

Report Homework 3

Networks and Infographics

0.- Introduction

In this homework we are assigned to prepare two things:

- A graph or a tree which encodes information of products or products and countries of the dataset. Customize the given graph in order to encode attributes of the data.
- An infographic to the general public, giving some highlight of the company. The scenario is that it is 2007, the company is glad with the results and it is publishing an infographic in its social network to get more followers.

1.-Dataset

In this case we are using the same data from last assignment. The source of this dataset is Watson Analytics:

<https://www.ibm.com/communities/analytics/watson-analytics-blog/guide-to-sample-datasets/>

It is a dataset encoding data of products and sales from a worldwide sport equipment company.

2.- Product tree

User Analysis:

Users:

The target group of the tree is the product manager, who asks for an interactive and simple way to see the relations between products and the gross profit they make. The idea of the tree is to give a general idea of the profit of each product and to be able to compare between products.

Data encoding:

In this case we have chosen to implement a tree which encodes the hierarchical information of the product line, product type and product and also the total gross profit for every type.

In order to show this, we implement a tree, where every node is a product line, product type of product and the edges are the inclusions of every node to another, for example, a product linked with a product type means that the product is included in this product type.

We have distinguished the different classes of nodes (product line, type or product) with three different intensities of blue and a legend to support them.

In order to encode the gross profit in the nodes of the tree, we change the radius of the nodes to represent the gross profit. As encoding this information in the radius gives an incorrect perception of the difference between nodes, we normalise this values by the square root.

3.- Infographic

3.1. User Analysis and Company Goals:

3.1.1. Users:

The target group of this infographic are the followers of our social networks that are already customers or not yet customers but as followers of our social networks they are potential customers (or customers of similar products from other companies). We also want to reach to new followers/customers with similar tastes.

As our products are mainly focused on products to use for outdoor activities and sports we assume that our public share common hobbies/activities in their free time.

For this task our users have the following characteristics:

User Expertise :

We aim for a big audience, our current followers and other social network users that we want to attract. It is not necessary for them to have a deep knowledge on our company, just to know our company name, some idea of our company and the products associated. With the infographic we may provide them new information. They may be at least familiar with the use of social networks, and be current users or potential users of our products.

Audience size :

As stated above we aim for a big audience. At the moment of the confection of this report Decathlon France facebook page has about 900 thousand followers and about 70 thousand on instagram. We assume that our company is similar in size as Decathlon.

Technology platform:

Web Browser or app of the social network where the infographic will be published.

Screen type:

Computer display, or smartphone display. Due to vertical orientation of the infographic, some scroll will be needed.

3.1.2. Company Goals:

In order to decide the company goals for the infographic, we have assumed that the current year is 2007 (last year of the data) and that it has been a good year overall. For this reason we want to share this good results to the public in a form of an infographic..

The infographic has been designed as a high level view of the company and a summary of the good results of this year to share with our followers (which means that it doesn't need to be as informative/accurate as with the dashboard for the account managers).

The high level view of the company is just informative just to inform or remind the followers that the company may sell products on other fields that the users don't know (for example a user who plays golf but don't know that the company also sell camping related products she or he may be interested in).

We also represent in a friendly way the average profile of our users so that we can get some engagement with the community of our followers, or new followers that identifies with our customers image.

3.2. Graphic Design of the Infographic:

The infographic designed doesn't follow at all the standard designs discussed on class (timeline, comparison) as we considered that with the provided data there wasn't enough information to produce a timeline or a flowchart. As stated before, the company is very satisfied with their results and it wants to thanks its followers for such good results (and attract potential new ones).

3.2.1. Typography:

As we want to send a friendly message to our audience, in an informal context, we decided to use an informal font sans serif. (in most of the infographic we use a font named Exo). We use capital letters for the concepts YOU and WE that are key for the company marketing purposes. We tried to avoid long sentences except in the introduction section.

The yellow color is predominant in the infographic as is the corporate color of the company.

3.2.2 Sections:

We have divided the infographic in two main parts or themes, one part about the company (“WE” part) and another part about our followers (“YOU” part). The motto of this infographic (and the marketing campaign associated with it is “WE are here thanks to YOU”, so the idea is that our good results are thank to the customers)

Let’s see each section of the infographic from top to bottom:

Section 1: The Top Section there is the name of the company QuickGold (vaguely inspired on QuickSilver), the motto of the marketing campaign, and it contains the introduction and foundation of the infographic. There is a subsection with subtitles “WE” and “YOU” in which we write directly to the audience to engage them.

Section 2: “WE bring you experiences”. With this title we summarise in this section the product lines of the company and we write down some of the products of it. The objective of this section is to present ourselves to the audience in case there is some product line they ignore. We use a simple image to represent each product line.

Section 3: “WE know YOU”, in this section we represent a friendly portrait of our customers and followers we want to attract. We use examples of “popular products” (in terms of quantities sold in 2007 from the data). The information is encoded in the form of two avatars with the aspect of two young people that our followers lay be identified with.

Section 4: “YOU have meet us all around” In this section we provide geographical data of the countries where the company sells encoded as a world map, where the countries where we sell are painted. We also encode the information of the amount of sells as yellow human figures placed on the map. Five humans on a country is the maximum amount and 1 is the minimum. Also the gross revenue of the year 2007 is included.

Section 5: ”YOU have reached us”, in this section we show the ways the company sells (retailers) and in which ways our customers can buy. This information is encoded in the form of simple images representing each. Finally a subsection with contact data and the logo of some of the social platforms where the company is active.

3.2.3. Data Used to support the infographic:

In this infographic there are information that we have make up (such as some information about the company and/or users) and some information that come from the data itself. For this second type we have used :

- The five types of Product Lines.
- The seven types of Retailers.
- For each Product Line we have used the Product that has generated the higher gross revenue to define the “favourite products of the Users”.
- We have used the revenue group by Country in order to design the world map with persons on it (the number of yellow persons on a country is proportional to the gross revenue generated by the country, with five persons the maximum and 1 person the minimum)

3.2.4. Used tools :

For the infographic we have used a website called visme.co (its free version). It contains free templates and vectors and a friendly interface to create infographics (and other files such as presentations) since no one in our group have any experience with graphic design tools such as Photoshop, Illustrator etc...

For some of the figures we have used vectors found on shutterstock.com.

4.- Components tasks

The distribution of the tasks have been the following :

Montse Brufau : Tree coding and data manipulation, report.

Alex Ferrer : Tree coding and data manipulation.

Markos Gavalas : Infographic, report.

Jonatan Piñol : Infographic, report.

5. Appendix

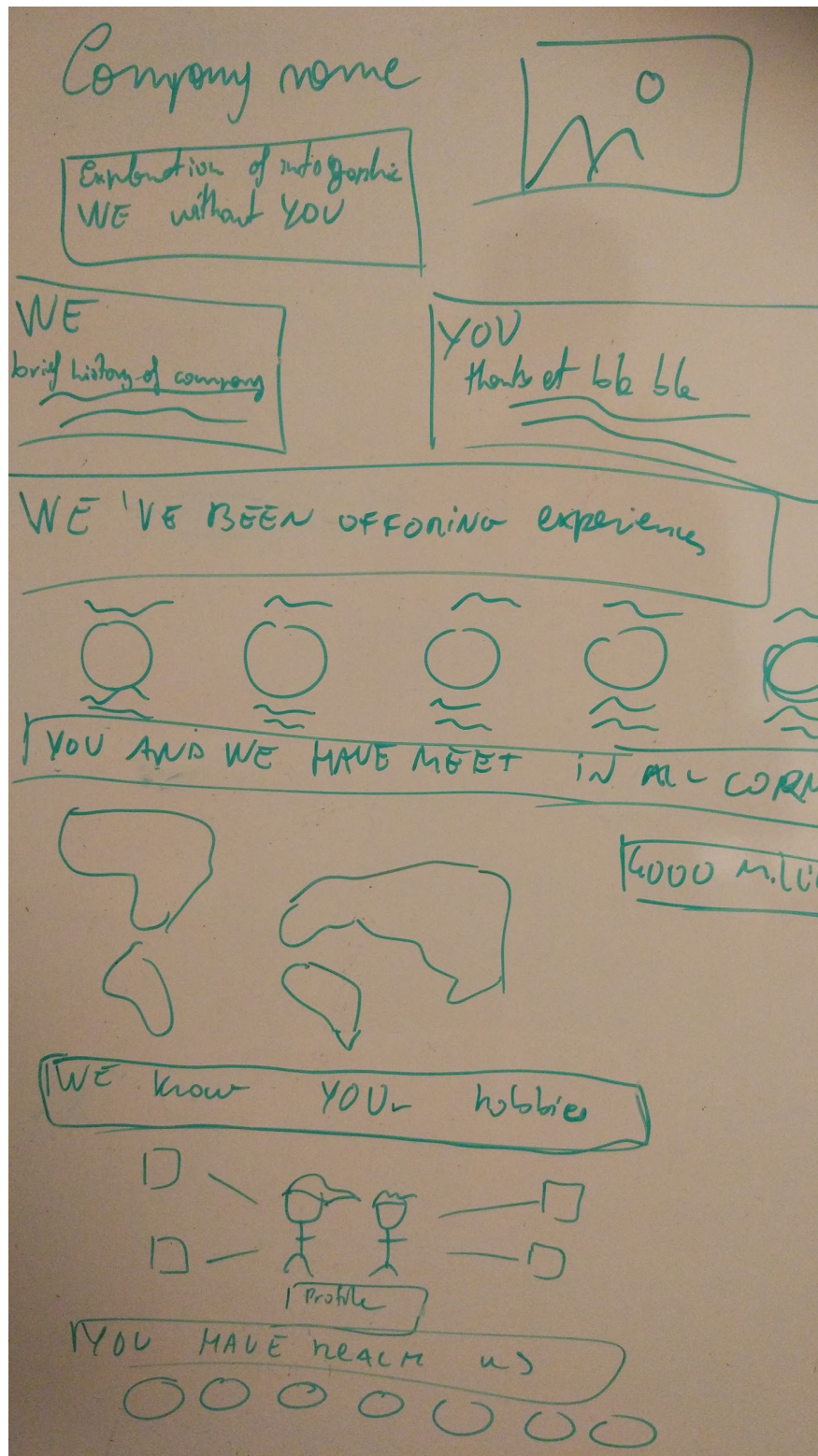
Encountered issues/difficulties :

Due to space problems, when we expand the whole tree, the nodes and the labels overlap and is difficult to interpret the tree.

We used a visme template, free version, that's why we cannot get rid of the visme brand logo (only premium accounts can).

The data provided was not enough

Some designs:





QUICKGOLD

WE are here thanks to YOU

Since 2004 we have enjoyed an unprecedented increase in all aspects, and that is because of the confidence you gave us. Thanks to you more and more people can enjoy their more extreme hobbies with the highest safety. Thanks to you more and more people can discover new activities that will make them feel alive thanks to our newest product lines, and thanks to you we are where we are.



WE

Our motto is "the live is outside". We provide you the "last advances in accessories and products so you can enjoy your outdoor activities that make you feel alive."



YOU

Have we already thanked you? We can do it again and again, your confidence in our products is our most precious reward.

WE bring you experiences



Personal Accessories

Eyewear, knives, watches, binoculars ...



Golf Equipment

Accessories, Irons, Woods, Putters



Outdoor Protection

First Aid, Repellers, Sunscreen



Mountaineering Equipment

Rope, Tools, Accessories ...



Camping Equipment

Tents, Sleeping Bags, Cooking Gear ...

WE know YOU

Perfect skin thanks to our **SUN SHELTER 30**



No more callus growth after the last golf match with your boss since you use our **COURSE PRO GLOVES**





You are fit, you are young (in body or/and mind) and you feel complete outdoors.

No more eyestrain spying the neighbours after using our **RANGER VISION Binoculars**



Instant win against an angry Bear with our **SINGLE EDGE knives**



YOU have meet us all around



SINCE 2004
\$456 MILLION
THIS YEAR

YOU have reached us



TELEPHONE



FAX



SALES VISIT



EMAIL



MAIL



WEB



SPECIAL

CONTACT US
Phone: 12345678 Fax: 12345678
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