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Stakeholder: Company / Administration
        … might be changing the schedule going forward...

What: The data:
        Categorical:
                Locations / Ports
                Boats
                Berths
        Ordinal:
                Depart Time
                Arrival Time
        Quantitative:
                # of Passengers

Why:
        To be able to adapt the schedule. To notice trends in service.
        What is each vessel doing and when?
        How full is each vessel?
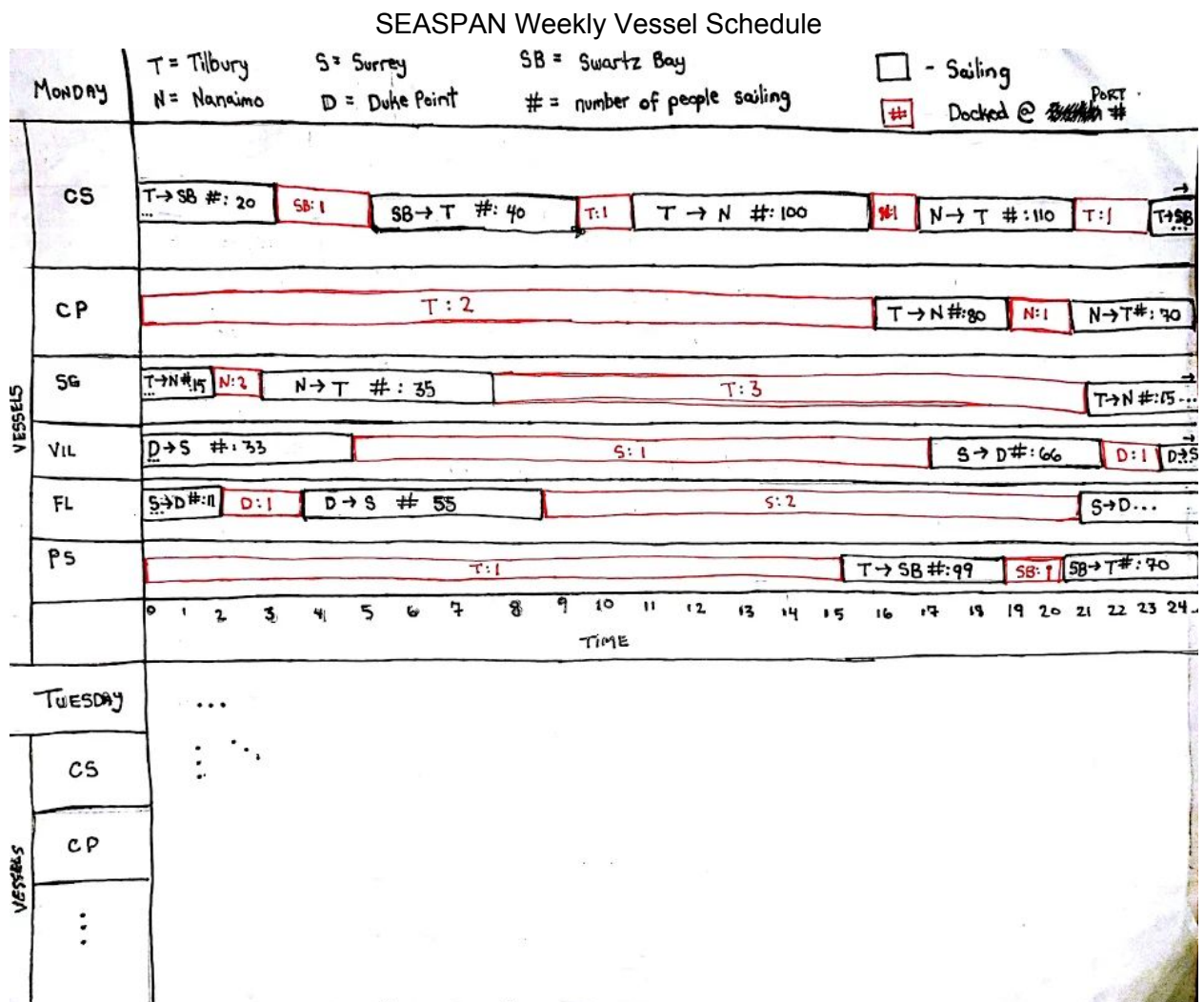   When is each berth occupied / free

How:

The user will be able to look at all of the vessels and their routes for a particular day of the
week. In our drawing we have Monday as the first day. It is split up into 7 sections for each of
the vessels. In each section it shows where the vessel is and at what time throughout the entire
day. If the vessel is traveling it shows which route and how many people are on it. And if the
vessel is at a port it shows that it is docked. This format will be the same for the rest of the days
of the week.

Design Methodology:

The following three design phases would be useful when thinking about the SEASPAN
visualization: The first is the *discover* phase. Becoming acquainted with the subject matter and
data involved is essential for understanding what to display and how. The second is the *design*
phase. Considering different visual options and carefully choosing and following a design
pattern should lead to a clearer, more useful interpretation of the data. Finally the *reflect* phase
lets us evaluate what was created, and consider alternative options. While coming up with the
current design, our team prototyped and revised several models.

Pitfalls:

One big potential pitfall is P1 - *premature advance: jumping over stages*. It is easy to jump into the problem and begin to design solutions that might be perceived as helpful, but without fully understanding the needs of the business, or its motivations. Therefore a useful step at the beginning of the SEASPAN project would be to talk with domain experts to truly understand the intention behind the visualization. Similarly, P17 - *experts focussing on visualization design vs. domain problem* should be considered. The task is not simply getting SEASPAN some pretty visualizations, but representing information in a way that informs the business to achieve some goal or accomplish some work.

SEASPAN Weekly Vessel Schedule

*** Caution: Our design uses fictitious data for number of passengers sailing ***