1. He is an American designer who is a fan of tracking personal data
2. Hook：so before my presentation, I wanna ask you hows your data structures dairy project goes? How you tracked your data? The designer I introduced today is actually famous for his dairy project. he did the annual report project for ten years which kind of set up the tone for his career.
3. Here is my agenda for today: thoughts based on the reading and the research I’ve done.
4. info: Nicholas Felton is a designer and artist whose work focuses on translating quotidian data into meaningful objects and experiences.  He graduated from RISD with a bachelor degree in graphic design. He has been profiled by [The Wall Street Journal](http://www.wsj.com/articles/SB122852285532784401) and the [New York Times](http://www.nytimes.com/video/technology/100000003050767/nicholas-felton-a-quantified-life.html) .and in 2011 Fast Company named him of the 50 most influential designers in the United States.

He is the author of numerous [personal annual reports](http://feltron.com/FAR14.html) that condense the events of a year into a tapestry of maps, graphs and statistics. He was also one of the lead designers of [Facebook's timeline](http://feltron.com/Facebook.html) and is the co-creator of both [Reporter](http://feltron.com/Reporter.html) and [Daytum.com](http://feltron.com/Daytum.html).

5 I watched a bunch of interviews and speeches he did and try to conclude some keywords for his work first.

He **spends much of his time thinking about data, charts and daily routines.  He once claimed that there’s always been a scientific edge to his personality and design preferences so diagrams and data are a good fit.**

in terms of design he is fascinated by the golden age of modernism. it’s mostly a question of how the ratio of color to color works for him.  Forms, colors and typography have to work together to achieve a balance,

**Around** 2003/04 he became fascinated with the use of charts and decided to start the first annual report.and got some remote feedback through the internet, and was somewhat overwhelming – that’s been a big motivator for him ever since.

**One of the advice he offered to young designers is to  work hard. that’s the only way you’ll get better and achieve the things you want to achieve. His motto is to keep it simple.**

6 Since I keep repeating annual report here, i will start from this project. He claimed that It is as **somewhat therapeutic method to record personal life and put them together**. Never tried to change any of the day habits.

7. so the project started from 2005 until 2014), where he registered the details of his life, including data regarding the places he visited, the music he listened to, and his everyday activities in general . His purpose is not only analytical but also aesthetic, playing between the realms of [self-quantification](https://en.wikipedia.org/wiki/Quantified_Self), design and art.

8. 自由发挥补说明:

介绍timeline

Through one of his interview, he mentioned that he was sick of repetitive works as a designer, he want to record qualified data. He started to look for stories, he first wanted to explore data from novels, but later he decided to started from personal experiences first. We can see that the first year of his report, he just simply record all the data without much intention. But later on he purposefully tracked the data. And there are more and more tools for him to automatically generate data with the development of the technology. Though his work still present a sense of simple and precise, he did spent much time in designing all the works.

9.  So here is the first report in 2005, one of the first things was to track all his music listening habits. As well as calendar and planner to record information which was interesting to visualize it in a report.

10. the response to the first report inspired him to do another, in terms of **purposefully** recording data. In 2007, he started to use map to record the streets he passed in NYC and the bars he checked out.

12. In 2009, Felton built the website [Daytum](http://daytum.com/) with friend Ryan. They designed it to track everyday data and automatically generate reports. Felton considers it a good first step toward creating a purpose personal data tracker, but it wasn’t without issues. Users created their own fields, which led to a lack of consistency throughout the app. It somehow reminds me of noSQL database, you can keep information updated quickly with no restrictions about data type.

**13. 视频 39:10 – 42:10**

**Lets turn back to the annual report project:** the one that is most special to him– about his father’s life. in that year his father passed away so that year’s annual report is an encapsulation of his life, made from all the he calendars, slides , grade reports and other artifacts. He mentioned how he make the data, just like a CIA, for example, based on some vague name of a picture, he used google photo to look for the place his father traveled to.

14. at the same time, he was hired by  Facebook as the leading designer to create the Timeline feature  I think all of you guys are using it which mirrored the personal memory.

**The project proved to be a challenge for similar reasons as the website daytum. User data is almost impossible to anticipate, so he and his friend had to create a design that would be flexible enough to handle a wide variety of photos, videos, life events, and more.** Timeline is all about users’ lives and what they choose to include. From our perspective, that’s what matters most,”

Meanwhile, Felton checked his personal data charts and noticed that he had been spending more time "in meetings" and "in email" than "designing" He left Facebook and began working on a pure utility to track personal data called reporter.

15. here comes another personal data tracker app. Reporter works by buzzing you several times per day with a brief quiz based on the questions Felton asks himself. They range from "Where are you?" to "What are you doing?" and "Who are you with?" Some questions can be answered by tapping Yes or No, while others are multiple choice questions, let you type in text, or offer a location picker. You can also add your own questions (like "Are you happy?")

**Each time you report, the app also pulls in various pieces of information like the current weather, how many steps you’ve taken today , and how noisy it is around you.**

16. And those data are foundations of that year’s report. After the 2014 edition, he paused his Annual Reports, stating that: "The world of personal data has changed considerably "While previous editions have relied on custom solutions to gather personal data, this edition is based entirely on commercially available applications and devices”

17: tools 额外总结. I feel like those three parts dominate the personal data tracking world. There are overwhelming information, how to design a good story of data?

18: part 3

19-20: story quality rises as data stubbornness increases, where you gets the sweet point here which maximize interest and the creator pain, he spent a lot of time to create work, but not sure whether it increase the audience interests.

21:  compared with data dump reading, embellishment of data专业的designer才可以做到这个，否则要对这件事十分谨慎，

If only a professional designer can find the balance between story quality and data stubbornness.  then does it mean that, for us, it is safer to use the plain and boring design for qualitative data?