

Data Driven Environmental Display

Process Book

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IxDO

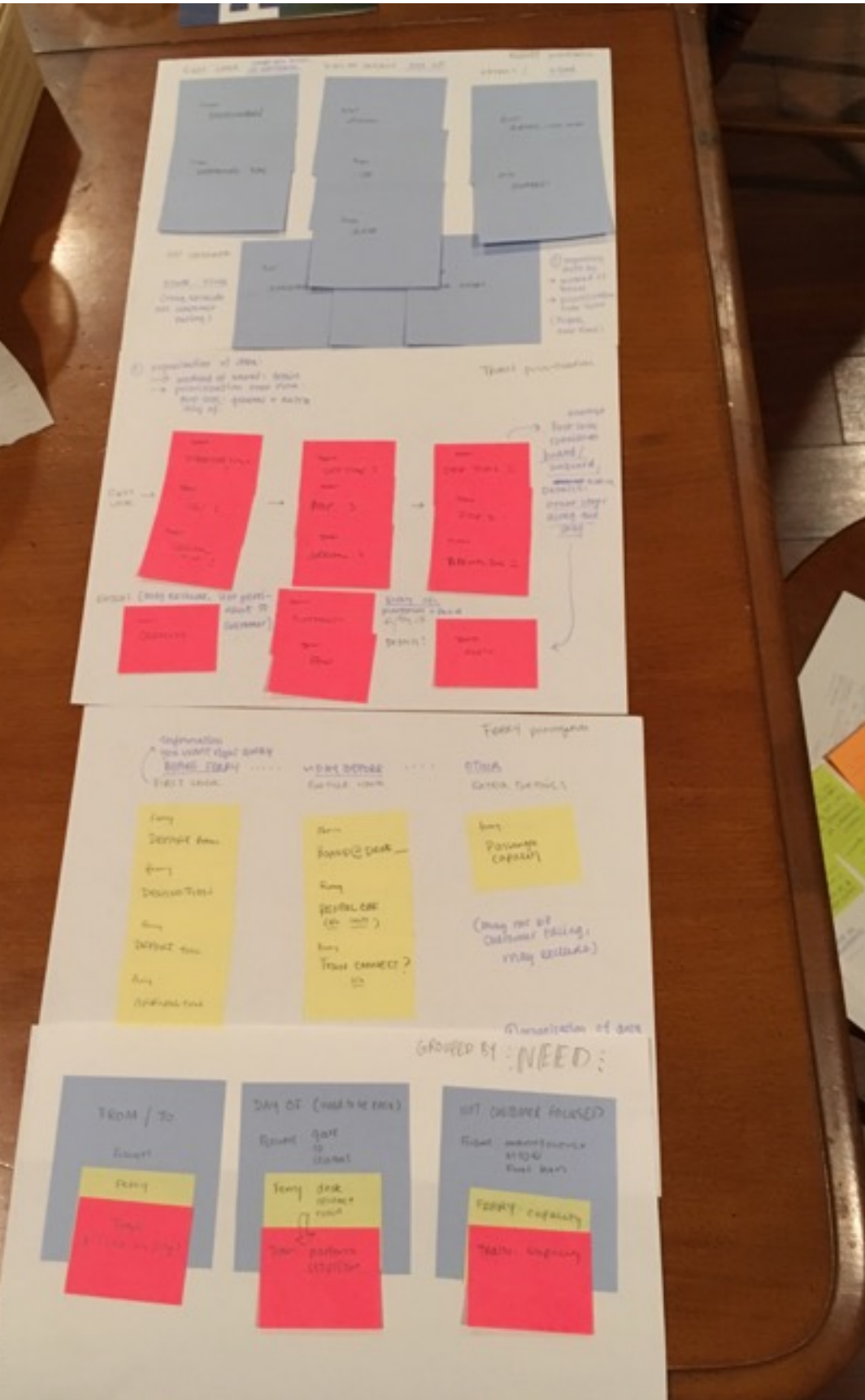
Exploration: Organization by data

Data was exploratory by grouping potential sections together.

As a whole, data seemed to clump up by when it would be needed by a potential user.

For example, plane data was grouped by (1) data you would need to plan a trip (2) data you would need the day of (3) other data.

I ended up keeping some principles of this exploration, mostly the overall hierarchy of what needs to be seen at the moment at Atlantis Hub



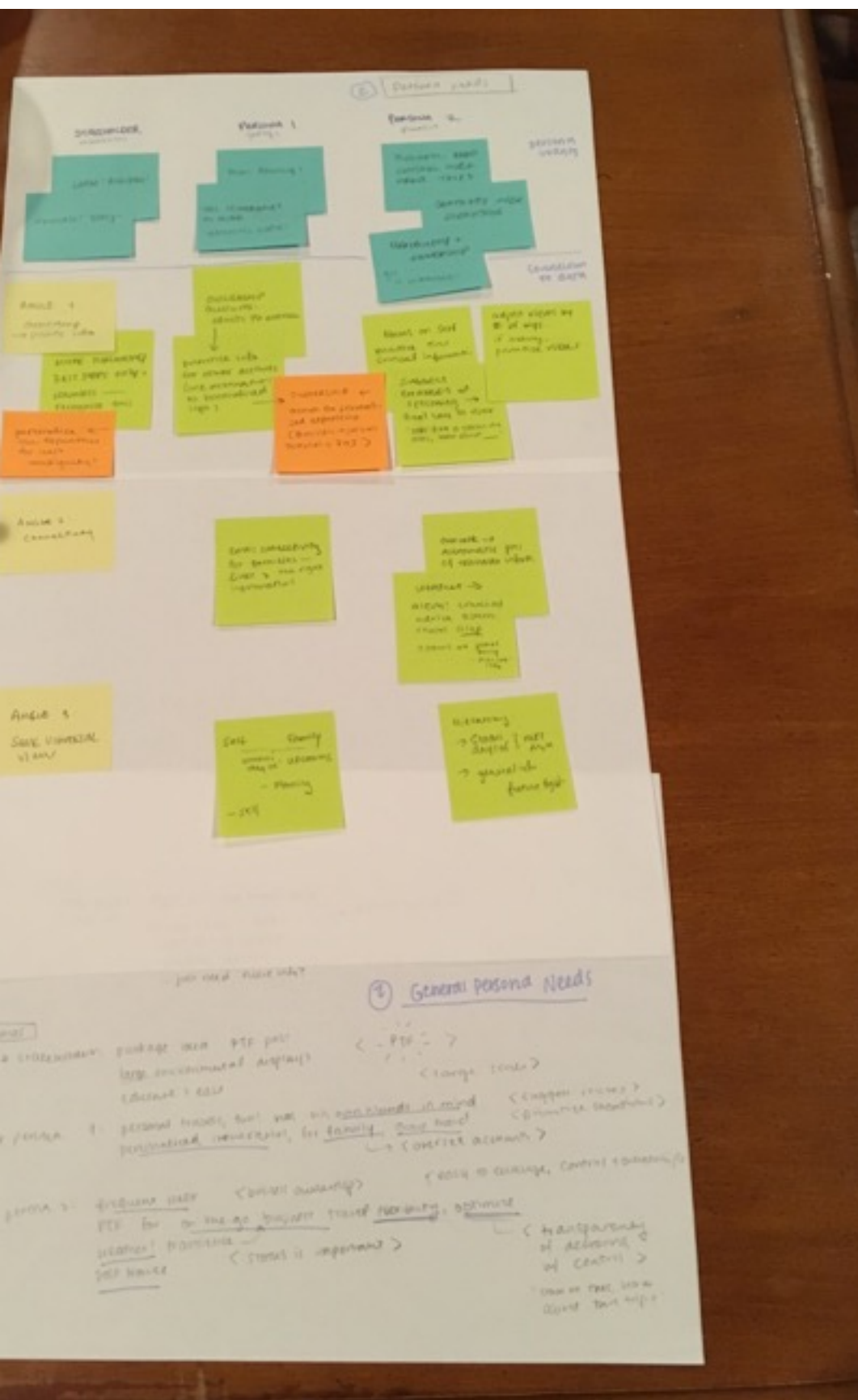
Exploration: Organization by personas

Data was then explored by persona.

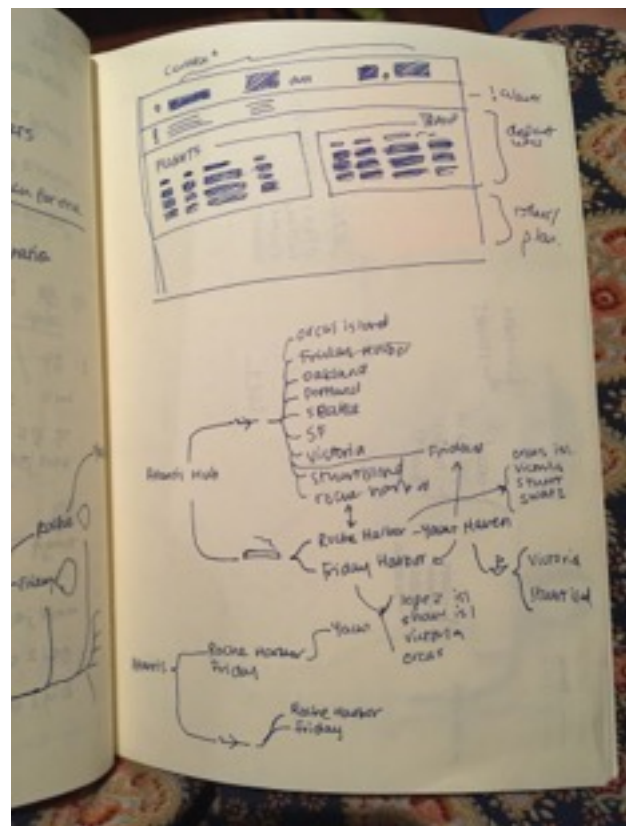
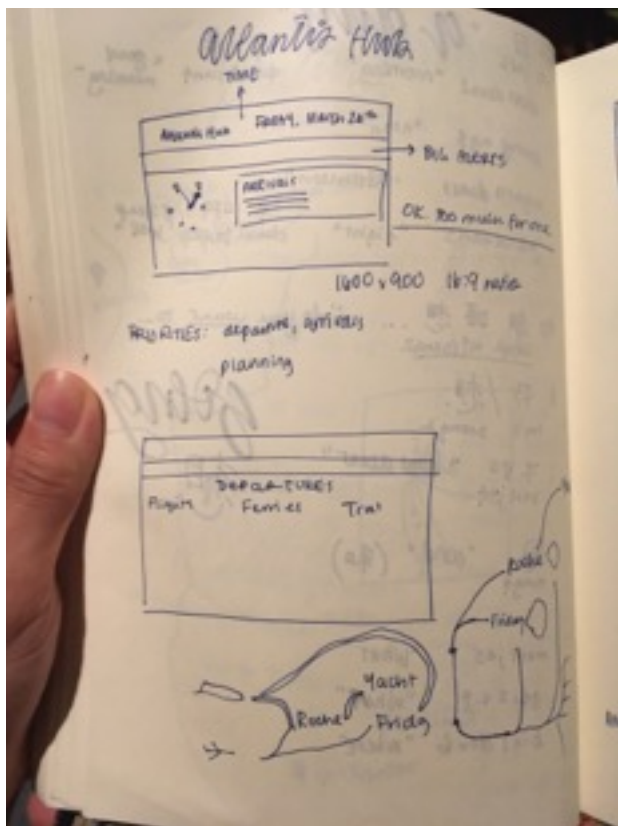
The stakeholder, persona 1, and persona 2, had their key needs mapped out.

From there, the data was mapped around each persona. For example, Persona 2 (Patrick) needed to know changes in the moment, so I included data aspects that related to that, such as gates and cancellations.

I ended up keeping a lot of the aspects for the personas that were most important and did not compete.



Hand drawn sketches of possible layouts

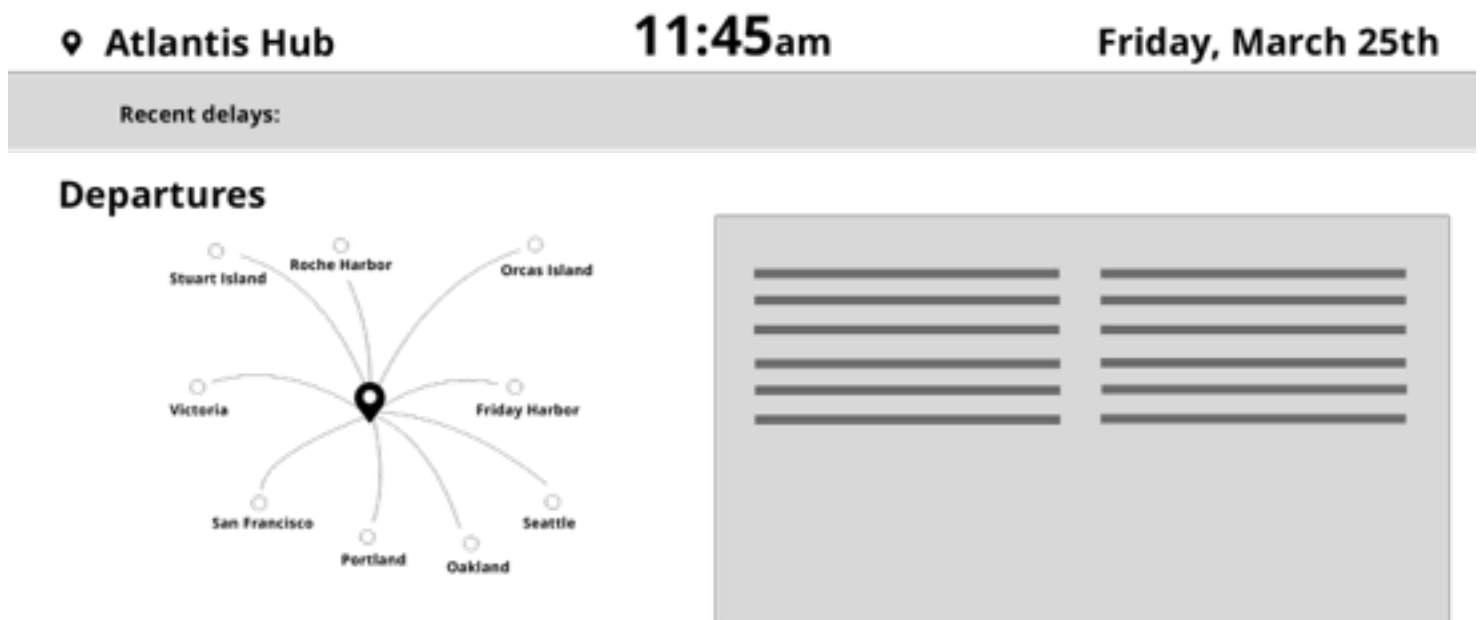


I explored placing out maps of the locations, as well as straight data, and also all the potential connections laid out by the data itself.



Digital Iteration 1:

I started out with the inkling that a physical map could work (see last page's hand drawn map of places marked in the data) as a center visualization of the dashboard.



However, I realized later that this was too confusing with the additional number locations that weren't part of the flight data I had originally mapped out.

Still, I wanted to keep the following aspects of my design

- Main header listing out location, date, and current time (priority)
- Alerts system at the top
- The focus on data needed at the moment (when standing in front of the dashboard at Atlantis Hub) - mainly departure data.

Digital Iteration 2:

After scrapping a lot of the design from Iteration 1, I brought the following draft to critique. This iteration focused again on departures, with the following insight: **no ferries ever leave directly from Atlantis Hub**, so there was no pressing need to include irrelevant information on the dashboard. In addition, I chose the time 6:45am since that is when the data seems to start timestamps.

I also began to include a callout to PTF using a graphical rendition of all the connections that I had mapped out myself from the data.

Atlantis Hub
6:45am
Friday, March 25th

Alert! Inclement weather affecting travel to Victoria 11am train to Friday Harbor cancelled Flight 4319 delayed until 6:26am

FLIGHTS					DEPARTURES		TRAINS	
DEPARTS AT	ID	DESTINATION	GATE	STATUS	DEPARTS AT	DESTINATION	GATE	STATUS
6:15am	8888	Friday Harbor	B15	Departed	8:00am	Rochester Harbor and Yacht Haven	A	Delayed
6:26am	4319	Victoria	C19	Delayed	8:00am	Friday Harbor	B	On Time
6:44am	5435	Seattle	C29	On Time	11:00am	Rochester Harbor and Yacht Haven	A	On Time
6:55am	4123	Victoria	C21	On Time	11:00am	Friday Harbor	B	Cancelled
7:01am	3215	Rochester Harbor	D11	Boarding	2:00pm	Rochester Harbor and Yacht Haven	A	On Time
					2:00pm	Friday Harbor	B	On Time
					5:00pm	Rochester Harbor and Yacht Haven	A	On Time

CONNECTIONS

The connections map shows Atlantis Hub as a central point. It has direct flights to Friday Harbor, Seattle, Portland, San Francisco, and Victoria. From Friday Harbor, there are ferry routes to Lopez Island, Shaw Island, Orcas Island, and Victoria. From Seattle, there are ferry routes to Stuart Island, Orcas Island, and Seattle. From Portland, there are ferry routes to Oakland and San Francisco. From Victoria, there are ferry routes to Stuart Island and Victoria.

Feedback received:

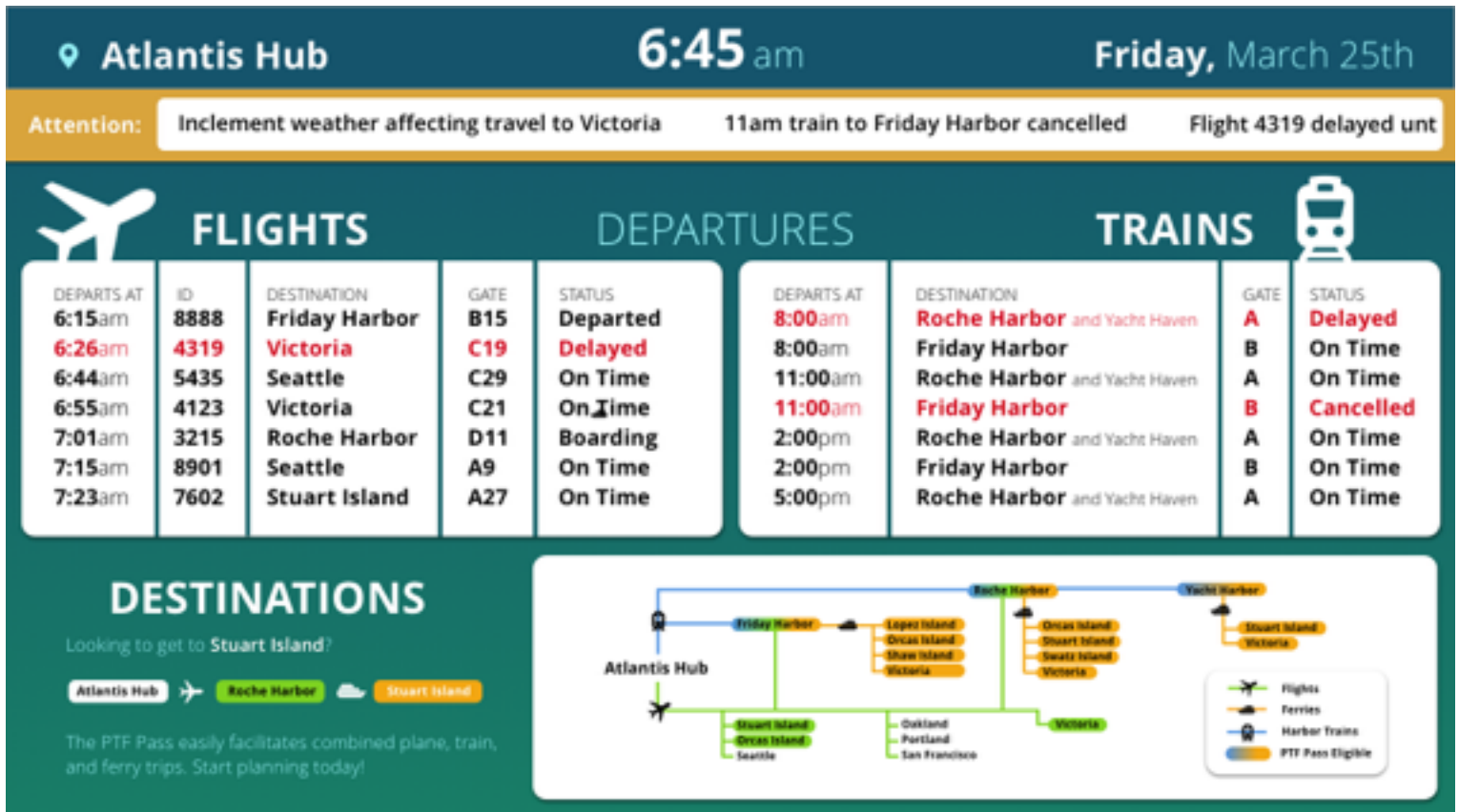
- Removal of direct ferry detail seems valid, although some attention should be paid to that.
- What will animation highlight? Delays? Boarding?
- Connection graphic could use more detail - color?

Digital Iteration 3:

In this iteration, I took in feedback (utilizing color to convey hierarchy of information) and began to make colorized choices:

I chose a blue-green gradient because of its connotation to earth / sea / land that seemed to lend well to the transportation aspect. To counter that, I also chose the somewhat complementary color of an orange-yellow (to blue) to stand out as the alert bar.

I also began to flesh out how I wanted the PTF section to stand out and highlight the program. I came up with a rotating highlight of a destination (in the capture below, Stuart Island) that would show a potential Plane - Train - Ferry mixed route that could get a traveler there.



Feedback:

- May need more emphasis on PTF, how can animation show this?
- Alert marquee looks okay, be aware of speed for reading

Digital Iteration 4:

This is the final iteration, where most changes are actual animated and hard to show in a process book.

However, graphical changes I did make mostly centered around the “Destinations” box. I chose to extend the white background to encompass the rotating destination highlight with the map. I did this because I also animated the route that the highlighted PTF route read out. This, to me, allows travelers to immediately see how PTF allows flexible traveling across what was originally quite a complex grid of destinations.


This especially targets the persona, George, who wants to have flexibility in planning trips for his family, and also the persona Patrick, who needs flexibility in traveling to overcome hiccups in weather in his busy schedule. It also highlights the stakeholder’s ownership in the PTF pass as a desirable program to keep on.

Atlantis Hub


6:45 am

Friday, March 25th

Attention:

 **FLIGHTS**

DEPARTURES



TRAINS 

DEPARTS AT	ID	DESTINATION	GATE	STATUS
6:15am	8888	Friday Harbor	B15	Departed
6:26am	4319	Victoria	C19	Delayed
6:44am	5435	Seattle	C29	On Time
6:55am	4123	Victoria	C21	On Time
7:01am	3215	Roche Harbor	D11	On Time
7:15am	8901	Seattle	A9	On Time
7:23am	7602	Stuart Island	A27	On Time


DEPARTS AT	DESTINATION	GATE	STATUS
8:00am	Roche Harbor and Yacht Haven	A	Delayed
8:00am	Friday Harbor	B	On Time
11:00am	Roche Harbor and Yacht Haven	A	On Time
11:00am	Friday Harbor	B	Cancelled
2:00pm	Roche Harbor and Yacht Haven	A	On Time
2:00pm	Friday Harbor	B	On Time
5:00pm	Roche Harbor and Yacht Haven	A	On Time





DESTINATIONS

Looking to get to **Victoria**?

Atlantis Hub  Roche Harbor  Victoria

The PTF Pass easily combines flight, ferry, and train routes to give you the most flexibility. Start planning today!



 Flights
 Ferries
 Harbor Trains
 PTF Pass Eligible