

Infographic Supporting Documentation

This San Francisco Airbnb and Housing Trends infographic is designed to present the trends in an easy to digest way, with blocks of contrasting color to break up the content and a minimal amount of text. I included an illustration of the iconic San Francisco Golden Gate bridge as the background for the title so people can immediately visualize where we are, with a brief summary of the main message directly below it.

In terms of design methodology for visualizations, I decided to go with a line graph for total Airbnb listing numbers to see the pattern over time so that it would be more comparable to the housing trends. The text visualization for Airbnb average prices per night is a simple straightforward way to visualize the highest and lowest prices. I used lowered opacity to separate the information and contrasting color for the highest prices to make sure they stood out. The bar chart of total listings per neighborhood allows for an overall comparison between the listings across different areas without too much information. It has full opacity and focus for the Mission District and lowered opacity for the rest of the neighborhoods to send them to the background. I found line charts to be the most valuable for tracking population and unemployment over time as well, especially to be able to compare all of the trends.

Overall, I chose the orange color to define the Airbnb data and the blue to represent housing data and other factors. I went with a dark brown tone for text and axis lines rather than black to differentiate them and soften them. The icons of houses and people also help relate to the content of the data displayed.

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Golden Gate Bridge illustration by Lauryn Medeiros.