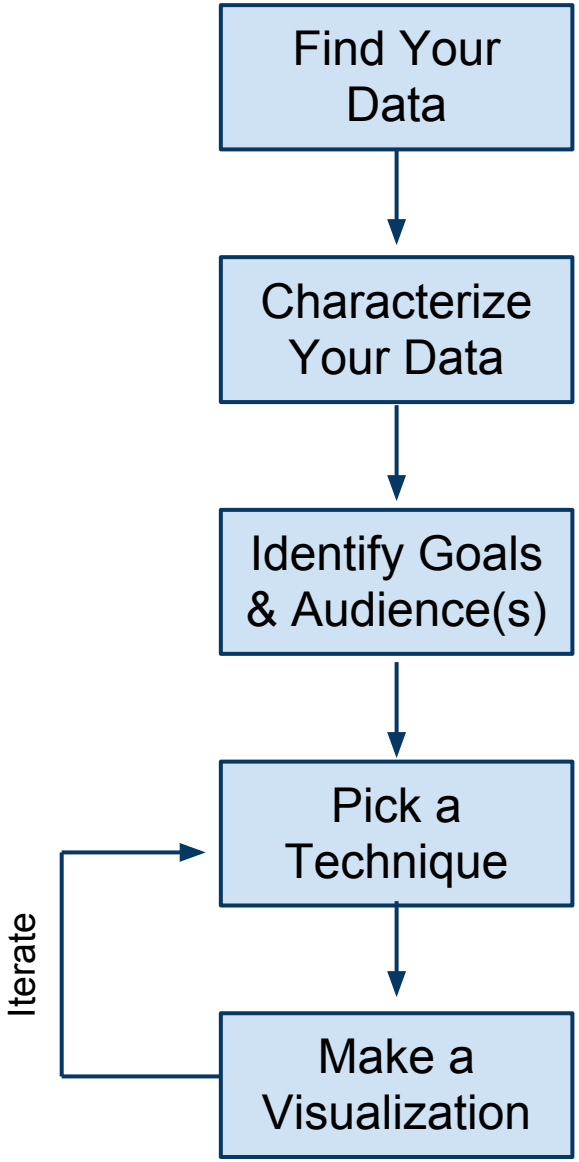
Steps to Choosing Data Presentation Techniques



Is it qualitative? Quantitative? Remember that data is all around us - sometimes you'll overlook something amazing right in front of your nose...

Is your data is qualitative? If so, do you have interviews, focus groups, photos or video? Is it quantitative? If so do you have data over time, a sequence, a comparison, or a divergence? Take the time to really understand the data you have and what story it can tell...

Why do you want to share this data? What point are you trying to make? Who is your audience? What are they interested in? What do you want them to take-away? Sometimes focusing one just one goal can help clarify your point...

Does one technique fit your goals better than others? How does it re-inforce your message? Sometimes it is good to surprise and engage your audience, but other times it isn't... (look at the techniques handout for examples)

Try your visualization out with some people - how do they react? Does their reaction meet your goals? Remember that you'll seldom get it right the first time - build in an iterative process so you can keep on trying things...