

## FILTER

j. stocks for this data is available but purely situational; may be irrelevant in whole visualisation unless needed.

g. size of bubble will have to be assigned to a relevant variable. correlation b/w different variables isn't really needed for cocoa vis; potential to use another idiom.

## QUESTION

How many instances of data can I have on quantitative idioms?

How many instances for qualitative idioms?

What data augmentations will I have to do for the choropleth map?

What is the appropriate scale?

What are the appropriate timeframe to show data? Individual years, 5 years, etc?

Filter by cocoa product type?

## CATEGORISE / REFINES

a. and f. are similar in respect that they represent same data - f. shows better flow and proportion.

b. and h. are both time-based but b. allows more year comparison. h. provides visual length comparison.

c. and d. paired together can show region (c.) and individual country (d.) statistics.

b. and j. can be used together to show production correlation to stock prices. can also be used w/ a.

## INFORMATION

Author: Louisa Goh

Title: Sheet 1 - Brainstorming idiom and visualisations.

Date: 02/10/2025



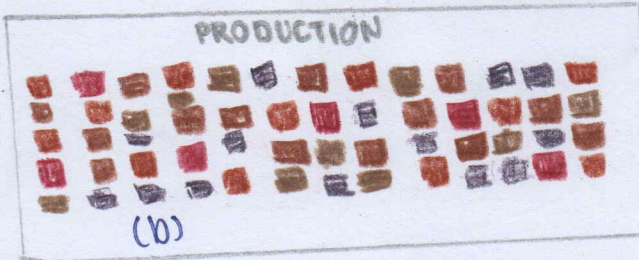


EXPLANATORY TEXT

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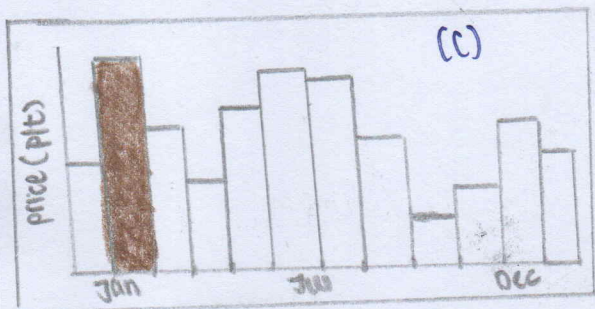
EXPLANATORY TEXT

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EXPLANATORY TEXT

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OPERATIONS:

For histogram, have a dropdown year for different years - potentially have a year filter for all page.

Colour will be related to chocolate - brown, cream, dark brown.

Year	▼
2010	
2011	
2012	

Can group 2010-2015 or other time periods; 2010-2012; 2012-2014, etc.

Tooltip should be simple and have metric and quantity

Quantity (unit): xx  
Metric: ...

Permanent tooltip annotation for outstanding facts.

FOCUS:

3 main focuses - 3 main visualisations that are partitioned 3 rows of whole page.

Top → down → left → right reading; 3 visualisations will attract attention but layered it to alternate left and right to reduce load on one (left side).

Histogram can be converted to line chart depending if comparison is wanted on a country scale.

DISCUSSION:

+ve  
Not a lot of graphs; allows focus on existing graphs as standout  
Same colour scheme allows conformity in whole vis.  
Allows sequential reading; easy on eyes and easy to interpret.

-ve:  
Not a lot of graphs, may be too text heavy on explanations.  
Colour scheme is thematically limited - brown and cream need contrast.  
Doesn't allow a lot of space for permanent annotations; will need correct/appropriate padding

Information:

Author: Louisa Goh  
Student ID: 33095004  
Date: 13/10/2025  
Title: Cocoa Production page. (magazine style)



# COCOA → CHOCOLATE - GLOBAL TRENDS



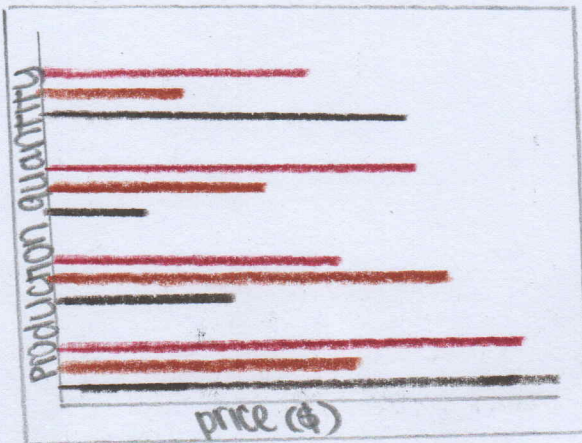
## FILTERS

Year

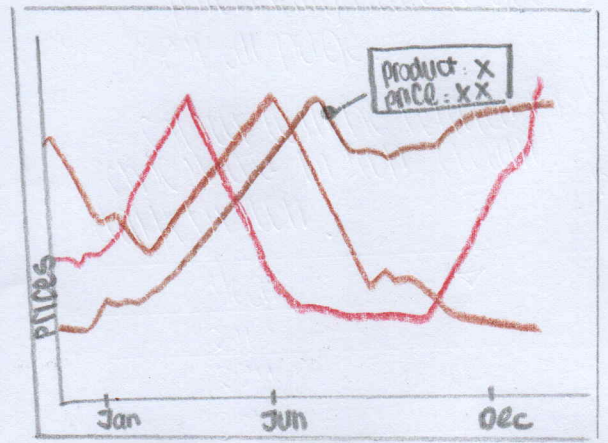
Month

Product

Time period

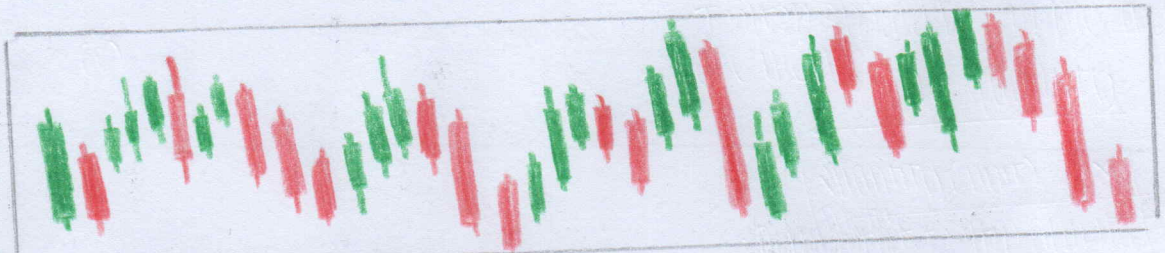


EXPLANATORY TEXT ABOUT SECTION...



EXPLANATORY TEXT ABOUT SECTION...

Can be extended



EXPLANATORY TEXT ABOUT SECTION...

## OPERATION:

- Time period filter can be explicitly set for one month/year or a custom period through a slider
- will be global page filter as all visualisations have time data.
- zoom should be applied for line graph and stock graph  $\boxed{+|-}$  → example.
- should have hoverable tooltips for all values whenever hovered.
- filter has maybe 1/8th maximum of dashboard, all filters will be drop down

## FOCUS:

- 3 main focuses (again) in a magazine style / or dashboard as this is whole design.
- Top 2 graphs will be slightly bigger than longer; stock chart will encompass whole page width
- divided into 2 segments, one with 2 graphs while other is just long chart; this will segment informational text too.

time/date ▼
monday
tuesday

## DISCUSSION:

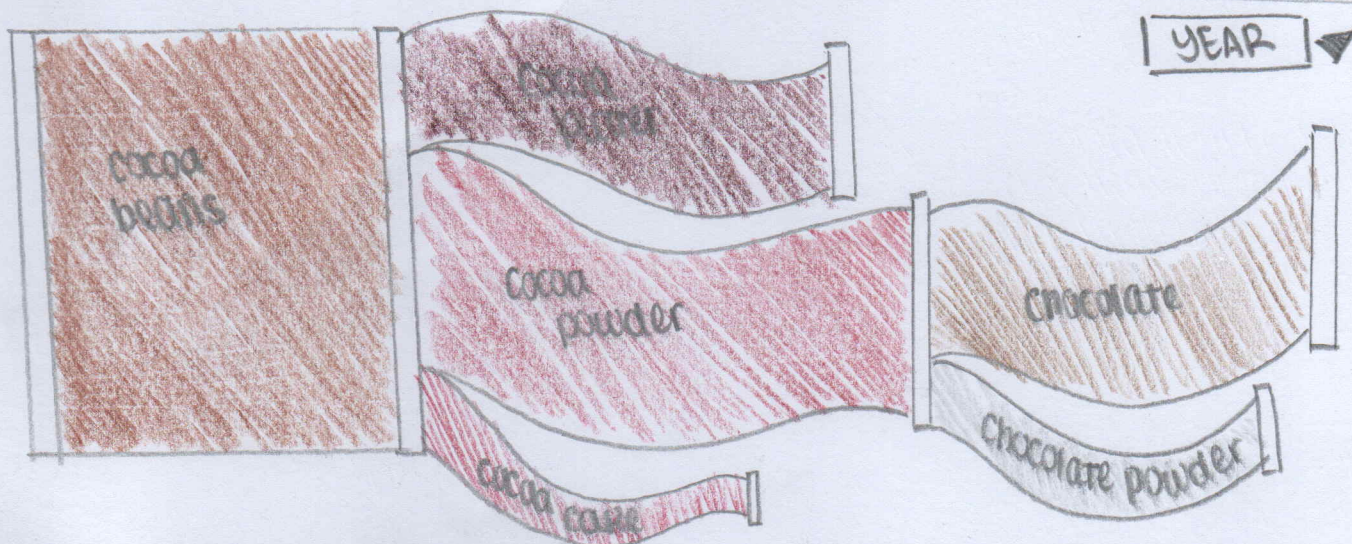
- +ve:
  - stock graph is unique.
  - Highly customisable
  - time frame with filters.
  - good balance with text and visualisation mix.
- ve:
  - stock graph relevancy may be considered; need to ensure appropriate context for intro.
  - filters may be redundant with overlap.
  - limited visualisation explanation with current combo.

## Information

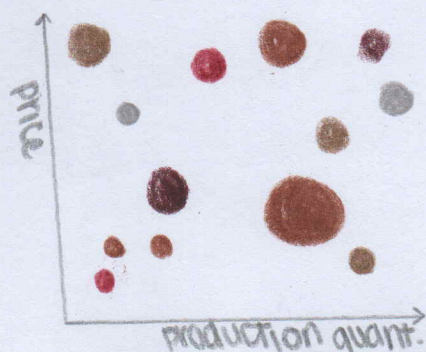
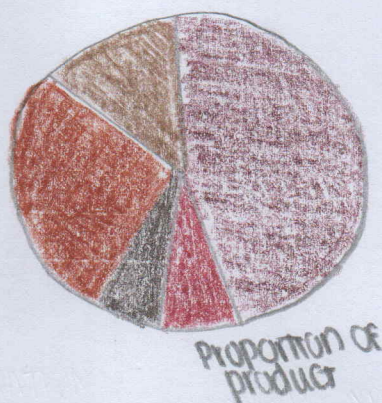
Author: Louisa Gon  
 Sheet 3: Dashboard design  
 Date: 14/08/2025  
 Title: cocoa to chocolate, global trends discovered.



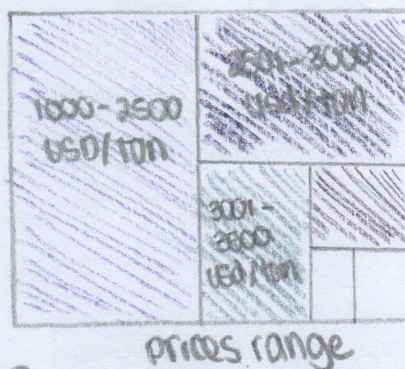
# COCOA TO CHOCOLATE - GLOBAL TRENDS.



## EXPLANATORY TEXT ABOUT SANKEY



## EXPLANATORY TEXT ABOUT 3



## OPERATION:

- Should have a filter for year to see different values; drop down filter.
- opacity should be 0.8 for graphs, have highlighted ones hovered (increase saturation option).
- Have product filter to highlight optionally.
- Filters apply whole page → inefficient to apply for all individually

## FOCUS:

- main focus is on Sankey diagram - overarching due to main production distribution flows.
- subsequent 3 charts are for elaboration, hence smaller.
- Reading top down segmentation, text acts as breaks in segments.

## DISCUSSION:

+ve:  
 Easy navigation  
 Not text heavy, easy to interpret.  
 Can swap 3 bottom graphs with others; easy format.

-ve:  
 Sankey may take focus away from other visuals.  
 3 visual combo may have overlap, need to make sure information/data doesn't overlap.

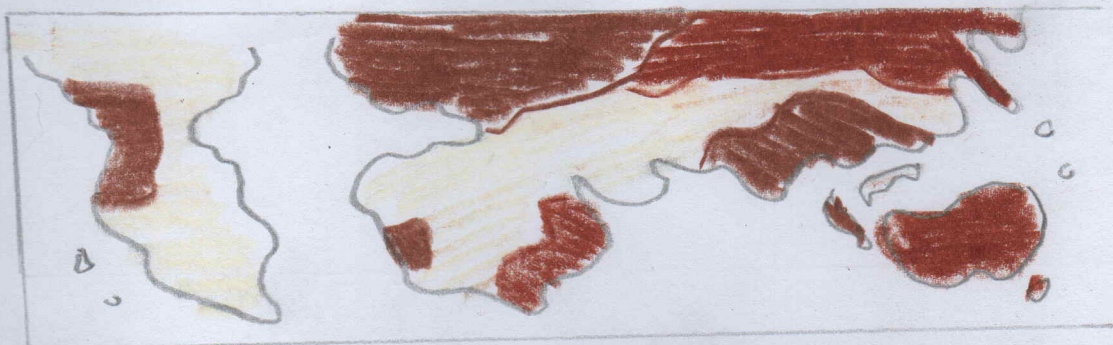
## Information

Author: Louisa Goh  
 Sheet 4: Scroll wheel design  
 Date: 15/10/25  
 Title: cocoa to chocolate - global trends.



# LAYOUT: NAVIGATION BAR ... header 1 header 2

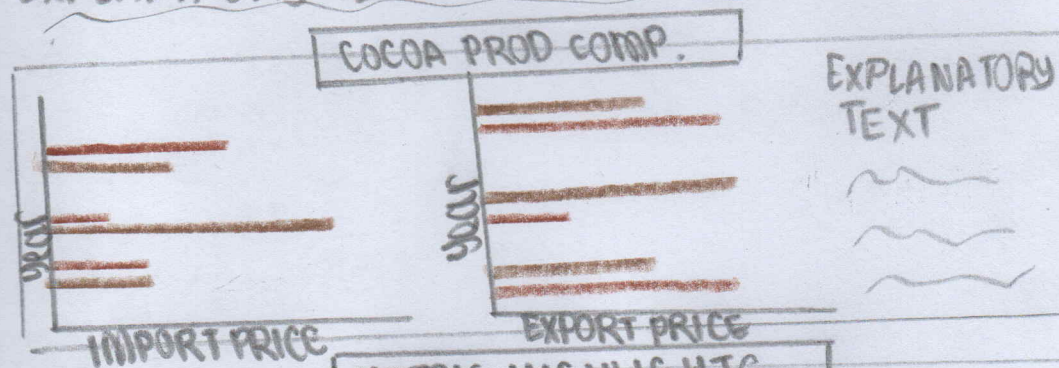
## FROM BROWN TO GOLD: COCOA TO CHOCOLATE GLOBAL TRENDS



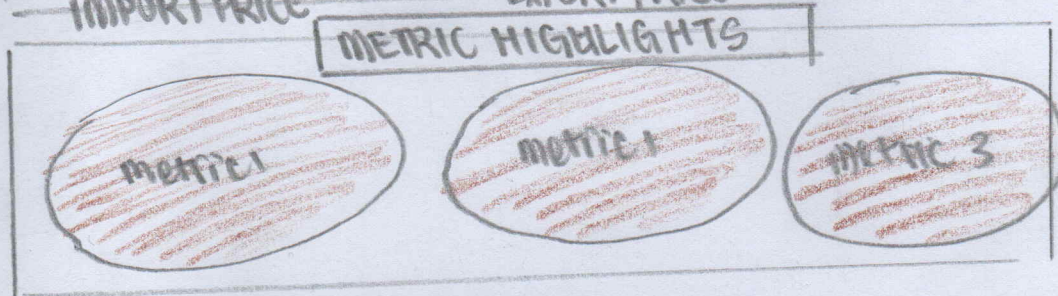
EXPLANATORY TEXT



EXPLANATORY TEXT



EXPLANATORY TEXT



CONCLUSION

### OPERATION:

- Have filter for countries either for whole page or for individual graphs

Year ▼

Country ▼

- can be done for ~~the~~ year comparison.
- should have "show all" for overall comparison.
- Navigation bar should be interactive and show user where they are on the visual.

header 1 header 2

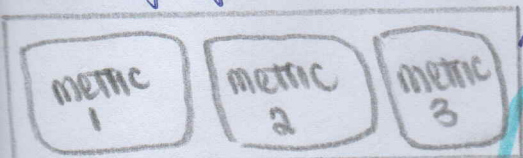
indicator that they are here

- Tooltip should show all values associated:

Production vol: xx  
Country: china  
Year: 2023

- should be shown when hovered. Should be applied to all available visualisations.
- background colour change

metric highlight section can be put at top or midway to provide visual break. to brown. should be same length; equidistant from each other; shape should be relative to container.



**FOCUS:** No particular focus on any chart, all visuals used to create whole picture. clearly segmented through different horizontal sight lines - visualisation should be evenly split. Focus on time based metrics as data is mainly time based - have country filters to see overall trends rather than country-by-country relative.

### DEPENDENCIES:

- Have to standardise choropleth map data for correct comp. parison.
- How far should the audience scroll? Don't want to overload with information.
- Have to upload index.html and css sheet on github - otherwise it won't work.
- Visualisations are simple - customisation will take the longest time; dedicate 24h at least.

### INFORMATION:

Name: Louisa Eron (33095604)  
date: 21/10/2025 Title: Layout page (page 5)