

Interaction

Benefits + Challenges

Even St Laurent
Sheet

Task: Attributes vs "impressions" layout

2020 V

For the Days Shown Visualization, there would be a dropdown box with options of "All time", "2020", "2022", and "2024" for each election season determined by a date range.

For the Ad Cost Visualization, the user can brush along the top histogram to highlight the points on the scatterplot within that timeframe. There also will be a dropdown box if the user would like to select a specific range that is an election season. The Vis will also allow zoom and pan.

Benefits

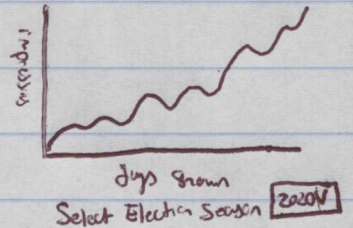
- Inclusion of both histogram with brushing and dropdown for Ad cost will allow user more freedom to explore data
- Presenting all visualizations side by side for Ad type will allow direct and instant comparison across years
- Using a scatterplot as opposed to a histogram or other metric type allows user to view full scope of data

Challenges

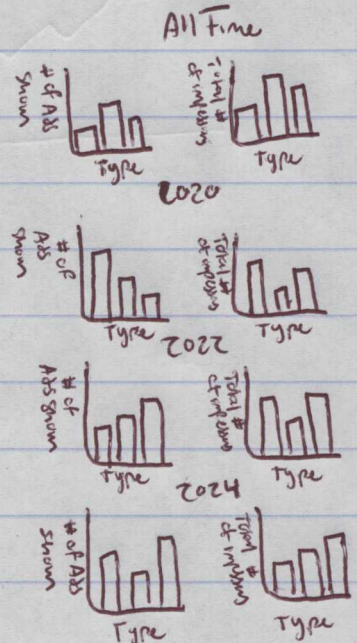
- Scatterplot would contain thousands of points, potentially making the Vis difficult to view, although zoom may help
- Ad Type being all present side by side could visually create clutter on screen
- Dropdown for Days Shown may violate "eyes before memory" principle, may be better to show all at once

Layout

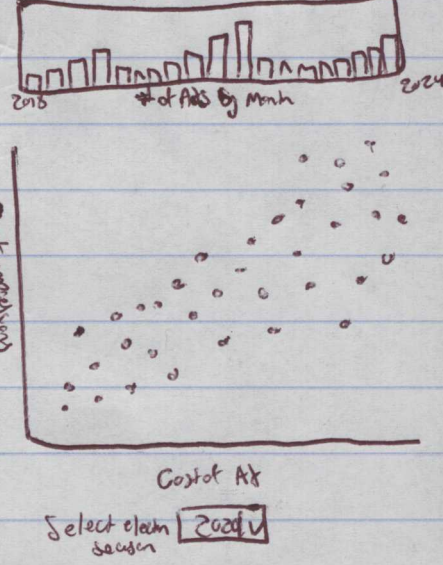
Impressions vs Days Shown



Ad Type vs Impressions



Ad Cost vs Impressions



Focus

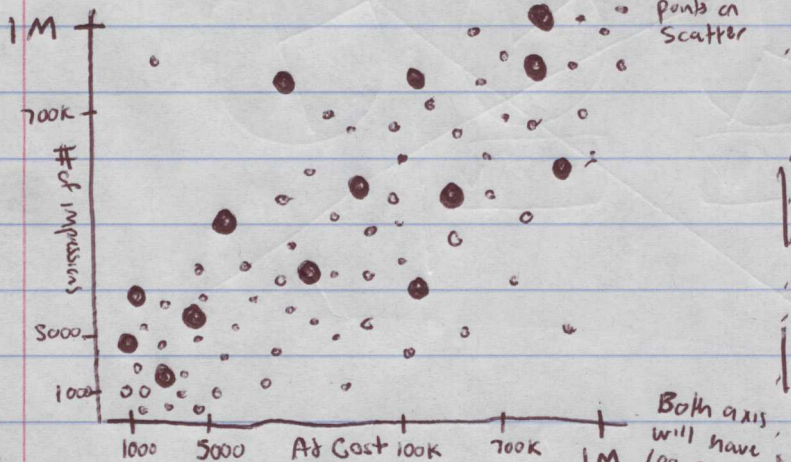
The Days Shown Vis is a simple line graph with a dropdown to choose a specific election cycle.

The Ad type Vis is pairs of bar charts with number of ads per type and number of ad views per type for all time and for the 3 full election cycles per data shows.

The ad cost Vis is more complicated.



Will allow brushing of histogram to select custom time frame, will highlight points on scatter



Drop down Select election cycle for selection of specific election

2020 V

Both axis will have log scale as there are many low cost, low view ads as well as high cost high view.