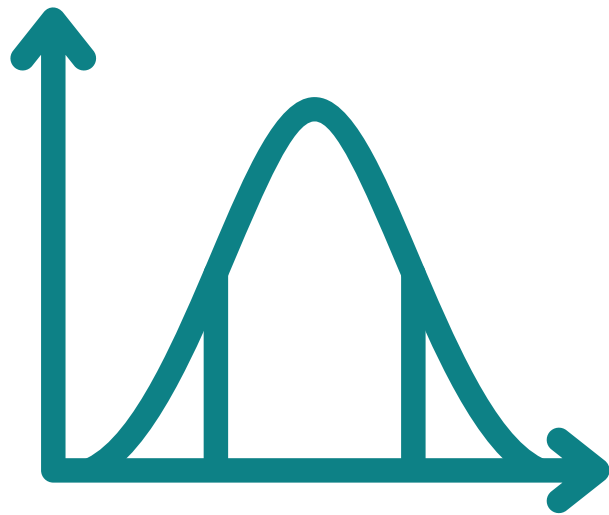


Data to design: The power of Infographics

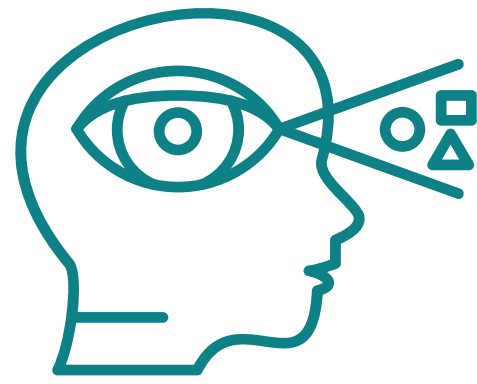


About me..!



**POLICY
PERFORMANCE**
FROM STRATEGY TO IMPACT

Humans are visual learners...



Here is what an infographic is..!



Shapes



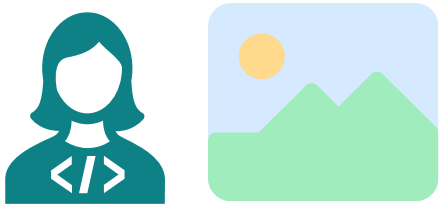
Colors



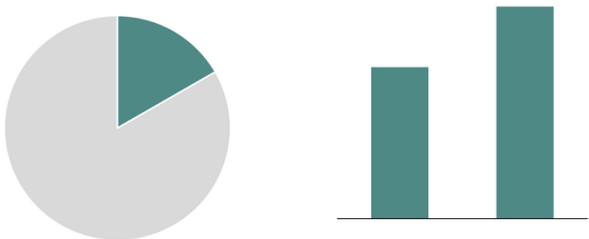
Fonts



Graphics



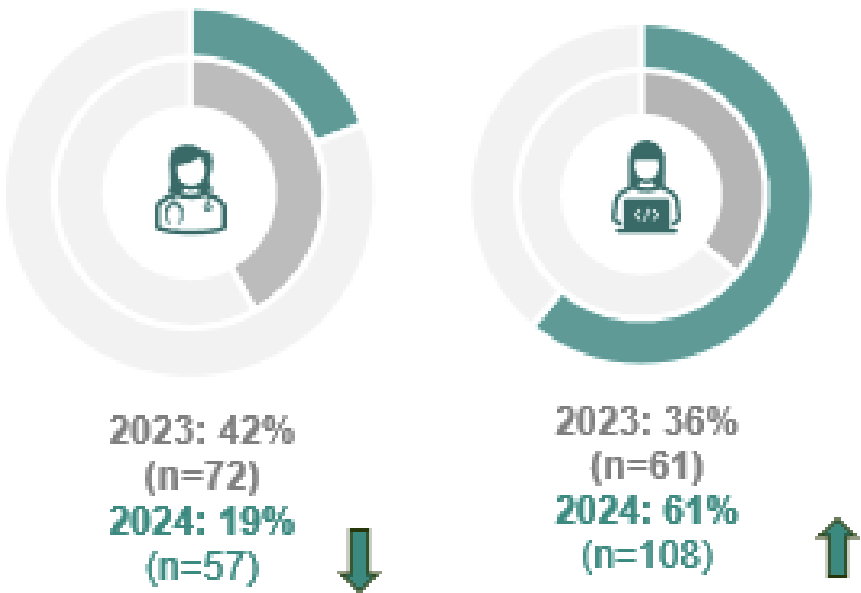
Graphs



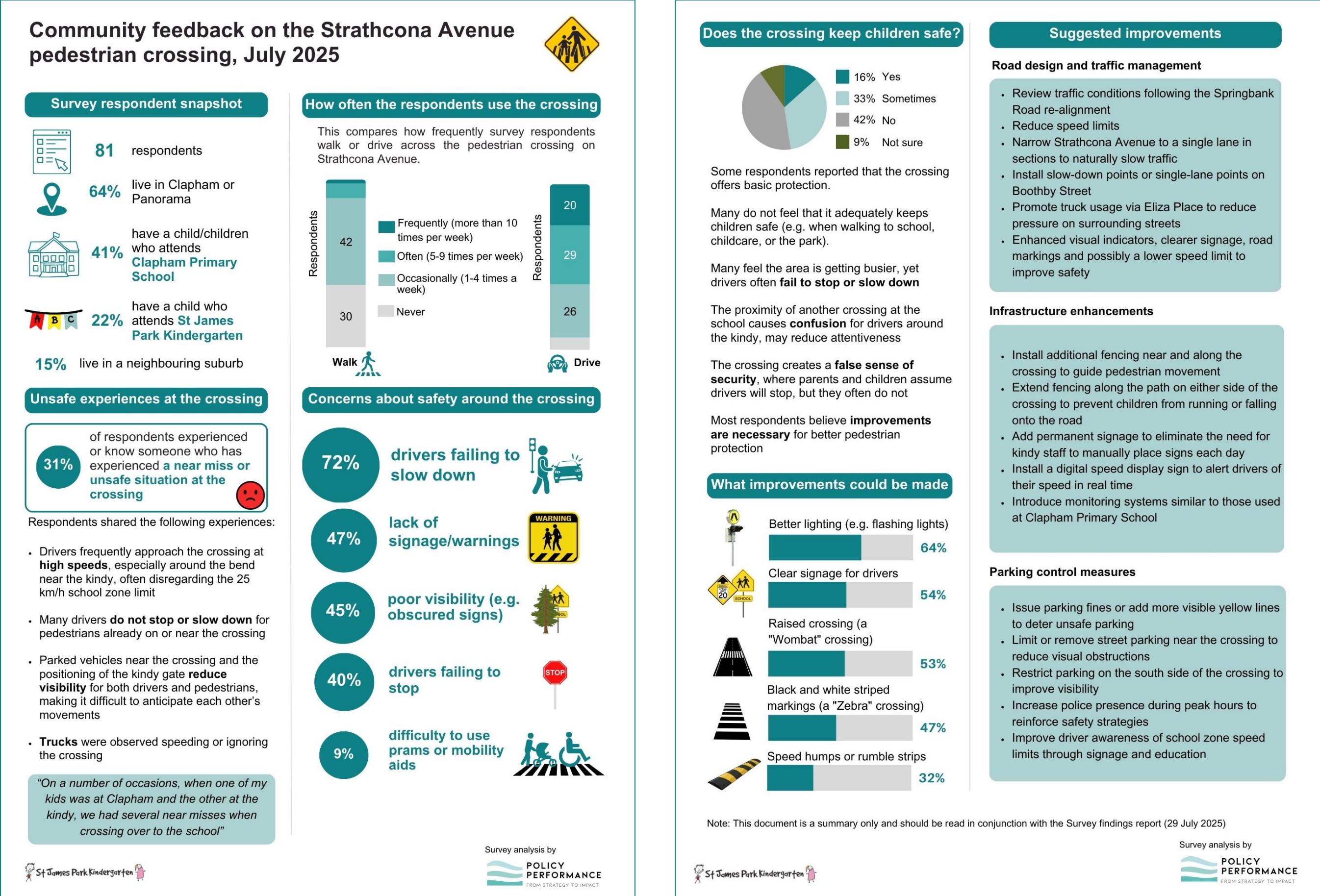
Size



Placement



Here is an infographic I recently produced



1. Understand your objectives



DEMOGRAPHICS	CONSISTENTLY HIGH FEEDBACK		INSTRUCTIONAL DESIGN FEATURES		
395 Active Registered Users	SATISFACTION		ASSESSMENTS	ACCESSIBILITY	
19 Tailored Courses Delivered	 97% Satisfaction Rating (70% very high)	72% Completion Rate (73% F; 70% M) (above industry standards)	 94% Useful Learning Tool	 93% Platform Easy to Use	
28 Cohorts			94% Gained New Knowledge & Skills	Appropriate Assessment Number & Type Requirements Easy to Understand	 83% Courses Easy to Navigate & Well Structured
52% Female				91%	95% Consistent Design Features
 56% Project Staff			COLLABARATIVE LEARNING	 ENGAGEMENT BARRIERS	
11% Alumni	RELEVANCE	COURSE CONTENT	 95% Found Live Sessions as Useful/Very Useful & Number of them as Appropriate	 1-in-4 Experienced Barriers to Fully Engage	
 33% S. East Asia	 92% Relevant to Work & Organisation Needs	 97% Interesting & Engaging	72% Found Discussion Forums Useful or Very Useful	9% Physical Barriers	
28% Pacific			71% Satisfied with Peer Learning Opportunities		
39% Rest of World	 93% to Future Careers	 95% Easy to Understand	 72% Satisfied with Networking Opportunities	TRANSFER OF LEARNING - RIPPLE EFFECT	
 57% Tertiary			 95% able to Apply Learnings into Work	 97% Learning Resources As Useful	62% established at least 1-3 New Networks
19% Government	 55% satisfied with Buddy Group System	 84% using Learnings to Influence Others			 86% Promoting the Learning Platform (expanding reach)
 70% Early-Mid Career Research Professionals					
 72% Personal Relationships					

2. Tailor to your audience



3. Decide on the content to include



Survey respondent snapshot

Unsafe experiences at the crossing

How often the respondents use the crossing

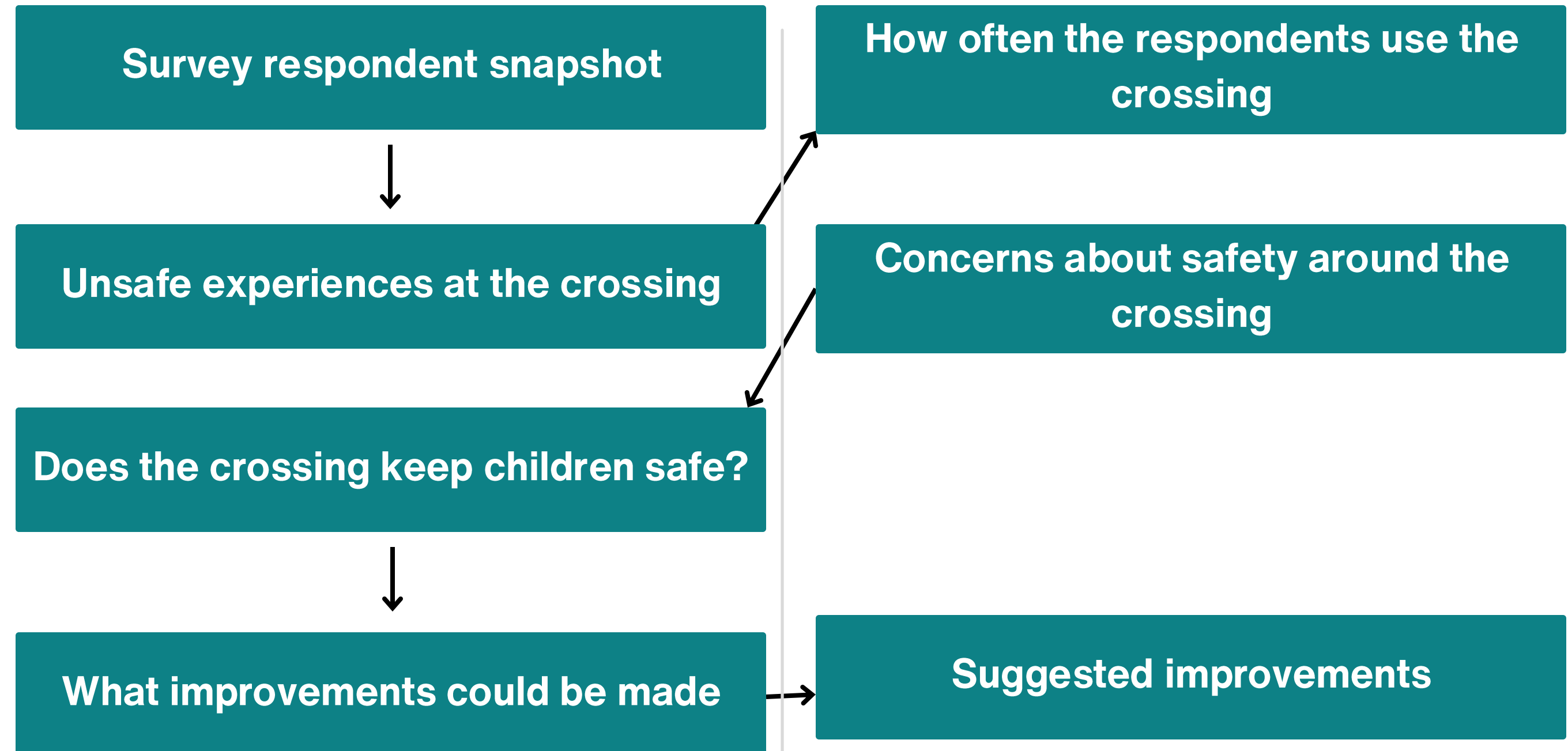
Concerns about safety around the crossing

Does the crossing keep children safe?

What improvements could be made

Suggested improvements

4. Design the layout



5. Select the platform

Tool		Best for	Key features
	MS Word	Document-embedded	SmartArt, shapes, charts
	Excel sheets	Data-driven visuals	Advanced charts, conditional formatting
	PowerPoint	Visual storytelling, presentations	SmartArt, icons, charts, templates
	Power BI	Interactive, data-rich dashboards	Real-time data, visual analytics
	Canva	Graphic design, marketing materials	Drag-and-drop, templates, audio and video
	Piktochart	Customised templates, offline presenting	AI assistance, Charts, maps, reports, presentations

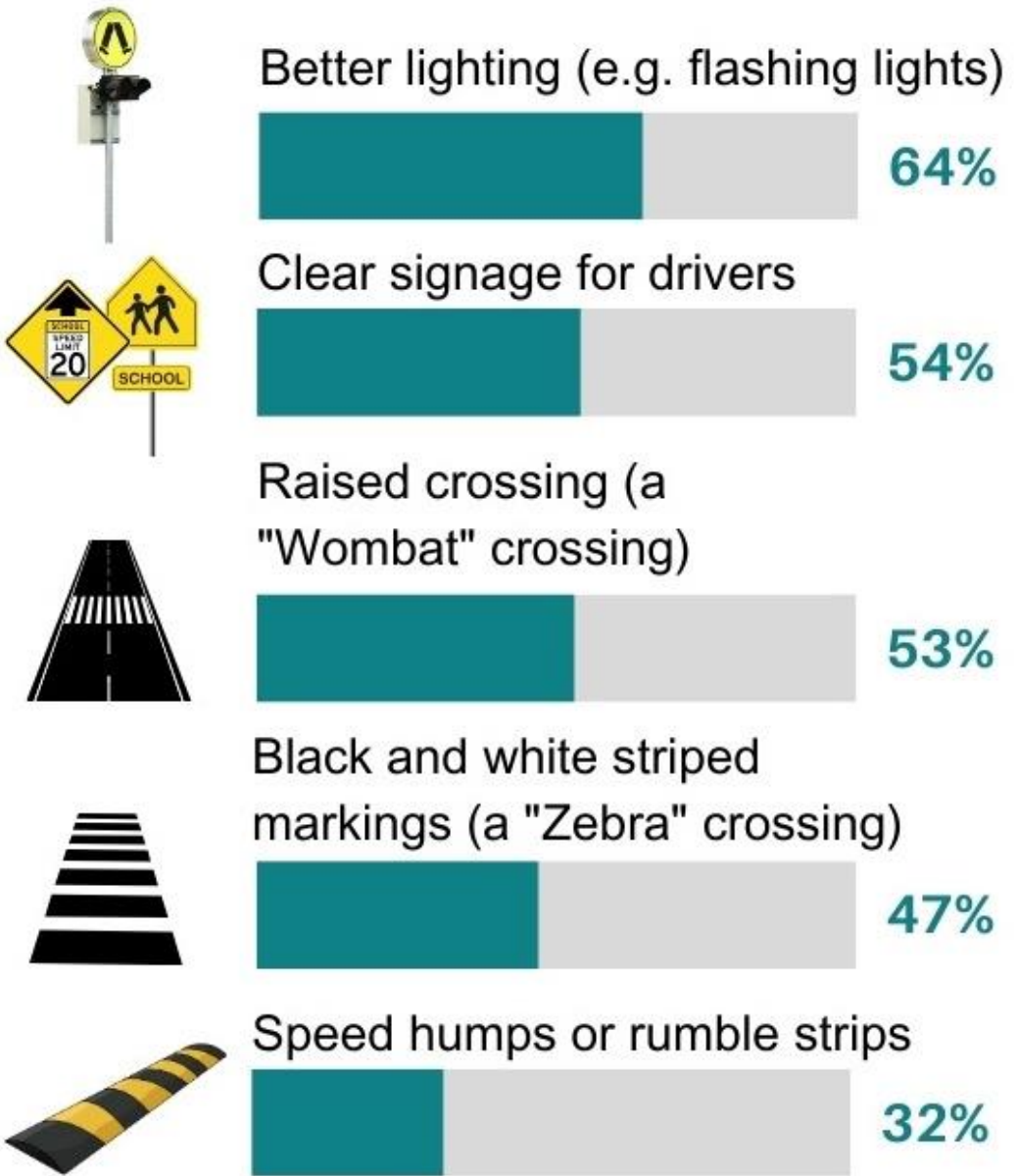
6. Some key considerations



Simple and clear designs

Keep the styles consistent

What improvements could be made

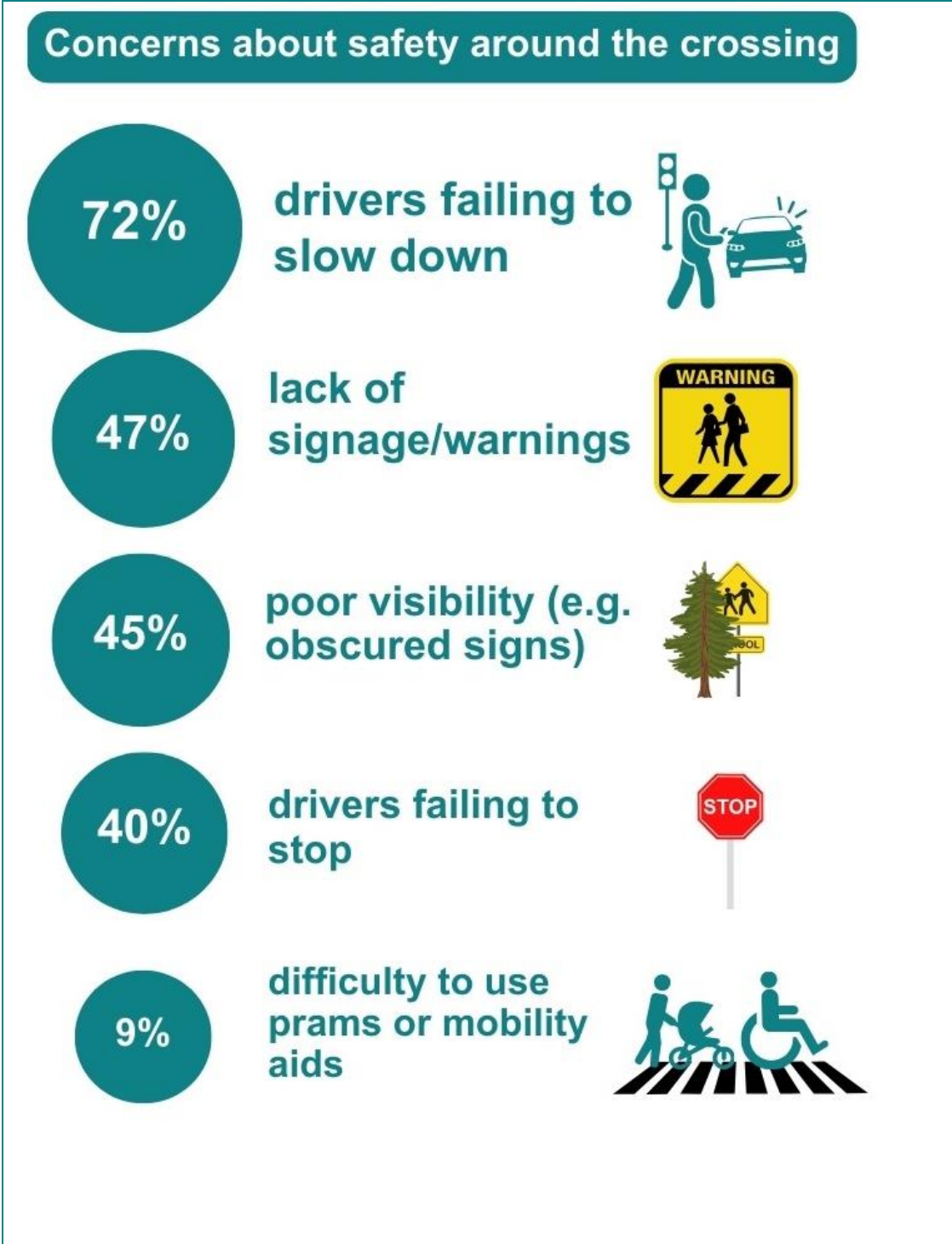


6. Some key considerations

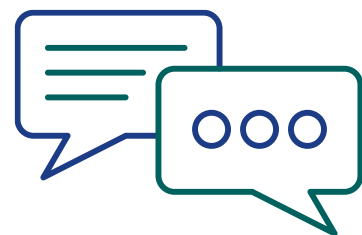


Use organisation guidelines

With colors, fonts and formats



6. Some key considerations



Bring the text to life

Add the additional information as per the user needs

Unsafe experiences at the crossing

31%

of respondents experienced or know someone who has experienced **a near miss or unsafe situation at the crossing**



Respondents shared the following experiences:

6. Some key considerations



Resonate diversity and inclusivity

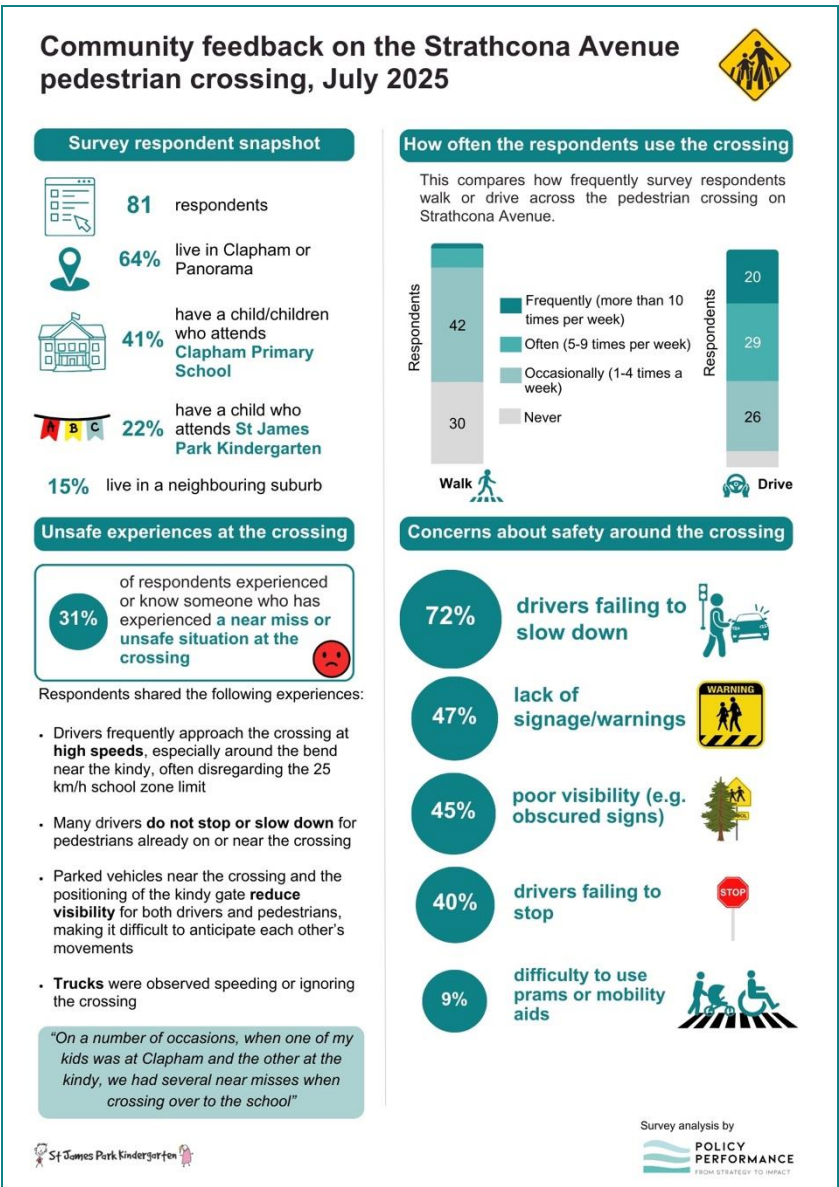
Represent the communities respectfully



6. Some key considerations



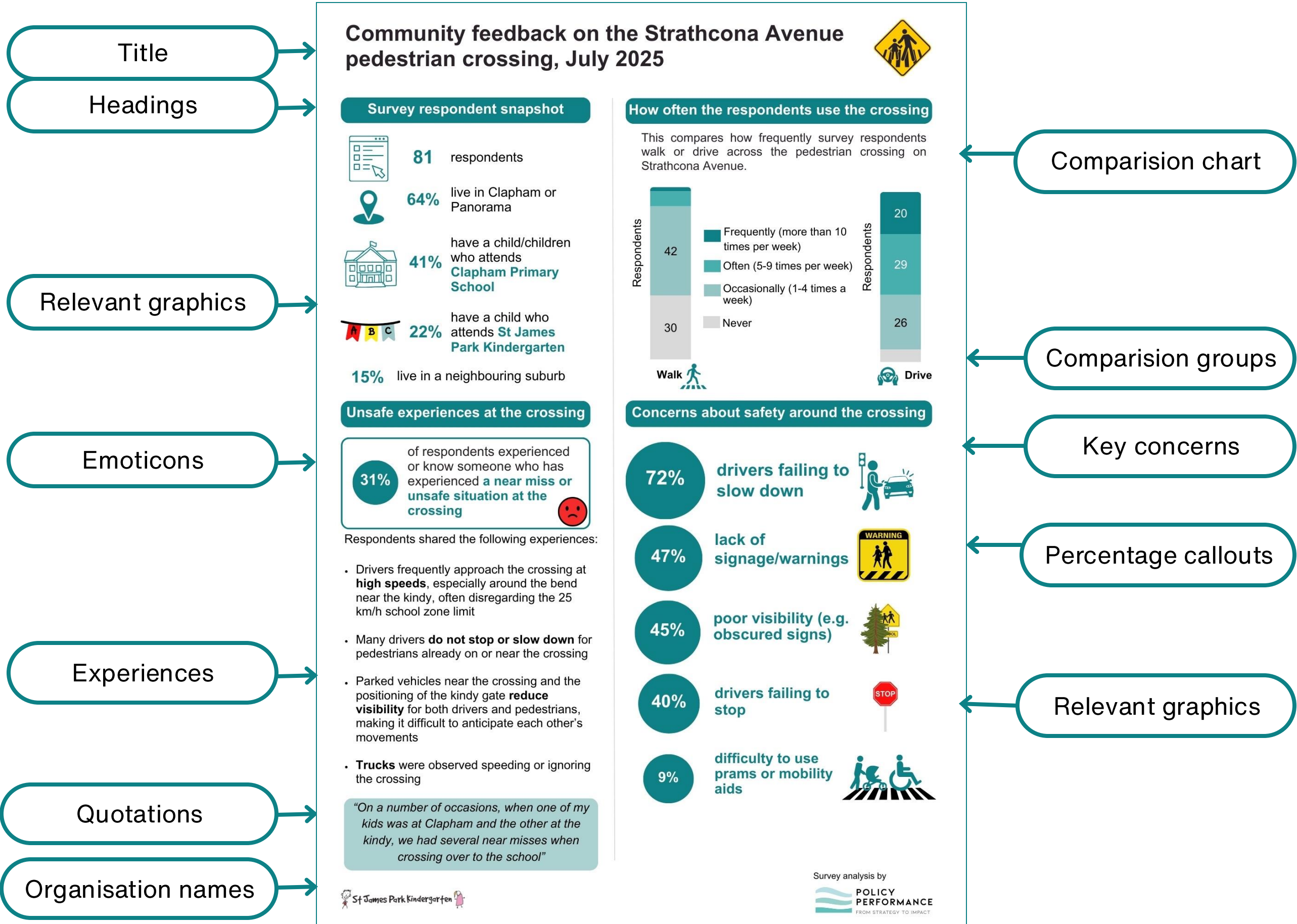
Ensure accessibility
Support readers using assistive technologies



Title: Community Feedback on the Strathcona Avenue Pedestrian Crossing, July 2025

- Section 1: Survey Respondent Snapshot**
- Total number of respondents: 81
 - 61 percent live in Clapham or Panorama
 - 41 percent have a child attending Clapham Primary School
 - 22 percent have a child attending St James Park Kindergarten
- Section 2: Frequency of Crossing Use**
- 42 respondents use the crossing more than 10 times per week
 - 26 respondents use the crossing between 4 and 9 times per week
 - 13 respondents use the crossing between 0 and 3 times per week
- Section 3: Unsafe Experiences at the Crossing**
- 38 percent of respondents have experienced or know someone who experienced a near miss or unsafe situation at the crossing
 - Common concerns include:
 - Drivers approaching at high speeds, especially near the bend by the kindergarten
 - Vehicles failing to slow down for pedestrians already on or near the crossing
 - Parked vehicles near the crossing reducing visibility for both drivers and pedestrians
 - Trucks frequently observed speeding or ignoring the crossing
- Section 4: Safety Concerns Identified by Respondents**
- 72 percent are concerned about drivers failing to stop at the crossing
 - 47 percent are concerned about lack of signage
 - 26 percent are concerned about poor visibility during school times
 - 18 percent are concerned about speeding vehicles
 - 11 percent are concerned about difficulty crossing with children

Back to our example



Back to our example

Proportion of responses

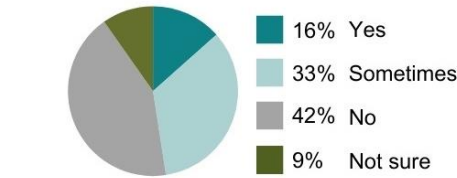
More info on 'why'

Callouts on reasons

Relevant icons

% bars

Does the crossing keep children safe?



Some respondents reported that the crossing offers basic protection.

Many do not feel that it adequately keeps children safe (e.g. when walking to school, childcare, or the park).

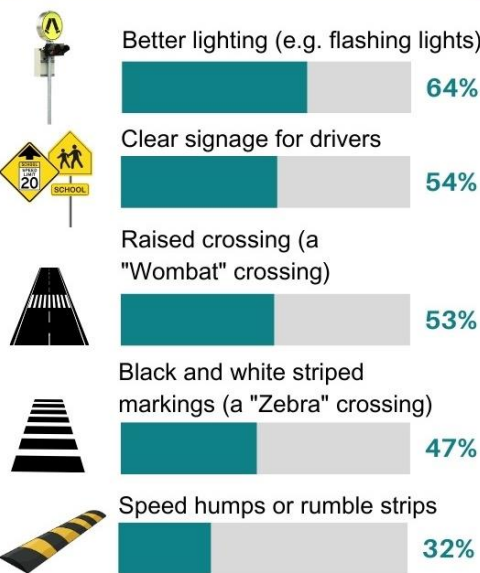
Many feel the area is getting busier, yet drivers often **fail to stop or slow down**

The proximity of another crossing at the school causes **confusion** for drivers around the kindy, may reduce attentiveness

The crossing creates a **false sense of security**, where parents and children assume drivers will stop, but they often do not

Most respondents believe **improvements are necessary** for better pedestrian protection

What improvements could be made



Note: This document is a summary only and should be read in conjunction with the Survey findings report (29 July 2025)

Suggested improvements

Road design and traffic management

- Review traffic conditions following the Springbank Road re-alignment
- Reduce speed limits
- Narrow Strathcona Avenue to a single lane in sections to naturally slow traffic
- Install slow-down points or single-lane points on Boothby Street
- Promote truck usage via Eliza Place to reduce pressure on surrounding streets
- Enhanced visual indicators, clearer signage, road markings and possibly a lower speed limit to improve safety

Infrastructure enhancements

- Install additional fencing near and along the crossing to guide pedestrian movement
- Extend fencing along the path on either side of the crossing to prevent children from running or falling onto the road
- Add permanent signage to eliminate the need for kindy staff to manually place signs each day
- Install a digital speed display sign to alert drivers of their speed in real time
- Introduce monitoring systems similar to those used at Clapham Primary School

Parking control measures

- Issue parking fines or add more visible yellow lines to deter unsafe parking
- Limit or remove street parking near the crossing to reduce visual obstructions
- Restrict parking on the south side of the crossing to improve visibility
- Increase police presence during peak hours to reinforce safety strategies
- Improve driver awareness of school zone speed limits through signage and education

Improvement ideas by group

Reference to the main report

Infographics can support evaluation reporting



Executive summary



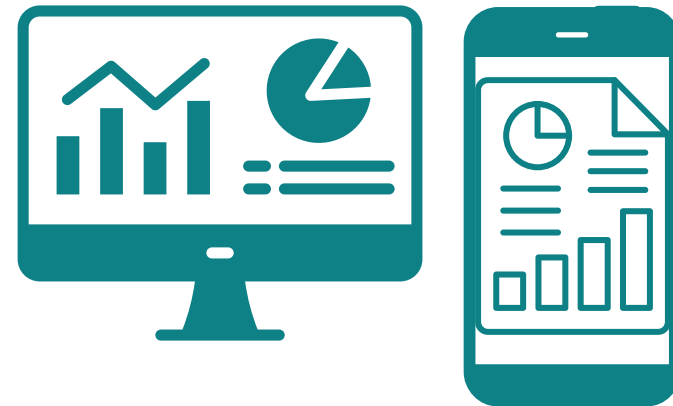
Standalone report



Workshop presentation



Monitoring dashboards

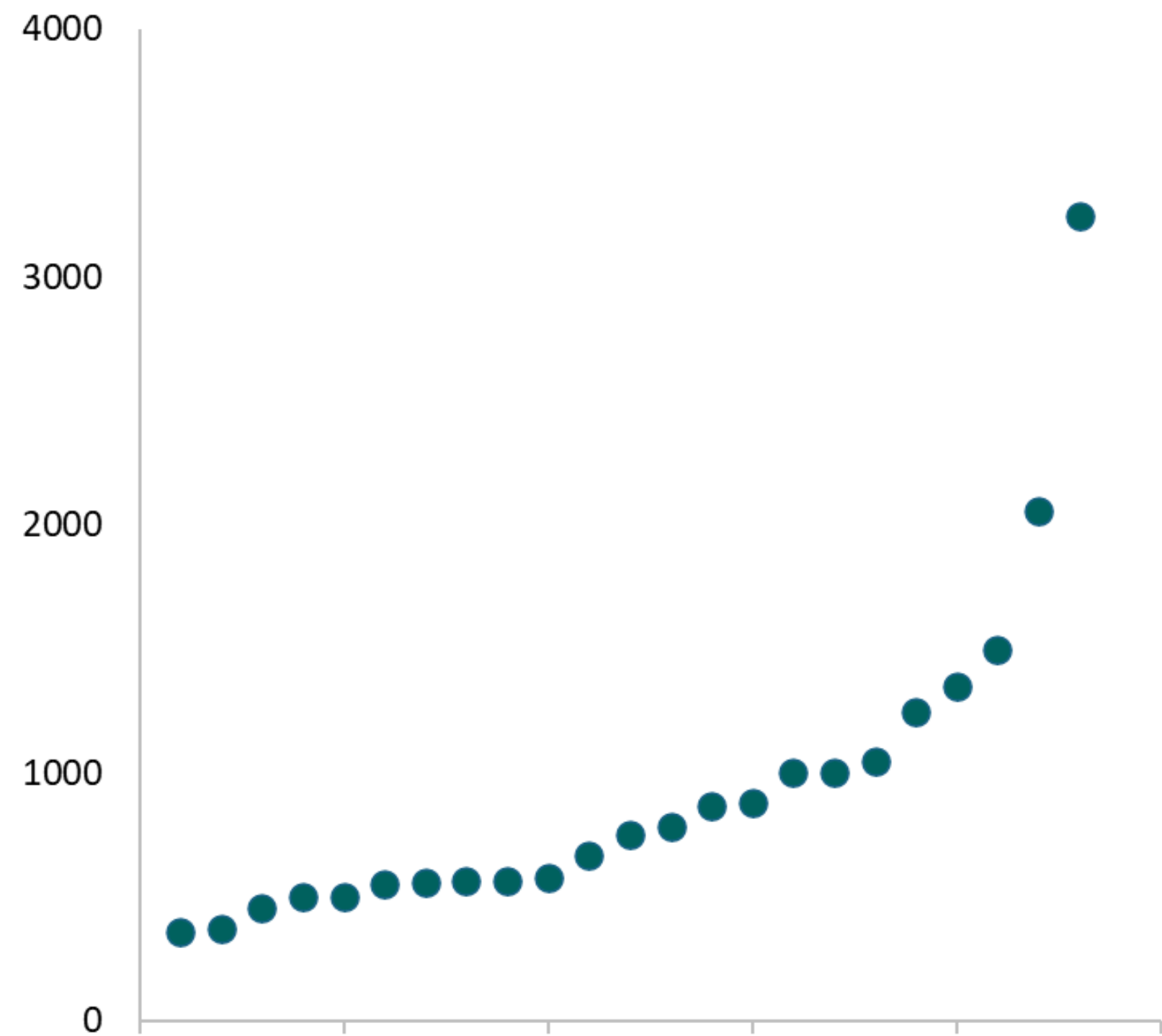


Web/mobile versions



Brochures

FYI.. Last chance to guess the number of jelly beans..!



Let me help you!



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