Data Visualization Final Project Report

Project name:

Home and rental prices visualization

Group members:

Pragnesh Krishnan Ramachandran Vidyasagar
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

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

3. Case study analysis of SF Bay area