Prince Kiruhura

Design document

The dataset Tanya and I chose for this project was the FIFA World Cup 2022, Audience data from the FiveThirtyEight repository on GitHub. On the first day of the lab, we explored five sketch ideas to help brainstorm potential ways to visualize our data. These sketches helped us think creatively about how to communicate insights effectively and consider the pros and cons of each approach before settling our final visualization.
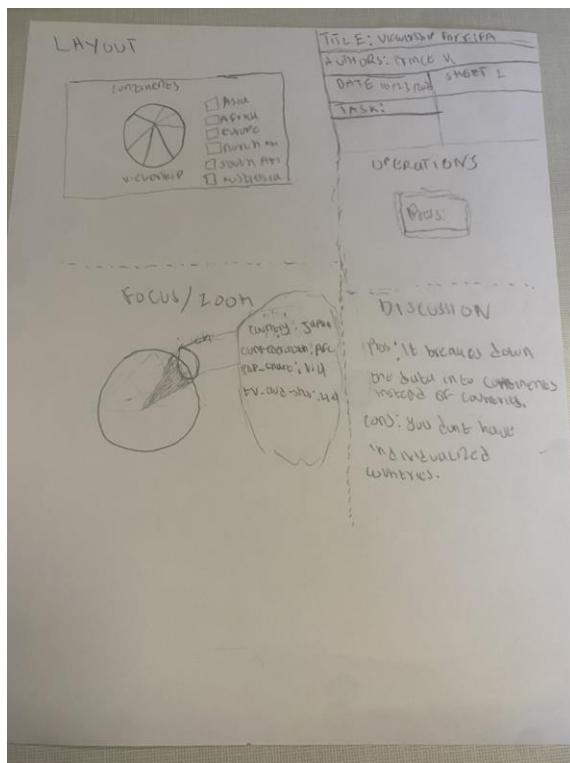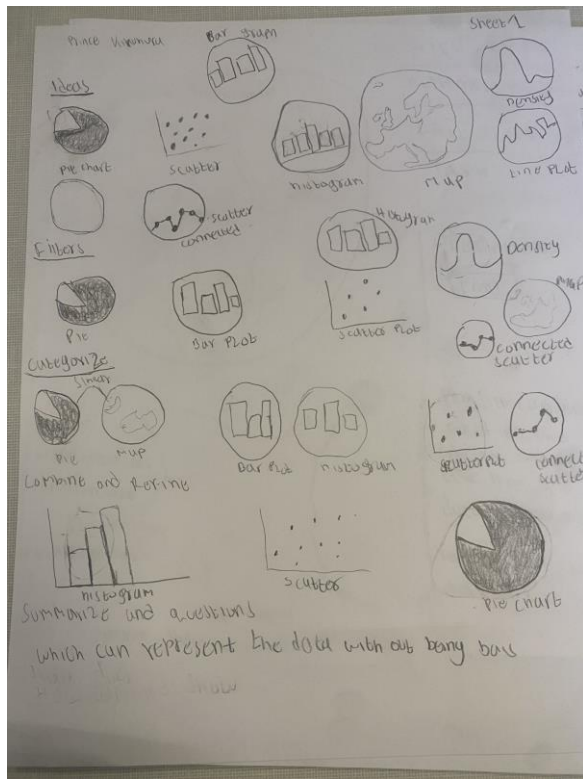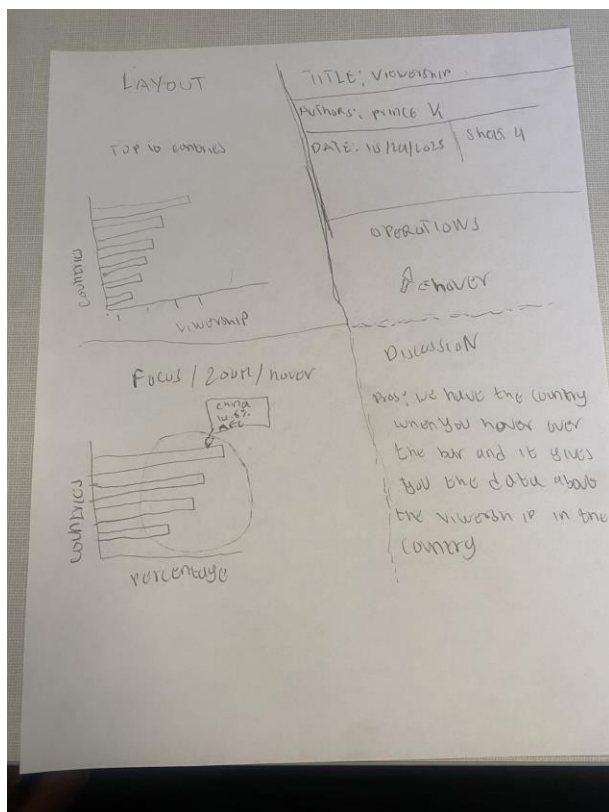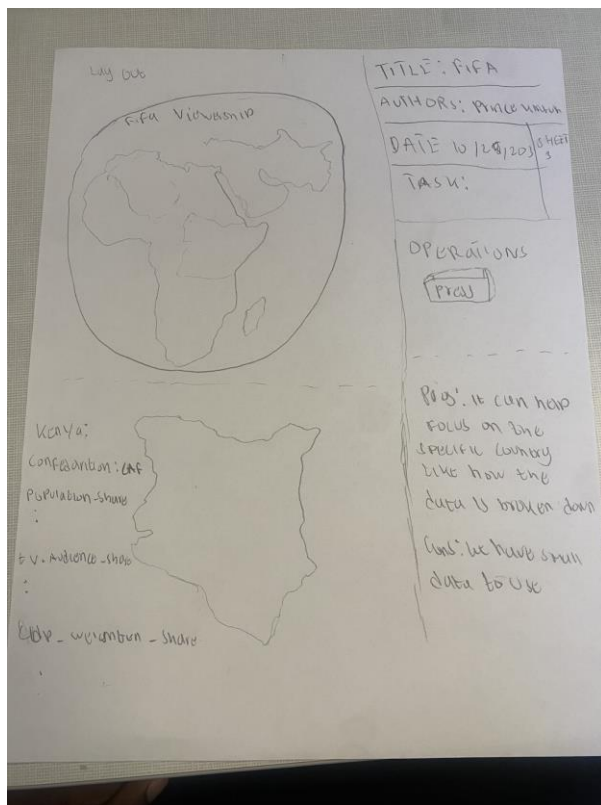
Purpose of the project:

The purpose of this project is to analyze and visualize data from the FIFA World cup 2022 audience dataset. The dataset contains information about viewership across different countries, including total audience size, online and TV Viewership, and population. Our goal was to design two sets of visualization that communicate the same data in different ways. Ultimately, our purpose was not just to show numbers but to tell a story with data, one that combines insight with and helps viewers see how soccer connects the world.
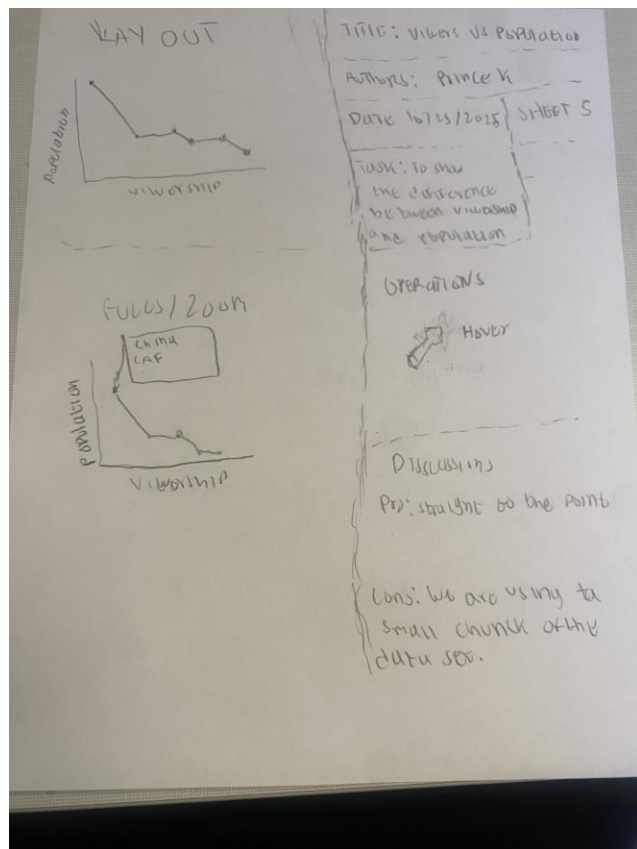
Design process

We started by following the Five Design sheets method to brainstorm and refine our visualizations. This helped us generate multiple ideas before deciding which ones fit our goal best. We started by exploring the dataset on ObservableHQ. We examined country names and confederations, Total and average viewership per country and, population size and its relation to audience numbers. We identified that comparing populations vs total viewership could reveal how invested each country's population was in the World Cup.
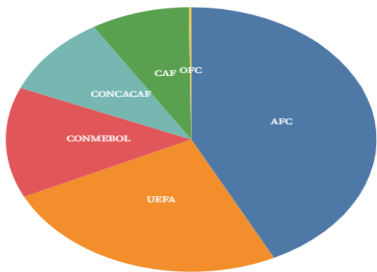
Idea sketching

Sheet 1

Lay out

FiFa Viewership

Kenya:
Confederation: CAF
Population-share

t.v. Audience - share

GDP_ weighton _ share

TITLE: FIFA

AUTHORS: Prince unuun

DATE 10/28/20 | SHEET 3

TASK:

OPERATIONS

[Frew]

Pros: It can help focus on one specific country like how the data is broken down

Cons: We have small data to use

Sheet 2

LAYOUT

TOP 10 countries

Country (y-axis)
Viewership (x-axis)

Focus / zoom / hover

china
10.6%
AFC

Countries (y-axis)
percentage (x-axis)

TITLE: Viewership

Authors: Prince K

DATE: 10/29/2025 | Sheet 4

OPERATIONS

Hover

DISCUSSION

Pros: We have the country when you hover over the bar and it gives you the data about the viewership in the country

LAY OUT

POPULATION

VIWERSHIP

FOCUS / ZOOM

china
CAF

POPULATION

VIEWERSHIP

TITLE: Vikers vs population

AUTHORS: Prince k

DATE 16/25/2025 SHEET 5

TASK: To ma
the difference
between viwership
and population

OPERATIONS

  Hover

DISCUSSIONS

Pro: straight to the point

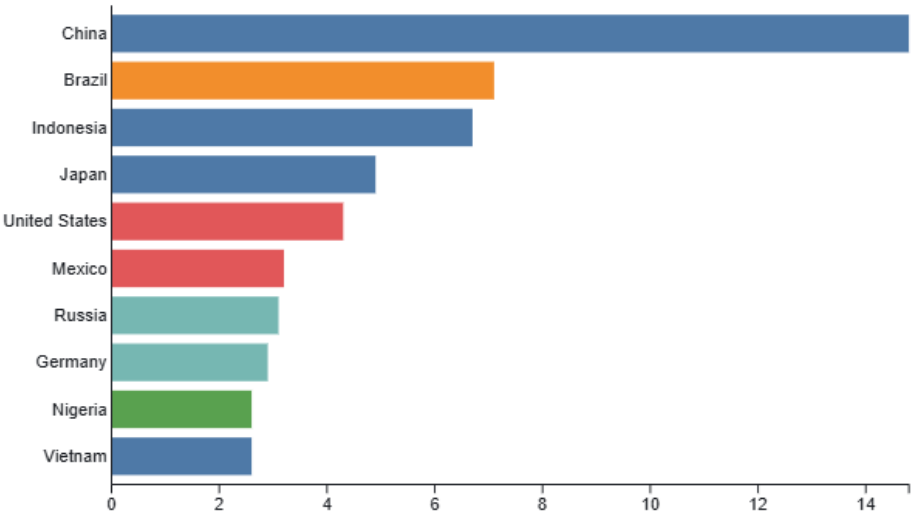Cons: We are using to
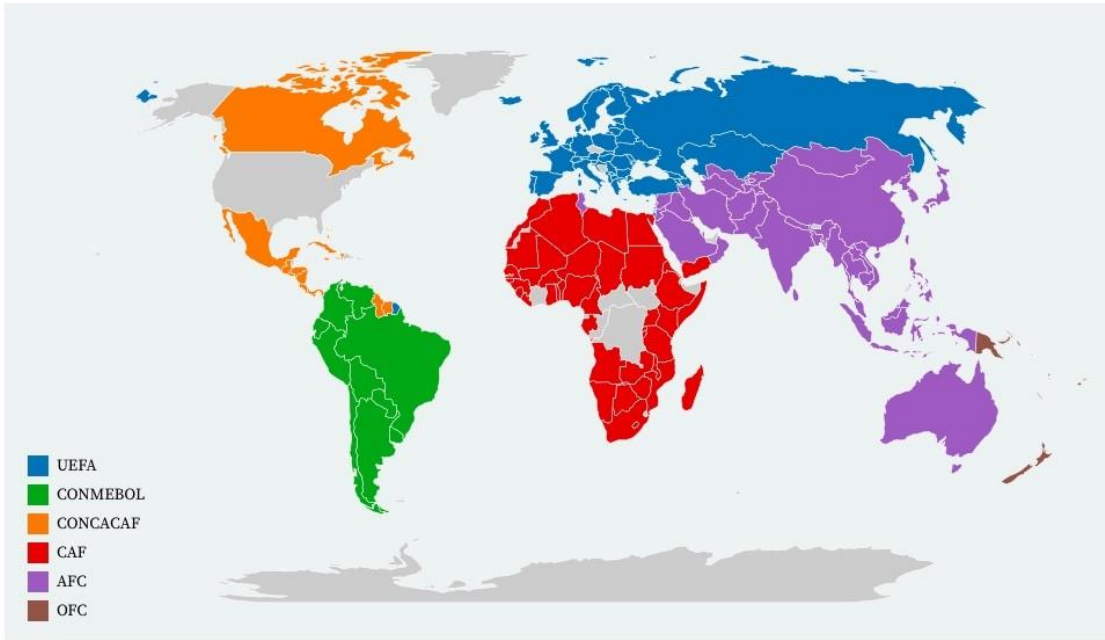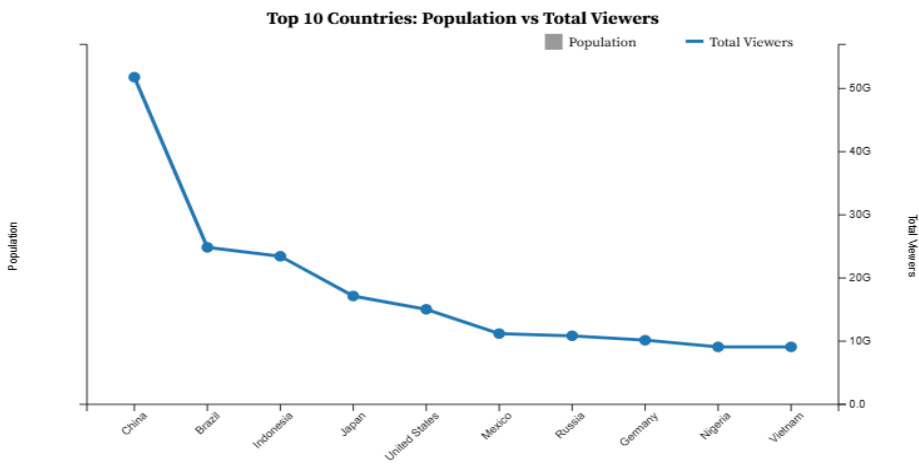small chunck of the
data set.

Graph

Soccer's Expanding Global Reach

Soccer across the globe has been growing rapidly, thanks to recent investments by FIFA and its partners. We can see a clear rise in viewership and interest from smaller markets such as **Africa** and **Asia**, where access to broadcasts and digital media has made the sport more inclusive than ever. While confederations like **CONMEBOL** and **UEFA** remain the traditional powerhouses of world football, the growing engagement from emerging regions shows how the game is evolving into a *truly global phenomenon* — one that connects fans from every corner of the world.
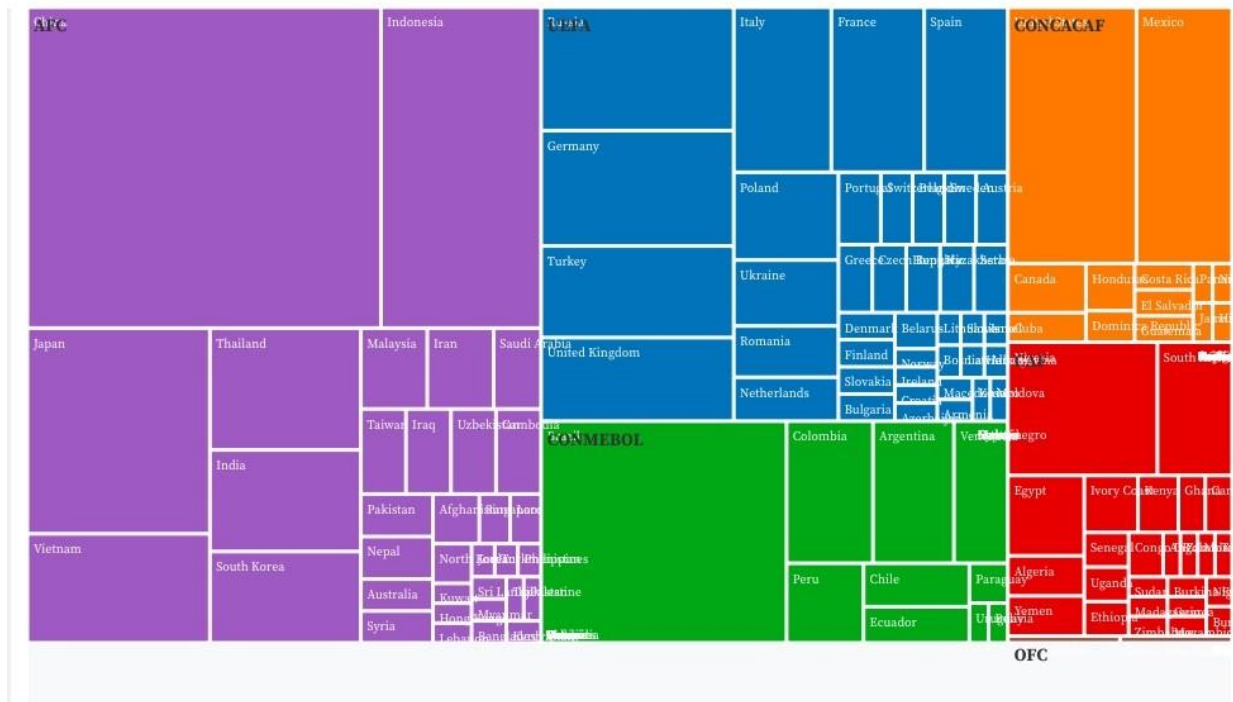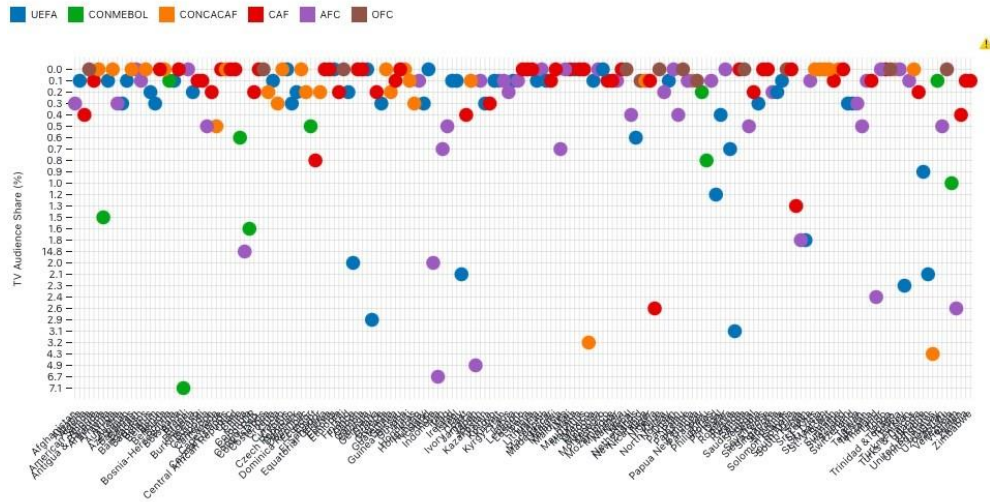

Top 10 Countries by World Cup Viewership

Top 10 Countries: Population vs Total Viewers

Legend: Population, Total Viewers

X-axis: China, Brazil, Indonesia, Japan, United States, Mexico, Russia, Germany, Nigeria, Vietnam

Right Y-axis (Total Viewers): 0.0, 10G, 20G, 30G, 40G, 50G

Left Y-axis: Population

Legend:
- UEFA
- CONMEBOL
- CONCACAF
- CAF
- AFC
- OFC

Country: Brazil
Confederation: CONMEBOL
Population Share: 2.8
TV Audience Share: 7.1
GDP Weighted Share: 5.4

Country: China
Confederation: AFC
Population Share: 19.5
TV Audience Share: 14.8
GDP Weighted Share: 7.3

Reflection

This project taught me how perception and stroll tell the way data is interpreted. The clear set focused on precision and neutrality while the persuasive set focused on emotion and memorability. By following the five-design sheet and applying design principles, we balanced clarity with creativity.At first glance I thought this project was going to be hard and for sure using Dj3 for the first time had a learning curve.