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# Introduction (KIVA)



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- Summing it all up...
  - Microlending site
  - Projects
  - Lending teams

# Problem Addressed

“Our objective is to simplify the experience of choosing a team by visualizing different variables and allowing lenders to visually compare and contrast groups based on various parameters.”

# Solution

- Existing solution
  - Search via Sectors, Amount Lent, Members
  - No connect between sectors and countries where money is lent.
- Our solution
  - Visualization based on sectors
  - Selection based on
    - Country (projects)

# Design Rationale

- World Map
  - Sectors
  - Countries
  - No. of Projects funded
- Scatterplot
  - Amount Lent
  - # of members
- Comparison
  - Where the members are from
  - Top countries which received funding

# Implementation

- Data Collection

- KIVA API
  - # of API calls limited to 60 per minute
- Python
  - Downloaded and processed select JSON files

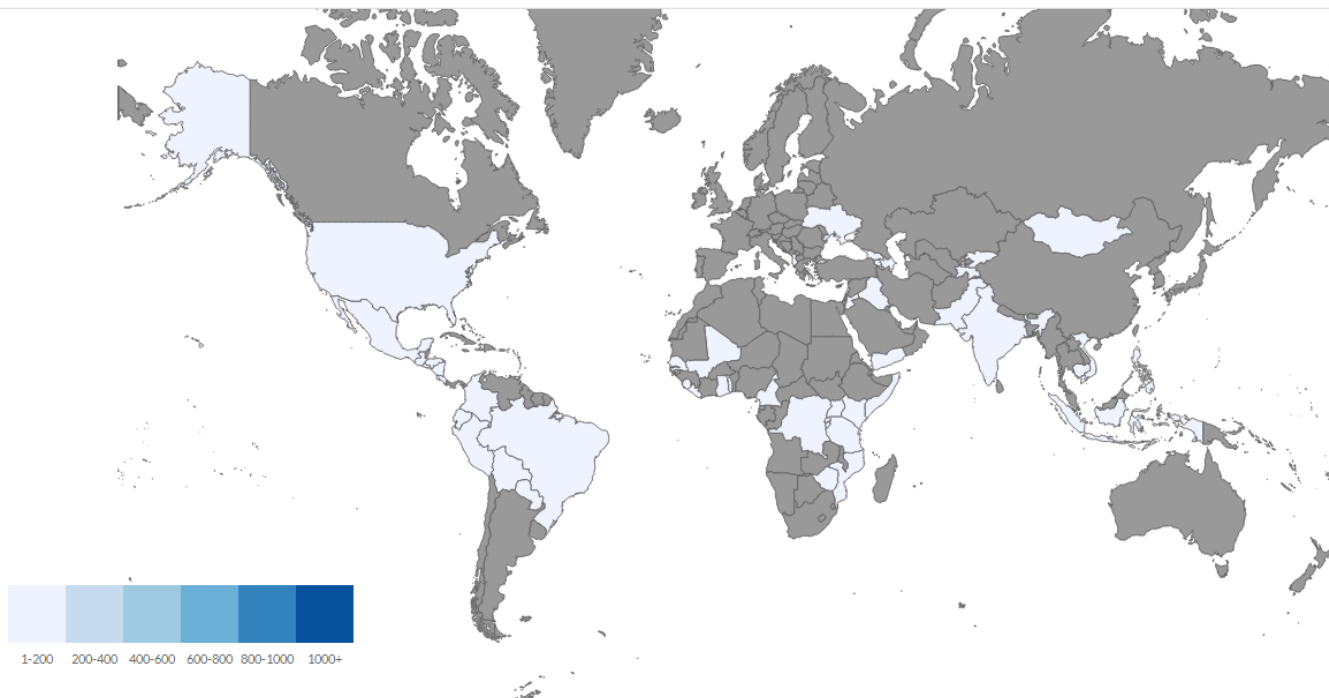
- Visualization

- D3.js

# Walkthrough

Kiva TeamViewer

Construction ▾





# Limitations

- Not enough global filtering options - “AND” queries
  - Contradicts exploratory nature
- Small countries are hard to click in the world map
- Limited number of teams in scatterplot
  - Data had to be downloaded to avoid burdening the server
- Log scales to fit large range of values (0 -10 million)
- Limited screen real estate in *comparison area*

# Evaluation Plan

- Usability Testing
  - Understanding user patterns and workflow
  - Cognitive Walkthrough
- Tasks
  - Finding Team which has lent more than \$1 million and has more than 500 members.
  - Comparison panel

**Questions?**