

SI649 Final Presentation

VISTOCKS

Visualization to Strategize Investment on MovieStocks

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Intro | HSX.com

- Hollywood Stock Exchange
- A virtual game imitating the investment in stock market, where the players invest in movies, actors/actresses, and TV shows.
- The elements, such as History of stock price and trailer are provided.

The screenshot displays the HSX.com (Hollywood Stock Exchange) website. The header includes the HSX logo and navigation links: Sign Up, Login, Trade Movies, Stars & More!. Below the header is a green navigation bar with links: MY PORTFOLIO, ON THE EXCHANGE, NEWS & EVENTS, COMMUNITY, EARN H\$, and a search bar. The main content area features a detailed page for 'Captain America: The Winter Soldier' (CAPA2). This page includes a movie poster, a table of key statistics, a description, a video player for a trailer, and a trading interface. The statistics table lists: Symbol: CAPA2, Status: Active, IPO Date: Jul 4, 2011, Genre: Action / Adventure, MPA Rating: PG-13, Phase: Release, Release Date: Apr 4, 2014, Release Pattern: wide, Gross: \$200,501,510, and Theaters: 3938. The description states that Marvel is moving forward with a sequel to 'Captain America: The First Avenger'. The trading interface shows a current value of H\$229.38, a change of H\$1.11 (0.48%), and a 'TRADE CAPA2' section with a 'Quick Trader' button and a 'Buy/Sell/Short' button. A line chart shows the stock's price history, and a table at the bottom lists high and low trading prices for the week.

Symbol	Phase
CAPA2	Release

Status	Release Date
Active	Apr 4, 2014

IPO Date	Release Pattern
Jul 4, 2011	wide

Genre	Gross
Action / Adventure	\$200,501,510

MPAA Rating	Theaters
PG-13	3938

DESCRIPTION
Marvel is moving forward with a sequel to *Captain America: The First Avenger*. The film takes place in the present day as Steve Rogers reconnects with Bucky Barnes, who has become The Winter Soldier. Stephen McFeely and Christopher Markus script the sequel.

TRADE CAPA2 Quick Trader
Qty:
Buy Sell Short
Cover

Captain America: The Winter... (CA

HIGH AND LOW TRADING PRICES
This Week: ▲ H\$232.68 ▼ H\$216.10

Intro | Use Case

→ Target Users

The players on HSX who invest in MovieStocks

→ Use Case

Identify whether their virtual money should be spent on a specific MovieStock



→ Assumption

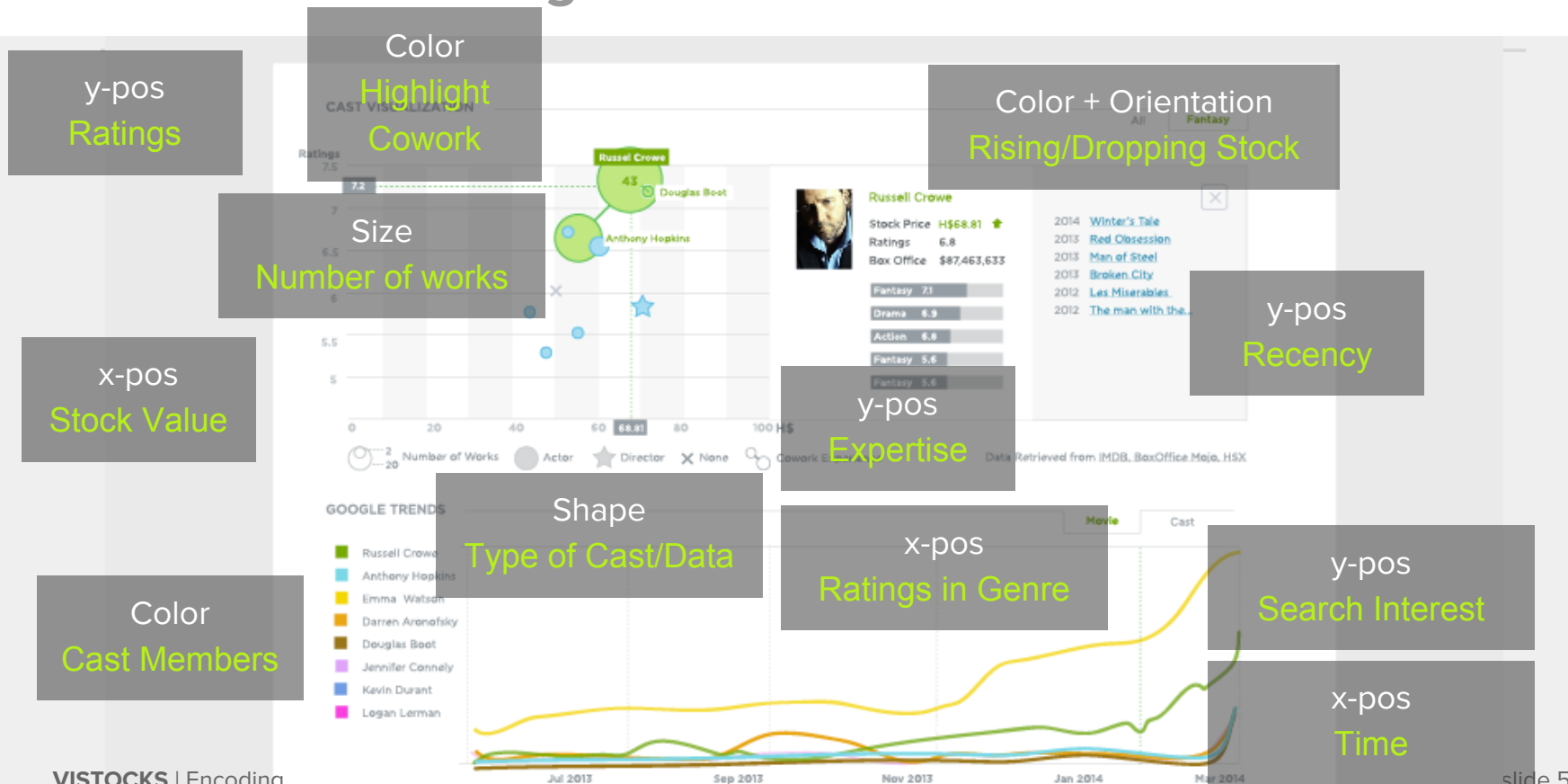
Other than what HSX has to offer, users need other credible information to make their call

Users take serious considerations to invest the stocks

Data & Variables [HSX.com](#), [IMDB](#), [boxofficemojo.com](#)

Categorical	Movie genre	HSX
	Cast members (Actor, actresses, and Director)	HSX
	Rising or dropping value of a cast member	HSX
Nominal	Past works of each cast member	IMDB
Ordinal	Distribution time of each movie	HSX
	Time series from Google Trends	Google
Quantitative	HSX MovieStocks value (H\$)	HSX
	Number of works in total/genre of each cast member	IMDB
	Average Box Office of past works of each cast member	Boxofficemojo
	Average Ratings of past works by genres of each cast member	IMDB
	Index of Search Interest from Google Trends	Google
Relational	Co-worker Experience between two cast members*	HSX/IMDB

The Viz | Encoding



The Viz | Demo & Interactions

- ➔ **Connect** Hover to reveal data or relation that is originally not shown
- ➔ **Select** Click to retain an interested cast member
- ➔ **Filter** Show data in relevant genre
- ➔ **Exploration** Allows to see another movie, and another

-Yi et al, "Toward a Deeper Understanding of the Role of Interaction in Information Visualization"

The Viz | Persona & Scenario



Enthusiast
Evan



Analyst
Adam

Illustration by Dami You Retrieved from <http://newdami.com>

Thank y'all!

Any Questions?