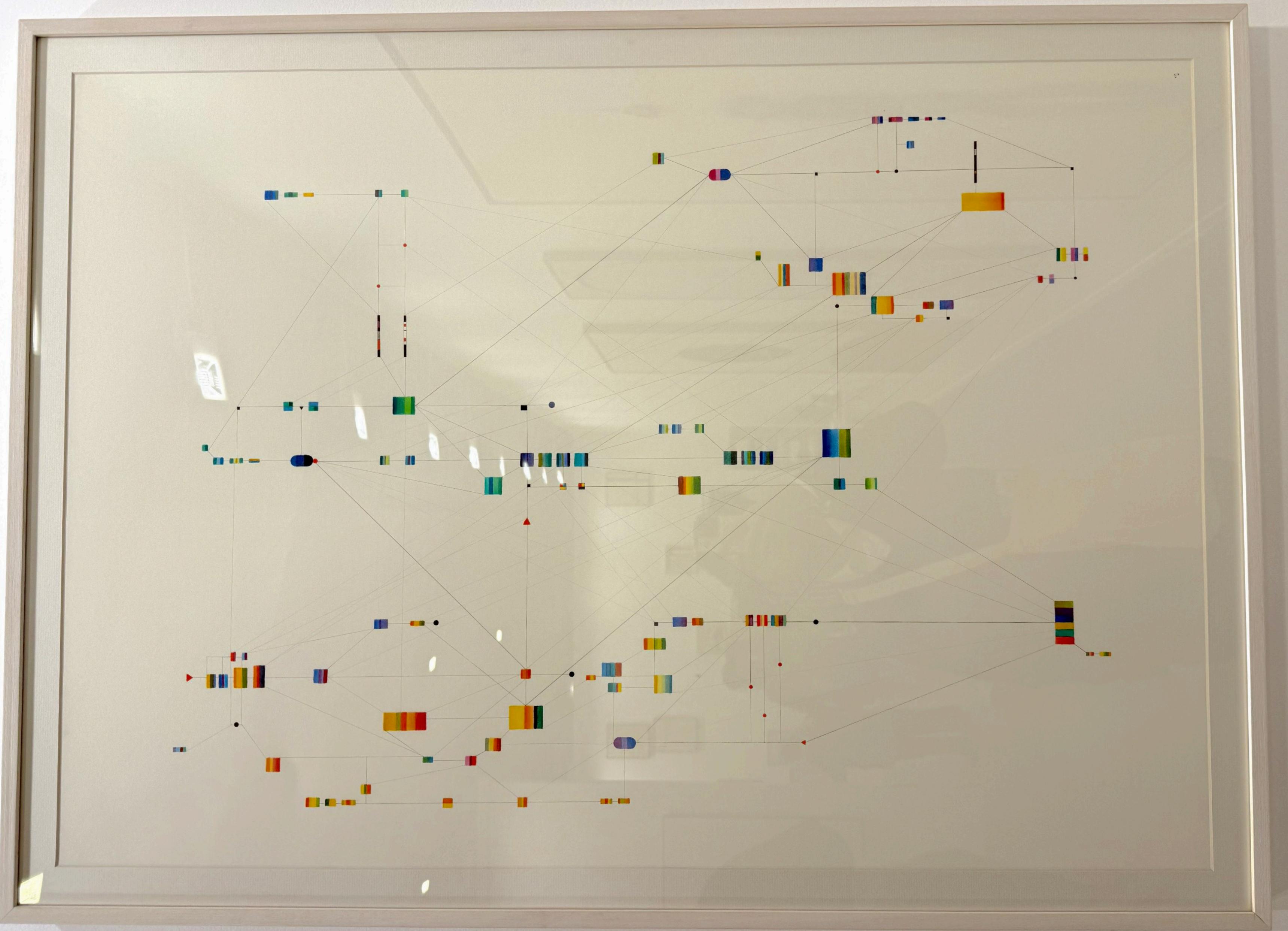


Lecture 6

DD 324:
Data Visualisation

Data is Around Us

I had a busy week





Data Art?

Art that looks like Data

7th - 8th February '25

UX
DESIGN
CONFERENCE

REGISTER NOW

gyanl.com/uxnow2022

UX NOW THE ANNUAL DESIGN CONFERENCE — 2022

Notes from UxNow 2022

These are some notes and doodles from some of the talks at UxNow 2022, a UX design conference held at the India Habitat Center in New Delhi from 4-5 November 2022. These are mostly for myself, and may make only limited sense for anyone else.

The image shows two screenshots of a notes application interface, likely Evernote, with a dark theme. Both screenshots are titled "THE ANNUAL DESIGN CONFERENCE — 2022".

Screenshot 1: UX Design - when you Evolution

- UX NOW** (in a box)
- Sanjay Mohan**
Group CTO
MakeMyTrip
GoDaddy
- B2B expectations are higher now.**
- UX is no longer 'nice to have'**
- Shipping software on a disk** (with a floppy disk icon) → **cost of a mistake was recalling the disk.**
- Mobile Phones** (with a smartphone icon) → **UX starts to take off.**
- Gestures, pinch zoom** (with a hand icon)

Screenshot 2: Data Driven Design ... OR Design Drives Data

- HONEY BAJAJ** (what a name!)
- Data Driven Design ... OR Design Drives Data**
- Look at data as people behind it.**
- Designer running away from math.** (with a drawing of a person running away from a plus sign)
- The Danger**
- Data is not a representation of what people are thinking, merely what they're doing.** (with a drawing of a plane)
 - did people catch their flight?**
- How does Honey use data in her day to day?**

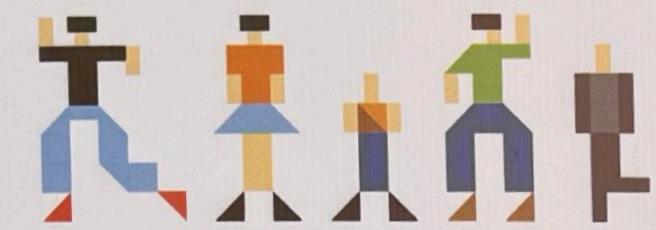
'U' in UXNow

Show Us Your Outfit Palette!



'U' in UXNow

Show Us Your Outfit Palette!





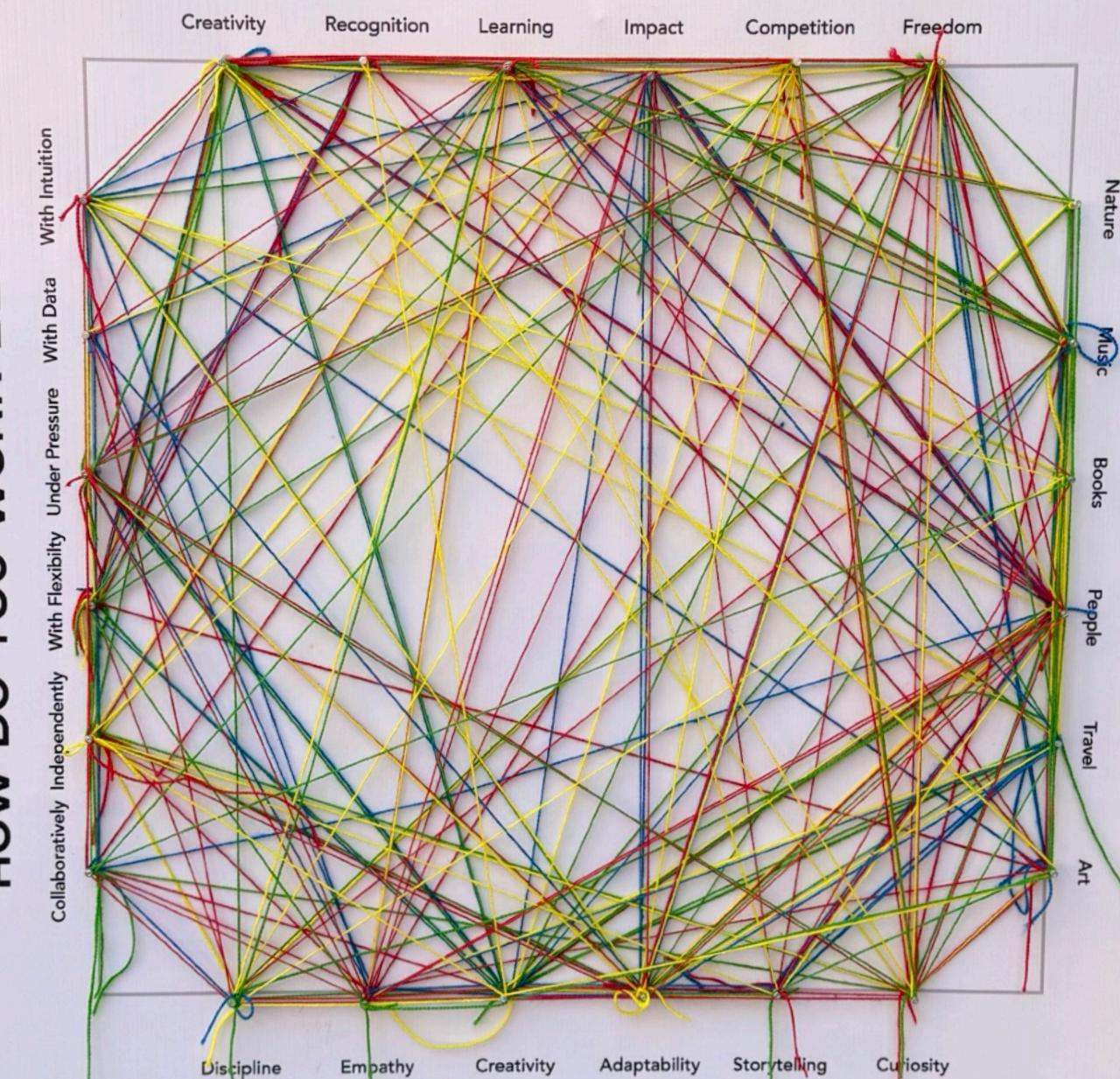
Insights

UX NOW

INSTRUCTIONS:

1. Pick a thread color based on the persona which represents you the best
2. Answer all 4 questions by tying your thread to one word that best represents you
3. Move clockwise, stretching your thread from one answer to the next
4. Complete the loop to finish your personal data thread

WHAT DRIVES YOU?



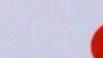
HOW DO YOU WORK BEST?

WHAT INSPIRES YOU?

WHAT'S YOUR SUPERPOWER?



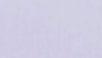
The Leader
Bold and decisive, takes charge & thrives on responsibility



The Thinker
Curious, loves deep ideas & finding the 'why' behind things



The Strategist
Logical, detail-oriented and thrives on planning



The Adventurer
Spontaneous, loves taking risks & embracing the unknown

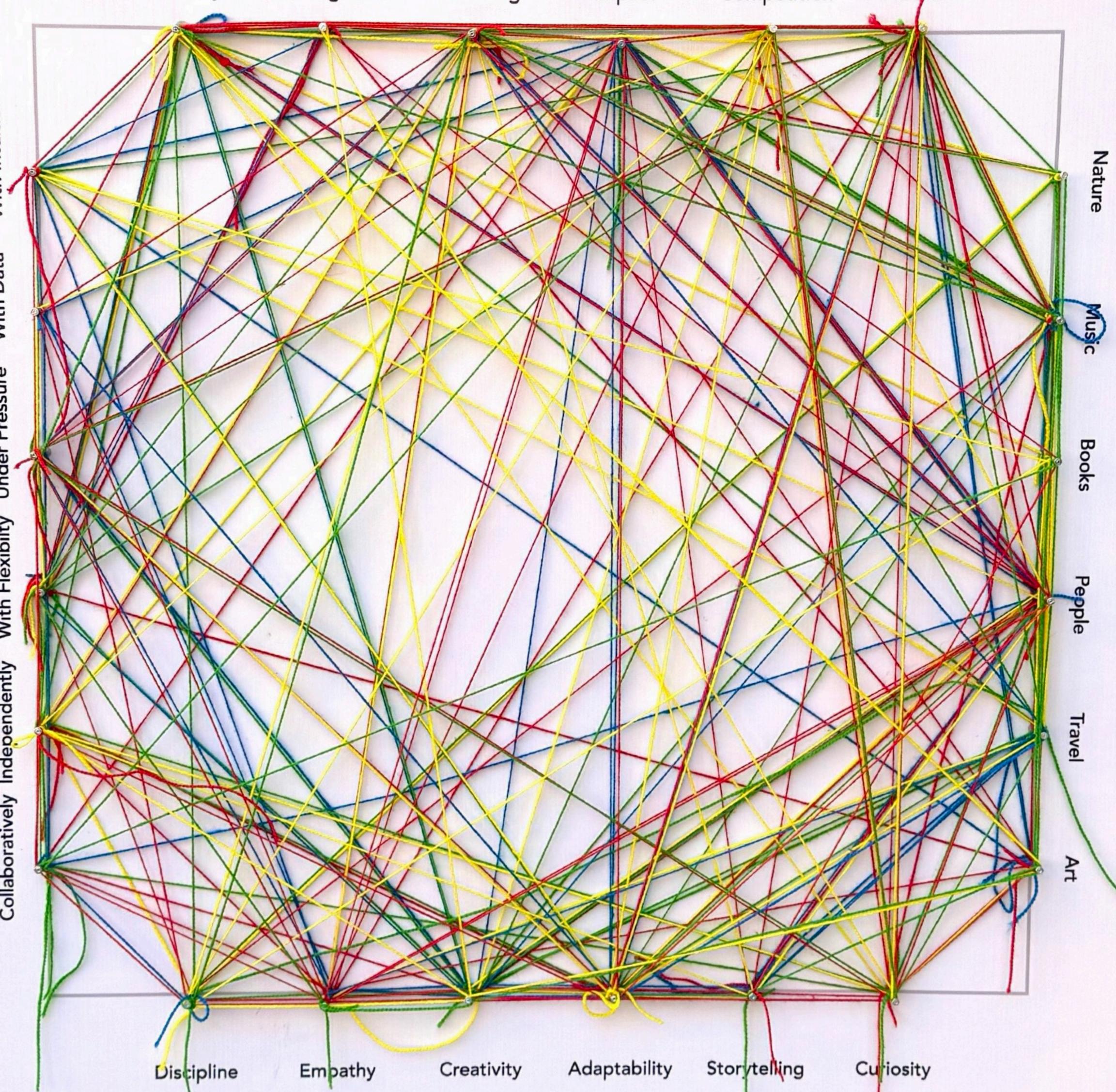
INSTRUCTIONS:

1. Pick a thread color based on the persona which represents you the best
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WHAT DRIVES YOU?

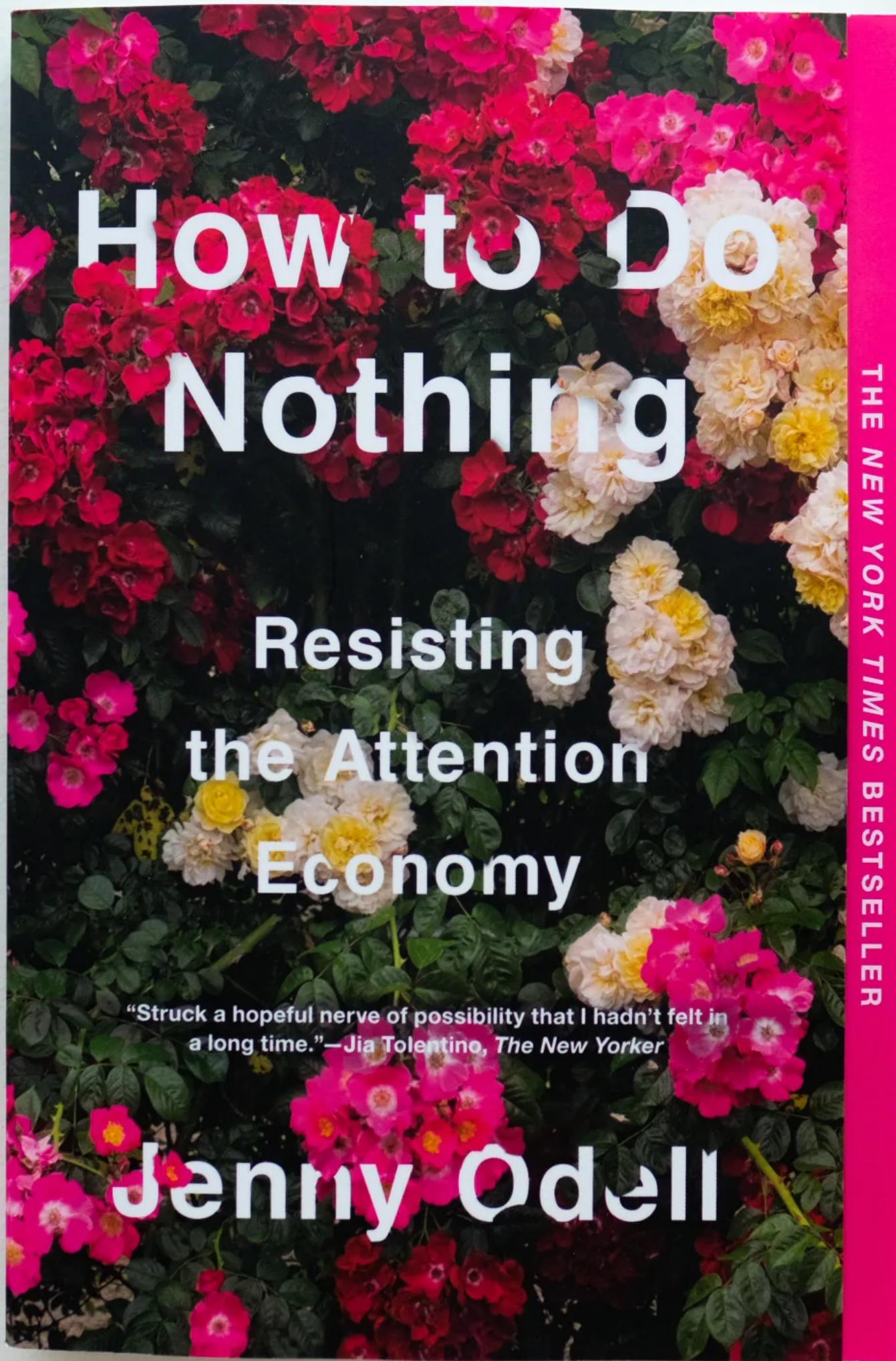
Creativity Recognition Learning Impact Competition Freedom



WHAT INSPIRES YOU?

WHAT'S YOUR SUPERPOWER?

Data Art

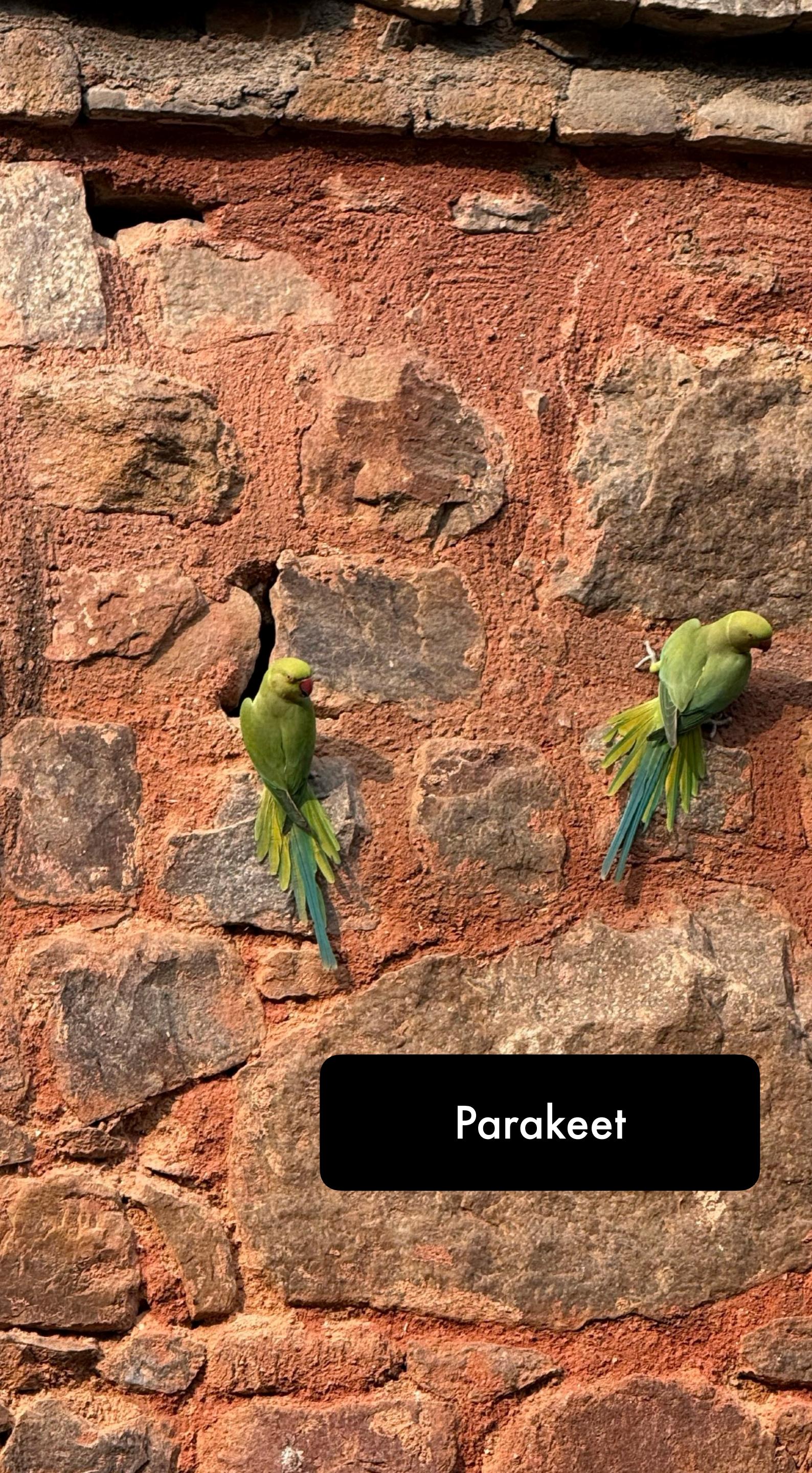


We're so busy being busy.

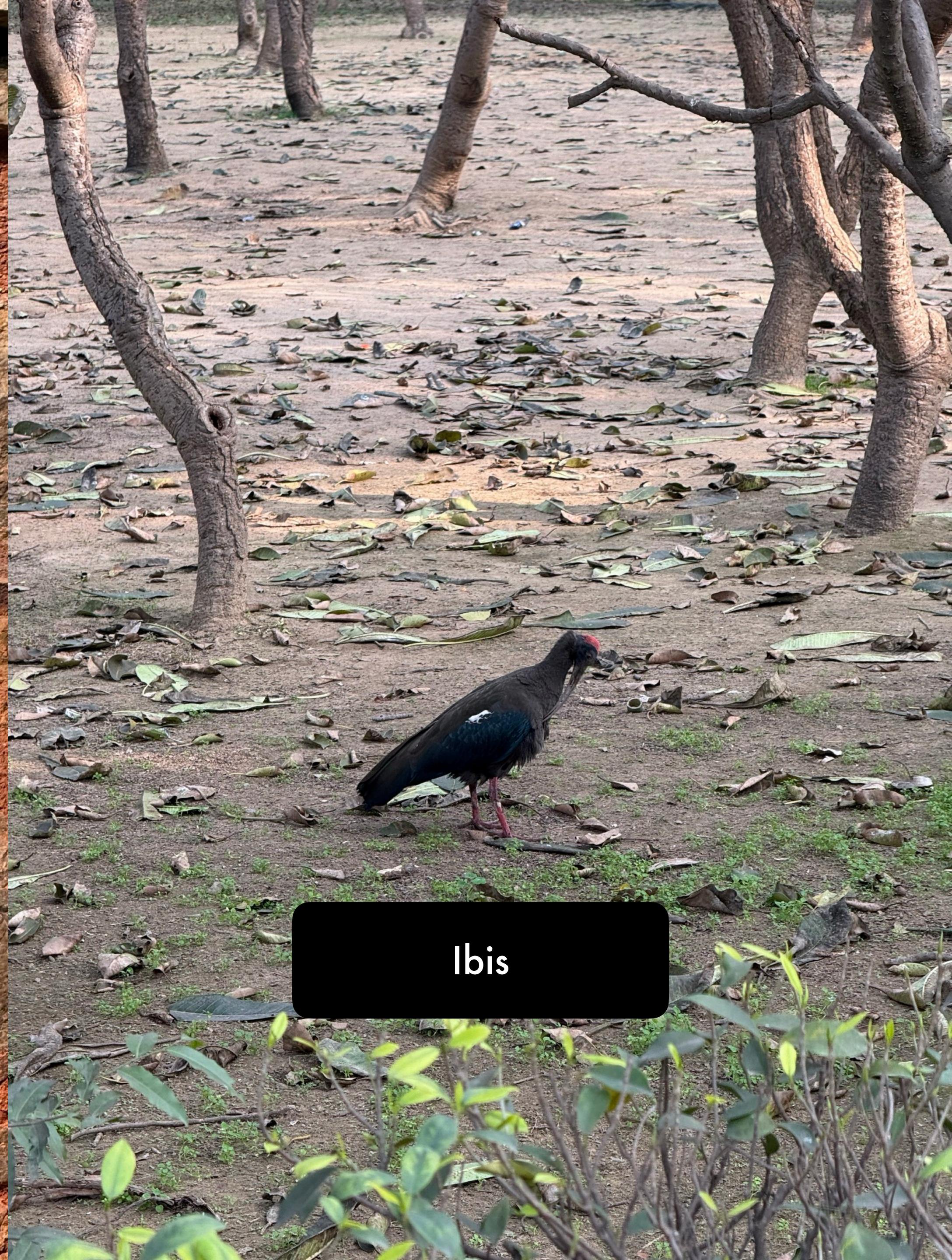
Wouldn't it be nice to just stop
and look around a little.



Babbler



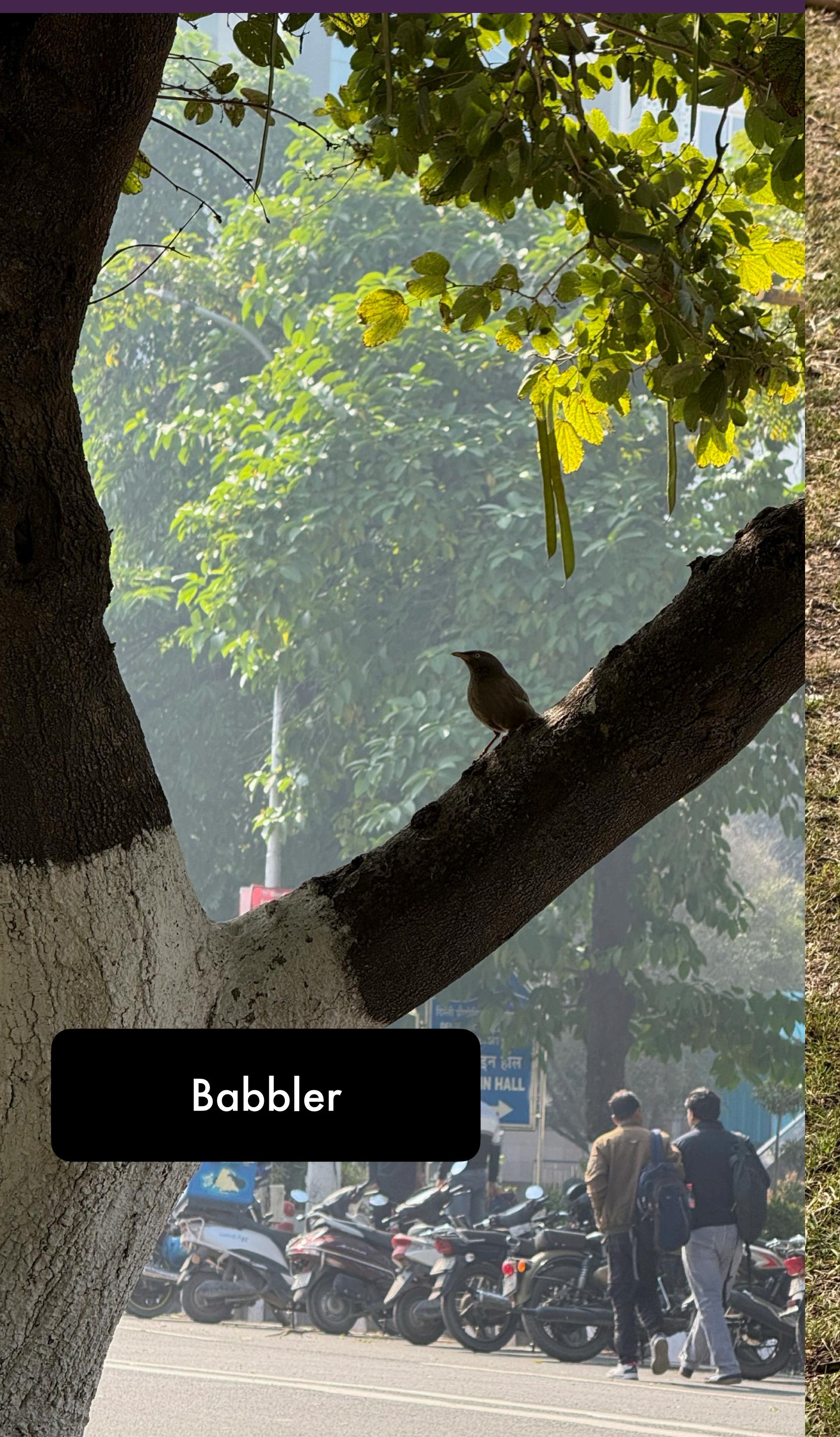
Parakeet



Ibis



Ducks



Babbler



Mynah



Anyone can be late for class

Recognise the Sound - Jang Lee



House Sparrow



Woodpigeon



Starling



Blue Tit



Feral Pigeon



Blackbird



Great Tit



Goldfinch



Magpie



Robin

Wouldn't it be nice to just stop
and look around a little.

FIELD TRIP!

The screenshot shows a dark-themed web browser window. At the top, there are standard navigation icons (back, forward, search, etc.) and the URL 'gyanl.com'. Below the header, the main content area has a title 'Data Visualization' and a large section heading 'Field Trip - Bird Noticing'. The text discusses bird noticing as an activity where one observes birds without actively searching for them. It also mentions a walk through the DTU campus to identify birds by their calls.

Data Visualization

Field Trip - Bird Noticing

There are a lot of birds around DTU. If you take a quiet walk through the campus, you'll be able to hear them in the trees. Have you ever wondered which birds these are?

Bird Noticing is an idea popularised by the artist Jenny Odell in her book "How to Do Nothing" where she argues that "bird-watching" could instead be called "bird-noticing" because it emphasizes the act of simply observing rather than actively searching for birds to identify.

After the class, we will take a walk through the DTU campus and listen to the birds and try and identify them by their bird calls. You can choose to visualise this data, or just learn something about which birds you can find around you.

FIELD TRIP!

3P TODAY

Optional, but might be fun.

If you come, you have to be
quiet so we can hear the birds.

FIELD TRIP!

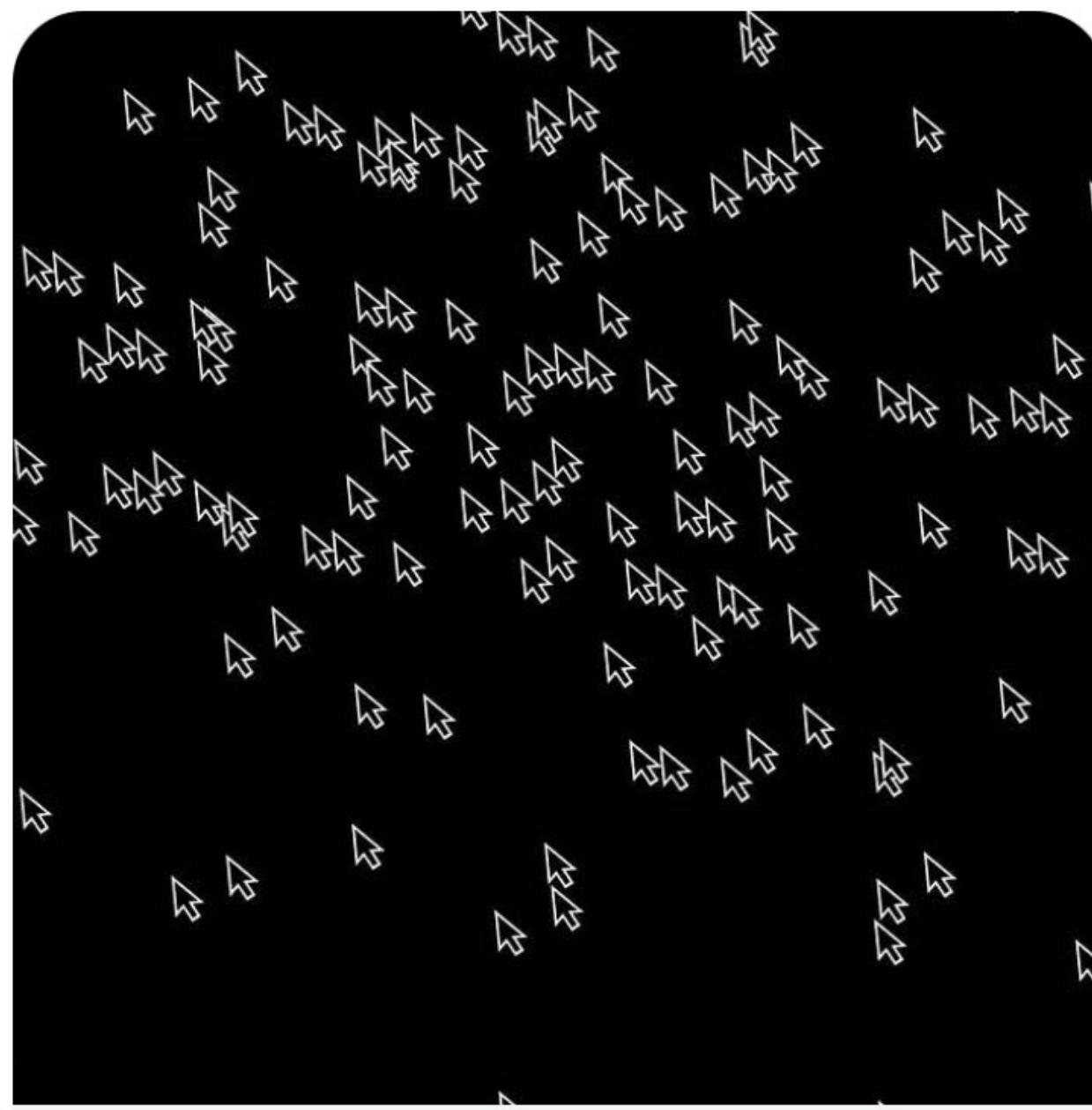
3P TODAY

Also ok to break apart into smaller groups.

Would be nice to meet back at 3:45
outside DoD and discuss what we heard
and saw.

Data is the shadow of things
happening around us.

26 JAN AT 6:50 PM



What if data visualized itself?

 towardsdatascience.com

Hey Gyan! Since you're teaching Data Viz now, you should read a blogpost I once wrote about Self-visualising systems



Vivek's blog post

towards
data science

The world's leading publication for data science, AI, and ML professionals.

LATEST EDITOR'S PICKS DEEP DIVES CONTRIBUTE | NEWSLETTER [in](#) [X](#) [Q](#)

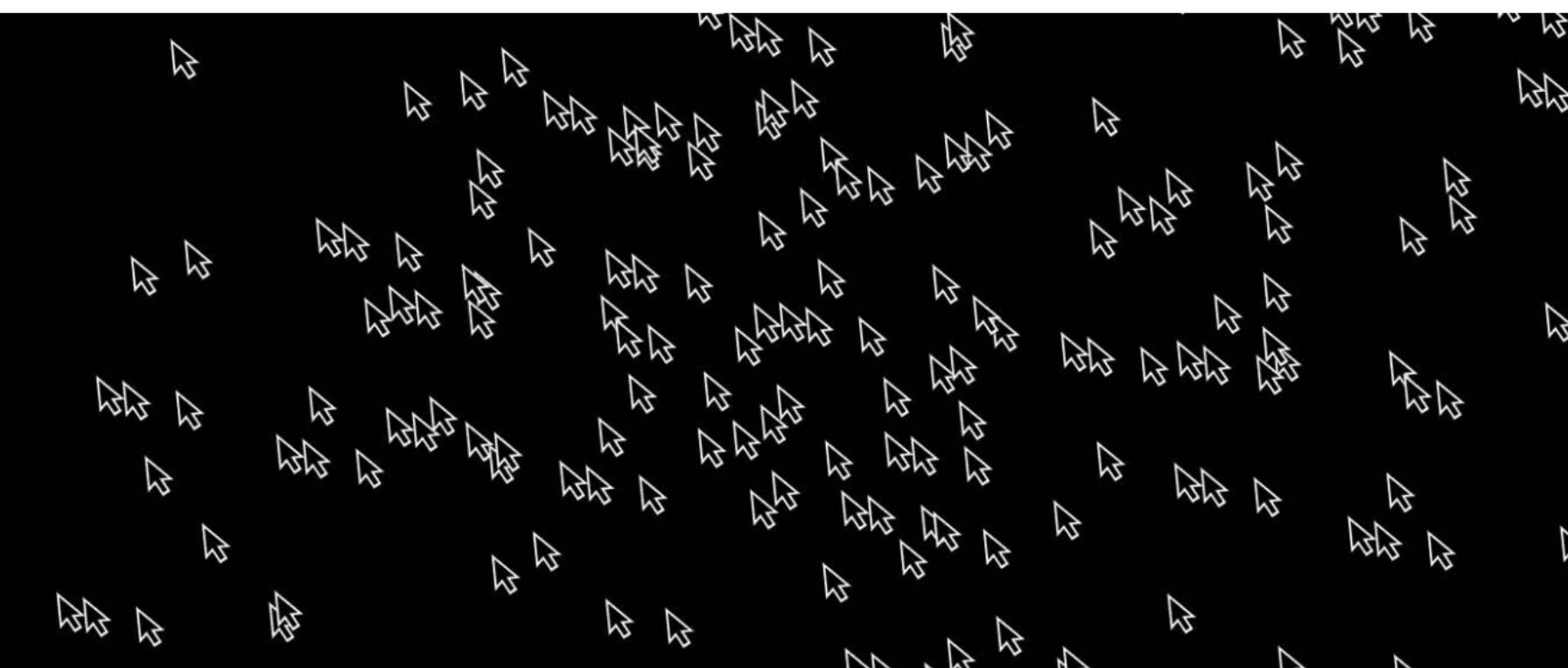
NATURE

What if data visualized itself?

How nature organizes hidden layers of information

Vivek Menon
Jul 28, 2020 • 9 min read

[Up](#)







A Desire Path





Rub belly for good luck



What if data visualized itself? - Towards Data Science



What if data visualized itself? - Towards Data Science



What if data visualized itself? - Towards Data Science

Self-visualising systems

Exercise - Self Visualising Information

Data Visualization



Exercise - Self Visualising System

Data doesn't always need to be collected and processed to be seen—it often visualises itself in the physical world. By observing our surroundings, we can uncover naturally occurring data visualisations that tell stories of use, behavior, and change over time.

Instructions

Find and photograph a *self-visualising system*—a physical phenomenon that reveals patterns of human activity, environmental forces, or time. Consider examples such as:

- The cross-section of a tree trunk, where rings indicate age and climate patterns.
- Worn-out paths in grass or dirt, showing the most frequently traveled routes.
- The smooth, shiny surfaces of frequently touched statues, door handles, or stair railings.
- Residue, rust, or discoloration on walls or floors where water consistently flows.

Think about how these patterns *naturally encode* information. What behaviors or forces led to these marks? What story does the visualization tell?

Submission format

Submit a Google Doc containing:

1. **At least one photo** (more if you find multiple examples) of a self-visualising system in your environment.
2. **A 250+ word reflection** answering the following questions:

Sometimes you can also bring
digital data out into the real world.

Screens of August - Tangible Data Visualisation

TANGIBLE DATA VISUALISATION

SCREENS OF AUGUST



**Screens
Of August**
2022

Midsem Project Pitch*

Data Visualization



Exercise - Midsem Project Pitch

A Week in Data

Track personal habits (sleep, screen time, food intake, mood) and use what you learnt about data visualisation to create a data story that represents your lifestyle. Try and track at least 2 things and see if you can find any interesting ways to link and visualise the information.

The output can be an infographic style poster, a blog post, a video, or something else.

References

- [Quantified Self](#)
- [Dear Data](#)

Submission format

A 3 minute class presentation on 11 Feb (Tuesday)

OR

An email to gyanlakhwani@gmail.com by 14 Feb (Friday)

- You team of 1-3 people
- What do you want to visualise?
- Why do you want to visualise it?
- What would be the title for your project?
- Where will you find the data? Will you capture it yourself, or is it available somewhere?
- Is it an exploratory or explanatory visualisation?

Midsem Project Pitch*

Data Visualization

≡

Exercise - Midsem Project Pitch

A Week in Data

Track personal habits (sleep, screen time, food intake, mood) and use what you learnt about data visualisation to create a data story that represents your lifestyle. Try and track at least 2 things and see if you can find any interesting ways to link and visualise the information.

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I got some feedback about these project ideas being a bit vague and possibly too ambitious for midsems.

I am now recommending that you do this project instead, but if you have already decided on something else, go ahead!

I would like you to try something that is exciting for you but I also want them to be doable.

I will share a grading scheme soon.

You can use
visualisations to
convince.

Lying with Data

At what point does persuasion become lying?

In case you missed these details in our shareholders' letter –

In 2024 alone, over 15 lakh partners chose to work with Zomato, unlocking new opportunities for themselves and their families.

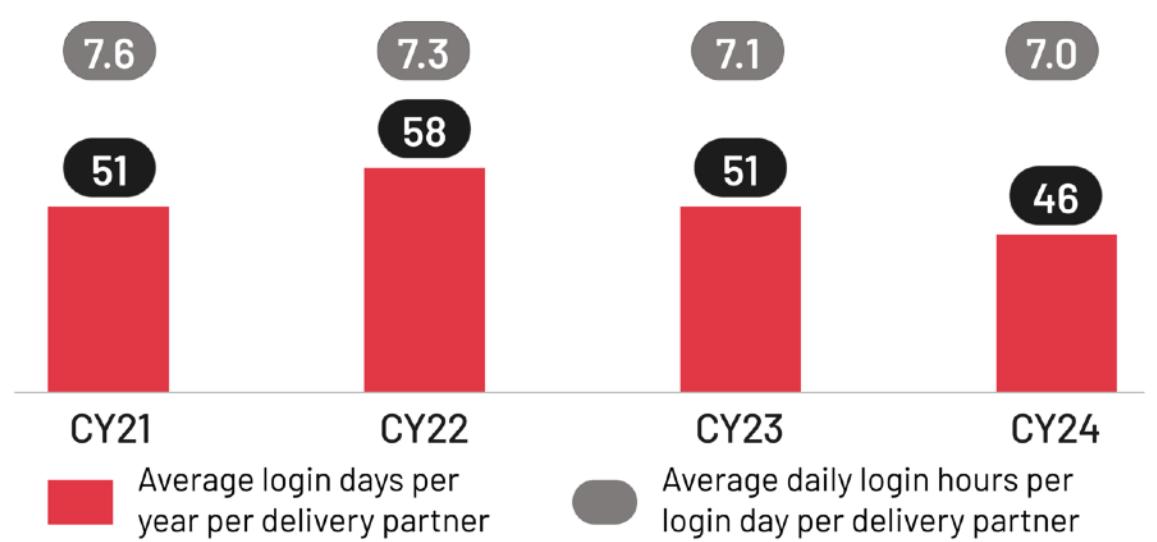
For those working for at least 8 hours per day, average monthly earnings reached approximately INR 28,000. Even when factoring in estimated fuel costs (~INR 5,000 per month), this income remains highly competitive compared to other available options to them.

All delivery partners onboarded with us are by default covered under our delivery partner insurance policy which includes accident, death and health coverage, amongst other benefits. In fact, claims paid to partners have exceeded INR 53 crore annually, with 55% of 2024 claims covering non-accident medical expenses.

Our partners have the flexibility to earn year-round, logging in at any time. While many choose to partner with us part-time for supplemental income, others work seasonally or during specific times of the day, tailoring their schedules to fit their lives.

Average login days per year by delivery partners onboarded on Zomato (#)

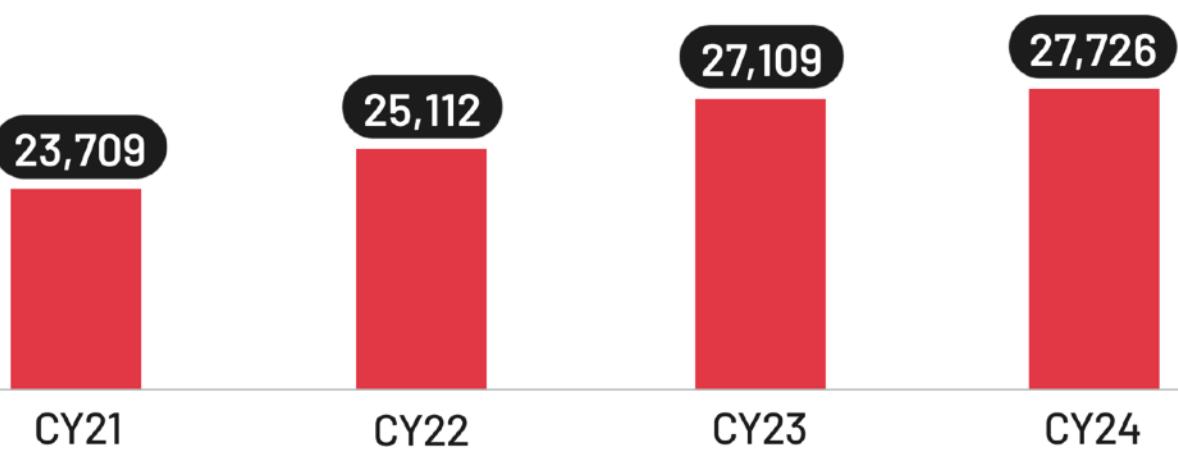
Chart highlighting the consistent decrease in average days logged-in per year and average hours logged-in per day over the years as most of the delivery partners prefer to work with us part-time at the time of their convenience to generate a secondary source of income for themselves.



zomato

Average monthly earnings of delivery partners onboarded on Zomato (INR)

Chart showing a consistent increase in average monthly earnings of delivery partners who logged-in for at least eight hours per day and 26 days per month.

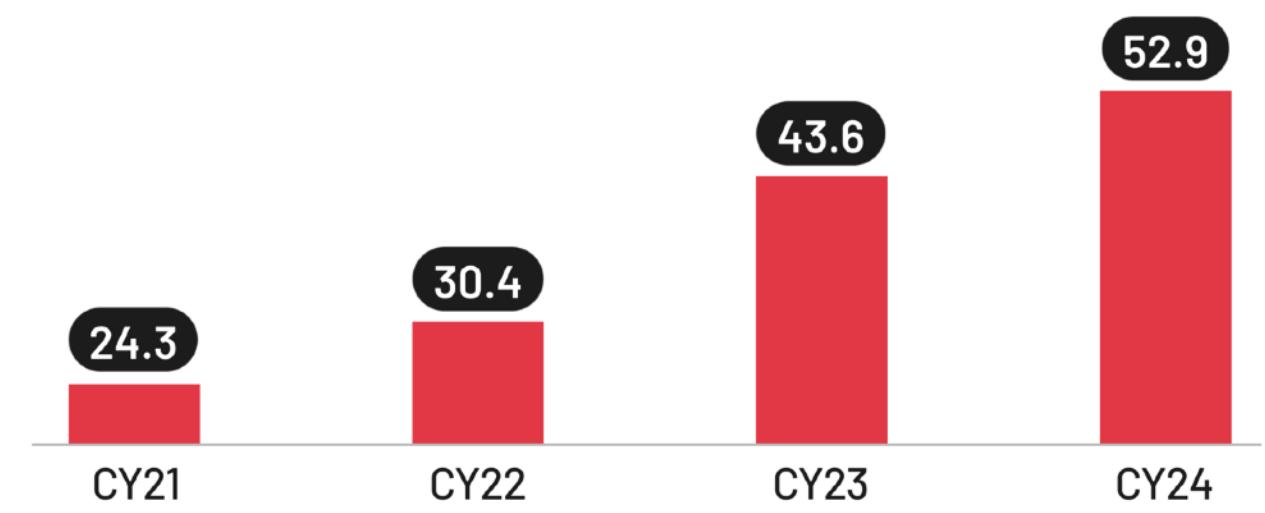


Note: Above data represents the average monthly earnings for delivery partners logging in for at least 8 hours per day and at least 26 days per month.

zomato

Total insurance claim payout for delivery partners onboarded on Zomato (INR crore)

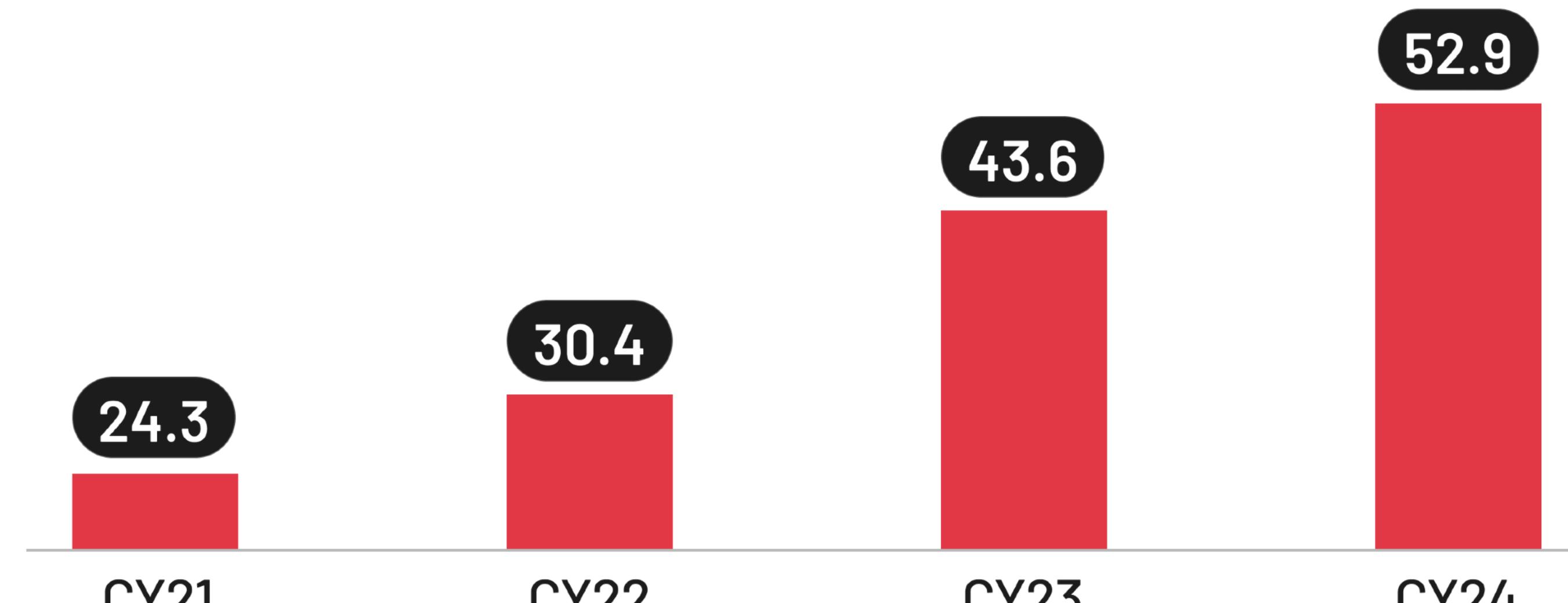
Chart highlighting that the value of insurance claims processed for delivery partners has more than doubled over the last four years to INR 53 crore per annum in CY24.



zomato

Total insurance claim payout for delivery partners onboarded on Zomato (INR crore)

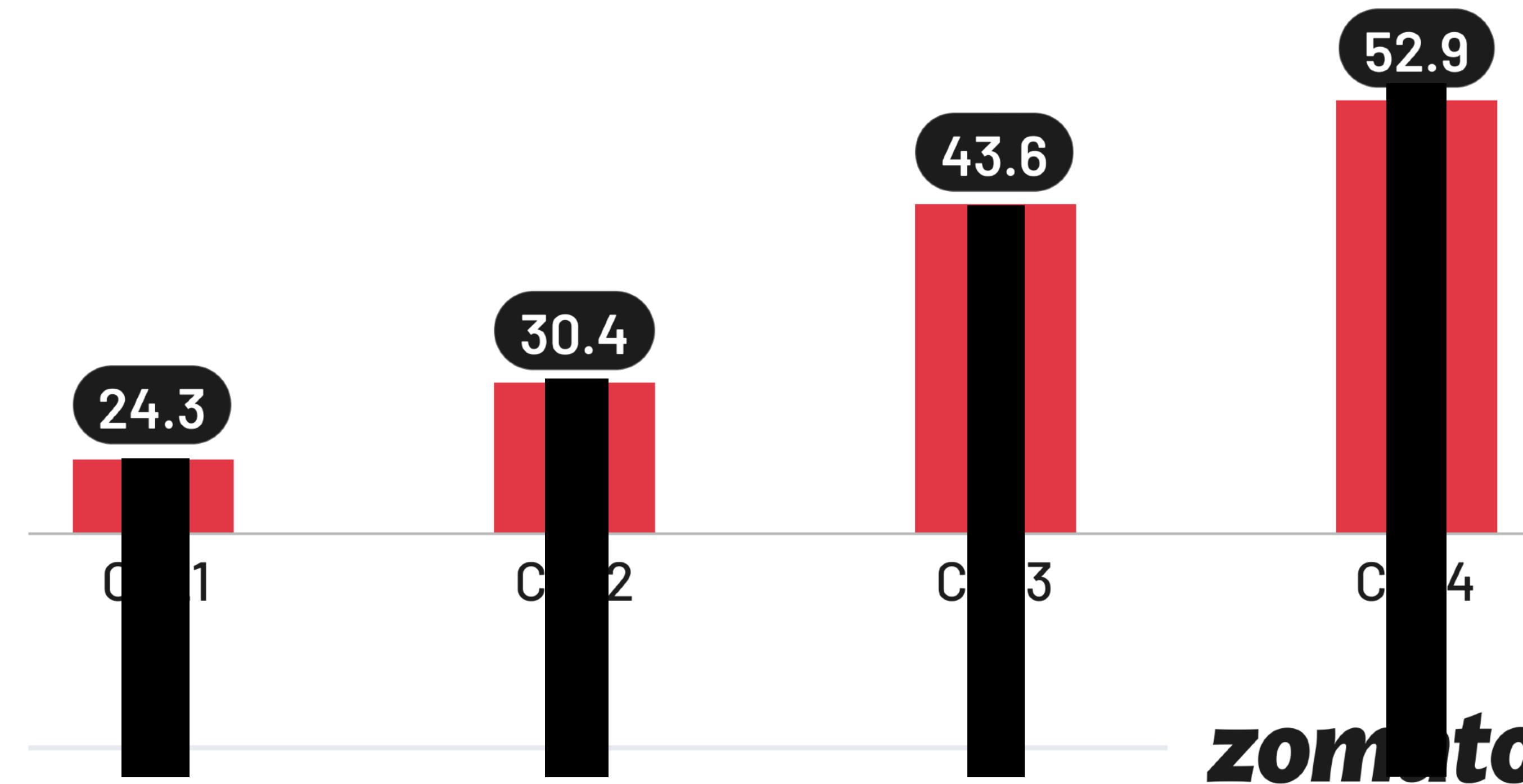
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zomato

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Chart highlighting that the value of insurance claims processed for delivery partners has more than doubled over the last four years to INR 53 crore per annum in CY24.



Techfest/Engifest

**No lecture on 11 18
February 2025!**

Have a great fest week!