

Visualization Design

Story Arc

Here I explain the **Story Arc** and the design decisions I made based on the Who, What, Why and How information. I designed the Story Arc following the 3Cs idea: Context, Challenge and Conclusion.

The visualization approach Overview, Filter and Details on demand fits the problem. We want to keep it simple, but not simpler. We want to show an overview and filter the vehicles that best fits our customer's **priorities**; then we show the best vehicles' details.

By doing so, **our customer will feel confident and be able to decide**, and will understand why we chose the final vehicles.

1 Context

The context is defined by our customer who wants a list with the best options (and why) of vehicles, prioritizing **safety** and **cost**. Our client also has other needs such as space for 3 persons and a dog.

Decision: Show only the utmost priorities in the overview of vehicles:

- **cost** over time
- **safety** score of vehicles

2 Challenge

The challenge part of our story is to show the reasons **some vehicles are better than the others**.

They need a large vehicle, that over time will not cost much, that is safe and also will be comfortable for everyday routine and long-distance trips.

Decision: Show the relationships between **cost** and **sizes** (vehicle and trunk), highlighting what are the safest vehicles. Keep track of the horsepower for final comparison.

3 Conclusion

We already explained the reasons and criteria we are using to find the final vehicles. Here, we show only the chosen ones and give some details about them that were not considered of high priority.

Decision:

Indicate the **best vehicles**, show more **detailed** information (including numbers) and some attributes that were not considered before.

We may include the **pictures** of the vehicles, once it is important to know the feeling about the appearance/design of the vehicle.