Storytelling

Visualisation

Government

Robert Fry

@fryford

UK Office for National Statistics
example

strengths of our organisation

Statistics/Economics
Production & Analysis

“Play to these strengths in your organisation to differentiate your content from what others can easily achieve. Use this knowledge to inform and engage your audience”
challenges for our team

Editorial appetite
Reaching out
Responsive design
Editorial appetite

BREAKING TONIGHT!

DUE TO INFLATION, A PICTURE IS NOW WORTH 2,000 WORDS.
Make sure our content is editorially relevant & authoritative, but unbiased and neutral.
Sources of news
“Consider how content is consumed”

Main Source

<table>
<thead>
<tr>
<th>Source</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online</td>
<td>35%</td>
</tr>
<tr>
<td>Radio</td>
<td>7%</td>
</tr>
<tr>
<td>TV</td>
<td>41%</td>
</tr>
<tr>
<td>Newspapers</td>
<td>15%</td>
</tr>
</tbody>
</table>

Source: Reuters Institute Digital News Report, 2013
Syndication

“Make sure your content is useful & usable in online media sites”
“We can reach far beyond our traditional ONS audience with our content - getting our messages out further”
responsive / device-friendly data visualisation

Why?
To continue connecting with the general public

How?
not just smaller screen sizes
interaction
navigation
processing power
memory constraints
mobile browser support for SVG
Our rough design process
(inspired by Scott Murray’s Design Process Survey and Andy Kirk’s response)

1. Establish the purpose of the visualisation
2. Acquire, familiarise with and prepare your data
3. Determine the editorial focus of your subject matter
4. Confirm your design, data representation and presentation
5. Construct and complete your design solution
“Put our statistical/economics skills and knowledge at the heart of our content”