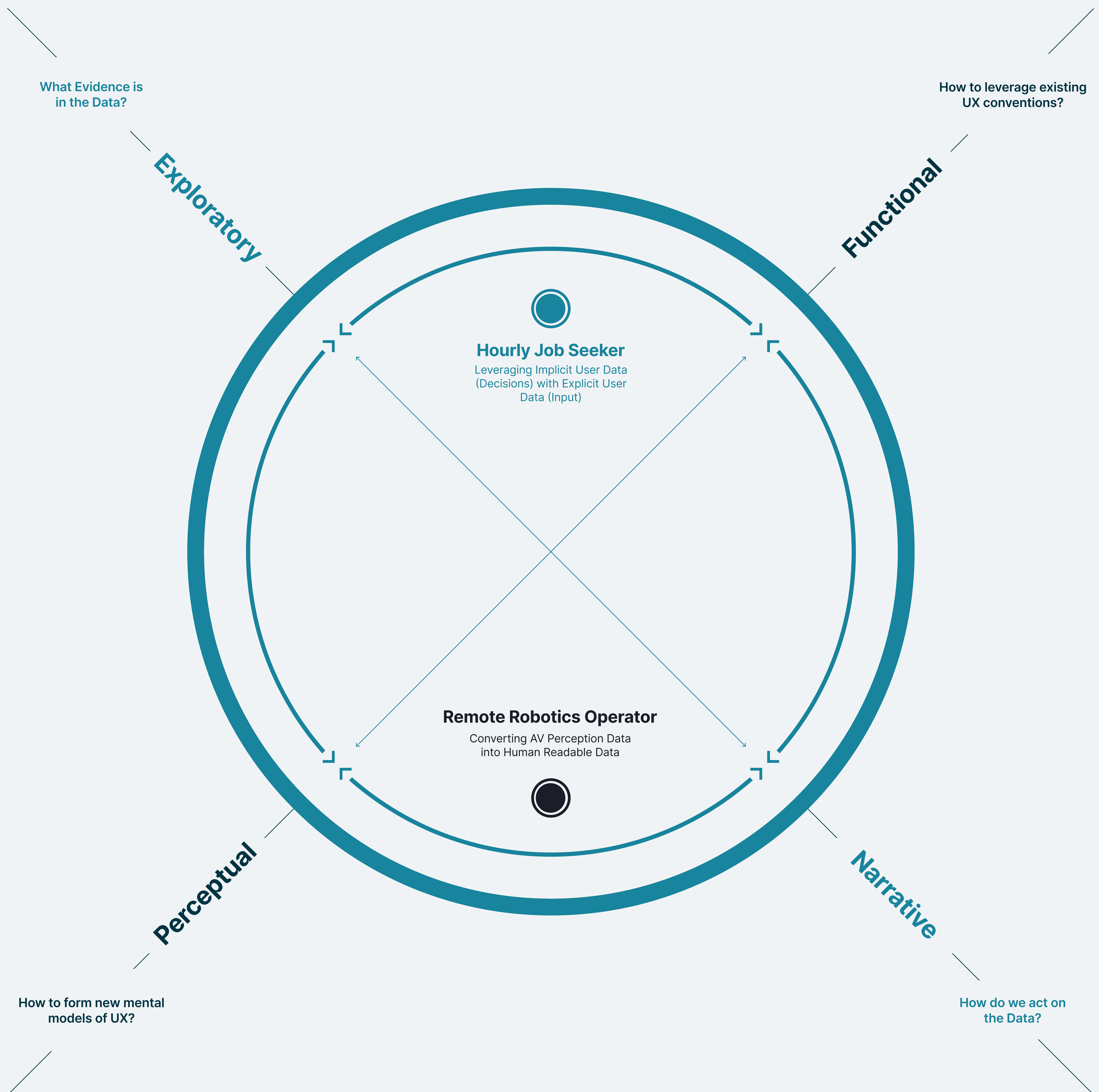


# Design Archetypes

Heuristic Archetype axes for establishing mental models



## Exploratory

### Data Visualization

An exploratory-based data visualization is a dynamic and interactive tool that empowers users to delve deep into data, uncover patterns, and generate insights. It allows users to navigate and manipulate data sets, revealing hidden correlations and trends. These visualizations foster a sense of curiosity and discovery, making data exploration an engaging and enlightening experience.

## Narrative

### Data Visualization

Narrative-based data visualizations are powerful storytelling tools that transform complex data into compelling and understandable narratives. They provide context, structure, and meaning to data, making it more accessible and actionable for users. By weaving data into narratives, these visualizations engage users, guide them through insights, and empower them to make informed decisions based on the data's story.

## Perceptual

### Design Patterns

Perceptual design patterns are essential tools for optimizing user interfaces in AI-based products. They enable the seamless integration of AI-driven perceptual capabilities, such as object recognition and natural language understanding, into the user experience. These patterns help bridge the gap between the technical complexities of AI and the user's expectations, ensuring that interactions feel intuitive and aligned with human perception.

## Functional

### Design Patterns

Functional UX conventions are the cornerstone of intuitive and user-friendly design. They provide users with familiar patterns and interactions, making it easier to navigate and interact with digital interfaces. While these conventions offer a sense of comfort and ease, they should be strategically employed and thoughtfully augmented to enhance, rather than limit, the user experience.