Ideas

① World Cloud

Alcohol-free
Natural
pet-volcum Oil-free
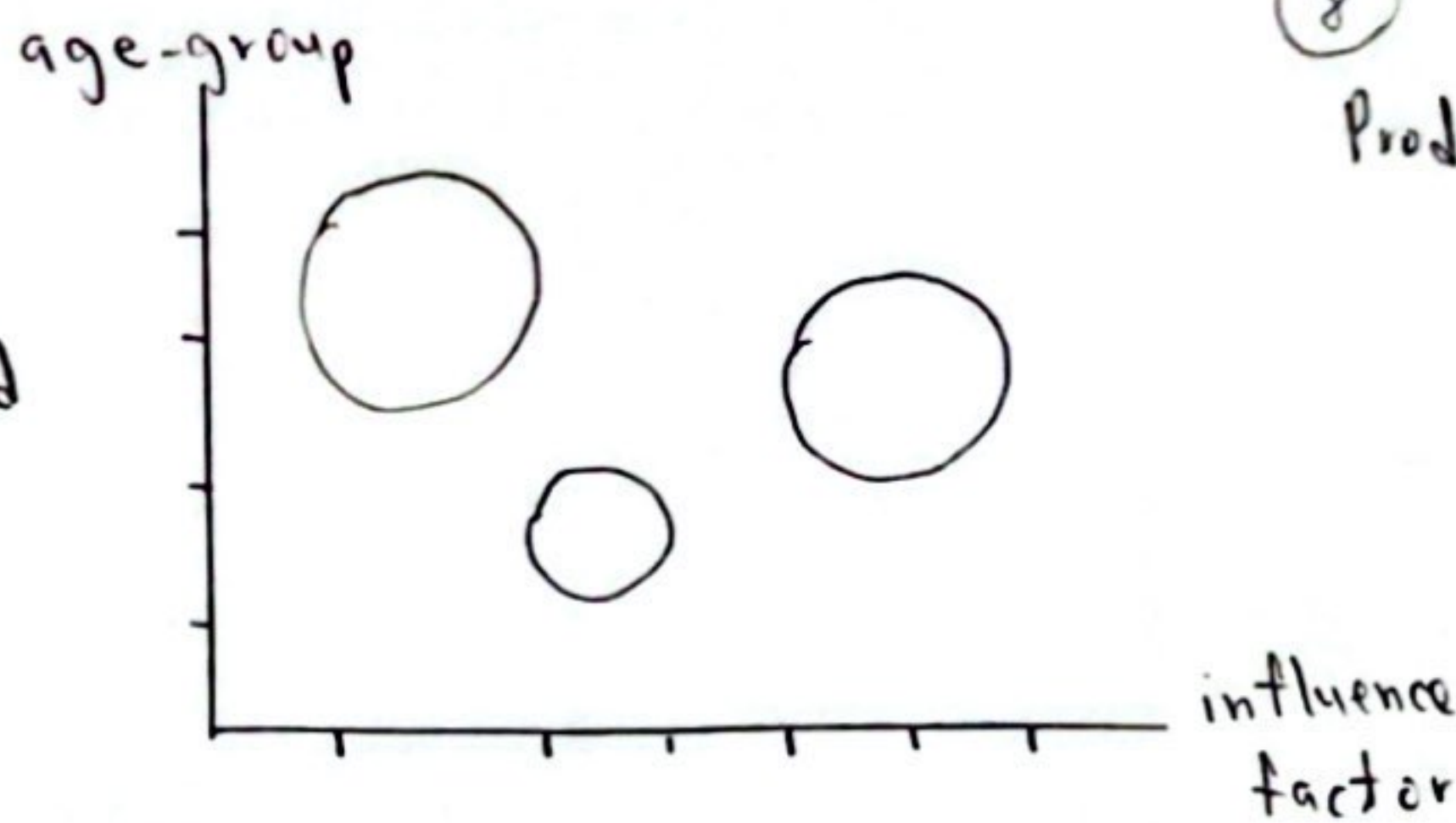free
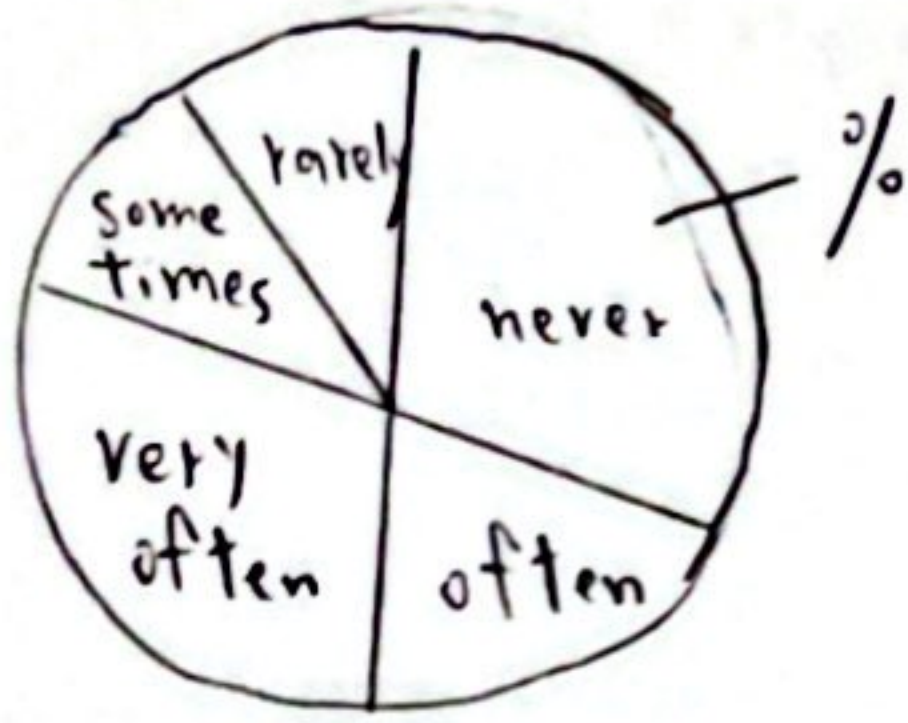
② Stacked Bar Chart

no. of respondent

- 🟨 experienced
- 🟩 x experienced

0-20   20-50   50-100   → average spending

③ TreeMap

Moisturizer | Face Mask
Cleanser | Eye Cream | Treatment

④ Pie Chart

Some times | rarely | %
very often | often | never

⑤ Bubble Chart

age-group

influence factor

⑥ Heatmap

Suitable Skin Type

Oily
Dry

Product Name

⑦ Dot Chart

Average Rank

→ Brand

Average price

⑧ Bar Chart

Product Name

Product Price
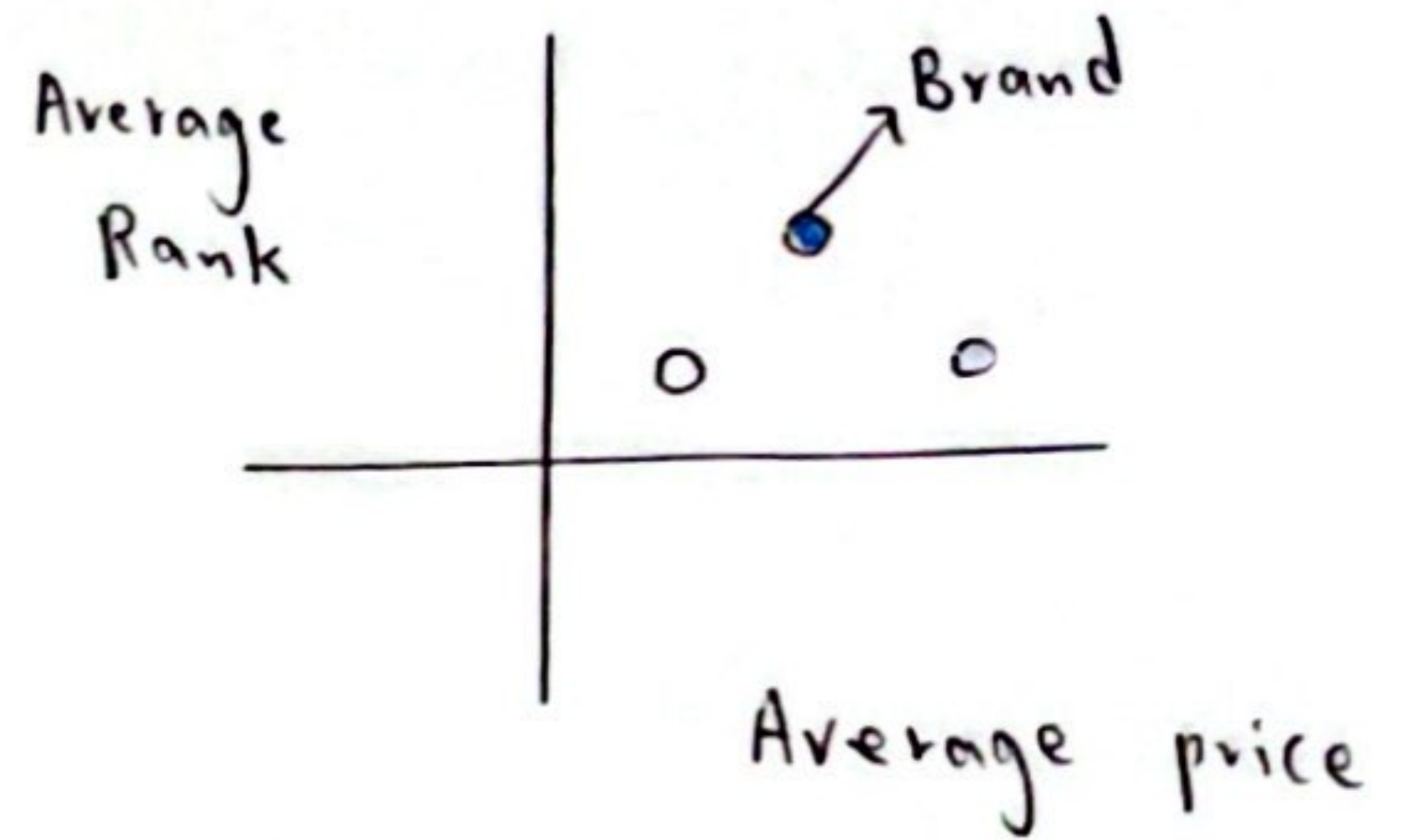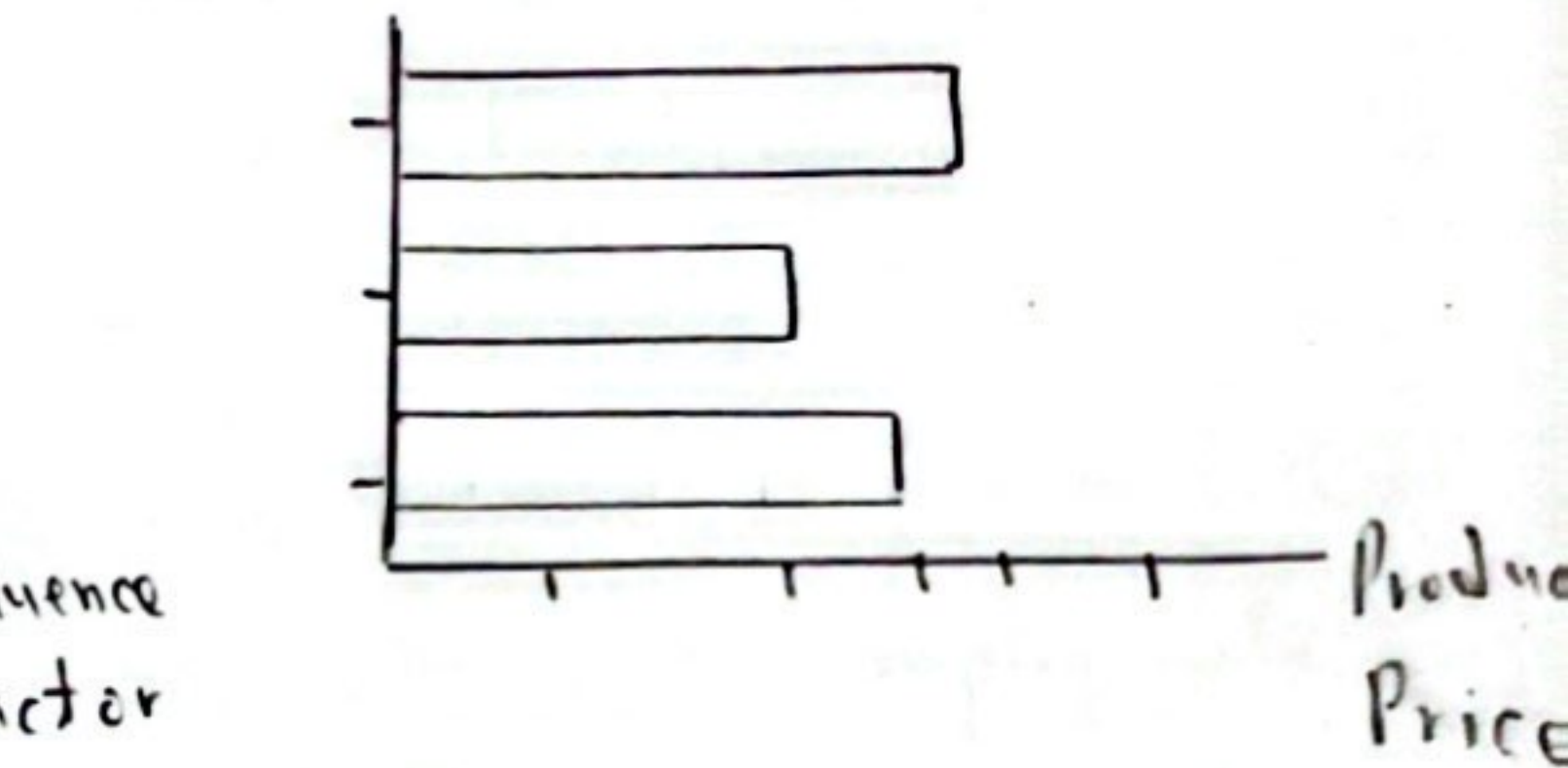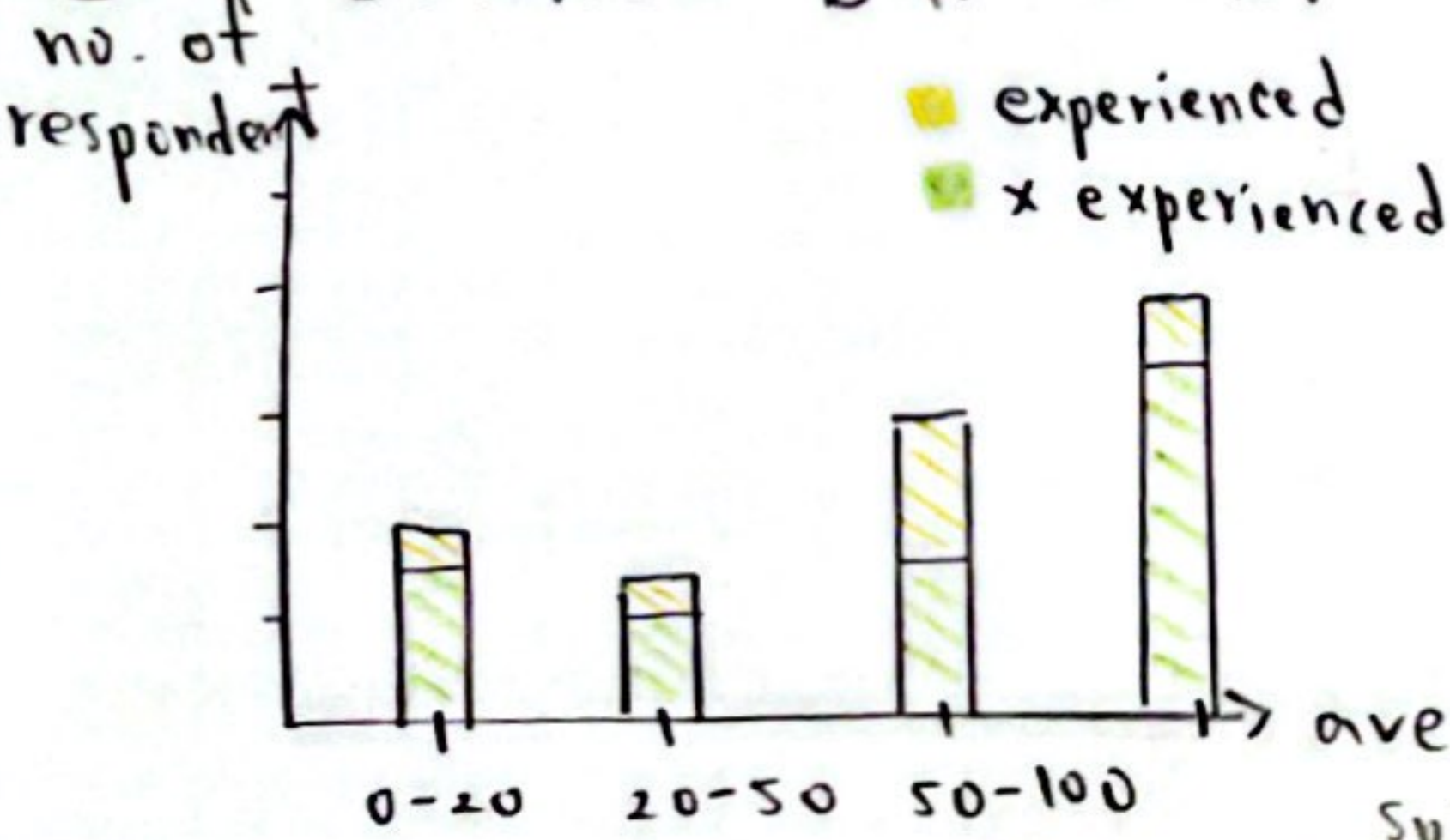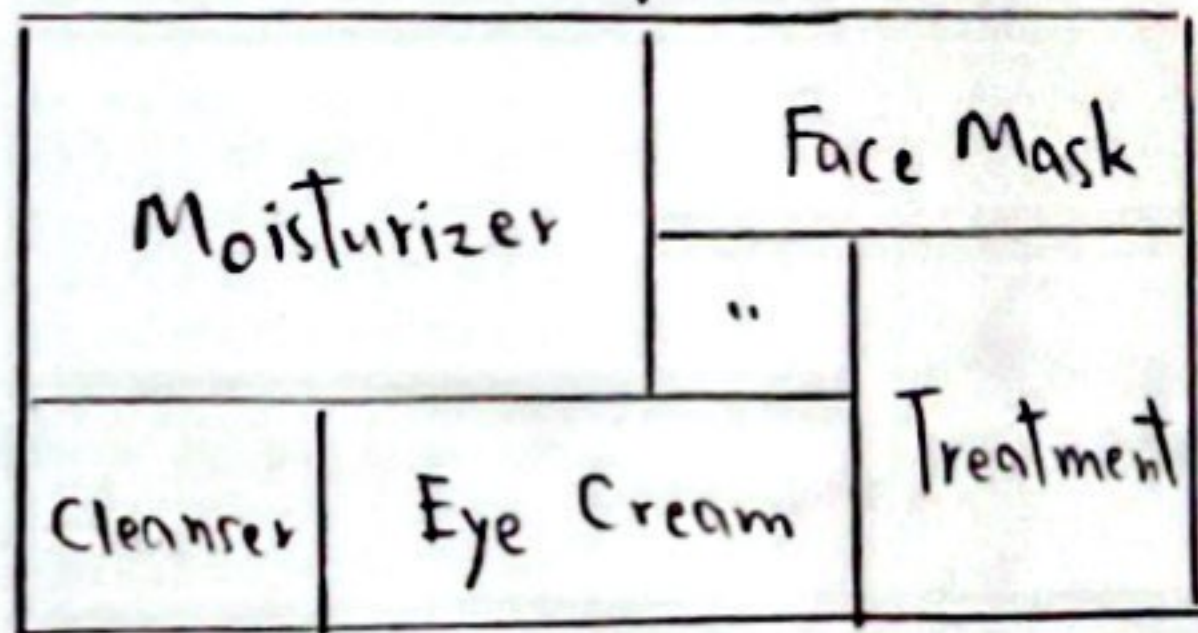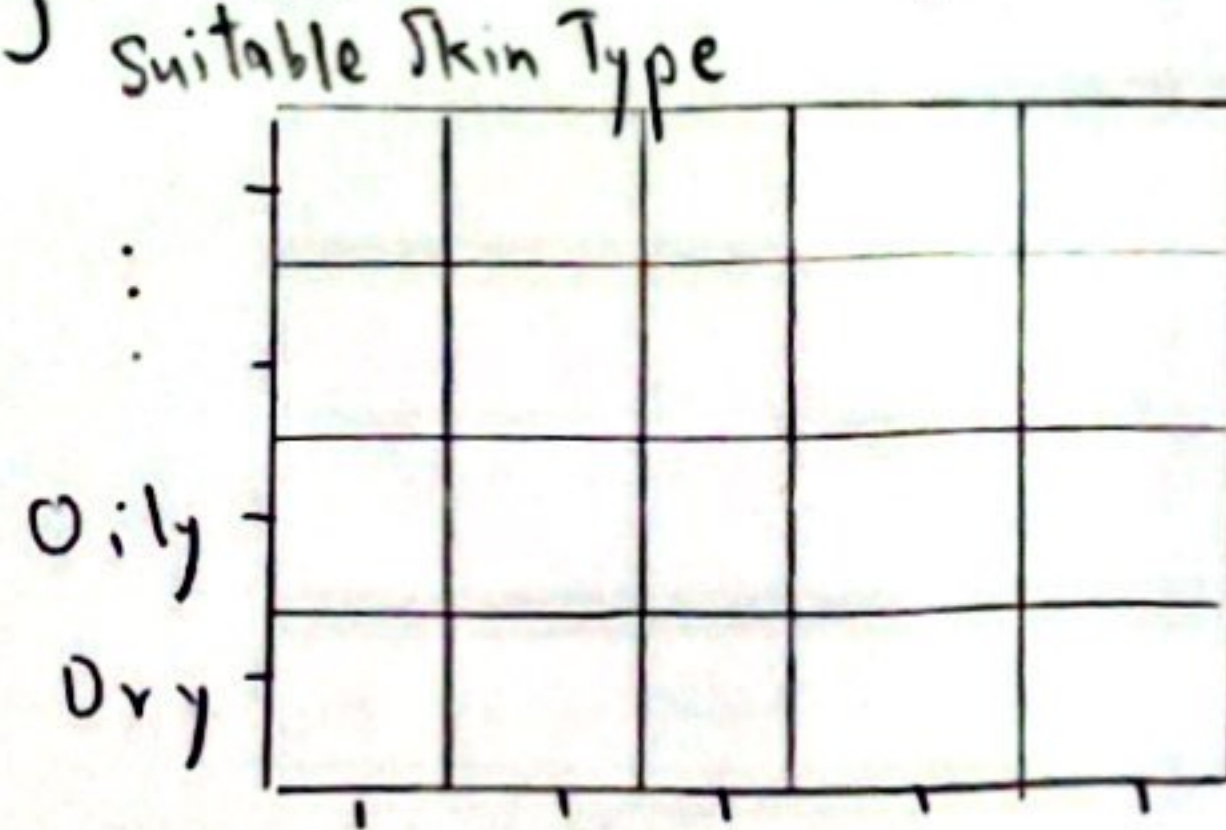
⑨ Multi-Series Line Chart

average importance rating

- 🔵 male
- 🟥 female

skin problem

Product Name
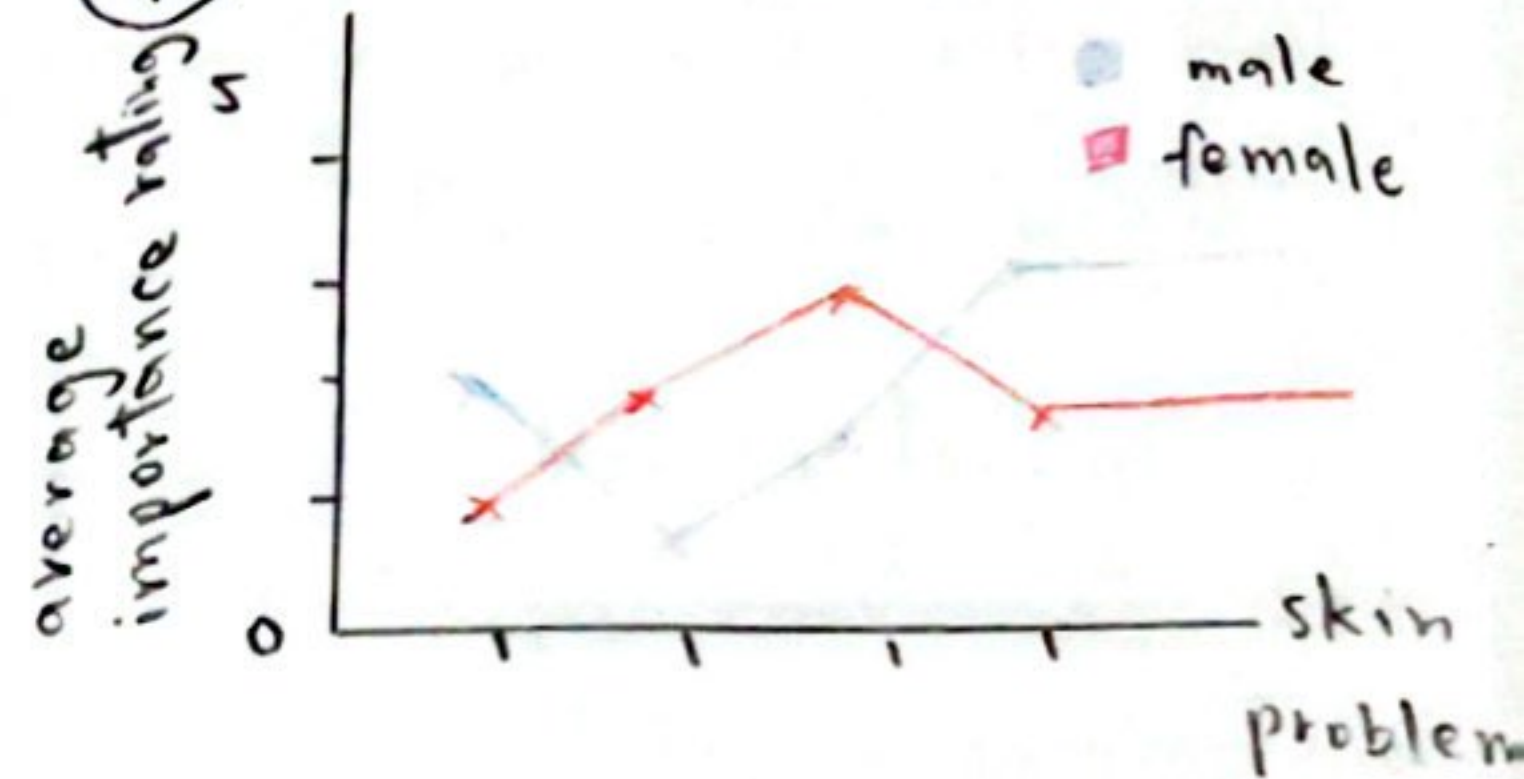
Filter

⇒ ② can include gender attribute. which formed grp stacked bar chart.

⇒ ④ not showing much info by itself, could combined w other charts.

⇒ ③ use colour hue to encode product type.

Categorize

① + ② + ⑨ + ④ + ⑤

⇒ consumer behaviours

③ + ⑥ + ⑦ + ⑧

⇒ Product Analysis & Overview

① + ⑧ + ⑦ + ②

⇒ SkinCare Analysis Based On Spending

Combine & Refine

Ⓐ Horizontal stacked Bar Chart

- each segment represent a skin-type
- colour hue decode suitability

Product name

→ product price

Ⓑ Group Stacked Bar Chart

no. of respondents

M
F

0-20   20-50   50-100   → average spending
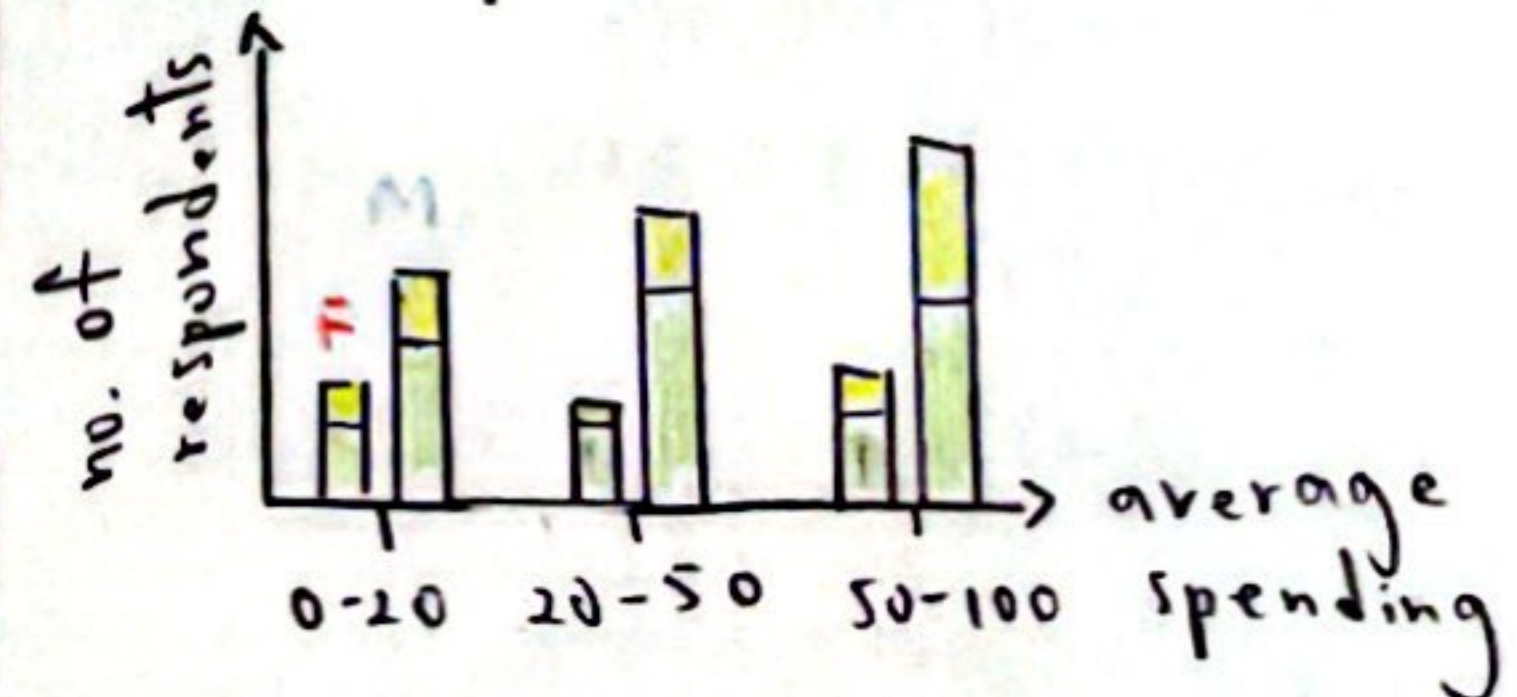
Ⓒ Matrix Bubble Chart

age-grp

●— pie chart

Ⓓ Combined Stacked Bar & Line Chart

importance rating

F
M

Influence factor,   skin problem
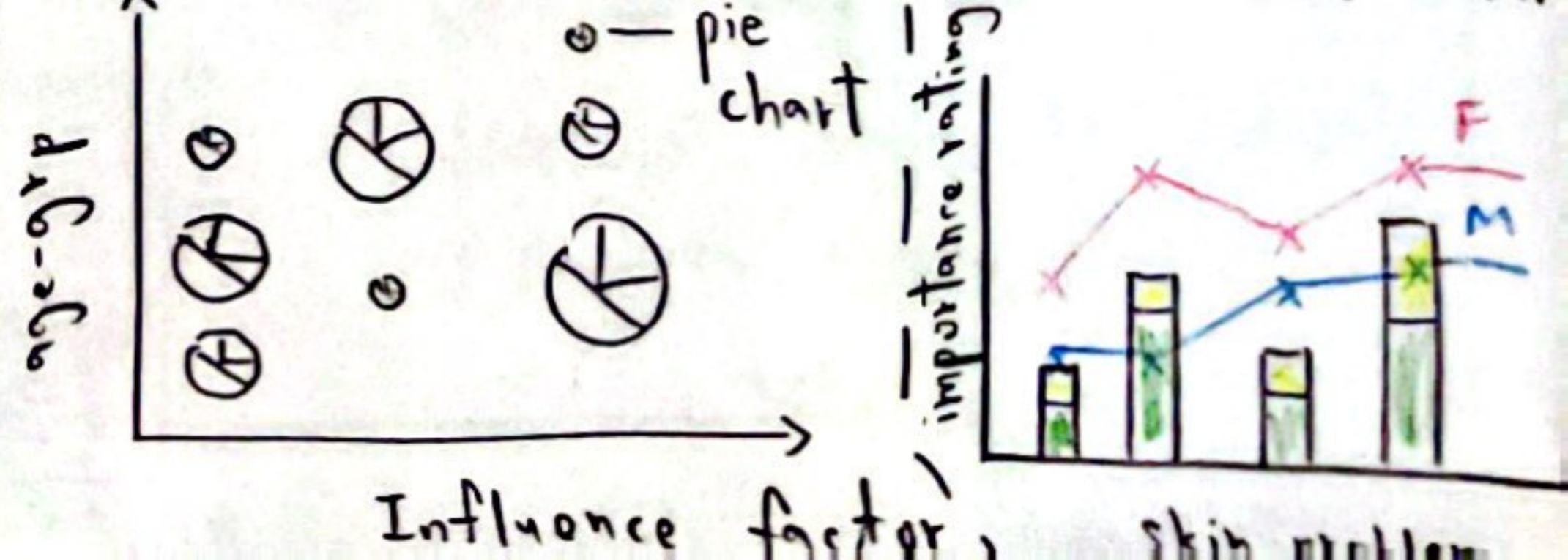
LAYOUT

average importance rating

experience
- □ experienced
- ⊠ × experienced

average spending

Skin problems
oily   dry   redness   acne   ...
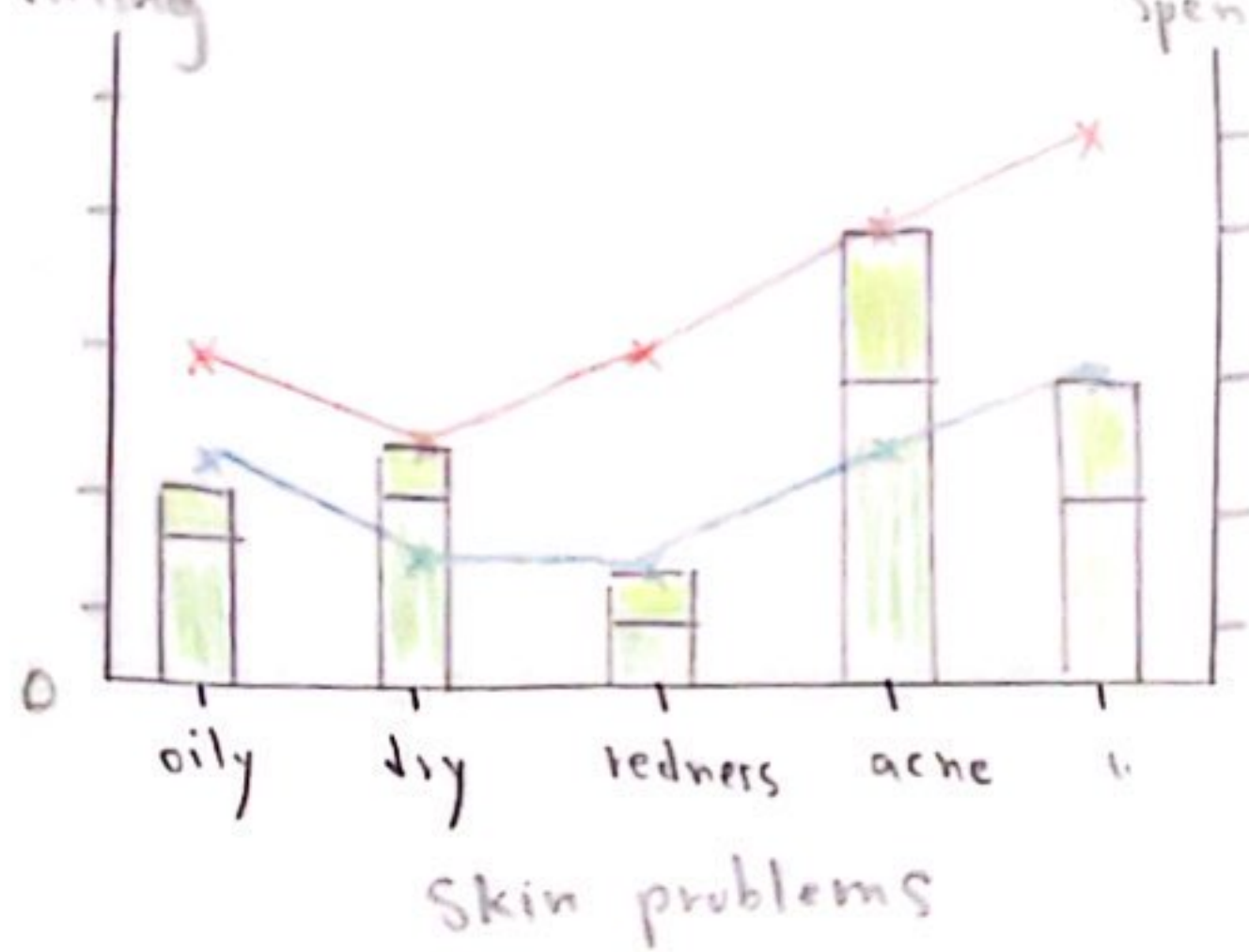
Analysis

1

Alcohol-free   Pot Roleum-free
Natural
Non-comedogene   Oil-free
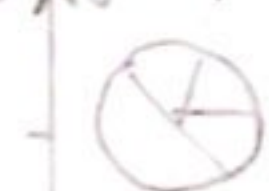
age-group

Brand

Influence factor

FOCUS

Average Spending

Gender: Female
Skin problem:
Spending:
rating: } mouseover

now will only show data of females

oily   dry   redness   acne   skin problems

age-group

Influence factor:
age-group: } mouseover

how often buy: never
percentage: — %

35-40
30-35
25-30
20-25
15-20

Brand

Influence factor

Alcohol-free

Natural   } mouseover

Ingredients:
Total Count:

mouse bring up the total count data of the 'pointed word'

INFO

TITLE: Consumer Behaviours on SkinCare

AUTHOR: Lok Mei Hui

DATE: 17/8/2024

SHEET: 02

TASK: Visualise Consumer Bhv on skincare

OPERATIONS

① Hover over world cloud to see total count of preferred ingredients.

② Hovering the line of combined bar & line chart will display details in a tooltip.

③ Selecting the line will show data based on the selected gender

④ Hovering over the center or segment of pie chart will show detailed of data accordingly.

DISCUSSIONS

+ve ⇒ allow user to g× interactive attention by allowing them to select & show changes on the design.

⇒ hovering over the data allow user to read more details regarding the data.

-ve ⇒ Difficult to view the distribution of pie chart in matrix bubble chart

⇒ hard to implement

⇒ does not relate to dataset 2 (Sephora skincare)
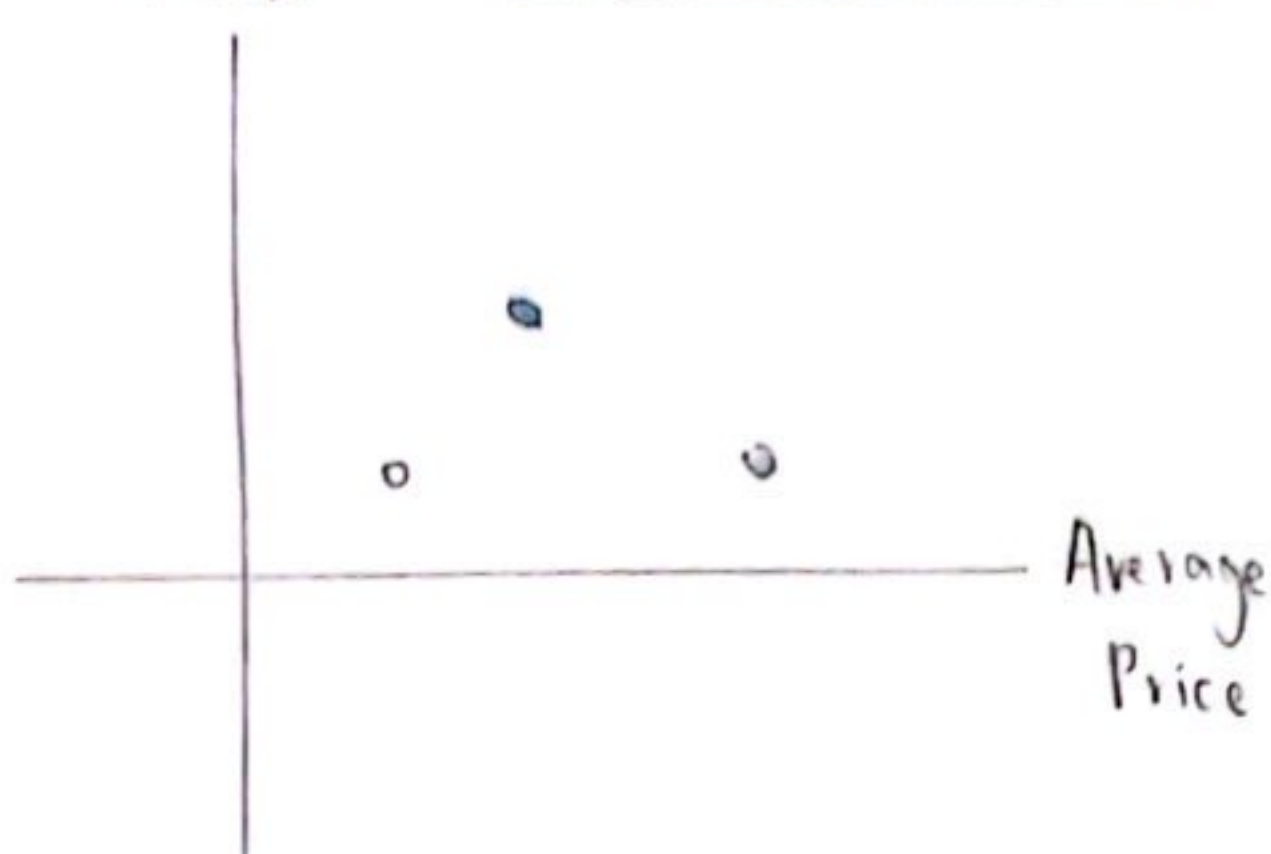
⇒ matrix bubble + pie chart can b confusing to understand.

LAYOUT

Count of Product
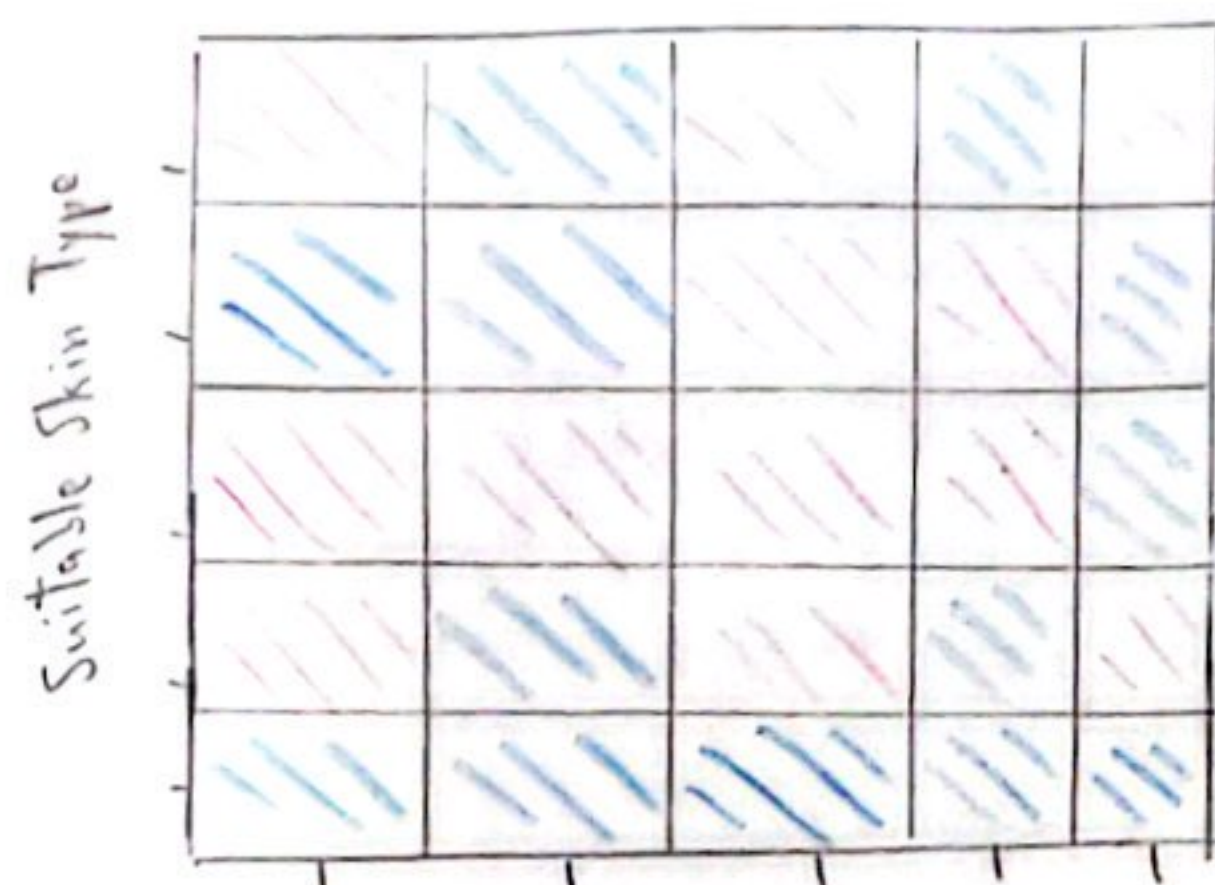
Average Rank

10

0

Brand Selection

Brand

Average Price

| Moisturizer | Face Mask |
| Cleanser | Eye Cream | " T |

Glycerin

WATER

Algae

Glycolic-acid

Suitable Skin Type

• Suitable   x suitable

Product Name

OPERATIONS

① Hovering over the dot will display detailed data in a tooltip

② User can determined the product's detail & type of product under specific brand, using filter function.

FOCUS

Average Rank

Brand: Becca
Avg Rating: 4.2
Avg Price:
Count of Product: 3

Average Price

Brand Selection

Brand

Becca
Origins
The Ordina

scroll
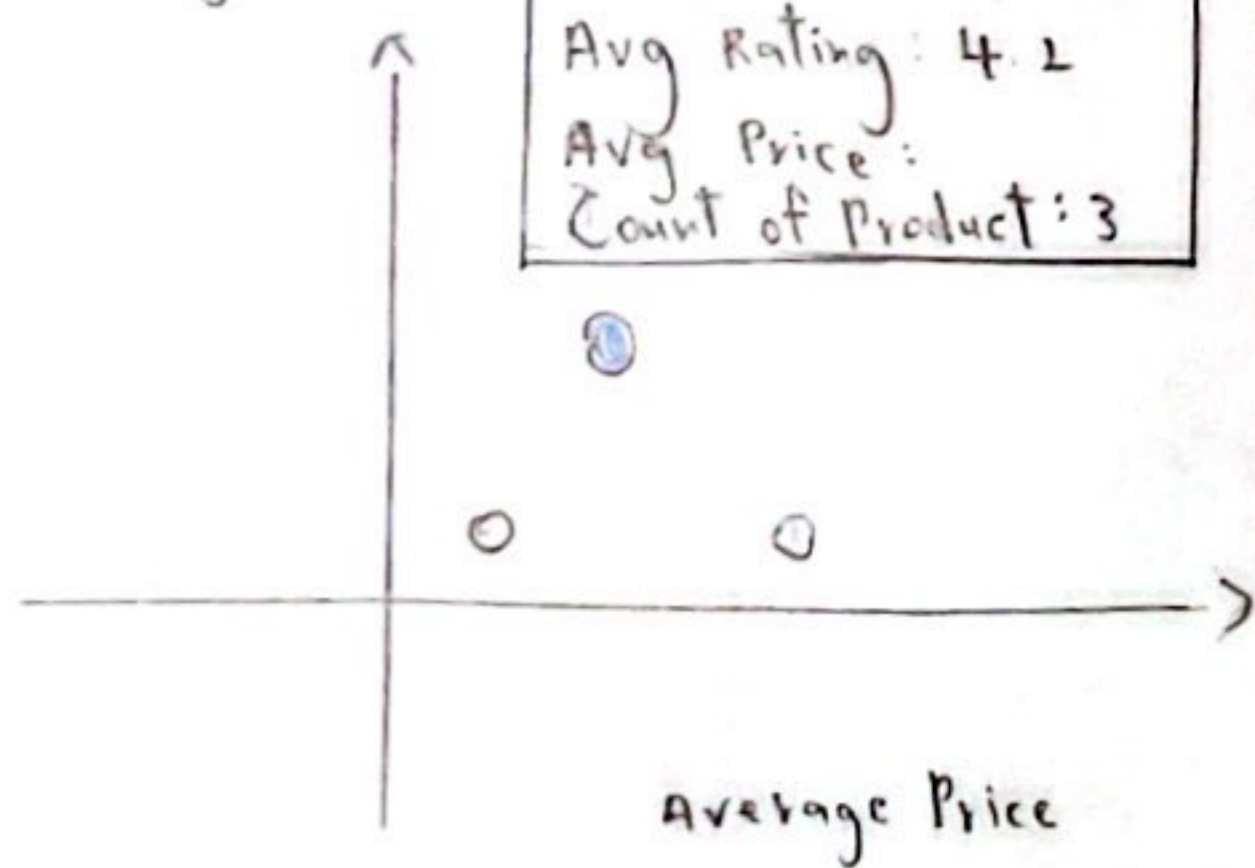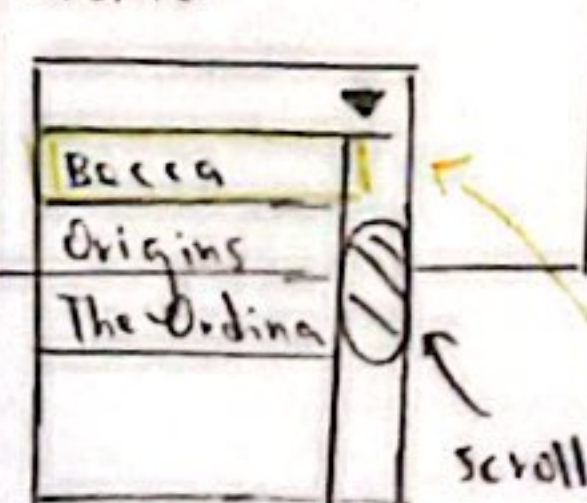
will change treemap & heatmap based on chousen brand

Treatment

mouseover

Product Category.
Total Count: 3

Suitable Skin Type

Dry

Normal

Oily

Product Name:
Suitable for dry skin?

No

mouseover

DISCUSSIONS

+ve => Allow user to choose product according to the brand's average price & rank.

=> Allow user gv interactive attention by allowing them to select & shows changes on the design (treemap & heatmap)

-ve => Does not relate to dataset 1. (Skincare Malaysia)

=> Not all product will be shown on the heatmap, only when a brand is selected.

=> Only the top 10 Brand is shown on the dot chart.

LAYOUT

no. of respondents

experienced
x experienced

Category
o M
o F

F
M

0-20   20-50   50-70

Analysis 1

average Spending

Brand Average Rank

| Moisturizer | " |
| Eye Cream " | " |

Product Name

sensitive
oily

o
o
o

0   10

Brand Average Price

Product Price

FOCUS

no. of respondents

Category
o M
• F

0-20 20-50 50-100

average spending

once checked, will only show data of female

| Moisturizer | " |
| Eye Cream | Cleanser | " |

mouseover

| Product Type : |
| Total Count : |

Brand Average Rank

• click

o

mouseover

Brand:
Price:
Rank:

Brand Average Price

20

0

if clicked, will display brand w average price of this.

product name will change according to the selected brand

Product Name

mouseover

skin type:
suitable?: Y

Product Price

OPERATIONS

⇒ checking / unchecking the gender category will change the group stacked bar chart data accordingly.

⇒ hovering ~~/selecting~~ the dot will display detailed in a tooltip.

⇒ clicking the average spending (0-20 / 20-50...) will filter the brand in dot chart.

⇒ selecting the dot will show details of the products under this brand in stacked bar chart.

DISCUSSIONS

+ve ⇒ hovering over data allow user to hv details of the data (tooltip)

⇒ provided a checkbox whr user can filter the data based on gender

⇒ Allow user to determined brand that r within their average spending.

-ve ⇒ Not all products will be shown on tho ~~s~~ horizontal stacked bar chart.

⇒ user may not know that clicking the category of average spending could filter the data.

Scanned with CamScanner
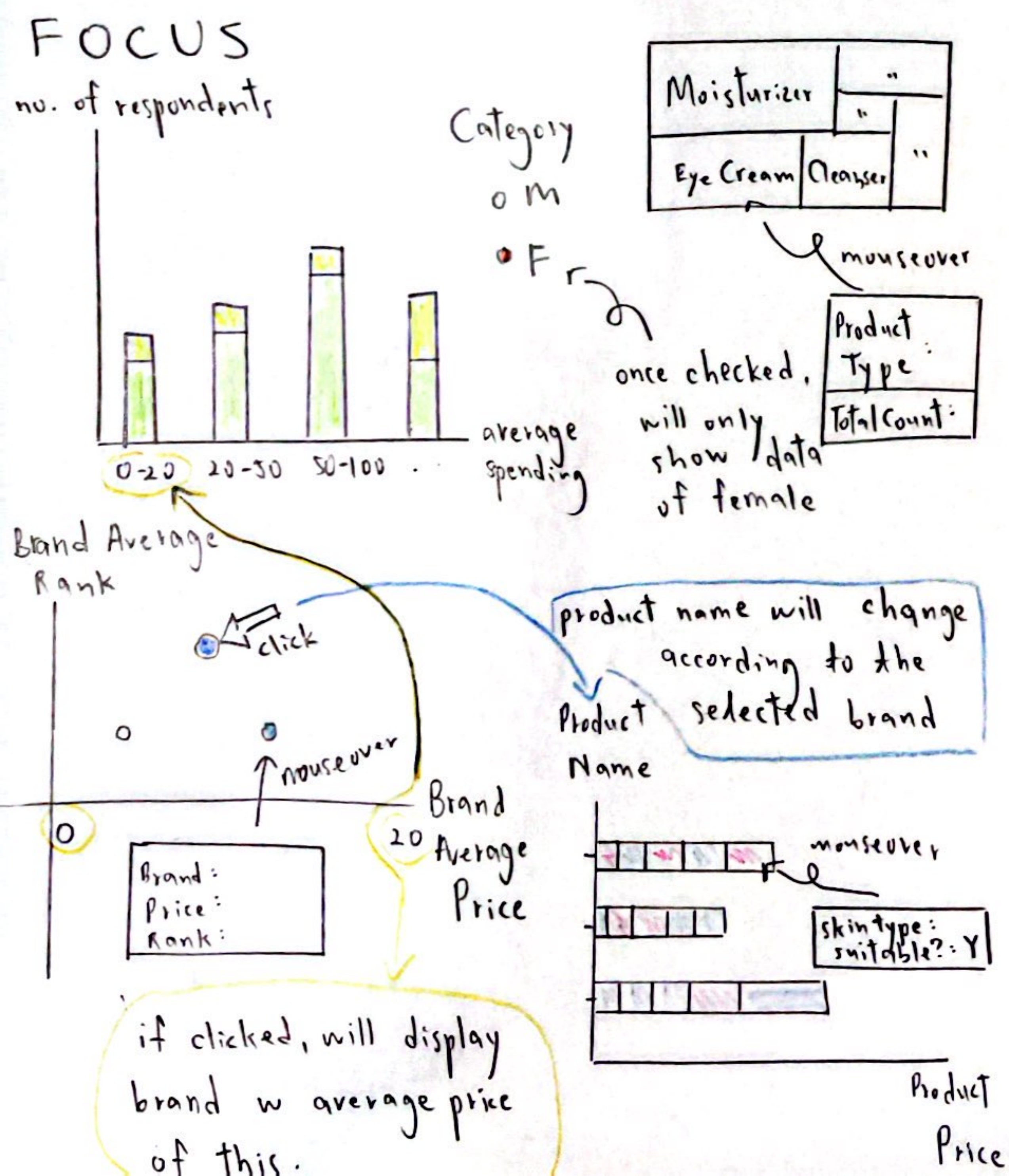
LAYOUT

no. of respondents

○ Experienced
○ x experienced

Filter Gender
☐ M
☐ F

Filter Spending
☐ 0-20
☐ 20-50
☐ 50-100
☐ 100-150

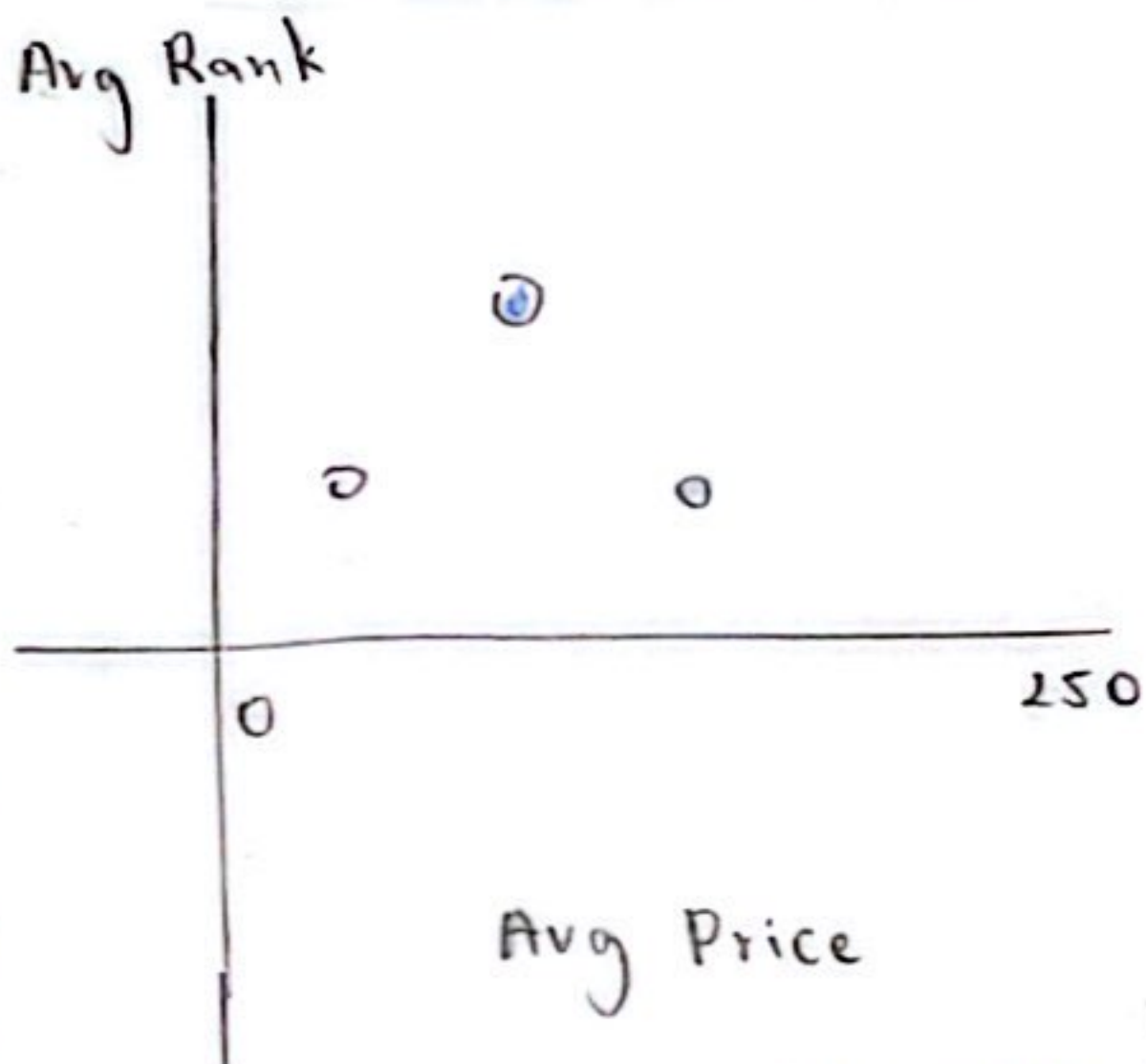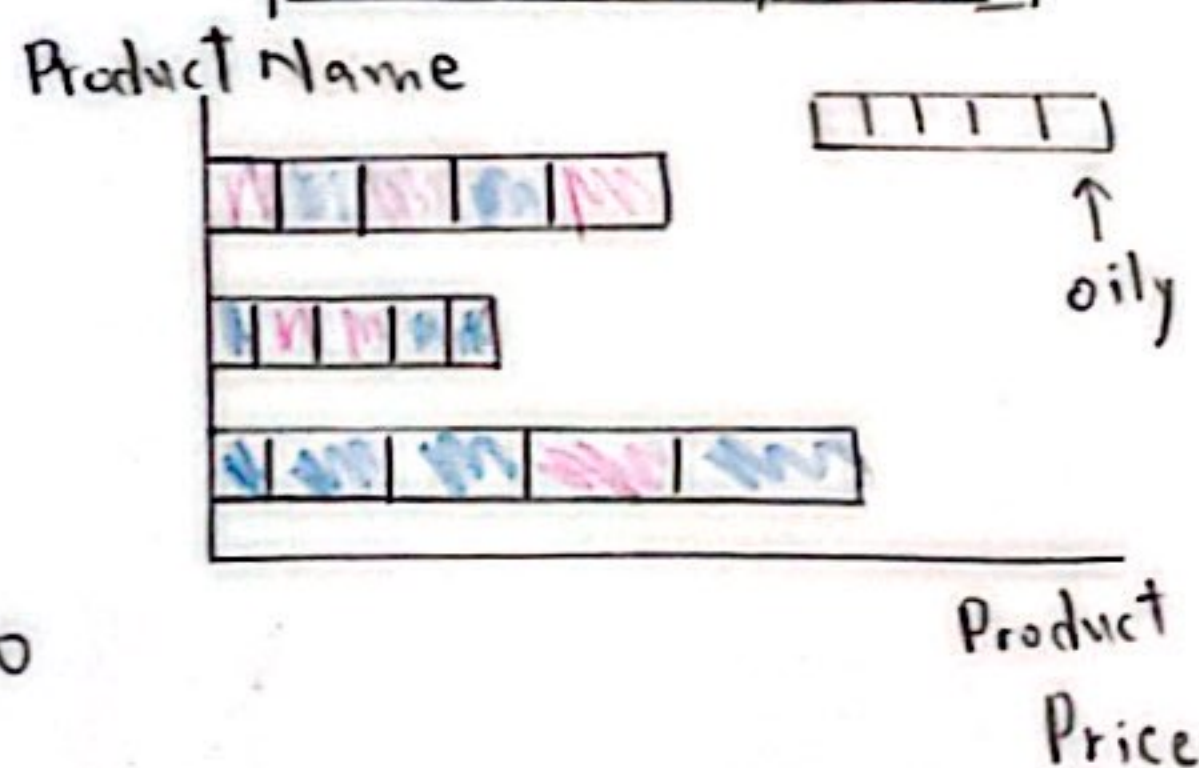| Analysis 1 |

0-20   20-50   50-100   ..   average Spending

| Brand by Avg Rank & P |

Avg Rank

eye-cream

Moisturizer
Sun-Protect   serum

| Products by Brand |

Product Name

↑ oily

0   250

Avg Price

Product Price

0 |▨▨▨▨▨▨| 10

TITLE:

AUTHOR: LOK MEI HUI

DATE: 17/8/2024

SHEET: 05

TASK: Visualise suitable skincare product based on average spending.

OPERATIONS

⇒ 2 drop down filters that allow users to filter between gender for stacked bar chart & avg spending for dot chart

⇒ Hovering/selecting the word in world cloud will display tooltip

⇒ Selecting the dot will chg the horizontal bar chart data based on the selected brand.

⇒ Hovering over the dot will display tooltip showing detailed data of the brand.

FOCUS

○ Experienced
○ x experienced

Filter Gender
☐ Male
▥ Female

once checked, only show data of female

avg rank

Filter Spending
▨ 0-20
☐ 20-50
☐ 50-100
☐ ...

0-20   20-50   50-100
averge spending

click/select

hover

avg price
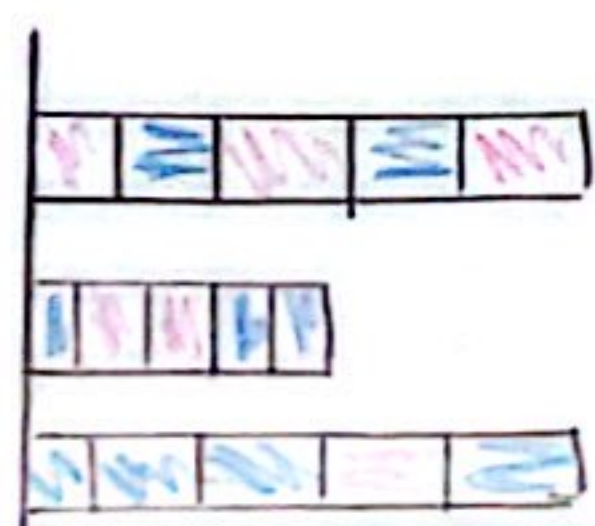
→0

0

20

Brand:
Avg Rank:
Avg Price:

treatment

Moisturizer
Sun-Protect   eye-cream   hover

Product Type:
Total Count:

size - total count of product

Product Name

Skin Type:
Suitable?: N

Product Price

DETAILS

① Dataset
⇒ Combined dataset by merging 2 datasets. 1 of these r about cosmetics the other is related to skincare survey among Malaysians.

② Dependencies
⇒ Tablea Public

③ Estimates
⇒ Cost: —
⇒ Timeline: 20 hours

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