Qualitative Chart Chooser

By Jennifer Lyons & Stephanie Evergreen

Try it!

Consider it.

What story are you trying to tell?

The data are a...

Pure Qualitative

Highlight a Word

- Bolded Words
- Quote and Pic
- Call Out Box
- Change Photos

Thematic Analysis

- Network Map
- Diagrams
- Timeline
- Journey Map

Some Quantification

Highlight a Word

- Word Cloud

Thematic Analysis

- Icons & Color
- Spectrum Display
- Heat Map
- Harvey Balls
- Histomap
- Bubble Chart
- Gauge
- Venn

	Bolded Words	Quote and Pic	Call Out Box	Change Photos	Network Map	Diagrams	Timeline	Journey Map	Word Cloud	Icons & Color	Spectrum Display	Heat Map	Harvey Balls	Histomap	Bubble Chart	Gauge	Venn
Hierarchy					●	●				●	●	●	●		●		
Flow				●	●	●	●	●						●			
Comparison	●	●		●		●		●	●	●	●	●	●		●	●	●
Cluster					●	●		●	●	●	●	●			●	●	
Comment/Words	●	●	●	●				●	●	●							

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