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# Story Boarding for Data Visualization

Session 3

**“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”**

– Abraham Lincoln

# Data Storyboarding Process

Starting with a brief introduction to the three W's.  
Throughout the storyboarding process, don't forget to ask yourself:

1. What am I measuring?
2. Who is it for?
3. When and how are we looking at it?



# What am I measuring with my Dashboard?

To get started, consider:

- **Making a list of ideas:** This is the most important thing – you can't figure out the right data to visualize until you have a story.
- **Looking for themes:** Are there any interesting relationships with your data that you want to keep an eye on?
- **Starting with the reports you have:** What would that report you run every day, week, or month look like in a dashboard? This is a great place to start, and it will be easy to see the immediate payoff of dashboards when you realize how much time you are saving. A dashboard should not take 10 minutes to look at. You should be able to see at a glance what is important and see the numbers change in real time if you are using live data.





# Who is this Dashboard for ?



# When & How Are We Looking at It?





# Story Boarding

- Visual Arguments
- User Experience

## Parameters

- Visual & Statistical Dimension
- User Interaction
- To Do List
- Sense of Direction in Story



## Parameters

- Visual & Statistical Dimension ●
  - User Interaction
  - To Do List
  - Sense of Direction in Story
- Layout & Data Available





## Parameters

- Visual & Statistical Dimension
- User Interaction ●
- To Do List
- Sense of Direction in Story

• Functionalities, Utility



## Parameters

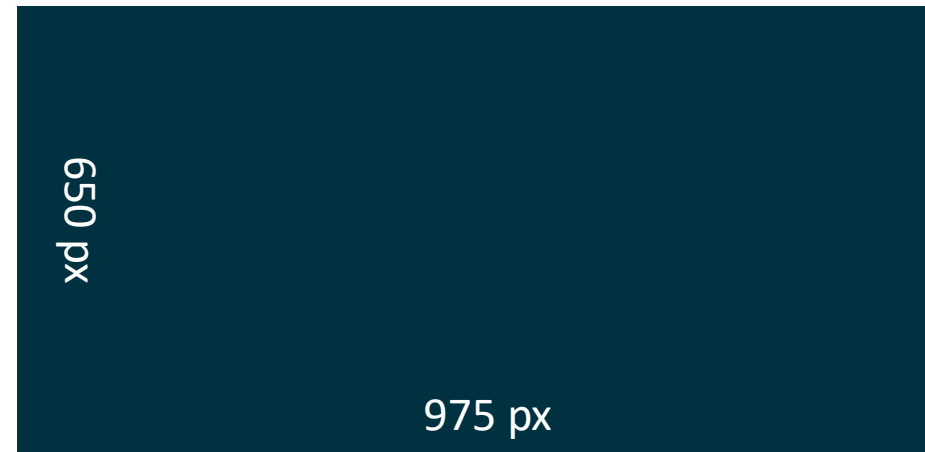
- Visual & Statistical Dimension
- User Interaction
- To Do List ●
- Sense of Direction in Story

- Data Source, Insights & Key Dimensions



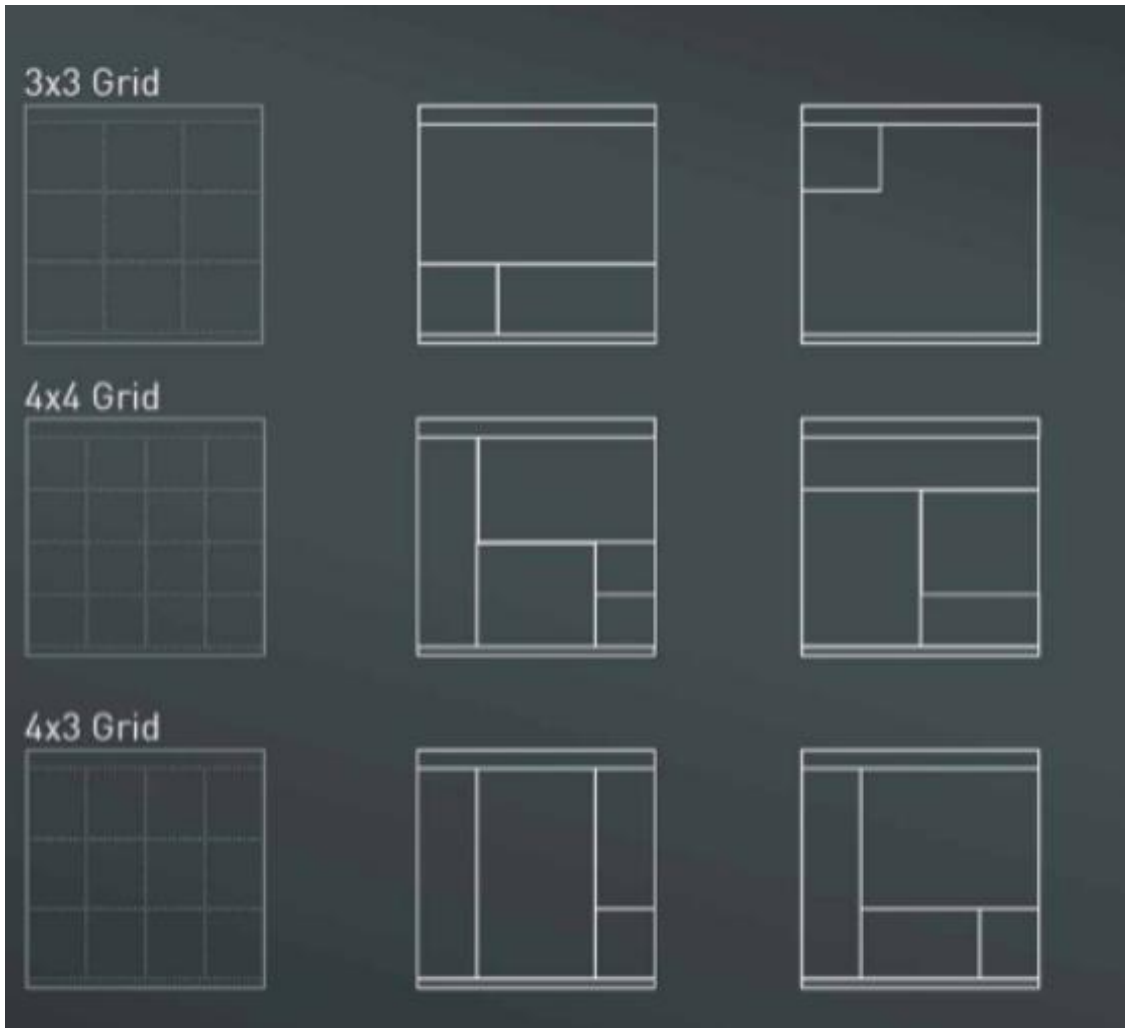
# Layout

**650 px \* 650 px**  
Maximum size  
to embed into  
online  
Publication  
Pages



**650 px \* 975 px**  
Expanded size  
for popups that  
need more  
space

# Layout



# Visual Elements

Title  
Map  
Charts  
Diagrams  
Images  
Infographics



Final  
Steps

Access Usability  
Reorder & Repeat  
Development & Design



**Questions??**