

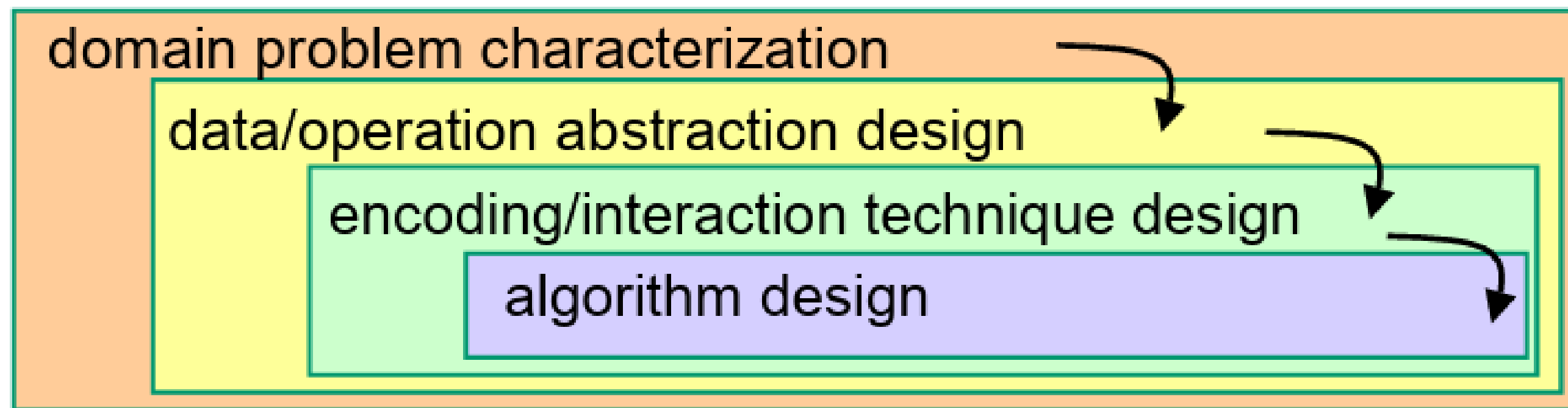
CS 571 - Data Visualization & Exploration

Group Activity 6: Design Sprint

Instructor: Hamza Elhamdadi

UMassAmherst

- We discussed design processes in the “Tasks, Design, and Evaluation” lecture
- Your goal for this activity will be to use Munzner’s model to build a visualization.
 - Reminder: the model has 4 phases:



HOT COFFEES					HOT TEAS				
	SHORT	TALL	GRANDE	VENTI		SHORT	TALL	GRANDE	VENTI
CAFFÈ AMERICANO	\$2.65	\$2.95	\$3.45	\$3.65	CHAI TEA LATTE	\$3.85	\$3.95	\$4.65	\$4.95
CAFFÈ MISTO	\$2.85	\$2.95	\$3.35	\$3.65	CHAI TEA	\$2.35	\$2.45	\$2.75	\$2.95
FEATURED STARBUCKS DARK ROAST COFFEE	\$2.15	\$2.25	\$2.65	\$2.95	EARL GREY TEA	\$2.35	\$2.45	\$2.75	\$2.95
CAPPUCCINO	\$3.35	\$3.45	\$4.25	\$4.75	TEAVANA LONDON FOG TEA LATTE	\$3.85	\$3.95	\$4.65	\$4.95
ESPRESSO	\$2.45	\$2.65	\$2.95	\$3.25	ROYAL ENGLISH BREAKFAST TEA	\$2.35	\$2.45	\$2.75	\$2.95
ESPRESSO CON PANNA	\$2.55	\$2.75	\$3.05	\$3.35	ROYAL ENGLISH BREAKFAST TEA LATTE	\$4.15	\$4.25	\$4.75	\$4.95
FLAT WHITE	\$4.15	\$4.25	\$4.75	\$5.25	EMPEROR'S CLOUDS & MIST	\$2.35	\$2.45	\$2.75	\$2.95
HONEY ALMONDMILK FLAT WHITE	\$4.85	\$4.95	\$5.45	\$5.95	MATCHA TEA LATTE	\$3.85	\$3.95	\$4.65	\$4.95
PUMPKIN SPICE LATTE	\$4.75	\$4.85	\$5.45	\$5.75	HONEY CITRUS MINT TEA	\$2.85	\$2.95	\$3.45	\$3.95
CAFFÈ LATTE	\$3.35	\$3.45	\$4.25	\$4.75	JADE CITRUS MINT BREWED TEA	\$2.35	\$2.45	\$2.75	\$2.95
					MINT MAJESTY	\$2.35	\$2.45	\$2.75	\$2.95

- Instructions:
- Start with **Domain Characterization** (i.e., what do you want to visualize about a coffee shop menu that might be helpful in decision-making, presenting information, etc.)
 - Perform **Data Abstraction** (this should be quick since you did it back in Group Activity 2)
 - Perform **Visual Encoding** (i.e., build the visualization)
 - **You can use any tools you want (digitally)**
 - Your visualization should convey whatever your domain characterization focuses on
 - In a few class periods, we will have a **class vote for the best visualization** (this group will receive a small amount of extra credit)

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CAFFÈ AMERICANO	\$2.65	\$2.95	\$3.45	\$3.65	CHAI TEA LATTE	\$3.85	\$3.95	\$4.65	\$4.95
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- Submission:
- Create a Google Doc (include the names of your group members in the title)
 - In the document, include:
 - A high-resolution image of your visualization
 - A short write-up, including discussions on domain characterization, data abstraction, and visual encoding