**Data Visualization Creation: Poop MD**

**Project Description**

The basic project description is as follows:

* Two data visualizations, using collected data from the Poop MD app and provided by the research team.
  + The proposed data visualization consists of two matrices consisting of small shapes corresponding to the colors of each of the “poop images” collected from the app, corresponding to each of 3 “poop types”. This will enable the user to see both the overall color palette and number of observations in each cell.
    - The first matrix is a 1x3 matrix that consists of all of the approximately 1,200 images collected through the app.
    - The second matrix is a 3x3 matrix that compares the three poop types to the evaluations submitted by the 7 pediatricians.
* Under the first pricing scenario, the two visualizations will be provided as a static image using a standard image format (e.g., PNG, JPEG, SVG, etc.).
  + Estimated price: $1,500
* Under a second pricing scenario, the two visualizations will be provided in an interactive format where users could hover or click over each shape in each matrix. The tooltip would reveal additional data (e.g., date image submitted, age of child, actual picture, etc.) as collected through the app. The interactive visualizations would be built in the [d3 JavaScript](https://d3js.org/) library, and we would work with the researcher and staffs at the Johns Hopkins University (JHU) or the Journal of the American Medical Association (JAMA) to post the visualization(s) to the appropriate website. In this scenario, static images could be provided in addition to the interactive visualizations.
  + Estimated price: $2,200

A separate project would be an “interactive, narrative data story” in which interactive data visualizations would be paired with text provided by the researcher(s). This project could take many forms, and additional discussion and planning is required. One possible model for this approach is the New York Time’s “scrollytelling” project [*Rating a Health Law’s Success*](http://www.nytimes.com/interactive/2014/05/19/health/rating-a-health-laws-success.html?_r=0)*.*

Note: This document is a simple description of work and does not consist of a contract or agreement with Dr. Douglas Mogul, the Johns Hopkins University, or the Journal of the American Medical Association.