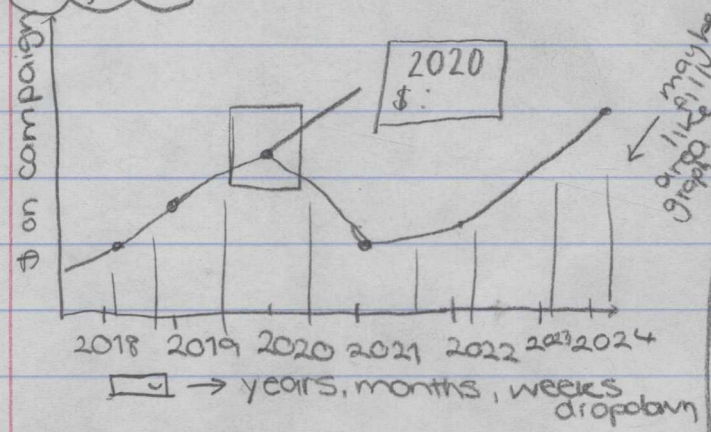
Cristina Perez
Sheet 2

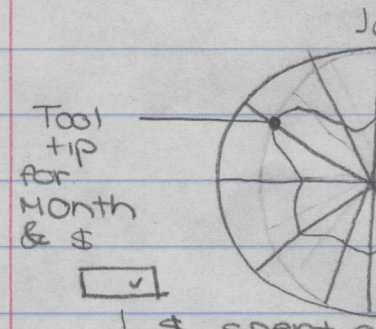
## Layout



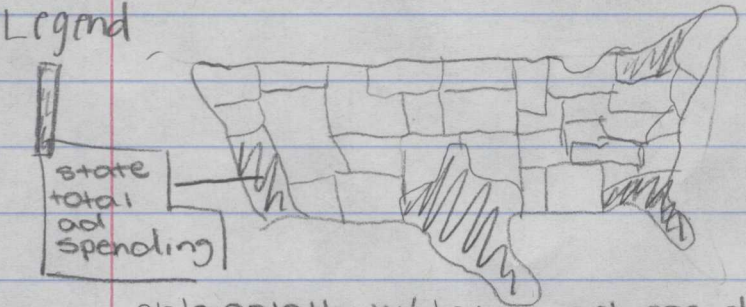

→ in order to allow users to explore the trends on a deeper time level. I also added a tooltip in order to be able to quantify peaks and dips in the data. The zoom select interval tool may also help to focus on what the user wants from the data.

* zoom interaction select interval
* tooltip w/ time interval and $ bin to be able to investigate peaks

• Radial graph is used to evaluate month trends across the years with a tool tip to be able to quantify the differences between months. I think we will likely decide to display 2 radial graphs to give a complete picture.




• The chloropleth will be used to give a state by state picture of where the $ is going, may to show regional trends or state trends. Tool tip for information on $ & to understand scale




chloropleth w/ total ad spending (Light to dark (dark = most ad spending)

## Operations

• Tooltips in all of them are used as a hovering over the data area feature and will be interacted with that way.

• Brushing over the first graph to be able to focus in on peaks and areas that are target of interest

• Dropdown: click and select. for the options they may also be displayed as buttons to improve user interactivity.

## Discussion

Advantages: provides a clear depiction of the current state of political ads in easy to understand ways, freedom to explore data through interaction, displaying the information across time and space markers makes a more complete picture.

Disadvantages: If there are no glaring trends in data the visualizations will not be as effective, scope of time in data increasing may create too many points, Ad spending may make

(part of disadvantages)
* for the chloropleth, may confuse user

## Focus/Zoom

For the line graph, I have used this to show trends overtime, with an addition of a dropdown →