CHCF Data Viz Exploration

PROJECT UPDATE

Friday, July 10, 2015

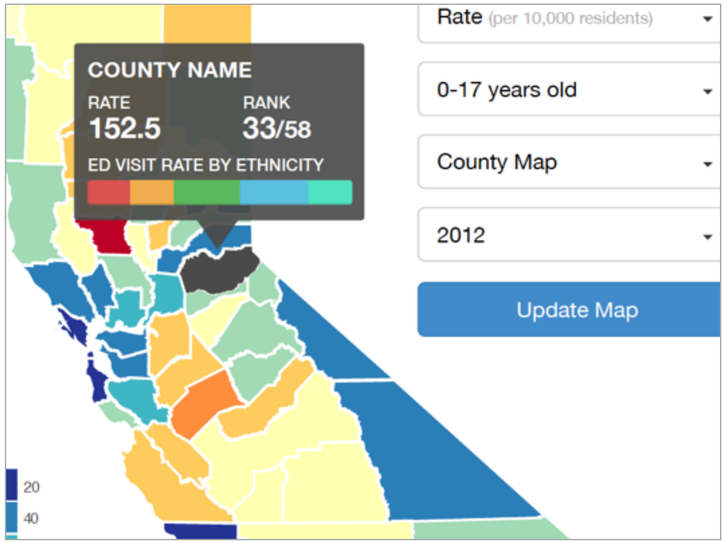
Project Summary

Develop an app to visualize one of 39 Let's Get Healthy California indicators: emergency room visits for asthma by county and zip code.

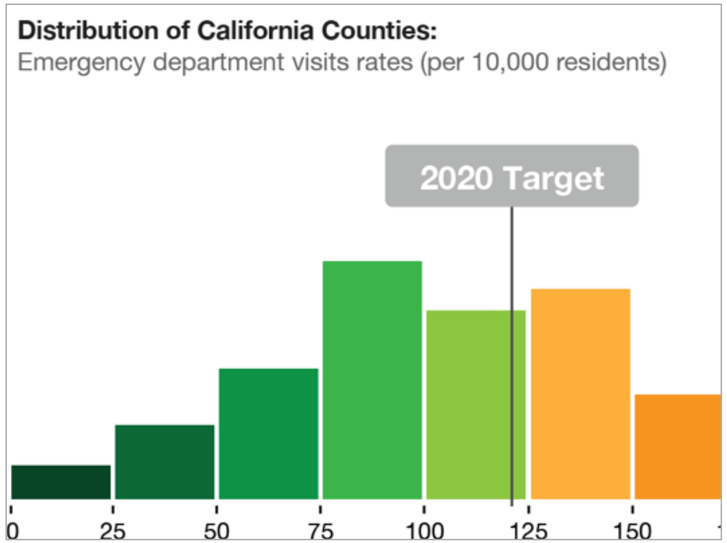
In-Process **Deliverables**

Based on our deep review of the asthma emergency department visits data set, outreach to key stakeholders and research into best practices of large scale data visualization projects, we have developed an initial set of wireframe concepts and a demonstration of possible data mapping technology.

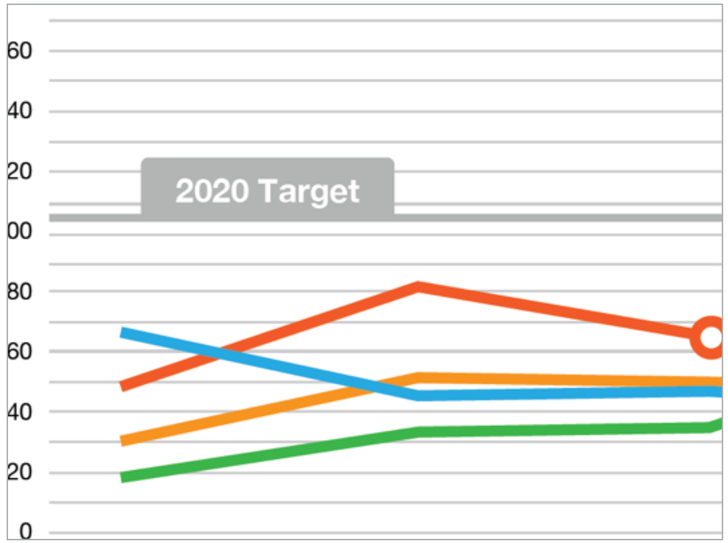
Initial Concepts



Existing Dataset



Expanded Datasets



In-Process **Deliverables**

Map Tool Demo

VIEW IT ONLINE:

http://idmlo.co/chcf/chcf-test-v1/index.html

- Displaying real asthma ED visit rate data from the CDPH Data Portal
- Tool is responsive - functions on desktops, tablets and mobile devices
- Future enhancements: county and zip code maps, geo-select tool to view/export data for individual regions or groups of regions

Key Audiences

Our working design brief places emphasis on two key user groups

Engaged Public

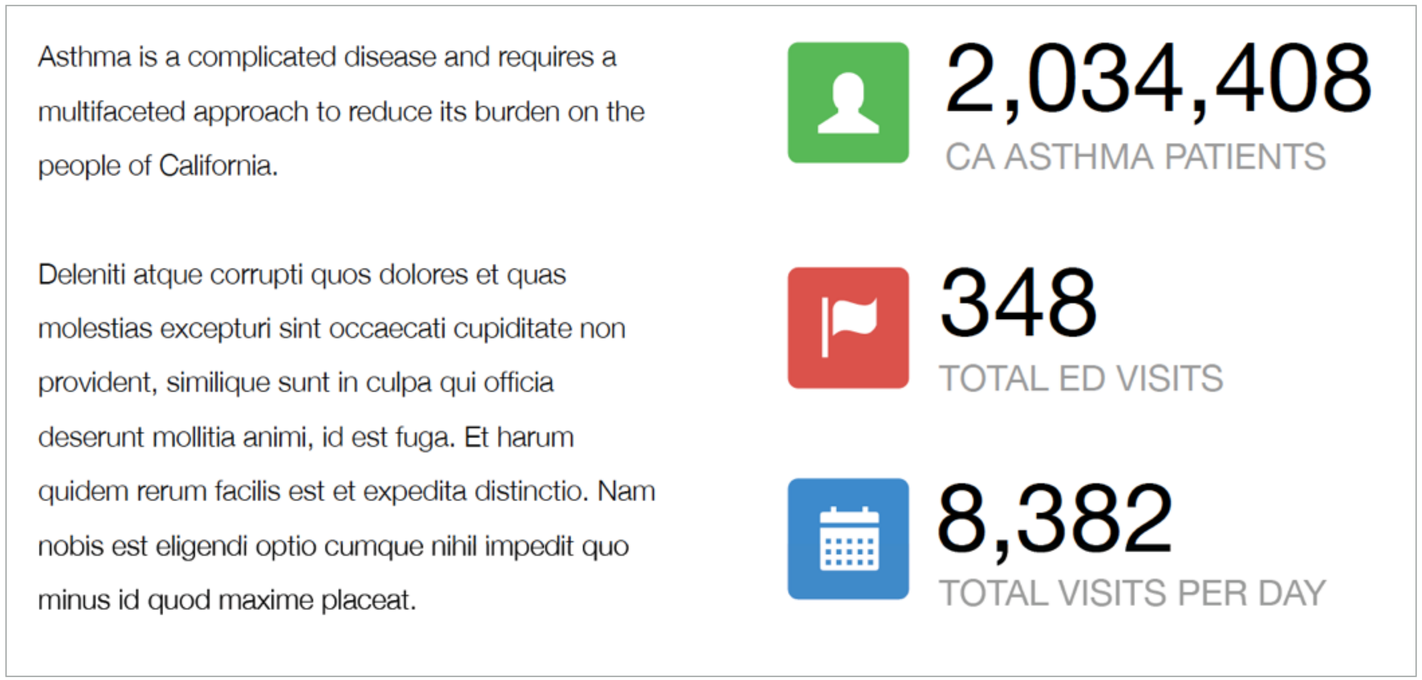
This audience wants to be educated about the dataset before they can appreciate it's importance. Any data visualization tool needs to address why, how and by whom this data collected, what the deeper story and meaning behind the data is and how it impacts them on a personal level.

Local Health Officials

This audience wants to understand the data at the most granular level possible. They are less concerned with statewide comparisons and aggregated data and analysis. They want to be able to zoom in on their regions only and review/ export custom selections of the overall dataset.

Data Viz **Walkthrough**

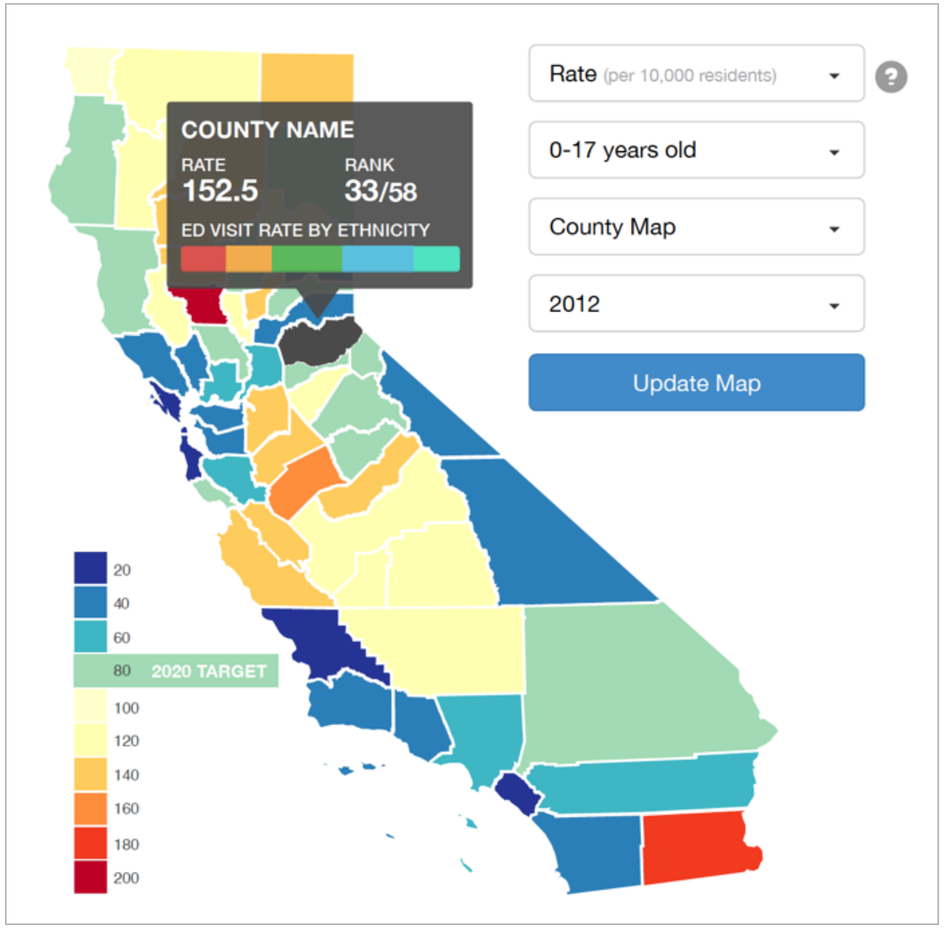
1. Introduce the dataset with simple stats and descriptions



Data needs a story. A reason for existing. Each indicator page should begin with a compelling introduction that helps the audience understand why it's important and what it means.

Data Viz **Walkthrough**

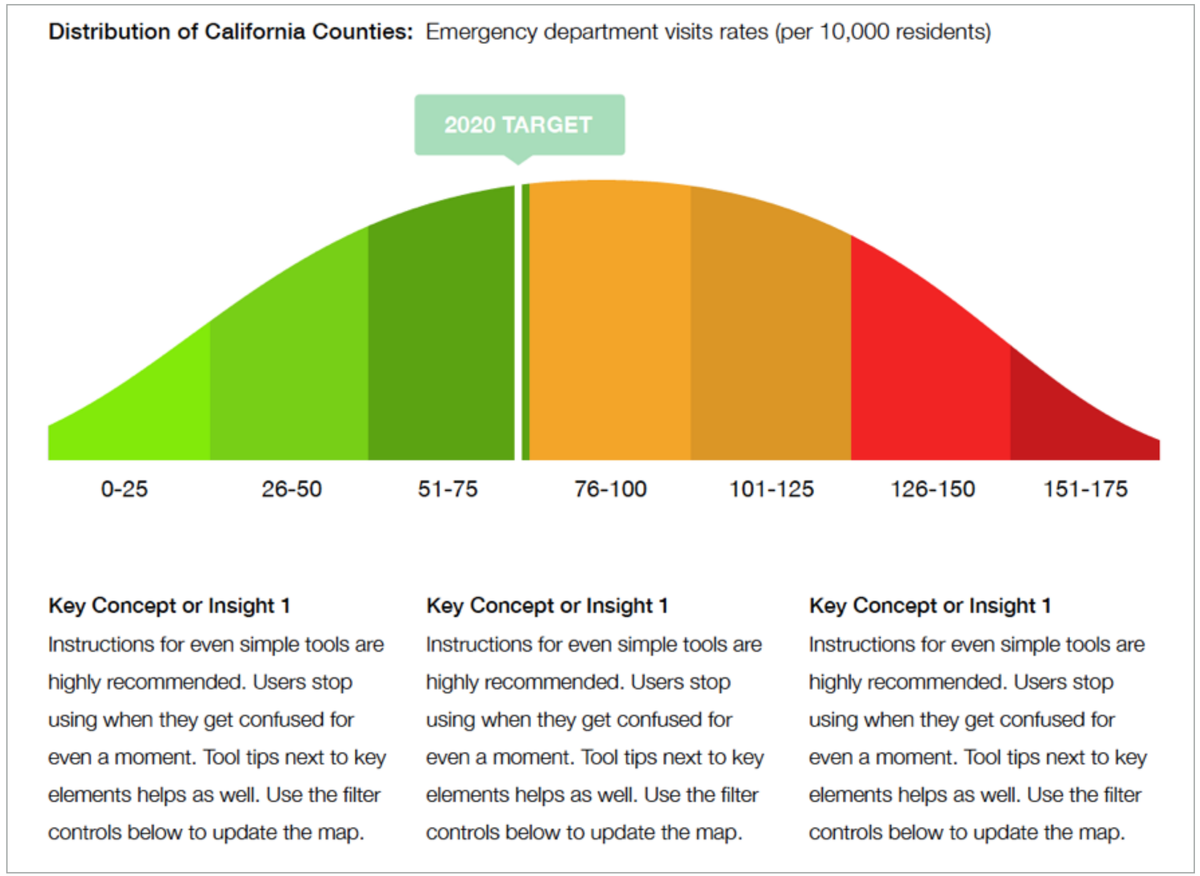
2. Layer up the story around the data and make it relatable



Displaying data geographically not only allows for quick comparisons and analysis, but also helps the audience relate to the data. How does the data affect them, their families?

Data Viz **Walkthrough**

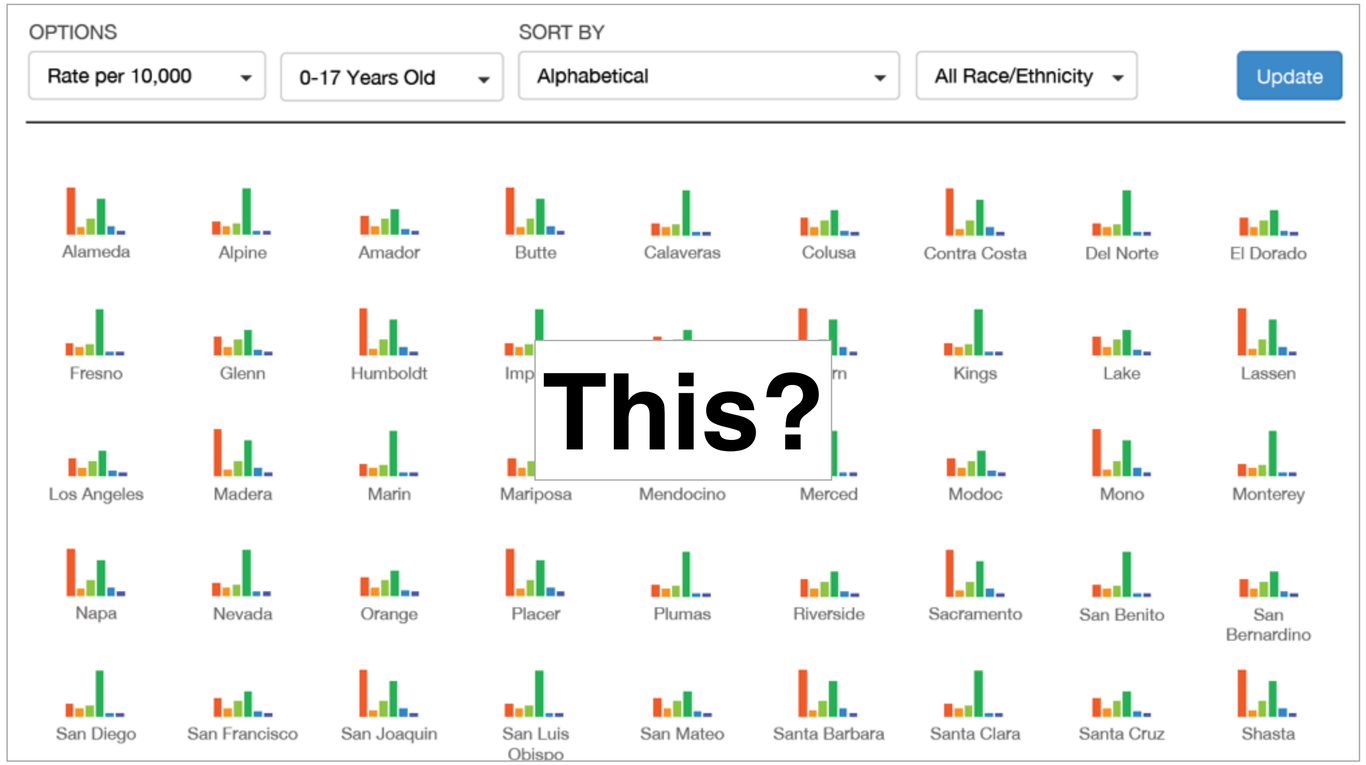
3. Provide context to the data by highlighting key insights

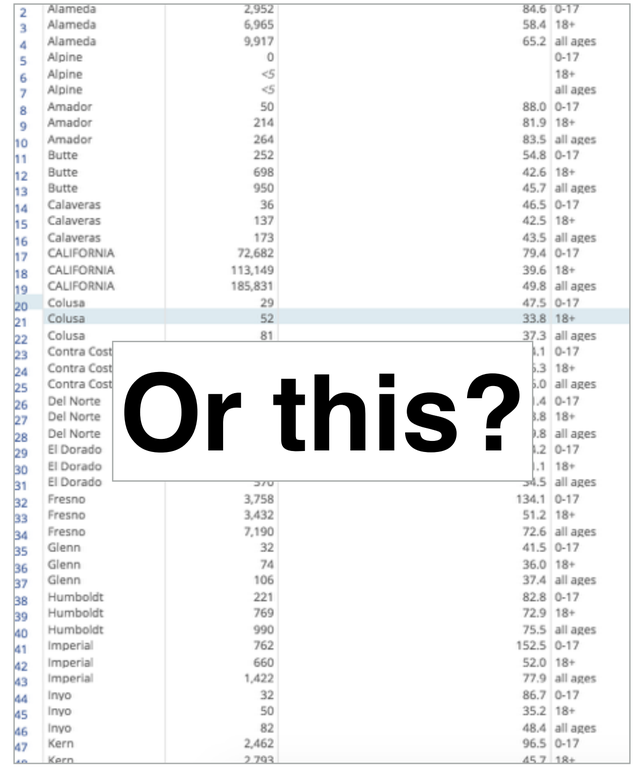


Help the audience understand the data from a range of perspectives. Is current performance good or bad? How does it relate to goals? What's the scale of the problem? Pull out the key stories and insight that might not be obvious from the raw data or geographic display.

Data Viz **Walkthrough**

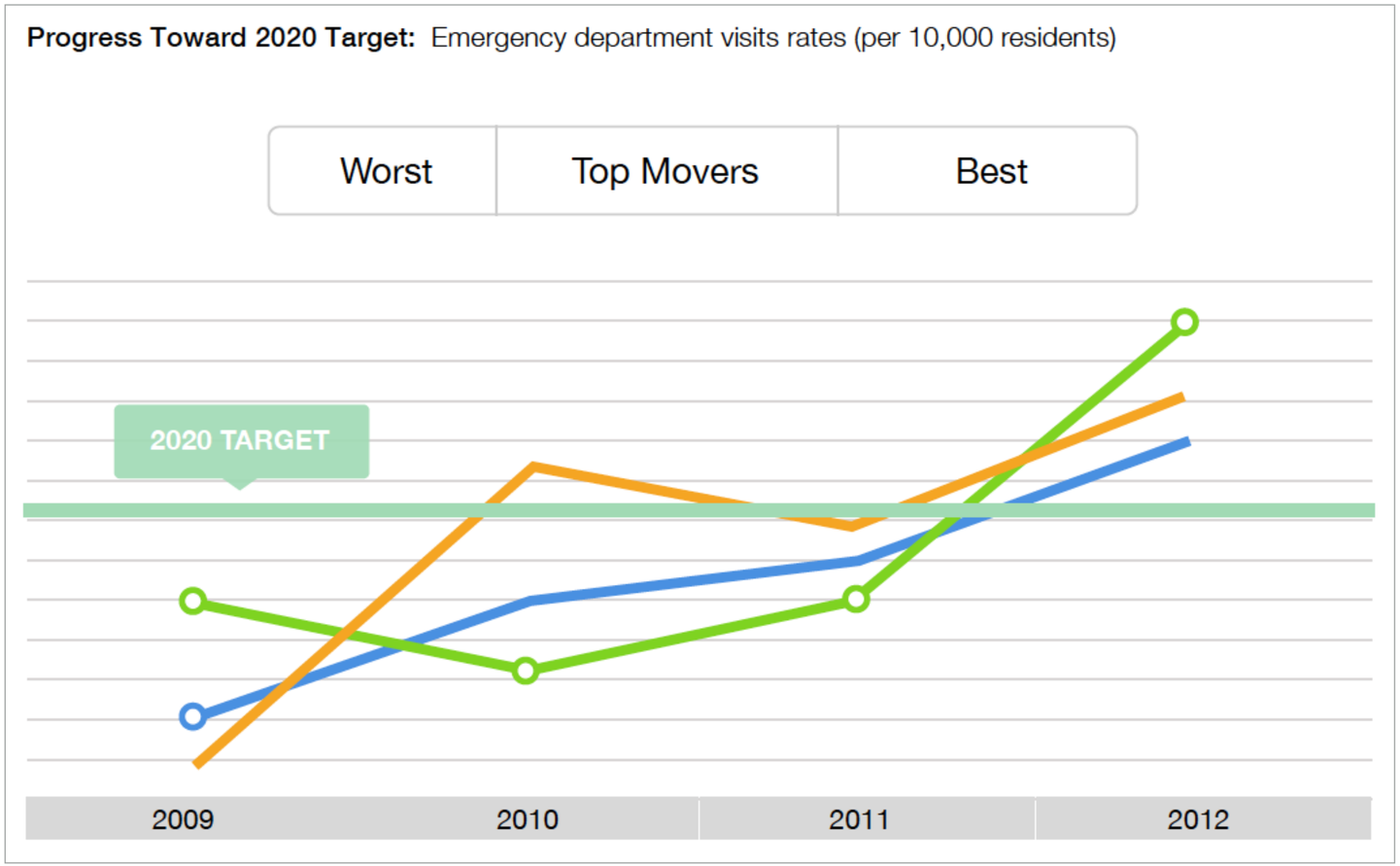
Visualizations like small multiples can help break down top line numbers into meaningful groupings such as ethnicity and displays massive tables of data in a single screen.





Data Viz **Walkthrough**

4. Move beyond snapshots in time to trajectory and performance



Trends are key to helping audiences understand and care about the data. Are the best getting better? Where is progress being made? The trajectory of key data points begins to suggest possible required actions.

Next **Steps**

Gather Feedback

Are we designing for the correct audiences? If not, who should we consider and what do they want? Are we approaching the data correctly? Different types of analysis, visualizations or browsing tools? Provide your detailed feedback via email as you are able.

Continue Development

We will move directly into our next two-week development sprint. We will seek access to additional data sets, continue to experiment with analyses and visualizations based on feedback and perform major feature development.

Deliver Prototype

At the end of this two-week sprint, we will deliver a working prototype in a web browser using available data. We have one week planned for review, testing and discussion. Based on feedback received, we will begin a subsequent code sprint to refine the prototype.

Thank **You**

ASH ROUGHANI | JOEL RIPHAGEN