

Experiential qualities of interactive visualizations

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Abstract

A key factor in designing interactive visualizations is what makes them good to use and, more generally, what “good to use” means in the context of interactive visualizations.

In this talk, I introduce the notion of experiential qualities as a way to articulate what “good to use” means for a specific design domain. I then look specifically at interactive visualizations, arguing that the qualities of pliability and meaning are particularly important for the user and hence for the designer.

The case for pliability and meaning is built around a number of contemporary design examples, mainly drawn from interactive information visualization.