Information Visualization
Marks & Channels, Rules of Thumb
Design Study Methodology
Ex: Decoding

Tamara Munzner
Department of Computer Science
University of British Columbia

Week 3, 21 Sep 2022

https://www.cs.ubc.ca/~tmm/courses/547-22

Plan for today

- 15 min: pitches details & project resources
- 45 min: Marks & Channels
  - mini-lecture
  - examples & discussion
  - further Q&A
- 15 min: Rules of Thumb, Design Study Methodology
  - further Q&A
- (break: 10 min)
- 75 min small groups exercise: Decoding
  - 45 min: breakout groups
  - 30 min: reportbacks

Next week

- to read & discuss (async, before next class)
  - VAD book, Ch 7: Arrange Tables
  - paper: LineUp [technique]
  - paper: Revisiting Bertin Matrices [technique]

- sync class: project pitches!
  - 2 min each
  - if already have full or partial team, can combine your times together
  - up to you: prerecord video OR present live, need slides either way
    - due on Canvas by 1pm (Wed Sep 29)
      - if prerecorded, videos and slides. if live: slides
    - video creation tips/resources https://www.cs.ubc.ca/~tmm/courses/547-22/video.html
  - near-realtime Q&A / discussion through dedicated Piazza thread

Pitches

- everybody must do one (solo or team)
- way to find teammates
  - convince them to work on yours, or you decide to work on theirs
  - even if your team is all set, situational awareness of what others doing
- schedule
  - pitches next week in class (Wed Sep 28)
  - must form teams week after that, by Thu Oct 6, 8pm
  - team pre-proposal meetings week after that, in class & OH slot (Wed Oct 12)
    - if no signoff: followup meetings only possible Thu Oct 13 & Fri Oct 14
  - written proposals due Fri Oct 21
    - no class that week, IEEE VIS conference

Project resources: Datasets

- many choices!
  - Data Is Plural: weekly newsletter of interesting/quirky datasets by Jeremy Singer-Vine
    - browseable weekly lists
    - single master spreadsheet with everything
    - DVS Challenge: London Stage dataset
  - VAST Challenge
    - both data and tasks!
    - multiple mini-challenges per year
  - Kaggle datasets
    - you'll need to think (hard) about tasks
  - many more on Resources page
    http://www.cs.ubc.ca/group/infovis/resources.shtml#data-repos

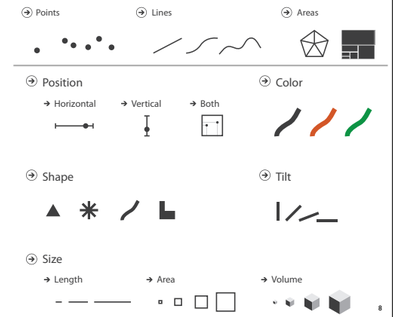
Project resources: Tools

- Tools: you're free to pick platform
  - align with current strengths? learn something new?
  - overview of the "big 4": D3, R/tidyverse, Python, Tableau
    https://www.cs.ubc.ca/~tmm/courses/547-22/tools/
  - consider covering your own strengths & goals in your pitch
- Smaller tools: also free to use
  - you pick project scope:
    - build skills by rolling your own?
    - do something bigger by building on existing toolkits/libraries?
  - many, many smaller building blocks
    - https://www.visualisingdata.com/resources/

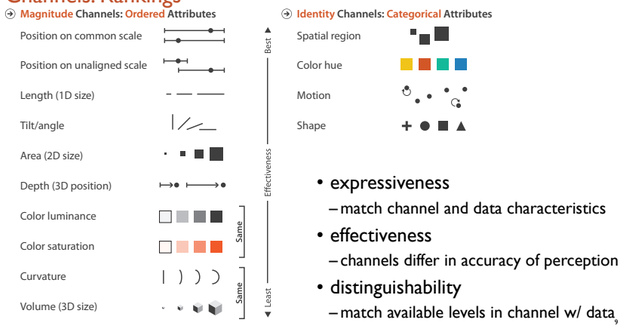
Mini-Lecture

Marks and channels

- marks
  - basic geometric elements
- channels
  - control appearance of marks



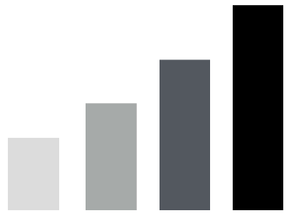
Channels: Rankings



- expressiveness
  - match channel and data characteristics
- effectiveness
  - channels differ in accuracy of perception
- distinguishability
  - match available levels in channel w/ data

Redundant encoding

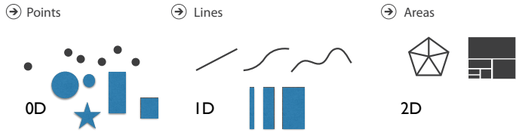
- multiple channels
  - sends stronger message
  - but uses up channels



Length, Position, and Value

Marks: Constrained vs encodable

- math view: geometric primitives have dimensions

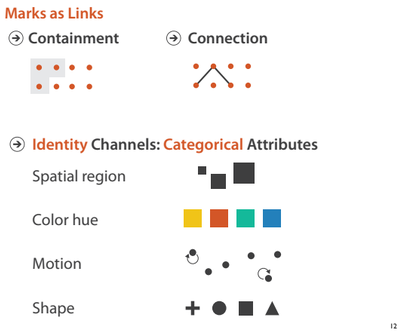


- constraint view: mark type constrains what else can be encoded
  - points: 0 constraints on size, can encode more attributes w/ size & shape
  - lines: 1 constraint on size (length), can still size code other way (width)
  - areas: 2 constraints on size (length/width), cannot size code or shape code
    - interlocking: size, shape, position
- quick check: can you size-code another attribute, or is size/shape in use?

Grouping

- containment
- connection

- proximity
  - same spatial region
- similarity
  - same values as other categorical channels



Marks for links

Connection

Containment

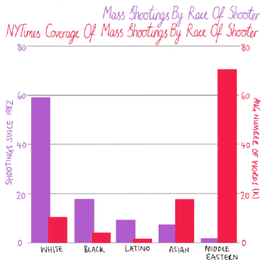
Containment can be nested

[Untangling Euler Diagrams, Riche and Dwyer, 2010]

Examples

Quiz: Name those marks & channels

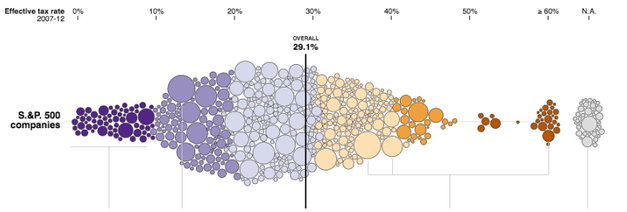
- A: Shooting Media Coverage



https://twitter.com/MonaChalabi/status/1158779046693679106?s=20

Quiz: Name those marks & channels

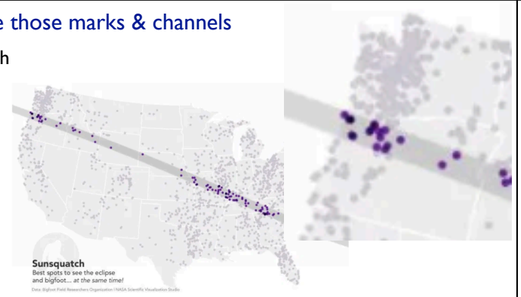
- B: Tax Rates



https://archive.nytimes.com/www.nytimes.com/interactive/2013/05/25/sunday-review/corporate-taxes.html

Quiz: Name those marks & channels

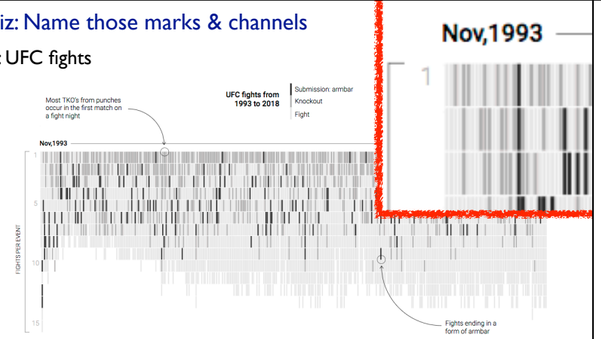
- C: Sunsqatch



https://flowingdata.com/2017/08/20/sunsquatch-the-only-eclipse-map-you-need/

Quiz: Name those marks & channels

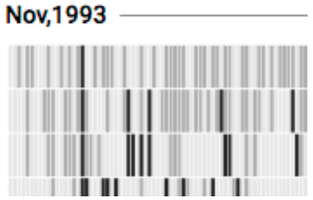
- D: UFC fights



https://multimedia.scmp.com/infographics/sport/article/3010883/bruce-lee-and-mixed-martial-arts

Analyzing marks

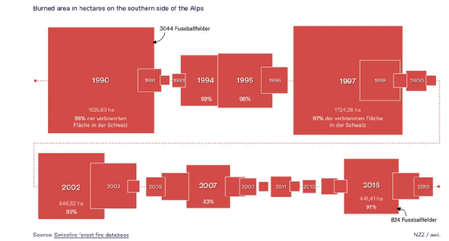
- what type of mark?
  - line?
    - no, not length coded
  - point mark with rectangular shape?
    - yes!
  - area?
    - no, area/shape does not convey meaning



https://multimedia.scmp.com/infographics/sport/article/3010883/bruce-lee-and-mixed-martial-arts/index.html

Quiz: Name those marks & channels

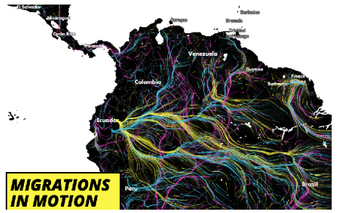
- E: Alpen Forest Fires



https://www.nzz.ch/wissenschaft/waldbraende-erklaert-in-der-schweiz-und-in-europa-ld.1483688

Quiz: Name those channels

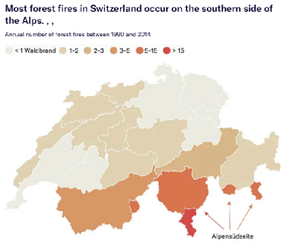
- F: Migrations



https://maps.tnc.org/migrations-in-motion/#5/-7.101/-67.939

Quiz: Name that mark

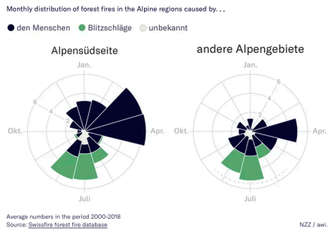
- G: Yet More Alpen Forest Fires



https://www.nzz.ch/wissenschaft/waldbraende-erklaert-in-der-schweiz-und-in-europa-ld.1483688

Quiz: Name those marks & channels

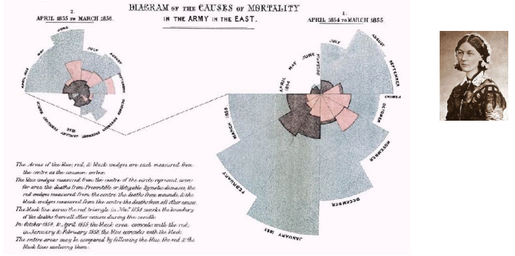
- H: More Alpen Forest Fires



https://www.nzz.ch/wissenschaft/waldbraende-erklaert-in-der-schweiz-und-in-europa-ld.1483688

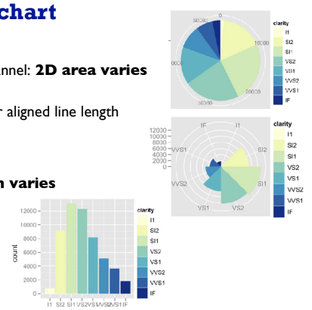
Coxcomb / nightingale rose / polar area chart

- invented by Florence Nightingale:
  Diagram of the Causes of Mortality in the Army in the East



Idioms: **pie chart, coxcomb chart**

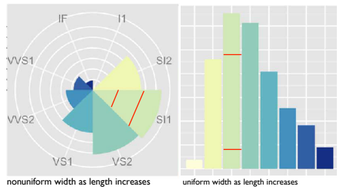
- pie chart
  - **interlocking area** marks with angle channel: **2D area varies**
    - separated & ordered radially, uniform height
  - accuracy: area less accurate than rectilinear aligned line length
  - **task: part-to-whole judgements**
- coxcomb chart
  - line marks with length channel: **1D length varies**
    - separated & ordered radially, uniform width
  - direct analog to radial bar charts
- data
  - 1 categ key attrib, 1 quant value attrib

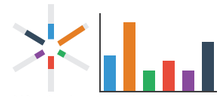


[A layered grammar of graphics. Wickham, Journ. Computational and Graphical Statistics 19:1 (2010), 3–28.]

Coxcomb: perception

- encode: 1D length
- decode/perceive: 2D area
- nonuniform line/sector width as length increases
  - so area variation is nonlinear wrt line mark length!
- bar chart safer: uniform width, so area is linear with line mark length
  - both radial & rectilinear cases





Q&A: Rules of Thumb, DSM

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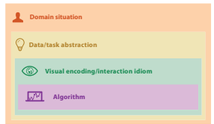
Q&A/Backup Slides

Marks and Channels

Visual encoding

- how to systematically analyze idiom structure?



Visual encoding

- how to systematically analyze idiom structure?

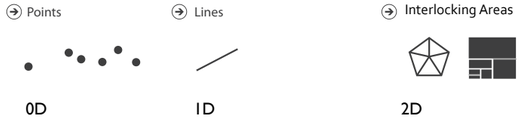
Visual encoding

- how to systematically analyze idiom structure?

- marks & channels
  - –marks: represent items or links
  - –channels: change appearance of marks based on attributes

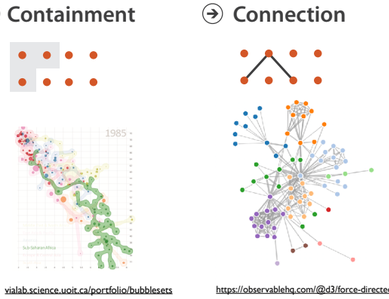
Marks for items

- basic geometric elements



- 3D mark: volume, rarely used

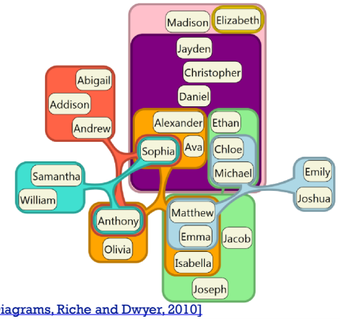
Marks for links



vialab.science.uoit.ca/portfolio/bubblesets

https://observablehq.com/@d3/force-directed-graph

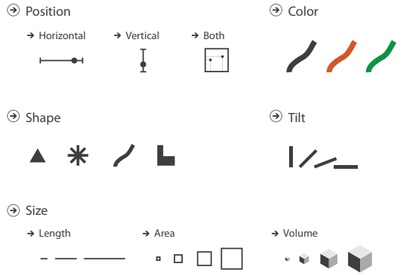
Containment can be nested



[Untangling Euler Diagrams, Riche and Dwyer, 2010]

Channels

- control appearance of marks
  - –proportional to or based on attributes
- many names
  - –**visual channels**
  - –visual variables
  - –retinal channels
  - –visual dimensions
  - –...



Definitions: Marks and channels

- marks
  - –geometric primitives

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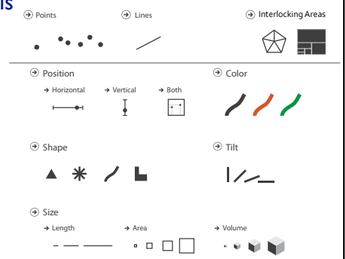
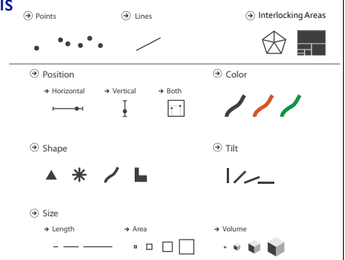


Definitions: Marks and channels

- marks
  - –geometric primitives
- channels
  - –control appearance of marks
- channel properties differ
  - type & amount of information that can be conveyed to human perceptual system



Visual encoding

- analyze idiom structure as combination of marks and channels

Visual encoding

- analyze idiom structure as combination of marks and channels

1:
vertical position

mark: line

Visual encoding

- analyze idiom structure as combination of marks and channels

1:
vertical position

2:
vertical position
horizontal position

mark: line

mark: point

Visual encoding

- analyze idiom structure as combination of marks and channels

1:
vertical position

2:
vertical position
horizontal position

3:
vertical position
horizontal position
color hue

mark: line

mark: point

mark: point

Visual encoding

- analyze idiom structure as combination of marks and channels

1:
vertical position

2:
vertical position
horizontal position

3:
vertical position
horizontal position
color hue

4:
vertical position
horizontal position
color hue
size (area)

mark: line

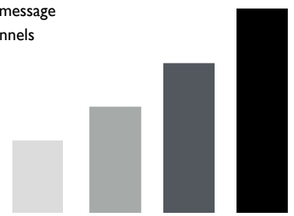
mark: point

mark: point

mark: point

Redundant encoding

- multiple channels
  - –sends stronger message
  - –but uses up channels



Length, Position, and Luminance

Marks as constraints

- math view: geometric primitives have dimensions

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- constraint view: mark type constrains what else can be encoded
  - –points: 0 constraints on size, can encode more attributes w/ size & shape
  - –lines: 1 constraint on size (length), can still size code other way (width)
  - –interlocking areas: 2 constraints on size (length/width), cannot size or shape code
    - interlocking: size, shape, position

Marks as constraints

- math view: geometric primitives have dimensions
  - Points 0D
  - Lines 1D
  - Interlocking Areas 2D

- constraint view: mark type constrains what else can be encoded
  - points: 0 constraints on size, can encode more attributes w/ size & shape
  - lines: 1 constraint on size (length), can still size code other way (width)
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    - interlocking: size, shape, position
- quick check: can you size-code another attribute
  - or is size/shape in use?

Scope of analysis

- simplifying assumptions: one mark per item, single view

- later on
  - multiple views
  - multiple marks in a region (glyph)
  - some items not represented by marks (aggregation and filtering)

When to use which channel?

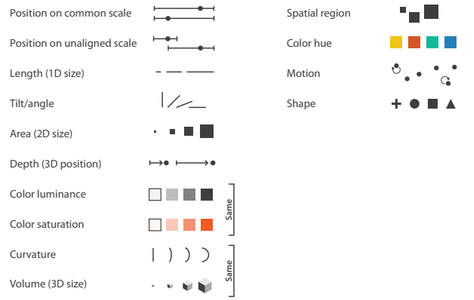
expressiveness

match channel type to data type

effectiveness

some channels are better than others

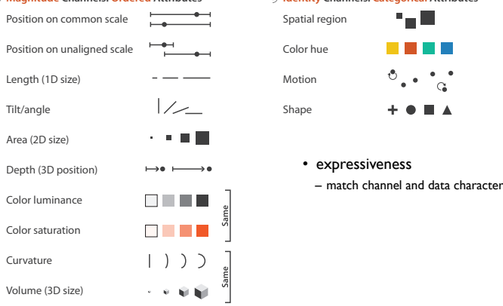
Channels: Rankings



Channels: Rankings

Magnitude Channels: Ordered Attributes

Identity Channels: Categorical Attributes



- expressiveness
  - match channel and data characteristics

Channels: Rankings

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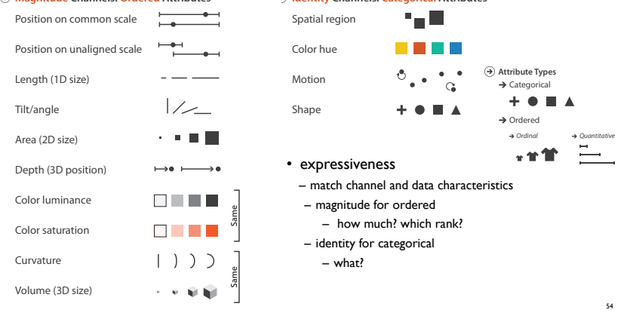
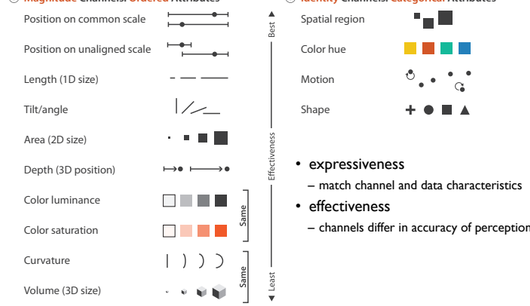


- expressiveness
  - match channel and data characteristics
  - magnitude for ordered
    - how much? which rank?
  - identity for categorical
    - what?

Channels: Rankings

Magnitude Channels: Ordered Attributes

Identity Channels: Categorical Attributes



- expressiveness
  - match channel and data characteristics
- effectiveness
  - channels differ in accuracy of perception

Channels: Rankings

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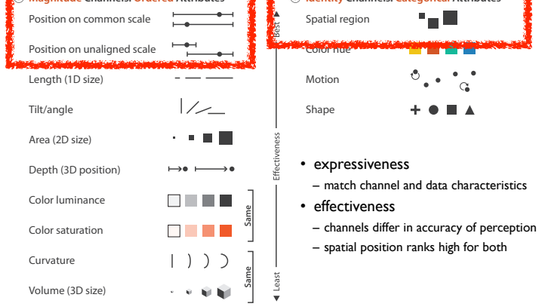


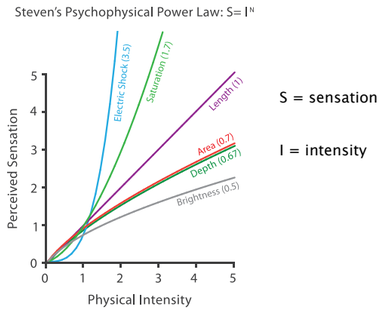
- expressiveness
  - match channel and data characteristics
- effectiveness
  - channels differ in accuracy of perception
  - spatial position ranks high for both

Channel effectiveness

- accuracy: how precisely can we tell the difference between encoded items?
- discriminability: how many unique steps can we perceive?
- separability: is our ability to use this channel affected by another one?
- popout: can things jump out using this channel?

Accuracy: Fundamental theory

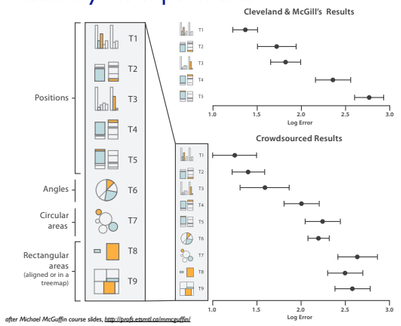
- length is accurate: linear
- others magnified or compressed
  - exponent characterizes



S = sensation

I = intensity

Accuracy: Vis experiments

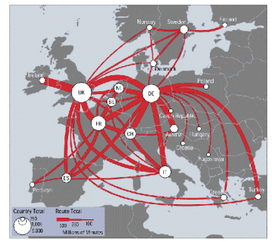


after Michael McGuffin course slides, http://profs.etsmtl.ca/mmcguffin/

[Crowdsourcing Graphical Perception: Using Mechanical Turk to Assess Visualization Design. Heer and Bostock. Proc ACM Conf. Human Factors in Computing Systems (CHI) 2010, p. 203–212.]

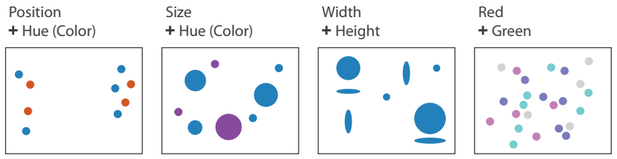
Discriminability: How many usable steps?

- must be sufficient for number of attribute levels to show
  - linewidth: few bins



[mappa.mundi.net/maps/maps_014/telegeography.html]

Separability vs. Integrality



Fully separable

2 groups each

Some interference

2 groups each

Some/significant interference

3 groups total: integral area

Major interference

4 groups total: integral hue

Popout

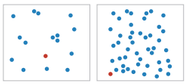
- find the red dot
  - how long does it take?

Popout

- find the red dot
  - how long does it take?

Popout

- find the red dot
  - how long does it take?



Popout

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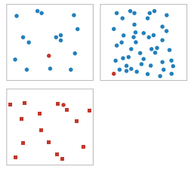

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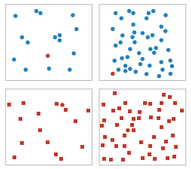

Popout

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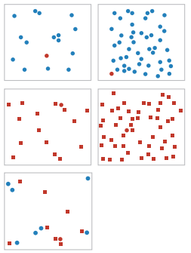

Popout

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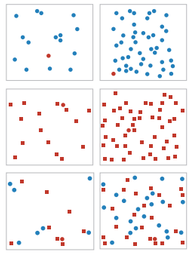
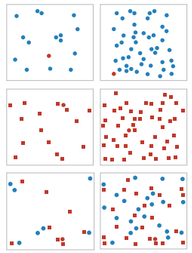
  - how long does it take?

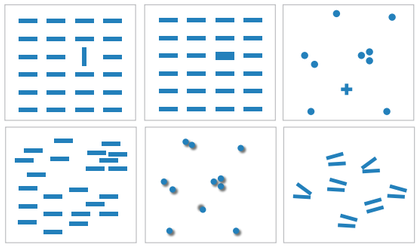


Popout

- find the red dot
  - how long does it take?
- parallel processing on many individual channels
  - speed independent of distractor count
  - speed depends on channel and amount of difference from distractors
- serial search for (almost all) combinations
  - speed depends on number of distractors

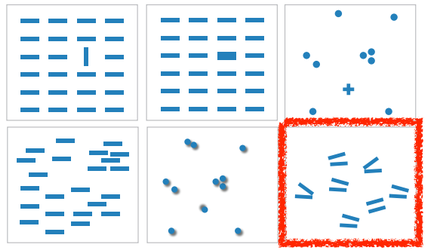


Popout



- many channels
  - tilt, size, shape, proximity, shadow direction, ...

Popout



- many channels
  - tilt, size, shape, proximity, shadow direction, ...
- but not all!
  - parallel line pairs do not pop out from tilted pairs

Factors affecting accuracy

- alignment
- distractors
- distance
- common scale

Relative vs. absolute judgements

- perceptual system mostly operates with relative judgements, not absolute

Relative vs. absolute judgements

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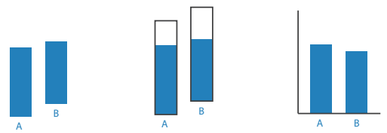
  - that's why accuracy increases with common frame/scale and alignment



after [Graphical Perception: Theory, Experimentation, and Application to the Development of Graphical Methods. Cleveland and McGill. Journ. American Statistical Association 79:387 (1984), 531–554.]

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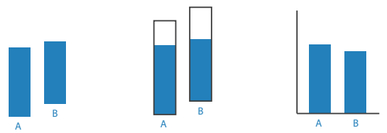
  - Weber's Law: ratio of increment to background is constant



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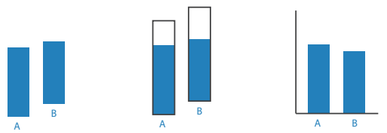
Relative vs. absolute judgements

- perceptual system mostly operates with relative judgements, not absolute
  - that's why accuracy increases with common frame/scale and alignment
  - Weber's Law: ratio of increment to background is constant
    - filled rectangles differ in length by 1:9, difficult judgement
    - white rectangles differ in length by 1:2, easy judgement



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Relative luminance judgements

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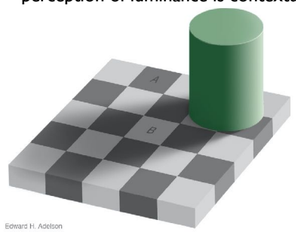

http://persci.mit.edu/gallery/checkershadow

Relative luminance judgements

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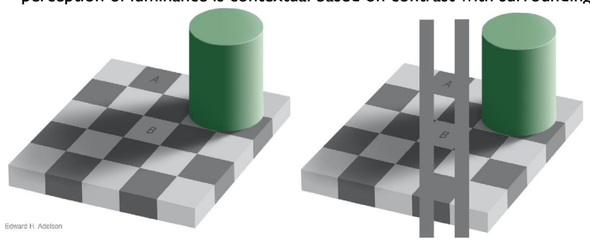
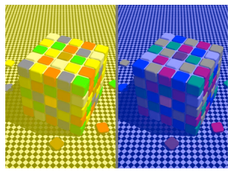


http://persci.mit.edu/gallery/checkershadow

Relative color judgements

- color constancy across broad range of illumination conditions



http://www.purveslab.net/seeforyourself/

Relative color judgements

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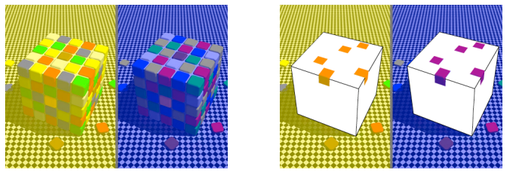


http://www.purveslab.net/seeforyourself/

Grouping

- containment
- connection

Marks as Links

Containment

Connection

- proximity
  - same spatial region
- similarity
  - same values as other categorical channels

Identity Channels: Categorical Attributes

Spatial region

Color hue

Motion

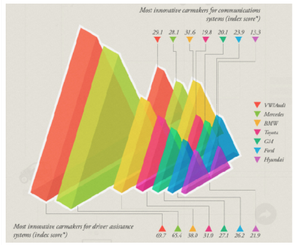
Shape

Rules of Thumb

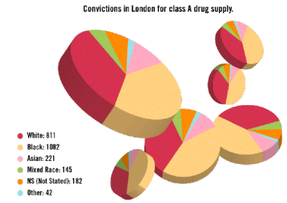
Rules of Thumb Summary

- No unjustified 3D
- No unjustified 2D
- Eyes beat memory
- Resolution over immersion
- Overview first, zoom and filter, details on demand
- Responsiveness is required
- Function first, form next

Unjustified 3D all too common, in the news and elsewhere



http://viz.wtf/post/137826497077/eye-popping-3d-triangles

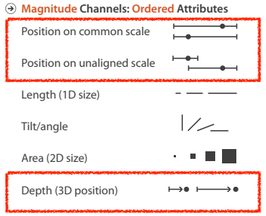


http://viz.wtf/post/139002022202/designer-drugs-ht-ducqn

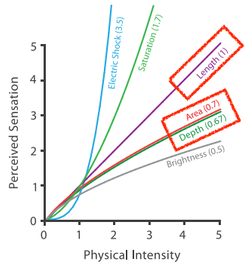
Depth vs power of the plane

- high-ranked spatial position channels: **planar** spatial position
  - not depth!

Magnitude Channels: Ordered Attributes

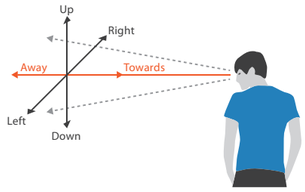


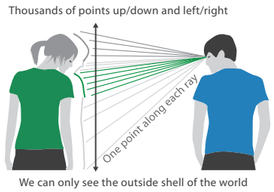
Steven's Psychophysical Power Law: $S = I^N$



No unjustified 3D: Danger of depth

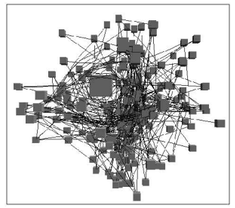
- we don't really live in 3D: we ***see*** in 2.05D
  - acquire more info on image plane quickly from eye movements
  - acquire more info for depth slower, from head/body motion





Occlusion hides information

- occlusion
- interaction can resolve, but at cost of time and cognitive load



[Distortion Viewing Techniques for 3D Data. Carpendale et al. InfoVis 1996.]

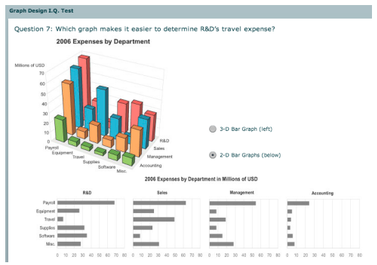
Perspective distortion loses information

- perspective distortion
  - interferes with all size channel encodings
  - power of the plane is lost!

[Visualizing the Results of Multimedia Web Search Engines. Mukherjea, Hirata, and Hara. InfoVis 96]

3D vs 2D bar charts

- 3D bars very difficult to justify!
  - perspective distortion
  - occlusion
- faceting into 2D almost always better choice

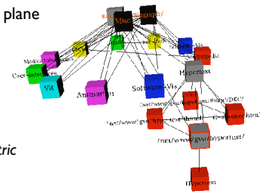


[http://perceptualedge.com/files/GraphDesignIQ.html]

Tilted text isn't legible

- text legibility
  - far worse when tilted from image plane
- further reading

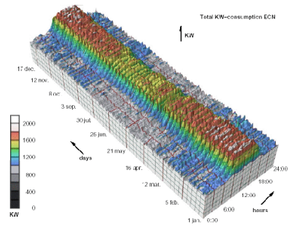
[Exploring and Reducing the Effects of Orientation on Text Readability in Volumetric Displays. Grossman et al. CHI 2007]



[Visualizing the World-Wide Web with the Navigational View Builder. Mukherjea and Foley. Computer Networks and ISDN Systems, 1995.]

No unjustified 3D example: Time-series data

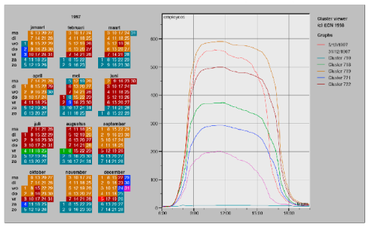
- extruded curves: detailed comparisons impossible



[Cluster and Calendar based Visualization of Time Series Data. van Wijk and van Selow, Proc. InfoVis 99.]

No unjustified 3D example: Transform for new data abstraction

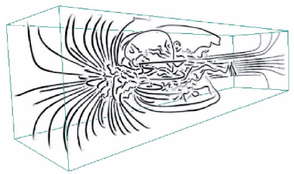
- derived data: cluster hierarchy
- juxtapose multiple views: calendar, superimposed 2D curves



[Cluster and Calendar based Visualization of Time Series Data. van Wijk and van Selow, Proc. InfoVis 99.]

Justified 3D: shape perception

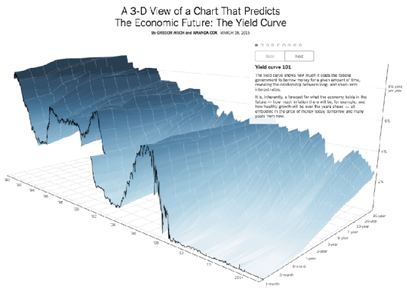
- benefits outweigh costs when task is shape perception for 3D spatial data
  - interactive navigation supports synthesis across many viewpoints



[Image-Based Streamline Generation and Rendering. Li and Shen. IEEE Trans. Visualization and Computer Graphics (TVCG) 13:3 (2007), 630–640.]

Justified 3D: Economic growth curve

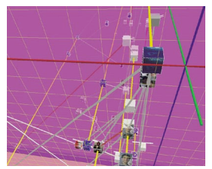
- constrained navigation steps through carefully designed viewpoints



http://www.nytimes.com/interactive/2015/03/19/upshot/3d-yield-curve-economic-growth.html

No unjustified 3D

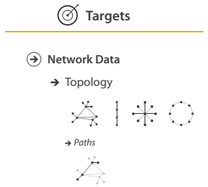
- 3D legitimate for true 3D spatial data
- 3D needs very careful justification for abstract data
  - enthusiasm in 1990s, but now skepticism
  - be especially careful with 3D for point clouds or networks



[WEBPATH-a three dimensional Web history. Frecon and Smith. Proc. InfoVis 1999]

No unjustified 2D

- consider whether network data requires 2D spatial layout
  - especially if reading text is central to task!
  - arranging as network means lower information density and harder label lookup compared to text lists
- benefits outweigh costs when topological structure/context important for task
  - be especially careful for search results, document collections, ontologies



Eyes beat memory

- principle: external cognition vs. internal memory
  - –easy to compare by moving eyes between side-by-side views
  - –harder to compare visible item to memory of what you saw
- implications for animation
  - –great for choreographed storytelling
  - –great for transitions between two states
  - –poor for many states with changes everywhere
    - consider small multiples instead

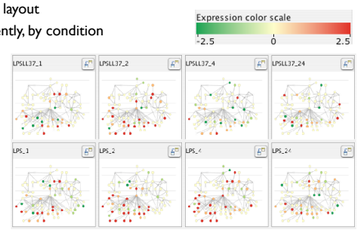
literal — abstract

animation — small multiples

show time with time — show time with space

Eyes beat memory example: Cerebral

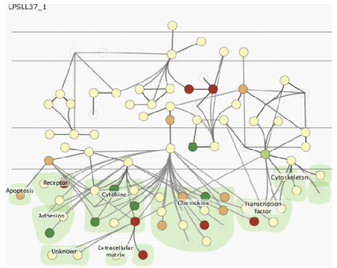
- small multiples: one graph instance per experimental condition
  - –same spatial layout
  - –color differently, by condition



[Cerebral: Visualizing Multiple Experimental Conditions on a Graph with Biological Context. Barsky, Munzner, Gardy, and Kincaid. IEEE Trans. Visualization and Computer Graphics (Proc. InfoVis 2008) 14:6 (2008), 1253–1260.]

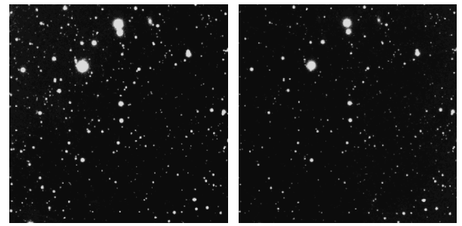
Why not animation?

- disparate frames and regions: comparison difficult
  - –vs contiguous frames
  - –vs small region
  - –vs coherent motion of group
- safe special case
  - –animated transitions



Animation: Blink comparator

- just two contiguous frames is a special case: animation beats side by side
  - –blink comparator used to discover Pluto

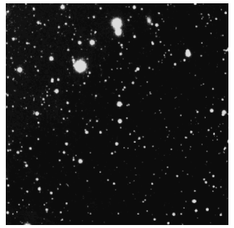


side by side

https://www.sightsize.com/the-blink-comparator/

Animation: Blink comparator

- just two contiguous frames is a special case: animation is great!
  - –blink comparator used to discover Pluto



animated

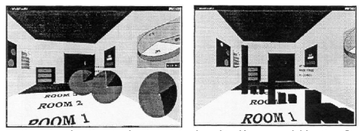
https://www.sightsize.com/the-blink-comparator/

Change blindness

- if attention is directed elsewhere, even drastic changes not noticeable
  - –remember door experiment?
- change blindness demos
  - –mask in between images
    https://youtu.be/bh_9XFzbWV8

Resolution beats immersion

- immersion typically not helpful for abstract data
  - –do not need sense of presence or stereoscopic 3D
  - –desktop also better for workflow integration
- resolution much more important: pixels are the scarcest resource
- virtual reality for abstract data difficult to justify thus far
  - but stay tuned with second wave, AR (augmented reality) has more promise



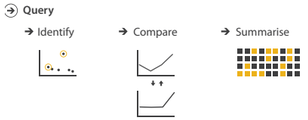
[Development of an information visualization tool using virtual reality. Kirner and Martins. Proc. Symp. Applied Computing 2000]

Overview first, zoom and filter, details on demand

- influential mantra from Shneiderman

[The Eyes Have It: A Task by Data Type Taxonomy for Information Visualizations. Shneiderman. Proc. IEEE Visual Languages, pp. 336–343, 1996.]

- overview = summary
  - –microcosm of full vis design problem



Rule of thumb: **Responsiveness is required**

- *visual feedback: three rough categories*
  - *– 0.1 seconds: perceptual processing*
    - subsecond response for mouseover highlighting - ballistic motion
  - *– 1 second: immediate response*
    - fast response after mouseclick, button press - Fitts' Law limits on motor control
  - *– 10 seconds: brief tasks*
    - bounded response after dialog box - mental model of heavyweight operation (file load)
- scalability considerations
  - –highlight selection without complete redraw of view (graphics frontbuffer)
  - –show hourglass for multi-second operations (check for cancel/undo)
  - –show progress bar for long operations (process in background thread)
  - –rendering speed when item count is large (guaranteed frame rate)

Function first, form next

- start with focus on functionality
  - –possible to improve aesthetics later on, as refinement
  - –if no expertise in-house, find good graphic designer to work with
  - –aesthetics do matter: another level of function
    - –visual hierarchy, alignment, flow
    - –Gestalt principles in action
      - *–(not covered in this class)*
- dangerous to start with aesthetics
  - –usually impossible to add function retroactively

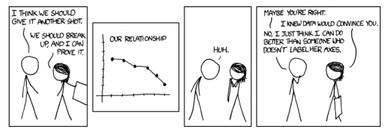
Form: Basic graphic design ideas

- proximity
  - – do group related items together
  - – avoid equal whitespace between unrelated
- alignment
  - – do find/make strong line, stick to it
  - – avoid automatic centering
- repetition
  - – do unify by pushing existing consistencies
- contrast
  - – if not identical, then very different
  - – avoid not quite the same

- buy now and read cover to cover - very practical, worth your time, fast read!
  The Non-Designer's Design Book, 4th ed. Robin Williams, Peachpit Press, 2015.

Best practices: Labelling

- make visualizations as self-documenting as possible
  - –meaningful & useful title, labels, legends
    - axes and panes/subwindows should have labels
      - –and axes should have good mix/max boundary tick marks
    - everything that's plotted should have a legend
      - –and own header/labels if not redundant with main title
    - use reasonable numerical format
      - –avoid scientific notation in most cases

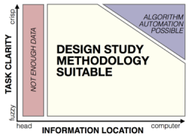


[https://xkcd.com/833/]

Rules of Thumb Summary

- No unjustified 3D
  - –Power of the plane
  - –Disparity of depth
  - –Occlusion hides information
  - –Perspective distortion dangers
  - –Tilted text isn't legible
- No unjustified 2D
- Eyes beat memory
- Resolution over immersion
- Overview first, zoom and filter, details on demand
- Responsiveness is required
- Function first, form next

Design Study Methodology



Michael Sedlmair

Miriah Meyer

Design Study Methodology

Reflections from the Trenches and from the Stacks

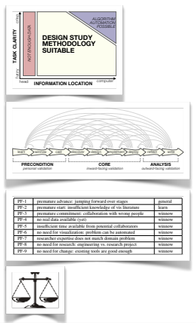
Tamara Munzner
@tamaramunzner

http://www.cs.ubc.ca/labs/imager/tr/2012/dsm/

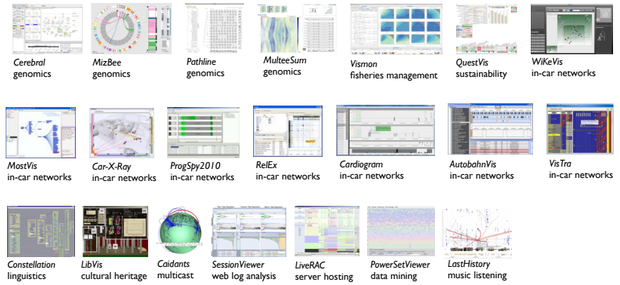
Design Study Methodology: Reflections from the Trenches and from the Stacks.
Sedlmair, Meyer, Munzner. IEEE Trans. Visualization and Computer Graphics 18(12): 2431-2440, 2012 (Proc. InfoVis 2012).

Methodology for problem-driven work

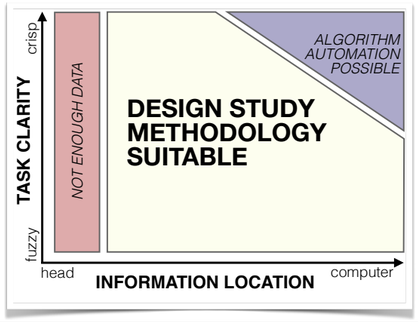
- definitions
- 9-stage framework
- 32 pitfalls & how to avoid them
- comparison to related methodologies



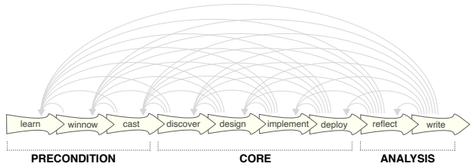
Lessons learned from the trenches: 21 between us



Design study methodology: definitions

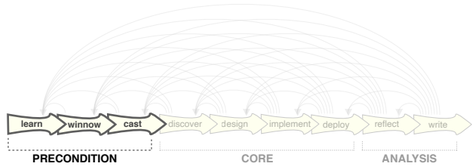


9 stage framework



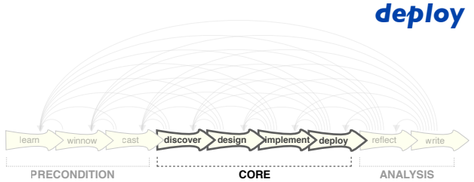
9-stage framework

learn
winnow
cast



9-stage framework

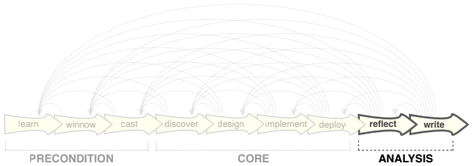
discover
design
implement
deploy



9-stage framework

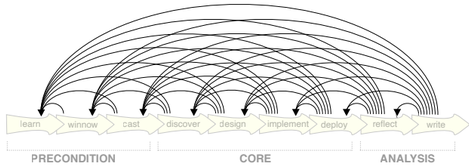
reflect
write

- guidelines: confirm, refine, reject, propose



9-stage framework

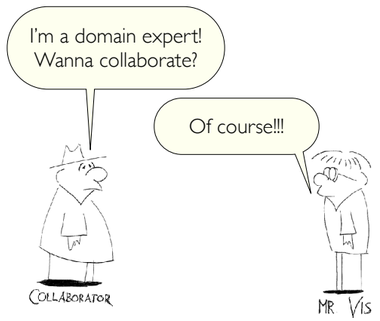
iterative



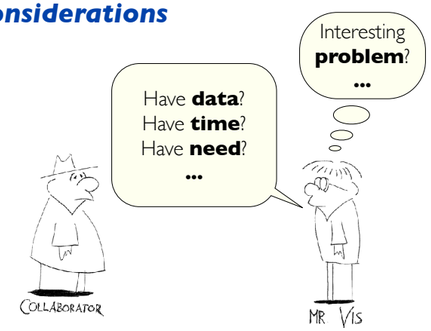
Design study methodology: 32 pitfalls

- and how to avoid them

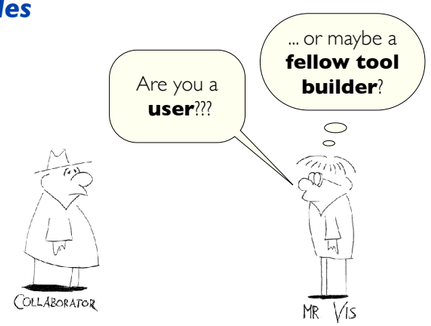
PF-1	premature advance: jumping forward over stages	general
PF-2	premature start: insufficient knowledge of vis literature	learn
PF-3	premature commitment: collaboration with wrong people	winnow
PF-4	no real data available (yet)	winnow
PF-5	insufficient time available from potential collaborators	winnow
PF-6	no need for visualization: problem can be automated	winnow
PF-7	researcher expertise does not match domain problem	winnow
PF-8	no need for research: engineering vs. research project	winnow
PF-9	no need for change: existing tools are good enough	winnow



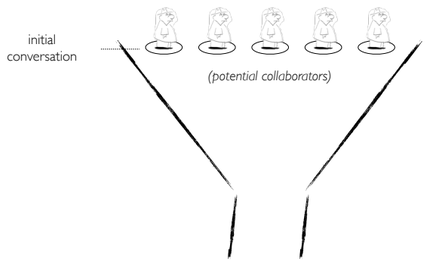
considerations



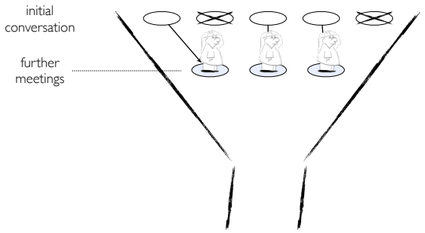
roles



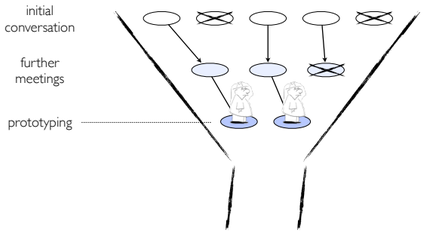
Collaborator winnowing



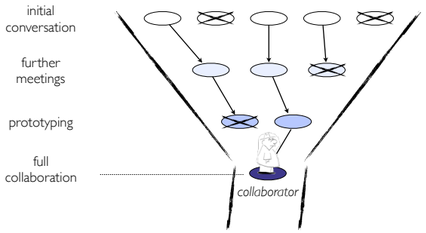
Collaborator winnowing



Collaborator winnowing



Collaborator winnowing



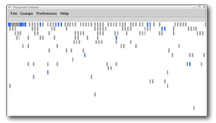
Collaborator winnowing

initial conversation
full collaboration

Talk with many, stay with few!

EXAMPLE FROM THE TRENCHES
Premature Collaboration!

PowerSet Viewer
2 years / 4 researchers



WikeVis
0.5 years / 2 researchers

EXAMPLE FROM THE TRENCHES
Premature Collaboration!

PowerSet Viewer
2 years / 4 researchers

WikeVis
0.5 years / 2 researchers

- Fellow tool builders
- Data promised

Design study methodology: 32 pitfalls

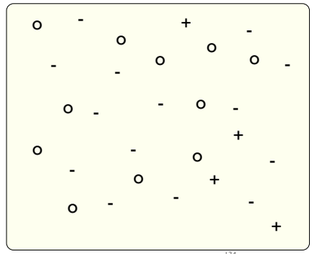
PF-10	no real/important/recurring task	winnow
PF-11	no rapport with collaborators	winnow
PF-12	not identifying front line analyst and gatekeeper before start	cast
PF-13	assuming every project will have the same role distribution	cast
PF-14	mistaking fellow tool builders for real end users	cast
PF-15	ignoring practices that currently work well	discover
PF-16	expecting *just talking* or *fly on wall* to work	discover
PF-17	experts focusing on visualization design vs. domain problem	discover
PF-18	learning their problems/language: too little / too much	discover
PF-19	abstraction: too little	design
PF-20	premature design commitment: consideration space too small	design

PITFALL

PREMATURE DESIGN COMMITMENT

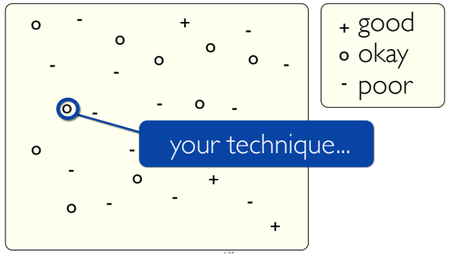
Of course they need the cool **technique** I built last year!

METAPHOR
Design Space



+ good
o okay
- poor

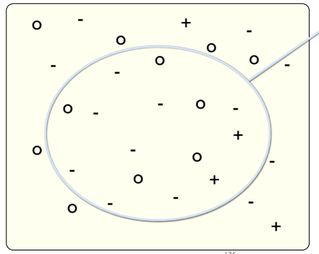
METAPHOR
Design Space



+ good
o okay
- poor

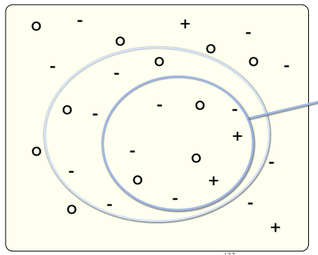
your technique...

METAPHOR
Design Space



know

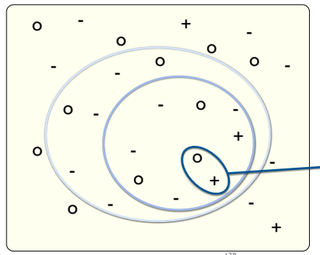
METAPHOR
Design Space



know

consider

METAPHOR
Design Space

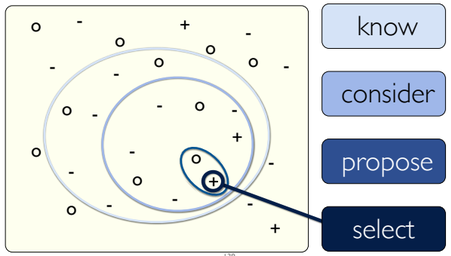


know

consider

propose

METAPHOR
Design Space



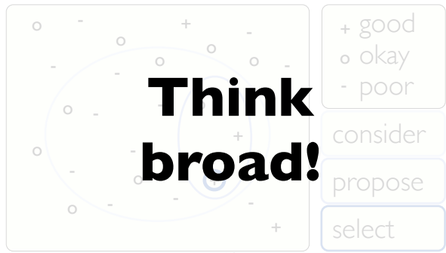
know

consider

propose

select

METAPHOR
Design Space



Think broad!

Design study methodology: 32 pitfalls

PF-21	mistaking technique-driven for problem-driven work	design
PF-22	nonrapid prototyping	implement
PF-23	usability: too little / too much	implement
PF-24	premature end: insufficient deploy time built into schedule	deploy
PF-25	usage study not case study: non-real task/data/user	deploy
PF-26	*liking* necessary but not sufficient for validation	deploy
PF-27	failing to improve guidelines: confirm, refine, reject, propose	reflect
PF-28	insufficient writing time built into schedule	write
PF-29	no technique contribution ≠ good design study	write
PF-30	too much domain background in paper	write
PF-31	story told chronologically vs. focus on final results	write
PF-32	premature end: win race vs. practice music for debut	write

PITFALL

PREMATURE PUBLISHING

I can write a design study **paper** in a week!

"writing is research"
[Wolcott: Writing up qualitative research, 2009]

METAPHOR
Horse Race vs. Music Debut

Must be first!

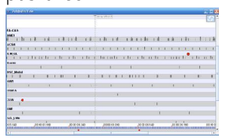
technique-driven

Am I ready?

problem-driven

EXAMPLE FROM THE TRENCHES
Don't step on your own toes!

First design round published



AutobahnVis 1.0
[Sedlmair et al., Smart Graphics, 2009]

Subsequent work not stand-alone paper

AutobahnVis 2.0
[Sedlmair et al., Information Visualization 10(3), 2011]

Reflections from the stacks: Wholesale adoption inappropriate

- ethnography
  - rapid, goal-directed fieldwork
- grounded theory
  - not empty slate: vis background is key
- action research
  - aligned
    - intervention as goal
    - transferability not reproducibility
    - personal involvement is key
  - opposition
    - translation of participant concepts into visualization language
    - researcher lead not facilitate design
    - orthogonal to vis concerns: participants as writers, adversarial to status quo, postmodernity