

DESIGN : DATA : PRODUCT

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CLIENT: Waze

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PROJECT: Waze Data Visualization: A Year in Traffic

Purpose:

Design & develop a compelling set of “intelligent, insightful” visualizations that shed light on Waze data for December 2013. The data will be integrated with text description and call-outs. These will break down Waze data for the month of December 2013, based on prior analysis and key highlights. Visualization will be composed to work as one full image - viewers will be able to follow the path of insights through each block of data visualization / insight callout.

RECEIVABLES & DELIVERABLES

RECEIVABLES:

Dataset with clear description and headers that denote recommended variables of: City, Data, # of Alerts, Usage, Average Speed per Driver, Average time per drive, Type of Alert (i.e. Standstill traffic, Road Closure, Construction, Heavy Snow etc).

DELIVERABLES:

Aesthetically pleasing, interactive visualization of the above variables, based on inspiration such as Waze past infographics, but with more of a “serious” and “intelligent” goal both in the visual choices and in the data design presentation.

Phase 1. Design & development: Designs implemented in Illustrator+HTML/CSS/JS.

Phase 2. Feedback& refinement: Take into account Waze team feedback for “must-haves.”

Phase 3. Finalization & delivery: High-res files delivered to be inserted into Waze site.

SUMMARY OF COSTS

DEV & DESIGN: \$250 / half-day x est. 5 days ————— \$1,250

As jobs expand and contract, I calculate my costs based on my day rate (\$500/day). In the event that drastic changes are necessary beyond time frames discussed here, I continue working at this day rate. If I am able to complete a job quicker than my estimated days, then you are only charged for days worked. Working on a day rate has helped me keep costs transparent to better account for continuing feedback and changes. I fully intend to share progress at regular intervals to make sure we stay on the same page and am absolutely sensitive to how imperative it is for me to be faithful to deadlines that we've agreed to, upfront. If Client terminates this project or any Schedule of Services prior to the completion of the period above, any services rendered become immediately payable and due. All payments and deposits are non-refundable. Developer shall be paid for all expenses incurred up to the point of termination.

Any other questions regarding expectations, costs and terms - please let me know. Looking forward to working on this data visualization project with you!

Thank You!

December 2014

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	1	2	3	4	5	6
7	8	9	10	11	12 proposal delivered	13
					assets delivered	
14	15	16 check-in	17	18 check-in	19 delivery	20
	Phase 1: design + dev ->		Phase 2: refine	Phase 3: refine ->		
21	22	23	24 Christmas Eve	25 Christmas Day	26	27
28	29	30	31 New Year's Eve	1 New Year's Day	2	3