Narrating The Purpose of "WITHINxFEN-WAY" Through Interactive Graphics

Qingyue Li

Who is My Visualization for?

APP PARTNERS

Gym Manager
-In Gyms Located Near Fenway Area

- Especially In newly-Opened gyms who need a platform for marketing
-In gyms where the users are mainly current students

App Developers

-To convey to App Developers the target users of the apps and the purpose.
So, they can build a better platform for both Android OS and Apple iOS System

What is it About?

Present the app's user research in order to commucate to the partners (gym manager, app developers).

What Does it Do? (features, etc) - My Actual Project

https://viztechfall2017.github.io/week13-Qingyue99/PS01/#One

What Will People Learn by Reading this Graphic?

-The four main factors that Influence students frequency to go the gyms.

- The common characteristics of target users

-How we provide a better school-life balance for students by understanding their behavioral needs

-The four pain points that stop students from going to multiple gyms , including too expensive, can't find attractive fitness classes, can't find a convenient gym, and the hours don't fit

-The relationship between data related to college students and their exercise habits

Where I have Done Well

-Comprehensive Process
Through a complete user research system, from data collecting to understanding the aspects of users then analyze the research to use as insights to inform design.

-Narrative Presentation
Using interactive graphic to narrate user patterns and needs for better launching and positioning my app

Where I Need to Improve

-Data Limits
If I have time to collect more survey forms then it may lead to more accurate results.

-Survey Questions
During the process of analysing data I collected from the Google form, I saw the limits of the questions I set up in the survey.

Eg: It would be helpful if I have data to see the difference of students' exercise habits from various colleges