A Tale of Two Paths:
Staying or Moving,
Home or Away

A short reminder about last time...

Idea: Highlight how the Sri Lankan crisis have affected everyday life of citizens since 2000

- **2004 Tsunami**
- **End of the Civil War**
- Recent Crises (**Easter Attacks**, **COVID-19**, **2022 Protests**)

Refining Our Strategies

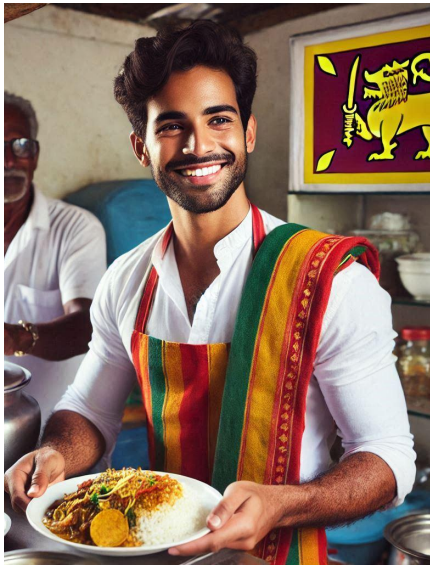
- **Intended Effect**: Assist in assessing personal safety and economic stability in Sri Lanka
- **Tone**: Informative and Emotional
- **New and only Persona**: Arjun

A New Persona in Focus: Arjun

- Profile:
  - **35 years old**, married, and currently **working in Munich** as an IT professional. **Considering moving back** to Sri Lanka to reconnect with roots.
- Challenges and Pain Points:
  - **Concerns** about **social and economic conditions**, as well as the manner in which Sri Lanka has developed over the past few years.
- Goals and Needs:
  - **Essential to evaluate the current economic landscape** and the progress which was made over the past few years.

Inspiration 1

- Mr. Perera is 32 years old and lives in Sri Lanka.
- He owns a small business in hospitality (Restaurant).
- How incidents in the last couple of decades affected his Business.
- How factors like GDP, Inflation, Tourism affected his business.



Inspiration 2

- Mr. Samarathunga is 45 years old and currently lives in Germany.
- Moved to Germany in 2005.
- He is an educated professional
- How different his life from a person living in Sri Lanka
- How economic crisis and other factors affected him

Beginning : An interactive visualization of the timeline with the incidents that happened in the past 2 decades. How different incidents affected the life of a SriLankan.
 # and how different is/was his life from a Srilankan living in Germany.

An interactive visualization of the timeline with the incidents that happened in the past two decades. *How different incidents affected the life of Sri Lankans.*

Middle : Impact of sudden incidents in the life of srilankan and how overall factors like GDP, Tourism, happiness and inflation are affected by these sudden incidents. How major incidents makes you wanna stay or leave Sri Lanka.

Introduce the conflict by showing how major events make Sri Lankans think about leaving or staying and how overall factors like GDP, tourism, happiness and inflation are affected by sudden incidents.

Middle : Show how overall factors like GDP, Tourism, happiness and inflation are affected by sudden incidents and how major events make Sri Lankans think about leaving or staying.

#The timeline shows the changes of GDP, Tourism, happiness and inflation with the influence of the incidents happened in past 2 decades and highlighting the changes.
Conflict: Should I stay or leave (Should i stay or leave when such an incident occur?)

Characters : Highlights specific changes in the factors making it easier for the persona to see how specific incidents have affected the factors (GDP, Tourism, happiness and inflation).

End/Resolution : Comparison between Germany and Sri Lanka to help the Users make a decision to move to Sri Lanka or away from Sri Lanka (for example to Germany)

Theme : How different incidents affects the life of Srilankans

StoryTelling

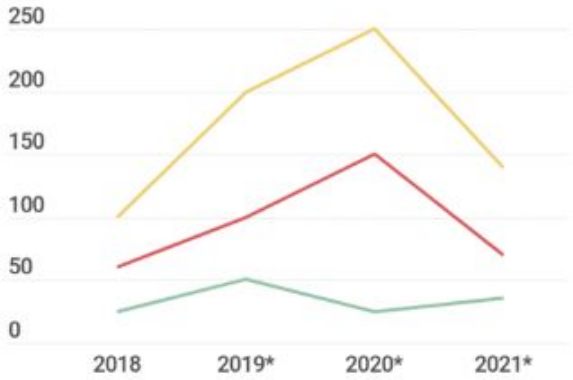
Beginning: Introducing the two inspiration (Mr. Perera and Mr. Samarathunga) and how Tsunami affected the two inspirations

Middle: How other different events such as the ending of war, terrorist attack, corona and Protests affected the two personas. how factors like GDP, tourism, happiness and inflation are affected by the events.

Character: Highlight how specific changes in the factors contribute to the decision to stay in, leave or return to Sri Lanka for two characters.

End/Resolution: Comparison between Germany and Sri Lanka to help the target group make a decision to move to Sri Lanka or away from Sri Lanka.

Theme: How different incidents affects the life of Sri Lankans.



Data Sources

1. Happiness Index

Source: **World Happiness Report**

https://worldhappiness.report/data/

https://www.kaggle.com/code/gcmadhan/world-happiness-index-report/input

kaggle

Data Sources

2. GDP & Inflation

THE WORLD BANK

Sources: **World World Bank Data, Trading Economics - Sri Lanka/ Germany, ONS Inflation Reports**

https://data.worldbank.org/country/germany ,
https://data.worldbank.org/country/sri-lanka

https://tradingeconomics.com/germany/inflation-cpi ,
https://tradingeconomics.com/sri-lanka/inflation-cpi

https://www.ons.gov.uk/search?q=Germany

Office for National Statistics

TRADING ECONOMICS

Data Sources

3. Tourism

Source: **Sri Lanka Tourism Development Authority**

https://sltda.gov.lk/en/statistics

Source: **Statista**
https://www.statista.com/topics/6046/tourism-industry-in-germany/#topicOverview

Charts (felix wants to talk about this)

requirements:
Which charts do you intend to use and how do you visually encode your data (marks and channels)?
line charts to show trends (marks: points/rings, channels: position + color for highlights)
and bar charts for comparisons (marks: lines, channels: position + size + color for grouping)

How are these charts composed in your visualization?
composition - einzelteile/bestandteile/komponenten anhand der zeichnungen erläutern (A-B-C-D, info text, sliders…)

How will you annotate the charts and how are you going to use colour?
user guide, simple legends, hover elements showing more details
color to highlight changes that have been directly caused by major events, to group items, to make it look good/varied

Where will you be using interactivity and what kind of interactive functions and control will you be using?
slider to progress the timeline, revealing new data points. hover element with simple overlay. slider to set scope the user is interested in

We are using a combination of line charts and bar charts. First the line charts show trends in the Sri Lankan data and highlight important changes.

[next slide, show chart 1]

Take a look (point hand).
[small break, avoid overwhelming them]

This diagram has five distinct vertical areas. You can only see two vertical line charts because I didn't feel like drawing more. They start at the top and go downwards, and have individual y-axes. Our chosen marks here are points or rings, and the information channels are the positions of the points as well as the color of certain sections. You can see how the colorful sections align with each other and that red is bad while green is good.

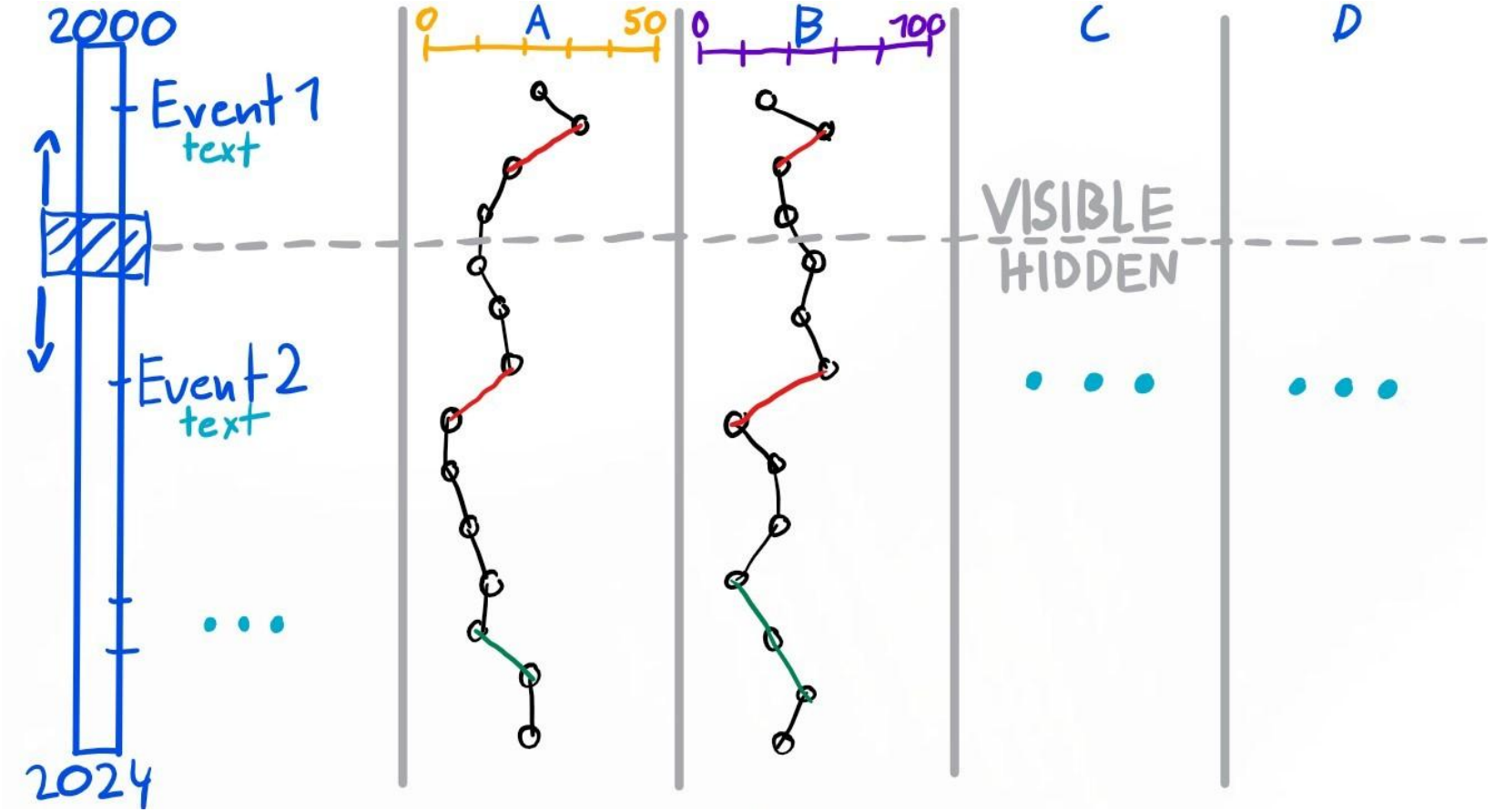
On the left is a slider, which determines what data is visible or not. We can use this to slowly reveal new data points when telling our story. After passing major events, a brief text will appear as reference.

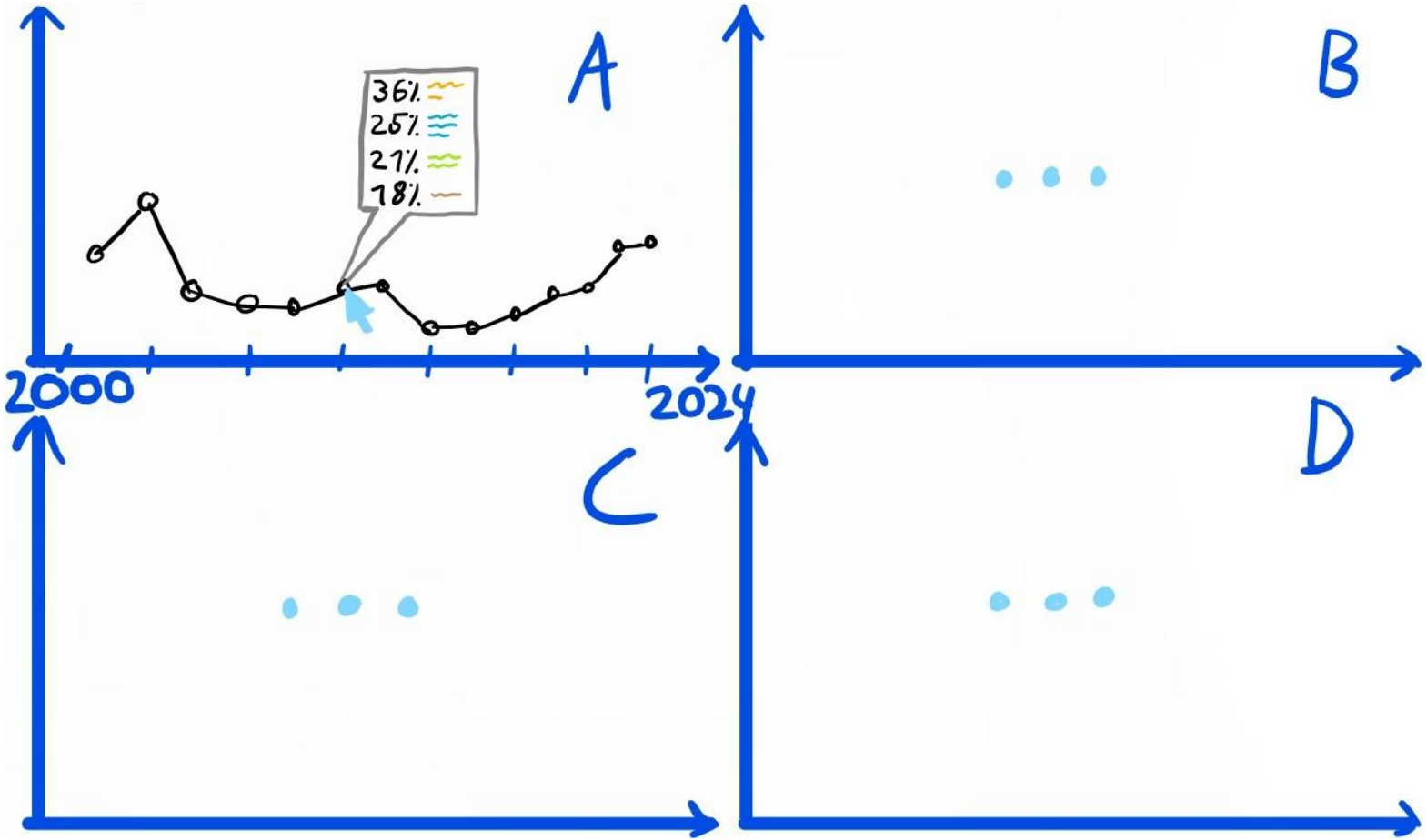
[next slide, chart 2]

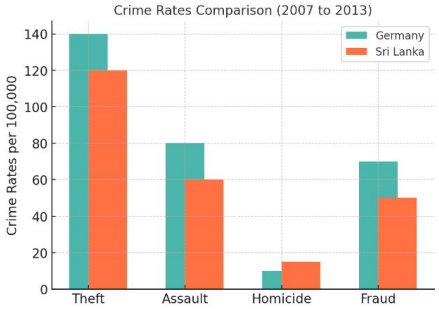
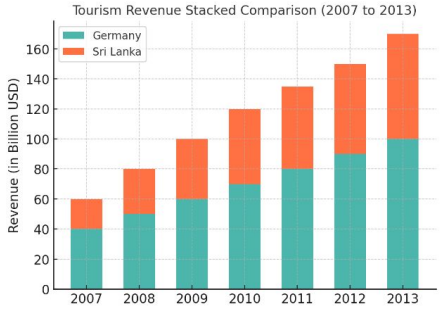
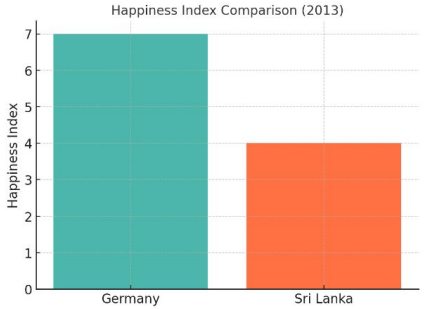
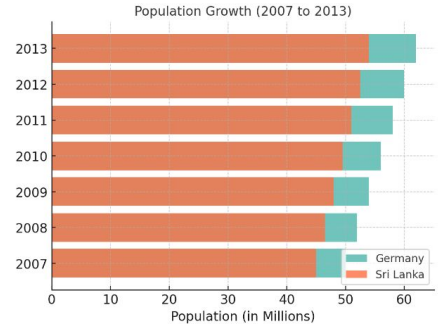
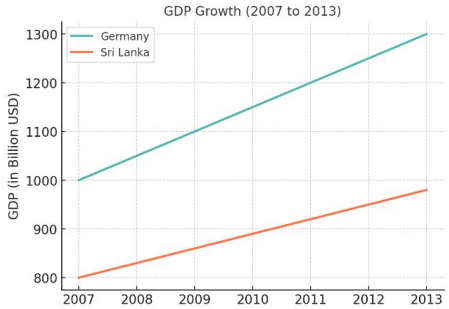
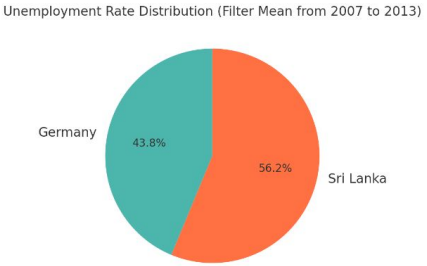
On another panel we want to allow the user to deep-dive into the data we just presented. On the surface we have the same data as before but rotated. However, the user can now hover over single data points to reveal more detailed information. This could be something like it's composition, sub-categories or related data.

[next slide, chart 3]

Finally to compare the Sri Lankan data with Germany, we want to have the same four categories as before but with bar charts instead of line charts. The marks would be the bars and for information channels we use the position and size of the bars to convey the values. Additionally, we can color-code them to make it easy to identify Sri Lanka and Germany. It would be possible to combine these with the second set of charts but let's see.


2000
Event 1
text
Event 2
text
2024
0
A
50
0
B
100
C
D
VISIBLE
HIDDEN


A
B
C
D
36%
25%
21%
18%
2000
2024

1996 Adjustable windowsize which reflects the data in a window size of 3 to 7 years, averaging the data scores 2023

Data Trends within the Adjustable Window (from 2007 to 2013)