

URL: <https://coronavirus.jhu.edu/map.html>

1. who do you think is the target audience for the site

The target audience for this site seems to be any concerned individuals who want to know the impact of coronavirus by the numbers. This is a primary source for COVID statistics on the internet because Johns Hopkins University has an established reputation and close connections to some of the most accurate and up to date data sources available. This site is particularly useful for anyone who is trying to use Coronavirus data for tracking changes over time or some other analytical purpose.

2. what is the purpose and/or message of the site

This site does not have a political message or commentary on the global pandemic, but rather its main purpose is to serve as an objective source of ground truth data. It pulls from WHO, CDC, ECDC, DXY, 1point3acres, and other sites to make sure that the data is being accurately presented in the form of a dashboard. They have also clearly spent a lot of time thinking about how to allow the user to explore data on a more granular level without making their page overwhelming. The way they have chosen to go about this is by offering navigation tabs at the bottom of each visualization or graphic so that the user can explore different types of statistics if they so choose.

3. what value does it add or what information does it provide that is different than other sites

The reason that this site is more appealing than other COVID statistics sites on the internet is two-fold. Firstly, because it gathers so much data into one concentrated place, you can view any statistic or graph without having to dig too deep online to find what you are looking for. People love having everything in one place! Secondly, the styling of this site is so much better than WHO, CDC, and 1point3acres. Not only is navigation elegant, but the text is clear and the black-white contrast is quite sleek. All of the colors pop out in ways that make you, the user, want to keep exploring the site. In my experience, other sites have a bunch of graphics cluttering the page and many clickable links that take you to different parts of the website that pop up in a new tab, and it becomes way too overwhelming to explore.

4. why did you select this site

I selected the site because it is the site I trust to give me COVID updates by the numbers, and I generally have had a good experience interacting with it. The only complaint I have about it is that because it is so programmatically heavy and there is an Esri map embed involved, it can take quite a while to load. But if your internet is strong, it is a very usable site!