DATA VISUALISATION FROM USERS' POINT OF VIEW, 2018

What was our objective?

The goal of our research was to accurately reveal statistical data users' opinion regarding data visualisation content from visual reception and interpretability point of view. Conclusions drawn from users' demand and opinions may be the basis of producing or upgrading data visualisation features (info graphs, interactive graphs, etc.).

What has been examined?

Imagery methods chosen for the test reflected our intention to cover a possibly wide data visualisation spectrum. This approach was the reason why both static and interactive forms were included in the study. In case of the figures included in the test not so much the figures themselves, rather the data visualisation method represented by them were important for the study.

"en-dash and minus signs are easily confusable"

"Very light shades should be avoided, as these are hard to differentiate on the screen"
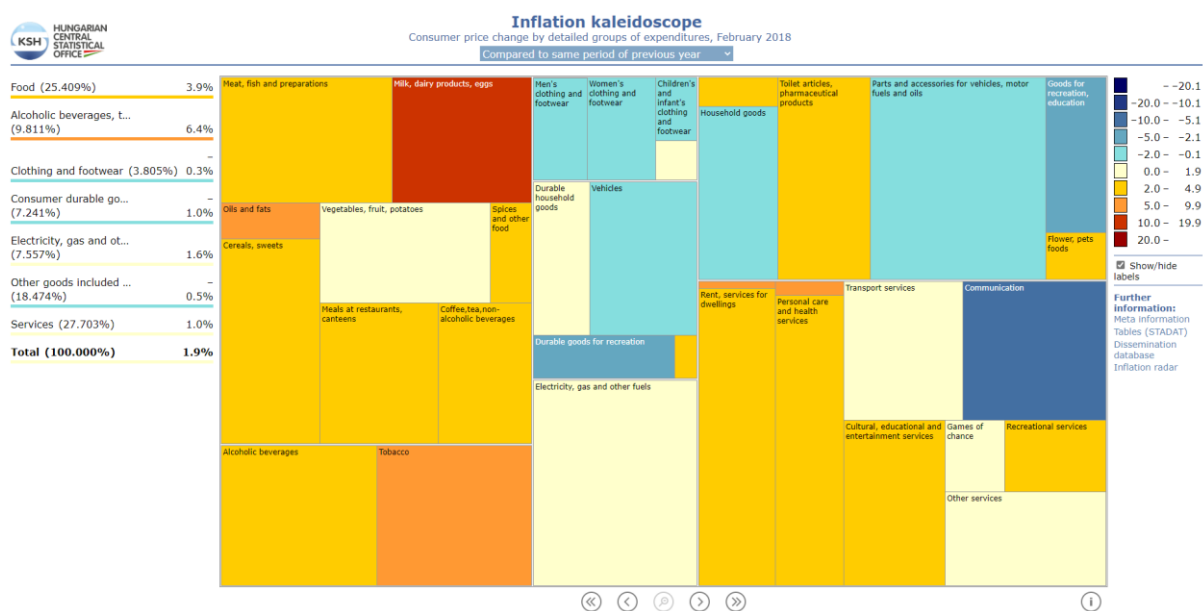
When and how did it take place?

There were 6 focus group interviews, lasting for about 1.5-2 hours, between 9th February and 22nd March 2018 with the participation of 47 people, in Budapest and Győr. Out of these, on 3 occasions existing users have been participating in guided interviews, and on 3 occasions university students, as potential users, took part in the events.

Main results

Based on the opinion of the participants in the research we defined the principles regarding the production of data visualisation content, the most important aspects and policies applied in producing data visualisation:

- **Easy comprehension + transparency**
- Users expect to comprehend a figure by simply looking at it
- There is a need to process complex themes (see for example inflation kaleidoscope interactive graph), where visualisation helps in understanding data

- **Simple + creative**
- Users mostly appreciated clear cut, still creative, sightful solutions, both in imagery and in textual form

- **Relevant + attention grabbing**
- The actuality, usefulness of the presented topic is of utmost significance for users, for example in business or science, education, while younger users highlighted the choice of attention grabbing and/or interesting topic, too.

- **Genuine + identifiable**
- It is important for users to immediately realise that the data visualisation has been produced by the HCSO, as in their view this is equal with reliability, truthfulness. The recognisable HCSO logo is the main tool for reaching this goal.

We produce data visualisation content on the basis of all these considerations, according to data of users' download numbers the users' interest is intensive.
For example our "Fruit production in Hungary" publication containing interactive apps reached, outstanding high download numbers.

We would like to thank our participants their active cooperation and creative suggestions.