October 16, 2016

BREWERY VISUALIZATION

1. IDEA 1: ROADTRIP

A. This project would create a tool that allows the user to plan out which breweries to visit during a road trip

i. The Brewery website already provides a road trip feature but it's very limited

1. *For example, if a user plans a road trip from Boston to LA the tool gives over 800 breweries along the way. Is the user supposed to now search through all 800 to find the ones they want to visit?*

ii. We would extend this idea to give the user more information and more searching capabilities

1. *For example, someone with Celiac disease would want to be able to search for cider companies*
2. *We could also add:*
    a. *Mode of transportation (someone who doesn't drive and is perhaps doing a cross-country trip by train would want to see breweries near train stops)*
    b. *Time period you'll be there*
        i. Maybe the brewery happens to have a special event during the time period you'll be there
    c. *Brewery's specialty*
    d. *Ratings/popularity – could be pulled from YELP?*

B. Visualization Component:

i. Very standard. Google maps API with additional search boxes

C. Pros:

i. This tool has a very clear purpose that would attract a lot of users

2. IDEA 2: THE CRAFT BEER MOVEMENT

A. This project would tell a story about the craft beer movement

i. This idea is more creative and gives more opportunities for interesting visualizations and animations

B. For example, we could start out in the 1970s and show where the main, let's say 10, breweries are. Then we'd show over time how more eclectic breweries are popping up.

C. We could look at the surge of brewery openings

D. We could investigate temporal trends in the data (seasonal)

E. Just like with the Olympic Medalist Visualization, we would provide a breakdown of the data so that the user could explore on their own at the end and compare years

F. Pros:

   i. This project has more opportunities for exciting animations and visualizations

3. IDEA 3: STRAIGHTFORWARD EXPLORATORY TOOL

A. This project would create an exploratory tool that would help the user find insight from the data

   i. We would provide various statistical and analytical features that would help the user find interesting information (such as outliers in the data)

   ii. The user would use this tool for learning purposes

B. Pros:

   i. This tool would be able to do more interesting math and statistical analysis on the data