Design Studio: Final Project Feedback
April 8, 2014

<u>Feedback</u>
Today I met with a group that is creating a network graph visualization using music and preference data from last.fm. The members of the group are Tony Blum, Alan Xie and Bryan Kauder.

In speaking with the group, I gathered some useful feedback. They suggested the following:
- Make sure to include a color bar with the geographic map, so that it is clear how the color scale maps to mobility.
- Consider including zoom functionality since the counties are so small.
- Change the state outlines so you can differentiate between counties even if they have the same mobility level.
- An alternative to the previous point is to change your color scale, or change your background color to black.
- Perhaps to handle counties with missing data, you can instead create a heat map with an invisible county map overlay. This way, you don't have to worry about differentiating between those without data, those with very low data, and the rest.

<u>My Thoughts</u>
I agree with most of the group's feedback and plan on implementing the first few points. For example, it was only until I began presenting to them that I realized a color bar will be necessary.

However, I do not plan on creating a heat map because I think that this defeats the purpose of what I'd like to convey to the audience. In particular, anomalies in the data (say, pockets of the U.S. with high mobility despite surrounding areas with low mobility) will be smoothed out. But these are the areas that are most interesting to the viewer!