

DESIGN STUDIO

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We presented our final project visualization to a group of two students in CS 171. We received very helpful feedback and suggestions. Their comments were mostly related to optimizations to our current model rather than redesigns.

The most important feedback we got from the design studio was that the current display leads the user to believe that the visualization was designed to display information about companies rather than the venture capital firms that invest in their companies. This is because most of the captivating colors in our visualization separate companies from one another. We thought this was very helpful feedback because it made us think about what we could do to change the user interaction to better optimize for this. First, we realized that a title and short instructions explaining what each of the radio buttons, checklists, and other actionable items do is very important. Second, we realized that the graphs of the venture capital firms, and the option to highlight the companies that each firm invested in should precede the tree diagram. While the visualization has lots of information that would be useful for different contexts, we believe this flow will make sure that the visualization is optimized for our target audience.

The group we talked to also gave us very useful ideas on how to balance textual information with our actual graphics. They suggested that we include stories in tooltips, so that the viewer can have a better sense of the types of companies that the firms invest in. They suggested that we either integrate this via tooltips or in subdetails below the tree diagram.

Next, the group suggested that we include some detail graphs that include some measurement of time in them. They believed that it was crucial to know the lifecycle of a company (between financing rounds) and also believes the end user would benefit from knowing if a particular venture firm is currently active in a certain sector or was previously active in that sector (and believe some sense of dates will help explain this). We took note of this and implemented a timeline feature as a detail graph of the visualization. This graph shows the relative size (visualized in the radius of the circle) of the funding around on a timeline. Thus, you can see when the major funding rounds occurred and how spaced out each of the rounds were.

Finally, the group suggested that we limit the options of what type of financing rounds a viewer should be able to see. We came to the agreement that if the audience of the visualization is someone who is interested in raising capital from a venture capital firm, they are unlikely not going to care about financing rounds where venture capital firms

do not participate. These include rounds like private equity funding, angel investments, growth equity, and post-IPO funding. We decided to implement this and include it in our milestone submission.

How We Will Implement These Suggestions:

- Add Titles to Guide the User to Choose A Venture Capital Firm
- Include Venture Capital stacked bar charts before the treemap so that the user clicks on a venture capital firm and isolate portfolio companies on the tree map
- Include a timeline graph where size of the round (in millions of \$) is displayed in the radius of the circle.
- Include tooltips with additional details about the companies, such as recent financing events, founders, websites, founding date, other recent news, etc.