

Color Your Data

15-112 Final Project Competitive Analysis

Lingxue Zhu
section L; lzhu1@andrew.cmu.edu

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I found two main similar products:

1 ColorBrewer

This is a web-based color advice for maps : <http://colorbrewer2.org/>. Since the idea of the whole project is mainly inspired by it, this will be very similar to my app. Especially, I will include the following features into my app:

1. I will follow the similar layout (but of course will have different contents within each section).
2. I will include their color schemes in my app, as the default schemes.

However, my app will have the following main extra features:

1. I will not display the map. Instead, I will focus on the color advice for **data**. I will display some common summary figures, such as bar plots, pie charts and trend lines.
2. I will add a main section to let user design their own color schemes.
3. I will allow users to save more than one favorite color schemes, and export them together.

2 Color Palette Selector

This is a final project from Celina Liao last year. She had a very different goal from me, but her project also included the feature that let users to choose colors from a color wheel. I think her design is extremely beautiful, and I am going to follow this design in my section of "design your own color schemes". Especially, I will include the following features:

1. A color wheel where user can click on and drag.
2. The way to display current chosen color on the right.
3. The way to add color and remove colors.
4. The way to adjust transparency.