Project Milestone 1: Group 11

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For our project, our group has decided to work with aging data in sports and athletics, both at the professional level and recreational level. More specifically, we are looking to analyze the impact of aging on athletic performance, seeing why age impacts athletes differently, both within the same sport and across different sports, and see what factors might contribute to these differences. **(NOTE: CHANGE/UPDATE THIS IF WE DECIDE ON SOMETHING ELSE)** We believe that the design studio modality will be the better option for this analysis, as it can allow users to tailor the data they are looking at to sports and athlete groups that they are familiar with and better able to relate to, thus providing them with greater understanding of the data they are viewing.

When thinking about the dashboard that this data could produce, several key factors come to mind. These include, but are not limited to, options to switch between sport displayed, handling increased specificity if a user wants to narrow in on an age range, and may also include a table sub-section as well for easier diving into a specific professional player, if so desired. (**NOTE**: **Include screenshot of a mockup below here, probably will look something similar to the in class example that included a dropdown and a table (I believe right before the wildfire data)**)

The possible uses for this data are widespread, with clients ranging from sports teams, athletic training groups, and individuals who are looking to stay athletic at an above average level into their 30’s, 40’s and beyond. Given the disparities between these groups, it will be a challenge to satisfy them all. However, doing this will require successful implementation of the customization tools described above. Most importantly will be having relatable data across a range of sports, as there is not large amount of insight that an aging golfer can gain from an aging soccer player. It may be a challenge to find the exact same data for every sport and so a normalization process will be required, most likely via the creation of a type of rubric, in order to provide meaningful comparisons on the factors that do stay similar across sports, like injuries. This normalization will allow for our display to change between sports without constant jarring visual changes impacting the user’s experience.