

How Infogram combines simple solutions with stunning results

Data visualization easy as ABC

Introduction

Infogram is a data visualization company that helps people around the world use charts, maps, and infographics to communicate with data in a clear and engaging way. Launched in 2012, Infogram rapidly became one of the web's favorite data visualization tool due to its simplicity, functionality and beautiful output. Infogram supports marketing departments, universities and large media groups who create data visualizations through live data sources, API or Infogram's manual editor based on Handsontable.



The Challenge

The goal that Infogram's creators wanted to achieve was to give their users the simplest, most intuitive way of editing and manipulating data behind the charts they create, without any unnecessary complexity.

The Solution

Their search led them to Handsontable and it turned out to be the perfect solution – a ready to use component with a user-friendly interface that was well known among teachers. It's provided more functionality in less time than it would take to build their own custom table.

The screenshot displays the Handsontable interface. On the left, a data table is visible with columns for English title, The bins are arranged, Group, Coordinates, Label, Text 1, and Text 2. The table contains 15 rows of data, including state names like Minnesota, Montana, North Dakota, Hawaii, Idaho, Washington, Arizona, California, Colorado, Nevada, New Mexico, Oregon, Utah, and Wyoming, along with their respective groupings and coordinates. On the right, a map visualization shows the United States with regions colored in red and blue. The interface includes various settings and controls at the top, such as 'Edit data', 'Settings', 'Download', and 'Share...'.

	English title	The bins are arranged	Group	Coordinates	Label	Text 1	Text 2
1							
2	Minnesota	1	Voted Democrat	45.9897 -94.6113	Minnesota		
3	Montana	2	Voted Republican	45.92 -112.176	Montana		
4	North Dakota	2	Voted Republican	47.384 -98.193	North Dakota		
5	Hawaii	1	Voted Democrat	27.73 -106.943	Hawaii		
6	Idaho	2	Voted Republican	45.429 -114.579	Idaho		
7	Washington	1	Voted Democrat	46.612 -121.298	Washington		
8	Arizona	2	Voted Republican	34.734 -113.701	Arizona		
9	California	1	Voted Democrat	35.573 -118.158	California		
10	Colorado	1	Voted Democrat	39.156 -104.697	Colorado		
11	Nevada	1	Voted Democrat	37.371 -115.434	Nevada		
12	New Mexico	1	Voted Democrat	33.844 -105.681	New Mexico		
13	Oregon	1	Voted Democrat	44.984 -120.046	Oregon		
14	Utah	2	Voted Republican	39.449 -111.137	Utah		
15	Wyoming	2	Voted Republican	43.198 -108.307	Wyoming		

"We've been easily able to build proprietary behavior on top of Handsontable, which in turn has allowed us to improve onboarding and user experience in multiple ways."

Results and Plans for Future

What's more, Handsontable is, as Infogram's CEO Mikko Järvenpää admits, the grid the data editor is built on. In the future they plan to develop even more data connections for integrating with customer data sources, and come up with more intuitive, customer-centric ways for using and presenting data.

"There's no need to reinvent the wheel, especially when someone provides an extremely well-engineered wheel for you to use."



Mikko Järvenpää

CEO at Infogram

Infogram

San Francisco, United States

30+ employees

infogr.am