Brainstorming

- Visualize the avg. user
- 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?

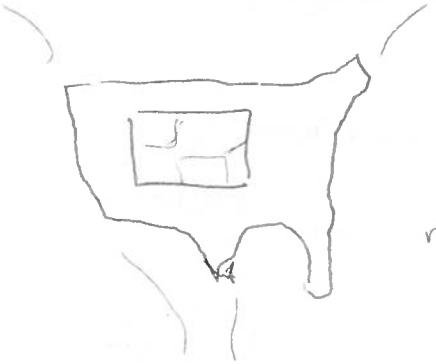
sliding scales

category boxes

Option 1 | Option 2 | Option 3

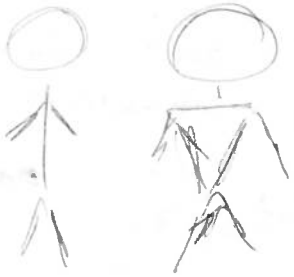
(radio style or multiple check boxes?)

zooming in on a map?



Could be interesting to see where responses were from?

body type



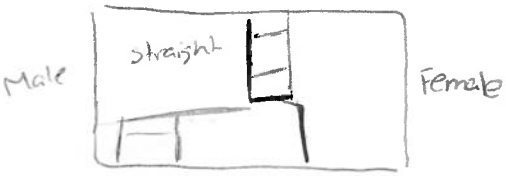
some kind of silhouette options?

How could we visualize:

- Gender Distribution?
- Sexual Orientation?

↳ Pie Charts, simple, but boring

Maybe a tree map?



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 victim Hiking

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

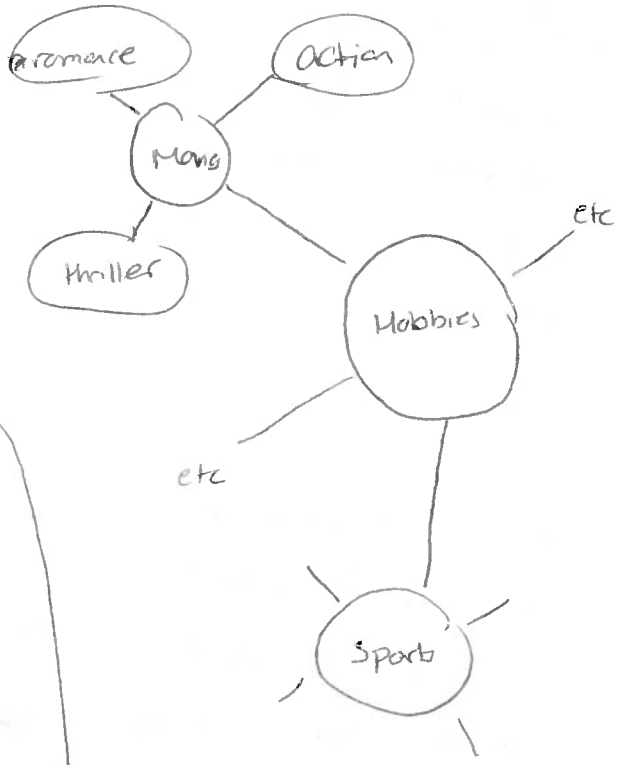
* Another Note: we don't have any longitudinal data, so we can't do any outcomes over time

↓

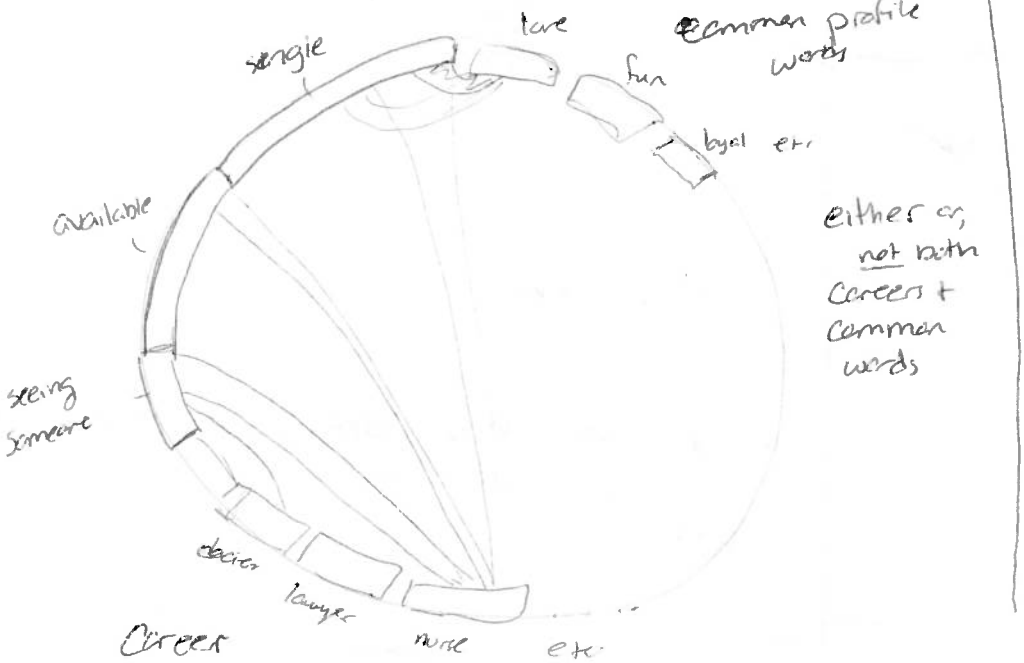
Could also do a senten tree, to explore what words/characteristics show up together

love → movies
love → pets → dog
pets → fish
pets → Cats

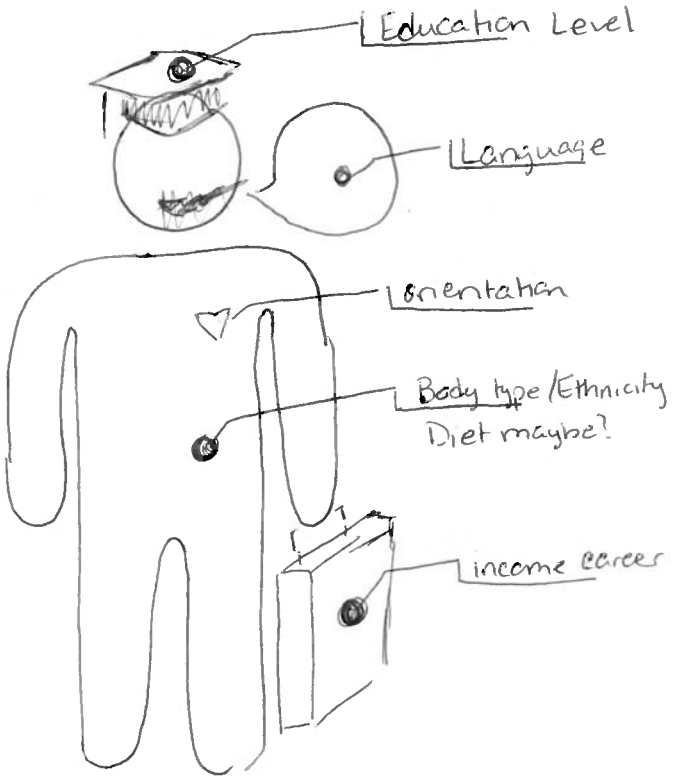
or network graphs for categories



Chord Diagram for Relationship Status + common profile characteristics or careers



Initial Designs



- Potential way to "visualize" the avg. user by representing him/her as a person
- Do 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 / age) doesn't visualize well this way

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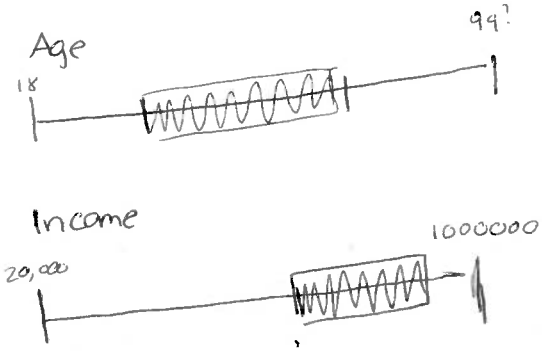
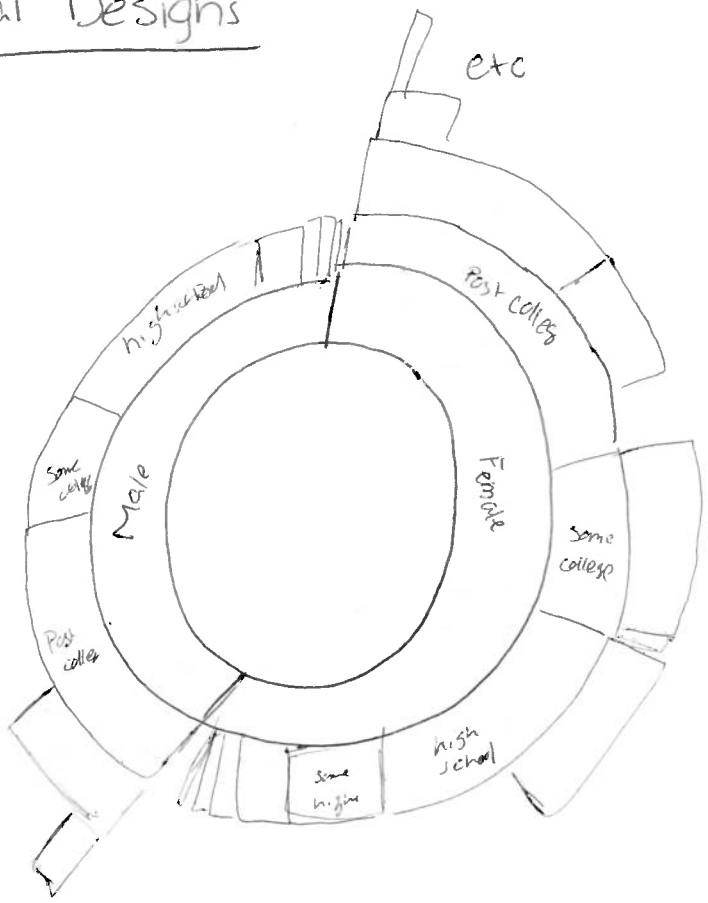
[992 matching profiles]

- 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

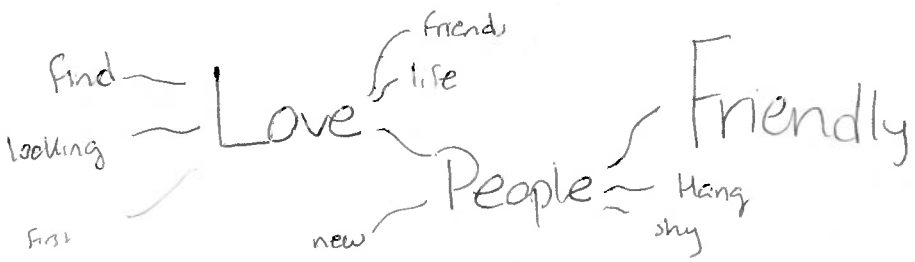


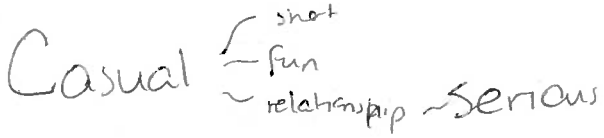
Initial Designs



- Sunburst chart, 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



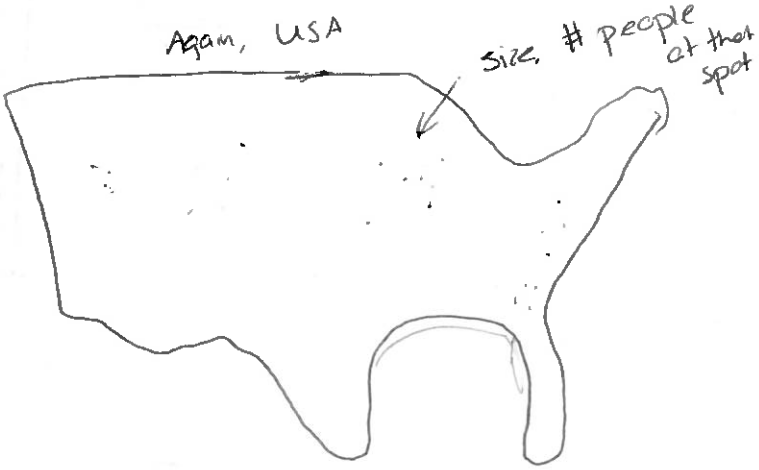


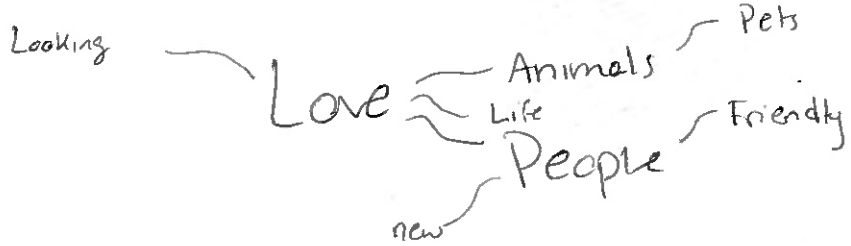
- we have personal essay categories -> could break down common words/phrases to see what users are saying/looking for
- Note: we need to see if we can find the 'prompts' for the essay
- Would really need to filter the (clean) data regarding responses, there's a pretty big variety
- Should we just do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

Tentative Final Design

Filters

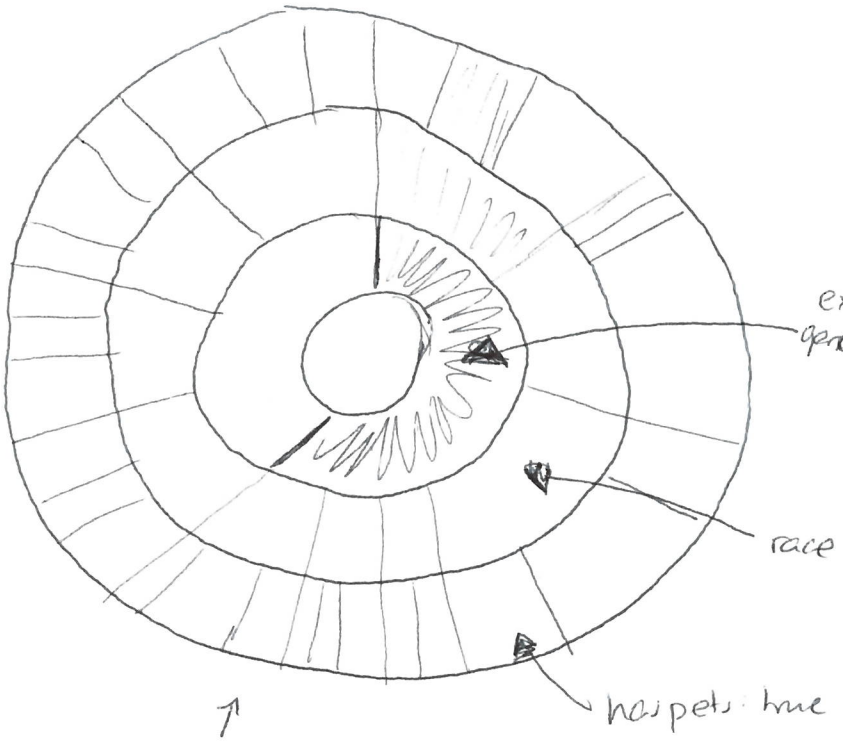
Age | Income | State | Career | etc





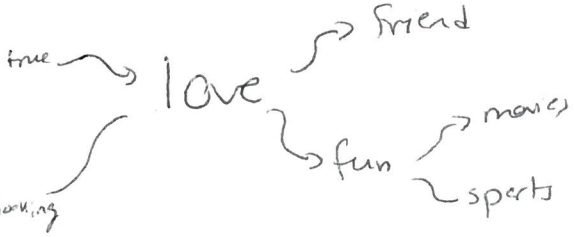
← Sentence tree for responses that fit within chosen filters

Updated Final Project Design



by ~~click~~ clicking on a section, could filter data for 2 other visualizations

- we scrapped the maps idea, didn't work super well with our data after a little digging, and we figured there are better ways to visualize the data
- Main vis is now a sunburst diagram, which users can order categories to sort through
  - Ex: viewers can sort by gender, race, and has pets to see how many women are asian and have pets, etc.
- We're still working out some quirks + stuff + labeling
- Still unsure if this is really the way we want to show hierarchical data
- Users currently limited to 3 layers



- we still plan on doing a sentence tree for text responses

Will randomly ~~generate~~ choose a profile from selected group

Gender: _ (46% of all profiles are men)

Location: _ (20% percent of all profiles are from here)

- Still trying to see if there are better ways to visualize this.