

CHARTING CHANGE: DATA VISUALIZATION FOR RESEARCH JUSTICE

Equity Summit 2024
Wednesday, August 28, 2024

The objective of this activity is to work through the process of developing a data product while using the design principles and techniques discussed in the session.

1) Start Here

For this worksheet, brainstorm a data product to raise awareness about the lack of affordable housing in the Bay Area. Use the various charts on your table to ground yourself in this issue area.

This _____
[type of data product]

is for _____
[audience]

so that _____
[action you want your audience to take]

2) The Who (Audience)

Who is the primary audience/stakeholder?

What is the action that you want your audience to take to further your advocacy campaign and/or goals? What is the “agitation” you wish to accomplish?

3) The Data

We have provided some example data on each table. Are these data points useful to move on the action identified? If this is not enough information, what other information would be helpful? Why?

4) The Design

How does the audience need to access this data? What format and functionality would be best for your stakeholder to utilize this data?

What would your product look like?
Which of CUP's techniques do you want to apply to this product?

What other questions are you asking yourself?

CUP's Principles:

- Trustworthy
- Well-informed
- Relatable
- Easy and Useful
- Engaging
- Affirming and Motivating

CUP's Techniques:

Narrative: Representations of conversations to put information in the context of relationships.

Spatial: Representations of physical or social spaces to put information in the context of where or when it'll be used.

Comparative: Representations of different outcomes or realities to show what has or could happen.

Sequential: Representations of time, steps, cycles, or processes to show how information or actions flow.

Abstraction: Translating real life systems into fictional worlds.

Learn more about CUP's work at:
<https://welcometocup.org/>