

Brainstorming

- Visualize the avg. user ①
- Help someone decide if OkCupid is/could be useful for them


Data we have 60,000 responses

- Age
- Body Type / Height / weight
- Diet / Drinking / Drugs
- Education Level
- Personal Essays
- Ethnicity / Language
- Job / Income
- Location
- Offspring / Pets
- Orientation / Sex
- Relationship Status
- Religion
- Sign

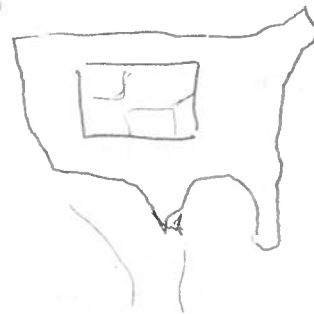
Options for filtering data?

sliding scales  income? age

category boxes

 (radio style or multiple check boxes?)

zooming in on a map?



Could be interesting to see where responses were from?

How could we visualize:

- Gender Distribution?
- Sexual Orientation?

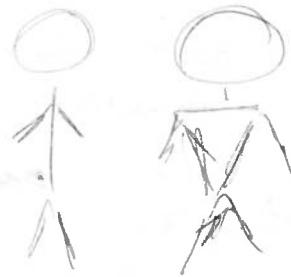
↳ Pie charts, simple, but boring



Maybe a tree map?



body type



Some kind of silhouette options?

Pets -> likes / has?

* Other note: how static / interactive do we want this visualization to be?

More Brainstorming

Search through profiles for hobbies?

eg:

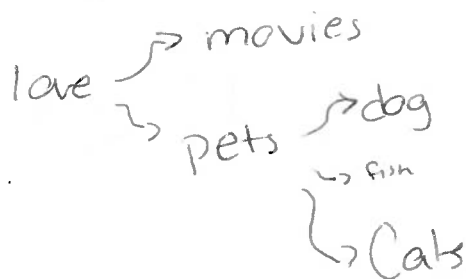
Movies
soccer
Tennis
video
Fishing

- Could be tricky: what counts as a hobby?
- Probably would need to find a library/API
- Could also potentially expand to verbs/personality traits

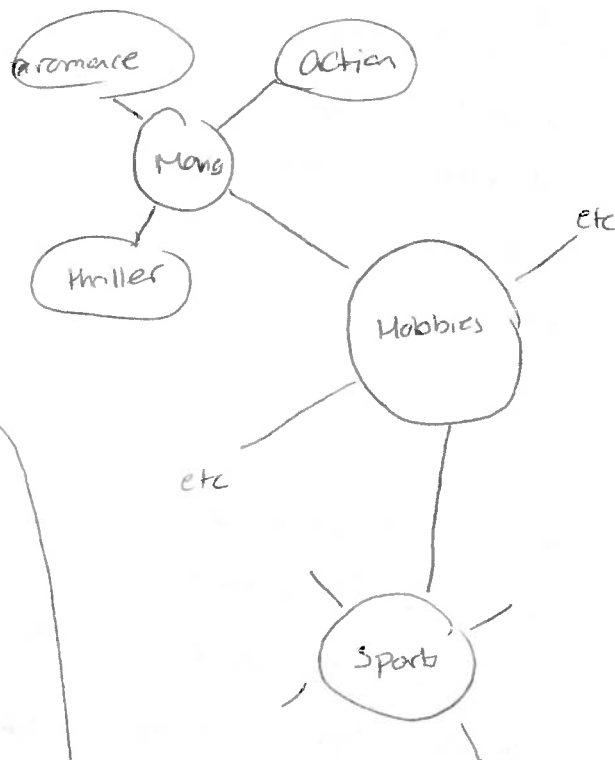
*Another Note:
we don't have any longitudinal data, so we can't do any outcomes over time



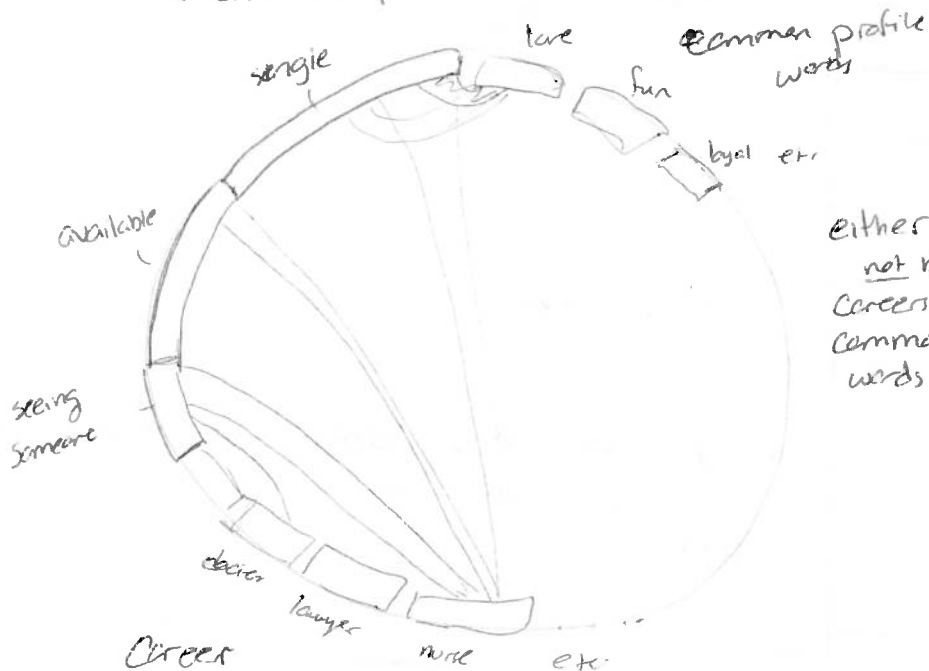
Could also do a senten tree, to explore what words/characteristics show up together



or network graph for categories



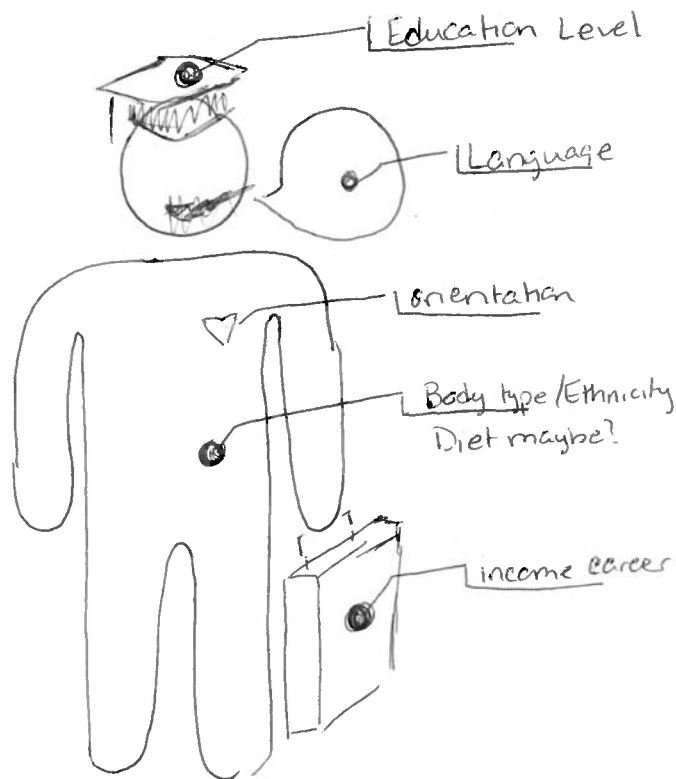
Chord Diagram for Relationship status & common profile characteristics or careers



either or, not both
careers + common words

Initial Designs

(3)



- Potential way to "visualize" the avg. user by representing him/her as a person
- Does the avg. person actually need to exist?

Pros

- Simple/straightforward to understand

Cons

- Person could be hard to make - would need to look into including svgs w/d3
- Some information (personal essays/page) doesn't visualize well this way

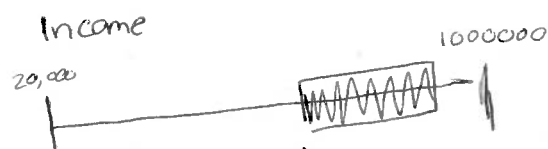
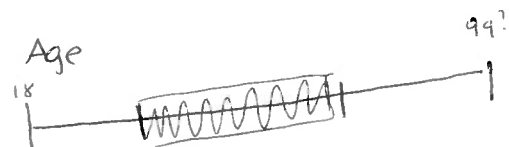
United States
↓



[992 matching profiles]

- A way to visualize if different areas are associated with diff. characteristics
- May need to provide initial criteria, otherwise there may be too many dots

Criteria



Career Field

Cat 1

Cat 2

Cat 3

Has Pets

Yes

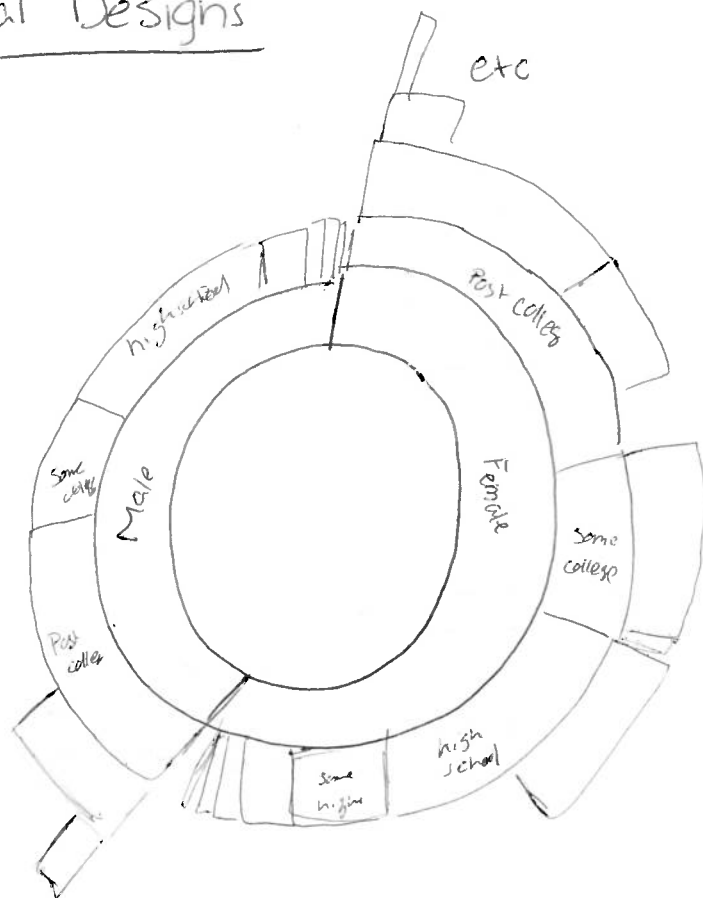
No

Height



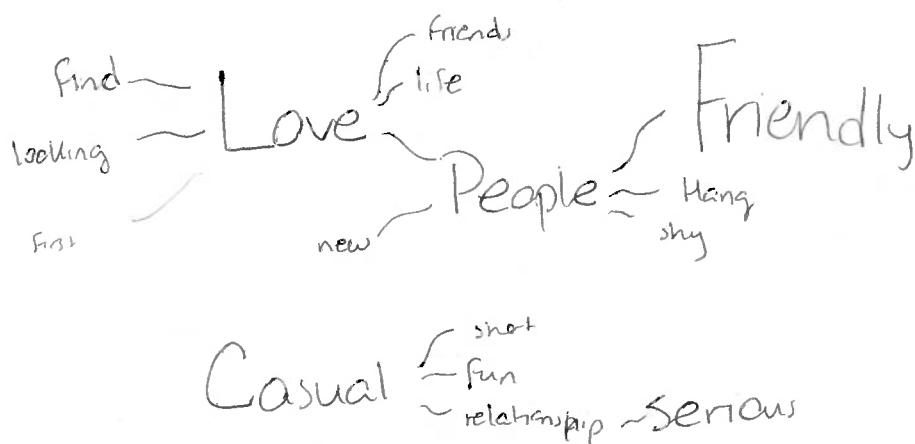
Initial Designs

(4)



- Sunburst chart, ~~so~~ could show a variety of filtering options without hiding others
- Tricky though, what order do we filter with? Male/Female seems straightforward, but after that?
- Could maybe have user prioritize categories?

(region)
(state)
sex → educ → location → etc



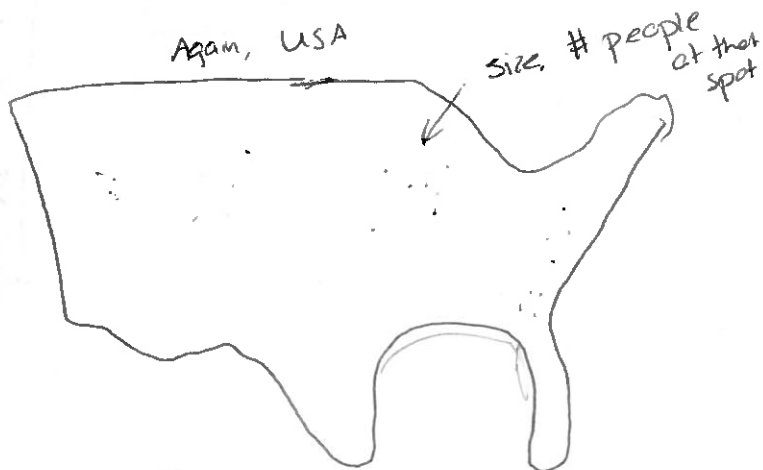
- we have personal essay categories → could break down common words/phrases to see what users are saying/looking for
- Note: we need to see if we can find the 'prompts' for the essay
- would really need to filter the data regarding responses, there's a pretty big variety
- Should we just do overall responses or offer on an individual level?

Tentative Final Design

5

Filters

Age v Income v State v Career v et



Choose Category

Most common values
for chosen category

Nurse Lawyer
Doctor etc
Sewer

Looking Love Animals Pets
Life
People Friendly
new

= sentence tree
for responses
that fit with
chosen filters