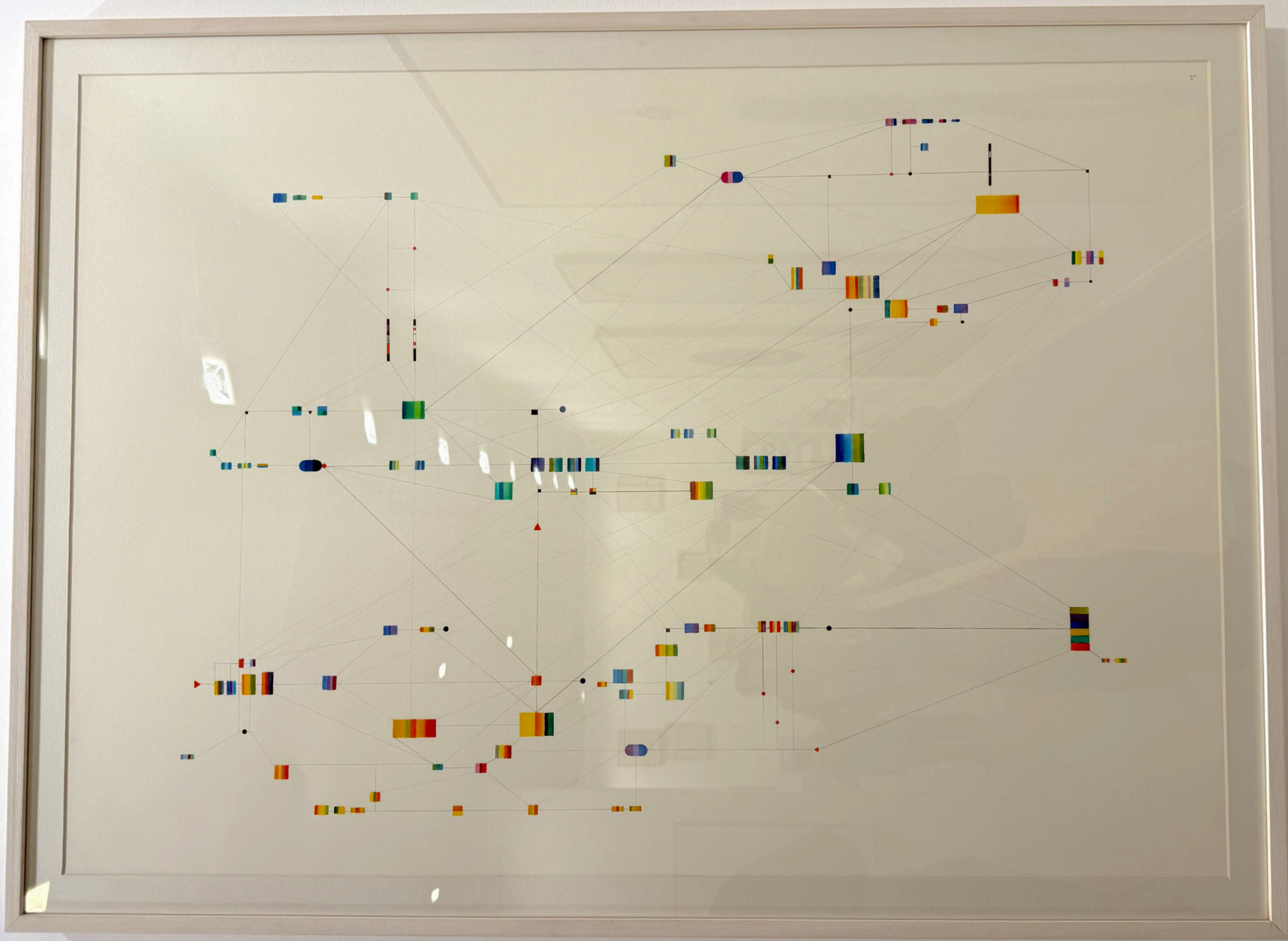
Lecture 6

DD 324:
Data Visualisation

Data is Around Us

11 Feb 2025 · Gyan Lakhwani · gyanlakhwani@gmail.com · Department of Design, DTU

I had a busy week



Data Art?

Art that looks like Data

7th - 8th February '25

UXNOW DESIGN CONFERENCE

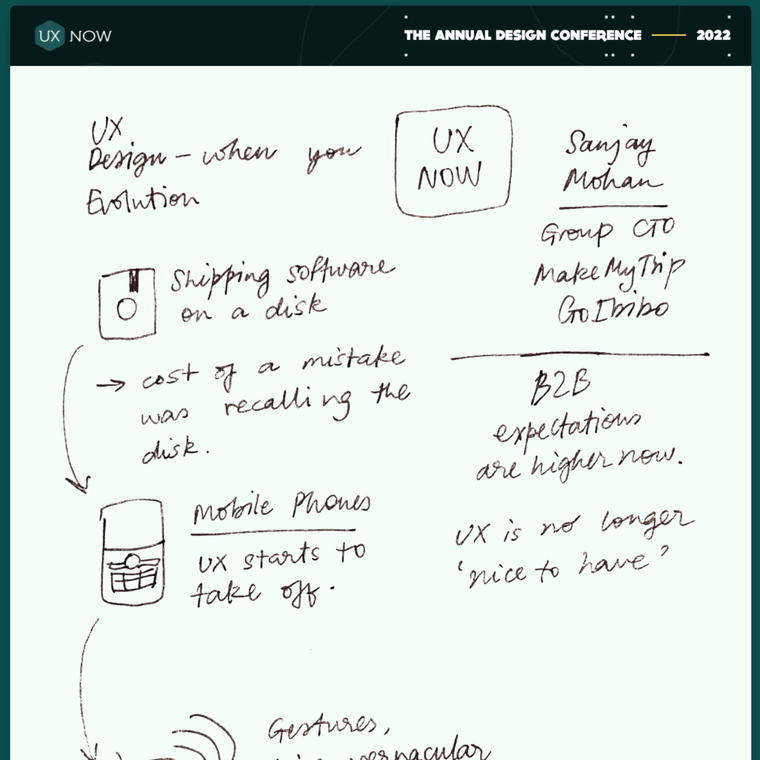
REGISTER NOW

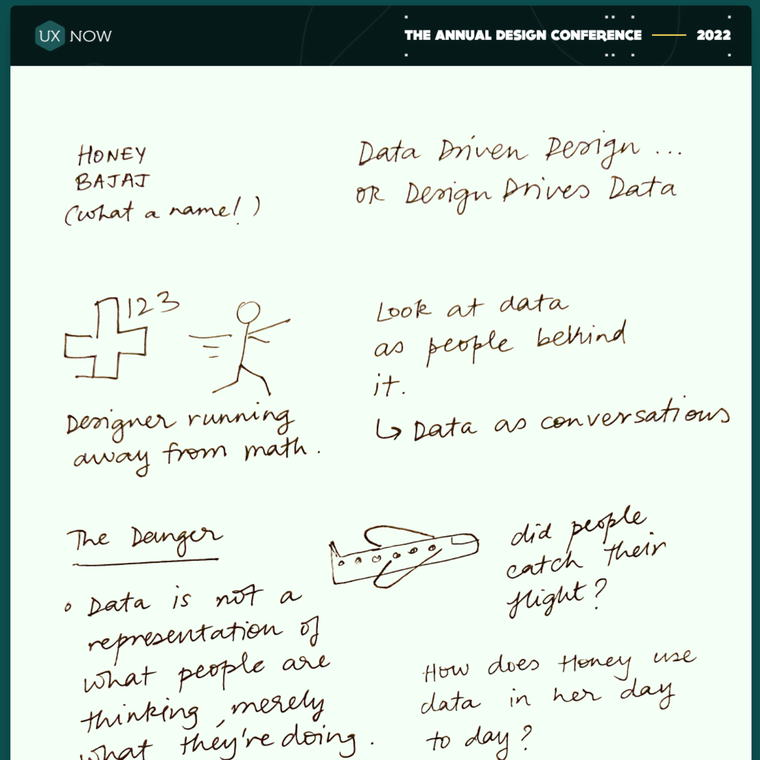
gyanl.com/uxnow2022

gyanl.com

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.

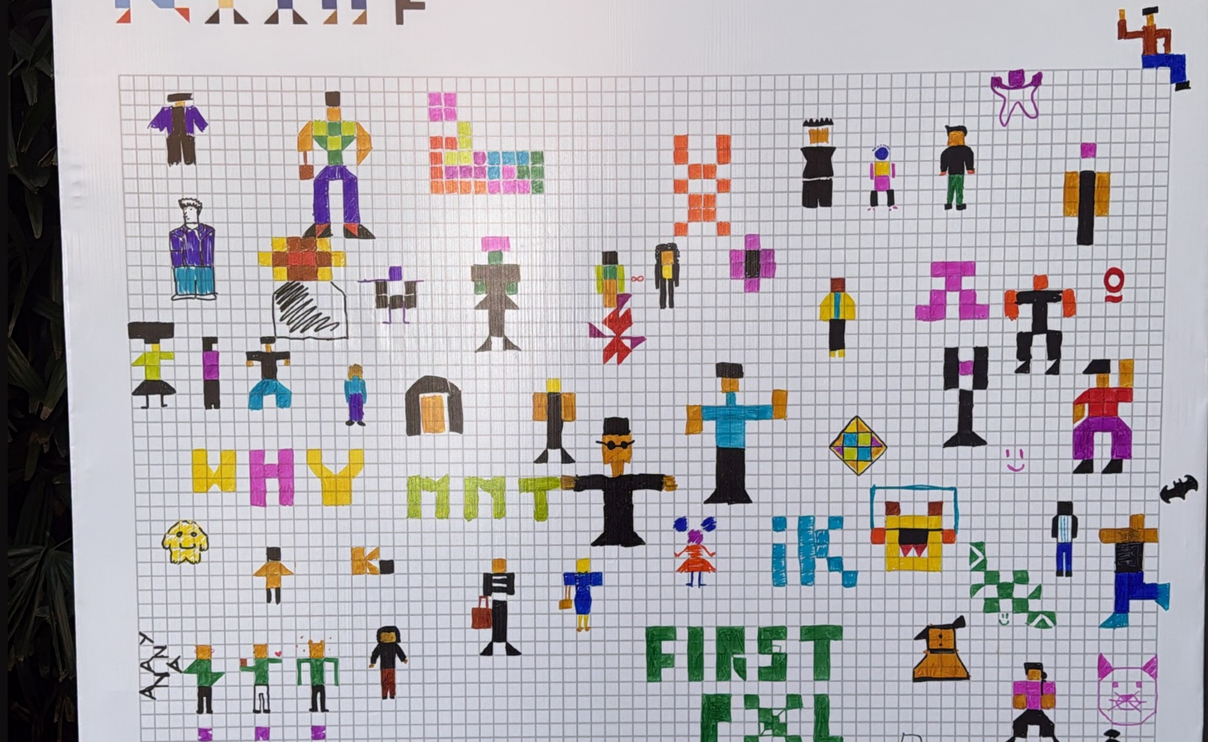




‘U’ in UXNow

Show Us Your Outfit Palette!

UX NOW



'U' in UXNow

UX NOW

Show Us Your Outfit Palette!

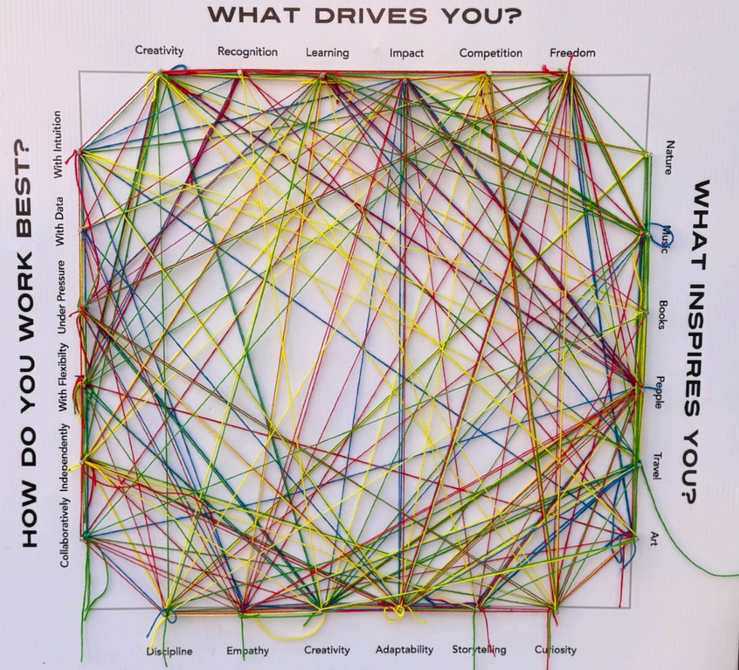
WHY
NOT
IK
FIRST
PXL
PXL

Insights

MON UX

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



The Leader
Bold and decisive, takes charge & thrives on responsibility

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

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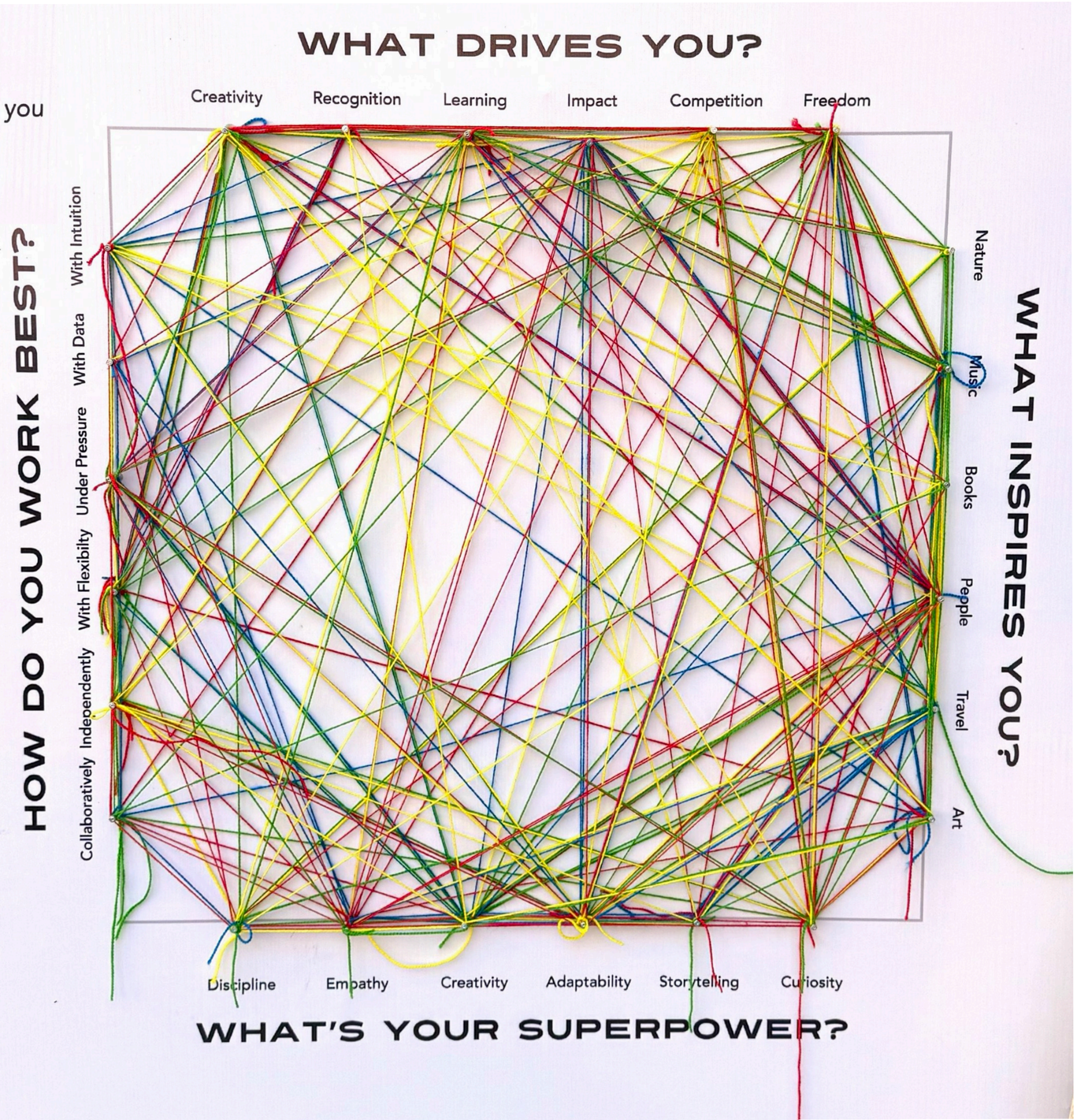
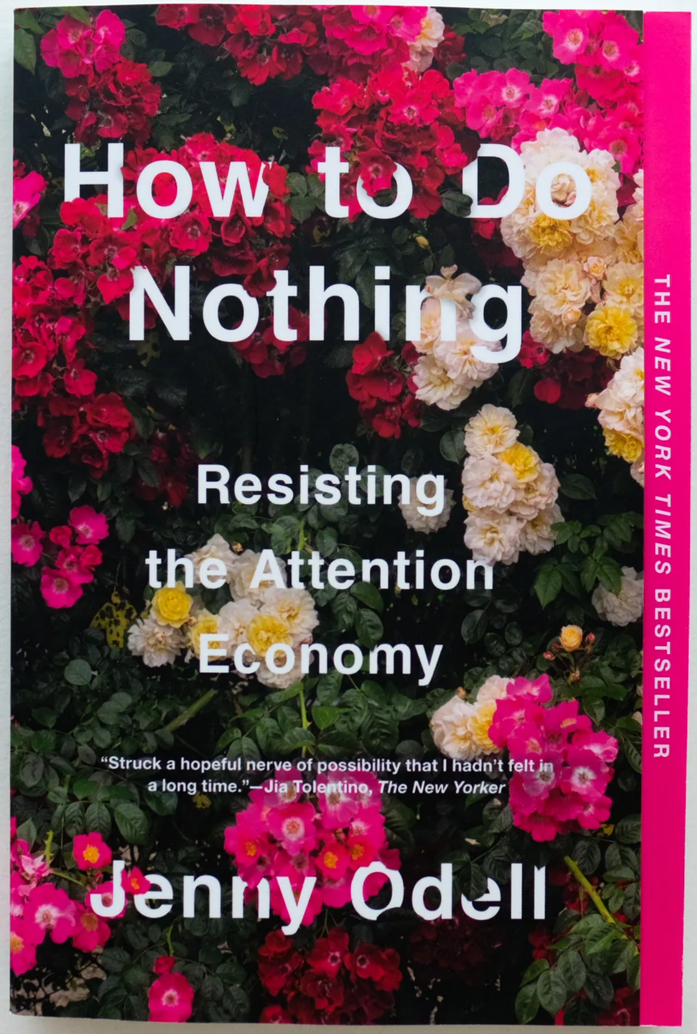


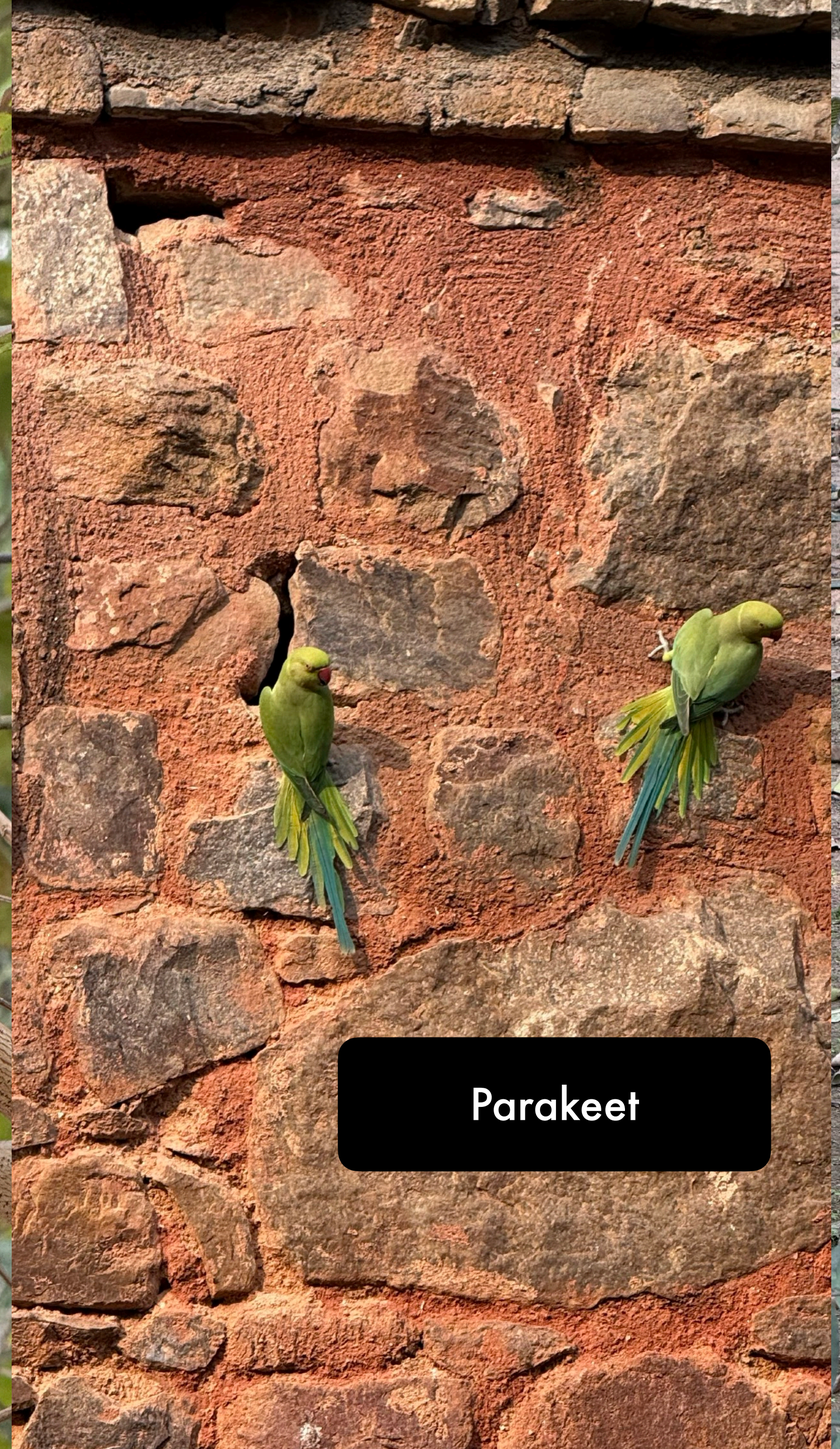
Data Art

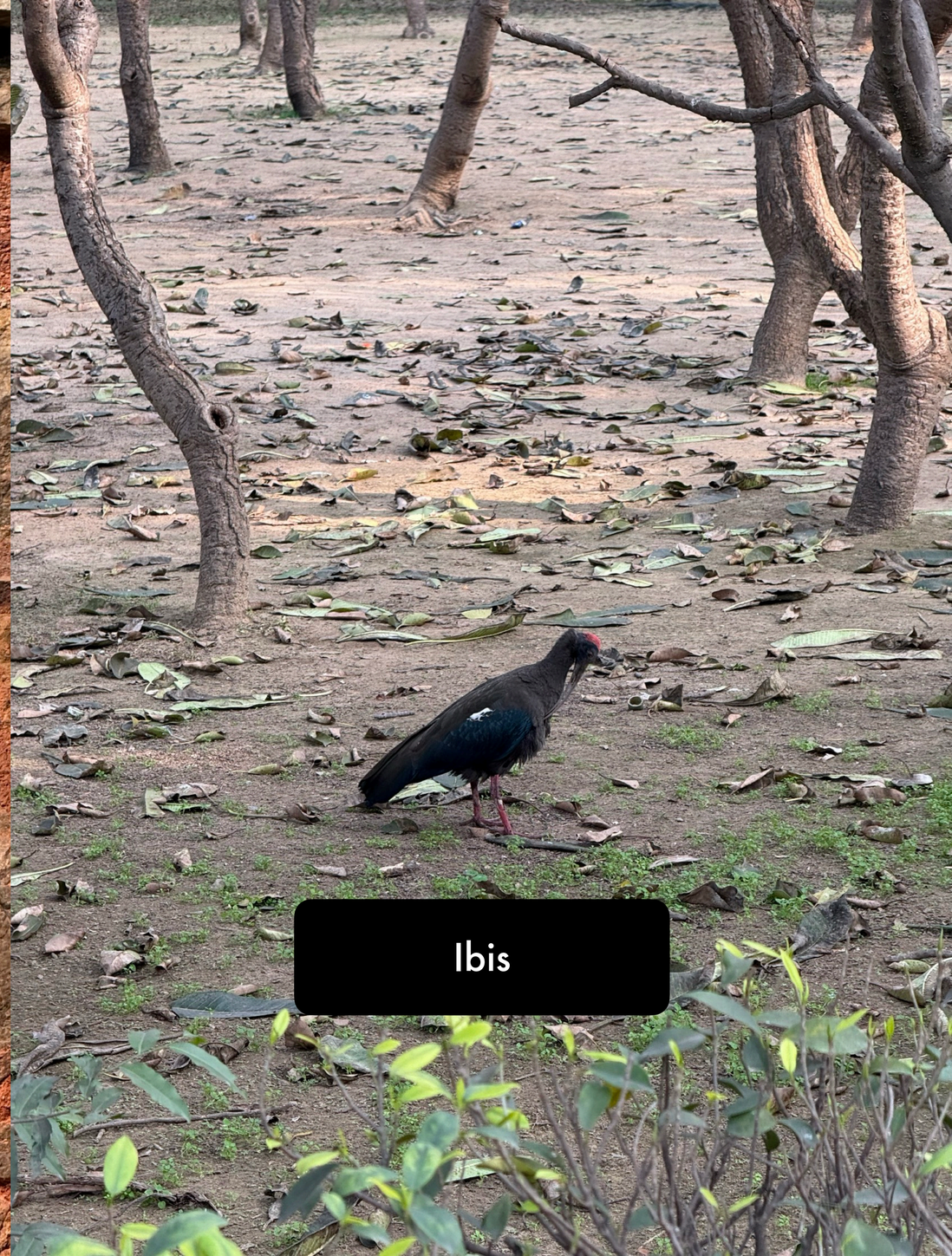

How to Do Nothing
Resisting the Attention Economy
"Struck a hopeful nerve of possibility that I hadn't felt in a long time."—Jia Tolentino, The New Yorker
Jenny Odell
THE NEW YORK TIMES BESTSELLER

We’re so busy being busy.

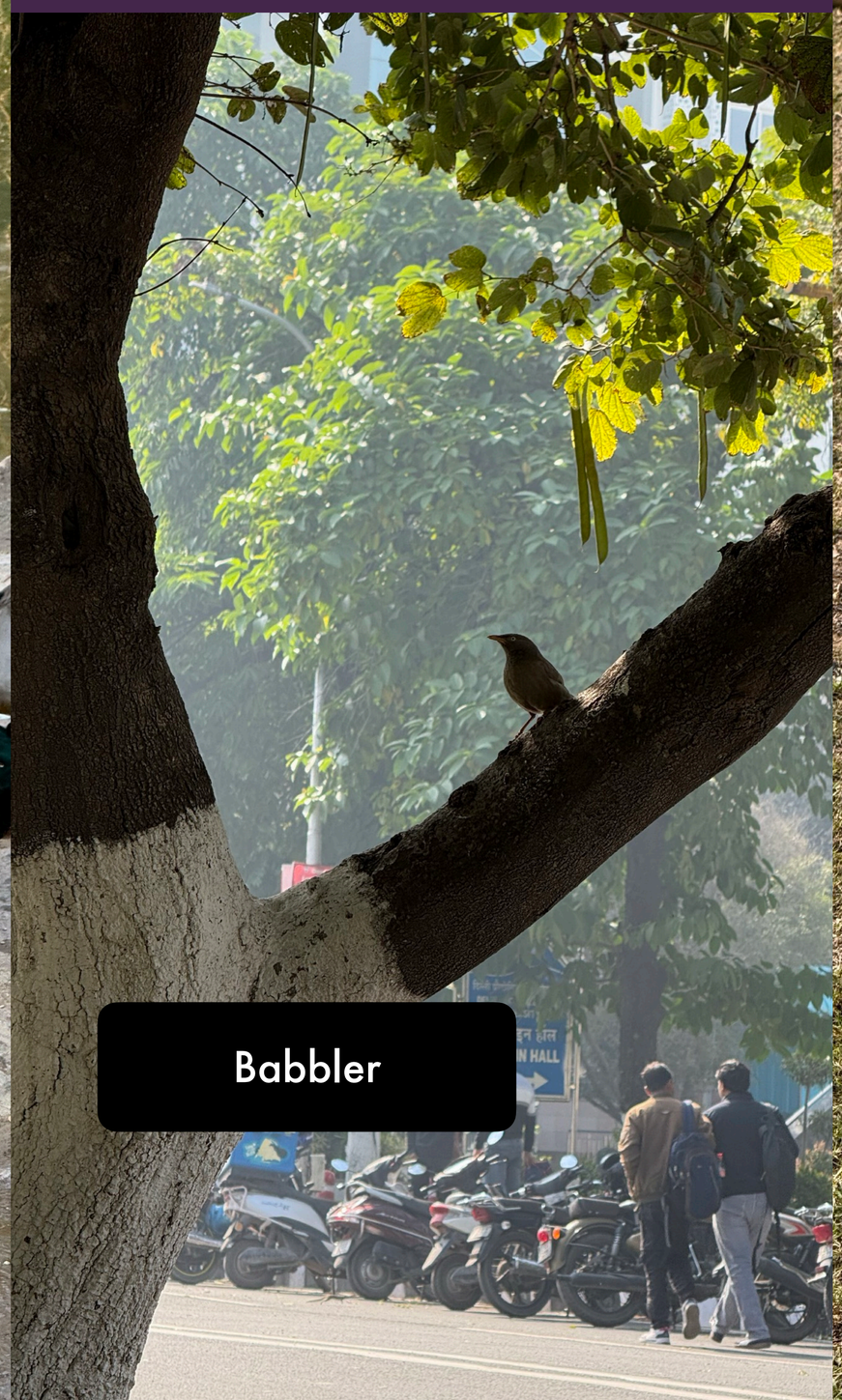
Wouldn’t it be nice to just stop
and look around a little.

Babbler


Parakeet


Ibis

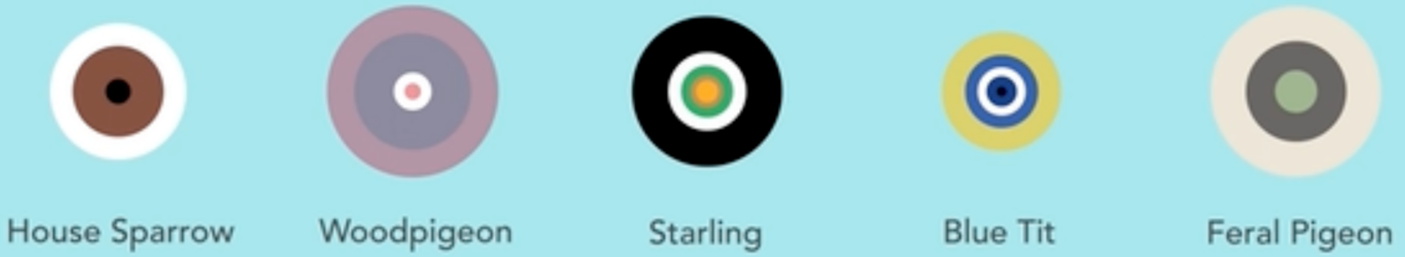
Ducks


Babbler

Mynah

Anyone can be late for class

Recognise the Sound - Jang Lee



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and look around a little.

FIELD TRIP!

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.

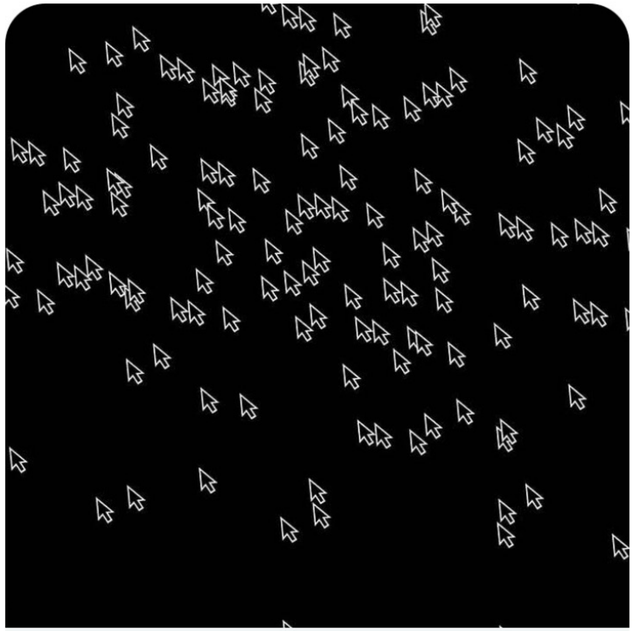
FIELD TRIP!

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

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!

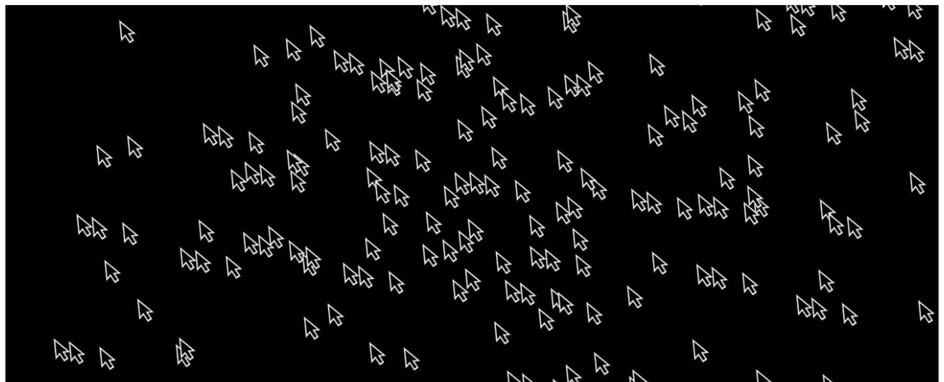
LATEST EDITOR'S PICKS DEEP DIVES CONTRIBUTE | NEWSLETTER

NATURE

What if data visualized itself?

How nature organizes hidden layers of information

Vivek Menon
Jul 28, 2020 • 9 min read



SPIN

A Desire Path

Rub belly for good luck

What if data visualized itself? - Towards Data Science

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What if data visualized itself? - Towards Data Science

Self-visualising systems

Exercise - Self Visualising Information

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

KARTHIKEYA GS

Midsem Project Pitch*

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

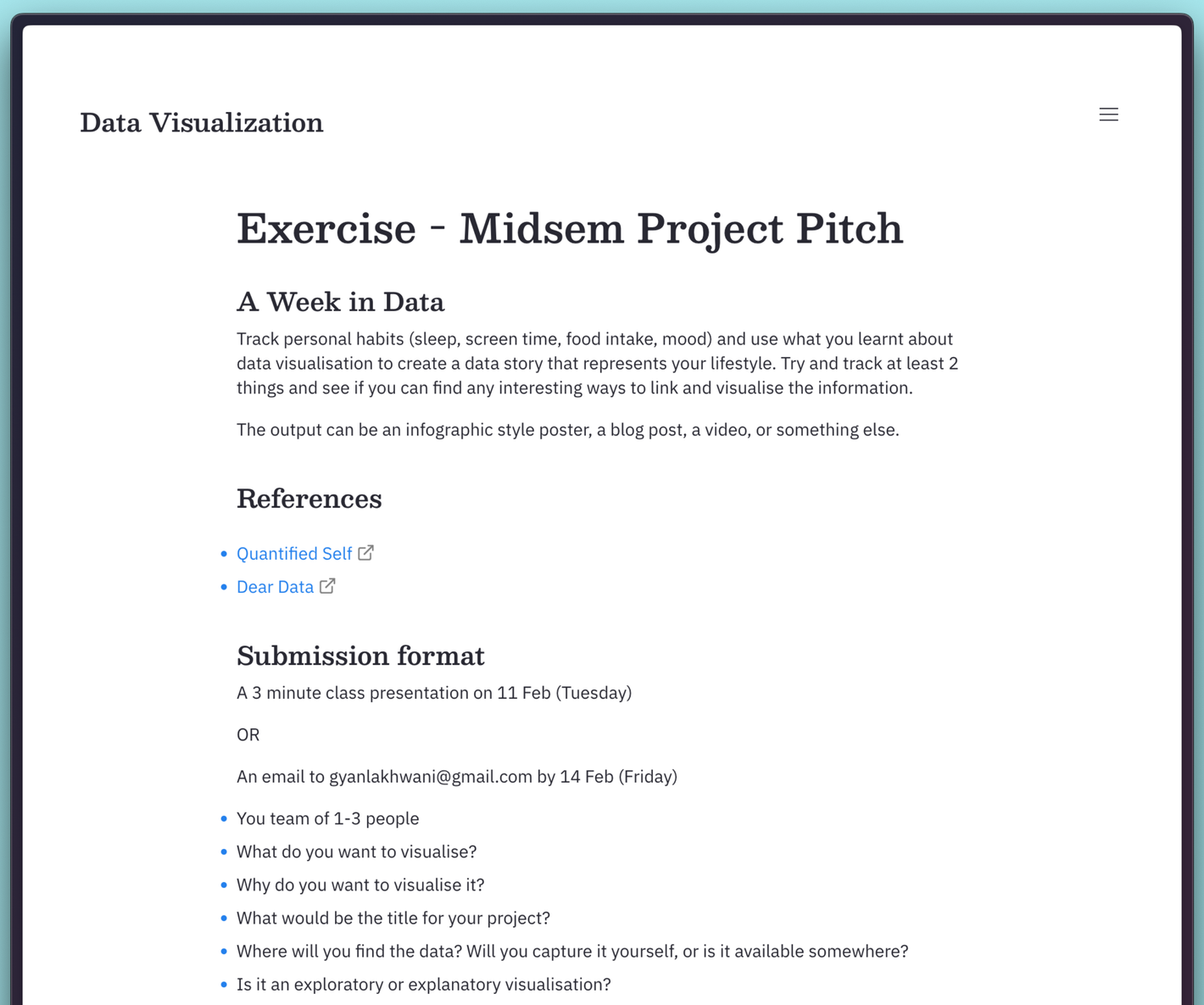
A 3 minute class presentation on 11 Feb (Tuesday)

OR

An email to gyanlakhwani@gmail.com 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

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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!

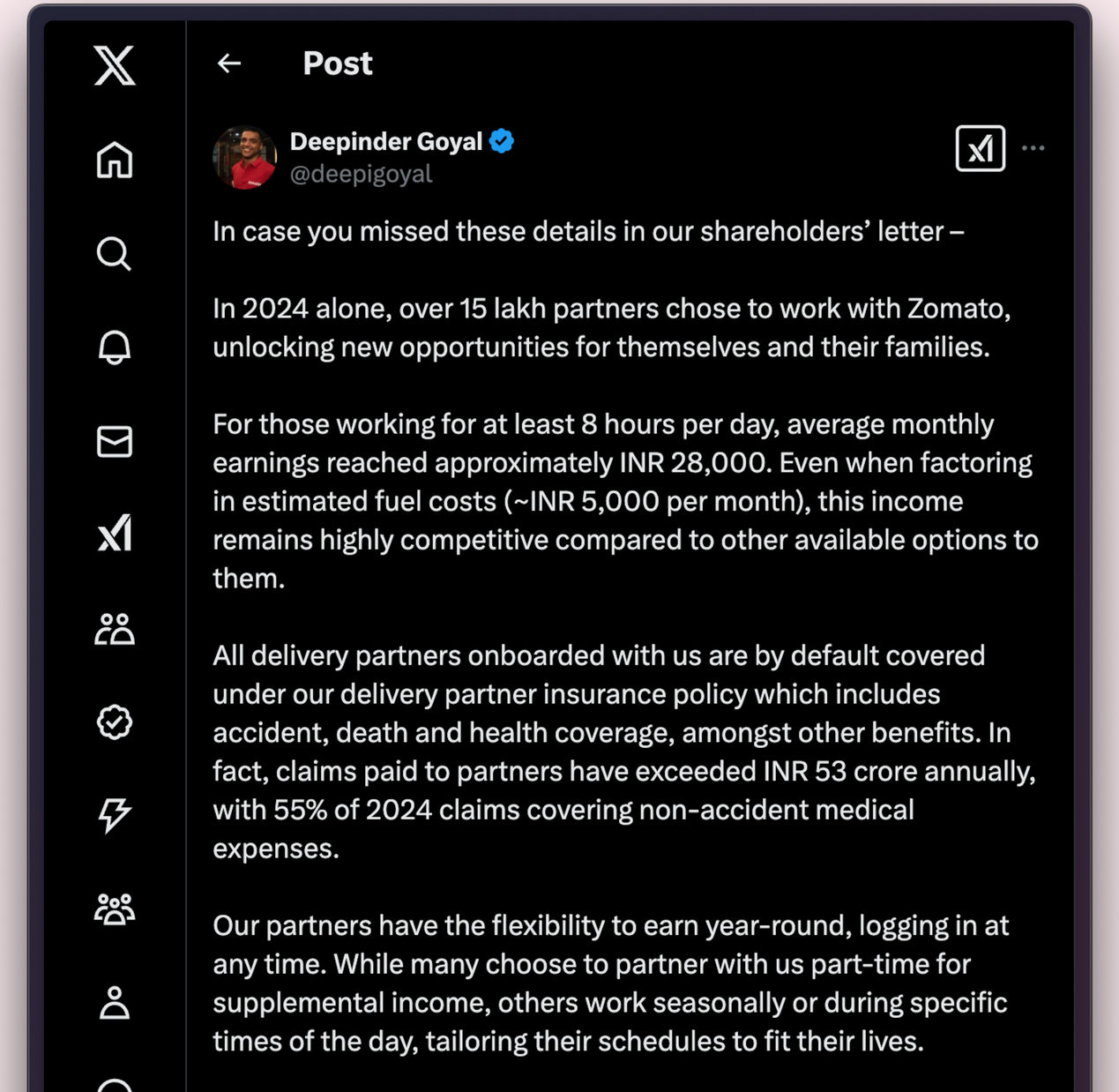
I would like you to try something that is exciting for you but I also want them to be doable.

I will share a grading scheme soon.

You can use visualisations to convince.

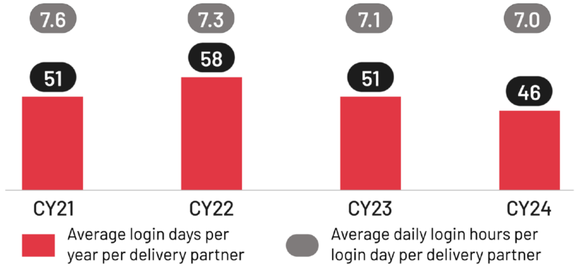
Lying with Data

At what point does pursuasion become lying?



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

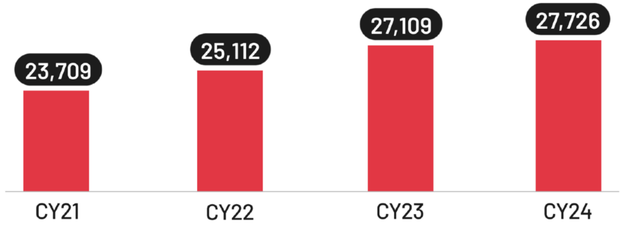
Chart highlighting the consistent decrease in average days logged-in per year and average hours logged-in per day over the years as most of the delivery partners prefer to work with us part-time at the time of their convenience to generate a secondary source of income for themselves.



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.

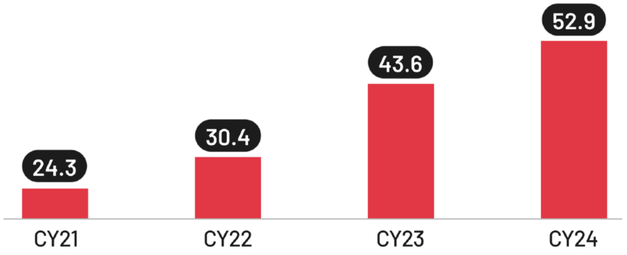


Note: Above data represents the average monthly earnings for delivery partners logging in for at least 8 hours per day and at least 26 days per month.

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.



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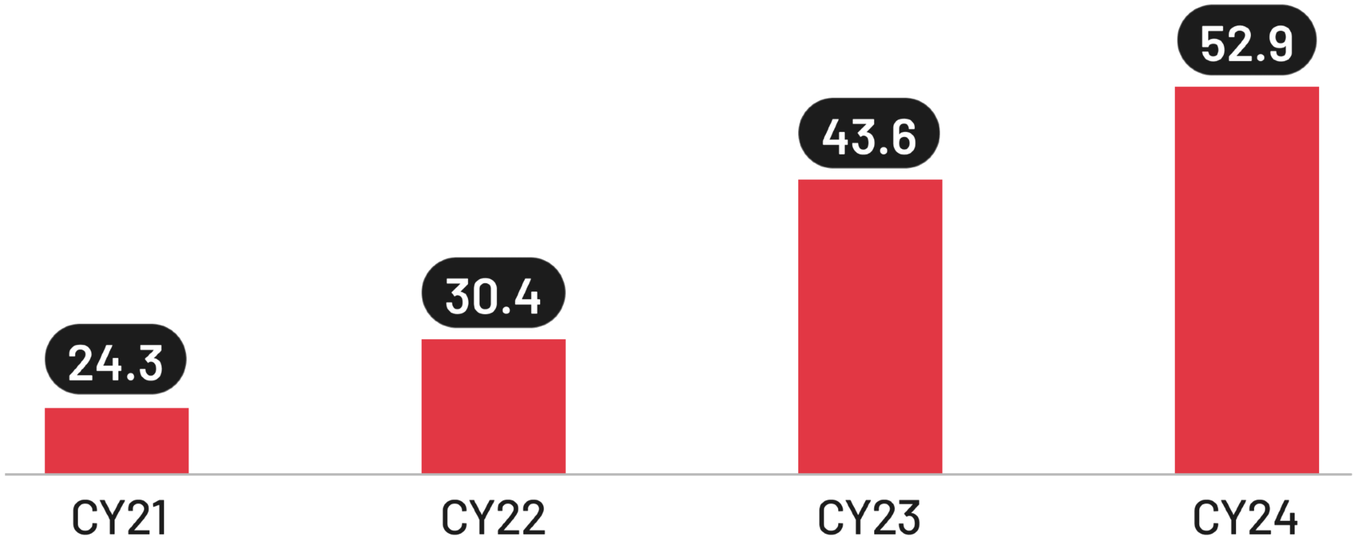

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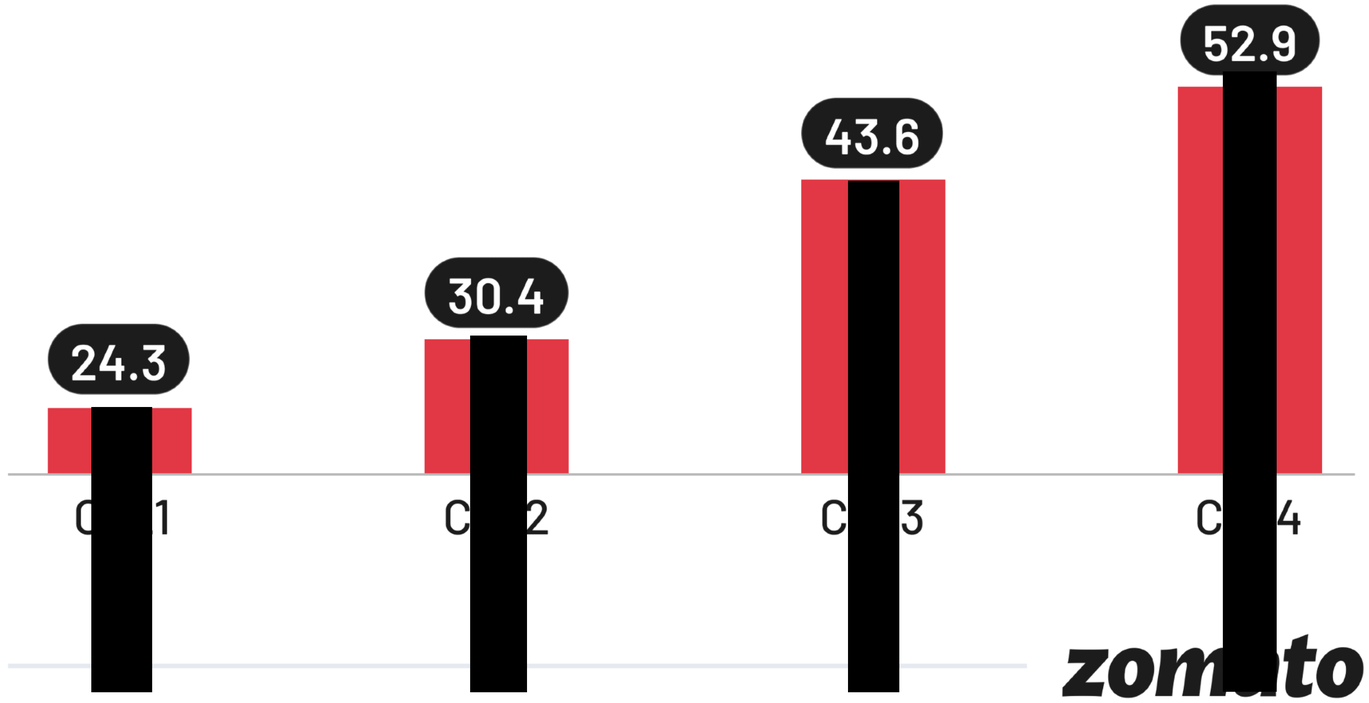

Techfest/Engifest

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

Have a great fest week!

28s Jan 2025 · Gyan Lakhwani · gyanlakhwani@gmail.com · Department of Design, DTU