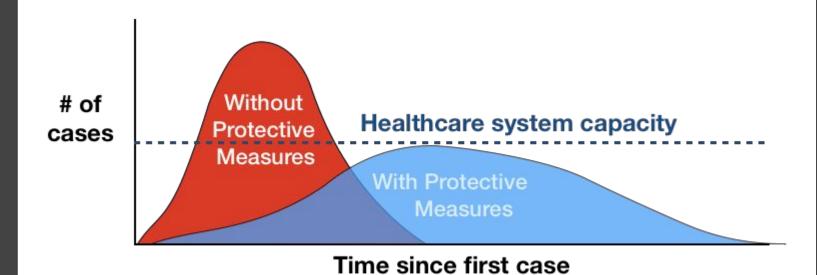
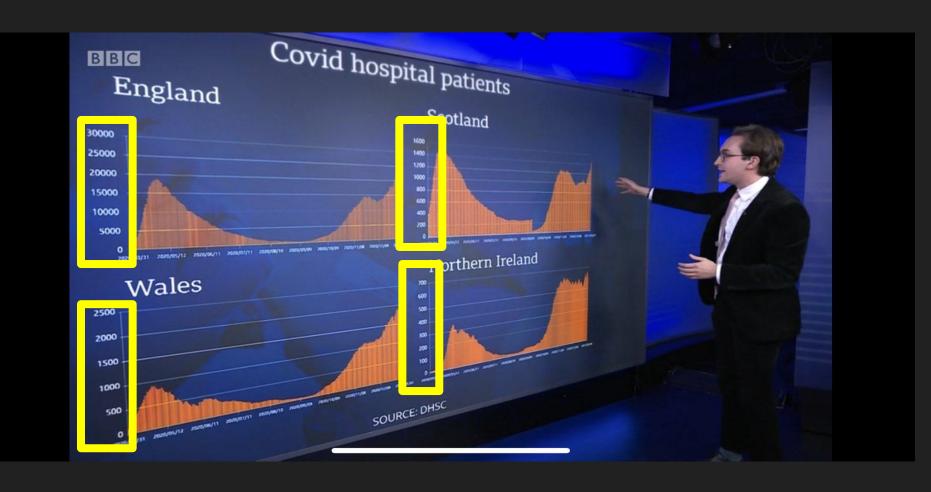


# Information Design for Public Sector

Importance of Information Design in public sector What can we achieve through information design? Guiding Principles of Information design and tools Case Discussions Q & A



Adapted from CDC / The Economist



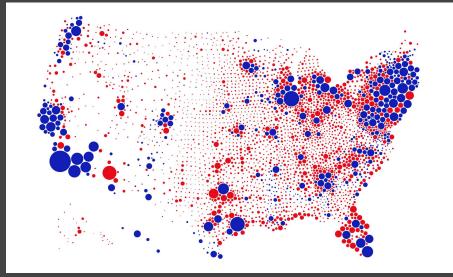




12:05 PM · Oct 1, 2019 · Twitter for iPhone

62.2K Retweets 235.6K Likes

## Try to impeach this Challenge-accepted by Observable



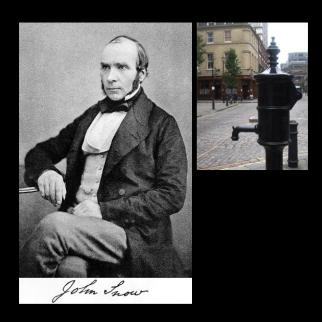
https://observablehq.com/@karimdouieb/try-to-impeach-this-challenge-accepted

How Charts Lie: Getting Smarter about Visual Information by Alberto Cairo \* References on Miro Board

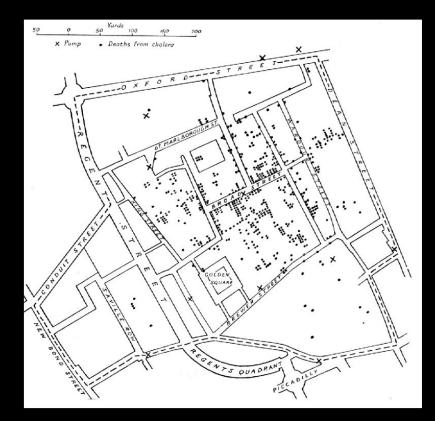
## Why Information Design?

- -Augment understanding
- -Find patterns
- -Answer questions
- -Discover hidden story
- -Expand memory
- -Make decisions
- -Inspire action

How do we achieve good information design?



Dr. John Snow British physician. Locating source of a <u>cholera</u> outbreak (establishing the disease as water-borne)



# Information Design augments perception

Role of information designer becomes crucial as **creator**, **curator** and **disseminator**.

# Information design Challenges

- -Misleading information graphics
- -Data Equity/Bias
- -Misuse of personal data for growth hacking

## Information Design Approach

addressing present and future societal issues.

- Problem solving and Critical Thinking
- Exploratory and Interactive
- Multisensorial and Experiential

## Problem solving approach:

HSL, Improving Passenger Information 2016-2017

VCD Student Designers: Mikko Airikka

Dinh Ngo

Design Workshop: New Media Students

**Producer**Minna Ainoa
Maria Leinvuo

Project Lead/Supervisor Rupesh Vyas Challenge:

-Seamless information for bus passengers without using mobile phones\*.

- Navigation information for Terminals/Hubs

- In-bus information Dissemination

#### **HSL Passenger Information: Overall Design Process**

Learn/Observe

Contextual Study

Build Insight/ Quick Prototyping

Design and Workshop

**Implement** 

Passenger journey mapping and identifying breakpoints in information expectations

Technology constraints

Case studies Literature review

Existing material

Contextual study with producers and distributors of passenger information

Study of constraints of passenger communication system

Insights
Features
Navigation
Information
structure
Interface
Interaction flows

Sketching iterative design ideas of information touchpoints

Co-design workshop with stakeholders

Building prototypes

Design/Print

Implementation of design considering practical aspects Iplement test in real context

Reflect

Document

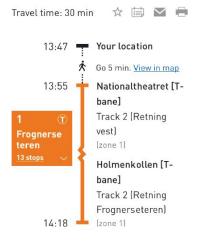
Future possibilities

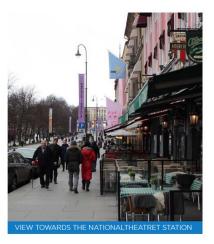
#### Learn/Observe

Passenger journey mapping and identifying breakpoints in information expectations

#### 4 // Arrival in Holmenkollen Ski Center at 14.30 for an interview

Johan checks the subway schedule from Ruter.com in his hotel room at 13.15. He leaves the hotel at 13.40 to catch the subway that leaves at 13.55 from the closest subway station (National theater) towards Holmenkollen. After not visiting Oslo for a while, Johan first enters the subway station from the wrong entrance where the trains go towards west. Johan checks the subway to make sure he is going in the right direction and then exits the subway stations and enters it from another entrance. Johan finds his way to the platform where the train 1 to Holmenkollen (towards Frognerseteren) goes from. Eventually, Johan arrives in Holmenkollen at 14.20 and walks to the Ski Center to do the first interview.









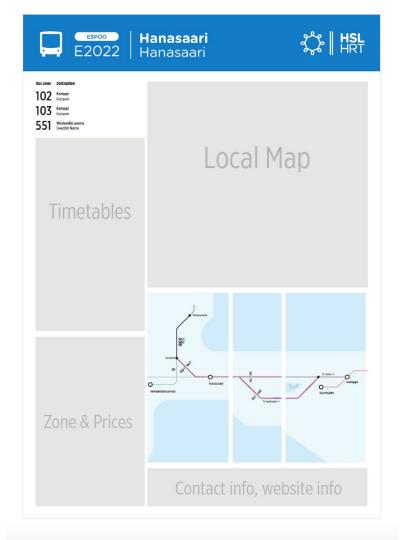
Design and Workshop

Co-design workshop with HSL's implementation teams and Students from Aalto.



Organise information using **L.A.T.C.H** principle by Richard Saul Wurman

Location
Alphabet
Time
Category
Hierarchy

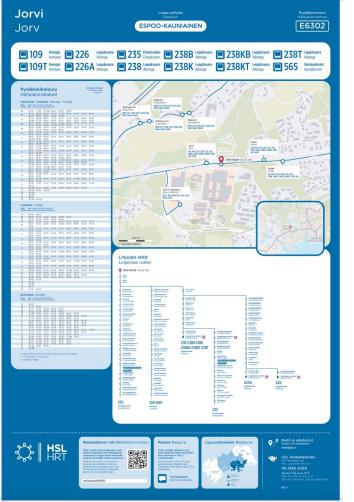


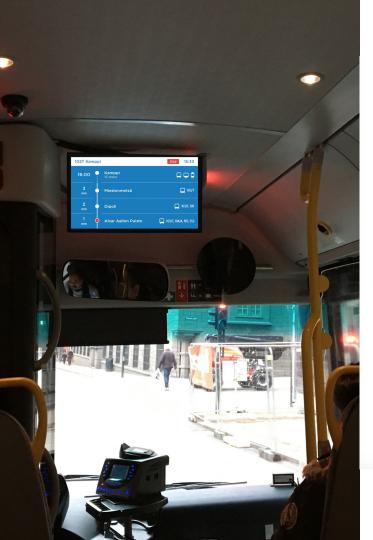
and number

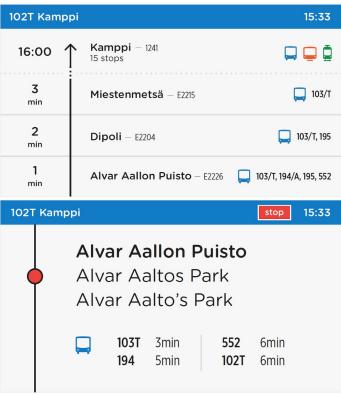


Design of HSL 'Bus Information Poster' was implemented during June-July 2017 across Helsinki Region on each bus stop.









Bus route
Information
inside bus
Display Design
suggestions are
being processed
for
implementation
by HSL.

# **Haapaniemi** Aspnäs

65 · 66 · 67/V 68 · 69





#### Maanantai - perjantai Måndag - fredag

05	15	45	0	6	06	20	34	48		07	06	20	34	48		08	06
20	34	48	58	0	9	06	20	34	48	58	10	0	6 2	0 3	34	48	11
10	20	34	48	58		12	06	20	34		13	06	20	34		14	06
20	34	48	58	1	5	06	20	34	48		16	06	20	34		17	06
10	20	34	48	58		18	06	20	34	40	48	56		18	06	20	34
10	20	34	1	9	06	20	34	48		20	06	20	34	48		21	06
10	20	34	2	2	06	20	34	48		23	06	20	34	48		00	06
26	46	(	01	26	46		02	06	36								

#### Lauantai Lördag

05	15	45	06	06	20	34	07	06	20	34	08	06	20	34
09	06	20	34	10	06	20	34	11	06	20	34	12	06	20
34	13	06	20	34	14	06	20	34	15	06	20	34	16	06
20	44	17	06	20	34	18	06	20	34	19	06	20	34	20
06	20	34	21	06	20	34	22	06	20	34	23	06	20	40

#### Sunnuntai Söndag

 06
 15
 45
 07
 06
 20
 08
 06
 20
 09
 06
 20
 10
 06

 15
 11
 06
 20
 12
 06
 20
 13
 06
 20
 13
 06
 20
 15
 06
 20
 16
 06
 20
 17
 06
 20

 18
 15
 45
 19
 06
 20
 20
 06
 20
 21
 06
 20
 22
 26

### Rautatieasema Järnvägsstation

2·3·6/T 7A·9

## Olympiaterminaali Olympiaterminalen



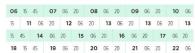
#### Maanantai - perjantai Måndag - fredag

05	15	45	C	6	06	20	34	48		07	06	20	34	48		08	06
20	34	48	58	0	9	06	20	34	48	58	10	0	6 2	0 3	4	48	11
10	20	34	48	58		12	06	20	34		13	06	20	34		14	06
20	34	48	58	1	5	06	20	34	48		16	06	20	34		17	06
10	20	34	48	58		18	06	20	34	40	48	56		18	06	20	34
10	20	34	ì	9	06	20	34	48		20	06	20	34	48		21	06
10	20	34	2	22	06	20	34	48		23	06	20	34	48		00	06
26	46		01	26	46		02	06	36								

#### Lauantai Lördag

05	15	45	06	06	20	34	07	06	20	34	08	06	20	34
09	06	20	34	10	06	20	34	11	06	20	34	12	0	5 20
34	1:	3 06	20	34	14	06	20	34	1:	06	20	34	16	06
20	44	17	06	20	34	18	06	20	34	19	06	20	34	20
06	20	34	21	06	20	34	22	06	20	34	23	06	20	40

#### Sunnuntai Söndag





## TRAM STOPS **BUS STOPS** B1 Tuusulantien suunta Riktning Tusbyvägen Stop identification sign (color & letter indicating transportation type) Line number Puktrenäkt Tapantla Bocksbacka Mosebeck (color indicating transportation type) 2401 66N 0251 700

## Learnings:

Learning from passengers, Producers of information and distributors of information can bring interesting insight for clear implementable design ideas.

Visual Principles and in-depth User research can generate meaningful design.

# **Exploratory Visualisation FINNGEN Visualisation**

Data Analyses by FIMM, UH

Design Team: Nicola Cerioli Darius Pacauskas

Design research project Lead: Rupesh Vyas



Interactive Visual analysis of FINNGEN Data

Explorative, interactive visualization for scientific community as well as general people of the society.

Visualisation for Scientific Discoveries of Genetic correlation with Disease



Information Design and Visual Analyses: **Collaborative Project with** FiMM, Helsinki University



RESEARCH PROJECT

CITIZENS

**PROFESSIONALS** 

MEDIA

NEWS

EN | FI | SV

Q

# FINNGEN BRINGS TOGETHER THE NATION-WIDE NETWORK OF FINNISH BIOBANKS.

Every Finn can be a part of the FinnGen study by giving a biobank consent.

**CURRENT DATA FREEZE** 

224 580

combined genotype and health registry data

SAMPLES AVAILABLE

385 000

Samples needed by 2023: 500 000









## Information Seeking Principles

by Shneiderman (1996)

## **Progressive disclosure**

Overview First
Zoom and Filter
Details on Demand

### **Design Process for Interactive Information Visualization:**

#### Finnish Genetic Structure Data

Learn/Observe

Discovering Data Patterns

Quick Prototyping

Design and Workshop

**Implement** 

Journey mapping of scientist and researchers in their research

Identifying breakpoints in information expectations

Case studies
Literature review
Analysis of
existing
visualisations

Sketching with Data

Discovering patterns in the data

Interactive
Visualisation
Looking at
macro to micro
interactions
with Data

Building Interactive Visualisation application prototypes Co-design workshop with Scientists and researchers

Validating prototypes

Implementation of design considering practical aspects

Test in real context

Reflect

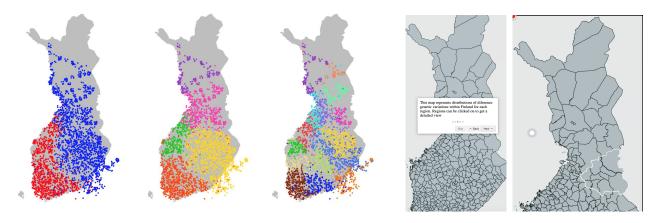
Publish and Document

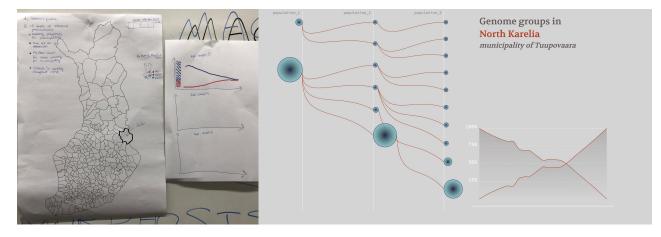
Future Possibilities

# **Collaborative Workshop**

-Defining common discovery expectations

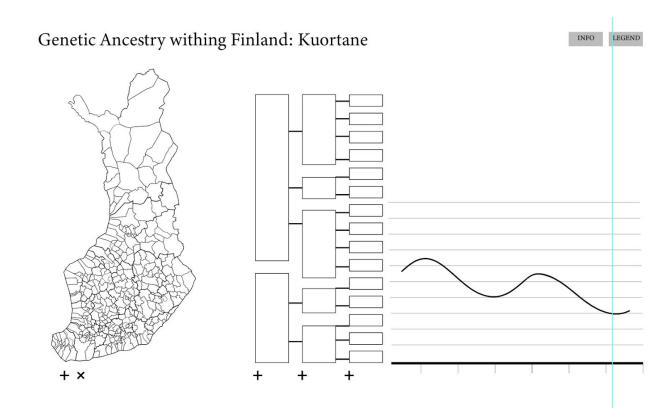
-interactive data sketches





## Design Factors: Data Visualisation

Overview first:
Macro Visualisation
Zoom + Filter
Micro Information
Interaction
Details on Demand
Population Grouping
and change over time.



## Genetic Ancestry within Finland

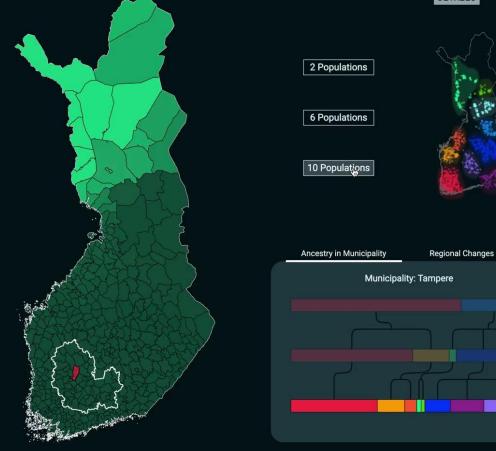
region municipality

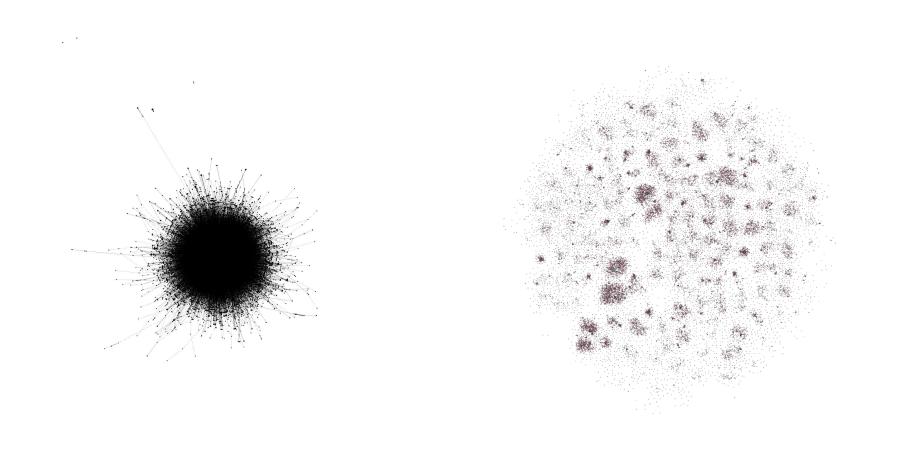
Tavastia Tampere

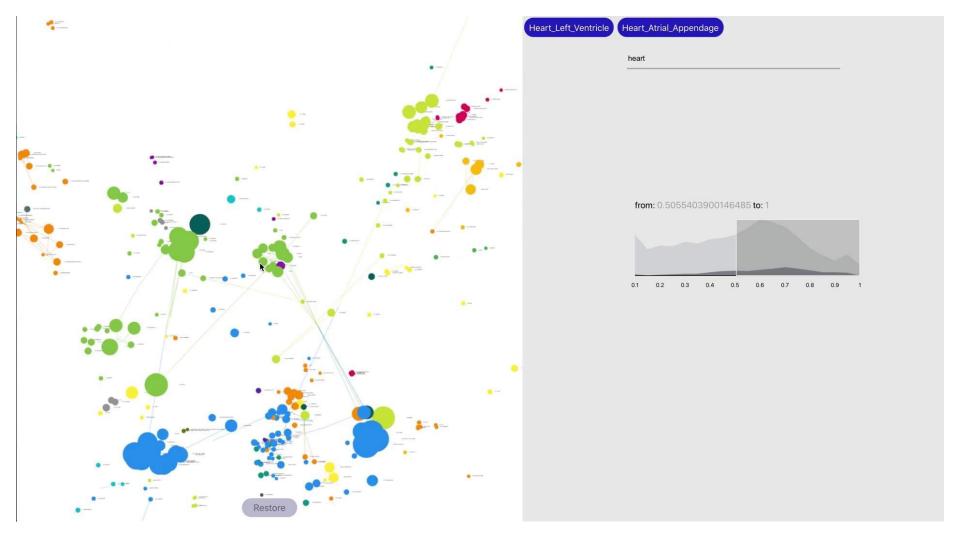
Click the large map on left to select a municipality and a region. The chosen municipality is highlighted and the chosen region is outlined in white. If a reference group is selected from the small map on top right, the large map shows the proportion of ancestry from that reference group across

The small map shows the location of the reference groups. By clicking a reference group, you can see the proportions of ancestry from that reference group across Finland on the large map. You can change the number of reference groups between 2, 6 and 10

The Ancestry in Municipality tab shows the average genetic ancestry of the selected municipality with respect to the selected level of the reference groups (2, 6 or 10). The three-level tree structure shows the relationships between the three levels of the reference groups. Hover mouse over the bars to see the percentages.







## **Experiential Approach:**

## **Pulse of Tripla**

Project with City of Helsinki (Megasense)

Design Team

Oilli Ketonen Kalle Järvenpää Nicola Cerioli

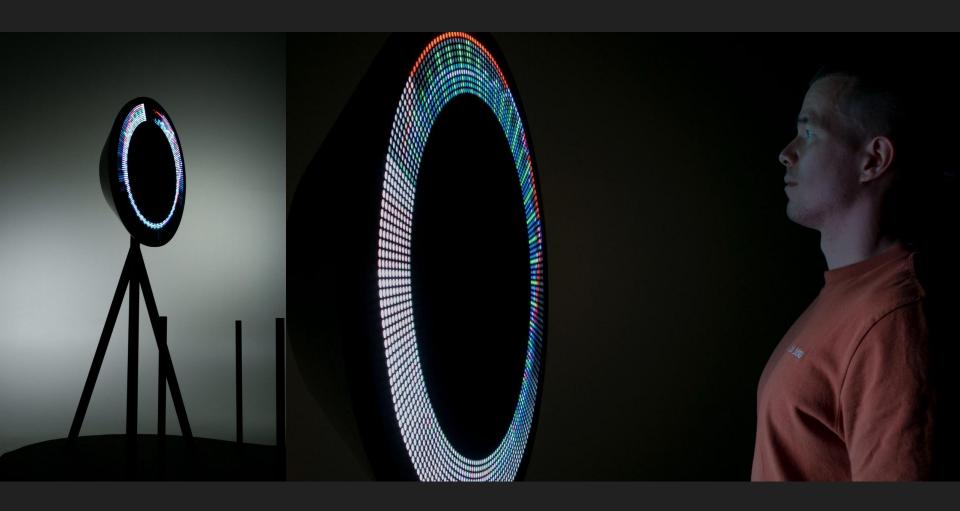
Koray Tahiroglu Rupesh Vyas

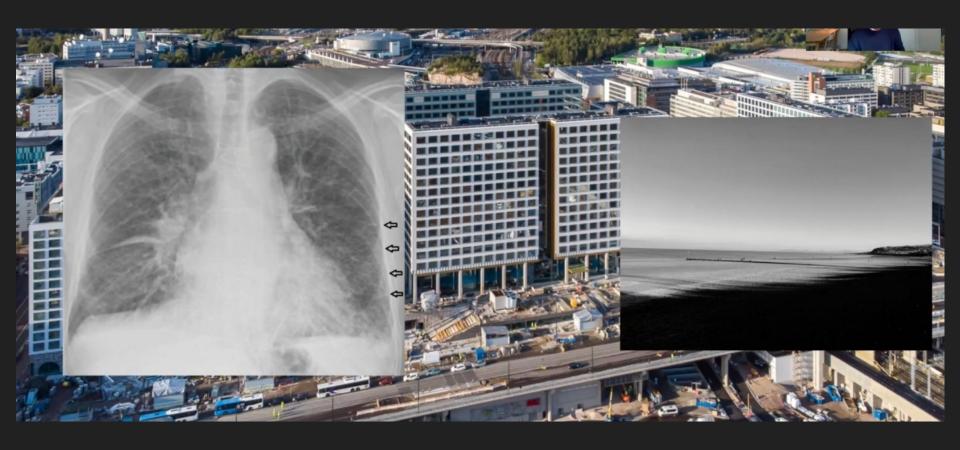
### **Challenge:**

Turning Air quality Data into Multi-sensory Data Art/Visualisation Sculpture to augment perception

#### **Datasets:**

Volatile organic compounds (VOC)
Airborne particulate matter (PM2.5 & PM10)
Carbon dioxide (CO2)
Sound pressure









**MEGASENSE** 

Home

Write API

Read API

**Datasets** 

#### **Available Datasets**

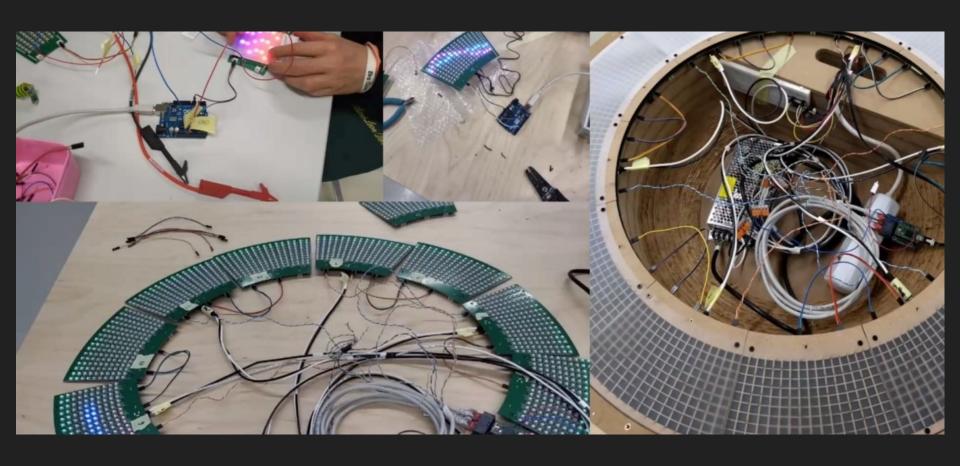
The available datasets are described here.

#### **UrbanSense Air Quality Dataset**

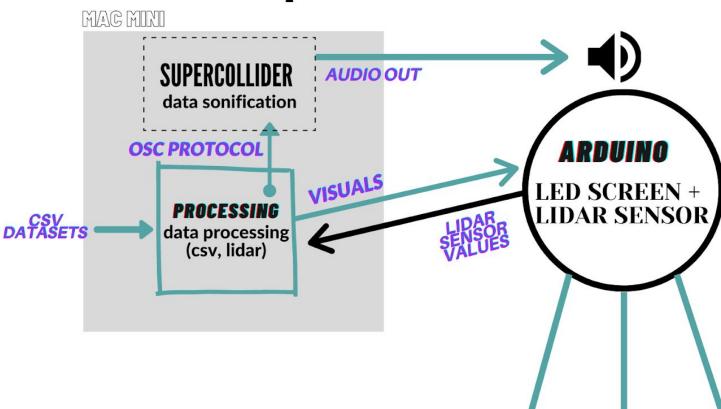
The Urbansense Air Quality dataset consists of air pollution sensing data reported by low cost sensor devices designed by the University of Helsinki. The devices are stationary and located in and around the Kumpula campus area. The map below shows the locations of currently deployed sensors. All the devices are measuring outdoor air.

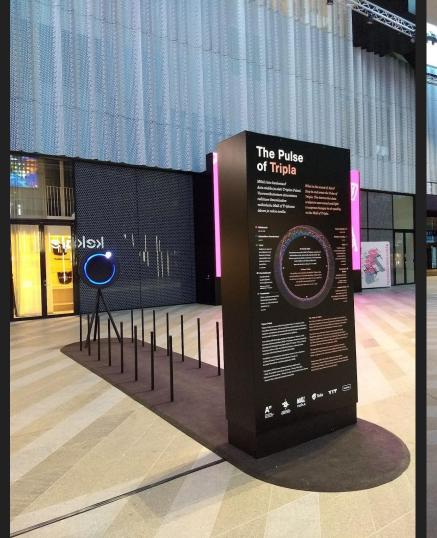
			Utilized Audio	Synthesis
Data dimension	Style	Instrument/Sound	Dimensions	technique
co2	musical	cello	pitch, timbre, rhythm	multi-layer sampling
pm2	musical	piano	pitch, timbre, rhythm	multi-layer sampling
				sample-based granular
TVOC	musical	cello (low)	timbre, amplitude	synthesis
				sample-based granular
Noise (dB)	abstract	radio static	grain density, granural index	synthesis
			amplitude, size of water	
Humidity	abstract	water	source	multi-layer sampling

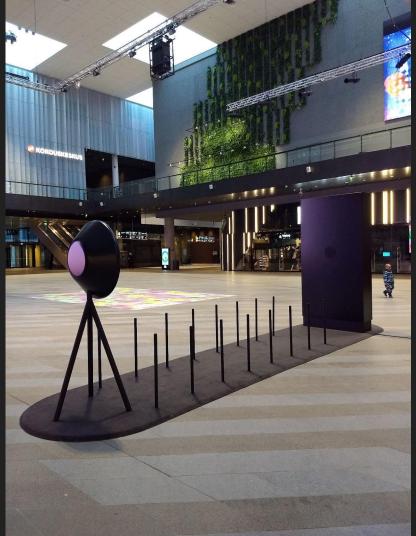
THE R. LEWIS CO., LANSING, MICH.

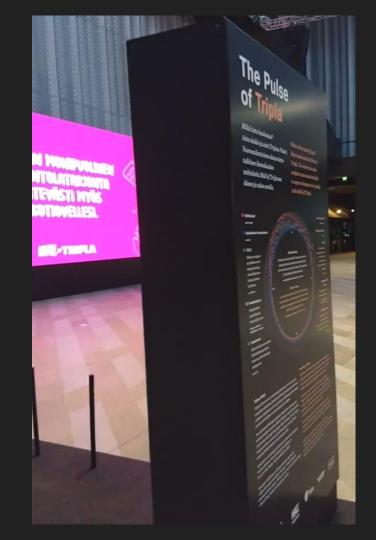


## Pulse of tripla: data flow









## **Learnings:**

Collaborate with other knowledge domains as Interdisciplinary synthesis are valuable for future development of Public Sector.

Tools Used: Javascript, D3, HTML, CSS, Gephi, Python, Node.js

### Types of data

Quantitative data(numerical)

Continuous Discrete

Qualitative data(categorical)

Nominal Ordinal

#### Qualitative data

#### Ordinal data

"Difference and order are implied BUT, intervals are no longer equivalent.
Example :- ranking system

#### Nominal data

"Only difference is implied.

"Observations are classified into mutually exclusive categories.

"Examples: Gender, ID numbers, pass/fail response

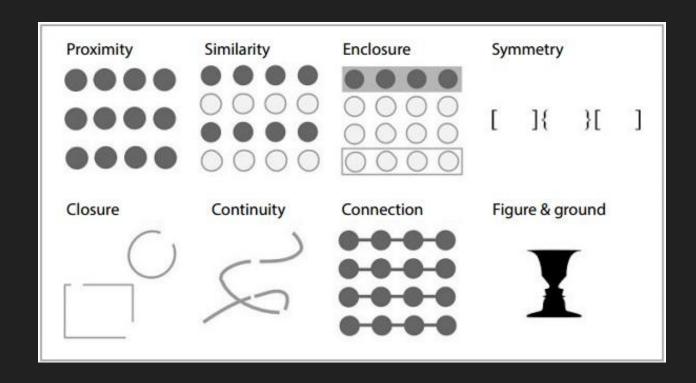
#### Quantitative data

- Discrete: Reflects a number obtained by counting no decimal.
- Continuous: Reflects a measurement; the number of decimal places depends on the precision of the measuring device.
- Ratio scale: Order and distance implied.
   Differences can be compared; has a true zero.
   Ratios can be compared.
  - Examples: Height, weight, blood pressure
- Interval scale: Order and distance implied.
   Differences can be compared; no true zero.
   Ratios cannot be compared.
  - Example: Temperature in Celsius.



# Innate disposition to perceive patterns

Gestalt Visual Perception Principles



Visual Perception offers handles to free up memory.

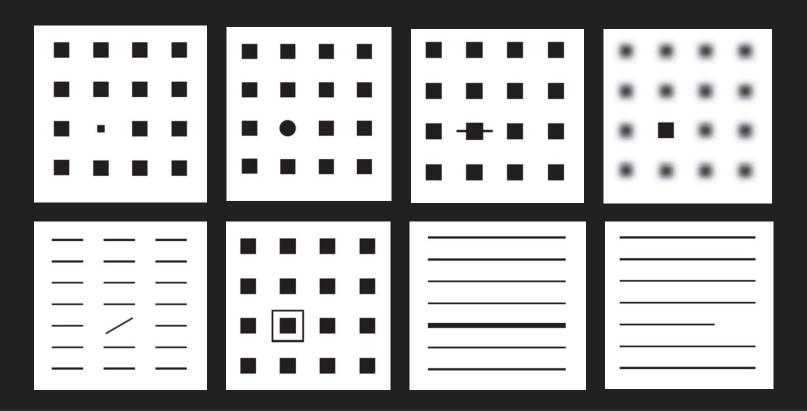
# MTHIVLWYAGHKILKMTWYN ARDCAIREQGFPSTWYARN GFPSWCEILQSNDRCEQDIF SGHLMFHKMEQTWRN



Visual Perception offers handles to free up memory.

# MTHIVLWYAGHKILKMTWYN ARDCAIREQGFPSTWYARN GFPSWCEILQSNDRCEQDIF SGHLMFHKMEQTWRN





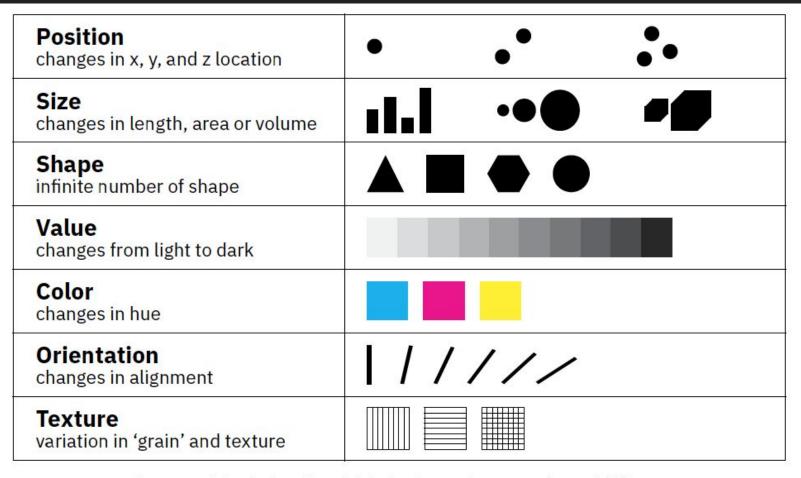
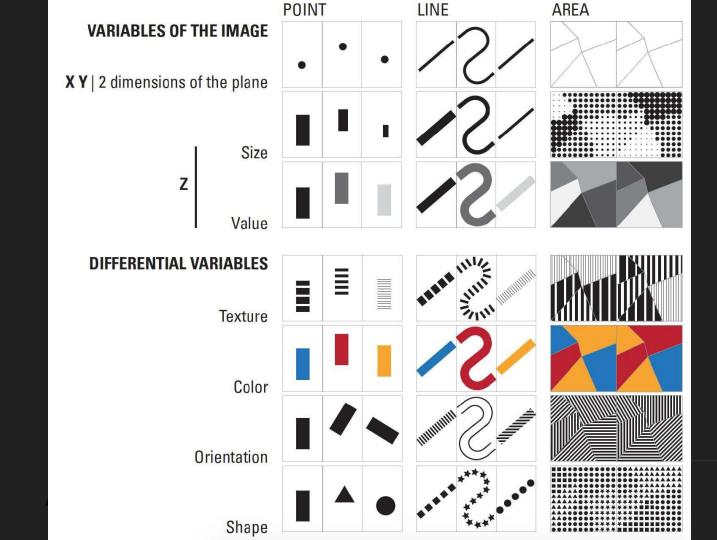


Fig. 2.2 Original visual variable (redrawn from Bertin et al.<sup>[22]</sup>)



.3.2023

Mackinlay<sup>[23]</sup> expanded Bertin's variables and proposes effectiveness of encodings by data type.

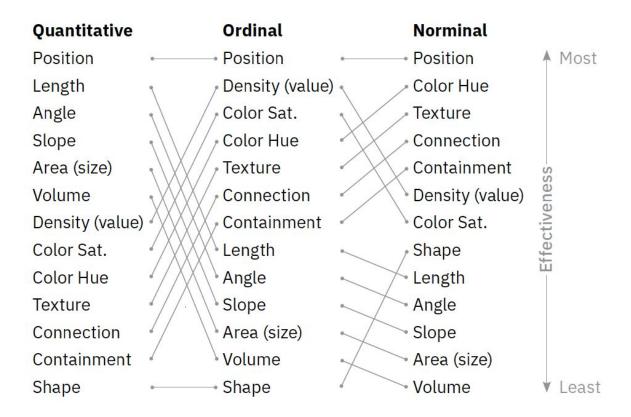
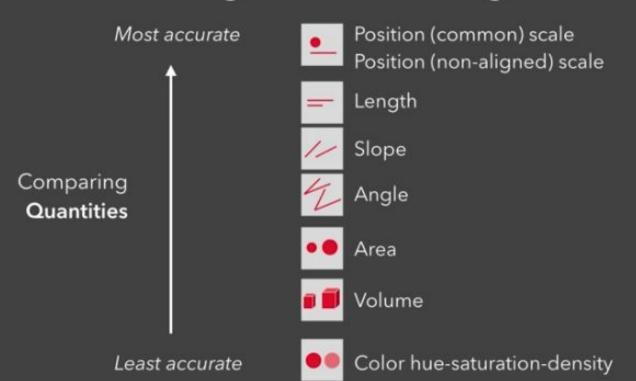


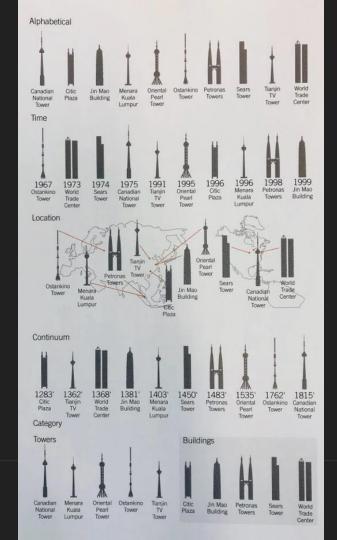
Fig. 2.3 Effective ranking of visual variable (redrawn from Mackinlay<sup>[23]</sup>)

# Ranking Visual Encodings



# Wurman's LATCH Theory

Location,
Alphabet,
Time,
Category,
Hierarchy





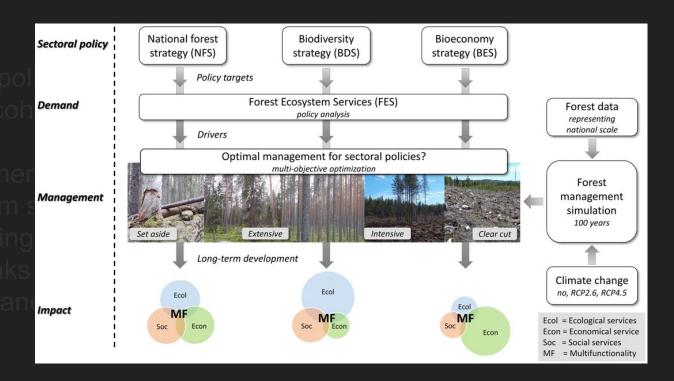


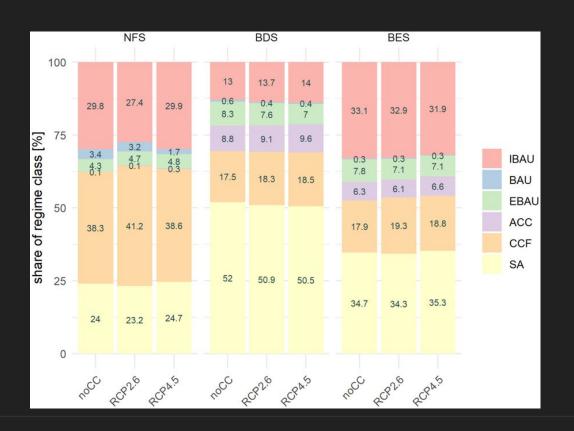
https://demo.with-modality.com/en/studies/touristic-sites/



Sectoral
policies cause
incoherence in
forest
management and
ecosystem
service
provisioning

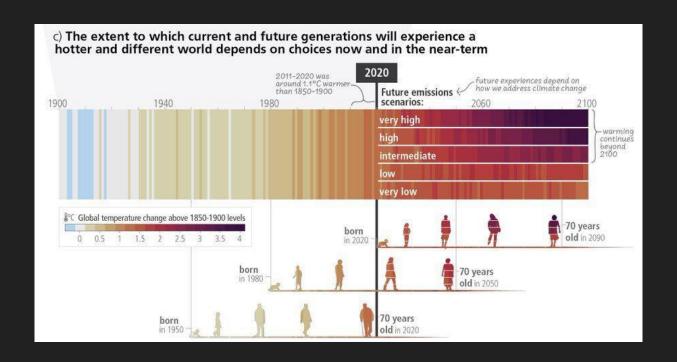
https://www.sciencedirect.com/science/article/pii/S1389934122000016?via%3Dihub#f0020





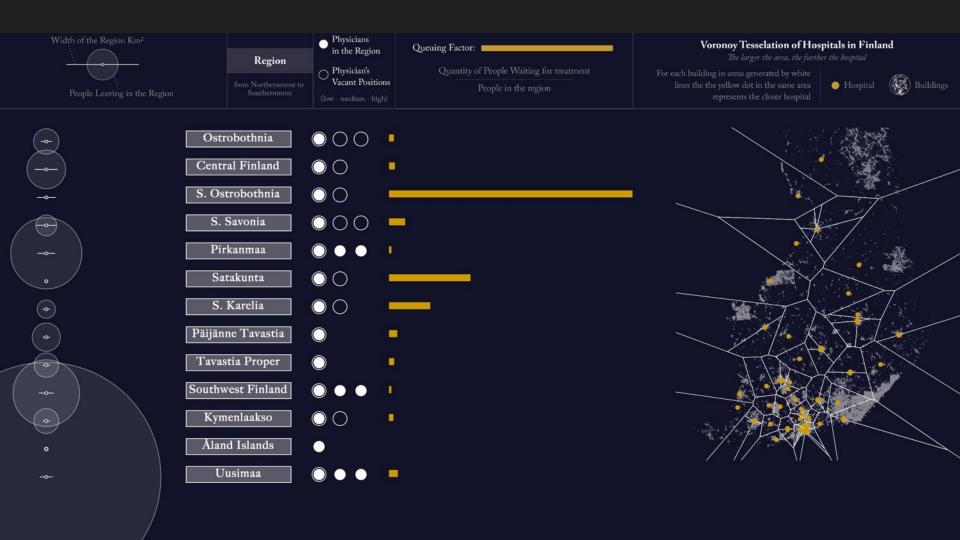


### **IPCC** report

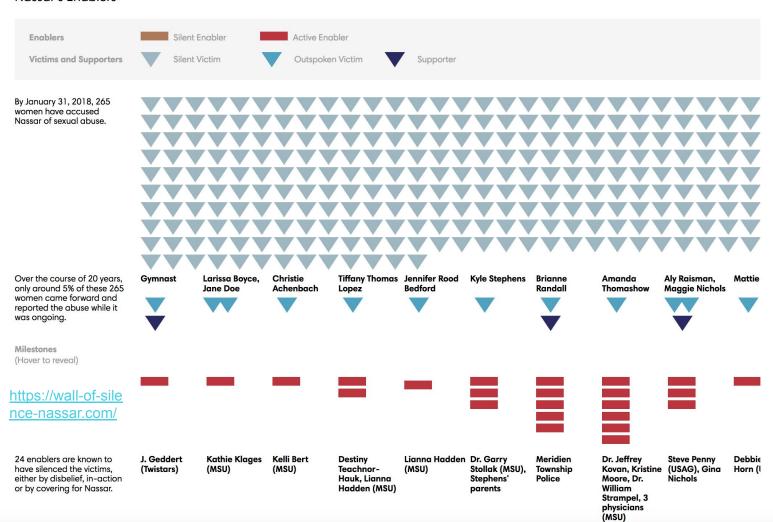


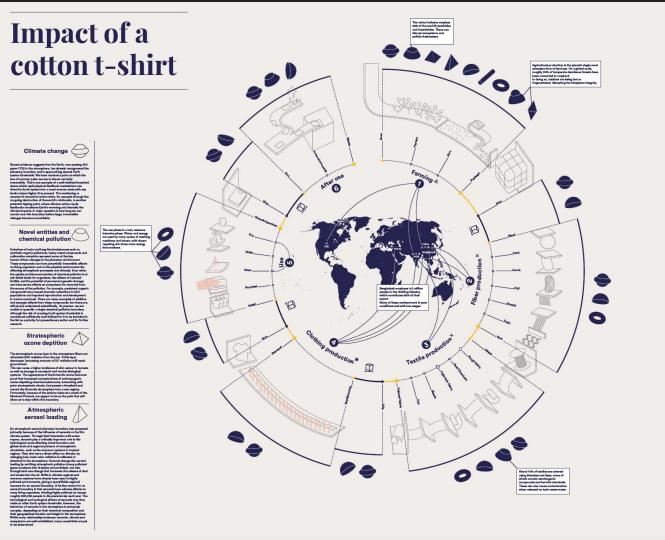






#### Nassar's Enablers







#### Ocean acidification

Amount of sequence of this COS that I beneative, which is not recognise to all the first death for the second of the cost of t

#### Biogeochemical flows

The beam could be a second of the country of the co

#### 0

#### Freshwater

The behavior or qu'il a interngly efficient by distract and collections and the boundary and the boundary is closely friend to the other boundary and the boundary is closely friend to the distract boundary yet between presents on the deministrat du'il free of demanding by the boundary and of distribution of the collection of the collection of the collection of the collection of water bodies benefit both physical collection of the collection of water bodies benefit both in benefit to benefit be the collection of t



#### Land-system change

Lead in connected to horses ou see all over the planet. Forevest, greatedway weekend and ord other sugartistion by pure horse principle bear connected to agricultural fixed. This horse principle bear connected to agricultural fixed the land-use schape, in one and white gloves bear connected to the principle bear sugartistic to write and the principle bear to be a sugartistic to write which we have been assumed to be a superior of the principle bear to be a superior of the superior bear to be a superior of the principle bear to be a superior of the principle bear to be a superior of the principle bear to be a superior of the superior the superior of the superior of the superior of the superior o



#### Biosphere integrity

The Milleration Empirement and 2000 concluded in the Milleration Empirement of 2000 concluded money regist in the pass to be pass than at any fittin in human ballering, increasing the white of deeper on the overeights of the pass of the size of the overeight of the pass of the size of the overeights of the size of th

Information design studio: ada.peiretti

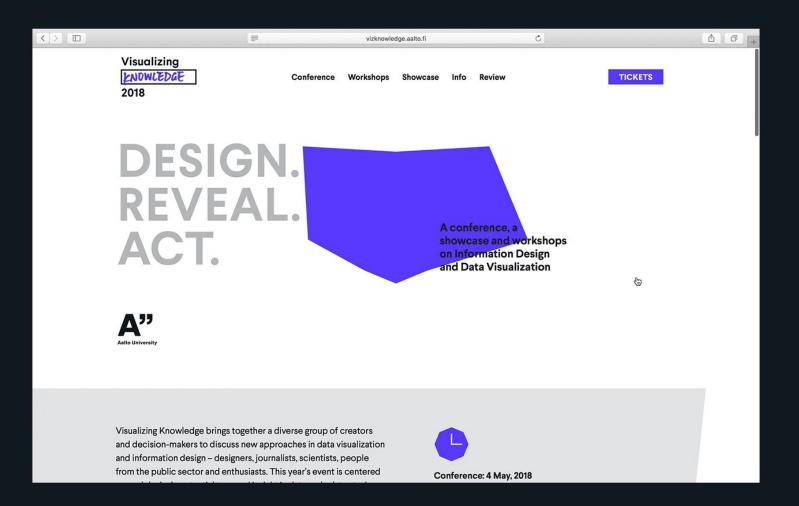
21.3.2023

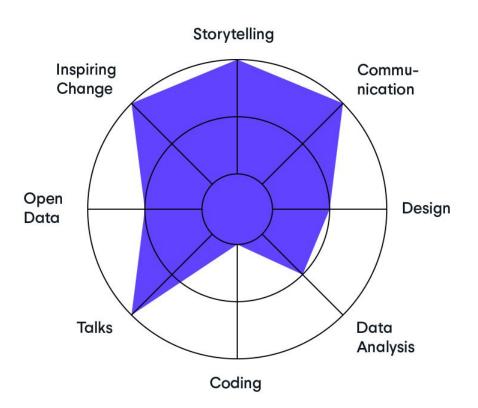
Text Stock of a Resilien

Visualizing
2018

https://vizknowledge.aalto.fi/







https://vimeo.com/vizknowledge

# Tools: non-coding >> coding

http://selection.datavisualization.ch/

https://datavizproject.com/

https://datavizcatalogue.com/

https://rawgraphs.io/

https://openrefine.org/ (Data cleaning/organising)

https://vega.github.io/vega/

https://d3js.org/

Colour for Data visualisation <a href="http://colorbrewer2.org">http://colorbrewer2.org</a>



#### The DNA of Visualization

A universal grammar for specifying visualization types

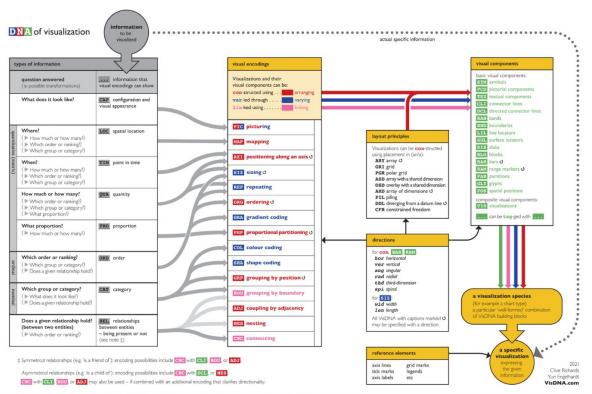
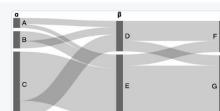


Figure 1. The 'DNA' building blocks and their possible relationships for visualizing information



#### **Alluvial Diagram**

RAWGraphs 2.0 beta

It shows correlations between categorical dimensions representing them as flows, visually linking categories with shared items. Each rectangle represents a unique value in the selected dimension, its height is proportional to its value. Correlations are represented with curved lines whose width is

ග Code ග Tutorial

proportional to their value.

https://www.rawgraphs.io/



#### **Alluvial Diagram** Correlations, proportions



#### Arc Diagram Networks



Bar chart Correlations

About Learning GitHub

Report issue



Multi-set bar chart Correlations, proportions



Stacked bar chart Correlations, proportions



Beeswarm plot Distributions, time series, proportions



Box plot Distributions



**Bubble chart** Correlations, proportions



Bumpchart Time series, correlations, proportions



Circle Packing Hierarchies, proportions



Circular dendrogram Hierarchies, proportions



Contour plot



Correlations, distributions



Convex hull Correlations, proportions



Linear dendrogram Hierarchies, proportions



Gantt chart





Hexagonal binning Correlations, distributions



Horizon graph Time series, correlations



Line chart Time series, correlations



Matrix Plot Correlations, time series, proportions



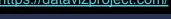
Parallel coordinates Correlations, distributions

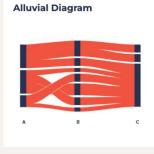


#### Pie chart Proportions

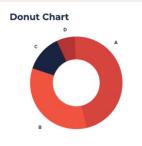


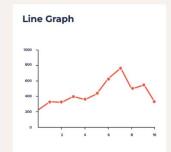
ALL FAMILY INPUT FUNCTION SHAPE Q











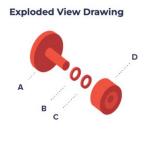


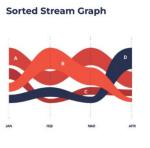
by ferdio











Bar Chart (Vertical)









1000 -

**Stacked Bar Chart** 



A free, open source, powerful tool for working with messy data



Home

Community

Documentation

Download

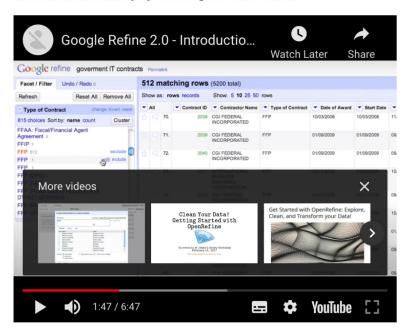
**Data Privacy** 

Contact Us

Blog

#### 1. Explore Data

OpenRefine can help you explore large data sets with ease. You can find out more about this functionality by watching the video below.



#### 2. Clean and Transform Data



Overview Examples Documentation API Source

# Data-Driven Documents



Like visualization and creative coding? Try interactive JavaScript notebooks in Observable!

## **Book References:**

- > Visualization Analysis & Design by Tamara Munzner
- > Visual Explanations by Edward Tufte
- > The Visual Display of Quantitative Information by Edwards Tufte
- > Now you see it by Stephen Few
- > Graphesis, Visual Forms of Knowledge Production by Johanna Drucker
- > How charts Lie by Alberto Cairo

## rupesh.vyas@aalto.fi

@rupvectra

@vizknowledge

https://vimeo.com/vizknowledge https://vizknowledge.aalto.fi/