

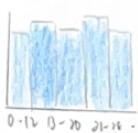
IDEAS

- ① Worldwide total branches



choropleth map

- ③ Customer age group & sex



- b) pictorial & pie chart



- b) Donut chart



- ⑤ Menu selection

- a) Tree diagram

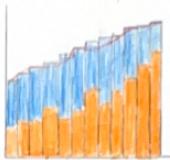


- b) Wordcloud

NUCKERS
SUNDAE FRIES
BIG MAC
CHICKEN

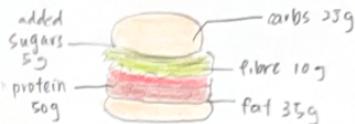
- ② Revenue growth

- a) line chart with stacked bar



- ④ Nutritional facts

- a) pictorial

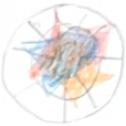


- b) bar chart

[Big mac]



- d) Radar chart



- c) radial bar



FILTER

- ① map ✓
- ② line chart & bar or area chart?
can apply brushing and linking interactive
- ③ pictorial & pie chart interesting, straightforward
- ④ pictorial + bar chart
pictorial emoji in bar + multichart donut
informative nutrition facts include daily needs human
- ⑤ Tree diagram
to show the categories, able to select and view price and nutritions

CATEGORISE

Financial : Branches

Revenue

Demographics :

customer age grp

sex

Food selection

nutritons / calz

questions

1. Will pictures of food considered as chartjunk?
2. Is there too many rounded shape charts?
3. How to create visual hierarchy with McD theme colours?

COMBINE & REFINER

- ② can be stacked area chart

- ③ can be pictorial and bar
bar can give more straightforward view of the ranks than pie chart

- ④ both ① and ⑥ are interesting
can combine pictorial into bar

- ⑤ Tree diagram can be a filter for nutritions, word cloud is fun but need data sets and detail arrangement

Author : Tay Ming Hui

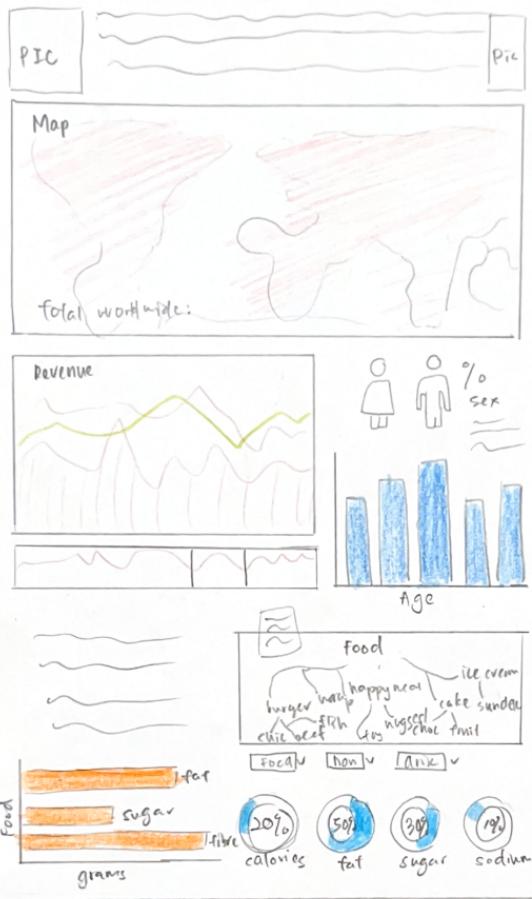
Date : 4/10/2024

Sheet : 1

Task : Planning Visualisations

LAYOUT

M I'M LOVINIT! M



DISCUSSION

Advantages: well segmented into sections

Disadvantages: maybe too many charts?

1. Is the revenue brushing & linking useful?
2. Is the meal selection filter able to implement?

Author : Tay Ming Hui

Date : 4/10/2024

Sheet : 2

Task : Design an infographic poster

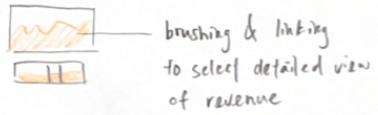
FOCUS

reader will have initial view from global data (branches, revenues, customers) to food data, general → personal



colour scheme: red, orange, yellow, brown, black ..
(MCD theme)

OPERATIONS



user can select the branch of food,



the nutritional data will display at below for that food

choose your meal:

Food U
burger
chicken nugget

sides U
fries
apple pie
corn

drinks U
coca
Sprite
100 plus

Will also reflect on the chart to let user know the selected meal calories, fat, ... etc

AYOUT

I'm Lovin It! Med... M

FOCUS



DISCUSSION

- is it possible to implement single selection OR multiple?
- how to start the page with operations or w/o?
advantages: interesting operations and interactions
disadvantage: not clear enough visual hierarchy
choropleth map a bit too small

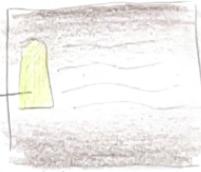
Author: Tay Ming Hui

Date: 9/10/2019

Sheet: 3

Task: Design an page web db

OPERATIONS



scroll to → original view



blur | cover the back, focus on text

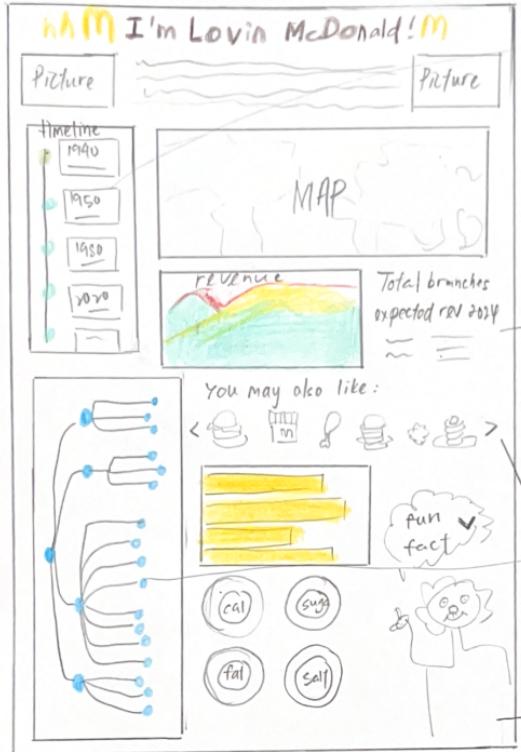


click, then the revenue chart will highlight the related year

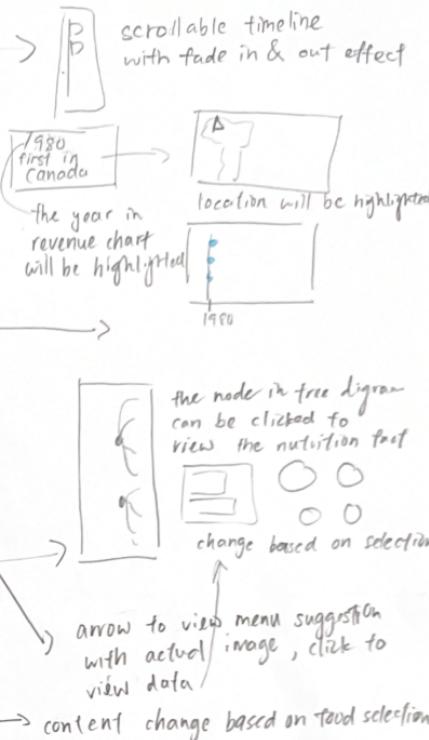


select meal combination to see the total nutritions

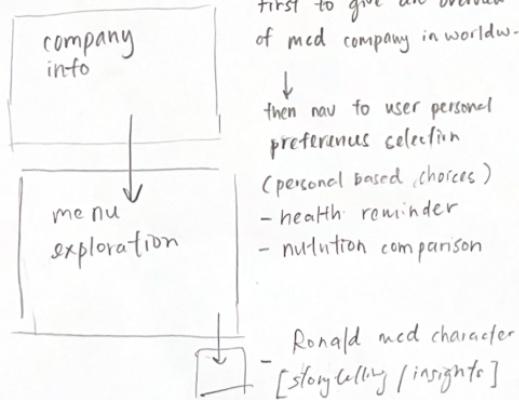
AYOUT



OPERATIONS



FOCUS



DISCUSSION

- 1. need very detailed implementation in javascript for animation & filter between multiple charts.
- 2. will it be considered as chart junk for the food images?

Advantage : interesting

Disadvantage : too complicated to implement

Author : Tay Ming Hei

Date : 4/10/2024

Sheet : 4

Task: planning webpage visualization

AYOUT

based on sheet 4 , combine with other sheets

M I'm Lovin McDonald's M

storytelling.

Introduction...

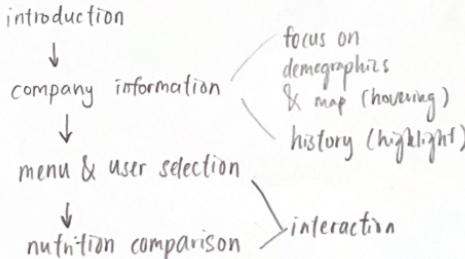
Timeline

Total Branches 14, 259 in Malaysia

Meals V Sides V Beverages V

insights

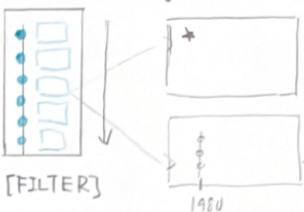
FOCUS



rise user attention on health facts
and fun facts about mcdonald's

OPERATIONS

1) timeline scrolling & charts highlight



2) Pictures & intro enlarge



3) meal , sides , beverages drop down selection (simulate menu ordering)
or free diagram single selection
↳ result in bar & donut charts

4) Text display with condition
- Big Mac has three bread ...
- Choose sprite than coke for lower sugar etc .

DETAILS

- database implemented using csv, json file
- data src from mcd website, worlddatabase
- Vega-lite using json, data passing by html & javascript
- CSS library Tailwind CSS
- estimated time : charts constructing 2 days
dashboard layout 1 day
filter & interaction 1 day
CSS design 1 day

Author : Tay Ming Hui

Date : 4 / 10 / 2024

Sheet : 5

Task : Final Implementation Design