

Worksheet for Explanatory Data-Driven Storytelling

Title of the Story:

Main Message of the Story:

Identify the type of storytelling technique used:

<input type="checkbox"/> Scrollytelling	<input type="checkbox"/> Stepper	<input type="checkbox"/> Data Videos	<input type="checkbox"/> Interactive Maps
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Data:

What kind of data was used? List some of the data characteristics.

What data is being shown and what data is not being shown?

What are the additional data you wish the author had included (if any)? **Emotional**

Response elicited from the story:

<input type="checkbox"/>	Sympathy / Empathy
<input type="checkbox"/>	Distaste / Frustration about the topic
<input type="checkbox"/>	Call to Action
<input type="checkbox"/>	Information / Enlightening the audience
<input type="checkbox"/>	Questioning beliefs and behavior
<input type="checkbox"/>	Users find themselves in the data (increased engagement) Other:
<input type="checkbox"/>	_____

Color:

<input type="checkbox"/>	Is the color legend visible and legible?
<input type="checkbox"/>	Do they use appropriate color scales (Colorbrewer , Colorgical , etc.)?
<input type="checkbox"/>	Are the colors used <u>semantically resonant</u> ?
<input type="checkbox"/>	Is the appropriate color scale being used for the data being represented? If not, comment on what color scale would be appropriate.

Identify all the different types of interaction elements used:

<input type="checkbox"/> Hover	<input type="checkbox"/> Select (Button/Tap)	<input type="checkbox"/> Scroll
<input type="checkbox"/> Pinch and Zoom	<input type="checkbox"/> Timeline slider	<input type="checkbox"/> Brush
<input type="checkbox"/> Filter	<input type="checkbox"/> Sort (ascending/descending)	<input type="checkbox"/> Drag and Drop
<input type="checkbox"/> Details-on-demand	<input type="checkbox"/> Coordinated / Linked views	<input type="checkbox"/> Other: _____

For each visualization used in the story, write the category of visualizations and the technique used to represent the data (Refer to the Financial Times Visual Vocabulary).

Vis 1 - Category: _____ Visualization Technique: _____
Vis 2 - Category: _____ Visualization Technique: _____ Vis
3 - Category: _____ Visualization Technique: _____ Other
details to observe:

<input type="checkbox"/> Annotations	<input type="checkbox"/> Use of informative Audio/Video
<input type="checkbox"/> Animated transitions	<input type="checkbox"/> Sonification
<input type="checkbox"/> Highlighting	<input type="checkbox"/> Introduction, Methodology, Summary

Critique:

- I. Keeping in mind the challenges associated with creating a story, identify some of the limitations/constraints that may have existed during the creation of the story.
- II. How could this story be improved? What in the story may be misleading? If you have any questions that are unanswered at the end, what are they? Comment on the pacing and the continuity of the narrative.
- III. Do the authors use the visualization techniques correctly? Do they violate any known visualization best practices? If the design decisions made in the story seem wrong, how would you do it differently?
- IV. What other interaction techniques could be used to improve the user experience?
- V. (*If there is a mobile version*) What are the differences between the mobile and the desktop version of the story?
- VI. What questions do you have for the creator of the story?