The Map as a Model
What Big Data Designers are Learning from GIS

Chris Goranson, MGIS, GISP
Director, PIIM, The New School
side view

highlighting areas to mark details?

link & node view

histogram option to add other graphs?/other data
Red Team Design Reviews for Summer 2014
(Three reviews, each occurring over two days)

**REQUIREMENTS**
What should the tool be able to demonstrate?

**UI CAPABILITIES**
What does the tool actually demonstrate?

**USABILITY**
How effective is the tool in accomplishing these requirements?

**OPPORTUNITIES**
How could the application / UX be better?

Apply new findings through iterative process

- APPLYING EMERGING DESIGN THEORY AND ALTERNATIVE VISUAL RENDERINGS
ACKNOWLEDGEMENTS

This work was supported by the Defense Advanced Research Projects Agency (DARPA) Award No. FA8750-12-2-0325, and the Telemedicine and Advanced Technology Research Center (TATRC) at the U.S. Army Medical Research and Materiel Command (USAMRMC) through Award No. W81XWH-11-2-0025.

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Thank you!