General across whole story

* Don’t capitalize data labels in text commentary (e.g. should be “suspended” not “Suspended”)

Slide 1

* Audience likely won’t know what a “linear trend” is
  + Make it more descriptive and less scientific language
  + Use “different growth patterns” for most accessible language
* The population color needs to be darker, brighter, hard to see currently
* The axes are not synchronized so fraction of registered voters isn’t intuitive
* Remove the speculation about the non-voting immigrant population as you don’t have the data to back this up, even as a speculation
* Horizonal reference line for 2018 voting age population number to give clear sense of what the ultimate goal is

Slide 2

* What do you mean by edge cases…maybe use more accessible language (e.g. “the smallest groups”)
* Put the text so that it is on the left, put the active/suspended chart together with the gender chart
* The age distribution should be shades of purple, avoids confusing it with the Active filter which is also green
* In the visual you can just go to 100 years old
* Add language to text box letting readers know they should “click to filter” so they know about interactive filtering

Slide 3

* Make the play button larger or at least provide instructions regarding how it should be used
* Once it finishes, animation shouldn’t loop
* Tell readers that they can’t filter on this screen or just make it clear on screens with interactive filters that they are interactive
* If possible, add an info box to the Age at Registration pane that points out how distribution of ages skews older in Presidential election years
* Change axis title of longitudinal plot to make it clearer that the percentage shown is “percentage of all voters in 2018" (e.g. “All Current Voters”
* Floating text box to describe that the years labeled are Presidential election years

Slide 4

* Spelling mistake on Permanent
* Darken the background map so countries/other states are more visible
* Make permanent map blue color scale instead of purple, so you can use purple map color in next story point
* Make Mailing ZIP map a choropleth, with shades denoting number of registered voters (keep it orange)

Slide 5

* Make color scale be “10%” not “0.1”
  + If not possible, change legend to “Fraction Registered of Total Possible Voters”
* Make map color a purple scale instead of blue, to avoid implicitly suggesting that the data are all for
* If you can create the info text, “click on the X to see this”
* Add text to make it that these are interactive filters