Data Visualization – Assignment 2

The good:

Block explorers display historical and real-time transactions of a cryptocurrency's blockchain. Mempool (https://mempool.space/) is one such tool – displaying intuitive visualizations of transactions on the Bitcoin blockchain.

What is immediately obvious upon visiting the site is its visual appeal. There is an underlying tranquility conveyed by the minimalist design and the layout is intuitive. For example, a dashed line separates completed blocks from those in progress.
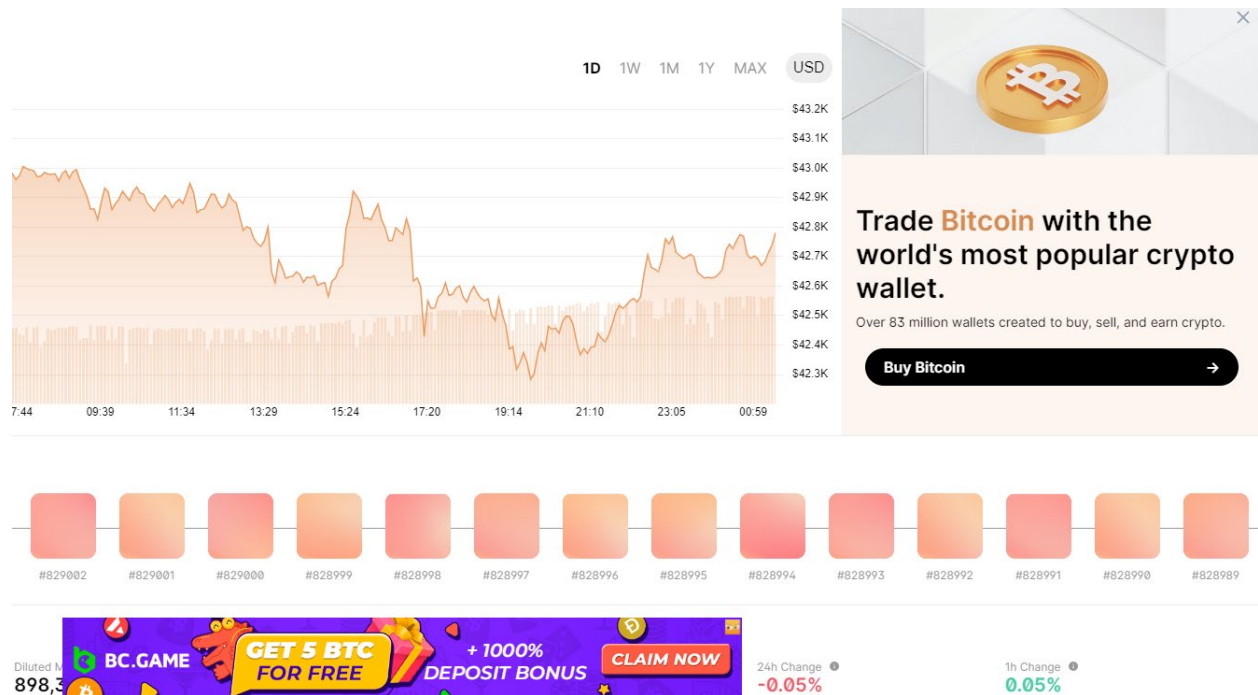

The data is divided into four sections on each side, allowing users – both novices and experts – to focus on whatever they deem relevant.

The bad:

The website blockchain.com also features a Bitcoin block explorer (https://www.blockchain.com/explorer/assets/btc).

The floating animated ads and the pop-up window that appears on the right-hand side, make the site look cheap and suspicious.

A block explorer's primary purpose is to display transaction data, yet blockchain.com places its explorer under a giant bitcoin price chart. The layout seems to nudge users to focus on price rather than transaction data.

As if that's not confusing enough, right at the bottom is a large banner advertising price charts for about a hundred other cryptocurrencies. The overall design of blockchain.com can be summed in one word – noisy.

Both sites use the same open-source data. What is interesting is that mempool.space was launched about 8 years after blockchain.com. The former recognized the visualization mistakes made by the latter and capitalized on them.