



10 IDEAS

To visualize qualitative data

Only qualitative data

1



Change photos (before and after)

A photo pair is an impactful way to visualize a change with minimal text. For example, showing a photo of the same landscape before and after a disaster struck provokes an emotional reaction from the audience.

2



Diagram

Take a paragraph of text and think about how the key points could be visualized in a diagram (e.g. Venn diagram, workflow, mindmap, etc.). They can also help to categorize information. [Here are some examples](#) of diagrams you can explore.

3



Journey map

This is a helpful way to clarify a vague process or decision pathway. It helps you visualize the factors that influence a person's decisions. It also informs ways to streamline processes and improve the user experience in a human-centered way.

4



Network map

Use a network map to visualize connections between qualitative data points. It can help your audience to understand how information is clustered, or if there is a hierarchy of information.

5



Timeline

Opinions and perspectives may change over time. You can use a timeline to visualize how your qualitative data changes over a time period. Make sure to highlight key points in the timeline that may explain or influence what your data is showing.

Mix of qualitative and quantitative data

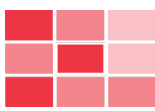
6



Gauge

A gauge chart can be used quantitatively or qualitatively. You may want to use it to visualize qualitative responses if you are aiming to show where the majority of responses fall in relation to a certain desired range (rather than a specific target).

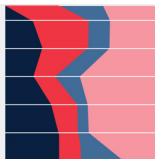
7



Heatmap

Heatmaps allow you to visualize opinions or impressions that are thematically coded into different groups. The reader can easily see where opinions are the strongest because those are visualized as having the most "heat" or the most vibrant color.

8



Histomap

If you want to track qualitative trends over time and you are able to code that data into different categories, a histomap may be an appropriate visualization option. A histomap is one of the oldest methods of visualizing qualitative data over time.

9



Icon sets

Graduated icon sets can be used to represent qualitative judgements or opinions. Here for example, responses can be categorized into relevant quadrants: 100% blue is excellent; 75% blue is good; 50% red is not good; 100% red is terrible.

10



Spectrum display

A spectrum display allows you to display the broad results of your qualitative data, but is organized in a way that makes it easy for the reader to understand the stories within the dataset. Learn more about how to make a spectrum display [here](#).