

The Great Saibling Deathmatch

Milestone 2

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Data Story & Goal

Our goal is to make visitors engage with Swiss commercial fishing data in an enjoyable, interactive way. We aim to help them learn about the diversity of species and the challenges facing freshwater fishing in our small lakes. Specifically, we want to answer a few key questions:

- Where does the fish we eat come from?
- Which fish are commercially fished in our lakes?
- How has fishing changed over the past 30 years?
- Which fish are fished the most?

We chose a gamified approach for our data story, drawing inspiration from the aesthetics of games like Brawl Stars and Pokémon. To create an emotional connection between users and the fish in our lakes, the fish are presented as “champions” that users can select and equip with attacks. These fish can then “battle” each other.

By giving users the ability to pick a fish and its lake (champion and its attack), we make exploring the data more engaging. During this selection phase, the only visible metric is the average number of that champion caught in that lake over all the years. The battle itself works as follows: year by year, the fishing values for the two selected fish are displayed. For each year, the fish with the higher value earns a point. After all years are compared, the fish with the highest score wins. If a fish has an outlier year that skews its average, a user might choose it based on its high average, only to lose to a seemingly weaker fish.

The data story is divided into three sections:

Landing-Page:

This is where the game’s purpose is introduced and the atmosphere is set. Users will find a clear explanation of what the experience is about, along with a prominent call-to-action that invites them to move on to the next stage.

Champion-Selection-Page:

Here, users choose their fish and lake, with an interactive interface that previews their chosen champion’s playing card, designed in a Pokémon-inspired style. This step sets the stage for the upcoming battle.

Battle-Page:

In this final section, the user’s opponent is revealed alongside a score board. A start button kicks off the battle animation: the graph updates year-by-year, revealing the data one year at a time, while points accumulate for each round.

Fight-Analysis-Page:

After the fight is done, the user gets more detailed insights about the fish species involved in the battle. The user will also have the opportunity to interact with a map showing which fish lives where and get related information about the lakes and fish. This page is optional.

Tools to be used

The asset design is done in Figma. The website will be built using basic HTML and CSS, without relying on frameworks. For this, we’ll apply the foundational concepts covered in the first two weeks.

We’ll rely on the DOM API (as seen in Week 3 exercises and Week 5) to dynamically update fish and lake names and images on the screen. To visualize fishing trends over time, we’ll use D3.js plotting functions, building on what we learned in Weeks 4 and 5.

Data cleaning was performed in Python, but all further data handling—such as managing fish attributes—will be implemented in JavaScript, using skills from Weeks 2 and 3.

To ensure the site feels game-like, it’s crucial to design satisfying user interactions. For this, we’ll leverage techniques covered in Lecture 5, including linked views that update plots and scores in response to changes in champion settings.

Finally, creating a compelling experience will require careful attention to design choices, such as layout and color schemes, informed by Week 8’s lessons. We’re also considering adding a map to visualize different lake and attack choices, which would draw on the material from Week 9.

THE GREAT SAIBLING DEATHMATCH!!

SELECT A **CHAMPION** AND
THEIR MAIN **ATTACK**

& LET IT **FIGHT** AGAINST A
WORTHY OPPONENT!

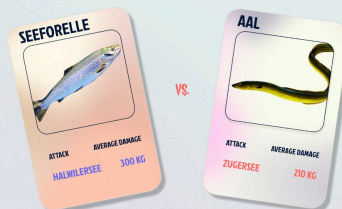
SELECT CHAMPION

CHOOSE YOUR CHAMPION!

SELECT FIGHTER: **SEEFORELLE** ↓

SELECT ATTACK: **HALWILERSEE** ↓

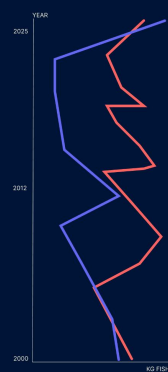
GO TO ARENA!



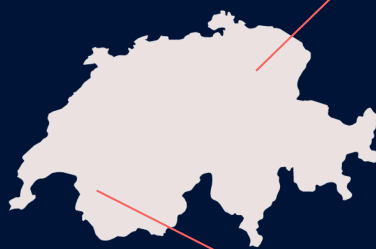
FIGHT!!!!

YOUR CHAMPION
SEEFORELLE
WINS WITH 21 POINTS!

FORELLE	21
AAL	12



POST_FIGHT ANALYSIS



Fishies go blublub
Fishies go blublub

Fishies go blublub