Assignment #1: Storyboard

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Data Visualization and Storytelling

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For this assignment, I’d like to use myself as an example. Because my husband and I had just moved from Berlin to Oshawa, I can pursue my Master’s degree at Ontario Tech University. In the following, I will use Kiya and Mike to present the couple.

The Story

Kiya and Mike had lived in Berlin for 8 years. They bought an apartment together at the end of 2018. They set up a comfortable life there, have two healthy and happy children. However, there’s always a cloud on top of their head, literally and metaphorically. Because it is always cloudy, gloomy, and grey in Berlin, it makes the family feel depressed. On top of that, Kiya and Mike don’t speak German, so when Kiya had to deal with administrative work, it was always a headache. Therefore, they seek opportunities to move to an English-speaking country.

Long story short, they landed in Oshawa, Canada, and began their new lives here. It was not easy at the beginning; they had to spend almost all their savings to move and secure a house and a car. Therefore, they consider selling their apartment in Berlin to have some cash in hand and ease of mind. Mike suggested selling it and buying a studio or 1-bedroom near the college so it’s easier to maintain, and there will always be a need for rental when students start to study in their college or university. Kiya started to dig into the data.

First, she asked the agent in Berlin who is managing the apartment now that how much they can sell the apartment for. Their response is that, based on the criteria provided, a rough estimate will be between 4,000EUR and 4,500EUR per sqm. They can try and start with 5,000 EUR per square meter.

Although the price has increased by around 37%. If we minus the cost (agent’s fee, notary fees, property transfer tax, etc.) when they bought the apartment, they basically only got the down payment back, so they decided to wait until 2028 and see how it goes with the apartment. Because there’s a property gain tax in Germany that if you rent out your apartment before you sell it in 10 years, you have to pay 50% of the difference for the tax.

Iteration 1

A family with luggage and airplane

AI-generated content may be incorrect.

Pic 1: ChatGPT helped me generate a picture of a family of 4 moving abroad. Caption: Kiya and Mike’s family of 4 is moving to Canada.

A drawing of a family and a person with a child

AI-generated content may be incorrect.

Pic 2: Soon, they found out they spent an unexpected amount of money to settle down, so they considered selling the apartment in Berlin

A drawing of two people sitting at a computer

AI-generated content may be incorrect.

Pic 3: They began to check the prices in both places.

Pic 4: A graph showing what are the prices they found out. First, we show the property price.

A graph on a piece of paper

AI-generated content may be incorrect.

Pic 5: Show the rental price in Berlin & Oshawa. Here, I got the inspiration from Mona Chalabi to use real objects to represent data. I was thinking of using stacks of cash to represent how much weight it has in these numbers.

Pic 6: Conclusion: They decided to wait until 10 years after they bought the apartment and see how things go. Because maybe they have to move back, or the children will move to Berlin when they grow up.

Iteration 2

I would like to consider the potential risks here. There is a war going on in Europe and we don’t know if it will soon start in the whole Europe. If it does, the property price might go down, so I’d like to also see the historical trend for the property corelates to wars. So I will add a couple of analysis of the propery price trend during World War 2 and even World War 1. The graph will be added after the price charts for both places. So Pic 1 – Pic 5 will be the same as iteration 1. So it’ll be like this:

Pic 6: historical trend for berlin property prices during world war 2

Pic 7: Analysis of whether the war will happen in Germany

Pic 8: Conclusion

Iteration 3

For iteration 3, I’d like to synthesize all the data and information I gathered during the research. So I created a Miro board and dumped everything I have. And I want to show it not only with charts and graphs but also maps that help people to visualize and understand more about what story I’m trying to tell here. Then I was stuck on how to continue, I decided to go out for a walk. I was thinking what is the best way to tell this story, and incorporate data. I thought about scrolly telly with not only scroll down but also scrolling side ways for different scenarios. Then I remember while I was working for an interactive video company that they had these branching off trees for different scenarios, they used it to create games, too. So I decided to use a similar method and make the diagram in Miro.

https://miro.com/app/board/uXjVJ\_V7Cx4=/?share\_link\_id=625196168094

came up with the inspiration of a game with the interactive video that I work for in New York.

The idea is to use branching off storytelling.

Some graph about the average housing prices in Berlin. Here, I got the inspiration from Mona Chalabi to use real objects to represent data. I was thinking of using stacks of cash to represent how much weight it has in these numbers.

Two parents are thinking to sell the property since they won’t be going back, because they had 100k down, and bought at 200k, now can maybe sell at 310k, so after the loan payment, they can get back around 150k in the pocket

Pic 4: Research pic, two ppl checking laptop

Pic 5: average rent for studio and 1 bedroom chart over the past 5 or 10 years

Pic 6: Price trend for apt in berlin

Pic 7: the decision

Story: Michail and Kiya are relocating from Berlin to Oshawa to pursue a better life and a masters degree.

They are considering selling our apartment in Berlin, and investing in a studio in Oshawa near the college/university. They’d like to know if it's worth selling. And what are the risks.

Use numbeo for comparison , esri story maps for geo-visualization

Map of Berlin and map of Oshawa

Audience: homeowner in berlin thinking of selling, people who want to invest in Durham region

Other concerns/ scenario: Potential war outbreak, economic crisis, tax and other fees eg agent fees, notary fee etc

I’ll use myself as an example and the story character because I think it’s interesting

How can I connect these data and the audience? Hand drawn some ideas

One thing I got inspired by Mona Chalabi is to use real objects to present the data, so I gave it a try, but since I’m not a professional illustrator, I still have a lot to work on.

Iteration one

Iteration 2: Considering the potential war and property gain tax

Add Data analytics of the war outbreak

Iteration 3:

For the final iteration, I want to see a more comprehensive view. Therefor I decided to use miro board to pour in all the information I gathered and try to map it out the relationship between each stakeholder and criteria.

More comprehensive consideration? Mapping all the dots

Sidenote: ChatGPT didn’t give what I want