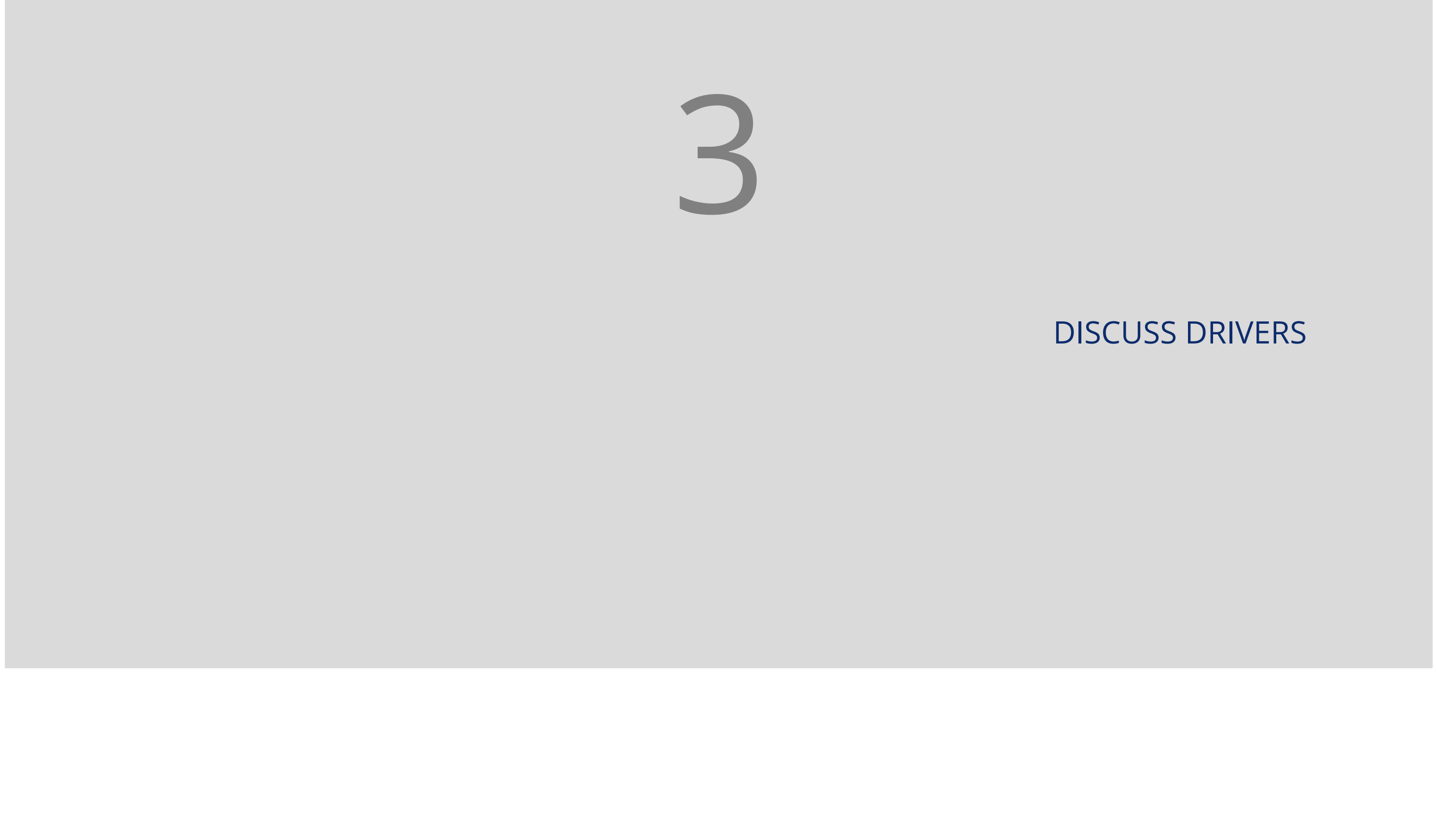
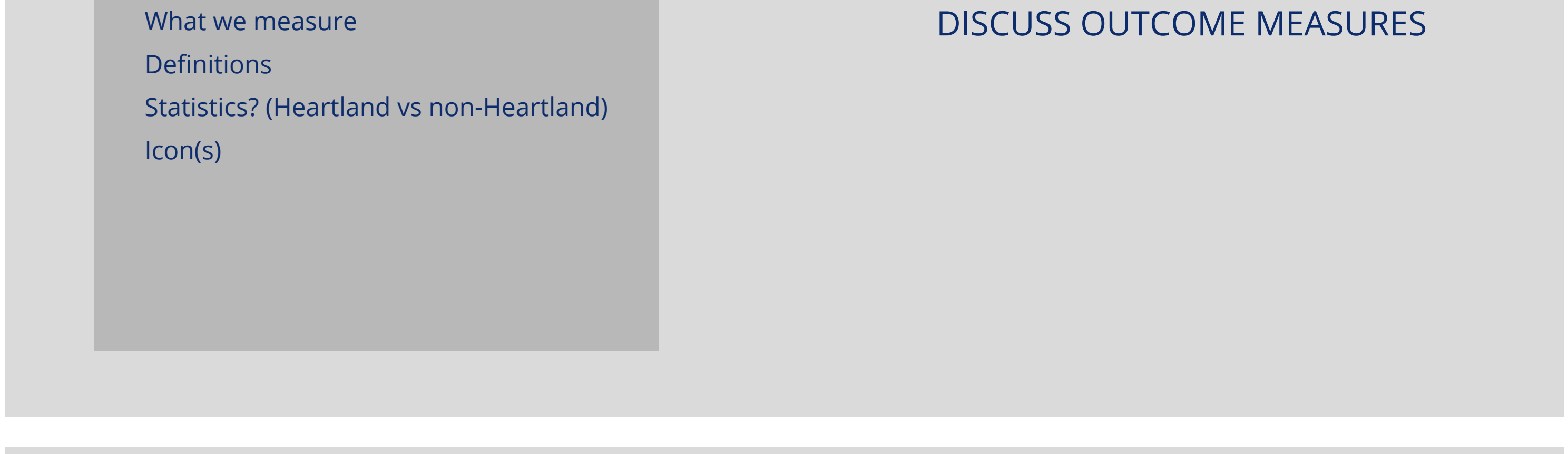
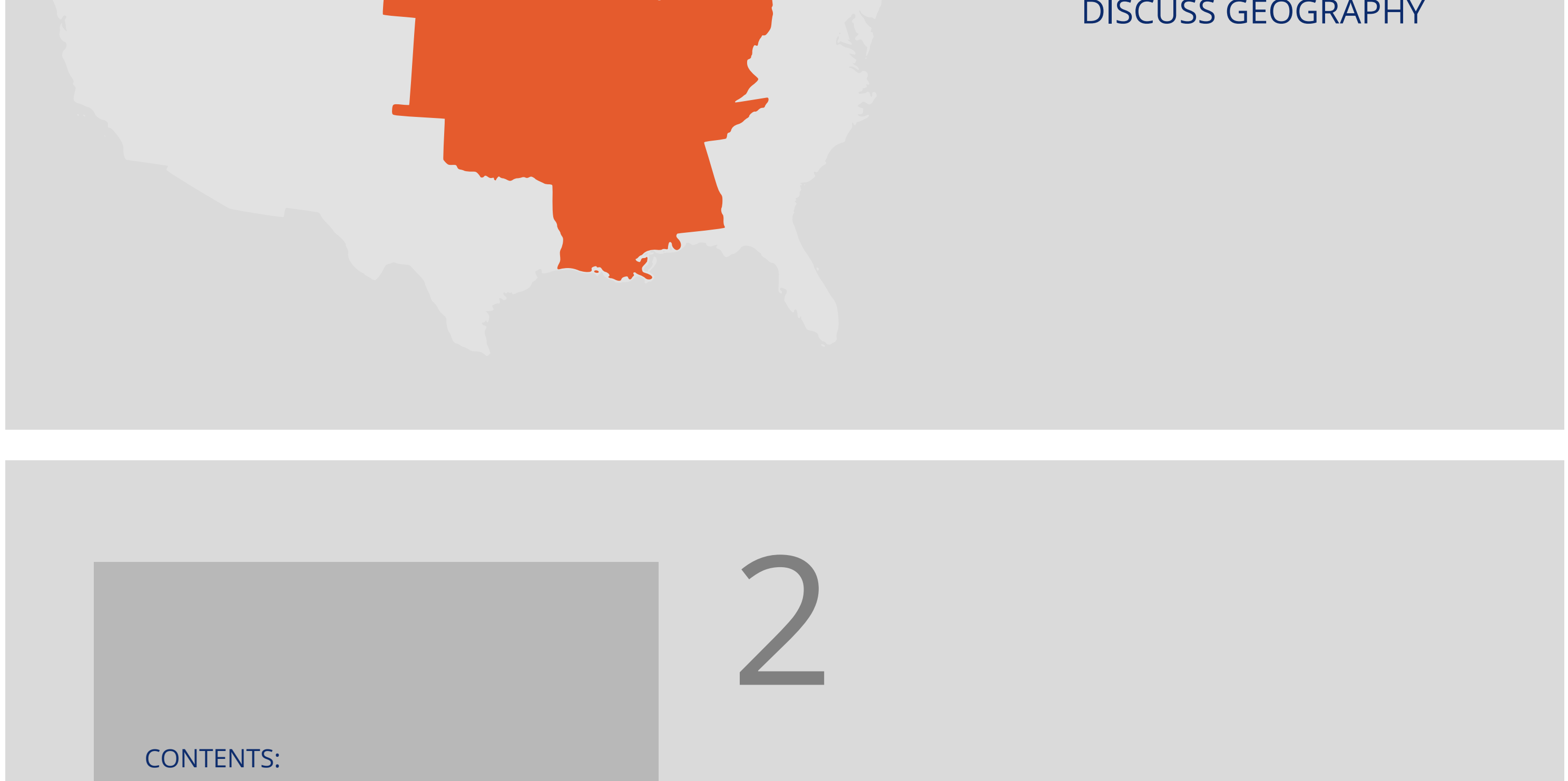




INTRO SECTION - LAY OUT THE LOGIC OF THIS EXERCISE

What is the Heartland (list/show states)
Describe what we measure and why.



The Data

Links to data



Given the number of indicators, this should be as concise as possible. It should include change value and most recent level.

Heartland Dashboard
Find data for a given metro, micro, state, or rural area

Geo selection ▾



Perhaps a more concise representation of the data would a shaded table, with rows like:

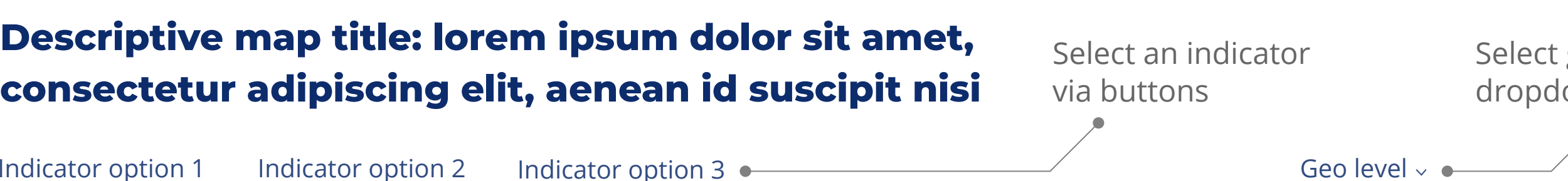
Outcomes		
In selected geography		
Growth indicator	Change	Value
Employment	■ xx.x%	xx,xxx
Jobs at young firms	■ xx.x%	xx,xxx
GDP	■ xx.x%	xx,xxx
Prosperity indicator	Change	Value
abcdefg	■ xx.x%	xx,xxx
abcdefg	■ xx.x%	xx,xxx
	■ xx.x%	xx,xxx

Drivers		
In selected geography		
Driver indicator	Change	Value
Driver indicator 1, 2010 to 2016	■ xx.x%	xx,xxx
Driver indicator 2, 2010 to 2017	■ xx.x%	xx,xxx
Emp. to pop., 2010 to 2016	■ xx.x%	xx,xxx
GDP, 2010 to 2016	■ xx.x%	xx,xxx
Jobs at young firms, 2010 to 2016	■ xx.x%	xx,xxx
Median earnings, 2010 to 2016	■ xx.x%	xx,xxx
Poverty rate, 2010 to 2016	■ xx.x%	xx,xxx
Productivity, 2010 to 2016	■ xx.x%	xx,xxx
Standard of living, 2010 to 2016	■ xx.x%	xx,xxx

Shading: Quintiles within geography type?
Will match map schemes above

Economic outcomes

If worried about space, toggle between outcome categories with buttons.



Descriptive map title: lorem ipsum dolor sit amet, consectetur adipiscing elit, aenean id suscipit nisi

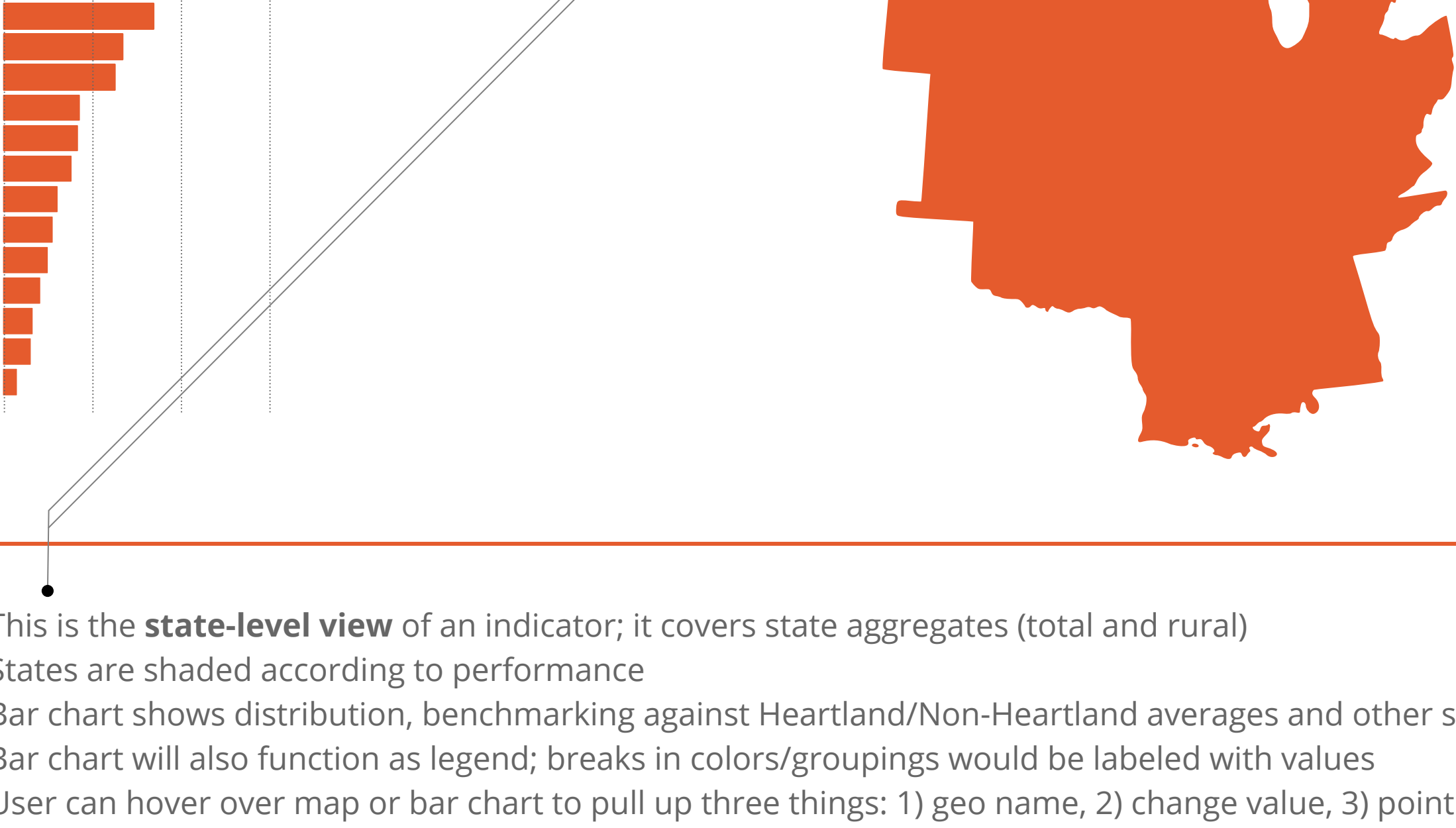
Select an indicator via buttons

Select geo level via dropdown

Indicator option 1 Indicator option 2 Indicator option 3 Geo level ▾

Map definition title: Indicatory, geographies, 2010 to 2016

Maintain one time period



This is the **state-level view** of an indicator; it covers state aggregates (total and rural)
States are shaded according to performance
Bar chart shows distribution, benchmarking against Heartland/Non-Heartland averages and other states
Bar chart will also function as legend; breaks in colors/groupings would be labeled with values
User can hover over map or bar chart to pull up three things: 1) geo name, 2) change value, 3) point in time level
This is not the primary interface for retrieving a place's data

For **metro/micro area maps**, I propose using points (dots) to place the geographies on the map and sizing them by population or other appropriate scale variable (e.g. gross product, employment, etc.) The map will need to be zoomable to facilitate highlighting places on the map. Also note that for micro areas, with around ~300 observations the bars in the chart will be extremely narrow. The chart will still be useful for displaying the distribution, but the user will have difficulty interacting with it (trying to hover).

For mobile users, my inclination is to knock out the maps and simply display the bar chart. This will give a quick readout of the distribution of values and comparison to non-heartland

Other considerations: Some indicators are unavailable at the micro and rural levels. Those will be unavailable to the user when those geographies are selected.

Repeat module for drivers



Descriptive map title: lorem ipsum dolor sit amet, consectetur adipiscing elit, aenean id suscipit nisi

Indicator option 1 Indicator option 2 Indicator option 3 Geo level ▾

Map definition title: Indicatory, geographies, 2010 to 2016

