

Visualization

- Endangered and Extinct Species (Challenge A, B) -



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STAGE① : Curiosity

■ Topline Questions

- 1. What can we do for endangered animals?**
- 2. As an audience, how can I contribute?**
- 3. What impact can I have for threatened animals species?**

STAGE① : Circumstances



[Guardian]



[IUCN]

Stakeholder

Social matters
(not same old story,
but something new)

General Information
(Cover From Abstract to Discrete)

Audience

Upper-mid Class
Social responsibility
(not same old story)

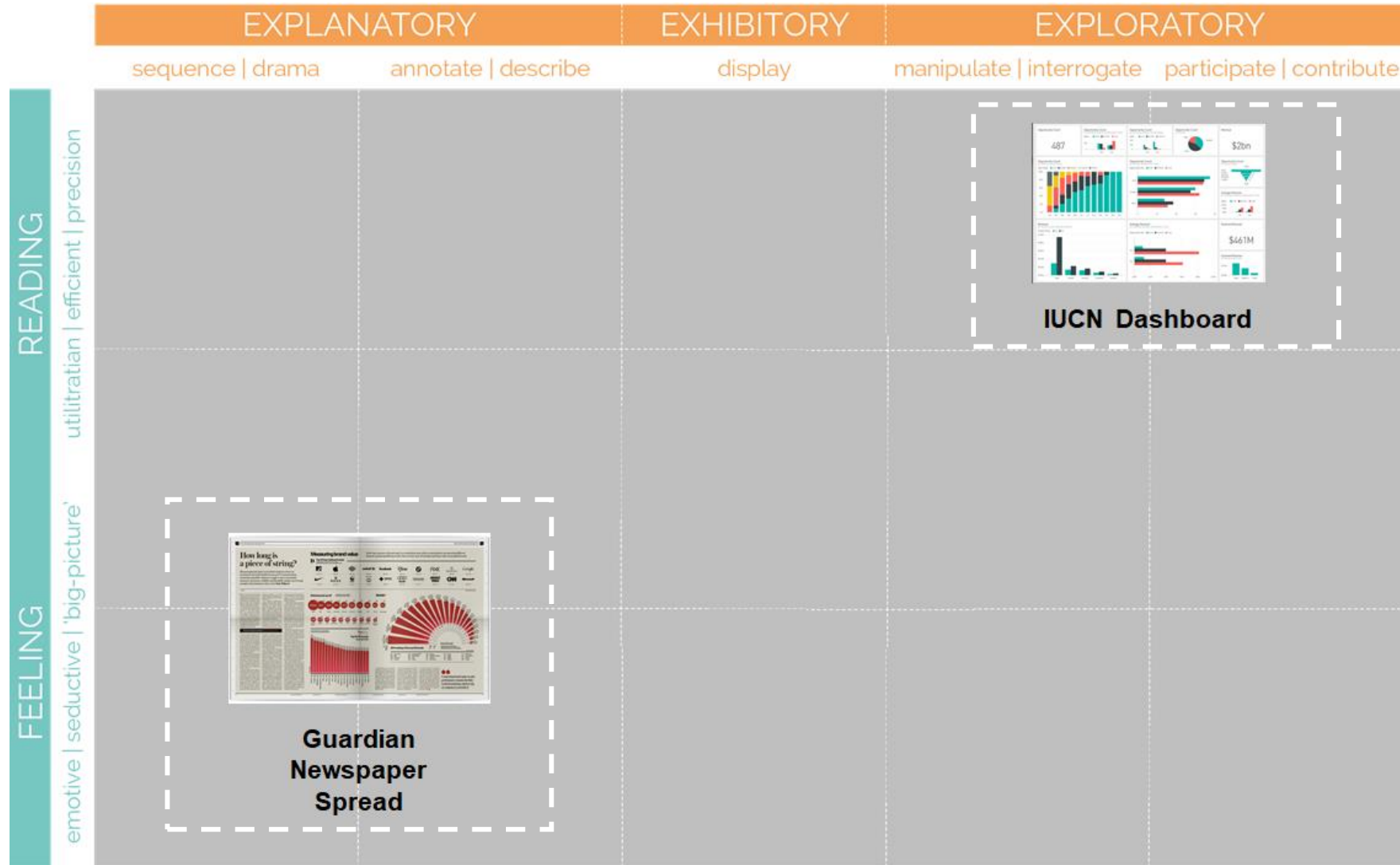
Research, advocacy,
Education, Lobbyist

Setting

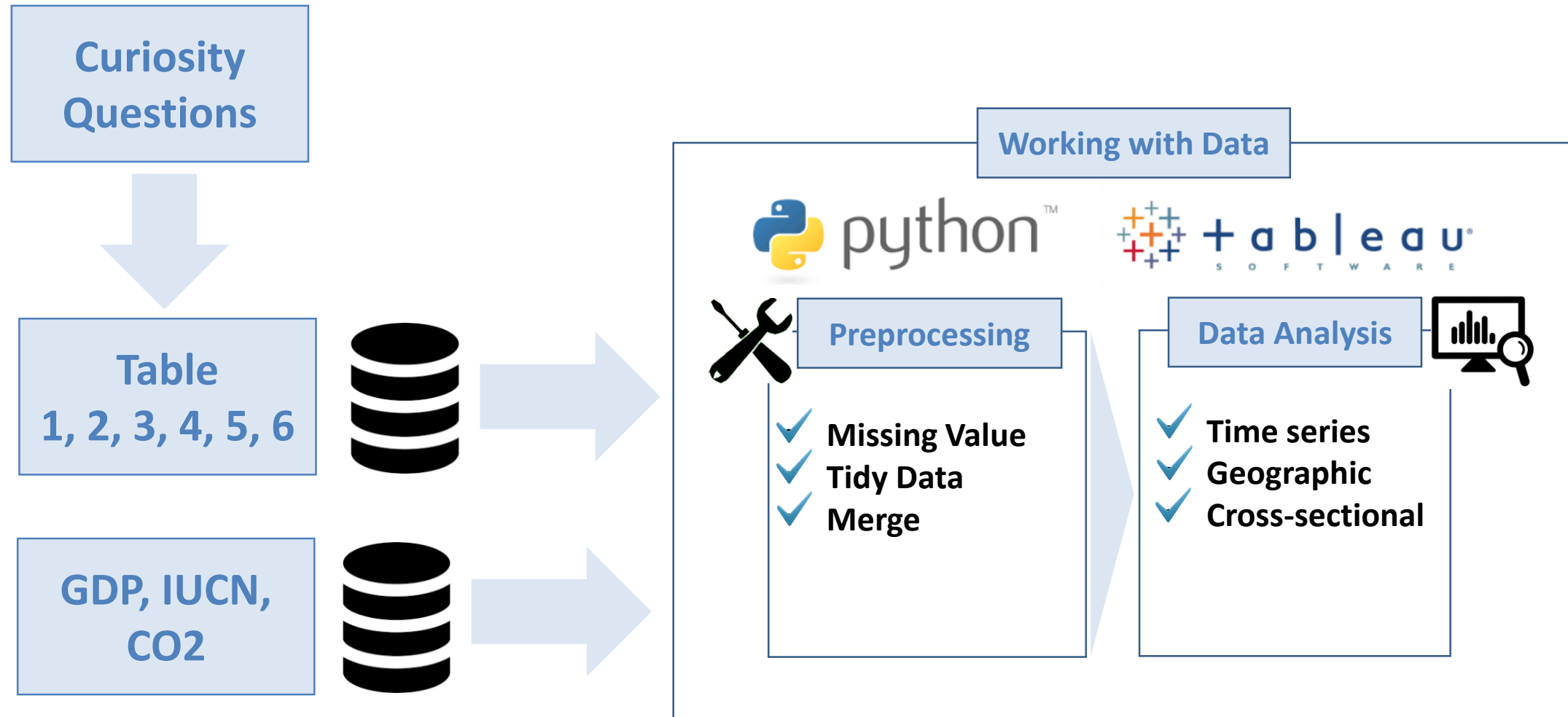
During commute
→ Cannot focus a lot

During working hours
→ Scrutinize

STAGE① : Purpose map

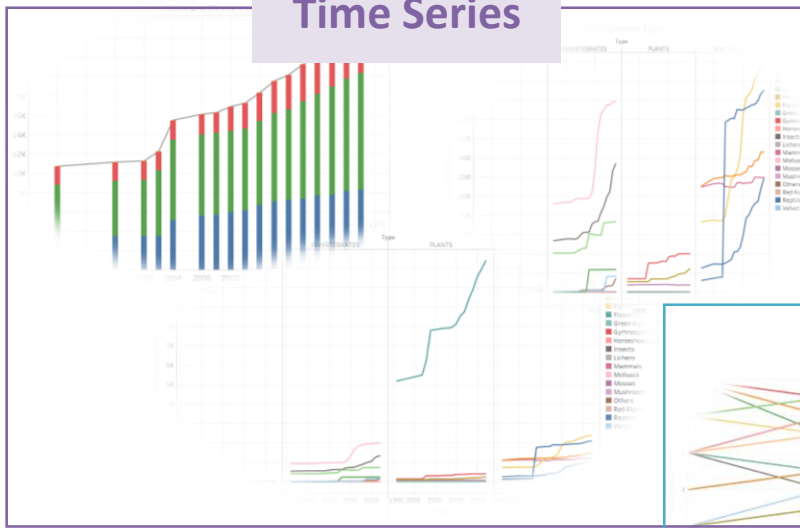


STAGE② : Data Cleaning

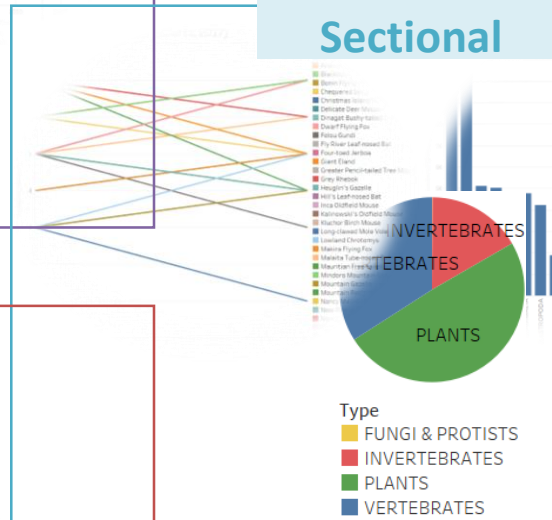


STAGE② : Data Analysis

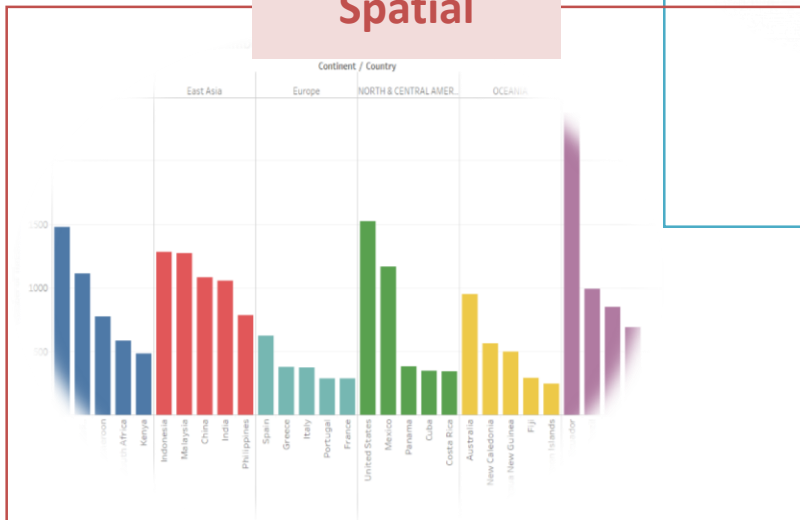
Time Series



Cross-Sectional



Spatial



- Which analysis is more effective for each media
- What dataset is more informative
- Any result that we didn't expect

STAGE③ : Editorial Thinking

Curiosity : What taxonomy or animal is the most jeopardized?

Which

Where

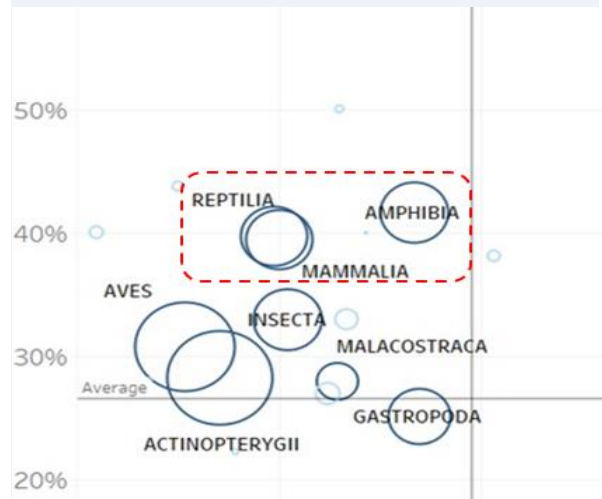
When

What

Source: Table3

Angle: Which taxonomy

Focus: Portion



Source: Table5/6

Angle: what country for each continent

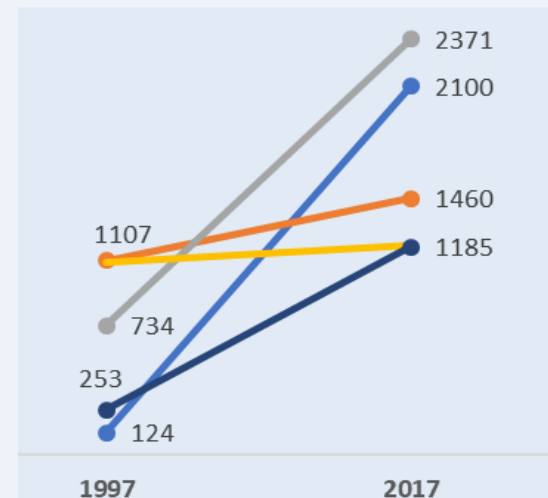
Focus: Top 5



Source: Table1/2

Angle: Different between present vs. past

Focus: 1997 vs. 2017



Source: Table7

Angle: Particular Animal for an good example

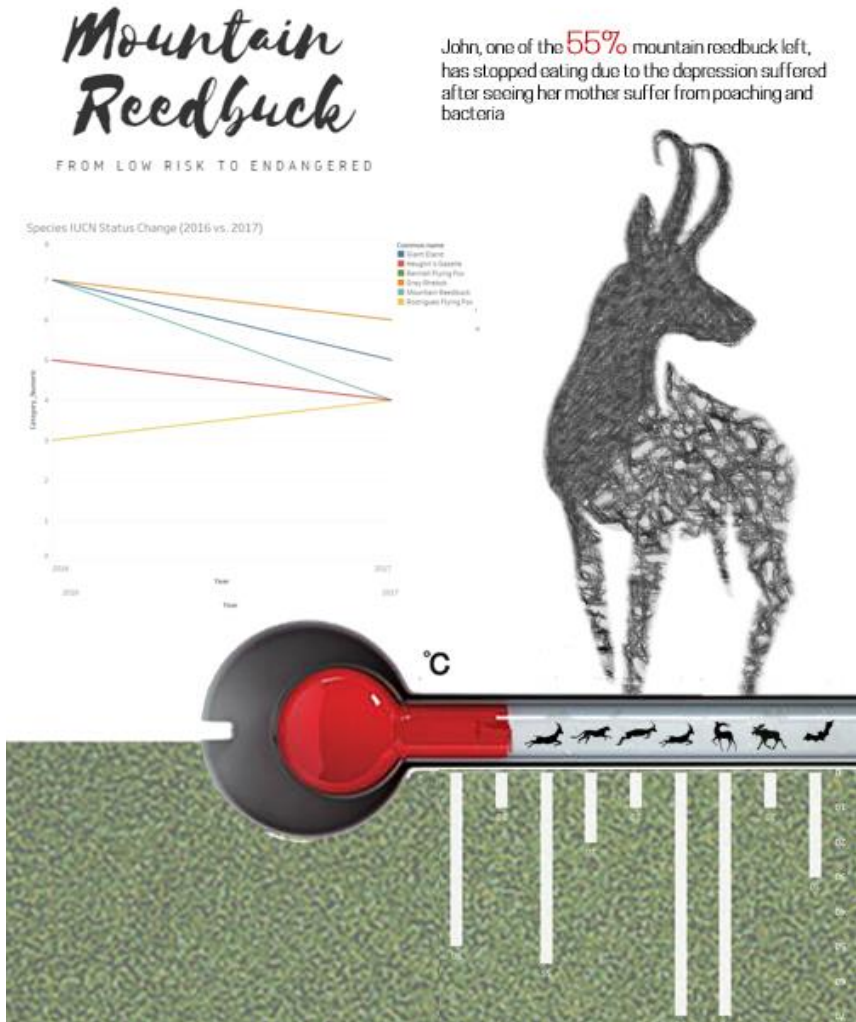
Focus: Mountain Reedbuck

Common name	IUCN Red List (2016) Category	IUCN Red List (2017) Category	Reason for change	Red List version
Nancy Ma's Night Monkey	LC	VU	G	2017-1
Heuglin's Gazelle	VU	EN	G	2017-2
Southern Lechwe	LC	NT	G	2017-2
Grey Rhebok	LC	NT	G	2017-2
Christmas Island Pipistrelle	CR	EX	G	2017-2
Rennell Flying Fox	VU	EN	G	2017-2
Rodrigues Flying Fox	CR	EN	G	2017-2
Mountain Reedbuck	LC	EN	G	2017-2
Giant Eland	LC	VU	G	2017-2



[Mountain Reedbuck]

STAGE④ : Design Solution (Spread)

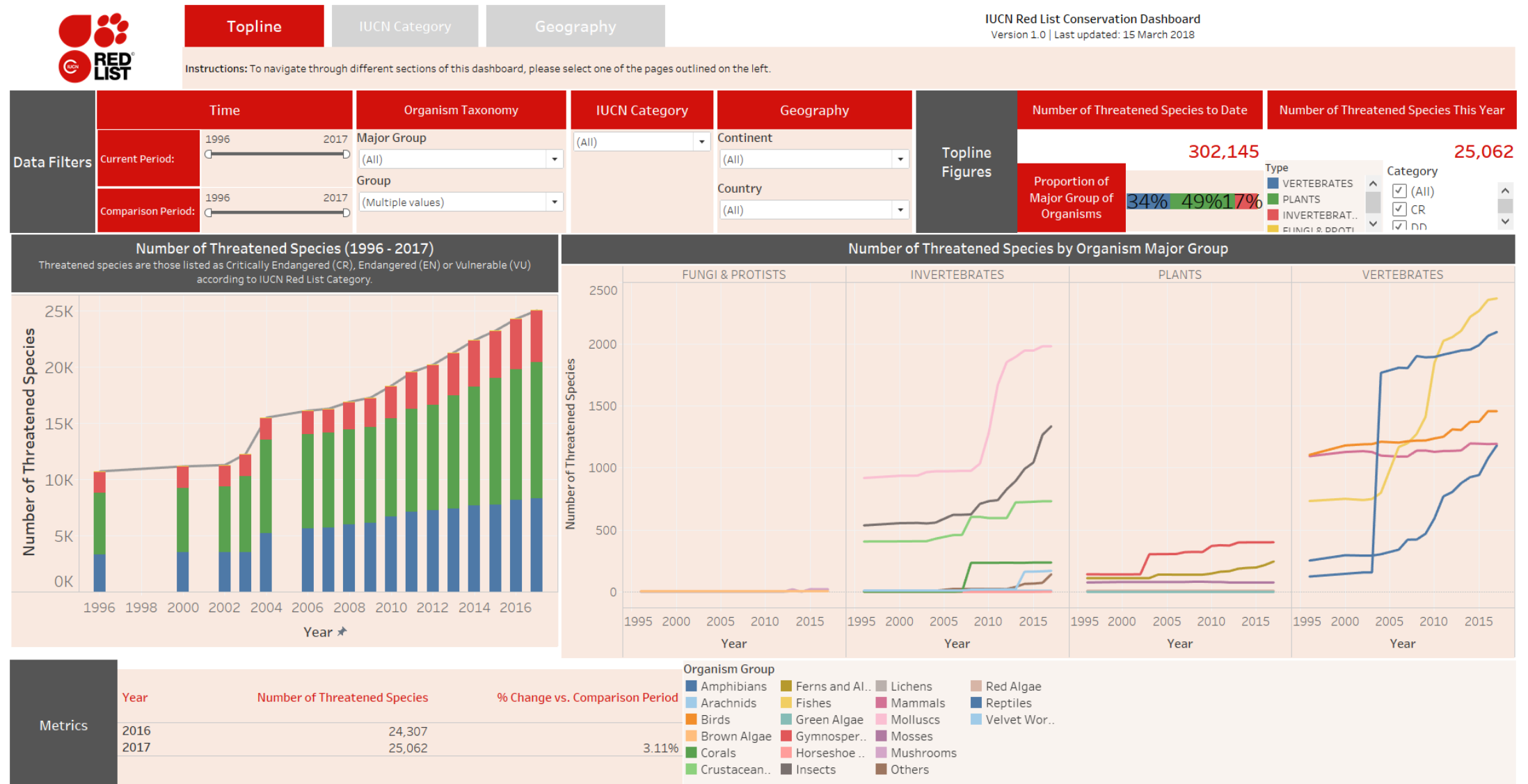


+ 2.3 PPM **-3.2 \$**
CO2 EMISSION PER CAPITA GDP FOR THE ECONOMY
PER MAMMAL ENDANGERED

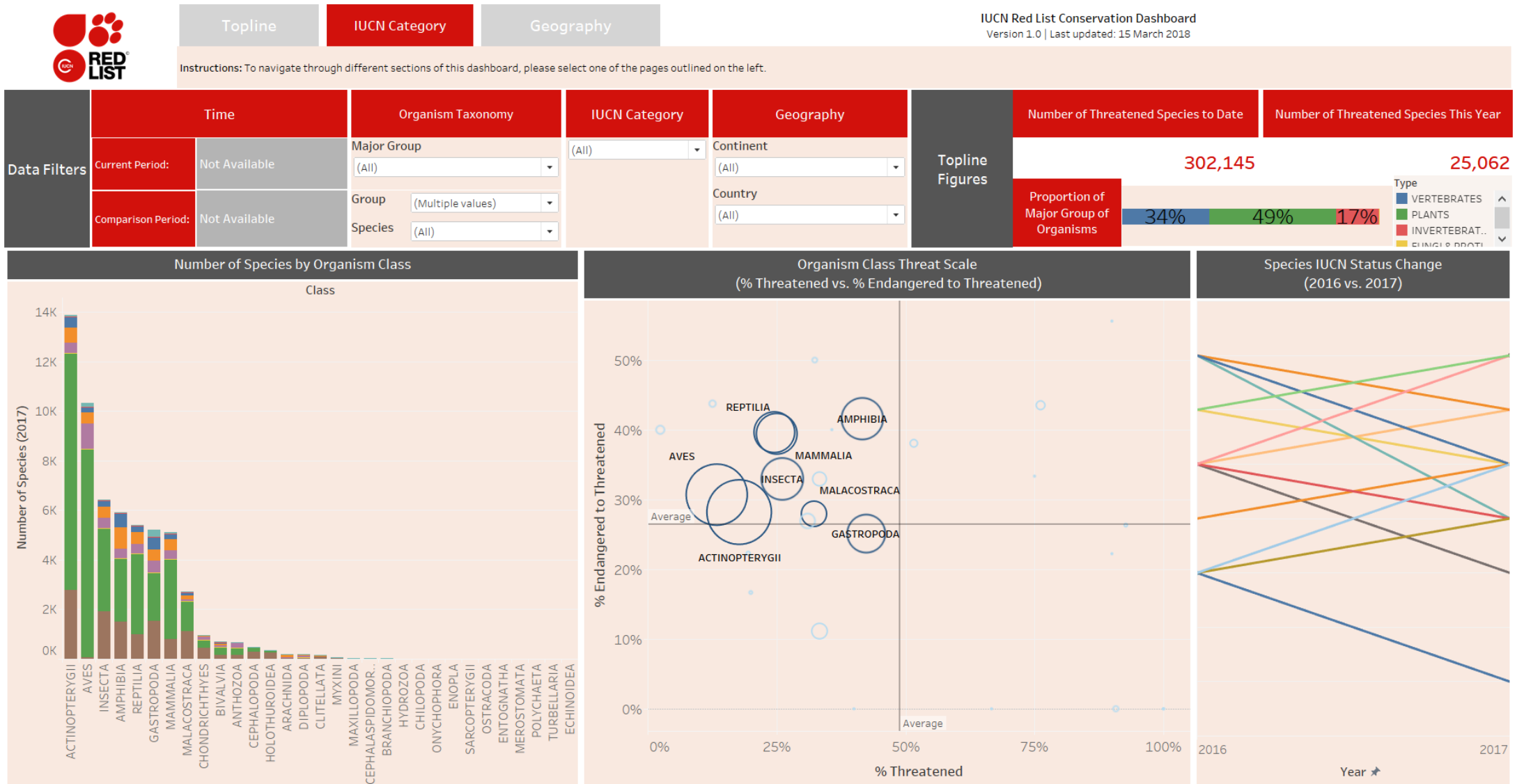
YOU CAN LESSEN CO2, IMPROVE GDP AND SAVE MOUNTAIN REEDBUCK

DONATE

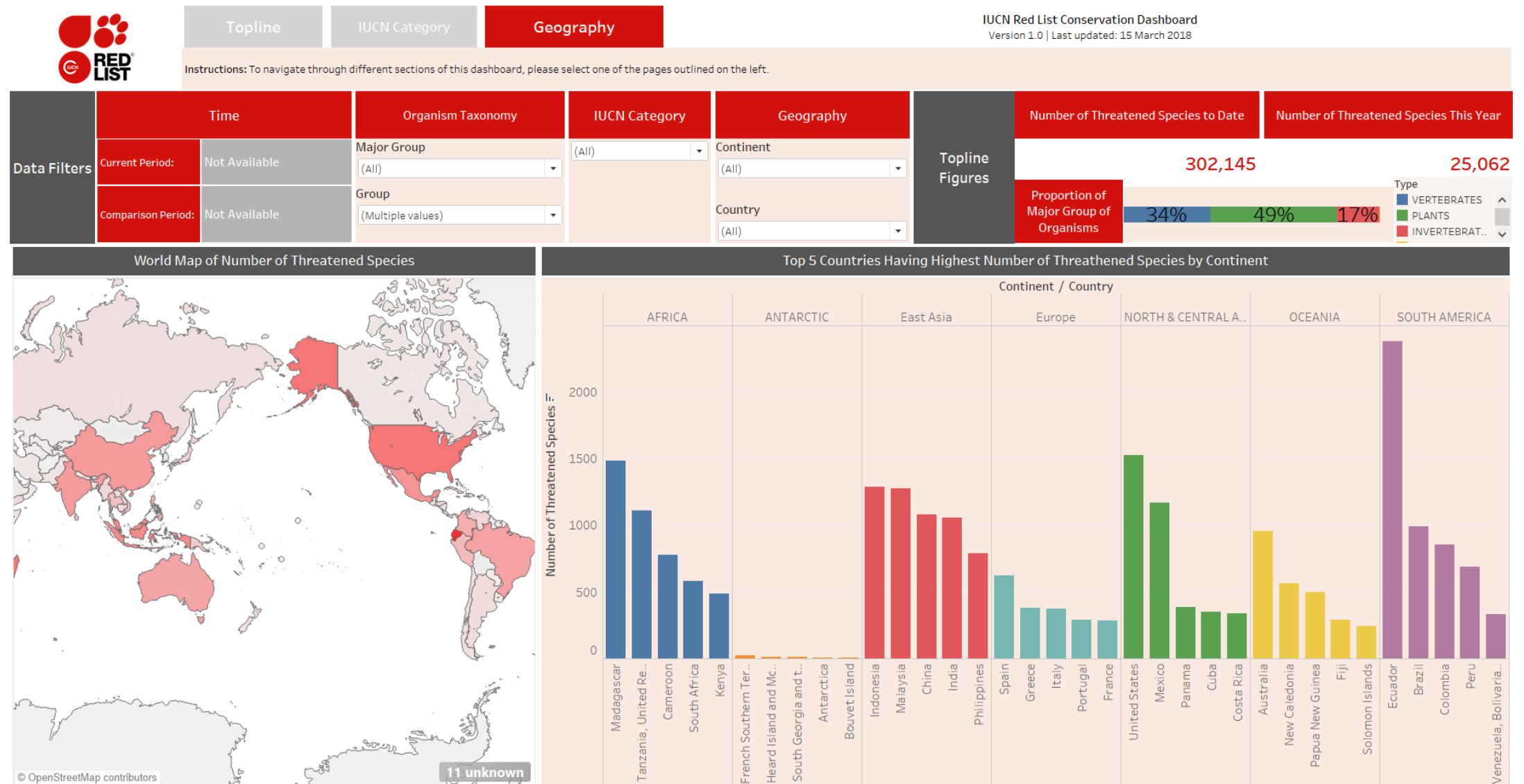
STAGE④ : Design Solution(Dashboard)



STAGE④ : Design Solution(Dashboard)



STAGE④ : Design Solution(Dashboard)



[illegible]