

Data Visualization Final Project Report

Project name:

Home and rental prices visualization

Group members:

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Chandan Gope

Aniruddh Nautiyal

Project URL:

<http://people.ischool.berkeley.edu/~chandangope/project/>

Work breakdown:

| Subtask | Distribution (%) | | |
|-------------------------------|------------------|-------------|----------|
| | Chandan | Pragnesh | Aniruddh |
| First prototyping | 40 (Tableau) | 20(Tableau) | 40 (D3) |
| Final viz design (Tableau) | 35 | 55 | 10 |
| Data prep (cleaning, joining) | 30 | 70 | |
| Usability testing - script | 15 | 15 | 70 |
| Usability testing - execution | 33 | 33 | 33 |
| Server setup (ischool) | 60 | | 40 |
| Video | | | 100 |
| Final presentation | 25 | 15 | 60 |
| Updating github | 60 | 40 | |
| Final paper | 30 | 30 | 40 |

Additional notes:

Viz changes after in-class live demo:

- HTML updates about user text, usage, insights
- Updating color scales

Exclusions from in-class presentation:

1. We wanted to share some more insights (with severity rating 0: not a real problem, 1: cosmetic) we got from the first user impression, but could not accommodate these for the sake of time.
 - Users seem to be having a predisposition to their preferred color scale, even with the same diverging color scales being used throughout all visualization sheets. Perhaps, they have predisposed to a different color scale e.g. red (averse)-green(good). **(1)**
 - Users seem to overlook the boxes filters and/or legend or drop-down list, likely because they are far spaced from each other. This should be fixed - made into one compacted, composite and emphasized box. **(1)**
 - It seems users would benefit from a example scenario, of employing the metric plotted on the map. This will make them comfortable much more quickly. **(0)**
2. More details of iterations that we went through:
 - Changing the joins on data, calculation of metrics
 - Changing the units, interactive elements, tooltips for more ease of use
 - Type of data shown - in tables, drop down boxes
 - Rendering resolutions