

## Ignite Showcase, Part 2

Thursday afternoon 1:00 – 1:30 p.m.

These 5-minute presentations give a lightning-quick overview of a project, process, or technology.

### **Avocado – Fruit, Vegetable, or Houseplant? Using a Card Sort to Improve Information Architecture**

**Louise Carter**, Public Health – Seattle & King County

Coming up with category names that make sense to a broad spectrum of data users is always challenging, but a redesign of the King County government website turned data searches into an unhappy succession of “Where’s Waldo?” challenges – with no visual cues, no search function, and category names that could have been pulled out of a hat. This sad situation presented a perfect opportunity for us to revisit long-established indicator and category names on both of our indicator websites. Engaging participants from multiple disciplines and levels of technical sophistication, we used an electronic Card Sort to learn how *data users* organize information.

### **Infographics: Disseminating Significant Data to the Community**

**Bernardo Espinosa**, The Data Center

The Data Center prides itself on creating comprehensive reports which gauge the strength and vibrancy of Southeast Louisiana. However these reports are also dense, and oftentimes tackle complex topics, begging the question: “Are we meeting our goal of engaging and informing all of our target audiences?” The complexity of these reports pointed to the need for The Data Center to utilize more innovative ways to present data, one of which being infographics – visual representations that simplify complex information to tell a captivating story. Working with a local graphic design firm, The Data Center has developed a series of infographics that tell the stories relevant to the New Orleans community and innovatively “unpack” the data in an engaging way.

### **Merging Local Health & Wellbeing Data**

**Camille Seaberry**, Data Haven

After the launch event of the 500 Cities Project, we wrote a short report on the 500 Cities data for the 8 cities in Connecticut. We saw wide variance in many of the measures throughout the state, and decided to cluster tracts in our cities based on income, poverty, and population density. In doing this, we identified “two urban Connecticuts” with wide disparities in many of these health measures. We then used this lens to take another look at data from our 2015 Community Wellbeing Survey and found similar disparities in community wellbeing measures such as trust in police, neighborhood safety, and food insecurity. In fact, some of these disparities--but also

signs of resilience--were more striking within cities such as New Haven than across all the cities in our state.

**Gentrification Vulnerability Analysis within the City of Atlanta**

**Bernita Smith**, Atlanta Regional Council

An examination of the City as a whole and a deep dive into the neighborhoods around the new construction of the Atlanta Falcons football stadium.