



How can Ford benefit from Exploratory Data Analysis on a Data-Enabled design approach?

Design proposal

Exploratory Inquiring enabled by data visualization to enhance designer's creative process



**1**

Start with the central question of the design thinking Ford's cycle

**2**

Select a dataset that could be interesting to explore

**3**

Create a data visualization to start exploring!

**4**

Look at it ... What do you see? What questions arise?

**5**

Could be answered with a new data visualization	WHAT THE QUESTION IMPLIES?	WHAT ACTION CAN BE TAKEN?	Improve knowledge on data visualization
I lack understanding of the data visuals			Iterate new data visualization
I'm wondering possibilities for data visualization			Generation of ideas
It's helping to explore the "solution" space			Iterate question
It needs further research			Use other variables from the dataset
It suggests an hypothesis to interpret the data visualization			Combine with other data sources

Analyze your question, what does it tell you? Based on your question what can you do?

**6<sub>A</sub>**

Improving the knowledge on data visualization can increase your opportunities as a designer to explore the dataset and discover more insights

**6<sub>B</sub>**

Can you answer the question by interacting with the visual? or Do you require to create a new visual to get the answer you need?

**6<sub>C</sub>**

Use this question opportunity to explore possible solutions to the problem you are working on!

**6<sub>D</sub>**

Sometimes the questions arisen can be answered with other variables from the dataset that you have not visualize yet.

**6<sub>E</sub>**

Perhaps you have find an interesting topic to further research but you need to refine the question. Take a look on the questions guide to inspire you.

**6<sub>F</sub>**

Combining other data sources can complement your discoveries, e.g.: user interviews or other vehicle sources.