



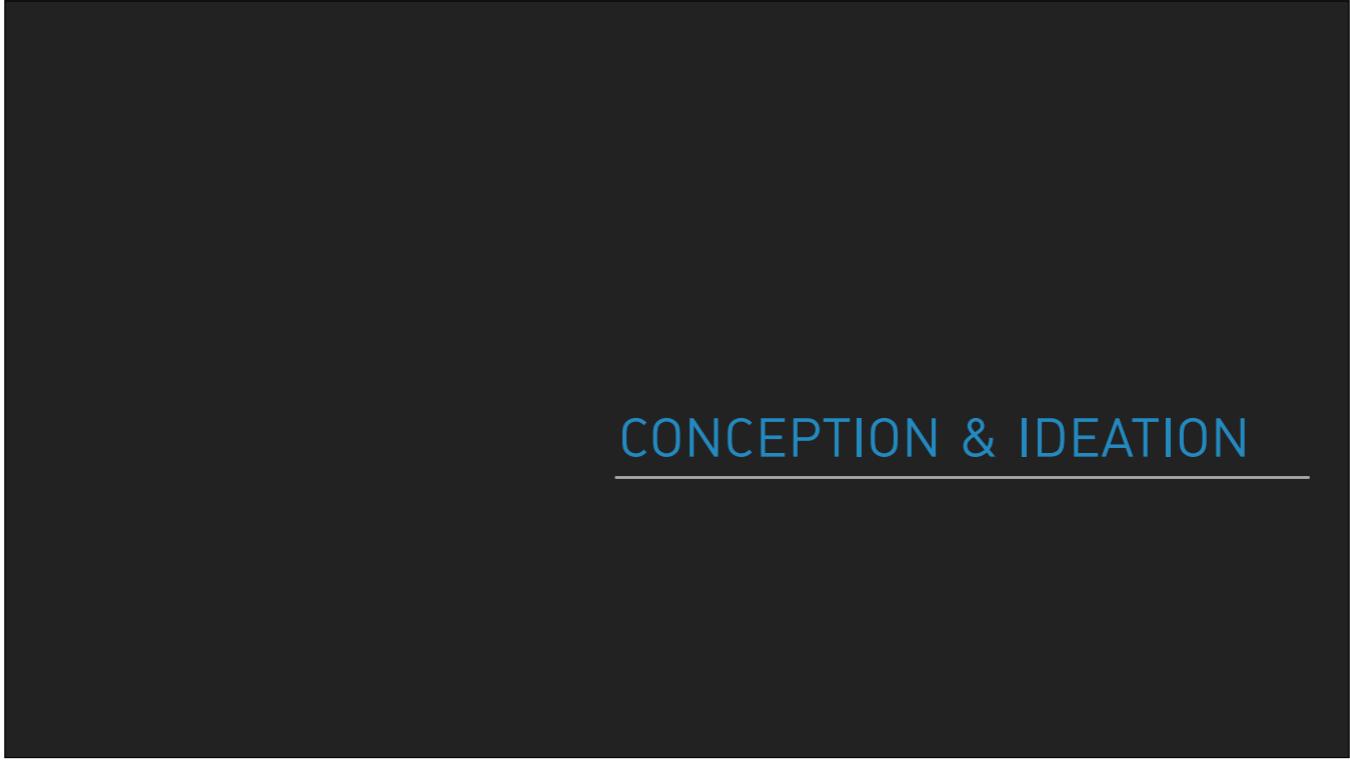
FROM HONG KONG TO THE WORLD

A CELEBRATION OF
MODERN AVIATION AND DIVERSITY

Hi everyone, my project is named: From Hong Kong to the World. And it is a visualization of flights taking people from Hong Kong to all over the world and its purpose is to celebrate the diversity we currently enjoyed, enabled by modern aviation

CREATIVE PROCESS

So on to the creative process:



CONCEPTION & IDEATION

First, conception & ideation



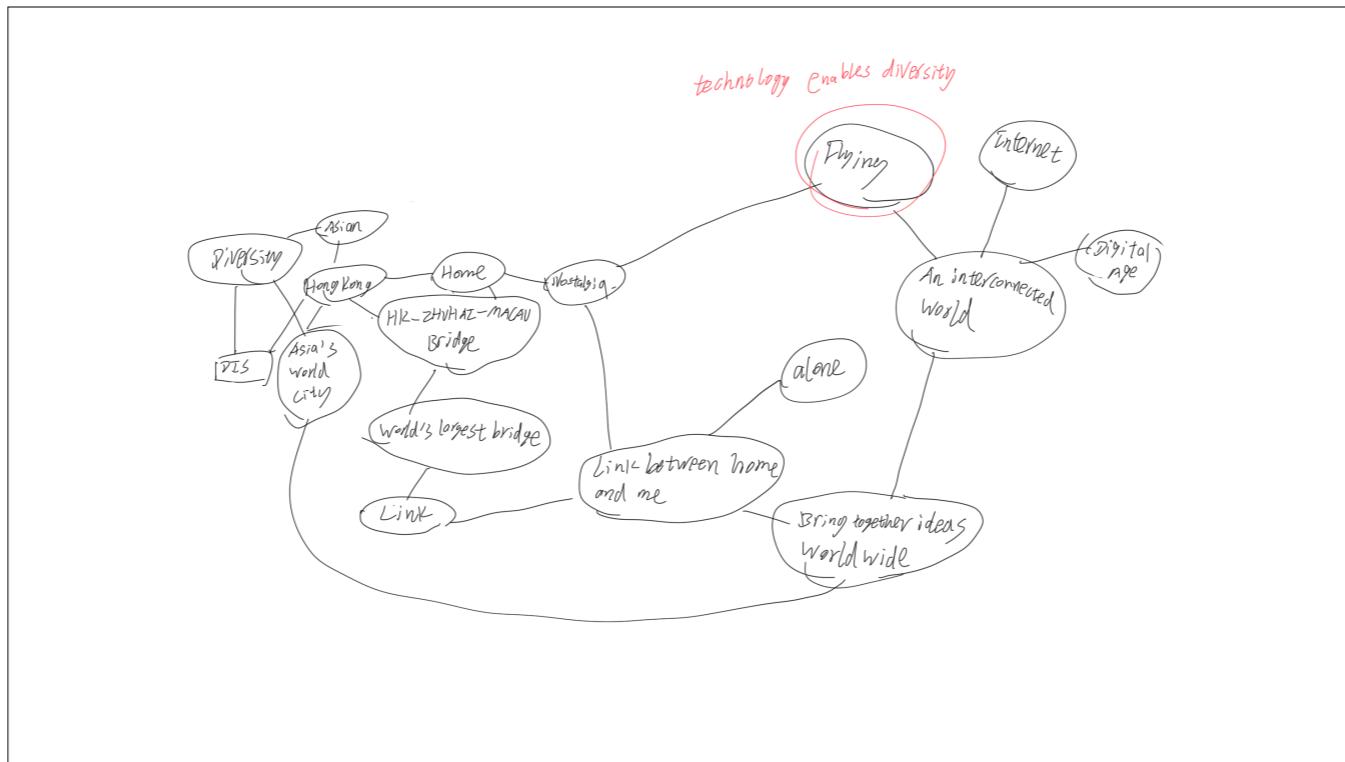
Of course my project is deeply rooted in the DIS 2018 Hong Kong theme: it's in the title — From HONG KONG to the world!



The moment I was introduced to this theme, I felt a very strong empathy to it: I live pretty close to Hong Kong and grew up watching its TV, listening to its music, basically very much under its influence. So I know Hong Kong, to a very personal and emotional extent, and I have experienced its diverseness first hand.

I just could not think of a better place for DIS 2018 to be held there.

So I decided at the very beginning, to do something that is based on Hong Kong



So I started with the topic brainstorm: and the first thing about diversity in Hong Kong that hit me, was how I am connecting to the world through Hong Kong: it is my portal to the world, literally: I fly international exclusively from Hong Kong, because from Hong Kong, you can go almost anywhere in the world, including every time I come here for school and go home.

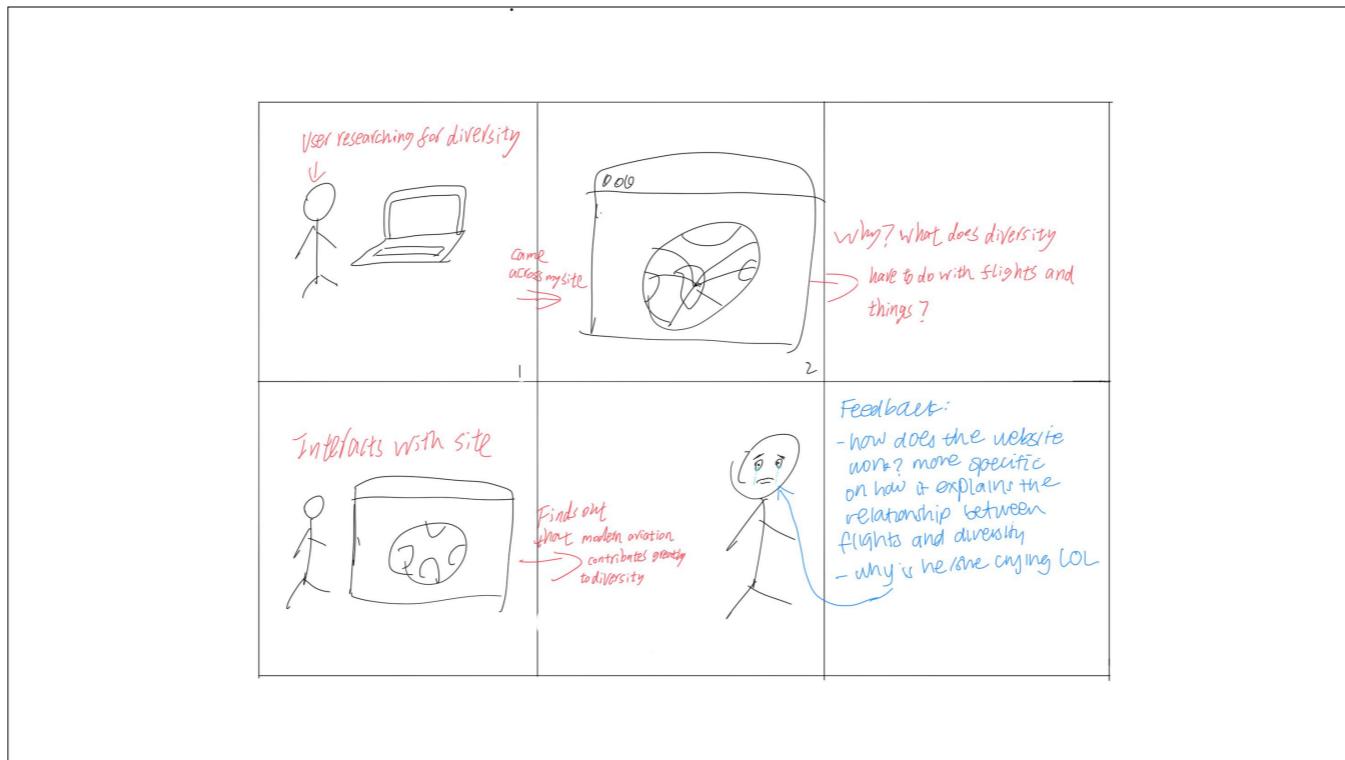
So the connection between Hong Kong and the world is gonna be my topic.



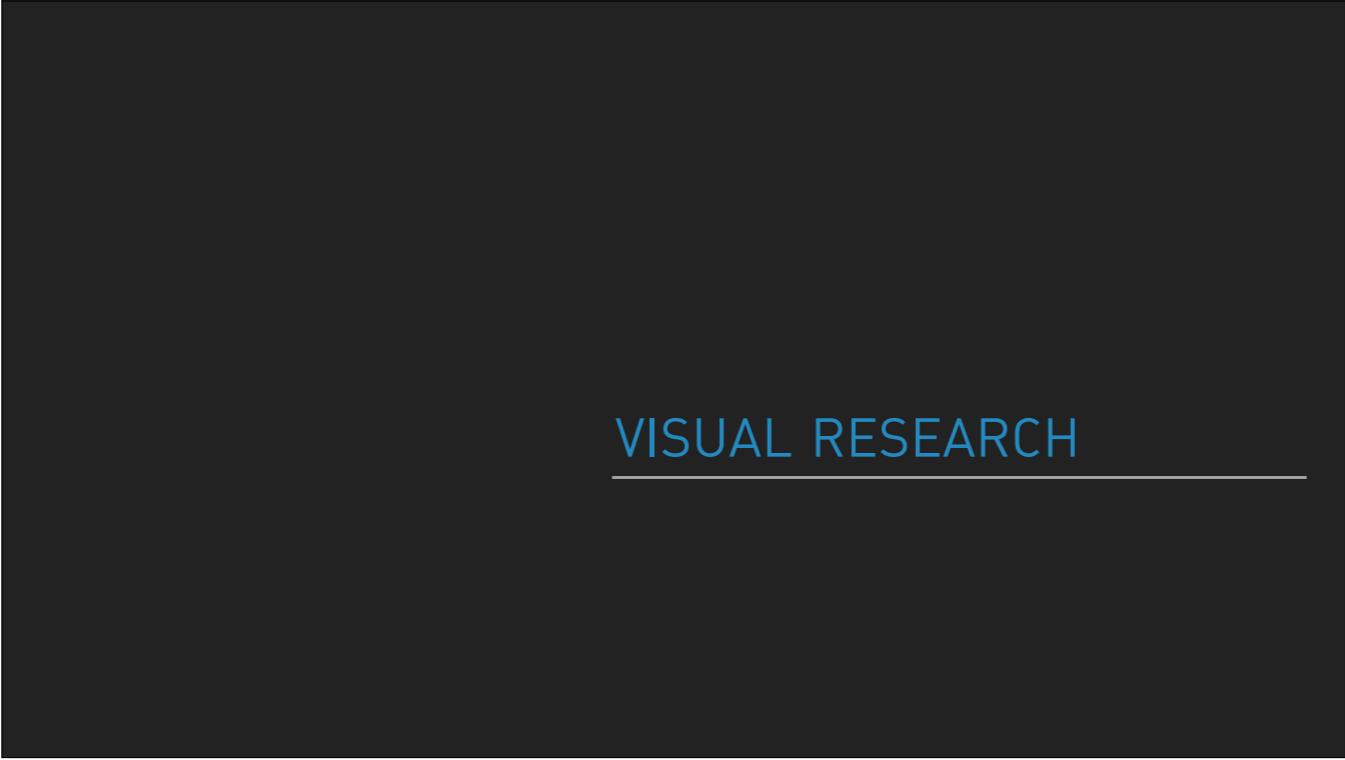
And that naturally brought to the realm of aviation, as it is the physical body of this connection. And is there an better form to convey this message than a visualization of the flights from Hong Kong bring people and ideas to all over the world? I think not!

INTERACTION

So I proceeded to conceive the form of interaction

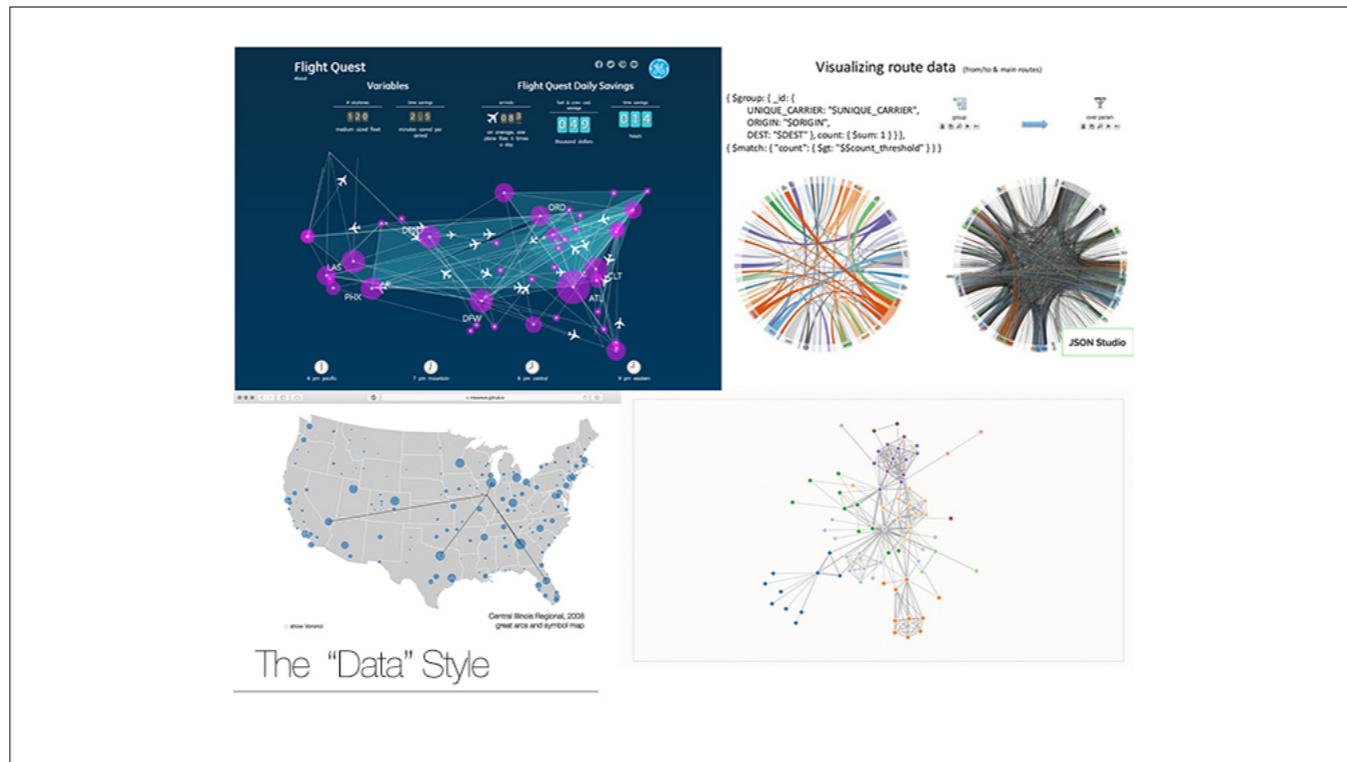


For a flight visualization, there isn't really much choice: it's gonna a draggable map with curves on it. But the question is: how am I gonna convey the message of diversity to the user? And the solution here is allowing the users to add their own story for their flights from Hong Kong and explore stories added by other users: by see these stories, the user would then understand how flying and Hong Kong as a hub combined enables diversity.

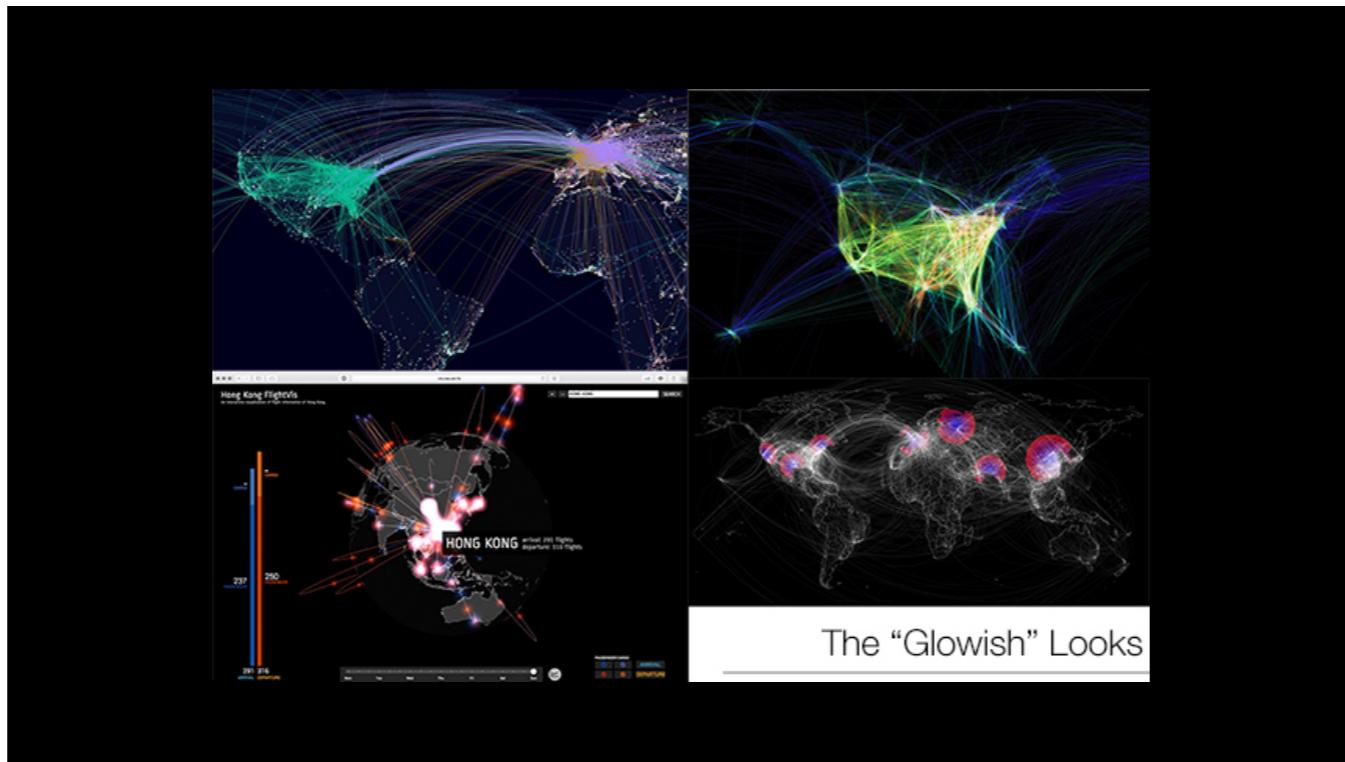


VISUAL RESEARCH

And then the visual aspect



These are

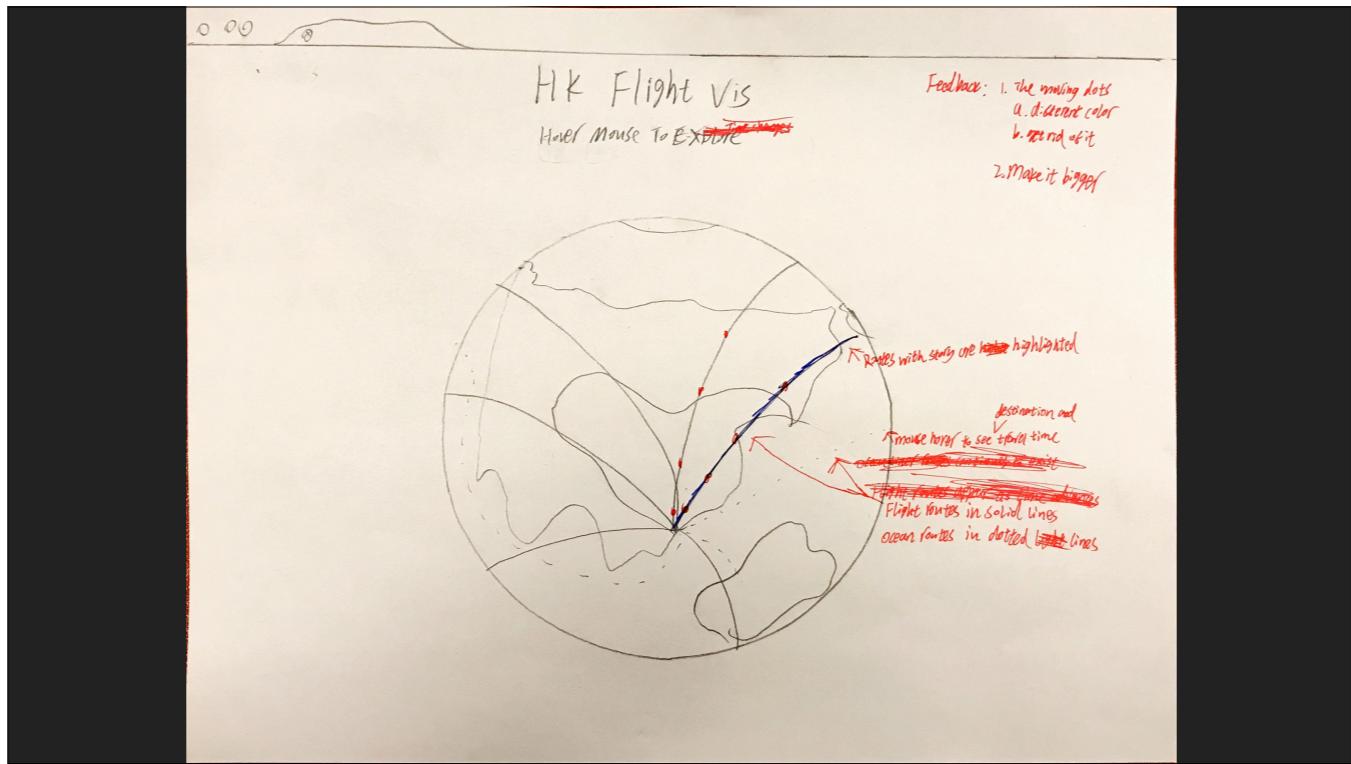


my storyboards

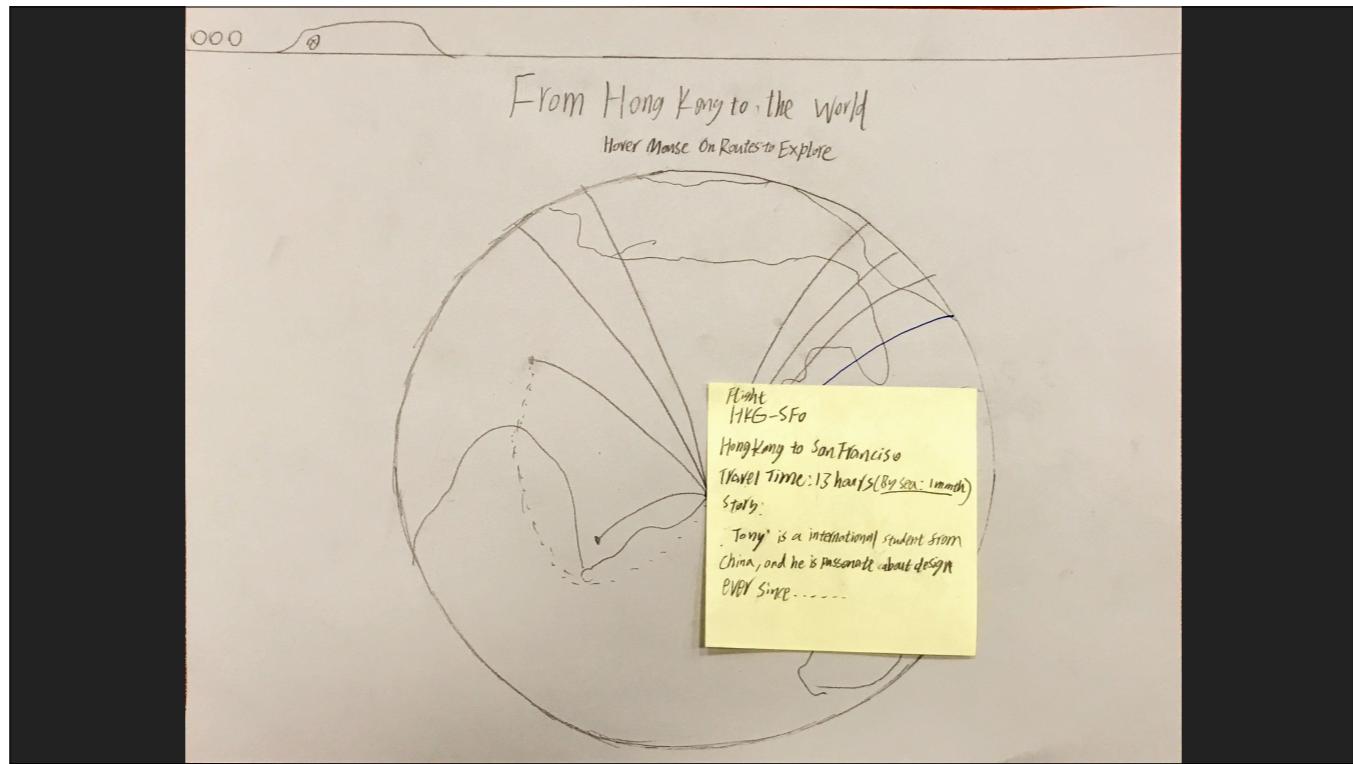
So in the end I decided to go with a Orthographic globe projection of the world with a light color scheme, because I think that would convey a more connected “Global Village” feeling

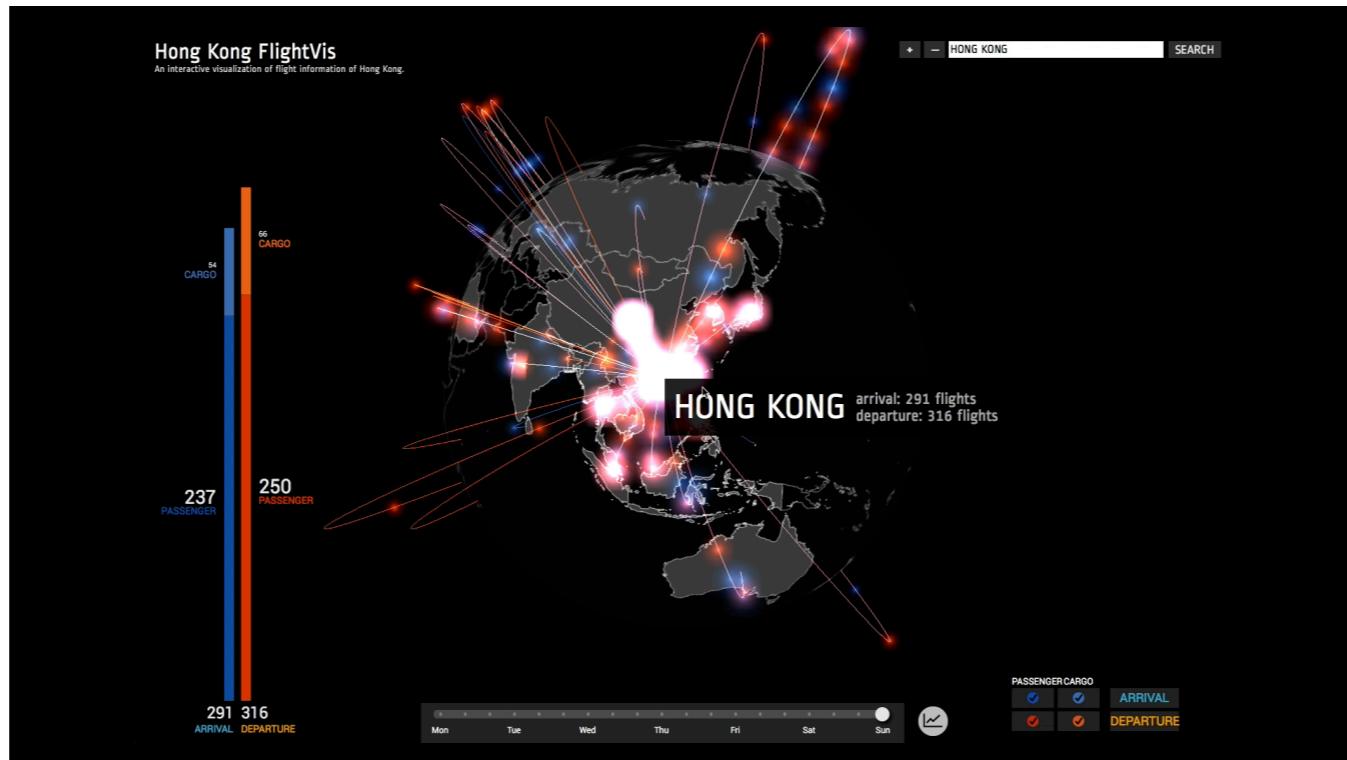
DEVELOPMENT

After figuring out what to do, I started working

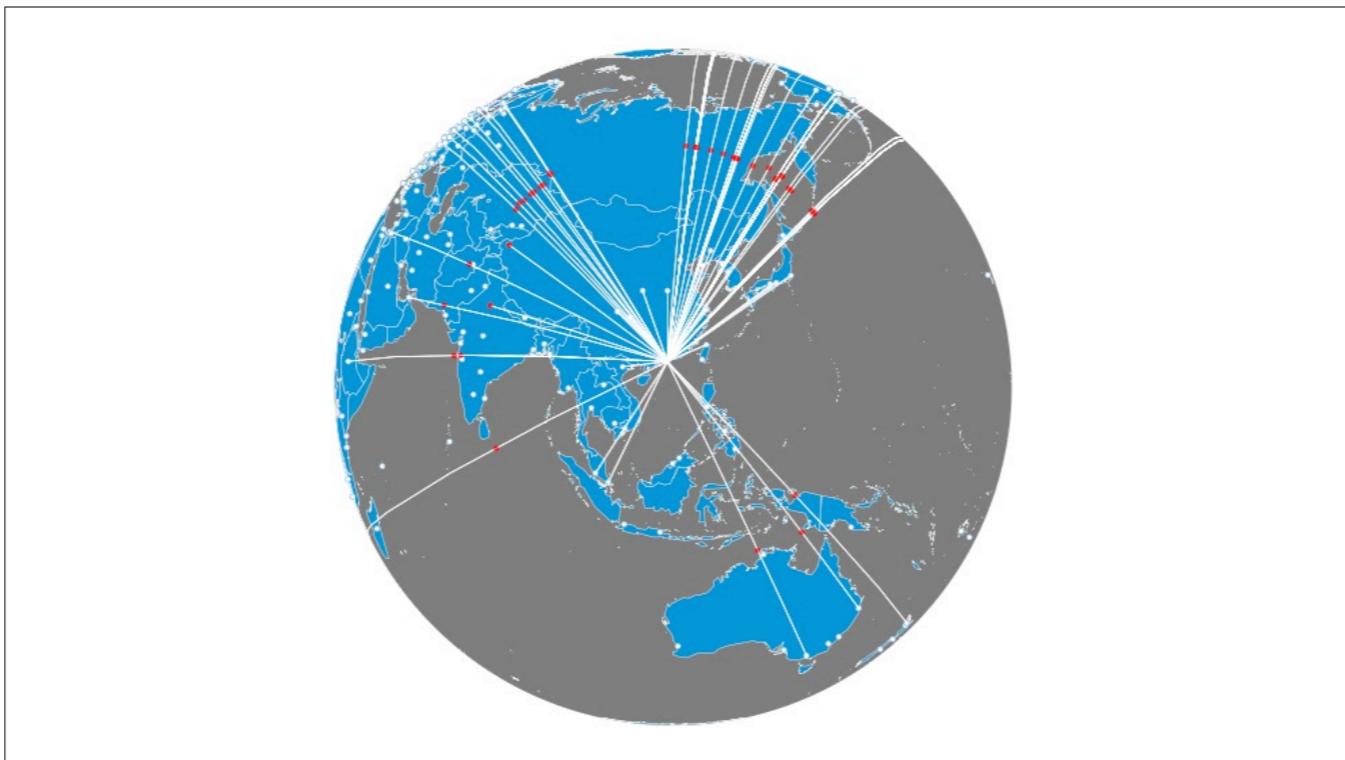


This is the paper prototype I made





Looking for implementational inspirations in the projects that I have in my comparative research, I found one of them, the one showing, looks quite similar to what I have in mind, and it's using d3.js, so I went with the library



So this is my first prototype slash studio 3. Getting it to work is just a pain in the ass: I had to work with two JSON databases, importing and parsing those data was really not fun. And then the library itself: I would not say the documentation was good enough, and with little external help, I had to google everything, so it was really confusing to work with at first, and right to the very end.

But somehow I got through.

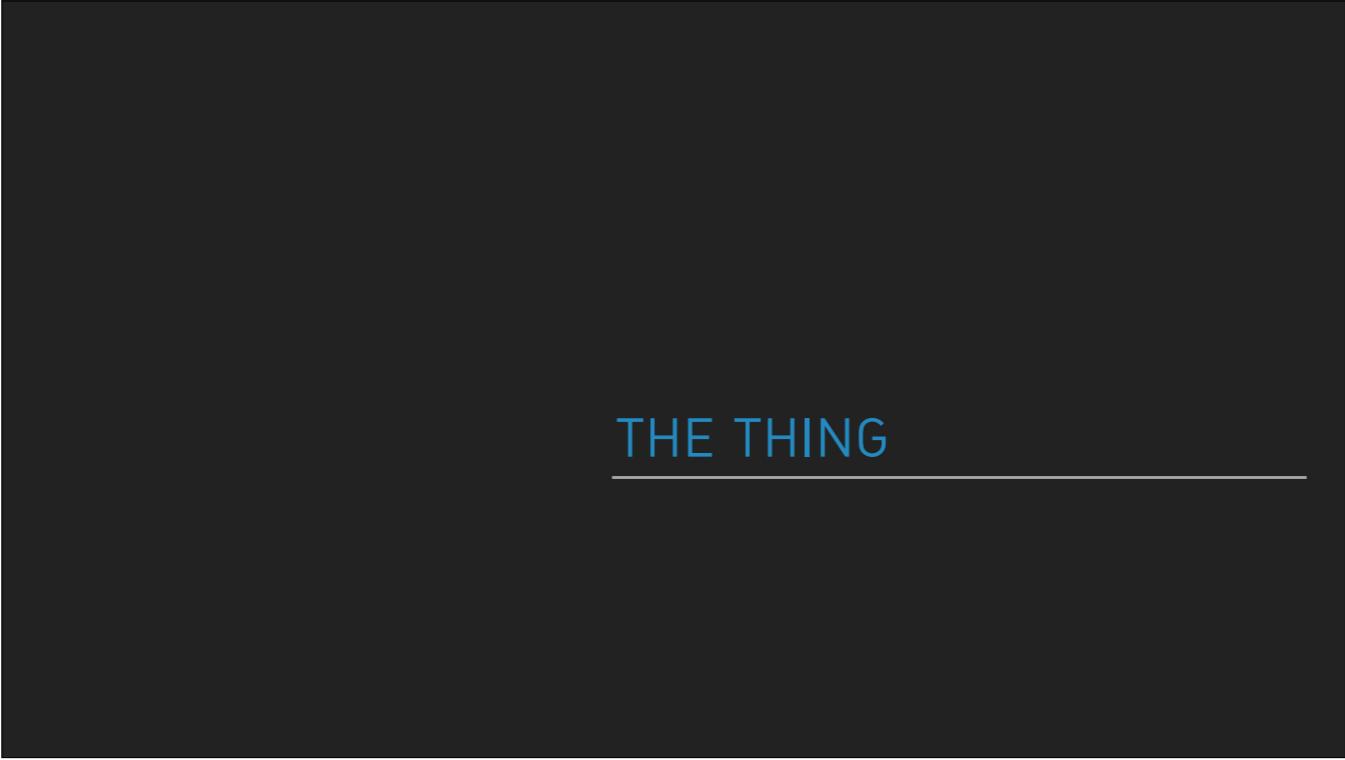
FEEDBACK

After that I went on with user testing, and the feedbacks I got were very important to the final prototype

So from the feedbacks, I had made a number of improvements:

The most important one is to add more instructions to guide users

Since my interaction is not clickable, yet the test users just clicked away when they started using it, and they did not know that the interaction was zoomable and draggable at first. Those genuinely never occurred to me as an issue, until the testing.



THE THING

And this is the finished final prototype

[HTTP://ZHAOHUIZHAO.COM/DES157/PROTOTYPE/INDEX.HTML](http://ZHAOHUIZHAO.COM/DES157/PROTOTYPE/INDEX.HTML)

I added the story feature, the instructions and other interaction details, namely, the highlighted routes associated with the stories.