

IDEAS

① choropleth map



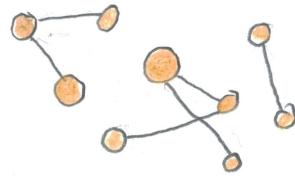
values = unique views Feb 2024
OR
penetration %.

② bubble map



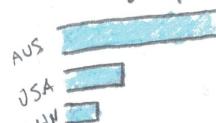
unique views/penetration rate
subscriber count
yearly earnings

③ Network visualisation



nodes = youtube channel
links = category
size = subscriber count

④ bar graph



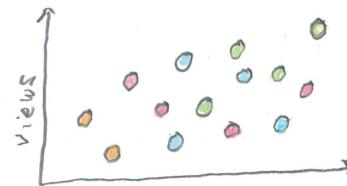
x = country
y = unique views/penetration rate

⑤ Word cloud



Top 25 tags

⑥ Scatterplot



no. of comments
colour = category

⑦ Heatmap



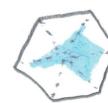
category / country

⑧ Box plot



category / country

⑨ Radar chart



profile top channels
across
- engagement
- views
- subs etc.

⑩ Treemap



rectangle = category
size = no. of subs/views
colour = Earnings/engagement

⑪ Bar graph #2



likes vs dislikes

creation date
vs
monthly earnings/subs
size = subs/views
colour = category

⑫ Bubble chart

⑬ Sankey diagram



size = subs/views
colour = category

FILTER

⑪ Bar graph #2



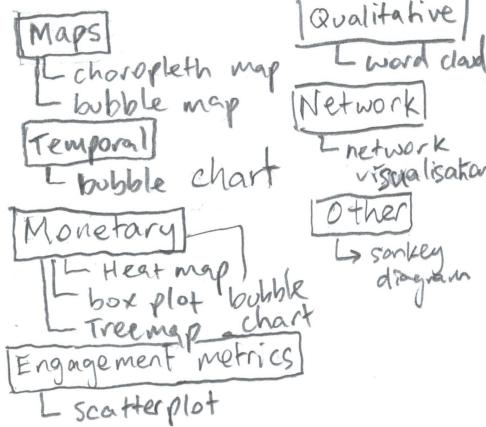
likes vs dislikes
is too simplistic
and uninsightful

⑭ bar graph



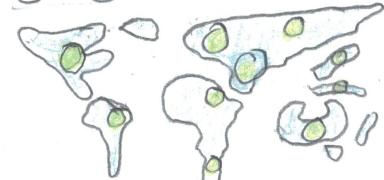
- visualisation type is common and simplistic
- Already represented as a choropleth map

CATEGORISE



COMBINE + REFINE

① + ②



Maps

Network

Temporal

Monetary

Engagement

Qualitative
OR
word cloud starts first when explaining YT.

QUESTIONS

- Would combining the choropleth map and bubble map be overly complicated?
- There are over 1000 data points. How can I filter it to select the top 20 for the network graph/other idioms

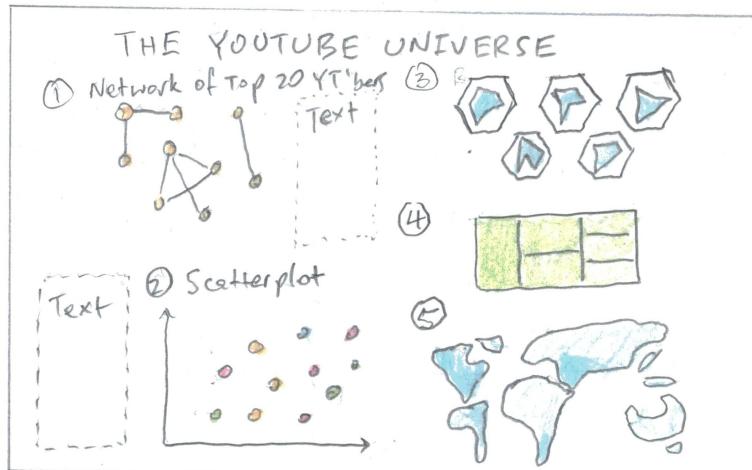
AUTHOR: Phoebe Ng

DATE: 15/9/2025

SHEET: 1/5

TASK: Brainstorming ideas

AYOUT



① Network graph

↳ Top 20 YT channels

↳ Nodes = channels

↳ Size = subscriber count

↳ Edges = category

② Scatterplot

↳ x-axis = comment count

↳ y-axis = views

↳ colour = category

③ Radar charts

↳ profile of top 5 channels of each category

↳ points = subscriber count
Earnings
like = dislikes
views
engagement

④ Treemap

↳ rectangle = category

↳ size = subs/views

↳ colour = earnings/engagement

⑤ Choropleth map

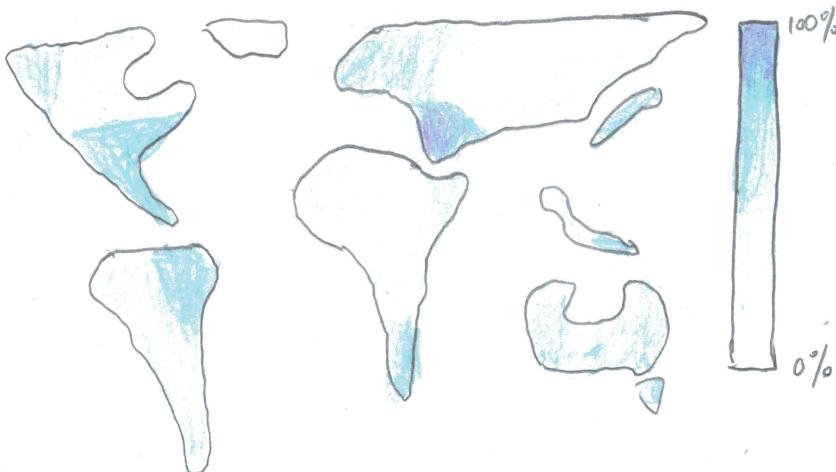
↳ penetration rate (%)

↳ views

FOCUS

↳ No specific focus, but the map is important to show global data

PENETRATION RATE



TITLE: Dashboard design #2

AUTHOR: Phoebe Ng

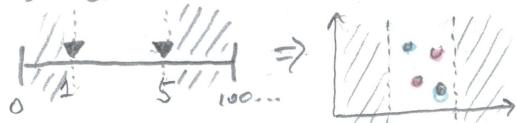
DATE: 16/9/2025

SHEET: 2

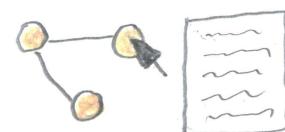
TASK: Design an infographic dashboard

OPERATION

↳ Scatterplot can have a slider to zoom in and out



↳ Network nodes when hovered over can display more information about the channel



↳ Radar charts have a drop down bar to select the category, displaying top 5 channels of each category

DISCUSSION

PROS

↳ A variety of idioms used to show networks, engagement, global statistics, profiles and earnings

↳ Sightlines are minimal and easy to spot

↳ Inclusion of text aids with comprehending data

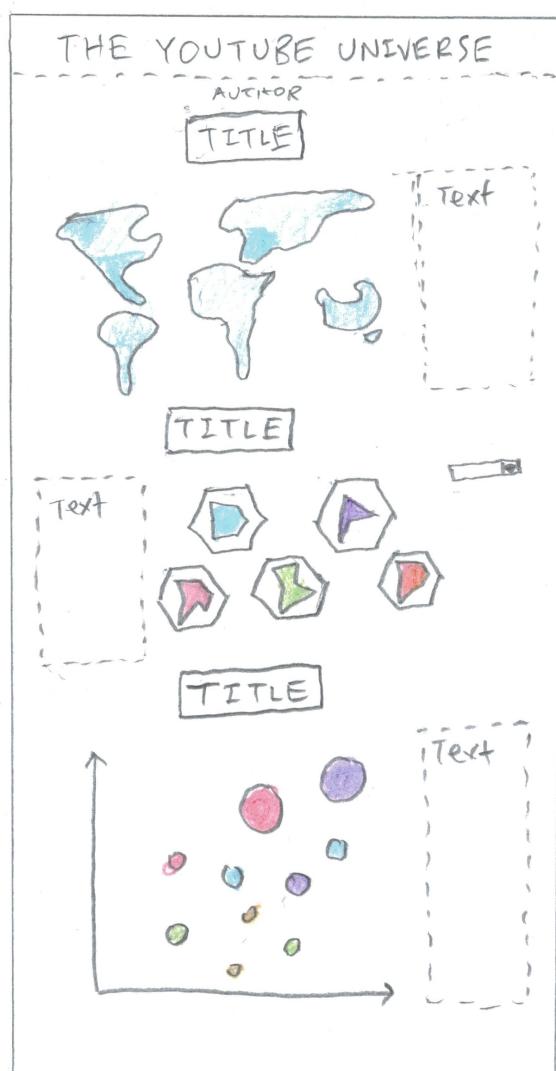
CONS

↳ Having 5 complex visualisations may overwhelm the user

↳ Network graph may be too cluttered

↳ Too much variety may make dashboard feel disjointed

AYOUT



TITLE: Dashboard design #2

AUTHOR: Phoebe

DATE: 16/9/2025

SHEET: 3

TASK: Design a scrollable dashboard

OPERATION

- ↳ Radar charts have drop-down bar to select category.



- ↳ Bubble chart includes tool tip when hovering above bubbles to display more information

FOCUS

① Choropleth map

- ↳ penetration rate of every country
- ↳ or views per country

② Radar charts

- ↳ Top 5 channels for each category

③ Bubble charts

- ↳ creation date vs earnings
- ↳ size = subscriber count

DISCUSSION

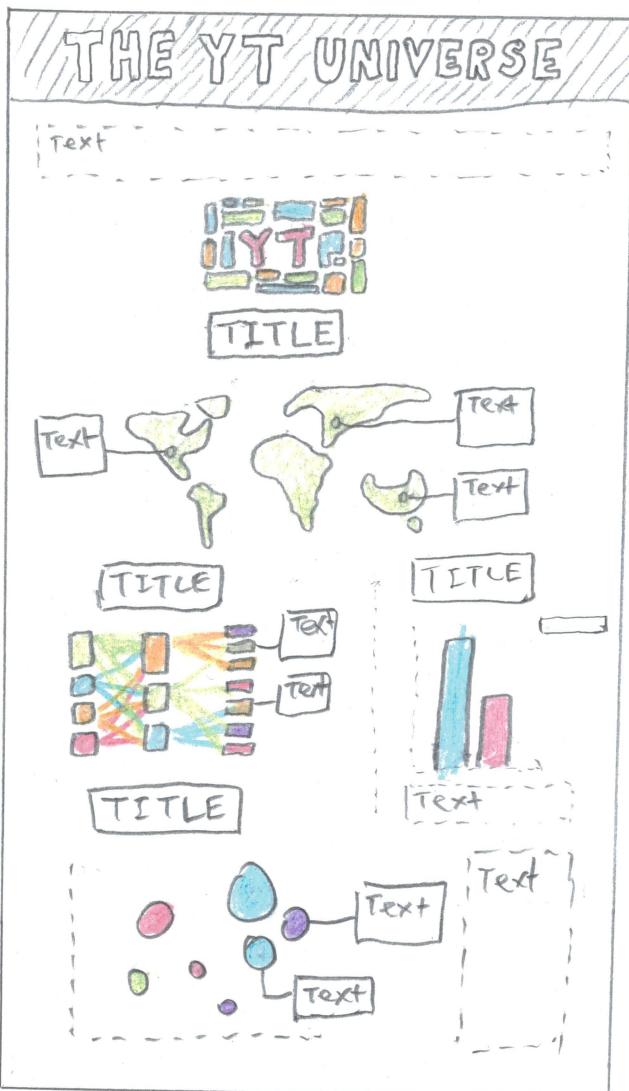
PROS

- ↳ idioms are fairly intuitive to follow
- ↳ dashboard is easy to navigate
- ↳ texts aids comprehension

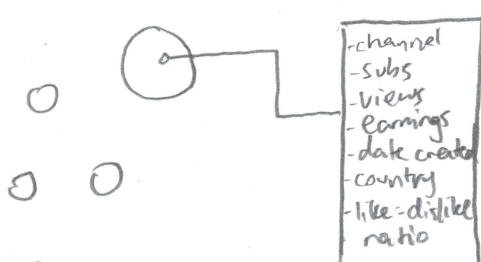
CONS

- ↳ limited number of idioms
- ↳ Radar charts may be misleading

AYOUT



FOCUS



TITLE: Dashboard design #3

AUTHOR: Phoebe Ng

DATE: 16/9/2025

SHEET: 4

TASK: Design a scrollable dashboard

OPERATION

- ↳ Hovering above the word cloud gives the user the number of times the word has been tagged
- ↳ Hovering above the countries of the map gives more info about the views/penetration rate
- ↳ The likes and dislikes bar graph includes a drop down bar to select a specific channel

DISCUSSION

PROS

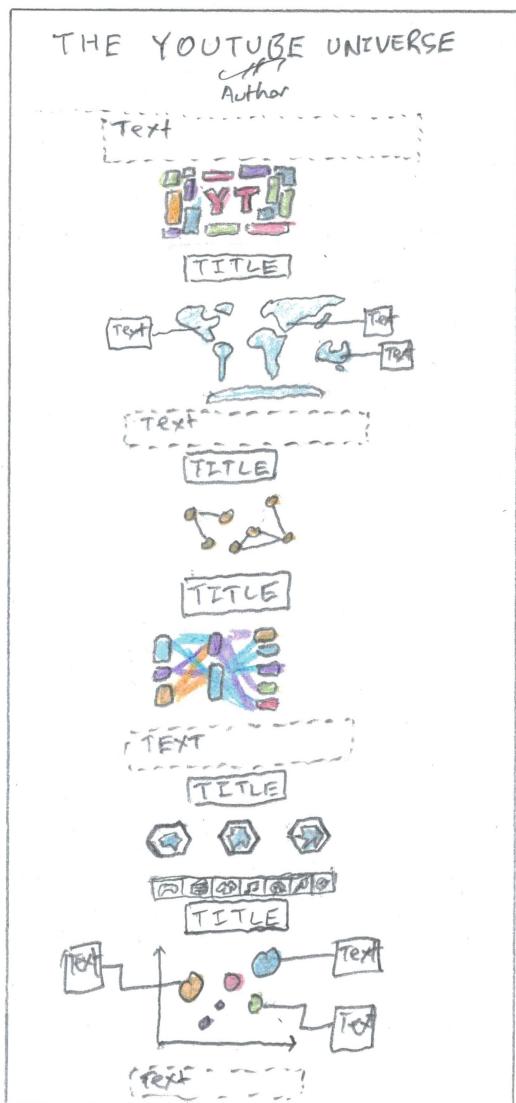
- ↳ wide range of idioms used with mix of complex and simple idioms
- ↳ clean & eye-catching

CONS

- ↳ likes & dislikes bar chart awkwardly placed
- ↳ Too many annotations may make dashboard too busy

AYOUT

- word cloud - network
- spider chart
- choropleth map
- bubble chart



FOCUS

- No main focus as all visualisations are important
- Main focus is storytelling
- Includes annotations



TITLE: Final dashboard design
AUTHOR: Phoebe Ng
DATE: 16/9/2025
SHEET: 5
TASK: Design the final dashboard

OPERATION

- ↳ Radar chart includes a bar of categories for the user to select and display channel profiles
- ↳ Network, map, sankey diagram & bubble chart has tool tip when hovering over the objects
- ↳ May include a slider bar for bubble chart to focus on specific time frame

DISCUSSION

PROS

- ↳ scrollable dashboard is easy to navigate
- ↳ visualisations are neatly laid out
- ↳ various complex idioms used

CONS

- ↳ Could use more white space
- ↳ idioms may be overly complicated and hard for user to understand