

Showing Information

Do's and Don'ts

John Boykin

www.wayfind.com

Visual noise

Visual noise: BEEB design

BEEB design

Box for

Everything and

Everything in a

Box

Visual noise: BEEB design

BEEB design

Box for
Everything and
Everything in a
Box

Visual noise: Original

Lee, Richard D, MD			
Contact Information	605 Cowper St Palo Alto, CA 94301 (650) 289-0110 View Map	Education	MICHIGAN STATE UNIVERSITY, 1988
		Years in Practice	20 years
Gender	Male	Language	English

Your Plan	
Active Choice Plans	
Provider number: 00G720420	
Hospital Affiliation: Stanford Med Center	
Accepting New Patients?	Yes
Specialty:	Family Practice

Other Accepted Plans	
Active Start Plans View Plan Details	
Blue Shield PPO View Plan Details	
Essential Plans View Plan Details	
Shield Spectrum PPO View Plan Details	
Short Term - Option One or Twelve View Plan Details	

Visual noise: The info

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Your Plan

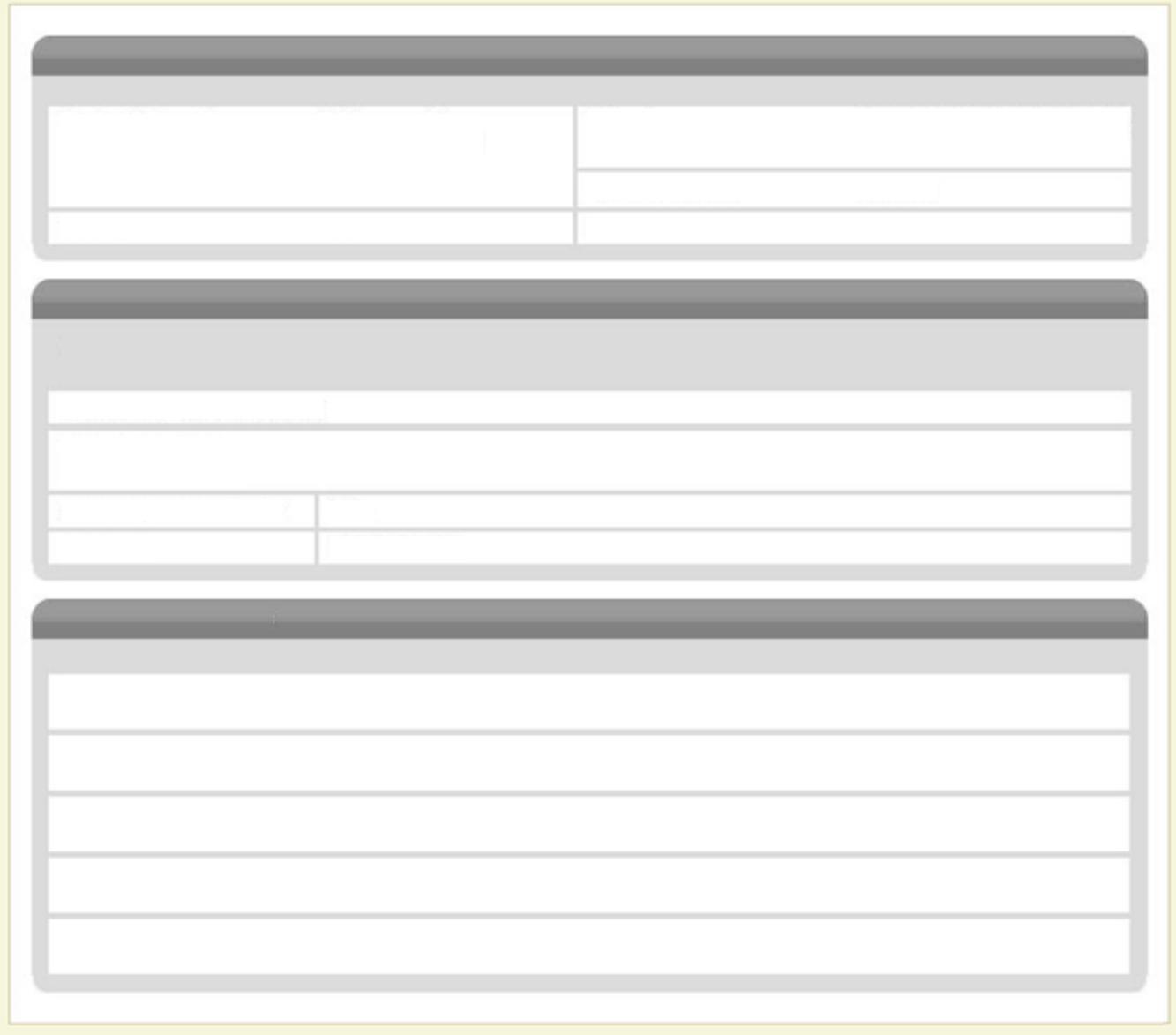
Active Choice Plans

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Accepting New Patients?	Yes
Specialty:	Family Practice

Other Accepted Plans

- Active Start Plans**
[View Plan Details](#)
- Blue Shield PPO**
[View Plan Details](#)
- Essential Plans**
[View Plan Details](#)
- Shield Spectrum PPO**
[View Plan Details](#)
- Short Term - Option One or Twelve**
[View Plan Details](#)

Visual noise: The noise



Visual noise: Original

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Short Term - Option One or Twelve View Plan Details	

Visual noise: Redesign

Richard D Lee, MD

605 Cowper St
Palo Alto, CA 94301 [Map](#)
(650) 289-0110

Family Practice
Accepting new patients
Affiliated with Stanford Med Center
Provider number 00G720420

MD, Michigan State University, 1988
In practice since 1989
Speaks English
Male

Blue Shield plans accepted

Active Choice (yours)

Active Start Plans
Blue Shield PPO
Essential Plans
Shield Spectrum PPO
Short-Term – Option One or Twelve

Visual noise: Gratuitous elements



Order life cycle dates

PO sent	PO received	Order loaded	Order clean
30 March	31 March	1 April	3 April

**Keep
related
things**

together



Related things together

-
- Zone 6
-
- Zone 7
-
- Zone 8
-
- Zone 9
-

- Zone 6
- Zone 7
- Zone 8
- Zone 9

Related things together

MY PORTFOLIO | **MY DOCUMENTS** ³ | **IN THE NEWS** | **PUBLICATIONS** | **CAPABILITIES**

ALL ACCOUNTS

- Harry and Rebecca's Joint Accounts
- Joint Main Sample01
- Joint Account (LCV) Sample02
- Joint Account (EIS) Sample03
- Children's Trusts
- Elizabeth A. Turner... Portal2
- Benjamin R. Turner... Portal4
- Foundation Accounts
- Turner Family... Portal1
- BBGC Foundation

Welcome | Accounts | Asset Allocation | Performance | Change in Market Value | Holdings | Transactions

Good Afternoon Rebecca

Export ▾

Portfolio Value As of 08/22/2014

CURRENT VALUE:
\$46,968,548

MARKET VALUE GAIN/LOSS (Trailing 1 year)
+\$20,890,407 ▲ 80.1%

INVESTMENT PERSPECTIVES | Glacial Change | JULY 1, 2014

EXHIBIT 1: Aging of the Global Population

Year	Age(0) 0-24	Age(0) 25-64	Age(0) 65+
1995	~2.5	~2.5	~0.5
2005	~2.5	~2.5	~0.5
2015	~2.5	~2.5	~0.5
2025	~2.5	~2.5	~0.5
2035	~2.5	~2.5	~0.5

Note: Graph reflects only supervised assets.

TOTAL \$46,968,548
Actual Allocation

Related things together

MY PORTFOLIO
MY DOCUMENTS 3
IN THE NEWS
PUBLICATIONS
CAPABILITIES

ALL ACCOUNTS
Welcome
Accounts
Asset Allocation
Performance
Change in Market Value
Holdings
Transactions

Harry and Rebecca's Joint Accounts ▼

Joint Main Sample01

Joint Account (LCV) Sample02

Joint Account (EIS) Sample03

Children's Trusts ▼

Elizabeth A. Turner... Portal2

Benjamin R. Turner... Portal4

Foundation Accounts ▼

Turner Family... Portal1

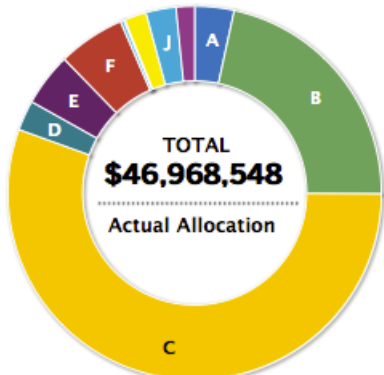
BBGC Foundation Portal7

Good Afternoon Rebecca Export ▼

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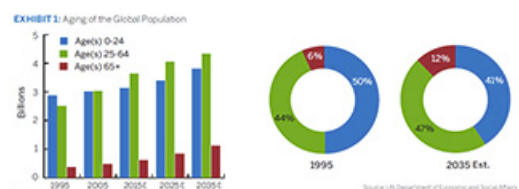


TOTAL \$46,968,548
Actual Allocation

INVESTMENT PERSPECTIVES Glacial Change

JULY 1, 2014

EXHIBIT 1: Aging of the Global Population



Source: UN Department of Economic and Social Affairs

Note: Graph reflects only supervised assets.

Table columns

(Related things together, cont.)

Table columns

Odometer	10
Oil change, engine	73, 74
Oil change, rear axle	84
Oil change, transmission	82
Oil filter	73
Oil pressure	11, 13
On call	117
Paint touch-up	100
Parking brake	19
Parking lights	15
Polishing	99
Power steering fluid	84
Power train	113
P-position lock	56, 58, 61, 107
Radios	25–36
Radio antenna mast	35
Rear axle oil	84
Rear foglight	15
Rear seat (wagon)	49
Rear view mirrors	47
Rear window demister	18
Reasons for distortion	34
Refueling	48
Reporting safety defects	37
Road assistance	117
Rustproofing	99
Rust protection	99

Table columns

DINE IN	
1 TORT SOUP CKN	5.29
NO ONION & CILANTRO	
ONION & CILANTRO	
NO CHEESE	
1 MEDIUM DRINK	1.99
CASH	7.90
FOOD	5.29
BEVERAGE	1.99
TAX	0.60
PAYMENT	7.88
Change Due	0.02

~~82.00.055~~

Table columns

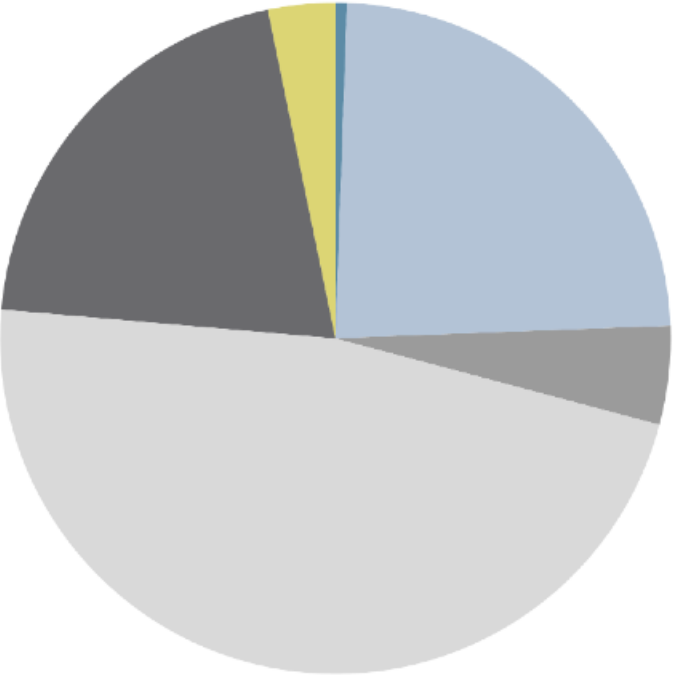
Date	Description	Amount
02/22	OFFICE DEPOT #558 SAN CARLOS CA	40.38
02/23	DURANT MEDICAL SUPPLY 580-9240290 OK	19.82
02/26	APL*ITUNES 866-712-7753 CA	.99
02/25	AMY CZARNECKI SAN MATEO CA	50.00
02/26	GIN MON CHINESE RSTRNT BELMONT CA	34.41
02/27	LUNARDI'S MKT #5 BELMONT CA	53.60
02/28	CHEVRON 00092712 BELMONT CA	41.45
02/28	TARGET 00003210 REDWOOD CITY CA	38.51
03/01	CHEVRON 00091760 TURLOCK CA	20.22
03/01	ORCHARD SUPPLY #380 TURLOCK CA	25.71
03/01	VISIBLE CHANGES, INC. SAN MATEO CA	59.77
03/03	USAPILL.NET(347)3294537 BAKU	60.60
03/03	LUNARDI'S MKT #5 BELMONT CA	31.90
03/03	RX-HEALTH 18888159986 BAKU	76.51
03/03	CHEVRON 00092712 BELMONT CA	66.66
03/03	STATUE CRUISES 877-523-9849 NJ	42.00
03/05	BAMBINO'S RISTORANTE SAN FRANCISCO CA	34.38
03/06	MARSHALLS #0755 SAN MATEO CA	109.47
03/07	NFI*WWW.NETFLIX.COM/CC NETFLIX.COM CA	10.91
03/07	BIANCHINI'S MARKET SAN CARLOS CA	15.02
03/08	POWERNET GLOBAL COMM 513-645-4914 OH	21.30
03/08	CHEVRON 00092038 SAN MATEO CA	43.41
03/07	CVS PHARMACY #9329 REDWOOD CITY CA	49.30
03/09	RX SOLUTIONS 800-788-4863 CA	8.00
03/07	SAFEWAY STORE00006684 BELMONT CA	74.59
03/09	LUNARDI'S MKT #5 BELMONT CA	35.07
03/11	COMCAST CALIFORNIA 800-COMCAST CA	82.00
03/10	MARSHALLS #0755 SAN MATEO CA	123.67
03/14	LUNARDI'S MKT #5 BELMONT CA	20.83
03/13	T MOBILE 8929 SAN MATEO CA	577.49
03/13	COCONUT BAY BURLINGAME CA	60.00
03/15	DONA'S HALLMARK SAN CARLOS CA	19.08
03/16	CHEVRON 00092038 SAN MATEO CA	41.16
03/16	TAXI.COM 800-458-2111 CA	20.00
03/15	PAYPAL *WCSOONG 402-935-7733 CA	75.00

Table columns

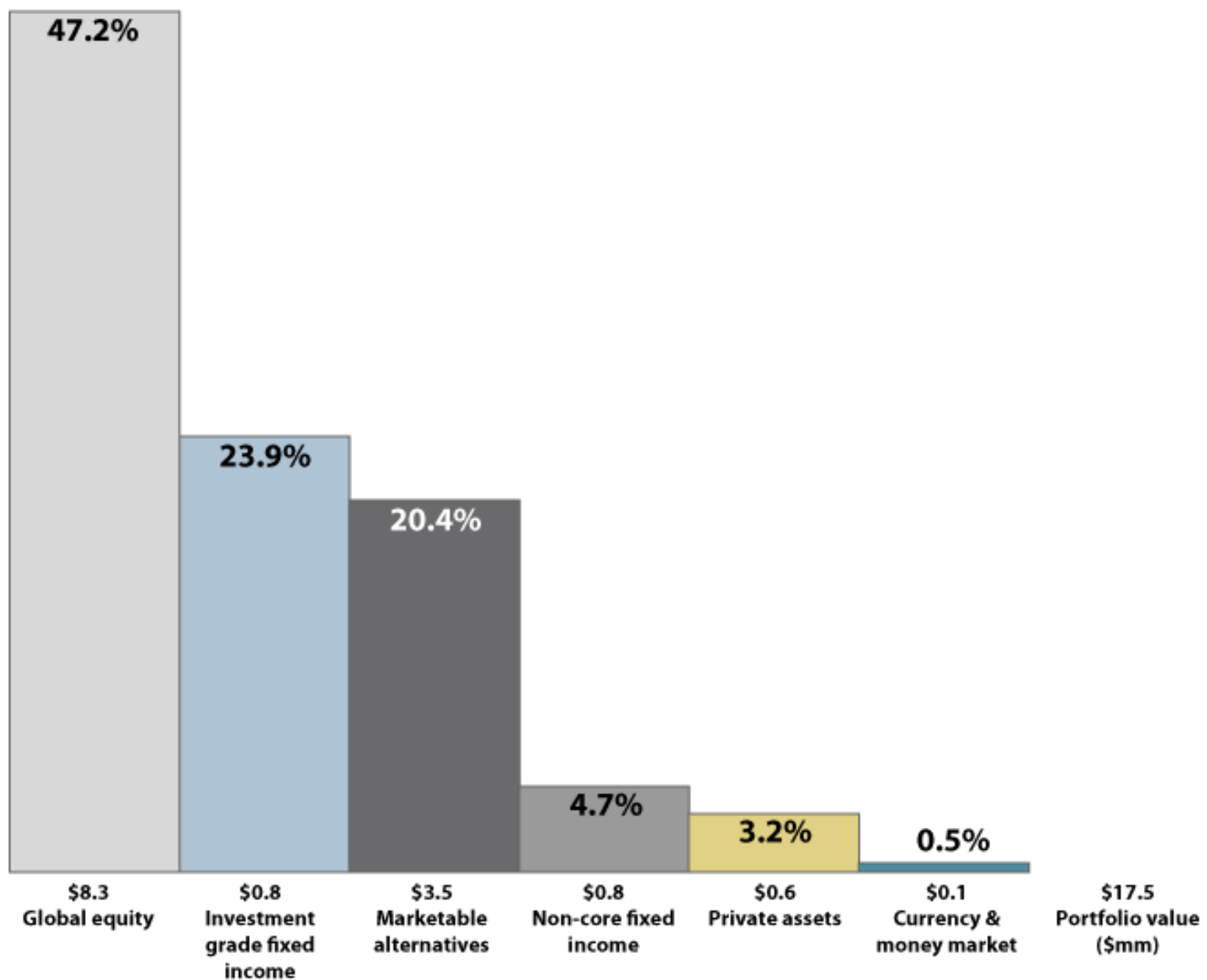
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Pie charts

Pie charts

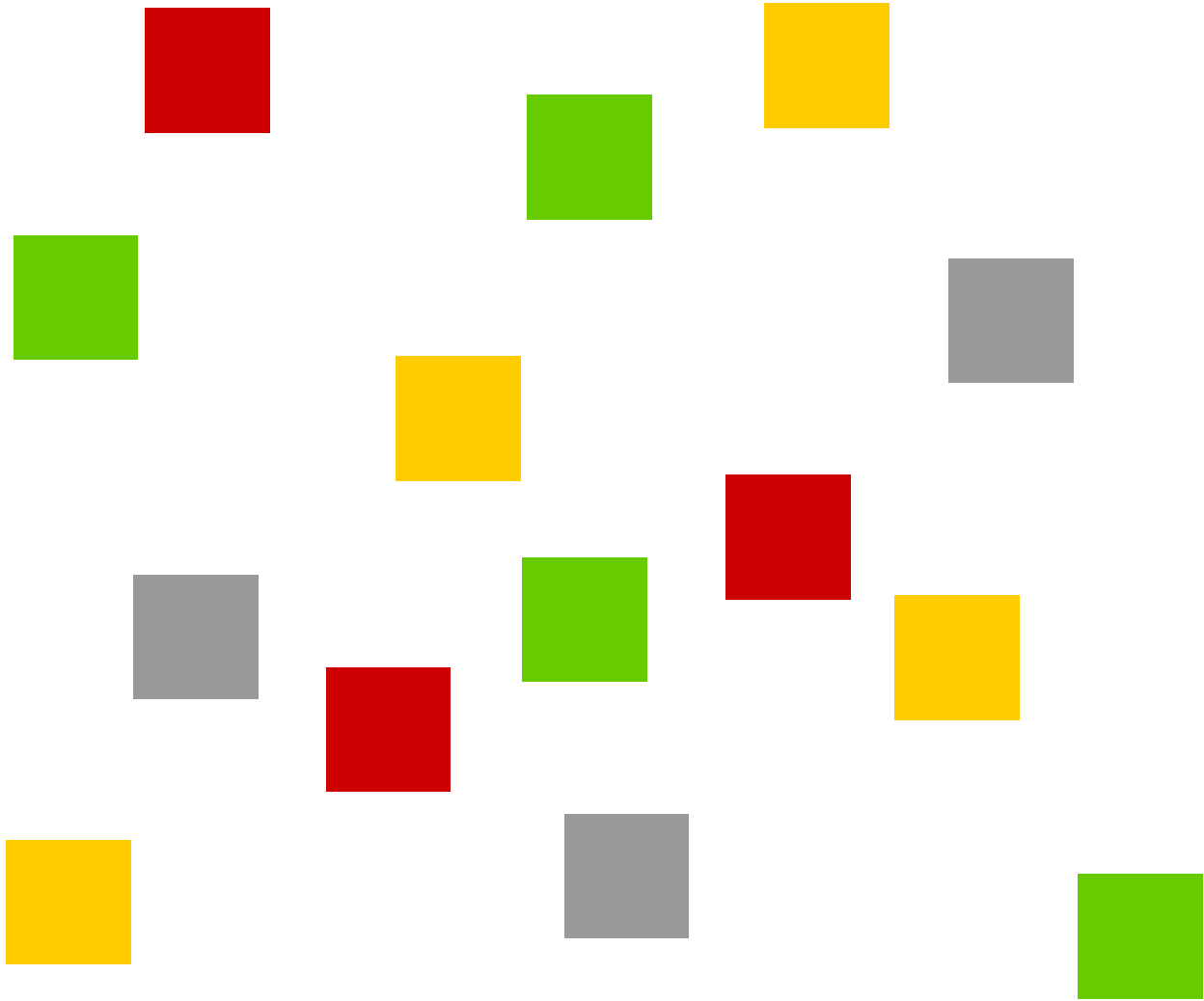


Pie charts



Color blindness

Color blindness



How many colors? What are they?

Color blindness

Intended

Perceived



=



=



=



Color blindness



Secure



Not logged in

Color blindness



Secure



Not logged in

Color blindness



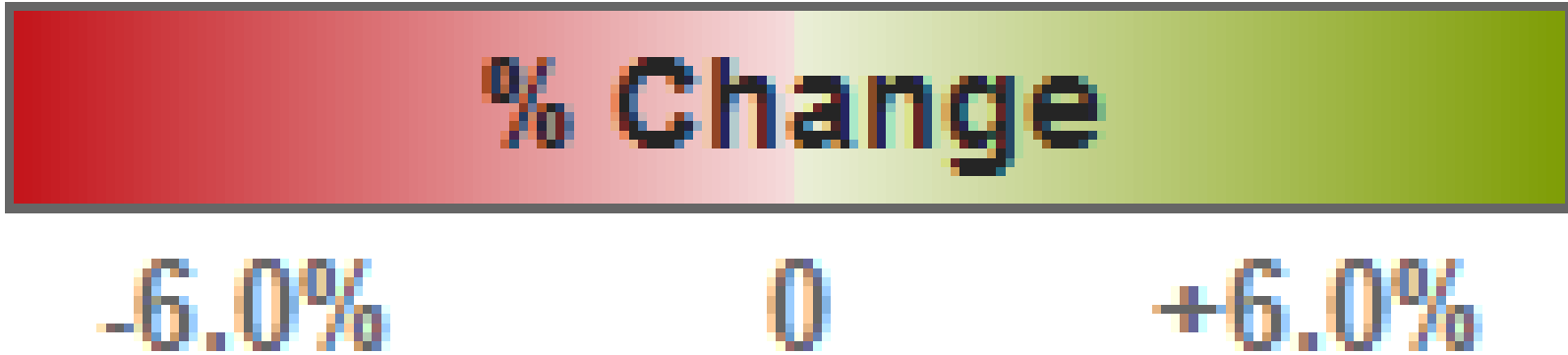
Secure



Not logged in

**Massive amounts of
data at a glance**

Massive amounts of data



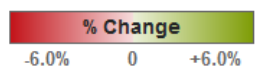
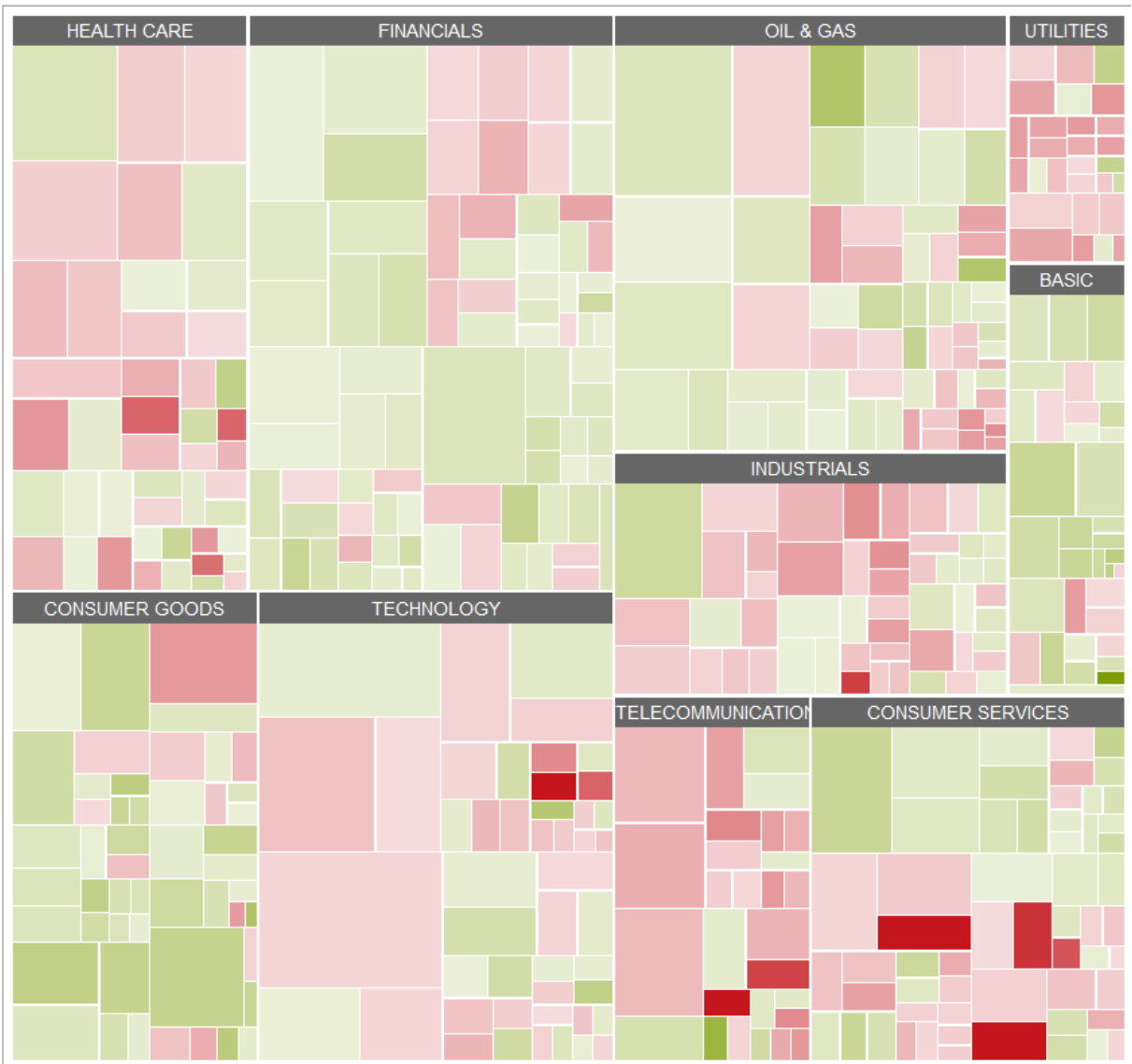
<http://www.marketwatch.com/tools/stockresearch/marketmap>

Map of the Market

Massive amounts of data

All

Locate Company

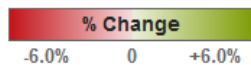
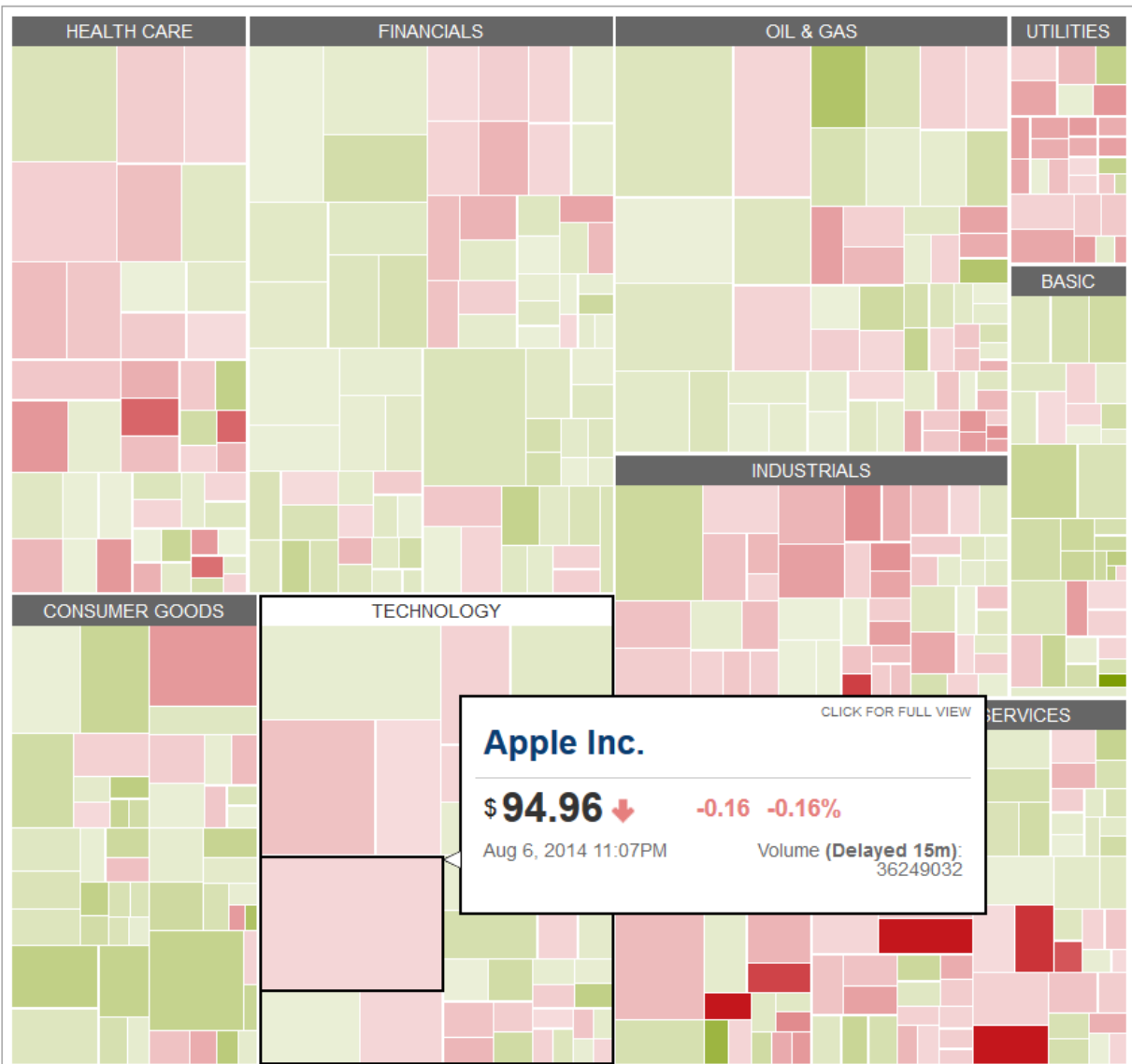


Since Close

Map of the Market

All

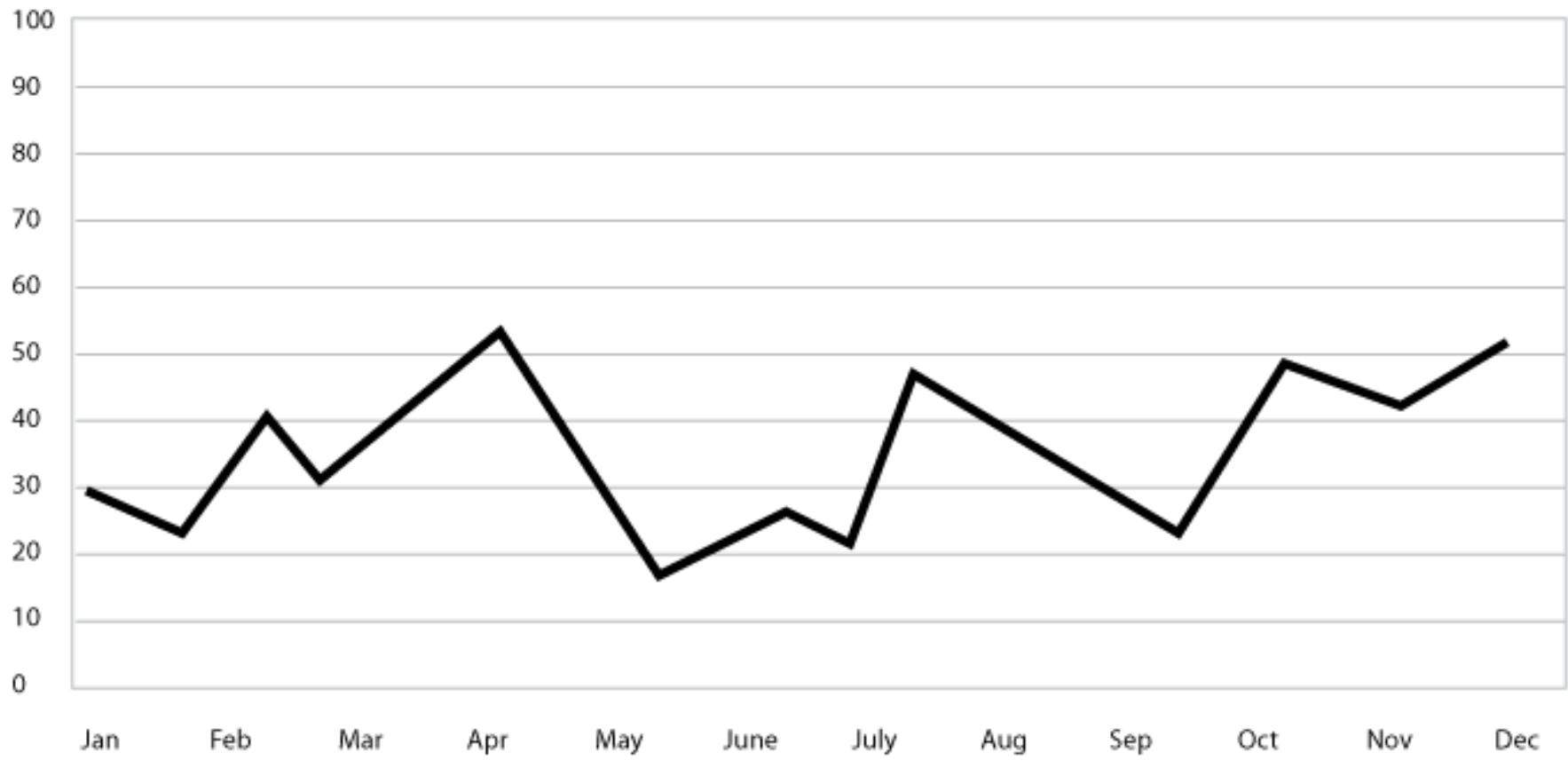
Locate Company



Since Close

Massive amounts of data

Massive amounts of data



Massive amounts of data



Massive amounts of data



Massive amounts of data: Sparkline



Massive amounts of data: Sparkline

Actual example: Dow 5 years

Market Summary > Dow Jones Industrial Average

33,485.29

+ Follow

+9,125.15 (37.46%) ↑ past 5 years

Apr 6, 4:57 PM EDT • Disclaimer

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



Open	33,420.96	Low	33,325.37	52-wk high	35,492.22
High	33,525.96	Prev close	33,482.72	52-wk low	28,660.94

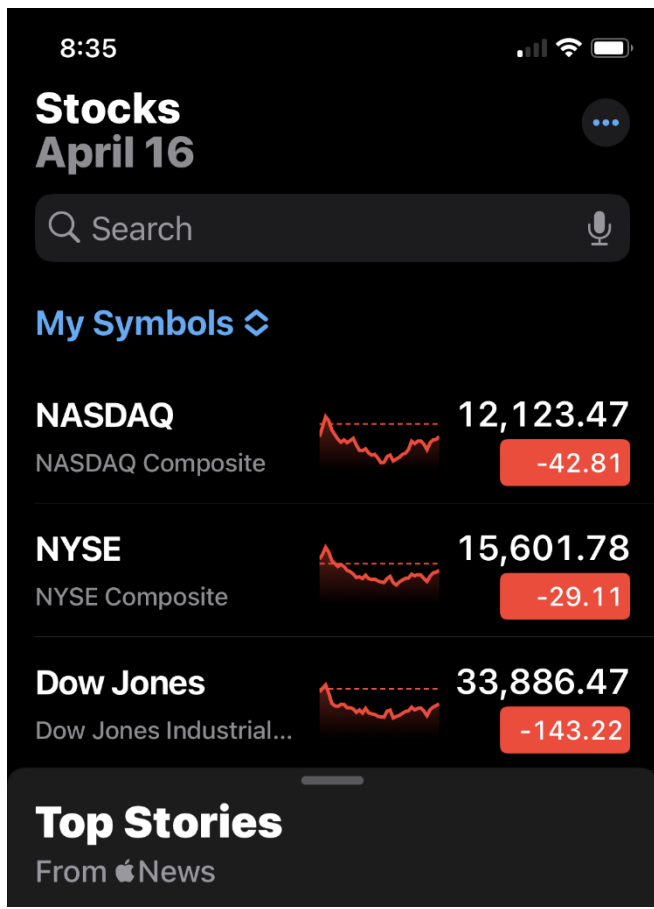
Massive amounts of data: Sparkline

Actual example: Dow 5 years



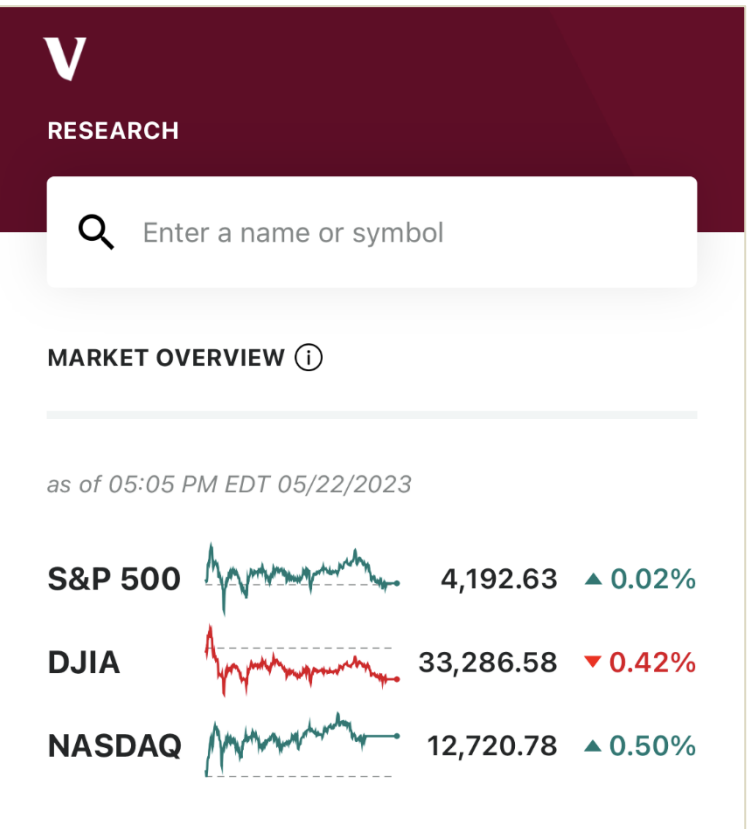
Massive amounts of data: Sparkline

Actual example: Dow, NASDAQ, NYSE 1 day (Apple Stocks app)



Massive amounts of data: Sparkline

Actual example: Dow, NASDAQ, S&P 1 day (Vanguard app)



Recap

Do

Spotlight the data

Minimize table column widths

Put ragged table column rightmost

Prefer bar charts

Use 2+ dimensions of difference

Place elements to reflect their relation

Use muted colors, gray lines

Make every pixel earn its keep

Use treemaps & sparklines

If you must have a line, make it gray

Don't

Don't emphasize the container

Don't make table columns needlessly wide

Don't put ragged column in middle of table

Don't use pie charts

Don't rely on color alone to convey meaning

Don't separate related elements

Don't use strong colors

Don't overdo stripes, boxes, lines, shades

Don't forget colorblindness