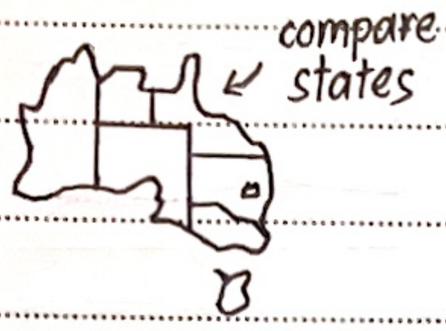
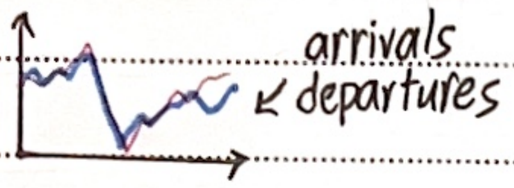
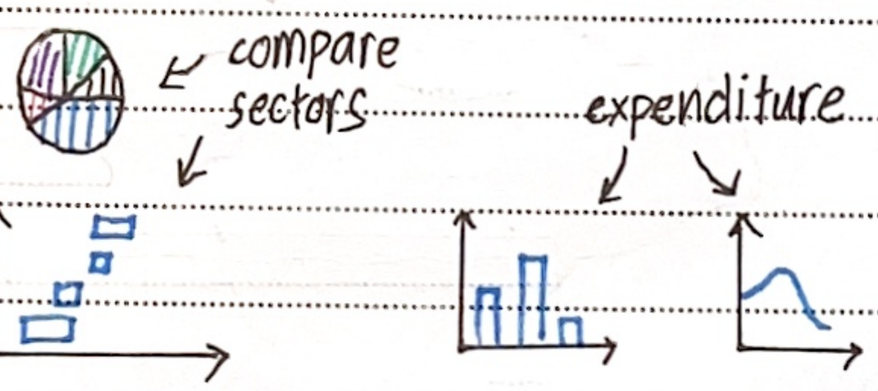
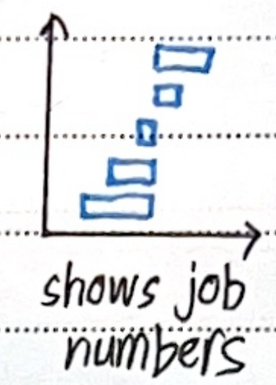
IDEAS

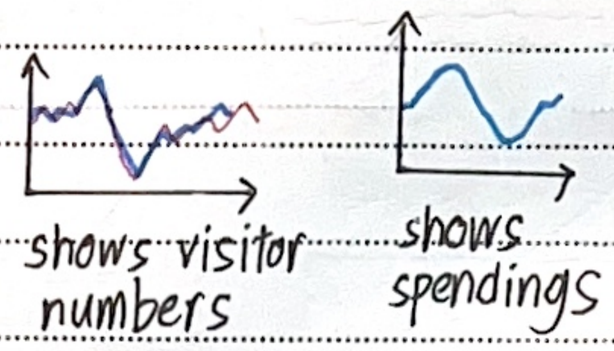






FILTER





CATEGORISE

states

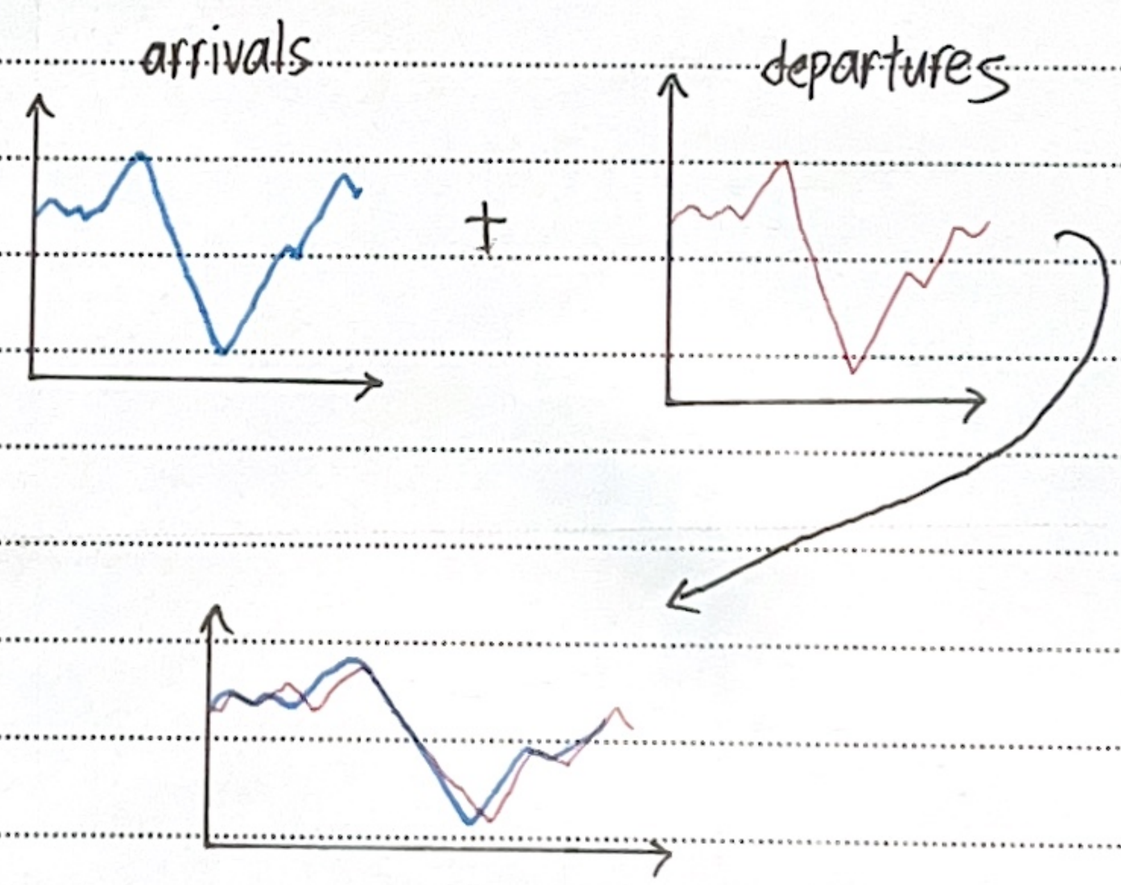
↓

spendings & purpose

↓

impact on industry

COMBINE & REFINE

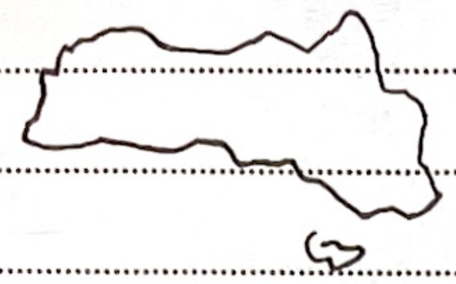


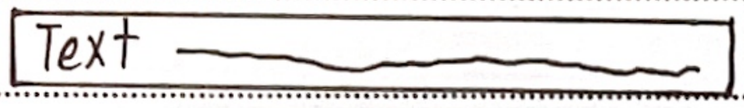
QUESTIONS

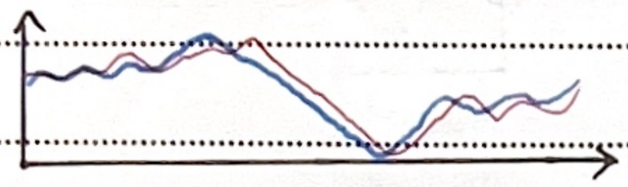
- Is a line chart more effective in showing expenditure than a bar chart?
- Implement filters or brushes for interactivity?
- How can it be more accessible?
  - Colour blind friendly
  - No horizontal scrolling

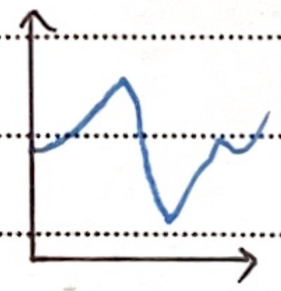
LAYOUT

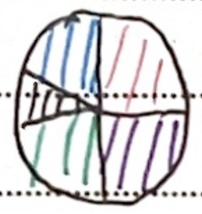
Tourism in Australia

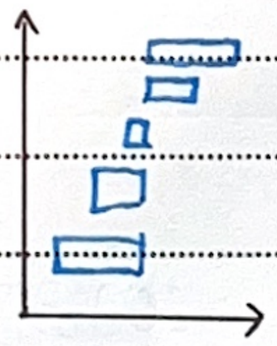












Title: Tourism in Australia

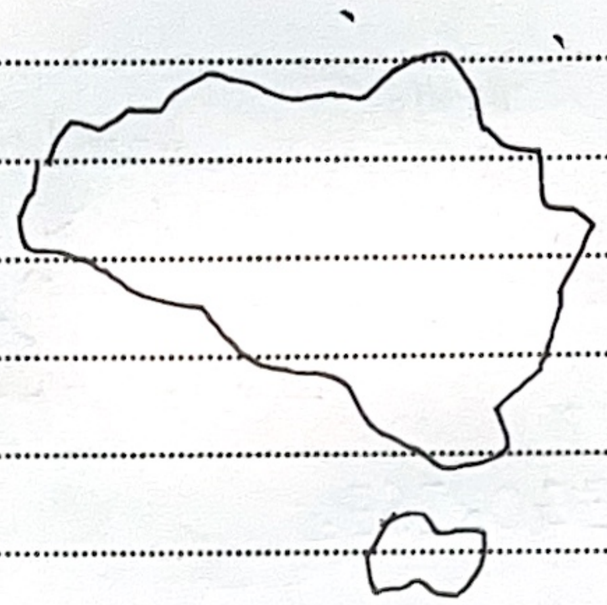
Author: Braden Shiew Hao Wen

Date: 15/10/2024

Sheet: 2

Task: Initial Designs

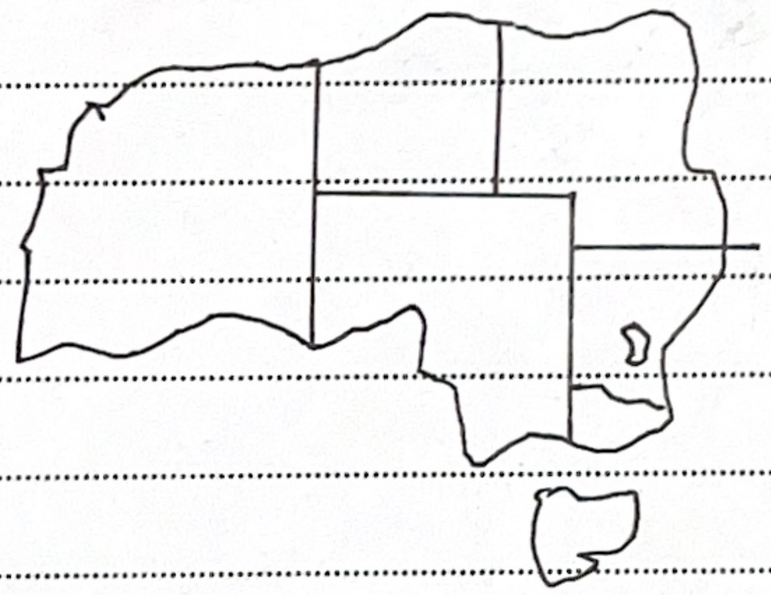
OPERATIONS



Year: 2024

drop down to see different years

FOCUS



States are clearly bordered in choropleth map to show popular states among visitors

DISCUSSION

Advantages

- Simplistic design is easy on the eyes
- Easy to manoeuvre

Disadvantages

- Incohesive with lack of story-telling
- Not enough content

LAYOUT

Tourism in Australia

FOCUS

Emphasis on storytelling

starts with a hook and interesting figures of number of visitors and their spendings to keep the viewers engaged

Title: Tourism in Australia

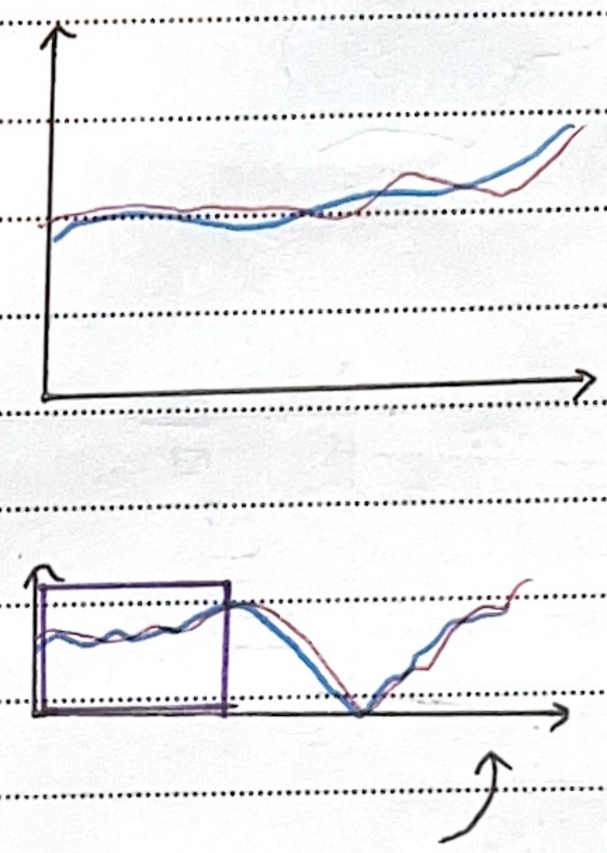
Author: Braden Shiew Hao Wen

Date: 15/10/2024

Sheet: 3

Task: Initial Designs

OPERATIONS



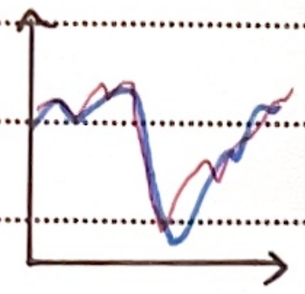
Brush that allows viewers to zoom in to prevent horizontal scrolling

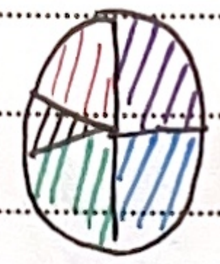
DISCUSSION

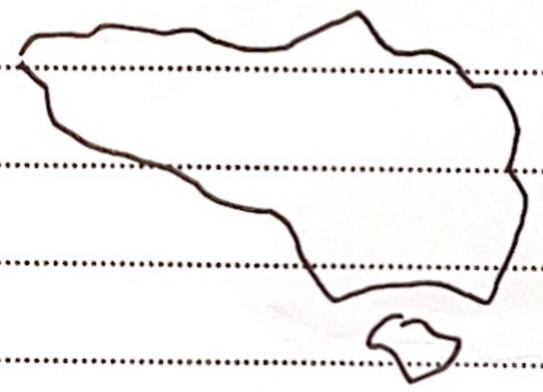
Advantages	Disadvantages
- Keeps viewers engaged	- Could result in low data-ink ratio
- Intrigues viewers	

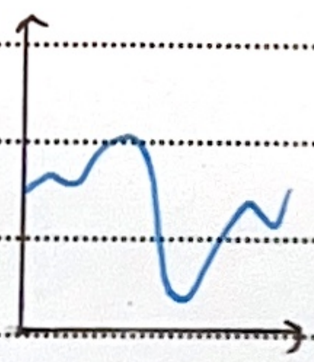
LAYOUT

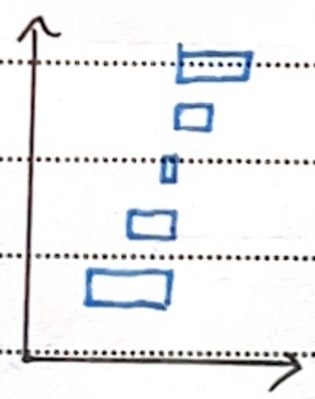
Tourism in Australia











FOCUS

Simplistic layout sectioned in a way to let viewers find data quickly and be done with it

Title: Tourism in Australia

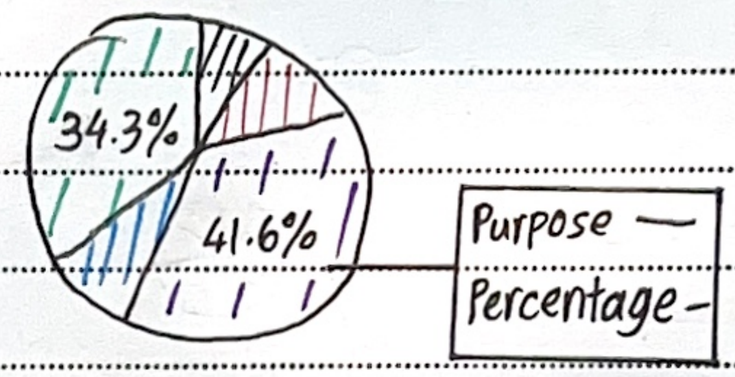
Author: Braden Shiew Hao Wen

Date: 15/10/2024

Sheet: 4

Task: Initial Designs

OPERATIONS



Annotations highlighting big values

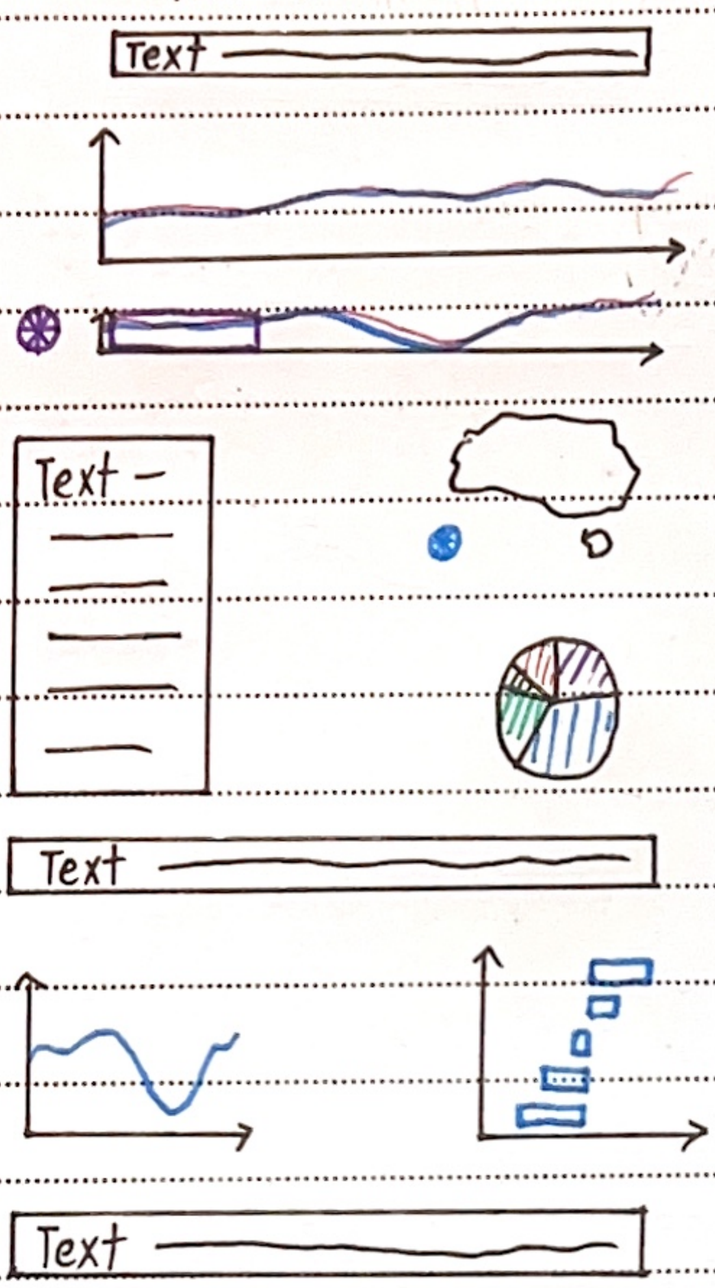
Tooltips showing exact value

DISCUSSION

Advantages	Disadvantages
- High data-ink ratio	- Data too cluttered
- No distractions, pure data	- No storytelling
	- Poor sight lines

LAYOUT

Tourism in Australia



FOCUS

Text and charts are placed with purpose to tell a cohesive story

- Beginning
  - How many visitors to Australia
- Middle
  - Where and why people visit
- Ending
  - How this has impacted jobs and businesses

Title: Tourism in Australia

Author: Braden Shiew Hao Wen

Date: 15/10/2024

Sheet: 5

Task: Realization

OPERATIONS

Tooltip & Annotations

- Viewers can see specific info clearly

Brush

- Provides a zoomed view of the data

Switch Data

- Viewers will be able to switch between different datasets

DISCUSSION

- Data will be obtained online in csv format
- Visualisation will be created using Vega-Lite
- Estimate 3 days to complete
  - 1 day to find data
  - 1-2 days to plot graphs / create visualisations
  - 1-2 days to beautify and check