Ideas

→ Where can people find dogs to adopt?

Map of Victoria

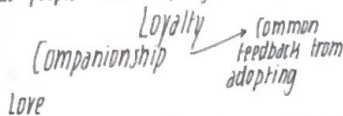Total Dogs in Care

→ Location of shelter with size of dot representing dogs in care

→ What are the ~~patterns of~~ euthanasia rates?

#

% Change

Year

Year
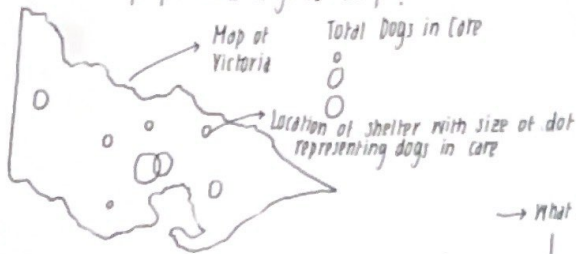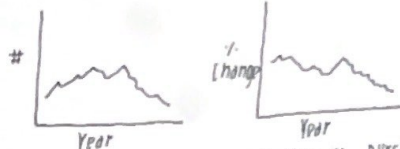
→ What are the costs of adopting vs. purchasing?

Purchase / Adoption

Initial Purchase
Vaccinations
Food
Annual Costs
Total

2000   1000   Cost   1000   2000
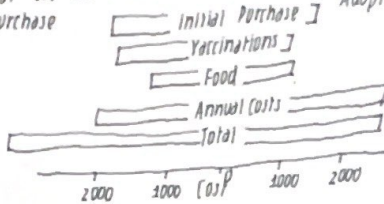
→ Why do people love adopting?

Loyalty
Companionship
Love

→ Common feedback from adopting

→ How many dogs are adopted vs. purchased? How many from puppy farms?

☐ Adoption
☐ Purchased

☐ Puppy Farms
☐ Non-puppy farms

→ What is the trend in rescue?

#
Rescued

Year
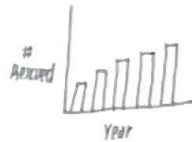
→ How long do animals wait in the shelter by breed?
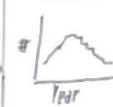
Weeks

Boxer   Cavoodle
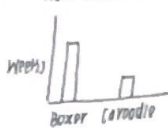
Filter

→ Where to find dogs to adopt?

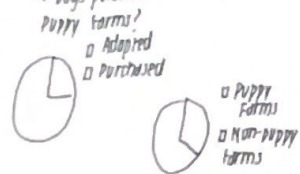→ Testimonials?
Companionship
Loyalty   LOVE

→ Euthanasia rates?

#

Year

→ Dogs purchased vs. adopted?
Puppy farms?

☐ Adopted
☐ Purchased

☐ Puppy Farms
☐ Non-puppy farms

→ Costs?

Initial
Food
Annual
Total
Cost

Categorise

Why Adopt
Testimonials of Adoption   Costs
Rates of Adoption
Trends in Euthanasia
Where to adopt

Combine & Refine

#

Year

% Change

Year

#

% Change

Year
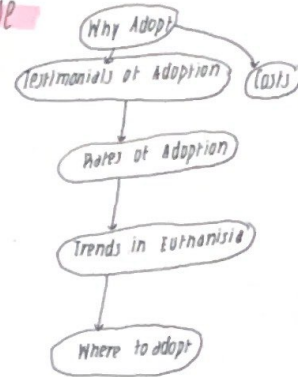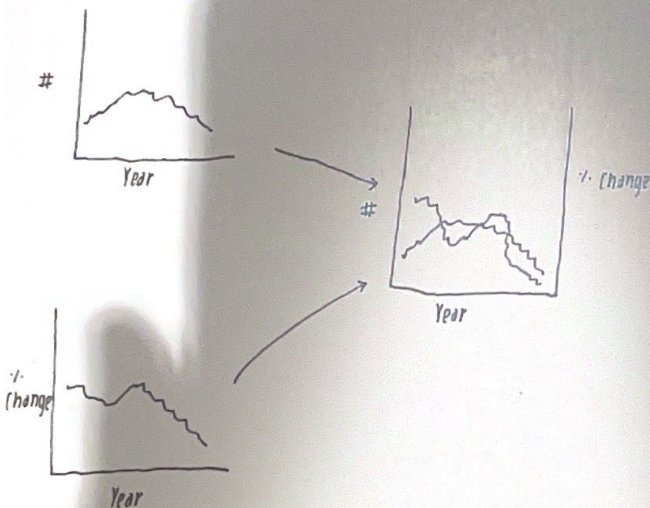
Questions

1) Does the visualisation demonstrate a cohesive story of why people should adopt?

2) Is it answering the clients needs of answering the question of "why adoption"?

Layout

Picture of Shelter Dog

Why you should adopt a dog

Adopt, Don't Shop

What are the adoption rates?
□ Adoption
□ Purchase

Where does your puppy come from?
□ Puppy farm
□ Non puppy farm
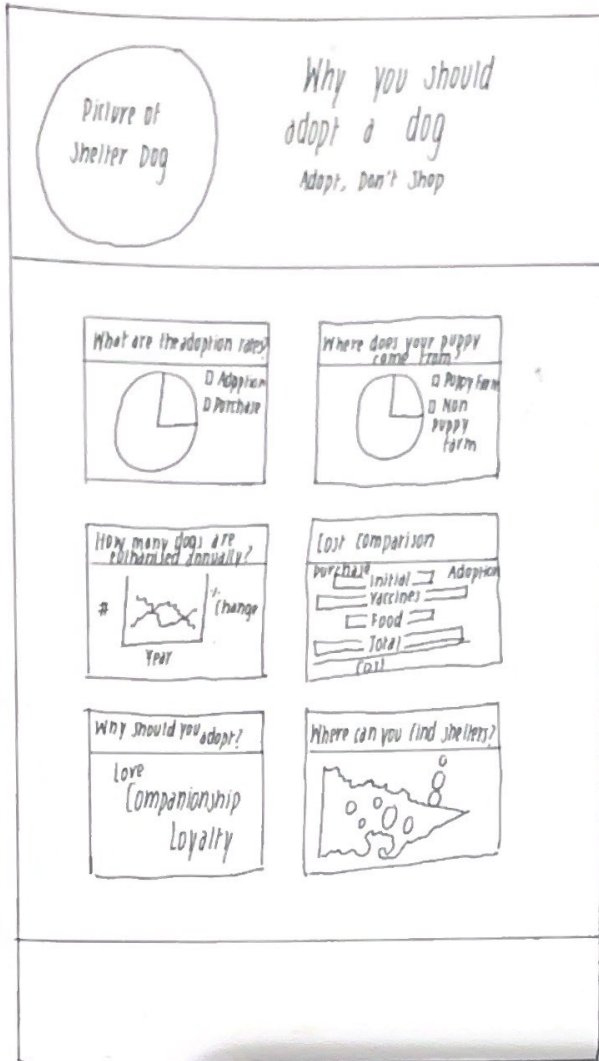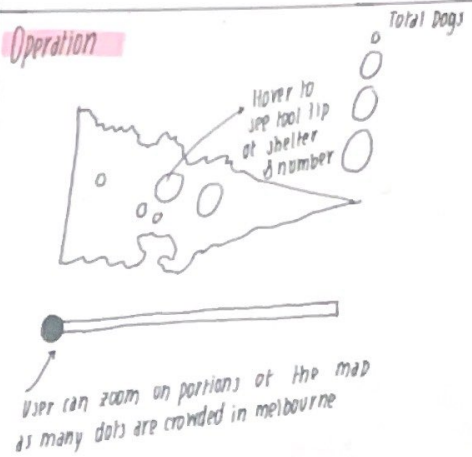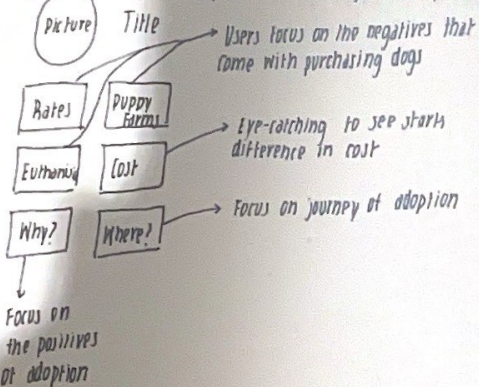
How many dogs are euthanised annually?
/ % Change
Year

Cost Comparison
Purchase — Initial — Adoption
Vaccines
Food
Total Cost

Why should you adopt?
Love
Companionship
Loyalty

Where can you find shelters?

Operation

Total Dogs

Hover to see tool tip of shelter & number

User can zoom on portions of the map as many dots are crowded in melbourne

Focus

→ Main focus on telling a story of why users should choose adoption
→ All graphs are equally important in telling this story

Picture Title
Rates Puppy Farms
Euthania Cost
Why? Where?

Users focus on the negatives that come with purchasing dogs

Eye-catching to see stark difference in cost

Focus on journey of adoption

Focus on the positives of adoption

Discussions

Advantages
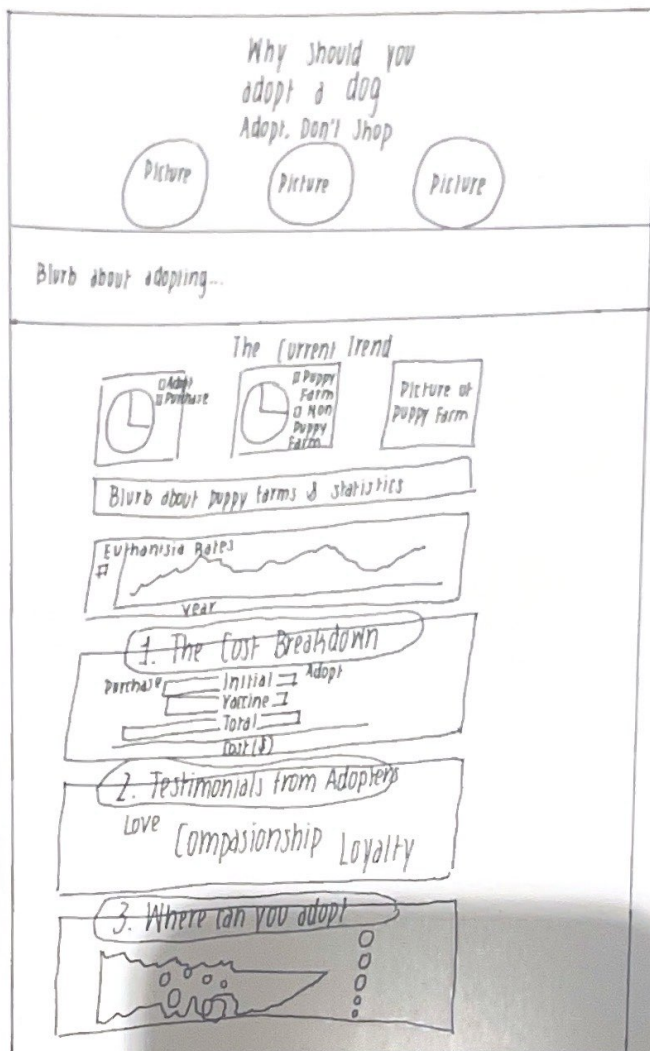
1) Viewed almost entirely one screen without too much scrolling

2) Balanced use of space; no overcrowding with graphs.

Disadvantages

1) lack of story through placing equal importance on all graphs

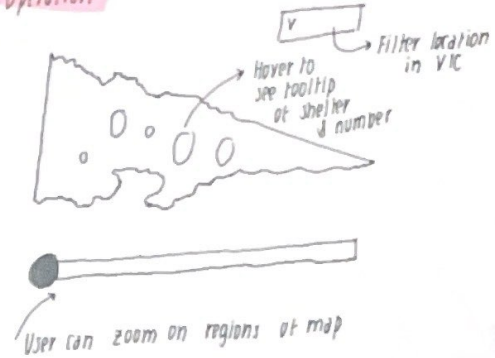2) Potential overload of information with so many elements in small space

Layout

Why should you
adopt a dog

Adopt. Don't Shop

(Picture)   (Picture)   (Picture)

Blurb about adopting...

The Current Trend

[pie chart: Adopt / Purchase]   [pie chart: Puppy Farm / Non Puppy Farm]   Picture of Puppy Farm

Blurb about puppy farms & statistics

Euthanasia Rates
[line graph]
Year

1. The Cost Breakdown

Purchase [Initial ⇒ Adopt / Vaccine / Total]
Cost ($)

2. Testimonials from Adopters

Love   Compassionship   Loyalty

3. Where can you adopt

[map with points]

Operation

[v ▢] → Filter location in VIC

Hover to see tooltip of shelter & number

User can zoom on regions of map

Focus

→ Main focus on the three steps of cost, testimonials & where

O Title O
[Blurb]
[⊙ ⊙ Picture] → Focus on enyoking emotions in users on the bad bits of purchasing
[Blurb]
[Euthanisia]

1. Cost
2. Testimonial
3. Where
→ Focus on positives of adopting & showing how easy & accessible

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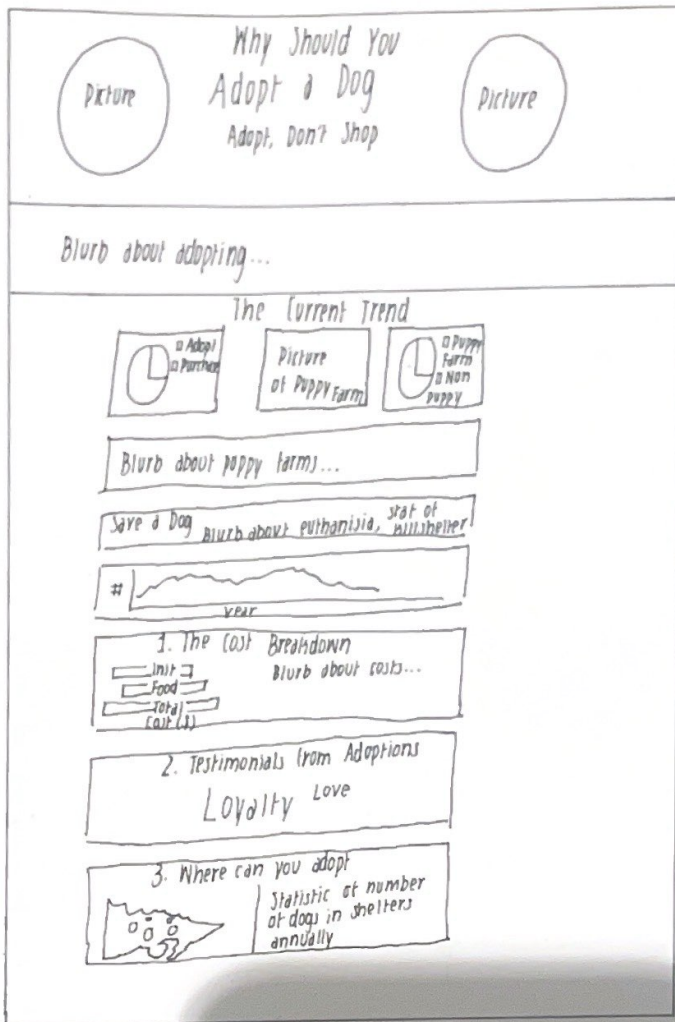
Discussions

Advantages

1) Clear story of going from bad parts of ~~adopting~~ purchasing to the positives of adopting

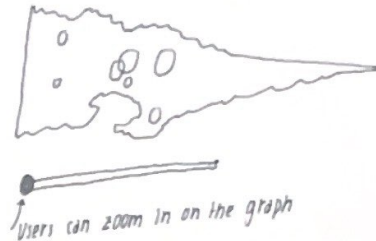2) Less overwhelming amount of information

Disadvantages

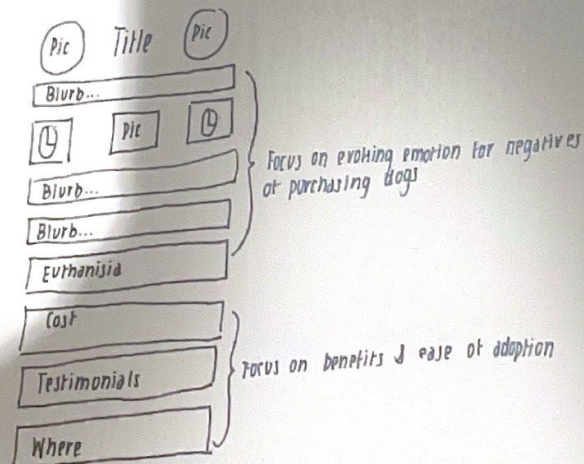1) Not enough textual elements to aid in storytelling

Layout

Why Should You Adopt a Dog

Adopt, Don't Shop

Picture | Picture

Blurb about adopting...

The Current Trend

□ Adopt □ Purchase | Picture of Puppy Farm | □ Puppy Farm □ Non Puppy

Blurb about puppy farms...

Save a Dog | Blurb about euthanisia, kill shelter | stat of

| year

1. The Cost Breakdown
Init | Blurb about costs...
Food
Total
Cost ($)

2. Testimonials from Adoptions

Loyalty Love

3. Where can you adopt
Statistic of number of dogs in shelters annually

Operation

Users can zoom in on the graph

Focus

→ Main focus on the three steps of cost, testimonials & where

Pic | Title | Pic
Blurb...
🕐 | Pic | 🕐
Blurb...
Blurb...
Euthanisia

} Focus on evoking emotion for negatives of purchasing dogs

Cost
Testimonials
Where

} Focus on benefits & ease of adoption

Discussions

Advantages

a)
1) Clear story with many textual elements
2) Easy to follow story as user scrolls

Disadvantages
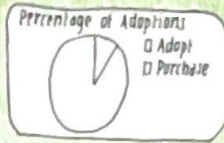1) Does not fit on one screen
2) Too much text, users do not want to read
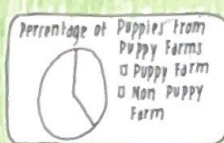
Layout

Why Should you Adopt a Dog

(Picture)   (Picture)   (Picture)

Adopt, Don't Shop

Blurb about adopting in white text

The Current Trend

Percentage of Adoptions
☐ Adopt
☐ Purchase

Statistic about Abuse in Puppy Farms : Picture

Percentage of Puppies from Puppy Farms
☐ Puppy Farm
☐ Non Puppy Farm

Blurb about puppy farms & adoptions

Blurb about euthanisia/kill shelters

Euthanisia Rates Over Time
... %
Year

The Cost Breakdown
Purchase — Adopt
Total
Cost ($)
Blurb about cost breakdown
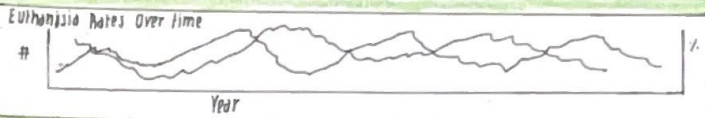
Testimonials from Adopters
Love Companionship Joy Loyalty
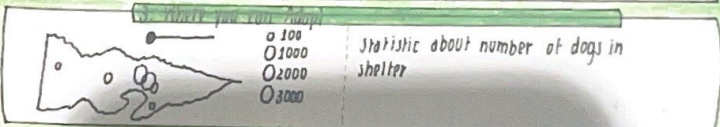
Where you can Adopt
○ 100
○ 1000
○ 2000
○ 3000
Statistic about number of dogs in shelter

Source of Data

Operation
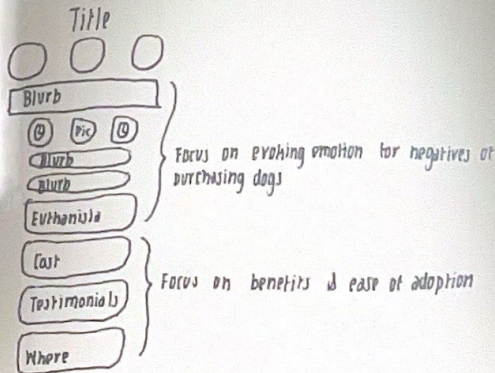
○ 100
○ 1000
○ 2000
○ 3000

Scroll bar to zoom in on portions of map

Focus

→ Main focus on the steps of cost, testimonials & where

Title
( ) ( ) ( )
Blurb
[a] Pic [a]
Blurb
Blurb
Euthanisia
⎱ Focus on evoking emotion for negatives of purchasing dogs

Cost
Testimonials
Where
⎱ Focus on benefits & ease of adoption

Details

Dependencies: Excel, Vega lite
  ↳ Slow load times

Estimated time & effort:
  ↳ 1 day for pie charts
  ↳ 1 day for line graph
  ↳ 1 day for diverging bar chart
  ↳ 1 day for word cloud
  ↳ 1 day for map
  ↳ 1 day for positioning

Specific requirements: Need decent processing for vega lite.