

VISUALIZING YOUR DATA WITH INFOGRAPHICS

Anyone can make bar charts or line graphs, but it takes a little something extra to make your data really stand out. Infographics are the best way to visually represent data in an interesting way.

CUSTOM
INSIGHTS

NEWSWORTHY
HEADLINES

FRESH
DATA

Infographics take your boring data and incorporate creative design elements to create a more engaging visual display of data. They're great ways to keep your reader interested in the story you're trying to tell.

Infographics can be used for:

Media outreach
Public relations
New content creation

Government pamphlets
Internal performance reports
Internal communication

 We recommend using infographics any time you're trying to tell a short story using data. 

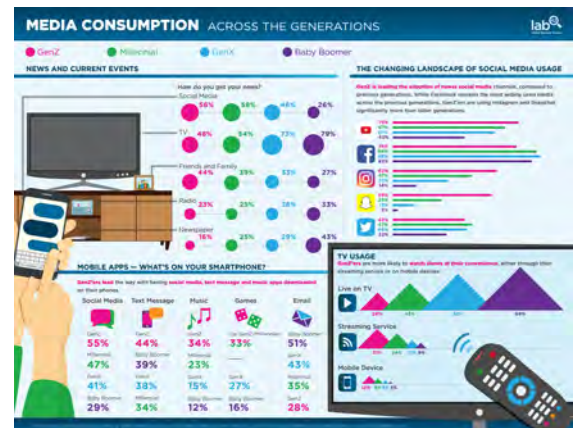
TYPES OF INFOGRAPHICS

During the proposal process, our Research team will outline the 2 types of infographic options we offer and help you determine which one best fits your needs and your budget. The 2 infographic options we offer are:

MINI: 5-7 DATA POINTS



FULL: 10-15 DATA POINTS



LAB42'S INFOGRAPHIC PROCESS

STEP 1: SETTING UP OBJECTIVES AND INFOGRAPHIC STORY

Client team and Lab42 align on study objectives and the desired infographic story. Decide on how data insights will be developed, using one of 2 ways:

1. From custom quantitative research through Lab42
2. Existing data from third party

STEP 2: QUESTIONNAIRE DEVELOPMENT

Lab42 Research team, with your objectives and desired infographic story in mind, will develop a survey that best captures the questions in a way that will deliver the best results

STEP 3: RESEARCH AND FIELDING

Lab42 Research team programs and launches study in field, monitors and conducts data quality checks on a daily basis

STEP 4: DESIGN CONSULTATION

Once data is collected, we jump on a call to discuss design. During the design consultation call we cover the following topics:

1. Align on story
2. Discuss mode of display
3. Determine design needs, branded or unbranded infographic

STEP 5: DATA AND INSIGHTS SELECTION

Research team reviews the data, uncovers and chooses the insights that best convey your story and meet your overall objectives

STEP 6: DESIGN PROCESS

Lab42 designers create 3 infographic drafts that your team can review and provide input. The final outcome is a visually appealing and engaging infographic that tells the story, utilizing compelling data insights!

TIMINGS

In general, it only takes about 2 weeks to go through all 6 steps of our infographic process.

If you're interested in learning more about how Lab42 helps companies create infographics, visit our blog or please contact us using our email below.

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