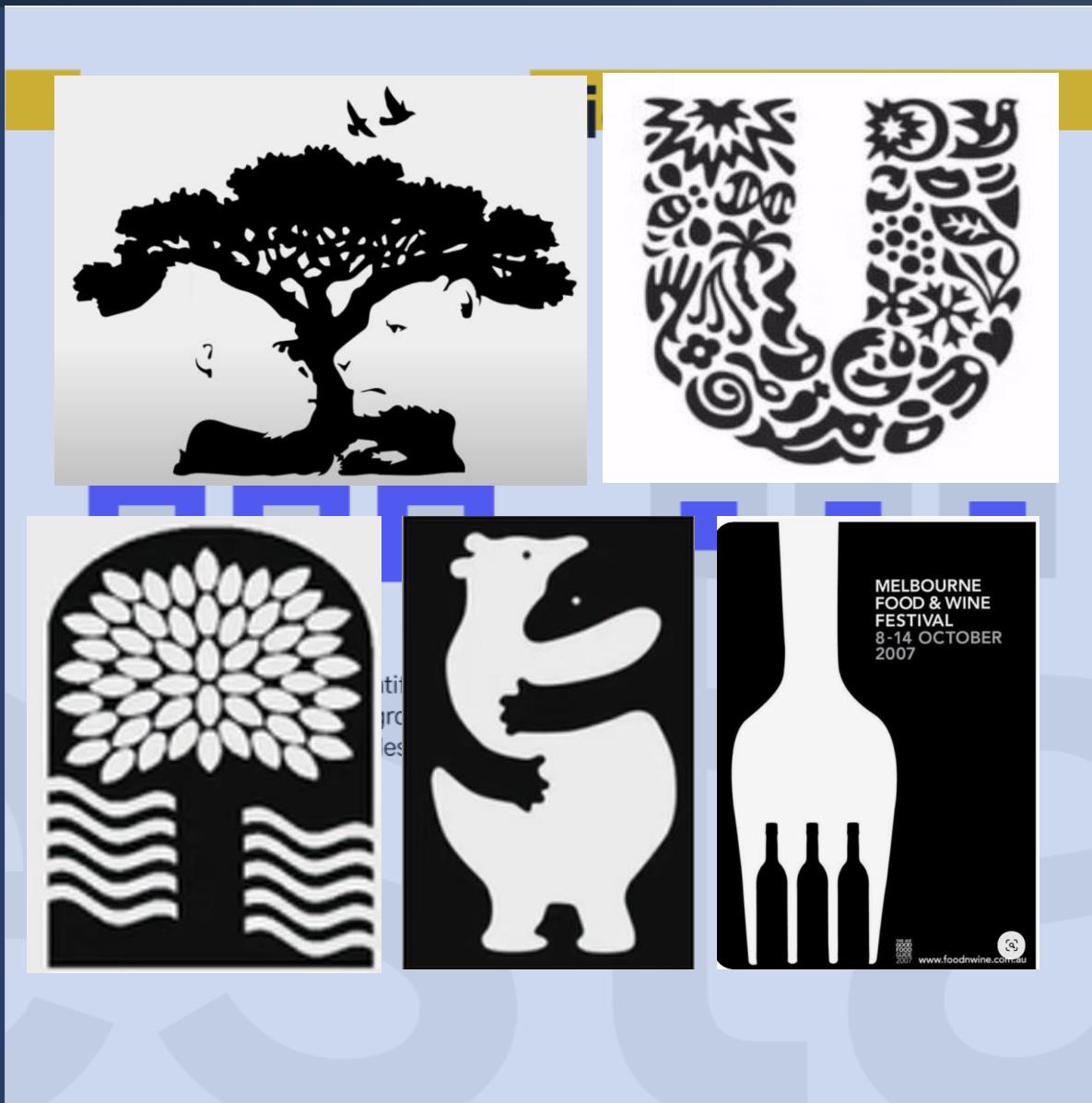
People can immediately identify which element is the figure, and which is the ground.
Use these two related principles to make the most of the figure ground effect



We do not need to completely enclose to separate components



FIGURĂ ȘI FUNDAL



TOOLKITUL UNUI NARATOR

- Labelling
- Annotations
- Alignement
- Hierarchy
- Ordering
- Contrast
- Visual Balance
- Repetition
- Typography
- Negative Space
- Iconography
- Efficiency (Performance)
- Simplicity & IBCS
- Placement
- Interactions
- Navigation
- Blank & Null handling
- Color accessibility
- Choosing the right visuals
- Decimal precision
- Notifications/Alerts
- Callouts and highlights
- Titles & subtitles
- Assessment of User's Analytical Maturity
- Assessment of User Preferences
- Inductive vs Deductive approach
- Static vs Dynamic reports
- Buyers Remorse
- Analysis Paralysis
- Show & Tell concept
- UX Laws
- Progressive disclosure

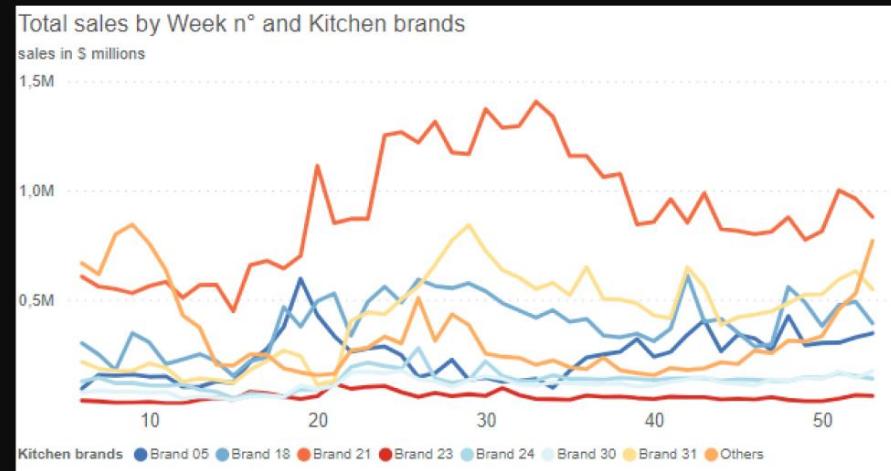
AND CONTEXT...

@AlexBadiu

DEMO

SPAGHETTI CHART

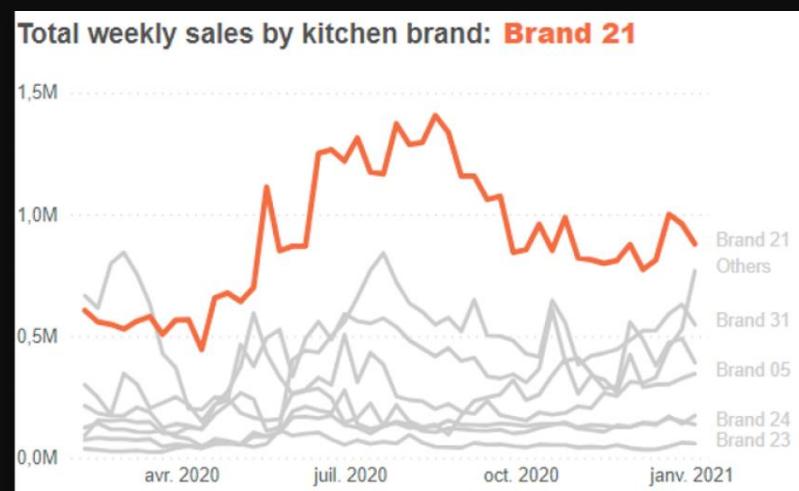
SPAGHETTI CHART



DE CE NU?

- Prea multe culori
- Devine confuz din cauza multor linii care se încrucișează
- Focalizarea și compararea este exercitiu mai complicat
- Îngrămădește aspectul vizual

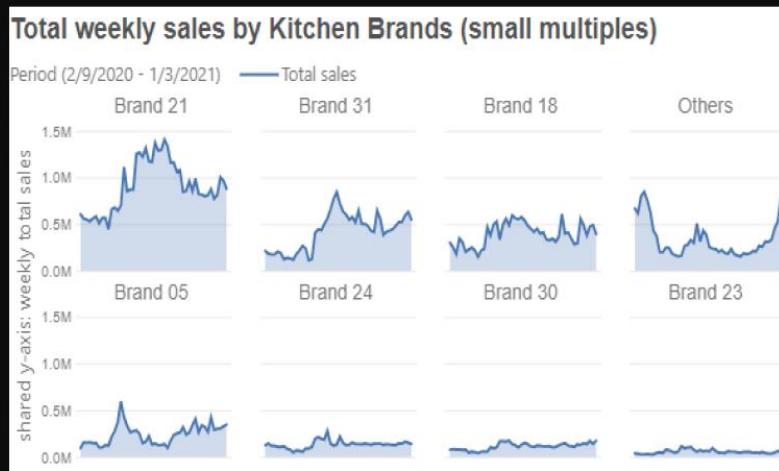
GRAFIC CU LINIE ACCENTUATA



DE CE?

- Atenție focalizată
- Simplicitate și accesibilitate
- Conține linii în fundal ca referință
- Totul într-un singur grafic

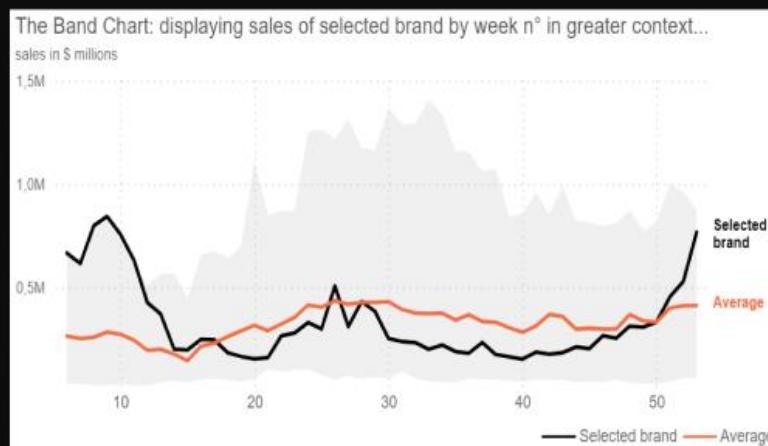
SMALL MULTIPLES



DE CE?

- Comparare îmbunătățită
- Mai puțin aglomerat
- Lizibilitate crescută
- Simplifică nararea

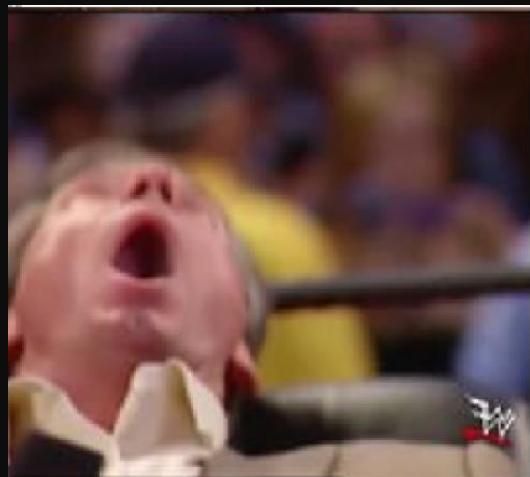
GRAFICUL CU BENZI SI LINIE ACCENTUATA



DE CE?

- Contextul este îmbunătățit
- Prezentare generală a variabilității
- Compararea cu o medie generală
- O comunicare mai eficientă

VERSIUNEA ÎMBUNĂTĂȚITĂ CU STORYTELLING



DE CE?

- O privire de ansamblu mai detaliată
- Înțelegere contextuală
- Claritate vizuală
- Elemente interactive care facilitează narațiunea

AN ALTERNATIVE TO SPAGHETTI CHART

@AlexBadiu

A storytelling approach

