

RELIGION & POLITICS USA



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PROJECT STATEMENT ★

Religion and Politics USA is a web application info graphic exploring the relationship between religion and politics in America and how that relationship varies from state to state. Users will be able to explore the religious and political statistics of each state, and how they have changed over time.

PROJECT GOALS ★

- ★ Allow users to explore the correlation between the amount of people who identify as religious in a state, and that states political majority.
- ★ Display statistical changes throughout time.
- ★ Provide different visualizations of the information so that the user can easily digest it.

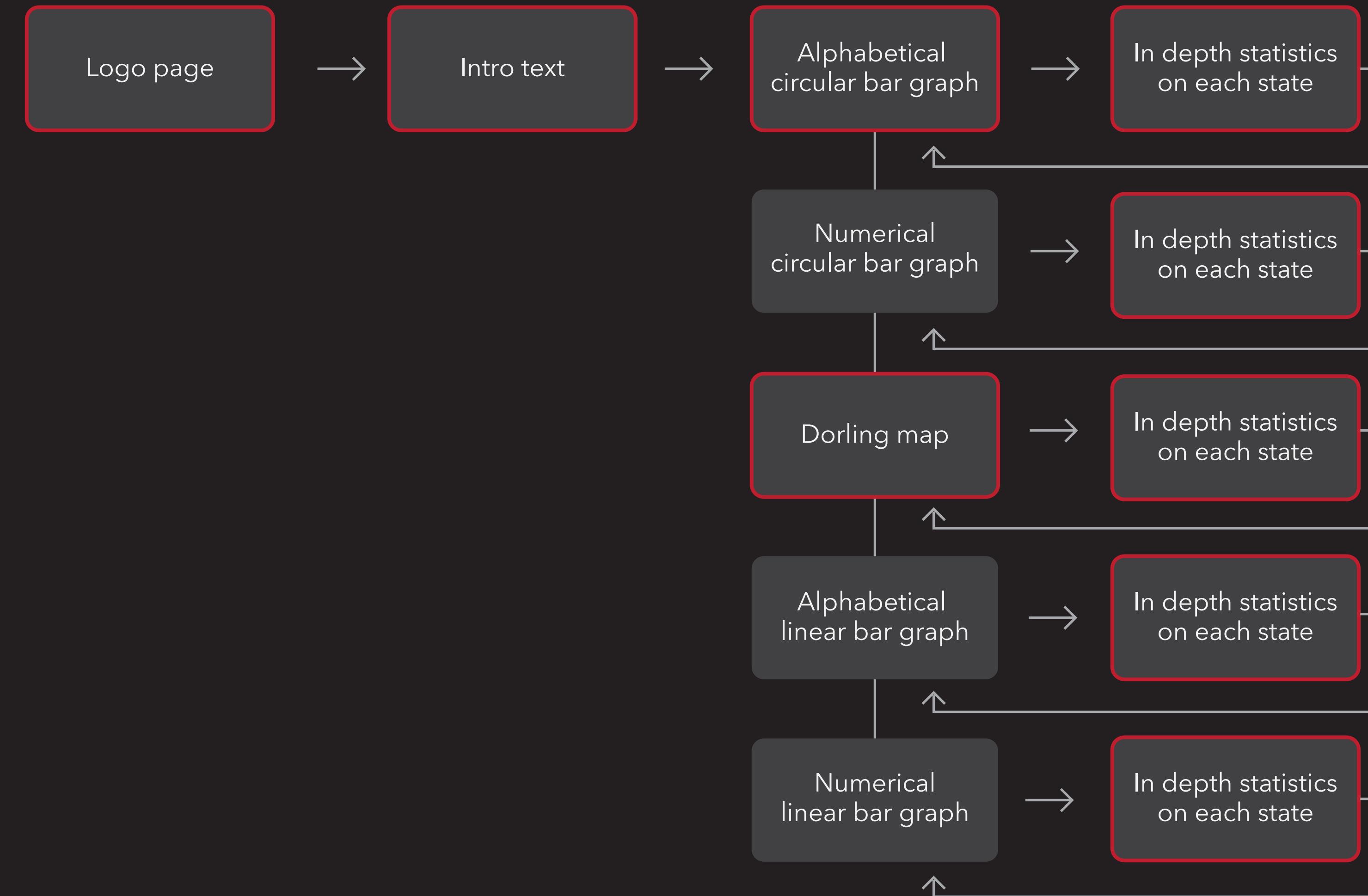
★ CONCEPT DEVELOPMENT ★

KEY FEATURES ★

- ★ Five different types of graphs
- ★ Timeline
- ★ Zoom in/ zoom out
- ★ Pop-up window hover states with statistical summary
- ★ Break down of religious and political statistics for each state

INFORMATION ARCHITECTURE ★

■ = Illustrated in final comps



USER PERSONA: Sylvia ★



Age: 20

Location: Seattle, WA

Occupation: College Student

"I would love to learn about the link between religion and politics, but the information on it is so scattered."

Sylvia was born in Portland, Oregon, but moved to Seattle at the age of 18 to attend college at the University of Washington. She is extremely smart and inquisitive. She has dreamt of being a journalist since she was 12, but she is also very creative and artistic. She is majoring in journalism and is minoring in fine arts. In her free time she likes to go to concerts, draw, read, and play with her cat Miron.

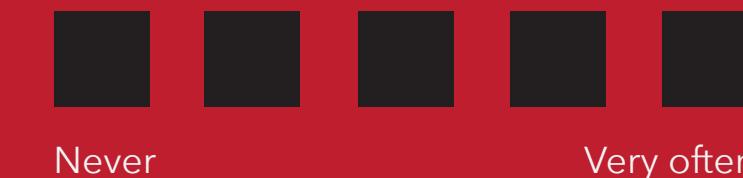
Goals:

- ★ Access to clear statistics on religion and politics in the USA.
- ★ Easy to digest graphical visualizations.

Pain points:

- ★ Reports on politics can be long and difficult to read.
- ★ Statistics on religion are scattered and hard to find.
- ★ Sources on both subjects are sometimes very biased.

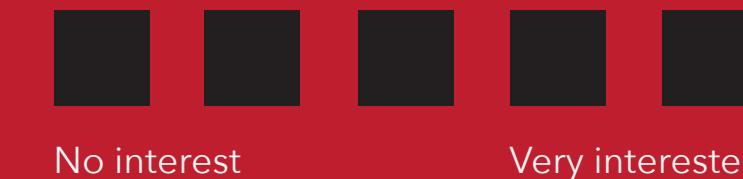
Uses the computer:



Never

Very often

Interest in politics:



No interest

Very interested

Interest in religion:



No interest

Very interested

USER PERSONA: Jamal ★



Age: 30

Location: Boston, MA

Occupation: Musician

"I love to keep up to date on the latest statistics on religion in the U.S. but I don't like my sources to be biased."

Jamal was born and raised in Boston but moved to Philadelphia to go to school. After he graduated, he moved back home and married his highschool sweetheart, Maria. They are both very devout Christians who are dedicated to being active in their church. Jamal is trying to make it as a professional musician, but also bartends as a day job. He loves hiking, reading, hanging out with friends and writing poems.

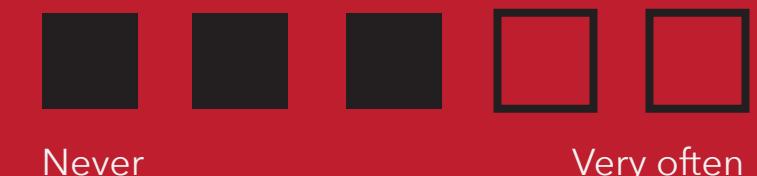
Goals:

- ★ Understand America's relationship with religion and politics more.
- ★ Interact with a fun and informative web application.

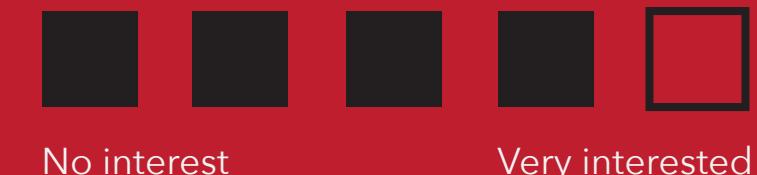
Pain points:

- ★ Many infographics on politics are dry and one dimensional.
- ★ A lot on information on religion tends to be biased.

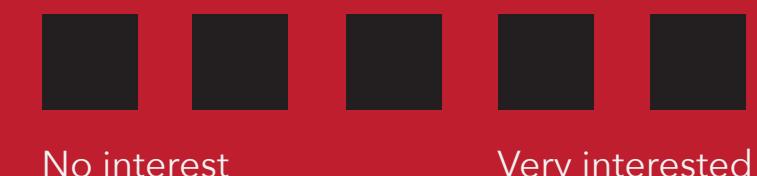
Uses the computer:



Interest in politics:



Interest in religion:



USER STORIES ★

SYLVIA Sylvia is writing a paper for her Social Journalism class. She chose to explore religious organizations who financially support politicians. She was looking for statistics on religion and politics in America but the information is so spread out and hard to access that she is having trouble getting straightforward statistics. When she finds Religion and Politics USA, she is impressed with how easily the statistics are to read & how it draws a correlation between both subjects.

JAMAL Since he is so involved in his church, Jamal likes to hear information on religion in the U.S. The problem is, a lot of this information tends to be released by religious organizations that gather their information with the intention of leaning it towards their cause. When he comes across Religion and Politics U.S.A., Jamal is very happy with how abundant the information is, and how its set up with the intention of being informative rather than persuasive.

MOOD BOARD ★

Descriptive words:

- ★ Editorial
 - ★ Clean
 - ★ Retro
 - ★ Sophisticated
 - ★ Direct

Typography:

Avenir Next Condensed

Avenir Next Condensed

Avenir Next Condensed

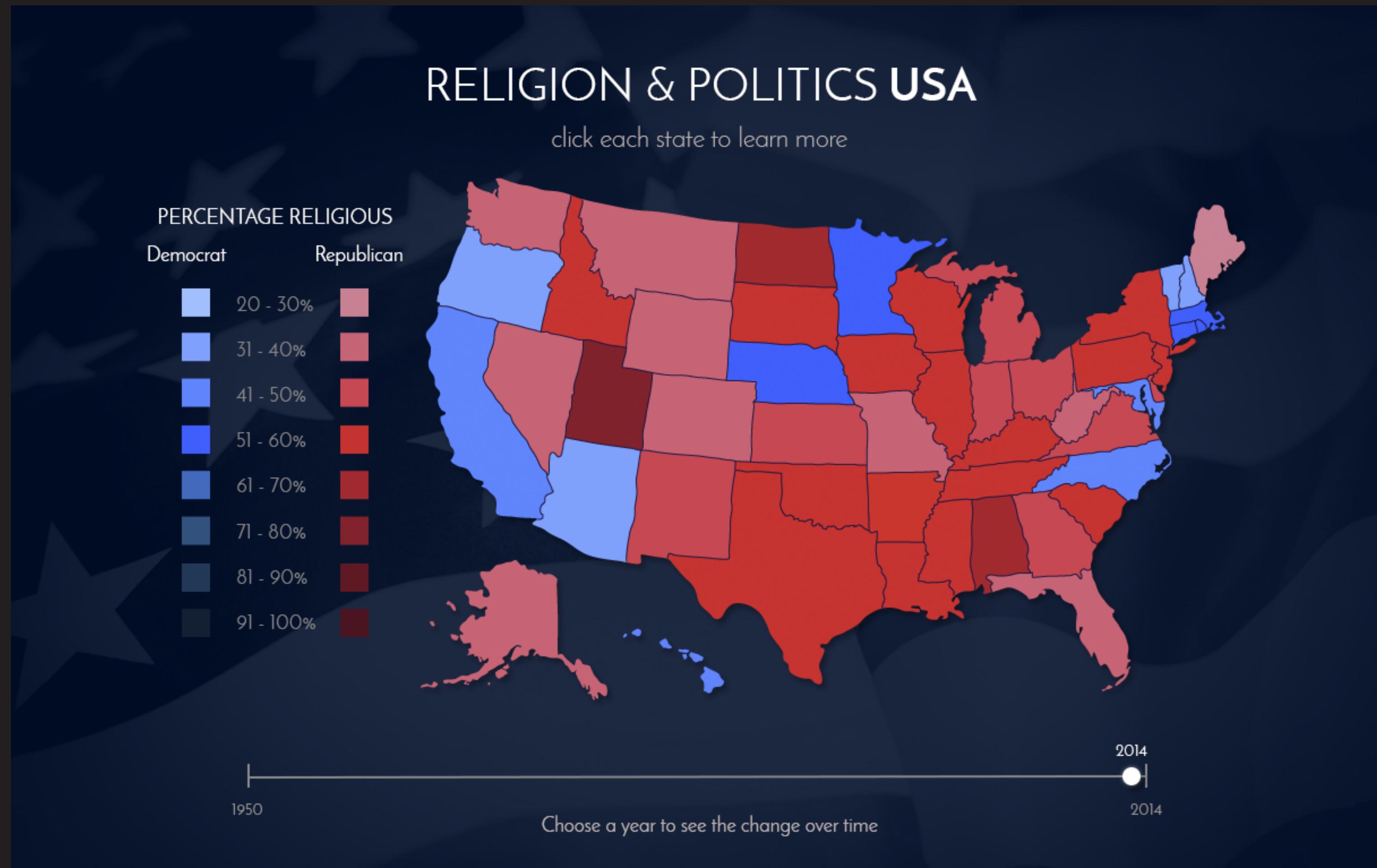


Color scheme:



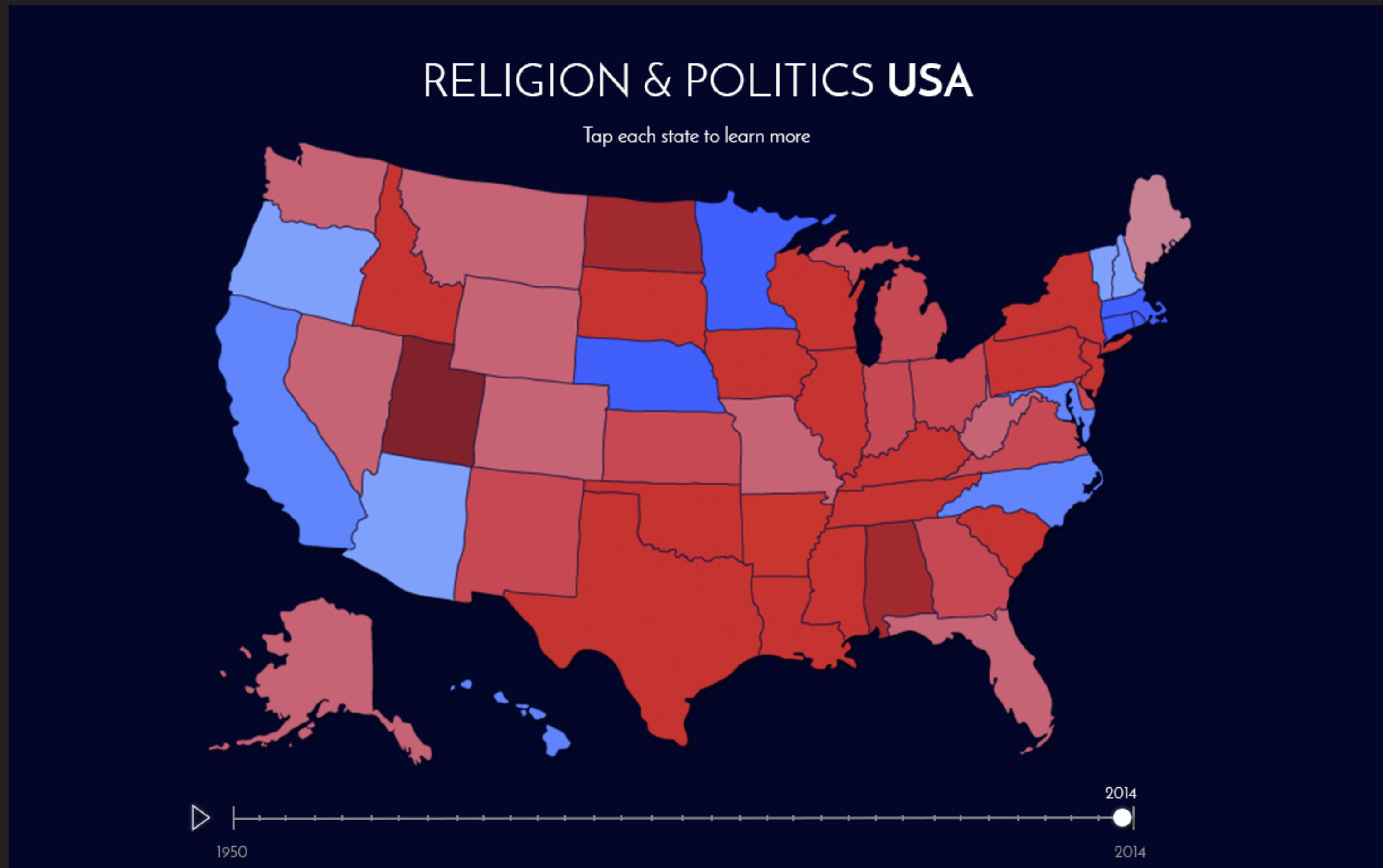
★ DESIGN PROCESS ★

ITERATION 1 ★



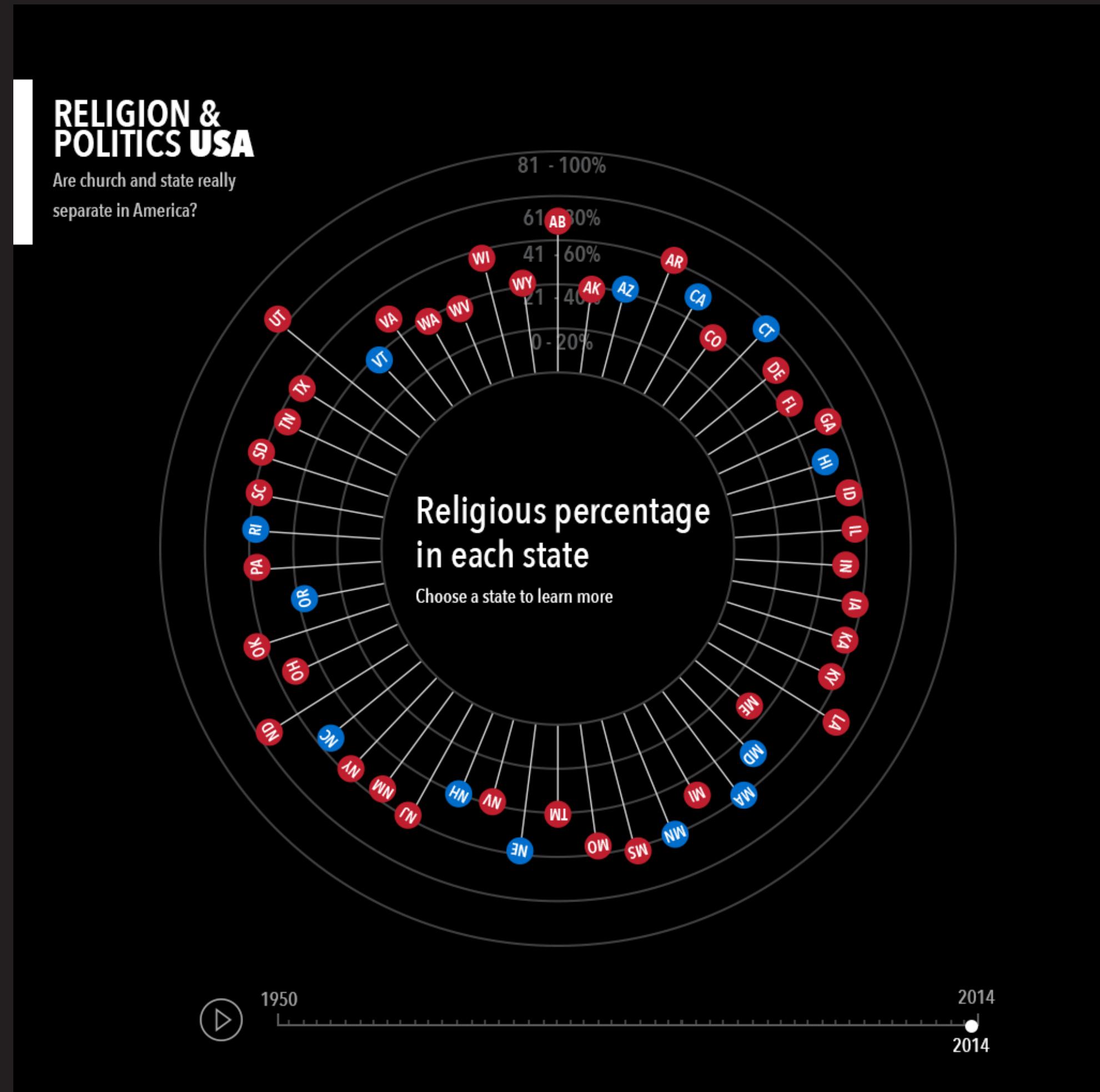
For my first iteration, I experimented with heat maps. The idea was that the darker the color of the state, the more religious. This concept made sense but it required a really complicated key in order for the user to understand it. Too much of the screen is taken up by the key in this screen.

ITERATION 2 ★



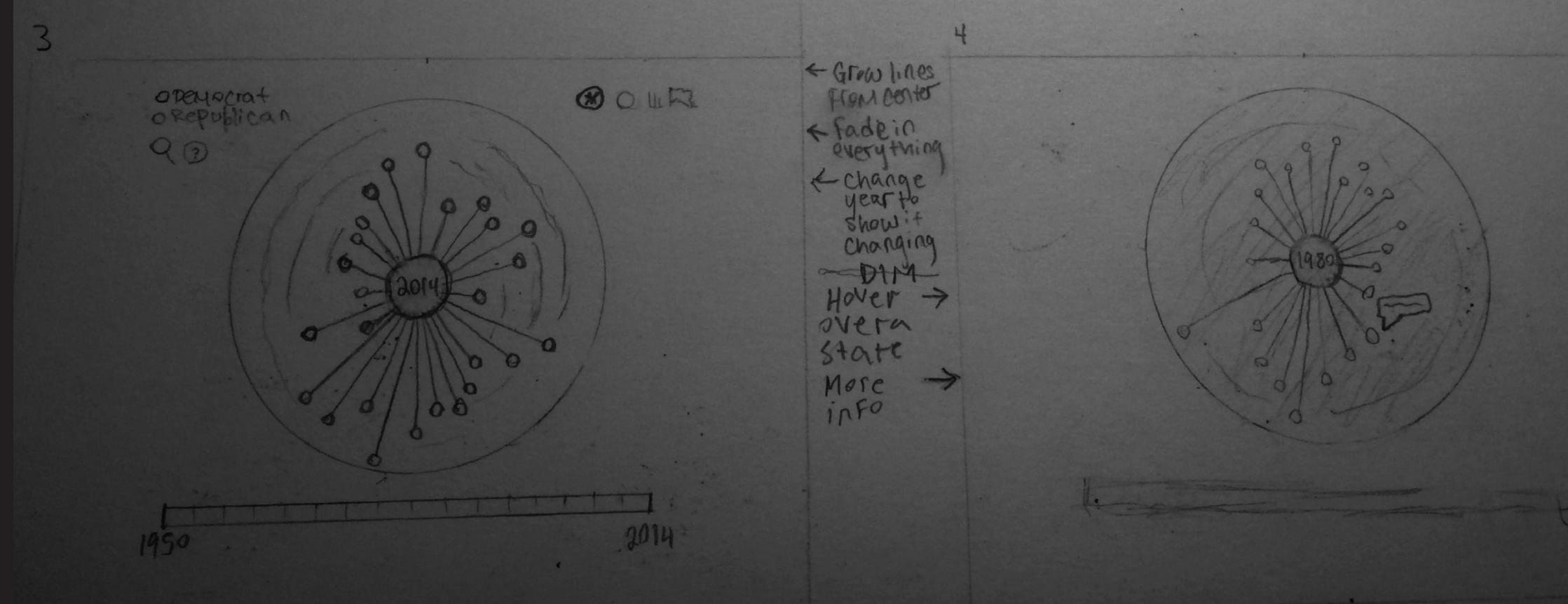
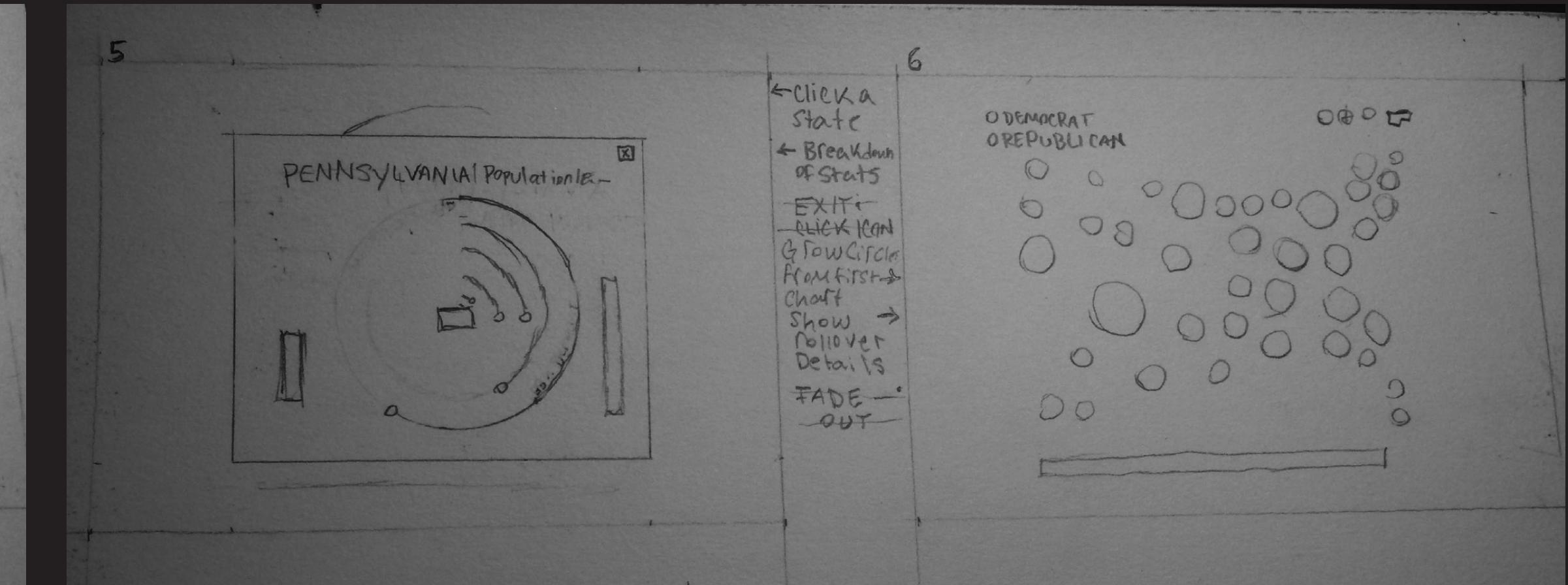
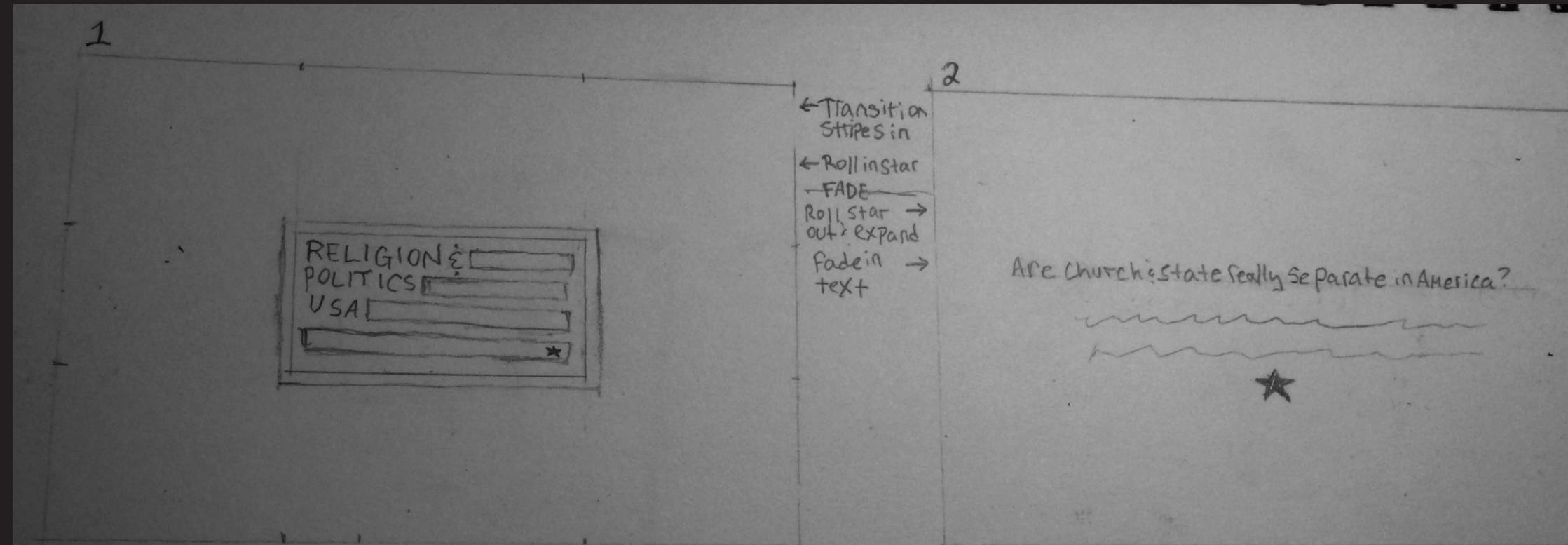
In the second iteration, I decided to stick with the heatmap idea, but have the key hidden until the user decides to open it. I also got rid of the photo in the background to reduce visual noise. The problem with the heat map, is that it is too complicated for the user to easily digest the information being displayed in this particular instance.

ITERATION 3 ★



In the third iteration, I decided to abandon the heat map idea, and look into line graphs. The only problem with line graphs is that there tends to be a bit of a hierarchy based on the order of all of the objects in the graph. I decided to make the graph circular in order to get rid of that hierarchy. In this iteration, all of the elements on the page are too close together. The title at the top lefthand side is unnecessary and takes up too much room. The graph also doesn't allow the users to interact with it very much.

FINAL SKETCHES ★



★ FINAL COMPS ★



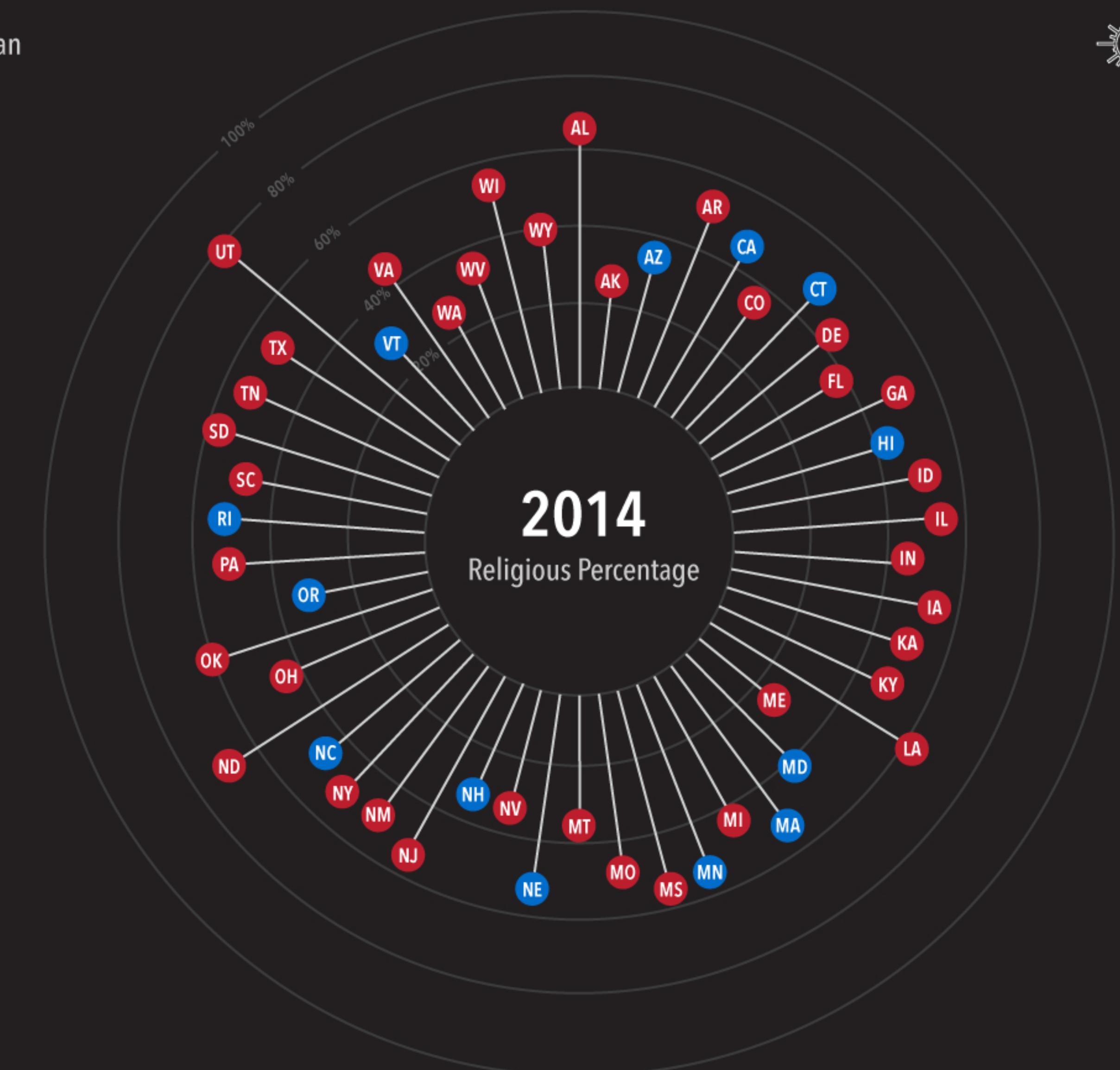
Are church and state really separate in the U.S.?

Although the U.S.A. was built on the idea of separation of church and state,
our votes are often greatly influenced by our religious views



● Democrat

● Republican

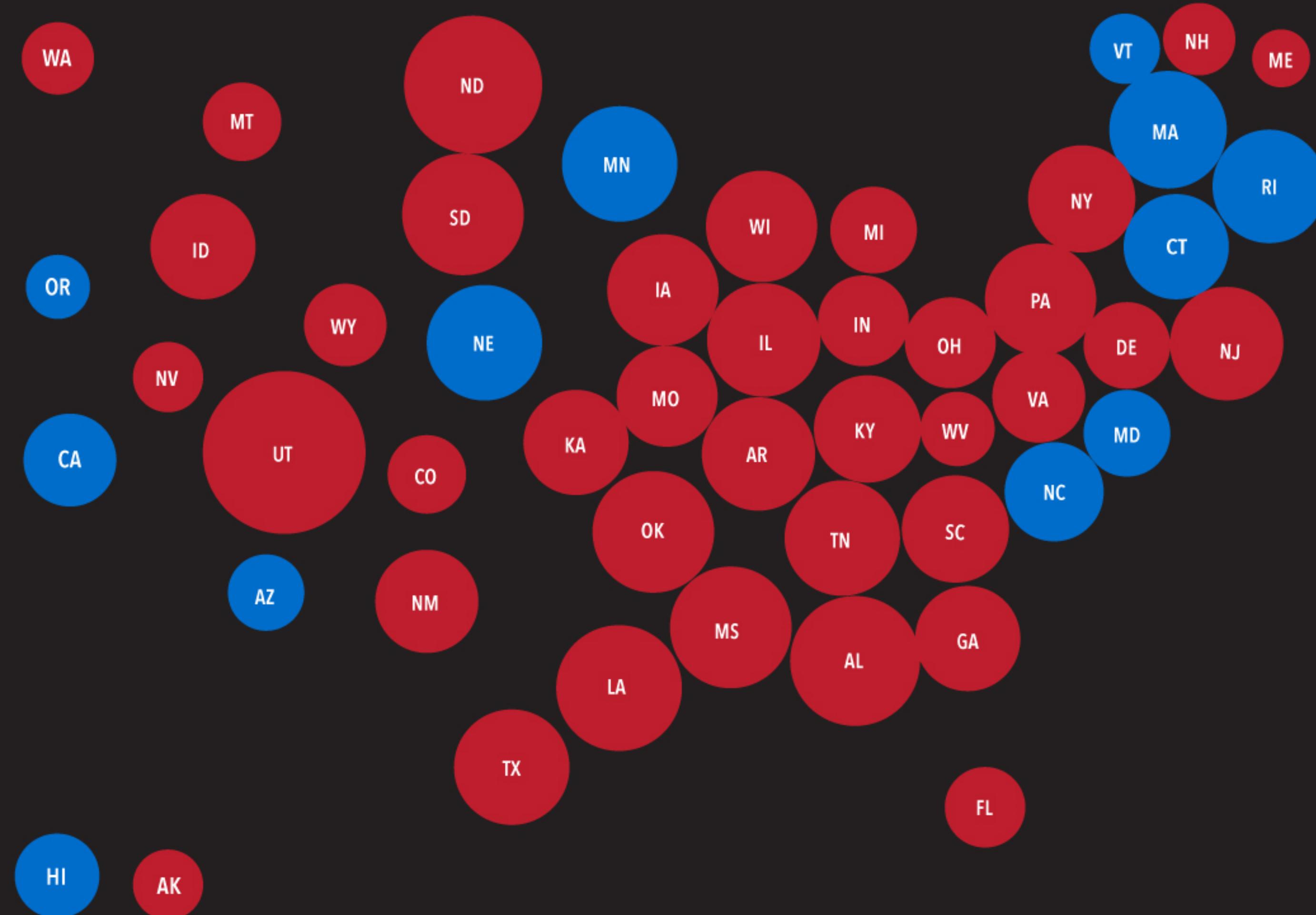


1960

2014

● Democrat

● Republican



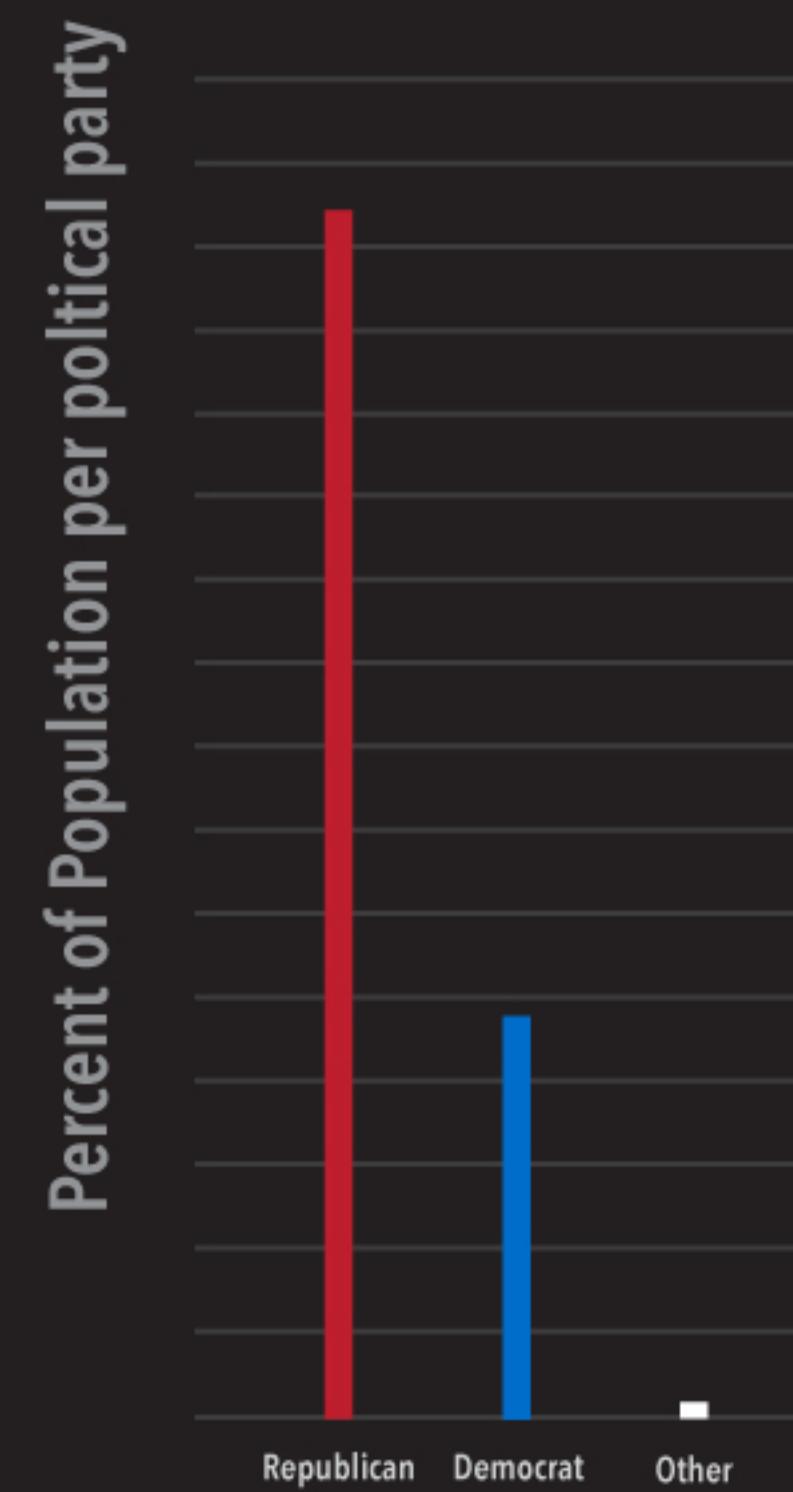
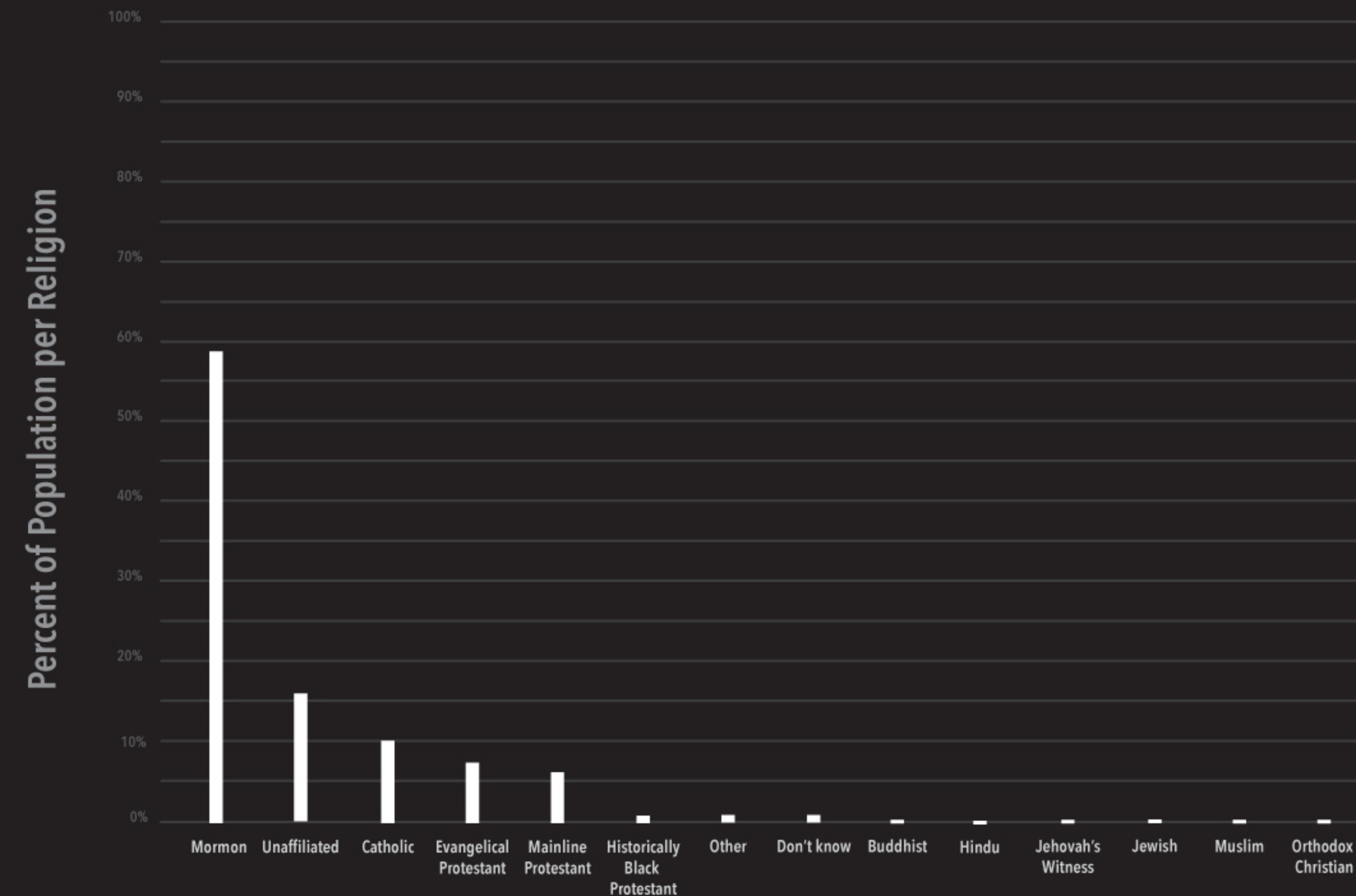
1960

2014

UTAH 2014

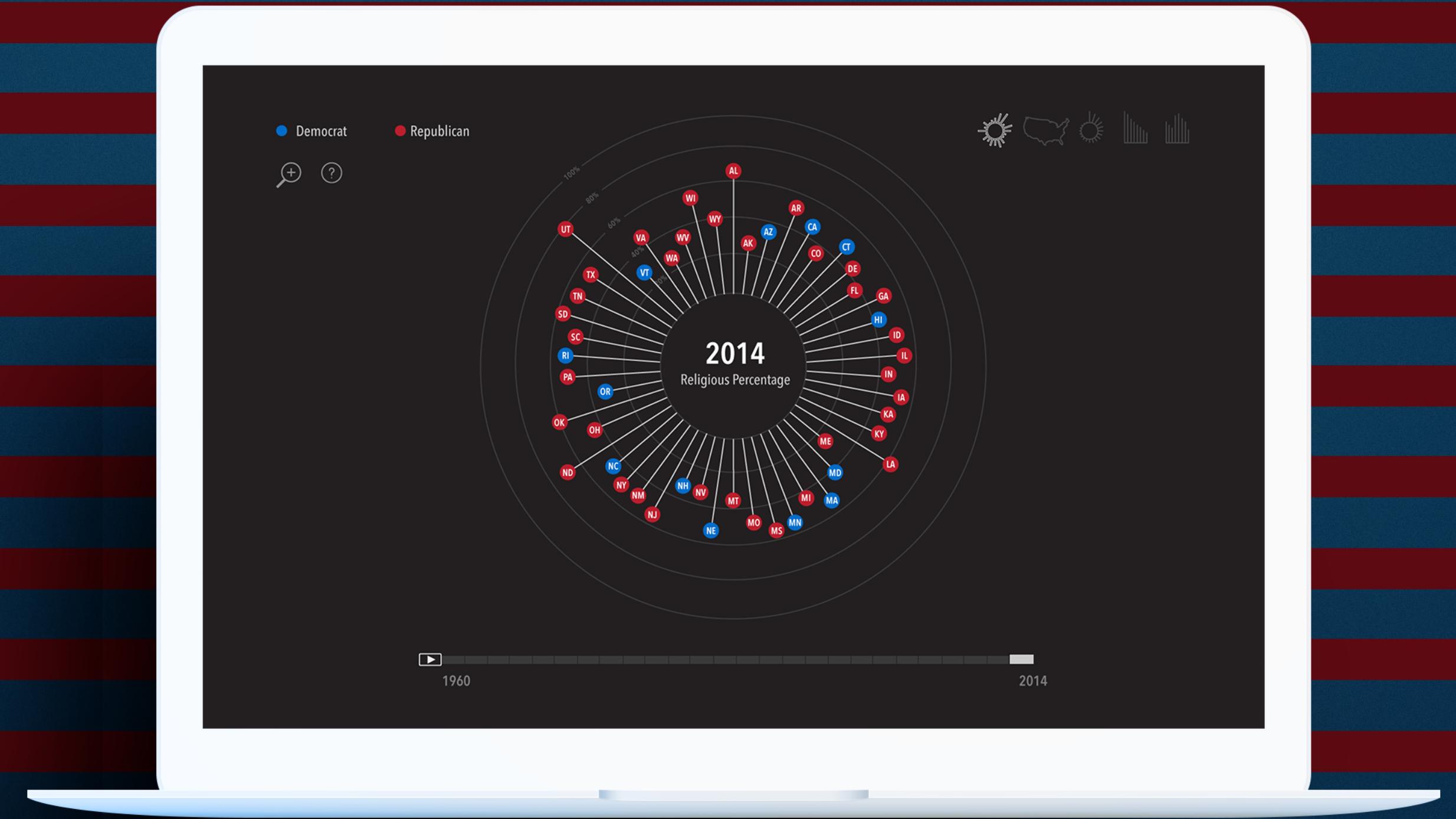
Religious vs. Political Demographics

X



1960

2014



THANK YOU!

