

# DSGN 352 FINAL PROJECT PROPOSAL

Matt Perry • Nov. 3, 2015 • working draft

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**Purpose:** To show relationships among CEOs and the companies 1) they lead and 2) they're involved with as a board member. Another angle would be to show board members who serve on multiple boards (but aren't necessarily a CEO)

**Question driving creation:** *Harvard Business Review* annually publishes the "Top 100 CEO" list, and this is an offshoot idea from one of the planning sessions we had this fall. If built correctly, this visualization could have legs for present use as well as future updates tied to the annual compilation of the Top 100.

**Intended learning opportunity:** The assumption is that there are quite a few overlapping relationships. We'd like to see if this is true, and if so, if it is more prevalent in some industries than others.

**Source of data:** Previously collected information for the Top 100 list as a starting point. We will also need to use a database called Boardex (accessible via Harvard Business School's Baker Library)

**Efforts required to make data usable:** We will likely need to clean/organize the data to make apples-to-apples comparisons possible in order to see relationships.

**Scope of functionality/features to implement:** Some possibilities include highlighting by CEO, board director, industry, length of time — a lot of this will depend on the availability of consistent data.

**Similarity to existing interactives:** Currently researching; I know of several that come to mind visually, but I need to track them down.

**Anticipated challenges:** It's hard to say in advance how interesting the results would be (there may be a lot of interlocking relationships; there may only be a few). Cleaning data can also be a time-consuming task, so we will need to look at the type of data we're collecting and how to best organize it for efficient visualizing.