

Participant 03

1. How are the concepts for creating animations that we talked about today similar to tools that you design with? *Time in: 00:21*

I mean we all like to use the same type of language. So that's really helpful. And I know we all everyone in my office gets really pissed off when Adobe changes something so. Actually if you want to just call us we have a long list of things.

2. What is missing in those tools for creating animated data visualizations? *Time in: 00:50*

Well the biggest thing that, you're working on, is the data and having that data inform what you wanted to do. It would be amazing. Instead of just putting a random circle on a canvas - you know you can get more but you know in Keynote it's very much more freehand.

3. What information about the underlying data do you think should be exposed? *Time in: 01:30*

The interface I think you could do like a pop up to like an Excel or something like that we actually work in excel a lot. So it's helpful to see that. And actually we work in air table a lot which is even more visual and hopeful than excel. So having that type of interface would be helpful.

4. Were there any concepts that you felt were too difficult to understand? *Time in: 02:07*

I guess I got hung up on design decisions. Yeah I think some of that second one, that I do not know about. Sorry procedural animation - and that's based off of experience.

5. What's hard about creating animations? *Time in: 03:01*

I feel like I am not the typical - we normally start off with a storyboard and we want to be able to show it but sometimes I throw out some of that because I know our tools can only do so much or I can only do so much in After Effects. So sometimes it starts off with limitations and a little bit of experimentation just to see what magic can happen if I mess it up. But normally it's like OK what can I feasibly do in this time period with this. And I guess a lot of that is like alright I can convey the same message almost exactly right. And like the other day we have like a really complicated animation for this presentation and then people are like well we have to make all these changes to it and you end up like shooting yourself in the foot because you made something overly complicated.

6. When do you consider using animations in a project? *Time in: 04:10*

[Animation] is a good tool for us to show when we do really complex visualizations to show journey maps. We're in service design so its all moment maps or journey maps. So it helps to show like the taxonomy of our work. To show relationships that maybe they don't get from a static slide. And then for me on the other end, I enjoy After Effects and making goofy gifs.

7. From your experience, what makes a good animation? *Time in: 04:50*

Sure. I mean when I was in a UX agency we would kind of question why are we animating certain things - is it helpful or is it obnoxious? And it was a fine line, I think it depended a lot on who your

user was but I think a good animation when it came to that was to show process and progress. And a little bit of delight but not having it be overly rot for. Showing something that's complicating, and making it easy to digest and also bells and whistles goes a long way in corporate land too.