Narrative Visualization

# Overview

The narrative is located at the following url:

<ADD LINK>

The narrative looks at Covid-19 in the United States. The data is sourced from <https://www.covidexitstrategy.org/> as of July 12, 2020.

The webpage is meant to be view on an average modern laptop/desktop monitor. It was tested primarily with Chrome and is limited to 1000-1200px width to ensure the text was easy to read.

# Messaging

The constructed narrative attempts to convey the message that the United States is severely impacted by Covid-19, but the impact is not uniform across the United States. The narrative walks the user through the different aspects of the primary overview data. This data includes the Gating Score, Total Deaths and Total Cases by state. The narrative guides the users through overall status, best states and worst states in the overview. It also provides the user and opportunity to explore additional dimensions of Covid-19.

# Narrative Structure

The structure used by this narrative is the martini glass. The narrative starts with five author guided scenes. In those five scenes the user is not allowed to interact with the data, besides moving through the scenes. On the last scene the user is allowed to transition to a point where the data is interactive. The user can see more information by hovering over the data points, such as state name and numerical values for the current plot. The user can also explore different data by changing the x and y axis of the plot. At this point the user is also allowed to restart the narrative.

# Visual Structure

# Scenes

There are five scenes author guided scenes followed by a final state that allows the user to interact with and explore the data. The first scene introduces the narrative using an overview scatterplot chart defined by Total Deaths vs Total Covid+ in the background. The next three scenes point out aspects of the chart. These observations are used to guide the message of the narrative.

Scene two highlights to the user the overall Gating Score across the nation and helps frame the current overall status in the United States. Scene three illustrates and describes the state with the most deaths to date. Then to contrast, screen four illustrates and describes the state with the least deaths to date. Then, to guide the user into deeper exploration, scene five is used to communicate to the user that different perspectives of the data can be informative and are available for exploration.

Finally, the user is taken to a final state where they can interact with the data. The user can view details about the various points by hovering over them. The user can also change the x and y axis data sources to further explore more perspectives on Covid-19 in the United States.

# Annotations

The annotations in this narrative follow a consistent template. In the first five scene’s the entire narrative is made darker; except the areas the user should focus. Additionally, the message is provided as a new block in a light blue color in every scene to make it stand a part form the normal data on the chart. In scenes three and four, key data points are additionally shown with their detailed data, such as State Name. This detailed data is shown with the same positioning and format as the final mouse over feature when the user is allowed to explore the data. The format is again kept consistent when shown to the user to ensure they do not get disoriented from scene to scene. The detailed data is shown in scene three and four to provide a data view to support to the message given to the user in these scenes.

Moving from each scene is also done via consistent transitions for a given object. For example, when the next button or previous button is hit, the main messaging box (blue box) is fading out and faded back in the new location. The same is applied to any detail data annotations for a data point. The focus area (dark vs light area) is also handled via a consistent transition across all scenes.

# Parameters

## Scene Number

The scene number is an integer that starts at one and ends at six. The first five scenes display a scene number in each message heading. The final explore scene does not display this parameter.

## X and Y Axis Data

The x and y axis data fields are also parameters. This parameter controls the x and y axis label, the data points on the scatterplot and the data that is displayed on data point mouse hover in the exploration scene. During the first five scenes the user is not allowed to change the x and y axis data field. During this time the x axis is set to ‘TOTAL COVID+’. The y axis is set to ‘TOTAL DEATHS’.

# Triggers

## Next Button

In the first four scenes the user is provided a ‘Next’ button. This button will increase the scene number by one and transition to the next scene.

## Previous Button

In scene two through five the user is provided a ‘Previous’ button. This button will decrease the scene number by one and transition to the previous scene.

## Explore Button

In scene five, the user is provided an ‘Explore’ button. This will allow the user to move to the state where they can explore data in more detail. This action will increase the scene number by one and enable the use of the restart narrative button, x axis selection and y axis selection. It will also allow the user to mouse hover over the data points to see more detailed information.

## Restart Narrative Button

This button functionality is provided to user only in the explore scene. It sets the scene number back to one and changes the x axis and y axis to ‘TOTAL COVID+’ and ‘TOTAL DEATHS’, respectively. It also disables the use of the restart narrative button, x axis selection, y axis selection and mouse over data point options.

## X Axis Selection

This button functionality is provided to user only in the explore scene. It allows the user to select the x axis data field from a list of data fields. Once changed the scatterplot points and plot labels will be updated to reflect the selection.

## Y Axis Selection

This button functionality is provided to user only in the explore scene. It allows the user to select the y axis data field from a list of data fields. Once changed the scatterplot points and plot labels will be updated to reflect the selection.

Affordances needed for each trigger 🡪