

Lecture 6

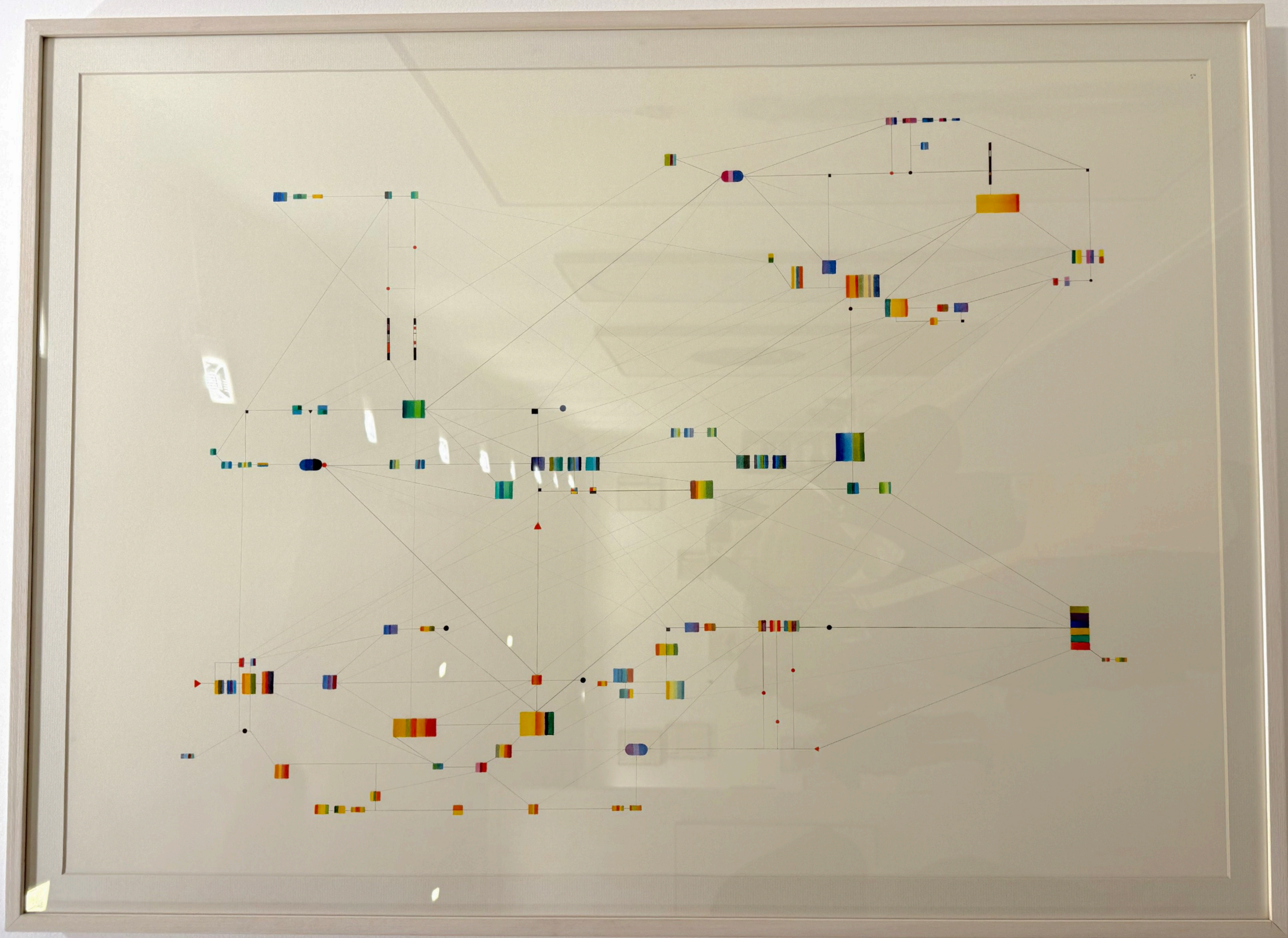
**DD 324:**

**Data Visualisation**

Data is Around Us

11 Feb 2025 · Gyan Lakhwani · [gyanlakhwani@gmail.com](mailto:gyanlakhwani@gmail.com) · Department of Design, DTU

**I had a busy week**





**Data Art?**

**Art that looks like Data**

7th - 8th February '25

UX NOW

REGISTER NOW

DESIGN

CONFERENCE

# gyanl.com/uxnow2022

## Notes from UxNow 2022

These are some notes and doodles from some of the talks at UxNow 2022, a UX design conference held at the India Habitat Center in New Delhi from 4-5 November 2022. These are mostly for myself, and may make only limited sense for anyone else.

UX NOW THE ANNUAL DESIGN CONFERENCE 2022

UX Design - when you Evolution

Shipping software on a disk

→ cost of a mistake was recalling the disk.

Mobile Phones UX starts to take off.

Gestures, ...

UX NOW

Sanjay Mohan  
Group CTO  
MakeMyTrip  
GoIbibo

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B2B expectations are higher now.

UX is no longer 'nice to have'

UX NOW THE ANNUAL DESIGN CONFERENCE 2022

HONEY BAJAJ (what a name!)

Data Driven Design ... OR Design Drives Data

Look at data as people behind it.

↳ Data as conversations

123

Designer running away from math.

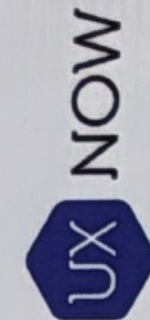
The Danger

did people catch their flight?

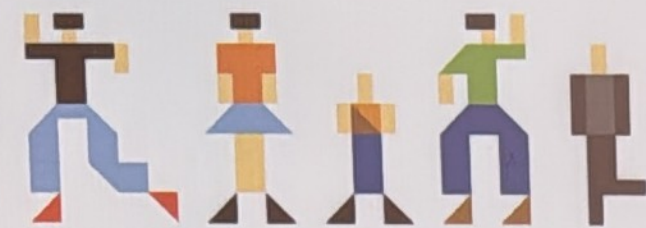
How does Honey use data in her day to day?



# 'U' in UXNow



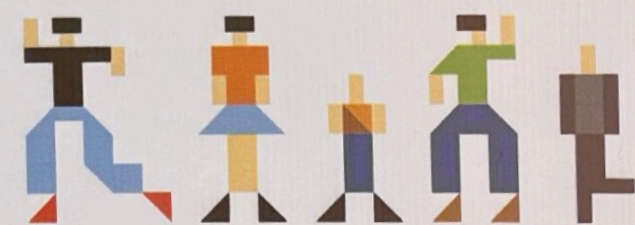
Show Us Your Outfit Palette!



# 'U' in UXNow



Show Us Your Outfit Palette!



Will I wear this? why?

hello!

Hi!

WHY

WHAT

HOW

FIRST PALE

AAA



WHY

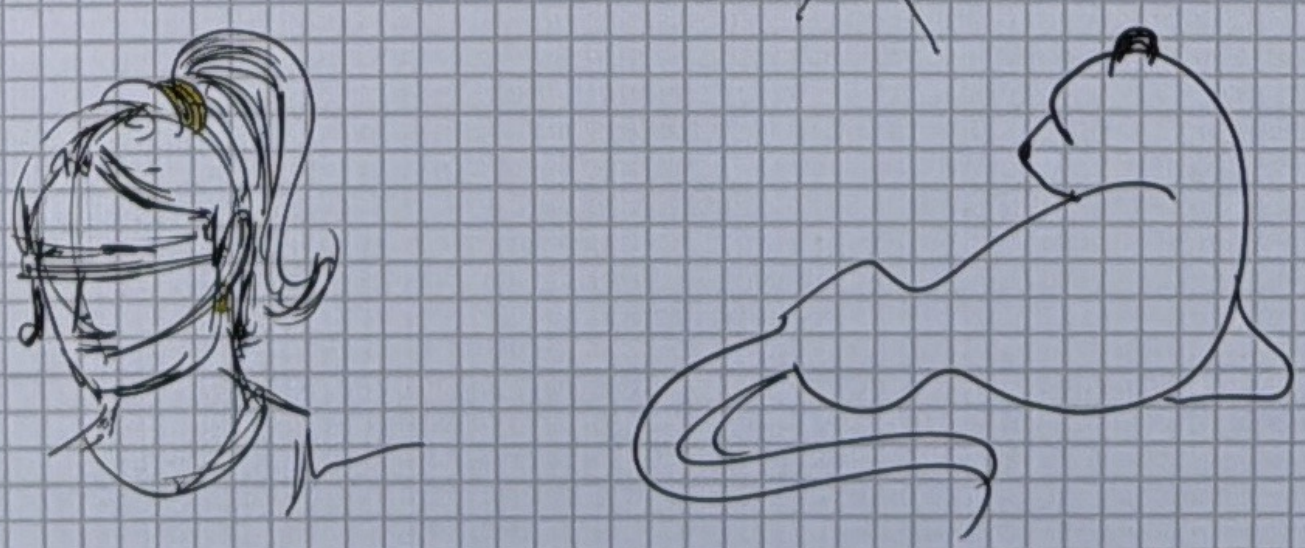
MNT

IK

ANY

FIRST  
PXL

PXL



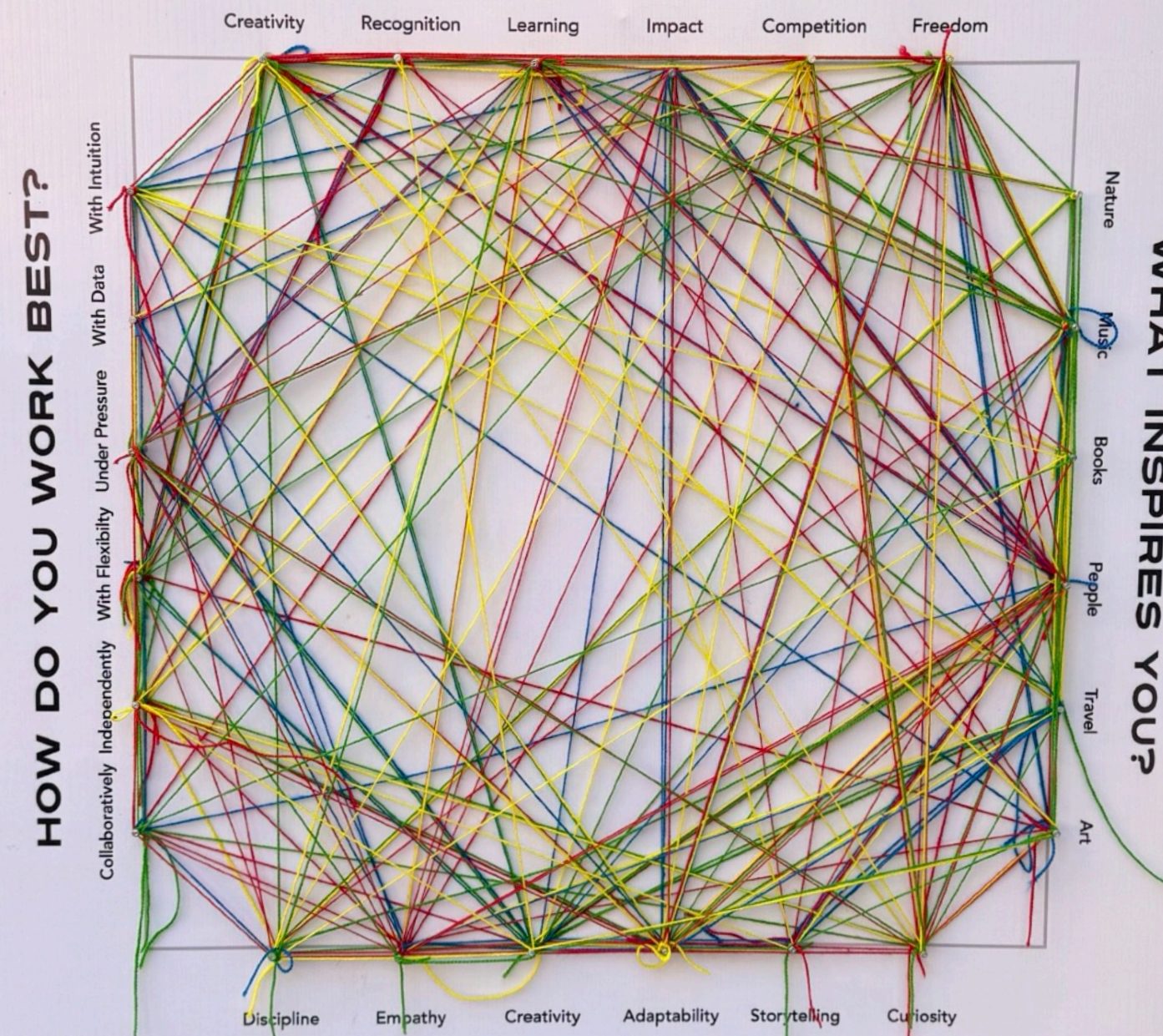
# Insights



## INSTRUCTIONS:

1. Pick a thread color based on the persona which represents you the best
2. Answer all 4 questions by tying your thread to one word that best represents you
3. Move clockwise, stretching your thread from one answer to the next
4. Complete the loop to finish your personal data thread

## WHAT DRIVES YOU?



HOW DO YOU WORK BEST?

WHAT INSPIRES YOU?

## WHAT'S YOUR SUPERPOWER?

- The Leader** (Yellow dot)  
Bold and decisive, takes charge & thrives on responsibility
- The Thinker** (Red dot)  
Curious, loves deep ideas & finding the 'why' behind things
- The Strategist** (Blue dot)  
Logical, detail-oriented and thrives on planning
- The Adventurer** (Green dot)  
Spontaneous, loves taking risks & embracing the unknown

## INSTRUCTIONS:

1. Pick a thread color based on the persona which represents you the best
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### The Leader

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### The Thinker

Curious, loves deep ideas & finding the 'why' behind things



### The Strategist

Logical, detail-oriented and thrives on planning



### The Adventurer

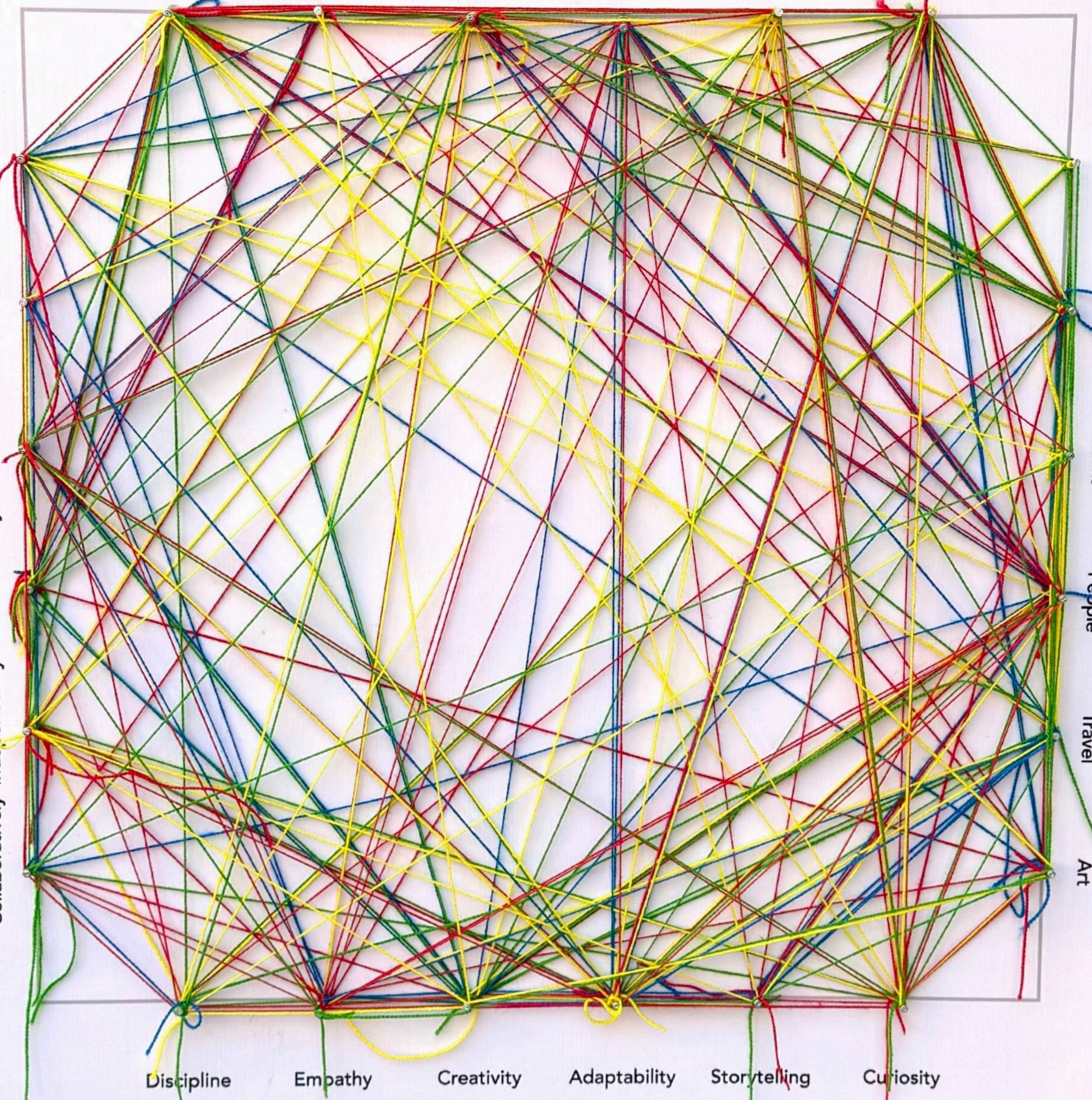
Spontaneous, loves taking risks & embracing the unknown

## WHAT DRIVES YOU?

Creativity Recognition Learning Impact Competition Freedom

## HOW DO YOU WORK BEST?

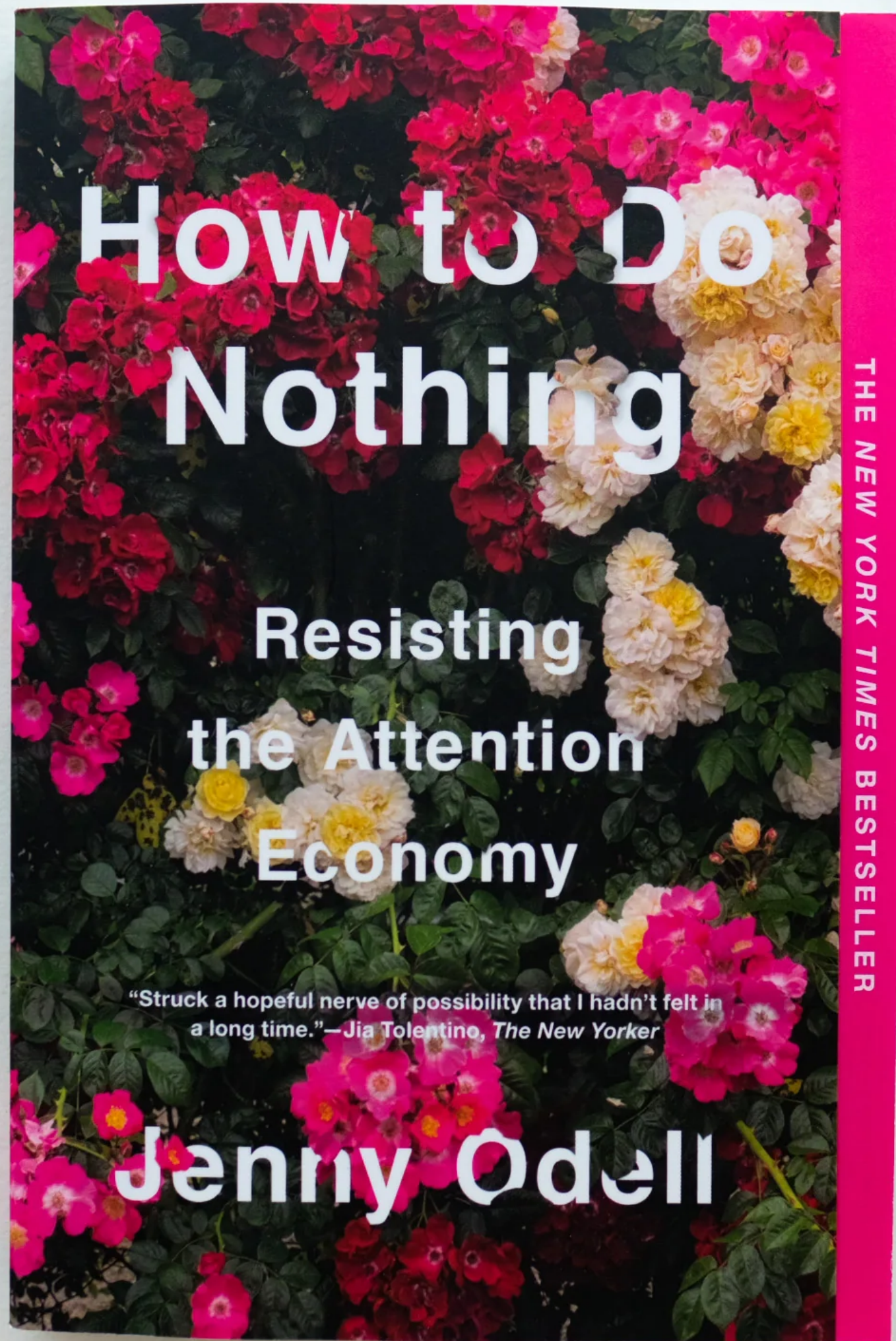
Collaboratively Independently With Flexibility Under Pressure With Data With Intuition



## WHAT INSPIRES YOU?

## WHAT'S YOUR SUPERPOWER?

**Data Art**



# How to Do Nothing

Resisting  
the Attention  
Economy

"Struck a hopeful nerve of possibility that I hadn't felt in a long time."—Jia Tolentino, *The New Yorker*

Jenny Odell

THE NEW YORK TIMES BESTSELLER

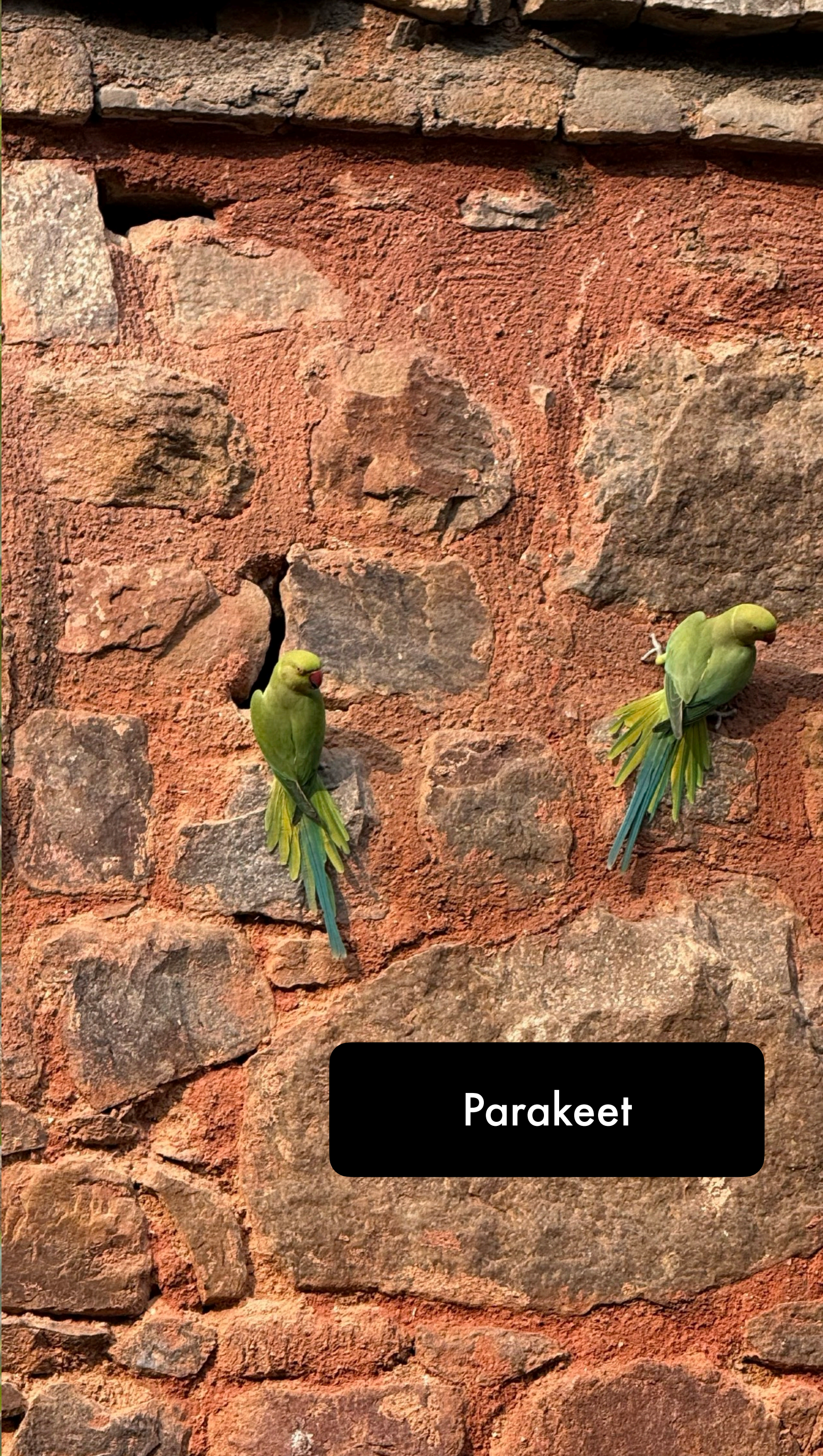
We're so busy being busy.



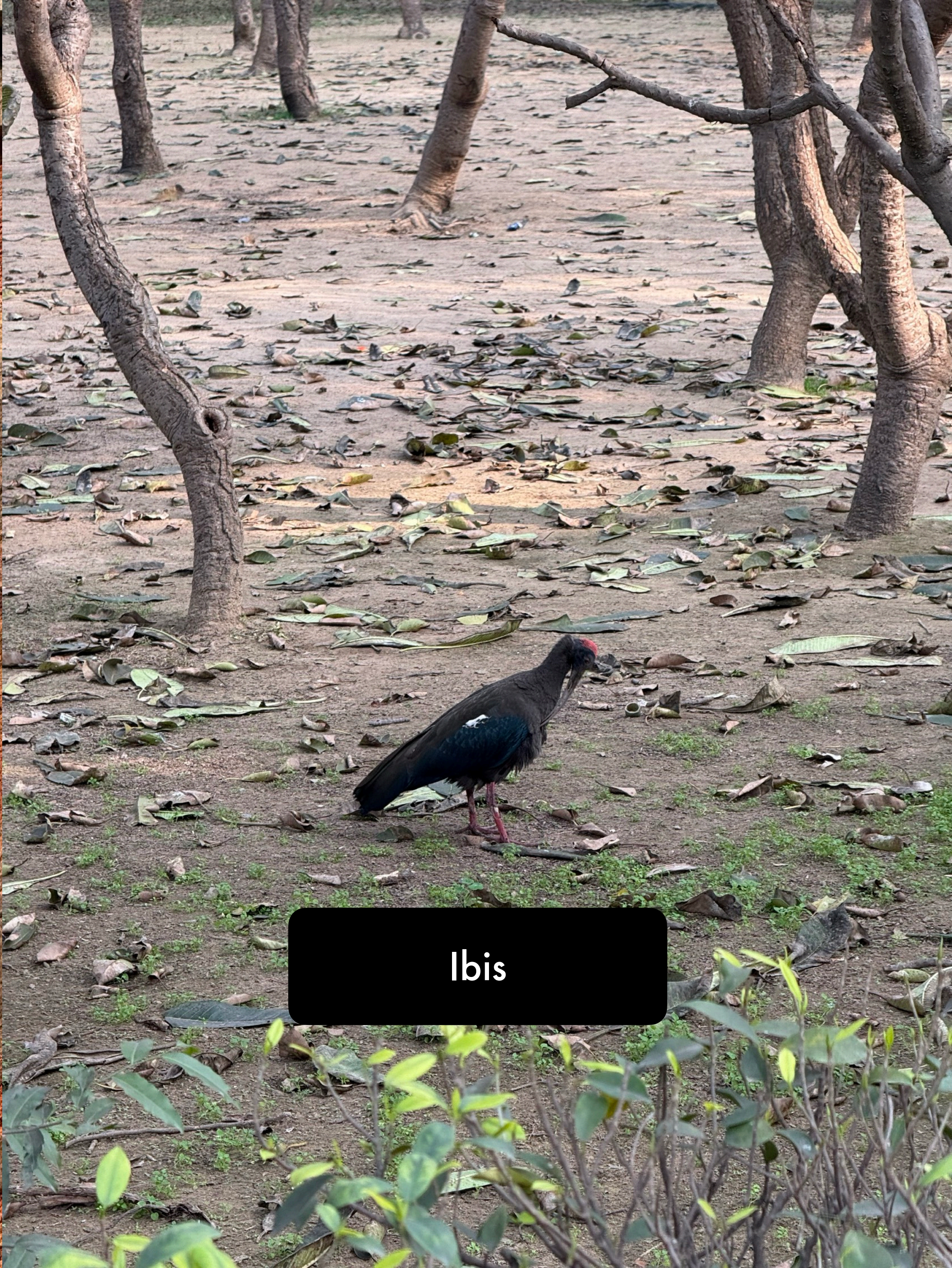
Wouldn't it be nice to just stop  
and look around a little.



Babbler



Parakeet



Ibis



Ducks



Babbler



Mynah



Anyone can be late for class

# Recognise the Sound - Jang Lee



House Sparrow



Woodpigeon



Starling



Blue Tit



Feral Pigeon



Blackbird



Great Tit



Goldfinch



Magpie



Robin

Wouldn't it be nice to just stop  
and look around a little.

# FIELD TRIP!



The image shows a browser window with a dark theme. The address bar shows 'gyanl.com'. The page content includes a navigation menu with 'Data Visualization' selected, a main heading 'Field Trip - Bird Noticing', and three paragraphs of text.

gyanl.com

Data Visualization

## Field Trip - Bird Noticing

There are a lot of birds around DTU. If you take a quiet walk through the campus, you'll be able to hear them in the trees. Have you ever wondered which birds these are?

Bird Noticing is an idea popularised by the artist Jenny Odell in her book "How to Do Nothing" where she argues that "bird-watching" could instead be called "bird-noticing" because it emphasizes the act of simply observing rather than actively searching for birds to identify.

After the class, we will take a walk through the DTU campus and listen to the birds and try and identify them by their bird calls. You can choose to visualise this data, or just learn something about which birds you can find around you.

# **FIELD TRIP!**

**3P TODAY**

Optional, but might be fun.

If you come, you have to be quiet so we can hear the birds.



# **FIELD TRIP!**

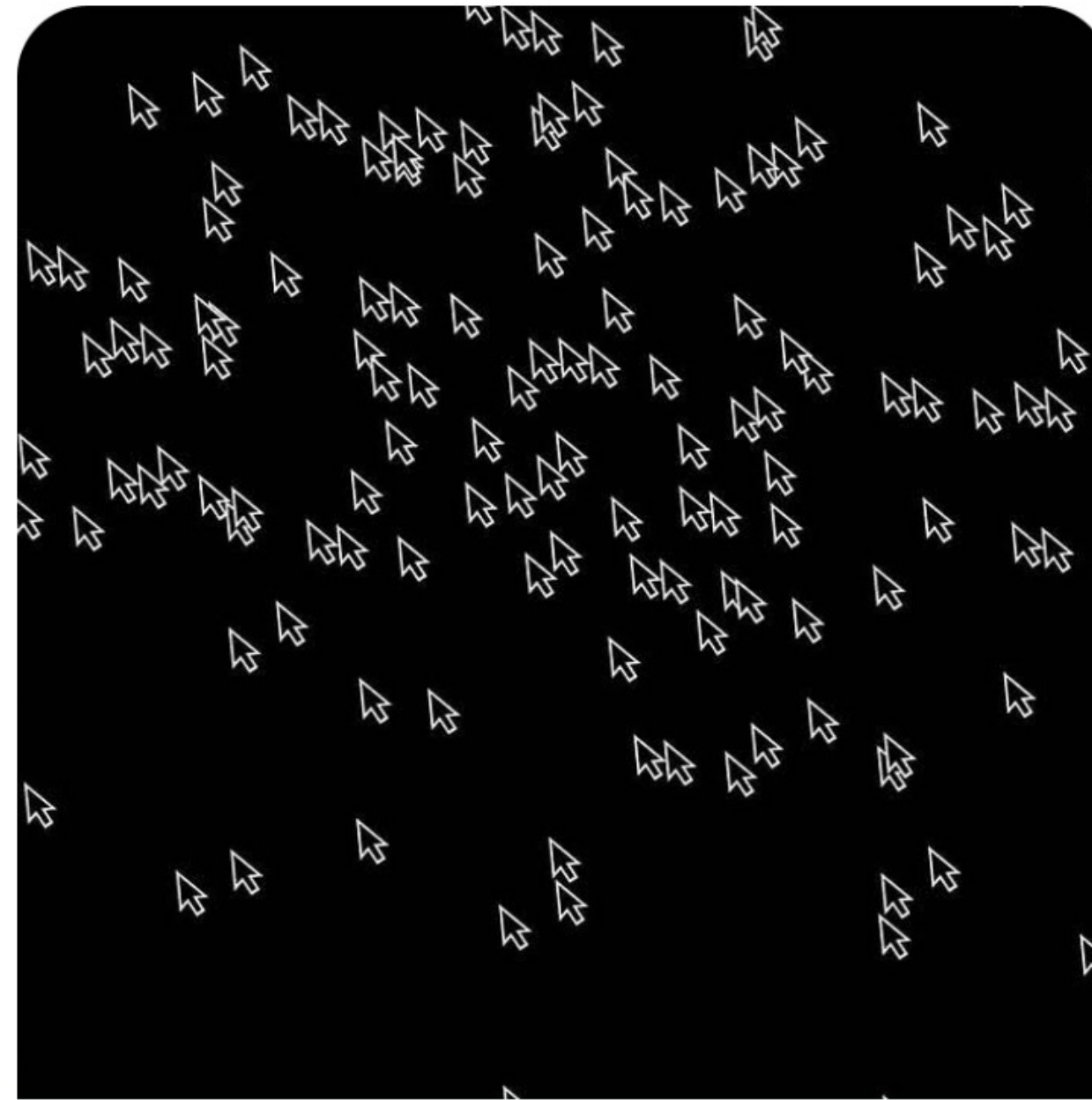
**3P TODAY**

Also ok to break apart into smaller groups.

Would be nice to meet back at 3:45  
outside DoD and discuss what we heard  
and saw.

Data is the shadow of things  
happening around us.

26 JAN AT 6:50 PM



**What if data visualized itself?**

 [towardsdatascience.com](https://towardsdatascience.com)

Hey Gyan! Since youre teaching Data Viz now, you should read a blogpost I once wrote about Self-visualising systems



# Vivek's blog post

**towards**  
data science

The world's leading publication for data science, AI, and ML professionals.

TDS is Now Independent!

LATEST EDITOR'S PICKS DEEP DIVES CONTRIBUTE | NEWSLETTER



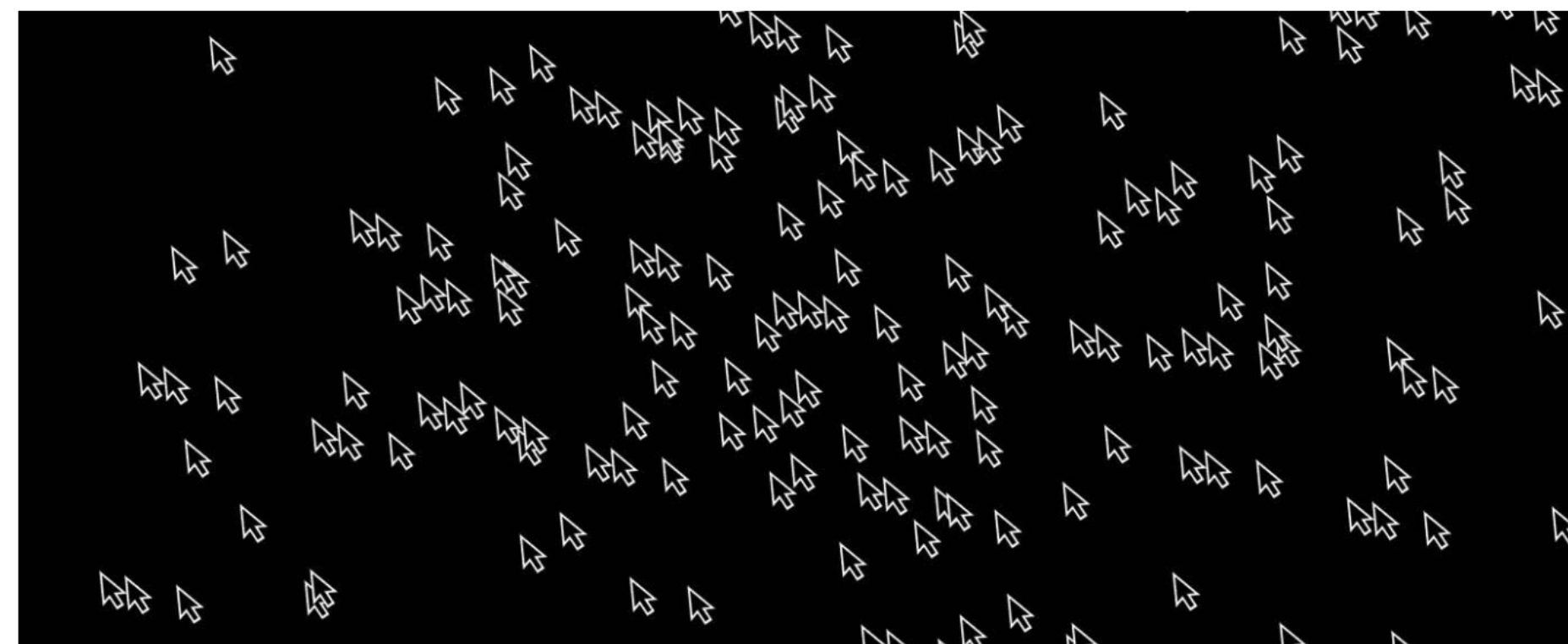
NATURE

## What if data visualized itself?

How nature organizes hidden layers of information

Vivek Menon

Jul 28, 2020 • 9 min read







A Desire Path





Rub belly for good luck





[What if data visualized itself? - Towards Data Science](#)



What if data visualized itself? - Towards Data Science



What if data visualized itself? - Towards Data Science

# Self-visualising systems

# Exercise - Self Visualising Information

## Data Visualization



### Exercise - Self Visualising System

Data doesn't always need to be collected and processed to be seen—it often visualises itself in the physical world. By observing our surroundings, we can uncover naturally occurring data visualisations that tell stories of use, behavior, and change over time.

#### Instructions

Find and photograph a *self-visualising system*—a physical phenomenon that reveals patterns of human activity, environmental forces, or time. Consider examples such as:

- The cross-section of a tree trunk, where rings indicate age and climate patterns.
- Worn-out paths in grass or dirt, showing the most frequently traveled routes.
- The smooth, shiny surfaces of frequently touched statues, door handles, or stair railings.
- Residue, rust, or discoloration on walls or floors where water consistently flows.

Think about how these patterns *naturally encode* information. What behaviors or forces led to these marks? What story does the visualization tell?

#### Submission format

Submit a Google Doc containing:

1. **At least one photo** (more if you find multiple examples) of a self-visualising system in your environment.
2. **A 250+ word reflection** answering the following questions:

Sometimes you can also bring digital data out into the real world.

# Screens of August - Tangible Data Visualisation

TANGIBLE DATA VISUALISATION

SCREENS OF AUGUST



**Screens  
Of August**  
2022

# Midsem Project Pitch\*

## Data Visualization



### Exercise - Midsem Project Pitch

#### A Week in Data

Track personal habits (sleep, screen time, food intake, mood) and use what you learnt about data visualisation to create a data story that represents your lifestyle. Try and track at least 2 things and see if you can find any interesting ways to link and visualise the information.

The output can be an infographic style poster, a blog post, a video, or something else.

#### References

- [Quantified Self](#)
- [Dear Data](#)

#### Submission format

A 3 minute class presentation on 11 Feb (Tuesday)

OR

An email to [gyanlakhwani@gmail.com](mailto:gyanlakhwani@gmail.com) by 14 Feb (Friday)

- You team of 1-3 people
- What do you want to visualise?
- Why do you want to visualise it?
- What would be the title for your project?
- Where will you find the data? Will you capture it yourself, or is it available somewhere?
- Is it an exploratory or explanatory visualisation?



# Midsem Project Pitch\*

Data Visualization



## Exercise - Midsem Project Pitch

### A Week in Data

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I got some feedback about these project ideas being a bit vague and possibly too ambitious for midsems.

I am now recommending that you do this project instead, but if you have already decided on something else, go ahead!

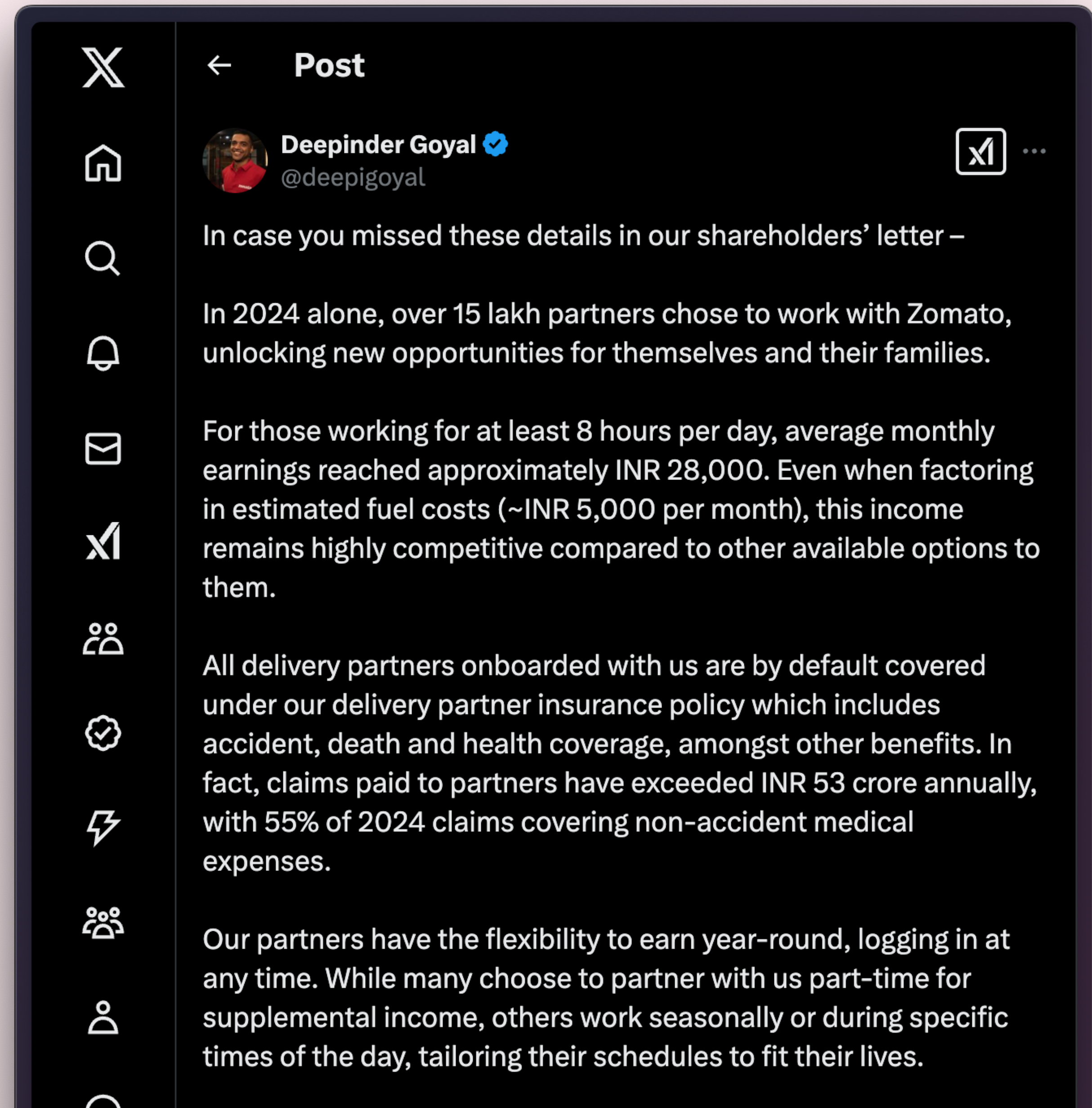
I would like you to try something that is exciting for you but I also want them to be doable.

I will share a grading scheme soon.

**You can use  
visualisations to  
convince.**

## Lying with Data

At what  
point does  
persuasion  
become  
lying?



The image shows a screenshot of a social media post on a dark-themed interface. On the left is a vertical sidebar with navigation icons: a crossed-out 'X', a home icon, a magnifying glass, a bell, an envelope, a Zomato logo, a group of people, a checkmark, a lightning bolt, a group of people, and a person icon. The main content area is titled 'Post' and features a profile picture of a man in a red shirt, the name 'Deepinder Goyal' with a verified badge, and the handle '@deepigoyal'. The post text is as follows:

In case you missed these details in our shareholders' letter –

In 2024 alone, over 15 lakh partners chose to work with Zomato, unlocking new opportunities for themselves and their families.

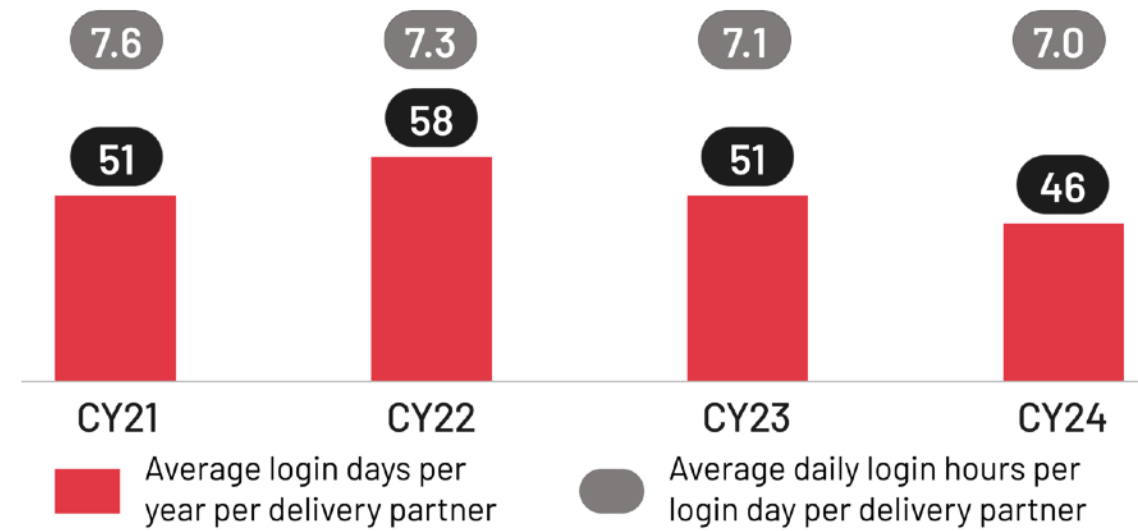
For those working for at least 8 hours per day, average monthly earnings reached approximately INR 28,000. Even when factoring in estimated fuel costs (~INR 5,000 per month), this income remains highly competitive compared to other available options to them.

All delivery partners onboarded with us are by default covered under our delivery partner insurance policy which includes accident, death and health coverage, amongst other benefits. In fact, claims paid to partners have exceeded INR 53 crore annually, with 55% of 2024 claims covering non-accident medical expenses.

Our partners have the flexibility to earn year-round, logging in at any time. While many choose to partner with us part-time for supplemental income, others work seasonally or during specific times of the day, tailoring their schedules to fit their lives.

### Average login days per year by delivery partners onboarded on Zomato (#)

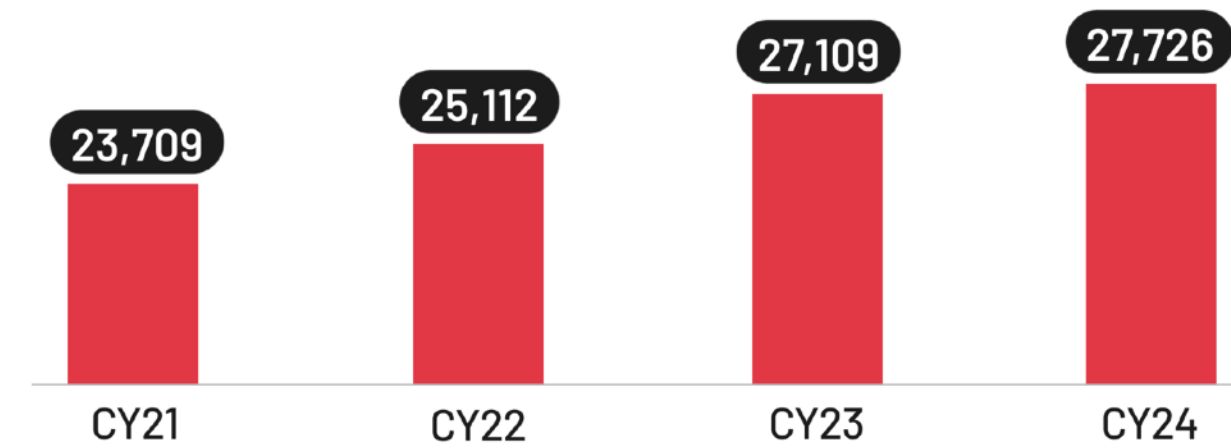
Chart highlighting the consistent decrease in average days logged-in per year and average hours logged-in per day over the years as most of the delivery partners prefer to work with us part-time at the time of their convenience to generate a secondary source of income for themselves.



**zomato**

### Average monthly earnings of delivery partners onboarded on Zomato (INR)

Chart showing a consistent increase in average monthly earnings of delivery partners who logged-in for at least eight hours per day and 26 days per month.

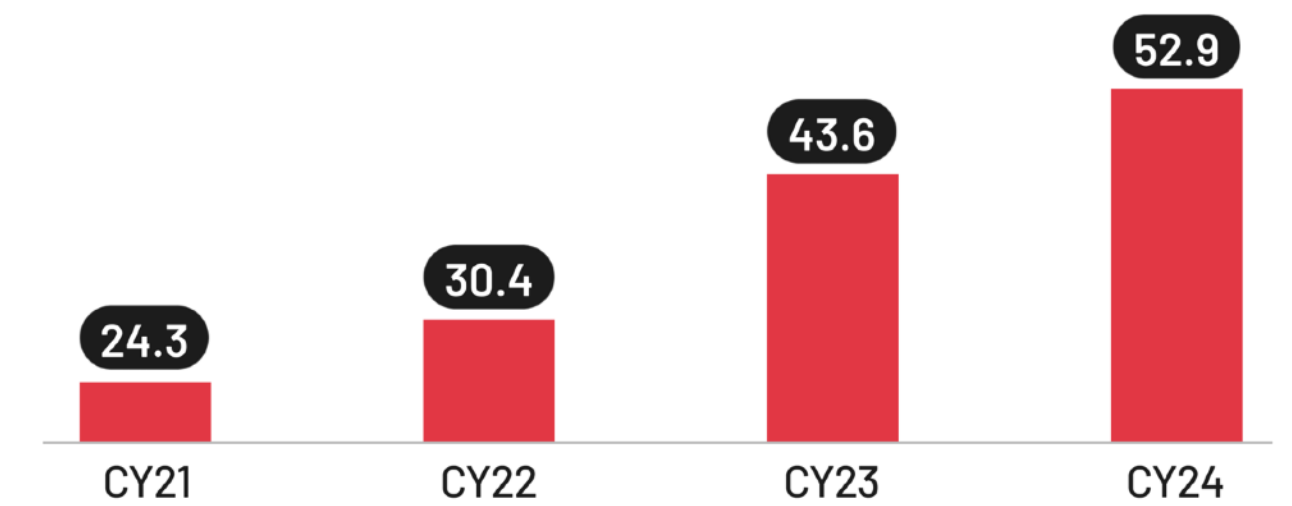


Note: Above data represents the average monthly earnings for delivery partners logging in for at least 8 hours per day and at least 26 days per month.

**zomato**

### Total insurance claim payout for delivery partners onboarded on Zomato (INR crore)

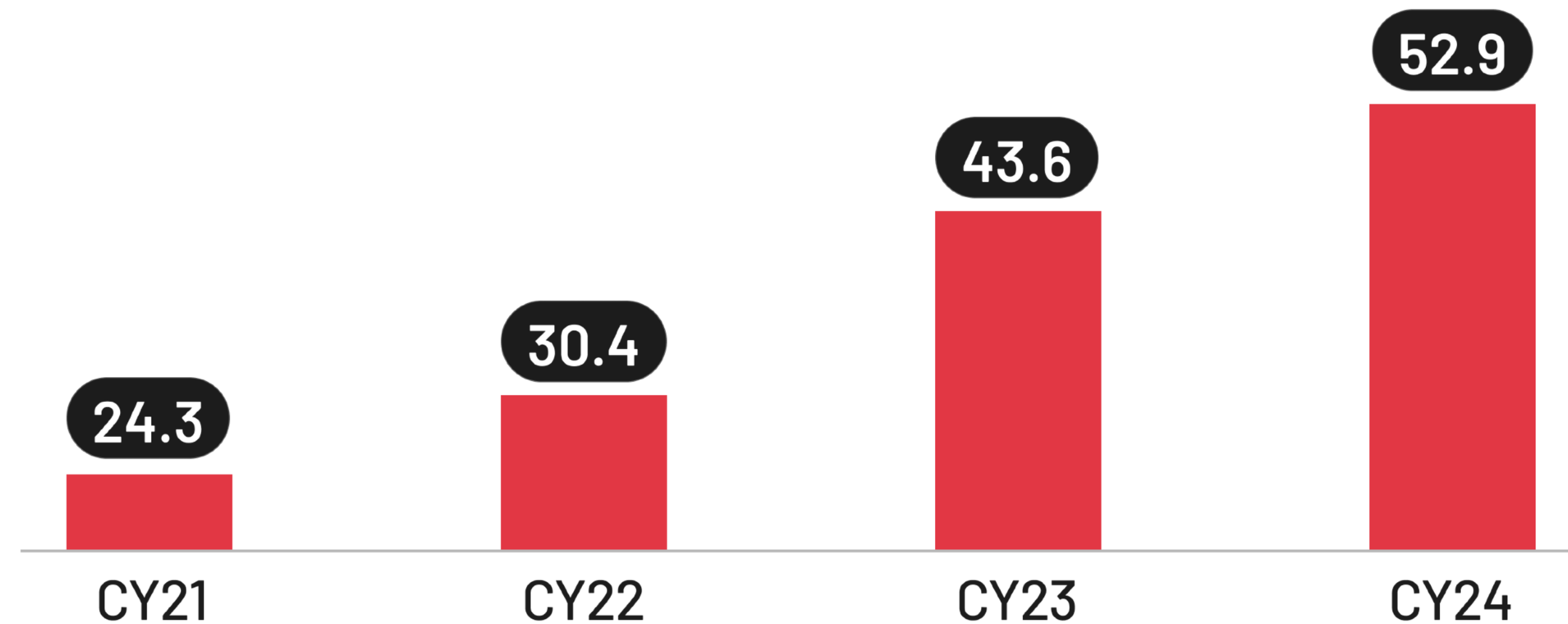
Chart highlighting that the value of insurance claims processed for delivery partners has more than doubled over the last four years to INR 53 crore per annum in CY24.



**zomato**

## Total insurance claim payout for delivery partners onboarded on Zomato (INR crore)

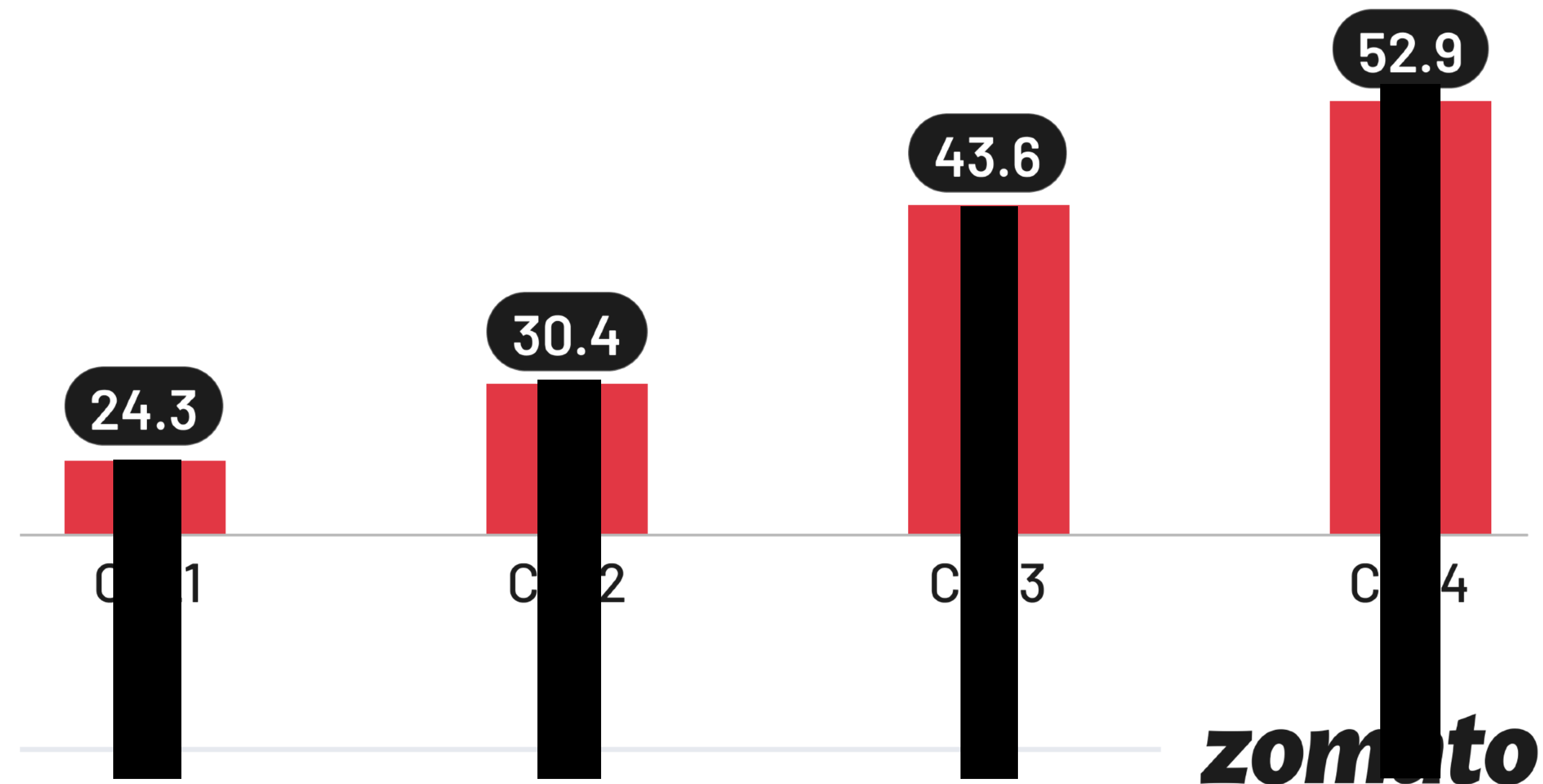
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**Techfest/Engifest**

**No lecture on 11 18  
February 2025!**

**Have a great fest week!**