The article looks into the twitter habits of Donald Trump that are somewhat unconsciously motivated. It focuses on two main areas of insight, firstly into his relationship with each US state through his tweets, and his use of negatively sentimental language. The first area is explored firstly by illustrating which states are most commonly mentioned, and which ones are neglected to provide the user a base level of understanding. The interactive bar graph allows the user to easily compare and explore this data themselves. The population size is provided to better inform the context, without distracting from the main datapoint through use of a lighter colour. This is followed by more in-depth analysis through use of sentiment analysis scores across each state and the use of a unique mentions-per-electoral vote metric that works in conjunction to holistically inform the reader about the basic nuances of the US electoral system and give them insight into how that fits in with the eventual presidential election votes.The second half of the article explores Trump’s use of certain language by using a set of words that insinuate notions of corruption, are used insultingly, or are generally negatively connotated. This data is mapped over the time of his presidency and provides interesting insight into Trump’s reaction to key moments during his term. The final cluster diagram allows the user to finally explore the content of the data on their own terms and visually identify controversial tweets with the sentiment colour. The interactive webpage was tested with five users in an evaluation focused on ensuring the story of the data made sense to the user in a cohesive manner and the interactive elements worked appropriately and intuitively to enhance the experience. Testers were interviewed about their experience after the test, in addition to being evaluated against a set of metrics that assess the success and time taken to use the key interactions. User feedback informed changing the range of the mentions per state/population bar chart from the autorange setting to more distinctly highlight the levels of difference in mentions and population size between the top and lowest ranked states. The colour of the population bar was changed to a lighter colour as it is not the focal point of interest in the graph - it was noted to be too visually distracting in red by a test user. The colour scale of map was also adjusted based on user feedback to improve contrast so that the map’s insight is more clear and highest mentions-per-electoral-vote states can be easily picked out. One user was colourblind and suggested a higher contrast setting that was implemented.Initially red was the main colour scheme to represent republicans and trump, however it was mentioned often by users that it was too vibrant and distracting from the content so changed to be more aesthetically comfortable. The radar chart added after users mentioned the previous word bank wasn’t particularly informative to better illustrate the specific words and frequency.