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Original Plan

I originally planned on creating a visualization displaying data about beer. I wanted my audience to be people who enjoy a nice pint of craft beer and might be interested in experimenting with new types of beer or breweries. I wanted to see how attitudes towards craft beers might differ around the country. Furthermore, I wanted the visualization to be a way for people to explore and potentially find more interesting beers.

I was planning to show the distribution of the different types of beers (APA, IPA, Stout, etc) in the United States. I also wanted to see how IBU(international bitterness units) was distributed because I know from personal experience I'm not the biggest fan of bitter beers. I also was curious about how common certain craft beers are in different states. I knew that essentially I wanted to plot three visualizations:

1. A Bar Chart of Beer Types
2. A Histogram Graph of IBU
3. A Map of the United States

From the beginning, of my project that a potential weakness is was the lack of an interesting story. Typically engaging data visualization allows you to learn about something novel or an interesting correlation between two things that might seem unrelated. However, I didn't know how to better engage my audience with an interesting

story or insight from my project. This was something that I struggled with for a while because although I can represent data clearly and visually, I knew that there had to be some substance behind my project.

I understood that I wanted my project to be interactive because I knew that it would be more engaging and satisfying for my audience to learn as they explore the project. I knew that if I created a static visualization I would be giving this attribute up. However, I also understood that if my project code-based, it might be less customizable.

Major Changes

As the project progressed, I realized that I still needed to craft a stronger narrative with my visualization. One question that I was curious about was the differences in the types of craft beers different states were drinking. I decided that it would be interesting to take the three states with the most variety of beers and compare what types of beers people enjoyed and how bitter they prefer their beer.

To me, my project acts as a magnifying glass in that you first get a sense of how common craft beers are in the United States. After you would progress to single states and get an overview of where within that state is well known for craft beers and what they prefer in taste.

After the peer review, I realized that my audience still felt a bit distant from what data. I believed that I could add an interactive element that would encourage curiosity. I decided to add data visualizations about California specifically so we might be able to

learn about what our preferences are what we are potentially missing out on. More specifically, I added a section that shows you what the top three cities were from craft beers. I believe that this would allow the user to find actual breweries that they could try!

Tools/Tech

I understood that I wanted a decent amount of customization. However, I knew that I wouldn't be able to create everything from scratch due to practical constraints. Because of this, I opted to use these technologies.

- Highcharts
- CSS
- Javascript
- HTML

Next Steps

Ideally, I would want to create a dashboard/website that allows the user to compare any two states so that they could see the similarities and differences side by side. Furthermore, I would like to make the "Top Three Beer Capitals" portion of the visualization dynamic in that a user would be able to pick any state and find interesting breweries from some of the cities there. I think my ideal use case would happen when someone visits a state for the first time and they could use this data tool to find craft beers they could get excited about.