Data Visualization Design

SERVICES

Chris Lysy - Professional
Data Visualization Designer

Services designed to make your data more impactful.

It's Time to Move Beyond the PDF

What is with the data world's obsession with the PDF? Once it was the answer to the question, "how can we bring this report online?". Now it's just the default.

PDFs still have their time and place (for instance, this services' guide). But if you only share data using PDFs, you are missing out on a lot of potential. It's a waste of data.

My services are designed to increase data use, mostly through a form of digital adaptation, read on to learn more.

Chris Lysy

Build an Asset Collection

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An infographic can be more than just a pretty visual report.

High Value. Low Cost.

The biggest mistake organizations make when trying to increase the value of their reporting, is focusing too much time and energy on their flagship technical report.

You can make your technical report pretty. But even a pretty PDF will still only reach a small audience.

The better value is in adapting your technical report into a collection of charts, illustrations, infographics, visual reports, and multimedia content.

Our goal is to turn your one report into lots of valuable reporting material useful for sharing on social media, adding to presentation slides, and forwarding to partners.

The Steps

01

Identify Opportunities

The first step is a search for opportunities. This involves reviewing your report (or reports) with an eye towards the audiences you would most like to serve.

02

Reframe Data Stories

Assets are tools we can use to reach beyond your technical audience. But in order to do so, we also need to tweak our writing and stories to meet the needs of those other audiences.

03

Develop Assets

The types of assets we should create will depend on the audiences you are trying to reach, the material you are trying to share, and the communication platforms you plan to use.

Unlock
Your Datasets

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> *Dashboards can make datasets more useable.*

Data Interface Design.

The easiest way to waste data is by not sharing it.

Lots of organizations hold onto more data than they share with their stakeholders. This data might live on SQL servers, in CSV files, or scattered collections of Excel spreadsheets.

Unfortunately, the data is simply too raw to share effectively.

But that's where we come in. We can turn your raw datasets into useful interactive dashboards. Giving you tools you can share with your program teams or stakeholders, without introducing information overload.

The Steps

01

Prep the Data

The first step is one of the most important, if not a little boring. But we need to prepare the data before we can effectively share the data.

02

Find the
Data Stories

Exploration by an experienced analyst helps keep your dashboard from becoming a simple data dump. Before we can share the useful stuff, we need to find the useful stuff.

03

Build the
Dashboards

We prefer to build our dashboards in Tableau, but can work with your platform of choice. After the data is prepped and we know the stories we are sharing, this part is easy.

Interactive Web Reports

*Reporting with features you don't get with a PDF.*

Why Web-Based is Better.

Web reports can be SEO-friendly, auto-updating, mobile-responsive, multi-lingual, and so much more.

When PDFs became popular in the 90s they made it easy to take graphically designed print reports and share them on the web.

But that was before social media and smart phones. In modern times, relying on PDF limits the reach and accessibility of your reports.

That's why we build reports on Wordpress, the platform that powers over half of the modern web. A simple switch that delivers short and long-term benefits.
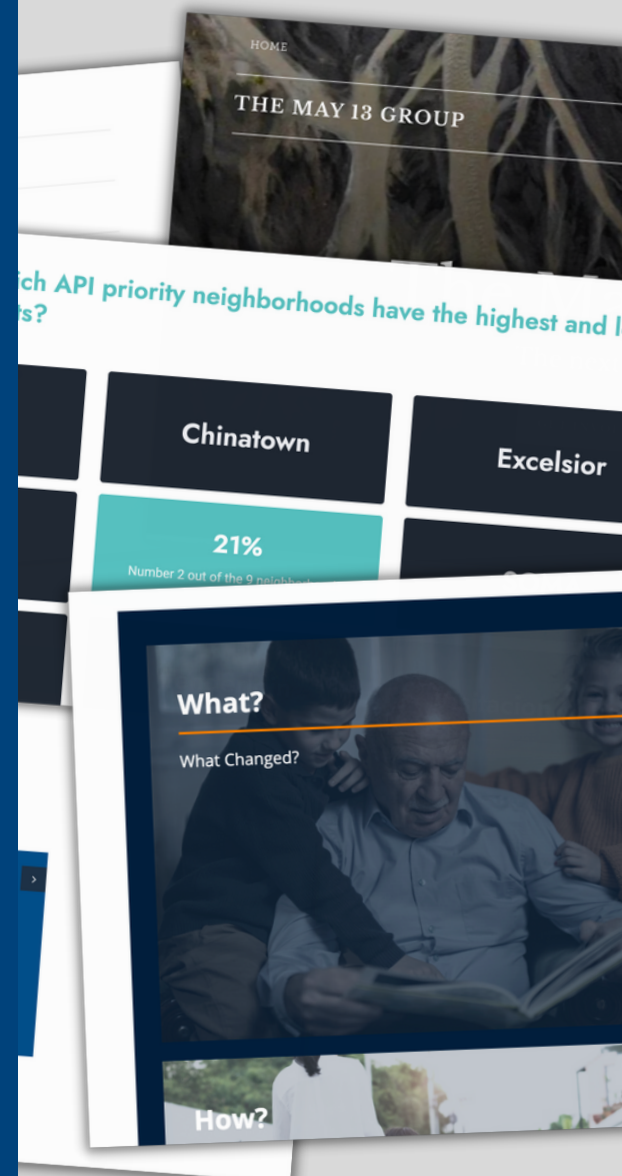
The Steps

01
Review the Report

Most reports are written in Word or Google Docs. We start with a review of your finished technical report (or draft) with an eye towards the technical needs of digital audiences.

02
Develop a Design Mockup

The next step involves further defining the audience and design parameters, build a working design mockup, and, if needed, setting up a private space for your organization on our custom reporting platform (ReportPress.org).

03
Design, Publish, and Host

Next we iteratively design and illustrate your report. When it's ready, we publish, (privately or publicly) and will continue to host your report even after our contract has ended.
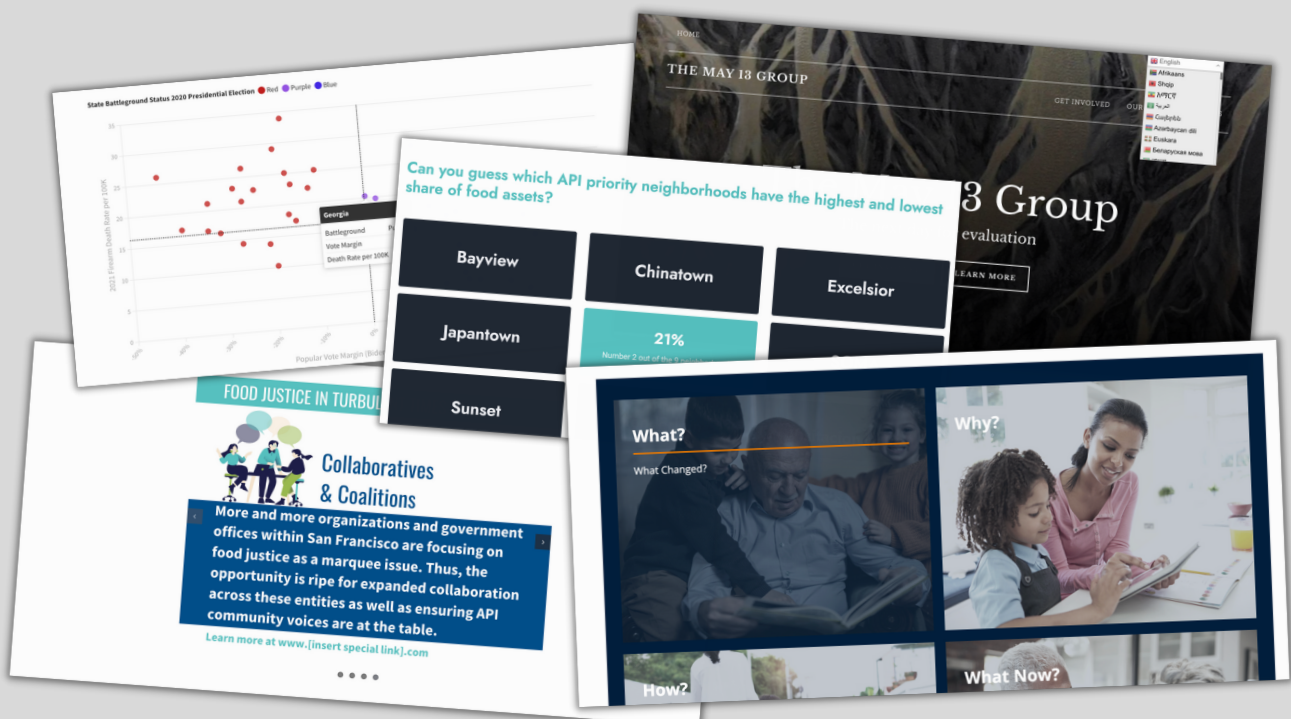
Budget-Based Pricing

Our pricing model is simple. Before beginning the project, we decide on a budget based on anticipated complexity and required level of effort. This becomes the flat fee price of the project, with 50% paid in advance and 50% paid 30 days later.

Small Budget	*$5,000 USD* *Anticipated LOE: 5-6 Days*
Medium Budget	*$10,000 USD* *Anticipated LOE: 10-12 Days*
Large Budget	*$25,000 USD* *Anticipated LOE: 25-30 Days*
Continuous Support	Retainer-based Service Starting at $2,000USD/Month

Training Services

Just for your team, in-person or virtual.
- *Full-Day (In-Person), or*
- *2 Half-Days (Virtual)*

You can also bundle workshops for multi-day training events.

Workshop Options

1. *Easy* **Infographics**
2. *Modern* **Charts, Graphs, & Maps**
3. *Everyday* **Visual Reports**
4. *Simple* **Data Dashboards**
5. *Compelling* **Qualitative Illustration**
6. *Effective* **Data Storytelling**
7. *Essential* **Website Evaluation**

Evaluation Services

I evaluate web-based projects, eLearning initiatives, digital content, communities of practice, and virtual dissemination strategies.

Evaluation Options

- *External Analytics*
- *Content Strategy*
- *User Experience Evaluation*

KEYWORD	VOLUME	POSITION	EST. VISITS
evaluation courses	3,600	1	1,029
evaluator course	3,600	3	180
education evaluation	1,300	7	68
education evaluator	1,300	11	57
evaluator training	590	3	44
evaluation certification	170	4	9
evaluation workshops	90	4	7
evaluator certification	170	7	6
evaluation training	590	8	6
evaluation of education programs	170	9	5

Traffic Overview ⓘ : https://www.eval.org/

ORGANIC KEYWORDS ⓘ
4,547

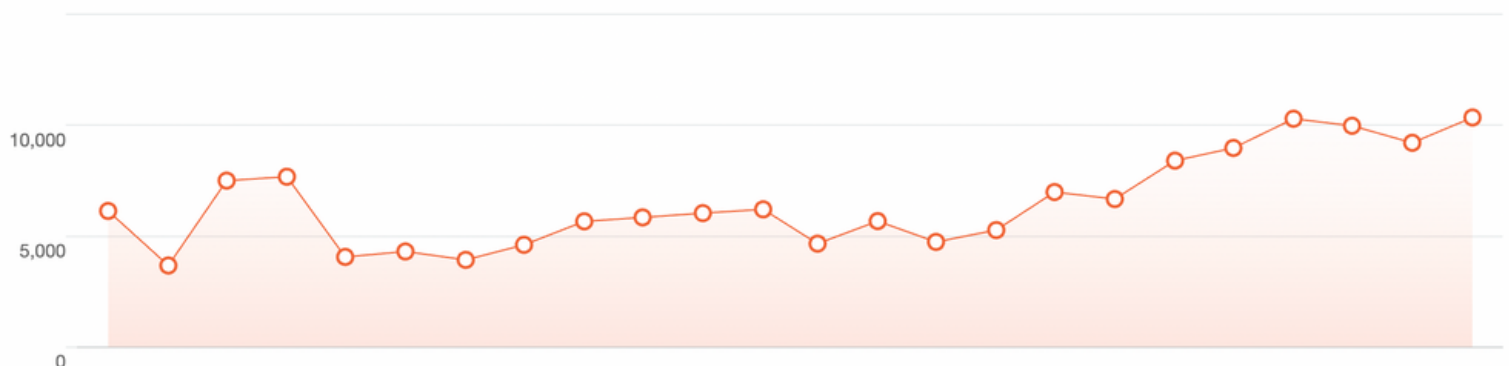**ORGANIC MONTHLY TRAFFIC** ⓘ
10,353

DOMAIN AUTHORITY ⓘ
53 GREAT

BACKLINKS ⓘ
241,461 AMAZING

NoFollow: 10,921

ORGANIC TRAFFIC   10,353 organic visitors per month

■ Organic Monthly Traffic

It all starts with a conversation.

Head to
freshspectrum.com/consulting/
to grab a free 30 minute consultation.

Or, if you would prefer, send me an email: chris@freshspectrum.com