



UX In Data Visualization

Sandeep Zechariah George | Adobe Research Labs, Bangalore



- Now



- Past



- Talks



Adobe
Technology
Summit 2011

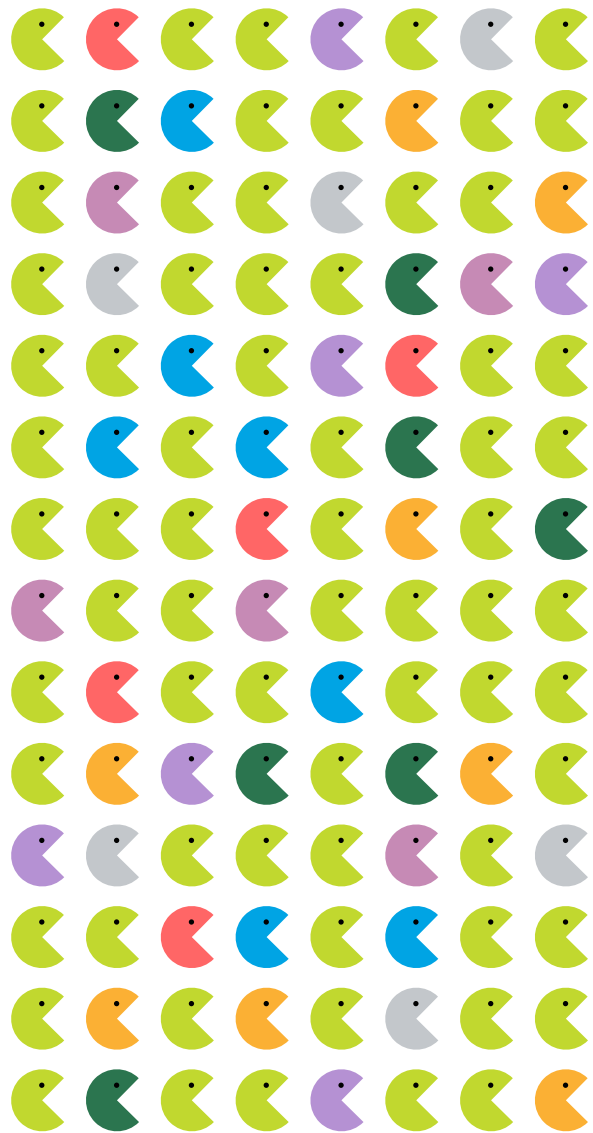
“The greatest story commandment is: *Make me care.*”

Andrew Stanton



Distill





Organize

Emphasize





Demo

- ❖ Distill

- ❖ Organize

- ❖ Emphasize

- ❖ Data-Ink Ratio – Edward Tufte

- ❖ Limit Distractions

- ❖ Balance & Proportion

- ❖ Call to Action

- ❖ White space is **not** wasted space



Everything should be made as simple as possible, but no simpler.
Albert Einstein



Adobe