Un bon croquis vaut mieux qu'un long discours.

Napoléon Bonaparte

A good sketch is better than a long speech.

Napoléon Bonaparte

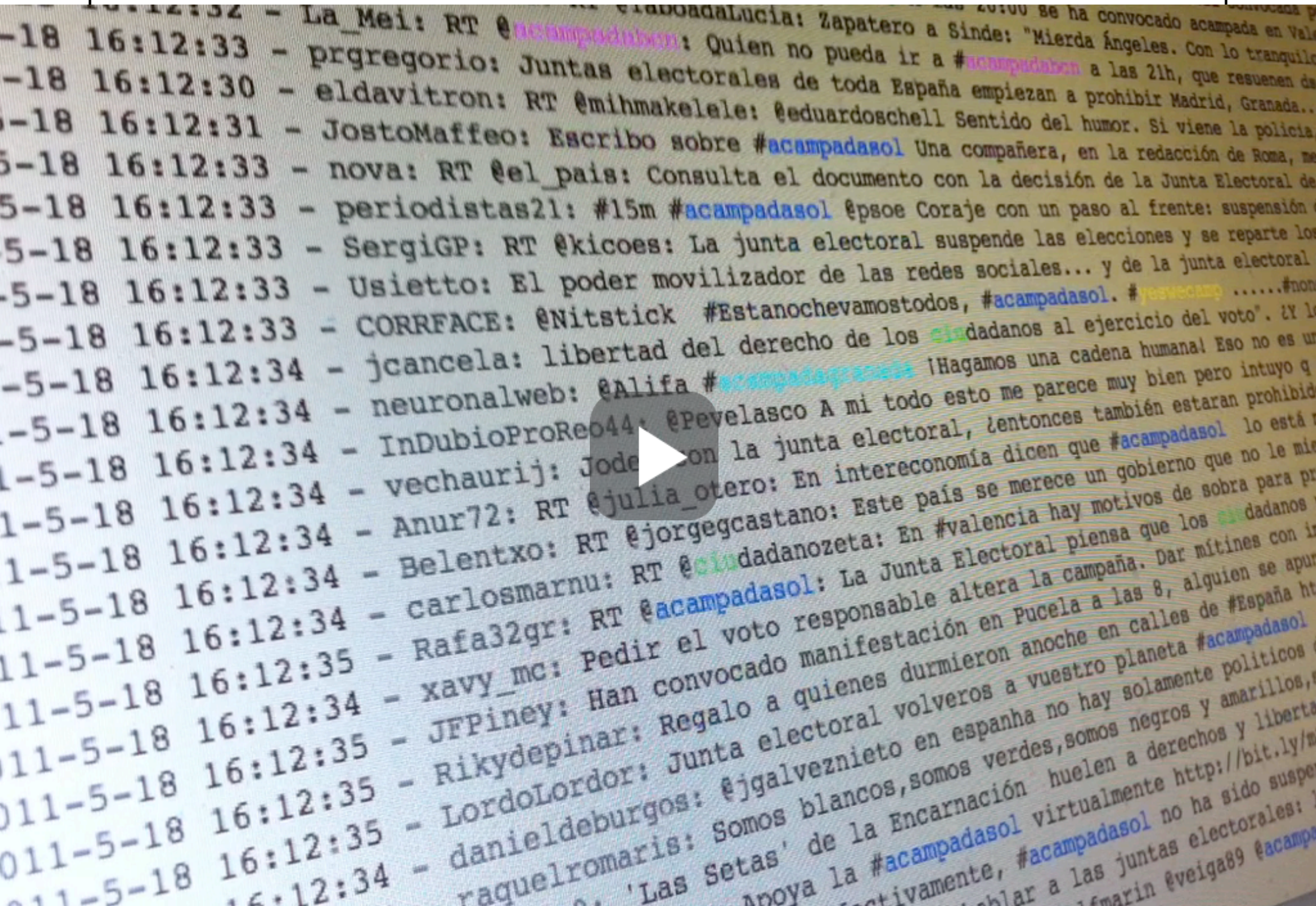
CLARO PARTNERS

SKETCHING WITH DATA

FABIEN GIRARDIN, 10.02.2012, BARCELONA

STRATEGIC ADVISOR AT QUADRIGRAM

ACTIVE SINCE THE DAWN OF THE DATA DELUGE

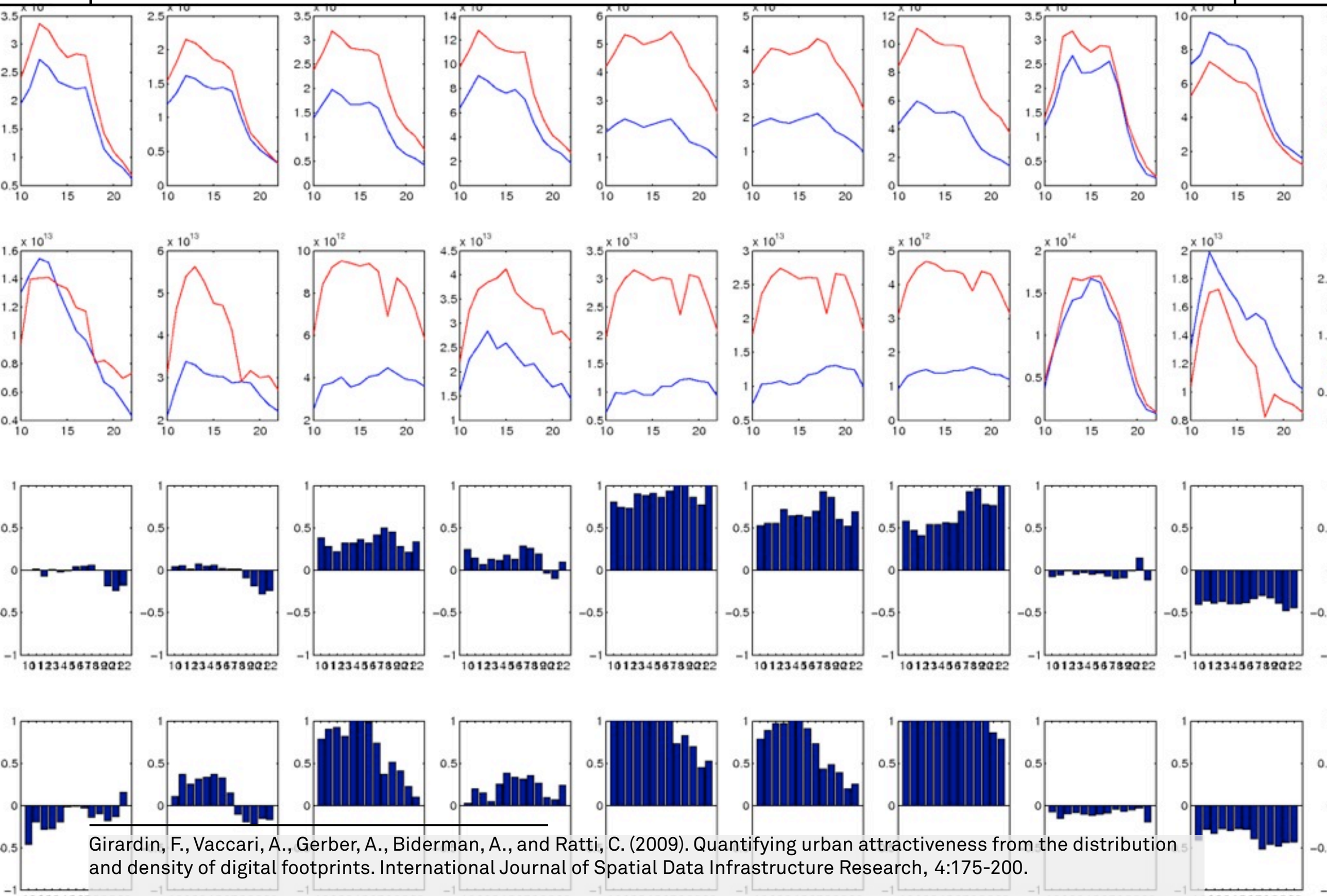


The World's Eyes
Where are the Britons?

Current Week in 2007
28
45

Girardin, F., Vaccari, A., Gerber, A., Biderman, A., and Ratti, C. (2009). Quantifying urban attractiveness from the distribution and density of digital footprints. International Journal of Spatial Data Infrastructure Research, 4:175-200.

DATA INVESTIGATION



Girardin, F., Vaccari, A., Gerber, A., Biderman, A., and Ratti, C. (2009). Quantifying urban attractiveness from the distribution and density of digital footprints. International Journal of Spatial Data Infrastructure Research, 4:175-200.

DATA GOVERNANCE?

Calculating the Worth of East River 'Waterfalls'

Mario Tama/Getty Images

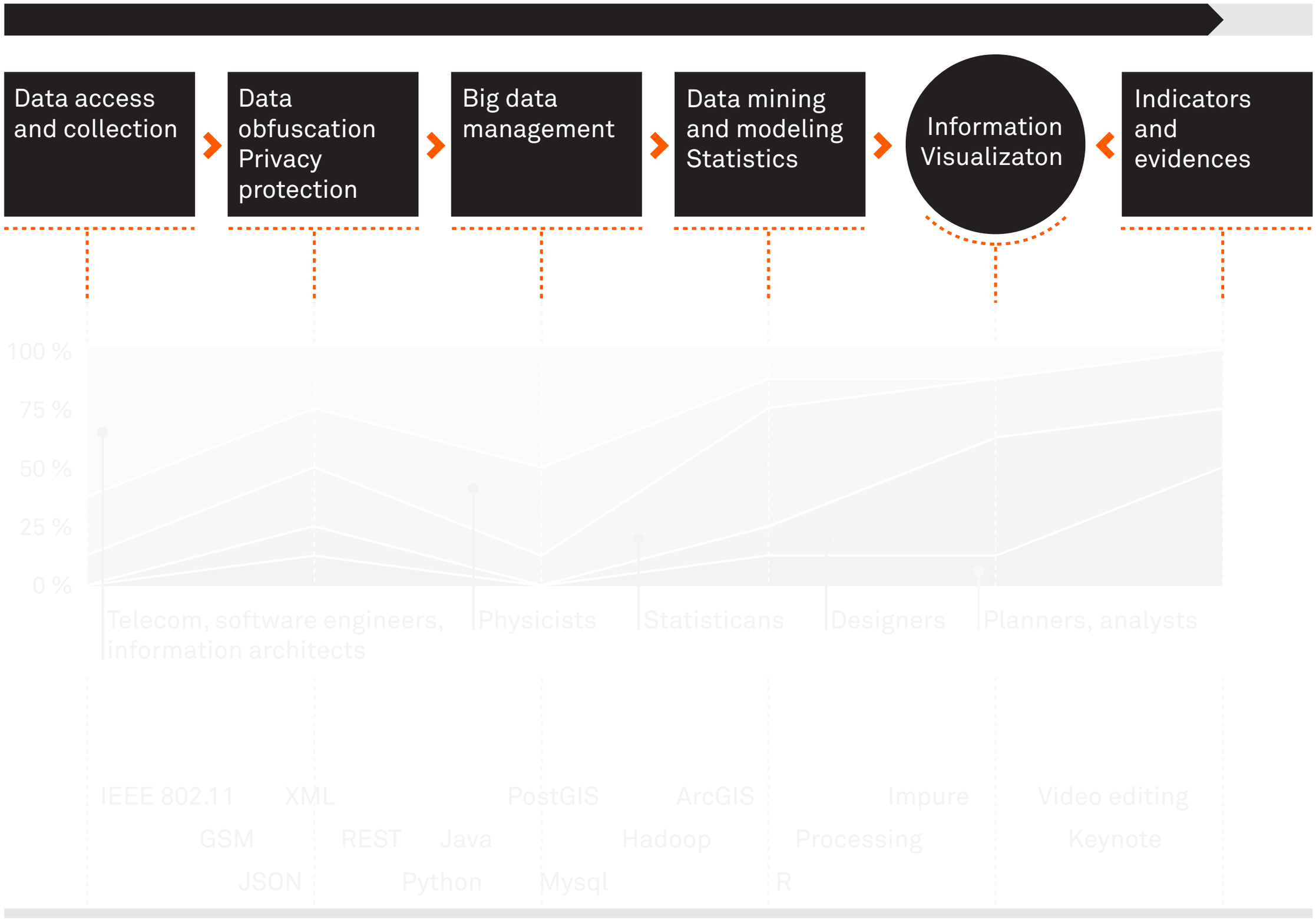
Mayor Michael R. Bloomberg, right, was among those touring the artist Olafur Eliasson's "New York City Waterfalls" along the East River when it was unveiled on Thursday.

By KEN BELSON
Published: June 28, 2008

TWITTER
LINKEDIN

Amid all the hoopla over Olafur Eliasson's "New York City

INNOVATE WITH DATA - ITERATIVE PROCESS



INNOVATE WITH DATA - MÉTIERS

Data access and collection

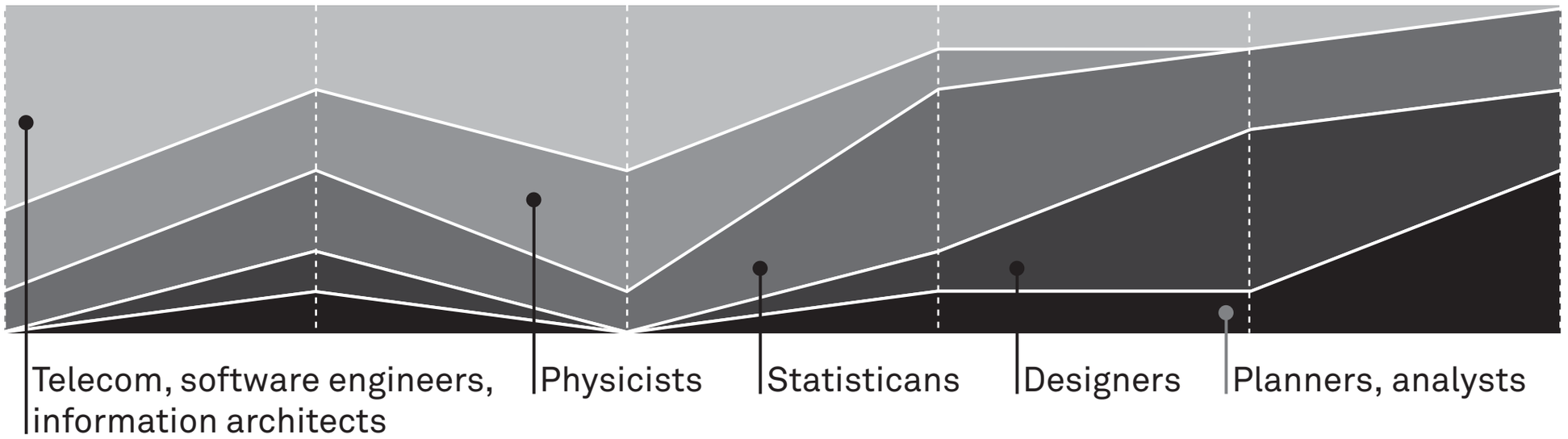
Data obfuscation Privacy protection

Big data management

Data mining and modeling Statistics

Information Visualizaton

Indicators and evidences



IEEE 802.11 XML PostGIS ArcGIS Impure Video editing
GSM REST Java Hadoop Processing Keynote
JSON Python Mysql R

INNOVATE WITH DATA - SKETCH

Data access and collection

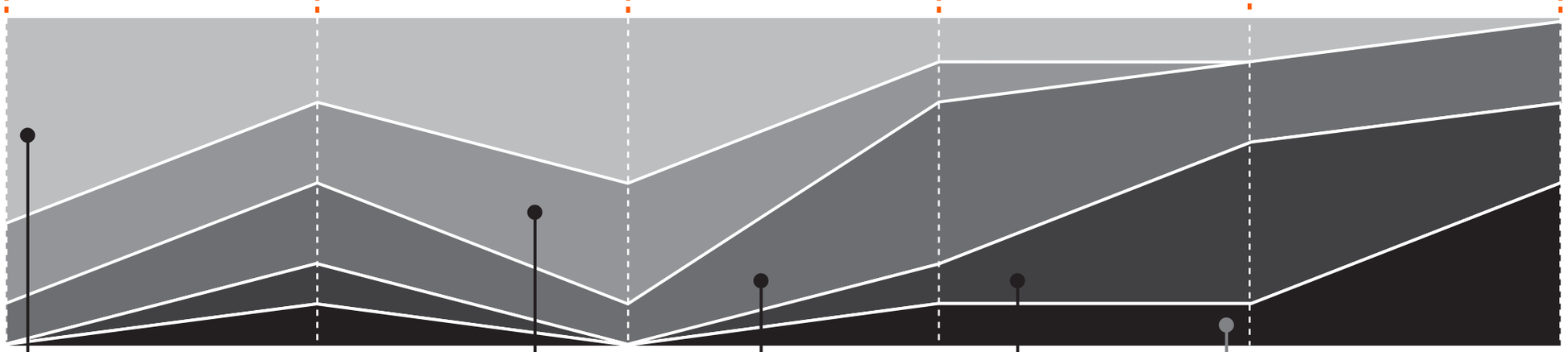
Data obfuscation Privacy protection

Big data management

Data mining and modeling Statistics

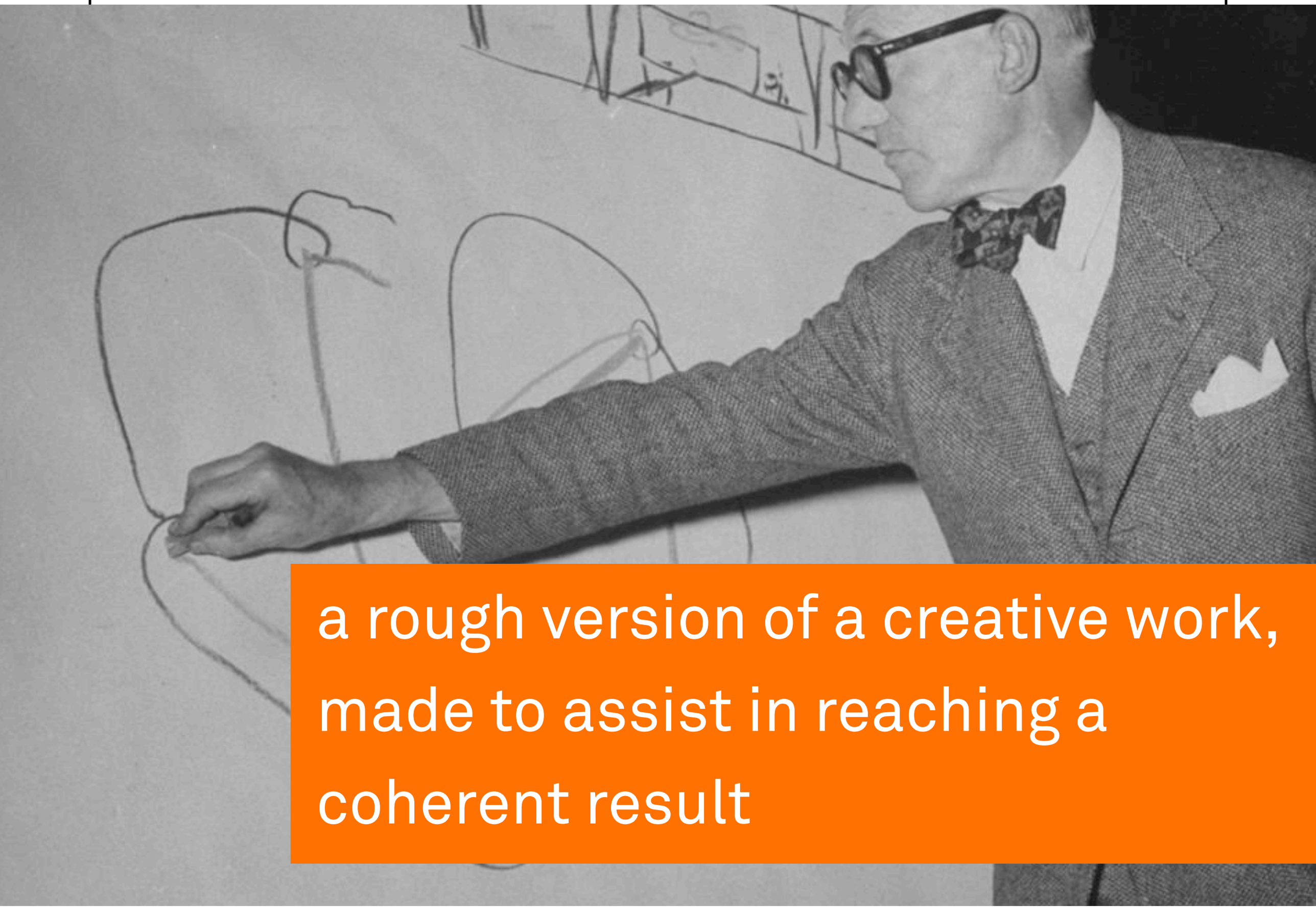
Information Visualizaton

Indicators and evidences



sketch **sketch** **sketch** **sketch** **sketch** **sketch**

IEEE 802.11 XML PostGIS ArcGIS Impure Video editing
GSM REST Java Hadoop Processing Keynote
JSON Python Mysql R



a rough version of a creative work, made to assist in reaching a coherent result

SKETCH TO MAKE AN IDEA TANGIBLE

ma famille

Data access and collection

Data obfuscation Privacy protection

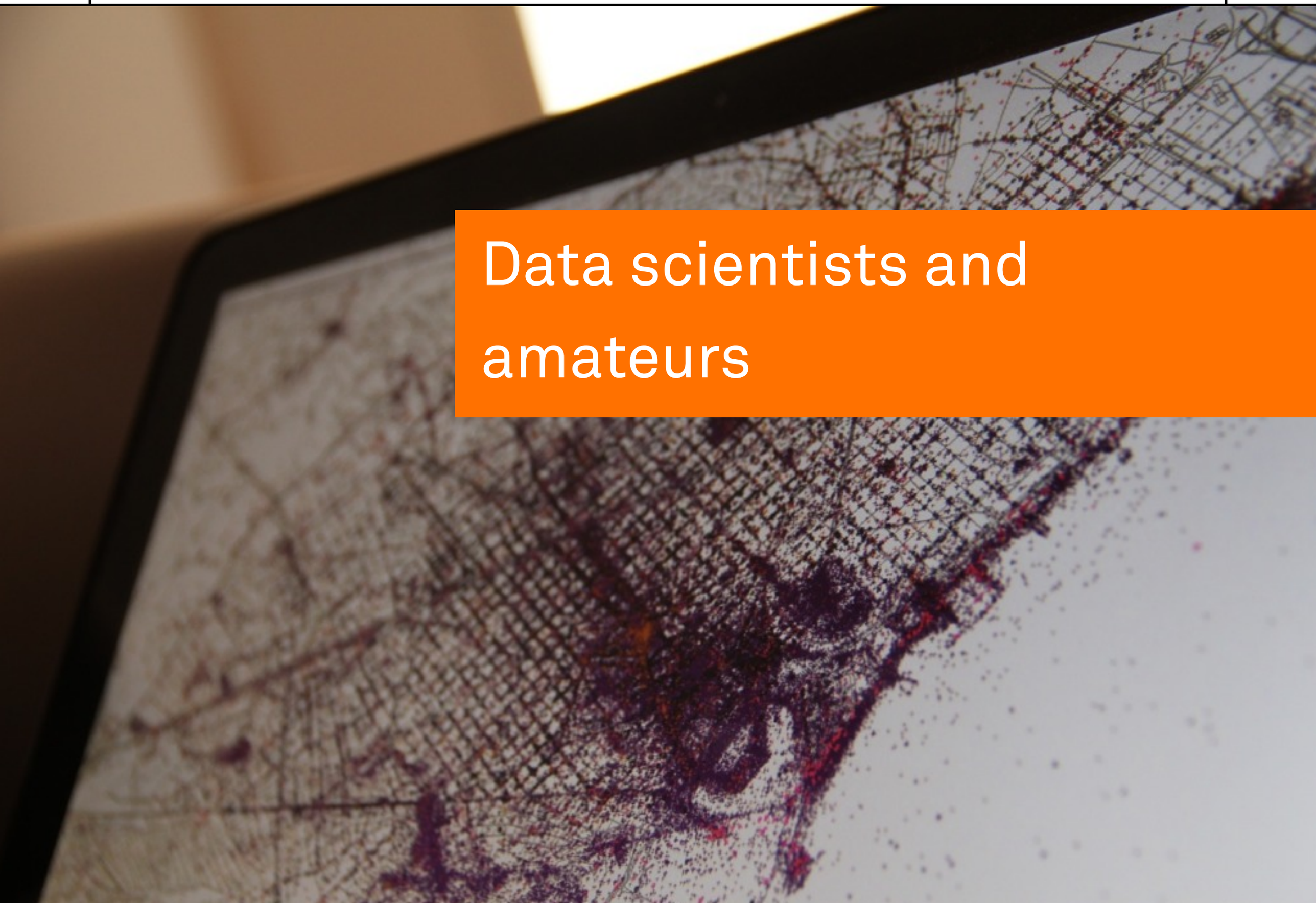
Big data management

Data mining and modeling Statistics

Information Visualizaton

Indicators and evidences

clean



Data scientists and amateurs

Data access and collection

Data obfuscation Privacy protection

Big data management

Data mining and modeling Statistics

Information Visualizaton

Indicators and evidences

set common language

Mobile operator product managers and engineers

City of Geneva 2011

City political and administrative authorities

City of Geneva 2011

JEU
VEN
SAM
DIM
LUN
MAR
MER

Data access and collection
Data obfuscation Privacy protection
Big data management
Data mining and modeling Statistics
Information Visualizaton
Indicators and evidences
qualify results
100 %
75 %
50 %
25 %
0 %
Telecom, software engineers, information architects
Physicists
Statisticans
Designers
Planners, analysts
IEEE 802.11
XML
PostGIS
ArcGIS
Impure
Video editing
GSM
REST
Java
Hadoop
Processing
Keynote
JSON
Python
Mysql
R

Post-occupancy evaluations of the built environment

The Louvre Museum 2010 (in collaboration with BitCarrier)

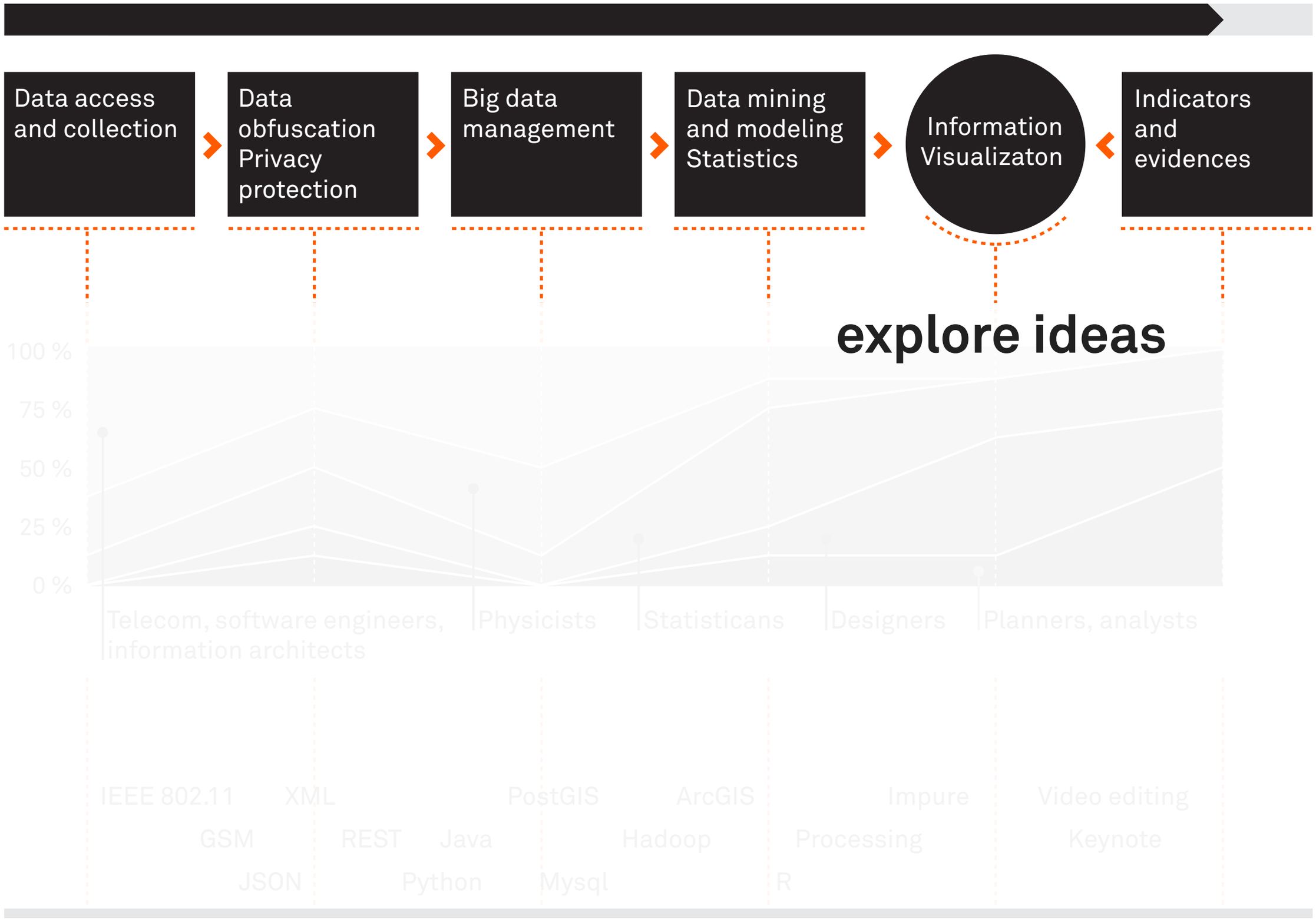
Defining measures of hyper-congestion

The Louvre Museum 2010

SKETCH TO QUALIFY RESULTS

The Louvre Museum 2010

People on the field have the experience to help contextualize the data and early results


Data access and collection
Data obfuscation Privacy protection
Big data management
Data mining and modeling Statistics
Information Visualizaton
Indicators and evidences
explore ideas
100 %
75 %
50 %
25 %
0 %
Telecom, software engineers, information architects
Physicists
Statisticans
Designers
Planners, analysts
IEEE 802.11
XML
PostGIS
ArcGIS
Impure
Video editing
GSM
REST
Java
Hadoop
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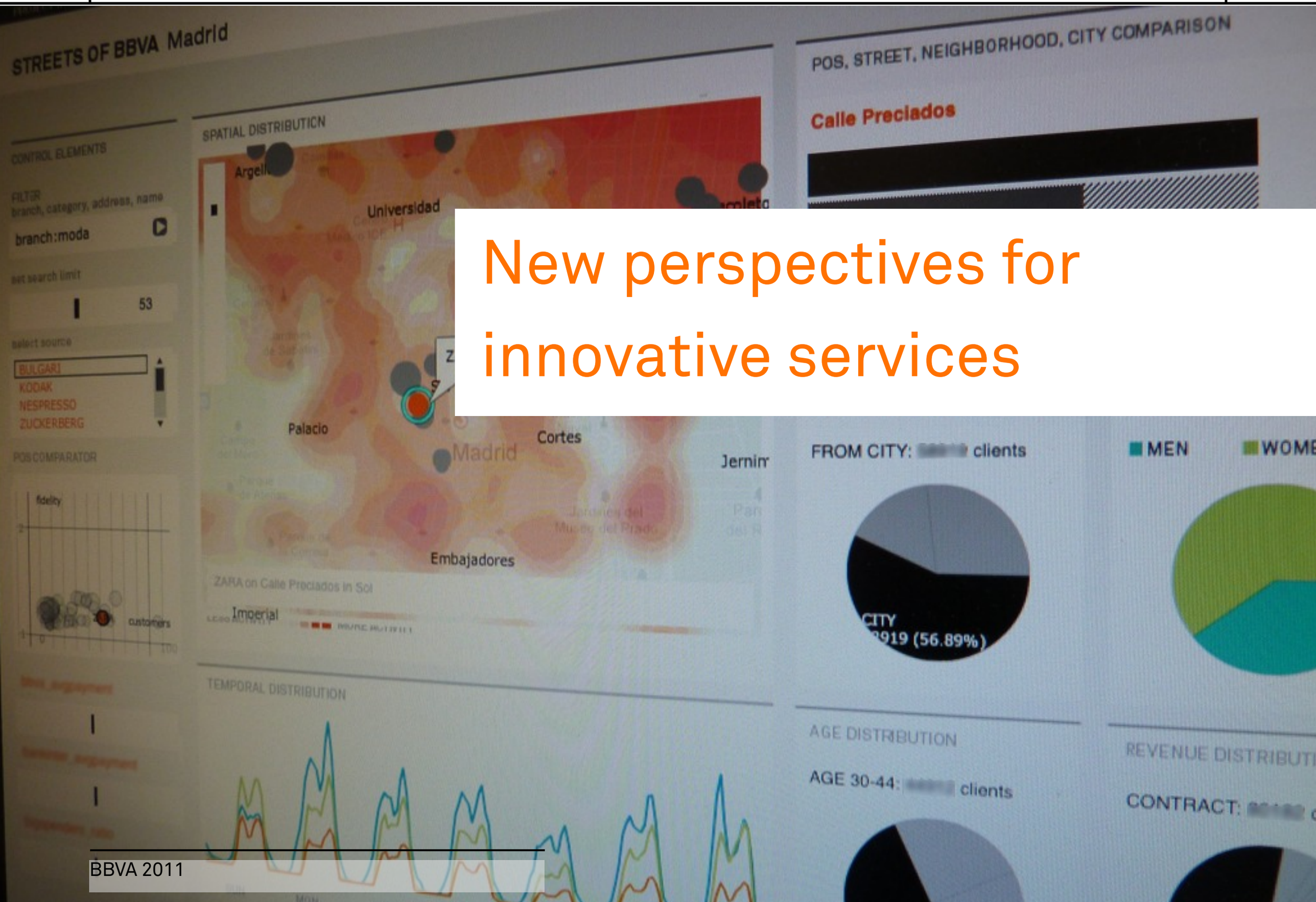
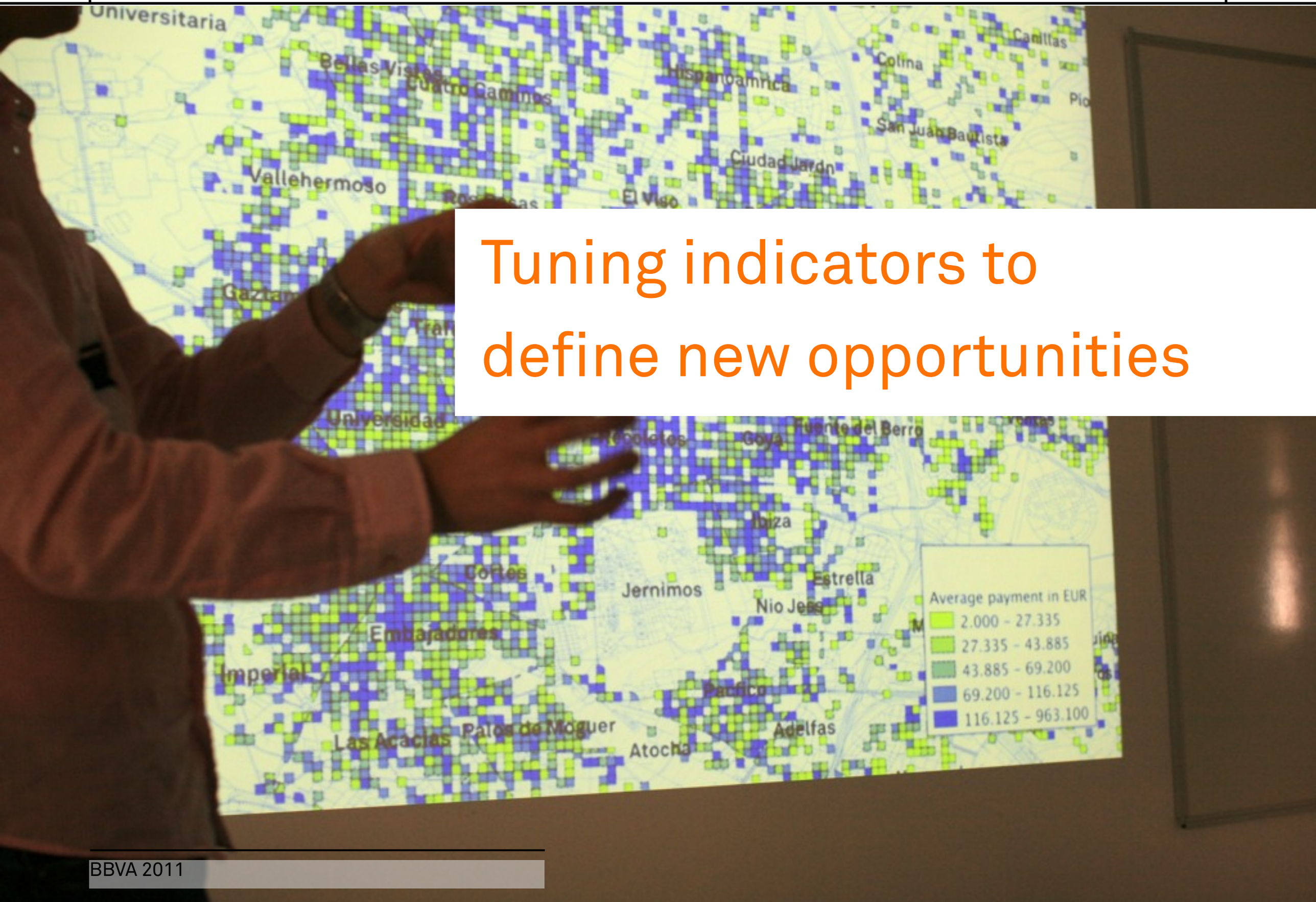
Python
Mysql
R



New perspectives for innovative services



Tuning indicators to define new opportunities

Data access and collection

Data obfuscation Privacy protection

Big data management

Data mining and modeling Statistics

Information Visualizaton

Indicators and evidences

prototype a solution

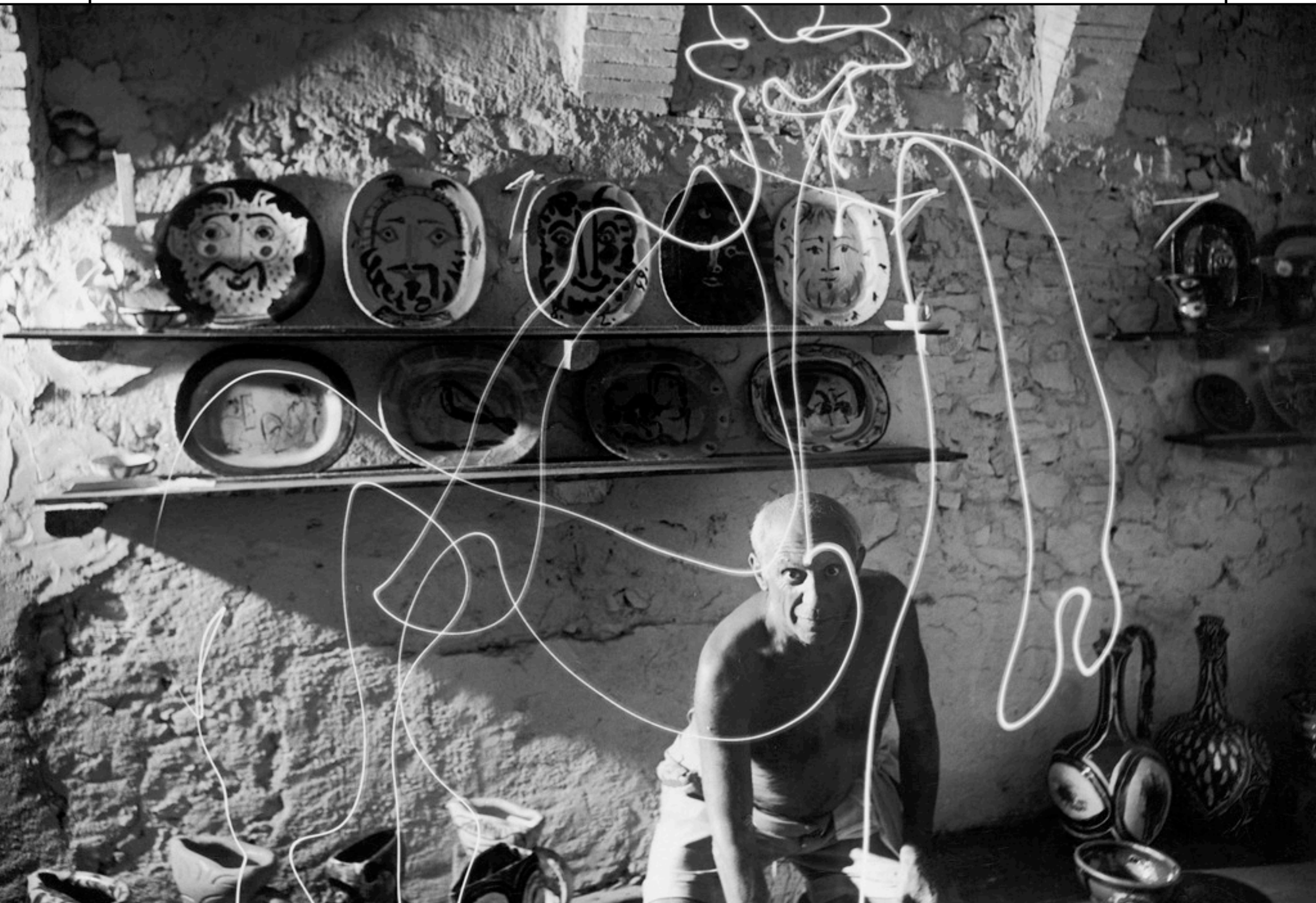
Extend the reach of an existing urban service

Time-lapse courtesy of David Marchuet http://vimeo.com/23691424

New measures for a real-time traffic information provider

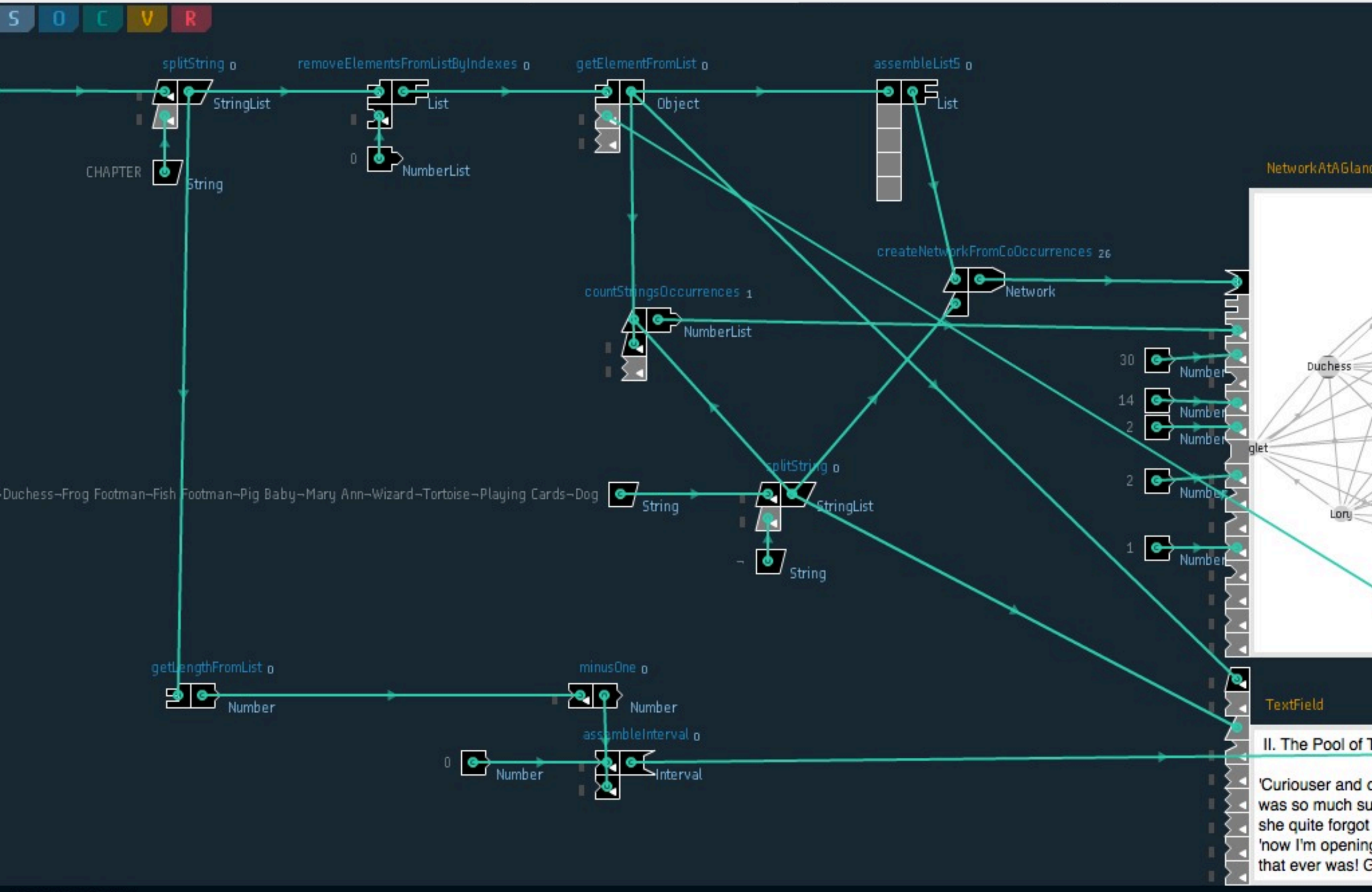
BitCarrier 2010

SKETCHING IS ABOUT LIBERTY



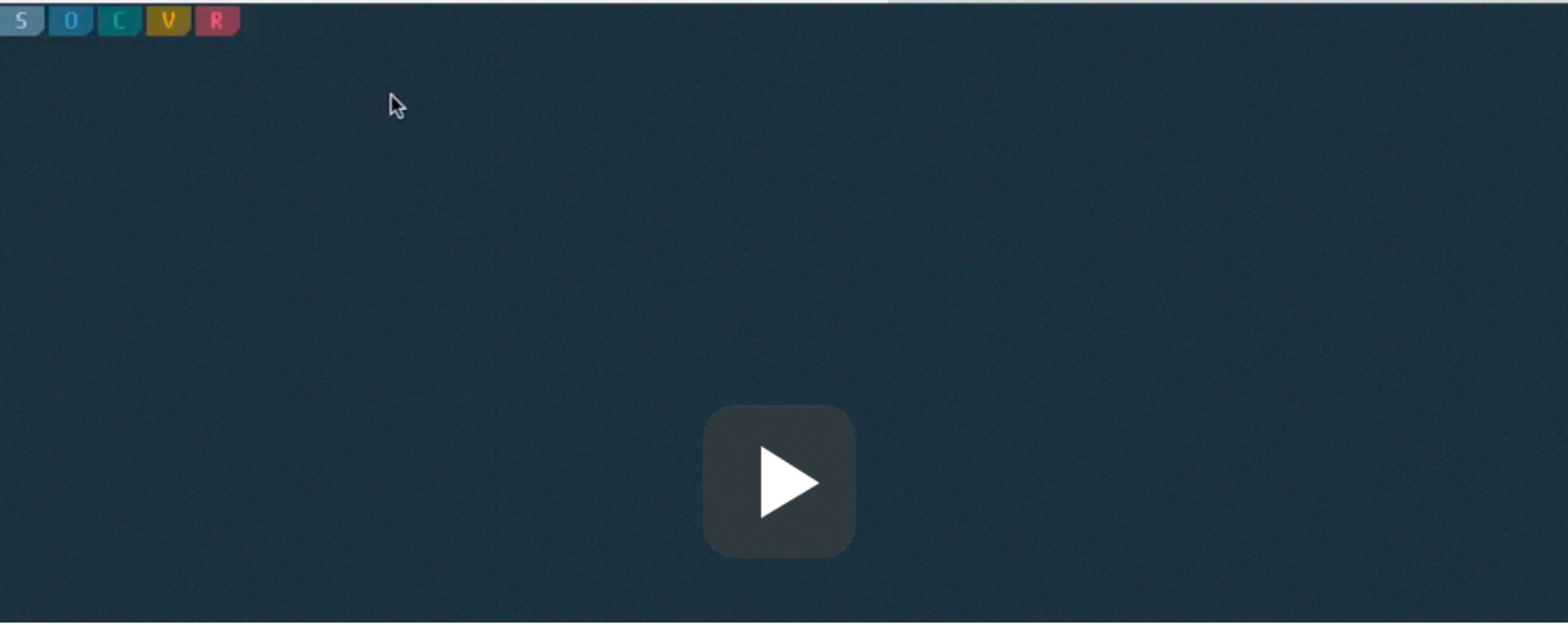
quadrigram

Visual Programming Language



quadrigram

How it works



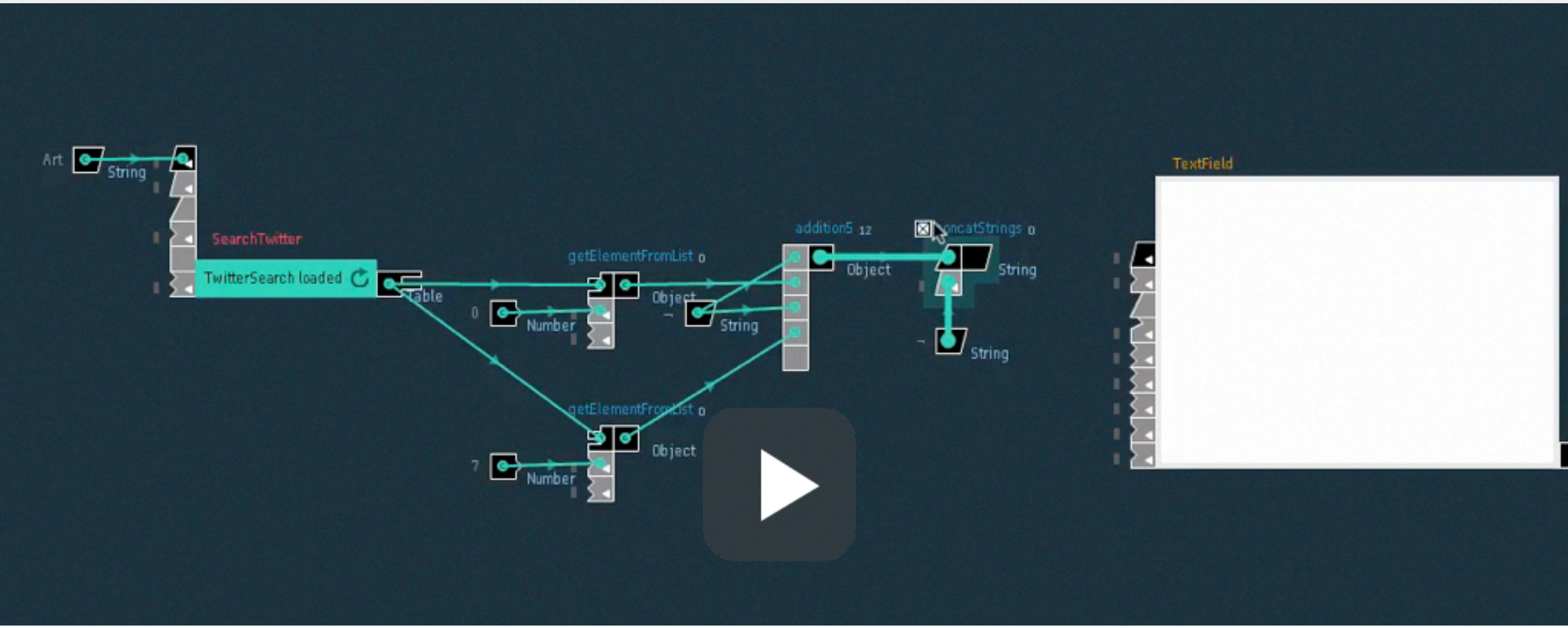
Quadrigram helps you solve the problems of each step of data visualization:

Access Manipulate Analyze Visualize Publish

Problem: the fusion of data sources
Solution in Quadrigram: integrate data sources with multiple formats:
. Load flat files (CSV, Excel, PDF, ...)
. Connect to real-time data feeds (social networks, geography)
. Connect to databases
. Connect to open APIs

quadrigram

How it works



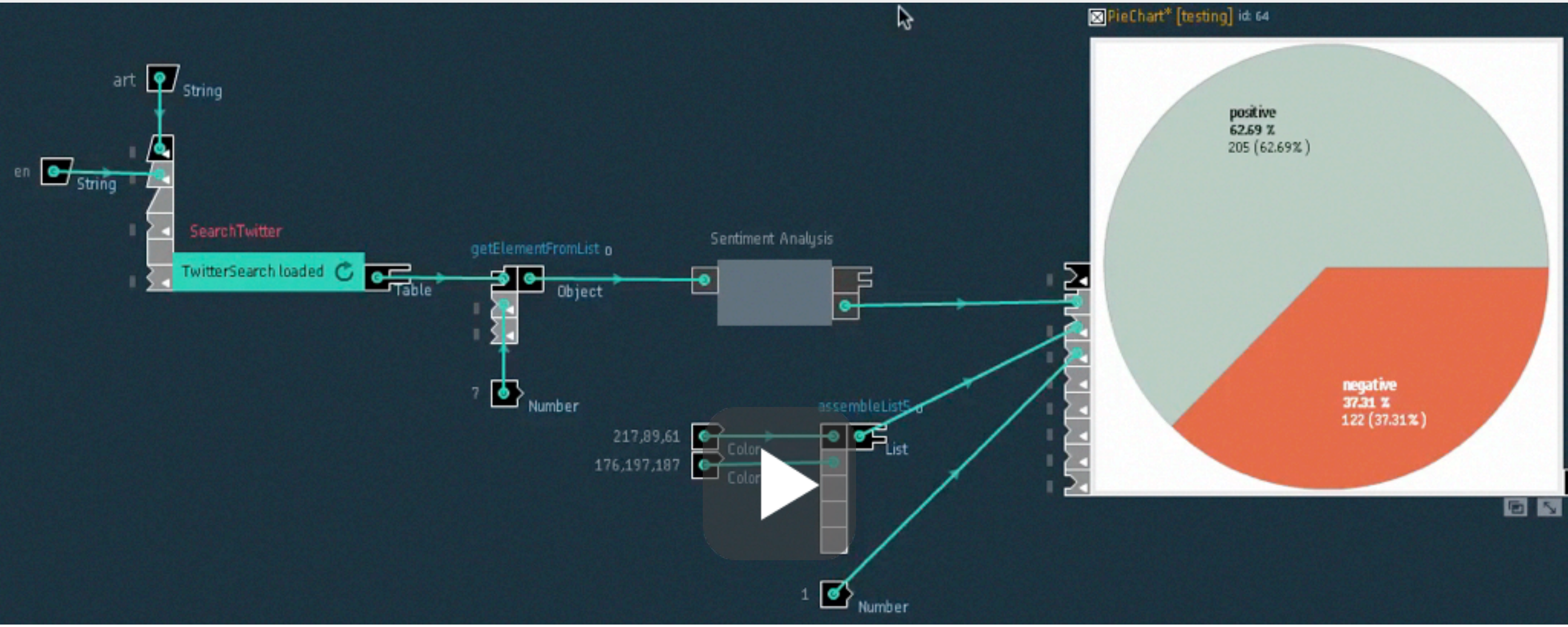
Quadrigram helps you solve the problems of each step of data visualization:

Acces **Manipulate** Analyse Visualize Publish

Problem: treat data as a living material
Solution in Quadrigram: unique drag-and-drop environment for exploring ideas
. Operators to (sort, filter, fusion,cluster ...)
. Data flows that supports a user's ingenuity and creativity into the problem solving process
. Interactive controls to manipulate data in real-time

quadrigram

How it works



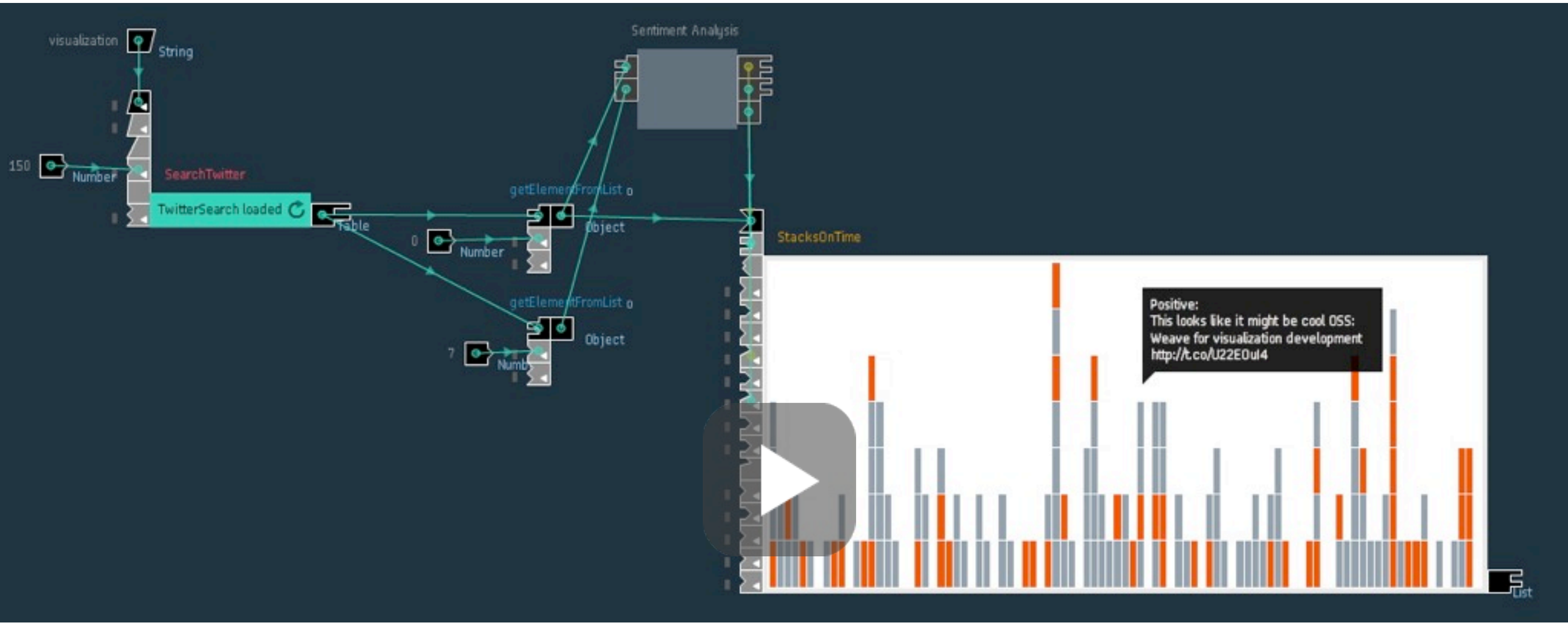
Quadrigram helps you solve the problems of each step of data visualization:

Acces Manipulate **Analyse** Visualize Publish

Problem: multiple data structures request different analysis methods
Solution in Quadrigram: integration with the world's best tools to perform advanced:
. Statistical analysis
. Semantic analysis
. Network analytics

quadrigram

How it works



Quadrigram helps you solve the problems of each step of data visualization:

Acces Manipulate Analyse **Visualize** Publish

Problem: apply the correct form to visualize according to finality
Solution in Quadrigram: families of visualizers oriented to:
. compare data
. find patterns
. explore information
. organize data

quadrigram

How it works

Quadrigram helps you solve the problems of each step of data visualization:

Acces Manipulate Analyse Visualize **Publish**

Problem: Easily share questions and communicate answers
Solution in Quadrigram: instant publishing channels:
. Share on web (HTML embed)
. Private, public and password protected projects

New sources and exploiters of big data.

We need better ideas of what this living material means.

Multiple actors and objectives along the innovation process.

New methods and tools to innovate.

MERCI GRACIAS THANK YOU DANKE GRAZIE

Near Future LABORATORY

FABIEN GIRARDIN

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www.nearfuturelaboratory.com