

Design Studio

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We received feedback from Alex Miller, Rachel Kassa, and JT Menchaca. Their project is visualizing Olympic medal count data over time, by country, and compared to national economic indicators.

Key Questions Raised

Who is your audience? Our reviewers noted that some of our visualizations/data deal with fairly specialized information/concepts and noted that we need to make sure that we make it very clear who our visualization is targeted to.

Our visualization is designed for people with an interest and at least a casual background in the technology/startup/venture capital industry. We are expecting our users to be familiar with concepts such as co-investment among venture capital firms and the difference/divide between different stages/rounds of funding. Although this does slightly limit the audience of our project we feel that it is in line with the type of data we are visualizing (startup funding data) and the type of place a visualization like this would realistically appear (tech blog).

What is your scale? Our reviewers noted that it wasn't entirely clear what the scale/quantity was that we are visualizing.

This is probably a result of the fact that our visualizations are unfinished (not all the axes are labeled, etc.). For the record, though, all quantities are number of investments. After we explained this, our reviewers suggested that we add the option to change the scale to relate to the amount of money invested instead of just the number of companies invested in. Although this is an interesting idea and we will see if we can figure out a way to implement this, it has some notable drawbacks. First, visualizing data based on money would make it very difficult to compare between seed stage and growth stage funds as the former generally invests less than 100K and the latter more than 50M. Second, we only have access to aggregate numbers (the total amount invested in the round by all firms combined). Because these are private companies they do not disclose the breakdown of their investors; as a result, it would be very difficult to breakdown and visualize our data by money/amount invested.

Which firms are early stage versus growth stage? Our reviewers suggested that we include a view that shows which firms focus on which stages of companies.

This was already on our project road map and has since been added. The co-occurrence matrix now includes three colors to encode early, mid, and late stage funds. The intensity of the color continues to encode the number of times a co-investment occurred between two firms.

What do the detail visualizations show when you are not hovering over a firm?

Initially we were going to hide the detail visualizations if the user wasn't hovering over a firm, but after/as a result of the design studio we have decided to show aggregate statistics (global averages for all firms in our data set). We hope this will help the users get a quick overview of the data before diving more deeply into the data through the interactive feature.

Other Notes / potential features

- Add introductory/explanatory text
- Highlight pertinent firms name when hovering over cells on the matrix
- Add textual/descriptive information on the firms
- Add location information for either the firms or their investments, or both
- Add a tooltip to the matrix show how many co-investments occurred between each firm