



Design Thinking for Data Visualization

Instructor-Led Course
Virtual or On-site

Course Overview

This course is grounded in design thinking (DT) concepts, methods, and techniques for teams developing data visualizations and presentations. We will identify and define design thinking concepts such as how to empathize, characterize users, and ideate. And the course will review associated methods and techniques such as contextual inquiry, mental models, and personas.

We will cover how to establish a framework and process to gather requirements and research the audience that will consume the data visualizations. We will explore the importance of defining the audiences' scope, role, and the decisions they need to make, identifying what they need to know and do and what they need to be aware of. This critical step is frequently overlooked and rarely codified into a process but is foundational to delivering audiences' data and information in meaningful and valuable displays. We will also dive into methods for low fidelity versus high-fidelity prototyping and usability testing strategies.

Learning Objectives

After taking this course, learners will be able to:

- Explain a framework and logical, iterative process for developing displays and presentations
- Give examples of four to five design thinking concepts used to develop human-centered data displays
- Create effective interview questions to gather requirements
- Explain the concept of a mental models
- Describe the purpose of personas
- Describe how sketching and prototyping improves the design and development process
- Create two to three usability testing scenarios for projects

Course Details

Technology Needed: Virtual learners need to have a computer or laptop with access to the internet and will access the course via a link to a cloud-based learning platform. Learners can access audio via phone or computer. A headset and webcam are recommended.

Course Resources: Learners will receive course handouts.

Course Instructor(s): Our instructors are data visualization and Tableau experts with experience in public health and healthcare.

	Open to Public	Open to Just Your Team	
How is it delivered?	Virtual	Virtual	Onsite
How many can enroll?	Up to 30 learners	Up to 30 learners	Up to 30 learners
How is it scheduled?	One half-day 12:30pm – 4:30pm	One half-day scheduled	One half-day scheduled
How is it priced?	Per seat	Flat fee	Flat fee plus travel costs

Course Content by Day

ONSITE COURSE DAY 1
VIRTUAL COURSE DAY 1
<ul style="list-style-type: none">• Introduction to Design Thinking (DT)• DT and data visualization• Establishing and following a process• Research, Mental Models, Personas• Sketching, Prototyping• Usability Testing

Have questions about this course or need pricing information? Contact us at info@healthdataviz.com.