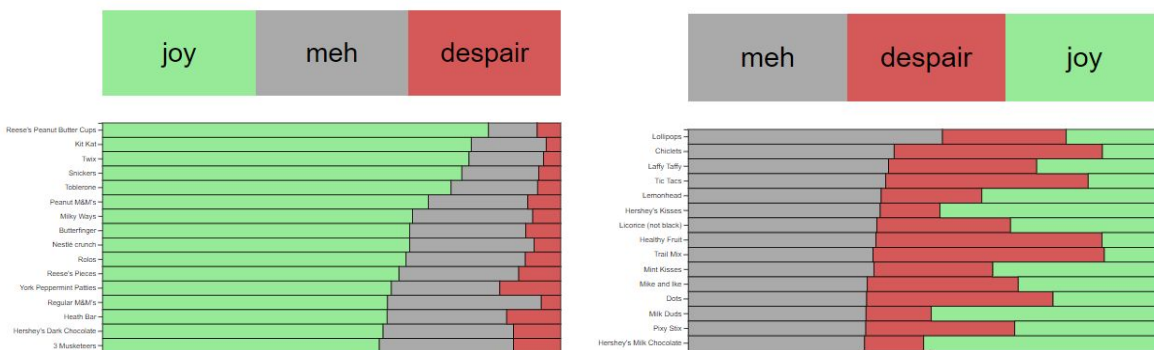# Candy Preference Vis
by Evan Goode and Juliana Petrillo

I.   Description and Design Overview
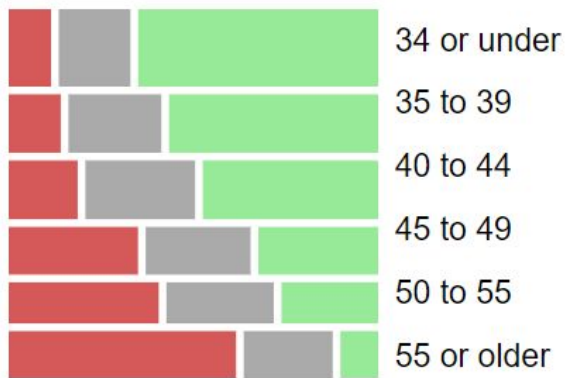
Our candy preference visualization displays the results of a survey in which participants answered how the felt when eating a particular candy: "joy," "meh," or "despair." The default view is to see the candies sorted by most number of "joy" responses to least number of "joy" responses in a stacked bar chart. The order of the bars from leftmost to rightmost is joy, meh, despair where each type of response is color coded green, grey, or red respectively. We chose a bright green color for joy because people tend to think of green as an optimistic, happy color. Grey is a neutral color to represent a respondent feeling neutral about a particular candy. We chose a dark red for the candies bringing despair because people often associate darker reds with anger or danger.

The user can reorder the bars in the chart by clicking and dragging the the labels on the top of y-axis (the horizontal axis). The chart will automatically sort by whatever label the user placed on the far left. This enables the user to prioritize any of the three responses for comparison between candies. For example, a user can see what candies are most liked by respondents by placing joy on the left. A user could similarly see which candies are least liked by sorting by despair. Additionally, a user could find out which candies are the most polarizing by placing meh on the left and looking at which candies received the least number of meh responses.
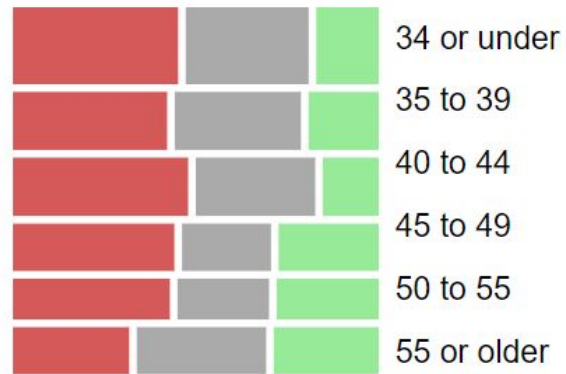

The second part of our vis is a mosaic chart that gives the user more information about any one particular candy. The mosaic chart breaks down the responses for a particular candy by age group, so that the user can compare the candy preferences among various age groups. The rectangular chart is divided into four horizontal bars representing six age groups. Each of the vertical rectangles is further divided vertically by percentage of responses (joy, meh, or despair). The user can select which candy the mosaic chart describes by simply clicking on any of the rows in the stacked bar chart. Below we can see that younger respondents are more likely to have felt joy while eating Sour Patch Kids than older respondents. Conversely, older respondents are more likely to enjoy Good and Plenty than younger respondents, even though
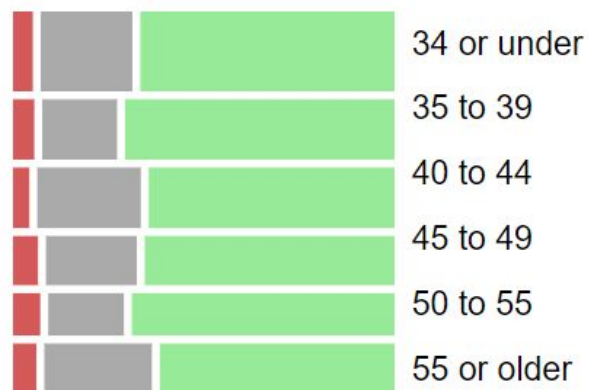
Good and Plenty is less enjoyed overall. Butterfingers tend to be enjoyed equally among all age groups.

Sour Patch Kids

Good & Plenty

Butterfinger

II. List of Analytical Questions Answered
   ● Which candies are most enjoyed?
   ● Which candies are least enjoyed?
   ● Which candies are most polarizing?
   ● For any particular candy, does a respondents age contribute to likelihood of enjoying that candy?
   ● Which candies do younger respondents tend to prefer?
   ● Which candies do older respondents tend to prefer?
   ● Which candies are preferred across all age groups?
   ● Which candies are disliked across all age groups?