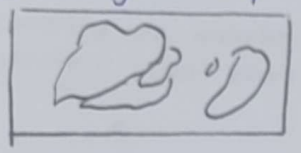
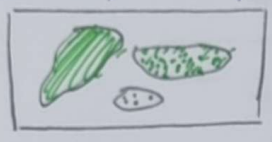
① Ideas

→ matcha producers

① cartogram map

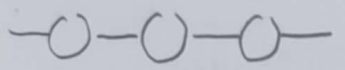


② choropeth map



→ matcha history

③ line timeline



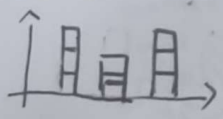
④ milestone timeline

→ nutrient composition across origins

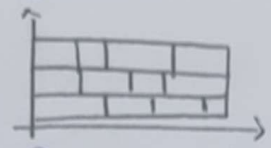
→ nutrient comparison w/ close substitutes

⑤ Radar Chart

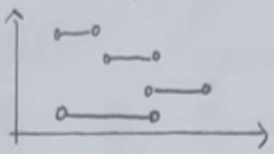
⑥ Stacked bar chart



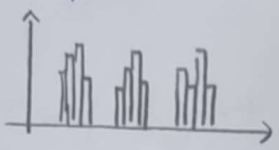
⑦ 100% bar chart



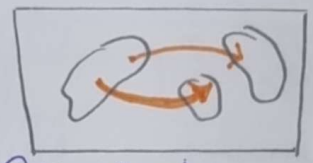
⑧ lollipop chart



⑨ grouped bar chart

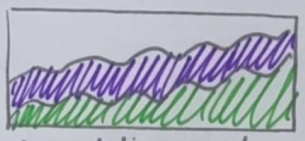


→ Trade data from 2020 to 2024



⑩ Flow Chart

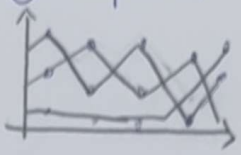
⑪ stacked area chart



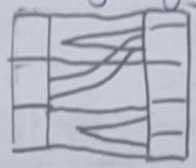
(cumulative export per exporter)

⑫ chord diagram

⑬ Bump chart



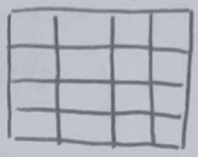
⑭ sankey diagram



→ topic interest

⑮ line chart

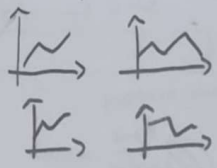
⑯ heatmap



⑰ ribbon chart

⑱ small multiples per country

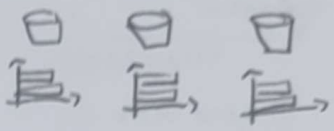
- ~~spar~~ line chart



⑲ pie chart

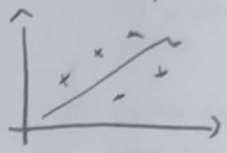
→ How preperation affects nutrients

⑨ bar chart - small multiple



⑳ radial chart

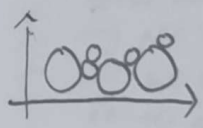
㉑ scatter plot



㉒ sunburst chart

㉓ stacked radar chat

㉔ Bubble Chat



Name: Foo Yun Yin
Sheet: 1
Date: 15/10/2025

② Filter

100% bar chart
- not suitable as misleading, shows all as equal but overall nutrient content may be unequal

small multiples line chart
- too many countries will be too cluttered

scatter plot
- wont provide useful information, hard to understand, as not correlation based.

③ Categorise

Time Series/Trend Analysis
- Line chart
- stacked area chart
- Ribbon chart
- Bump chart
- Line timeline
- milestone timeline

Composition
- stacked area chart
- stacked bar chart
- sunburst chart
- radial chart

categorical
- lollipop chart
- bar chart
- radar chart
- bubble chart
- grouped bar chart

spatial distribution
- cartogram
- choropeth

Network/connection
- chord diagram
- sankey diagram
- flow chart

correlation / distribution
- heatmap
- scatter plot
- bubble chart

structural / relationship
- sunburst

④ Combine & Refine

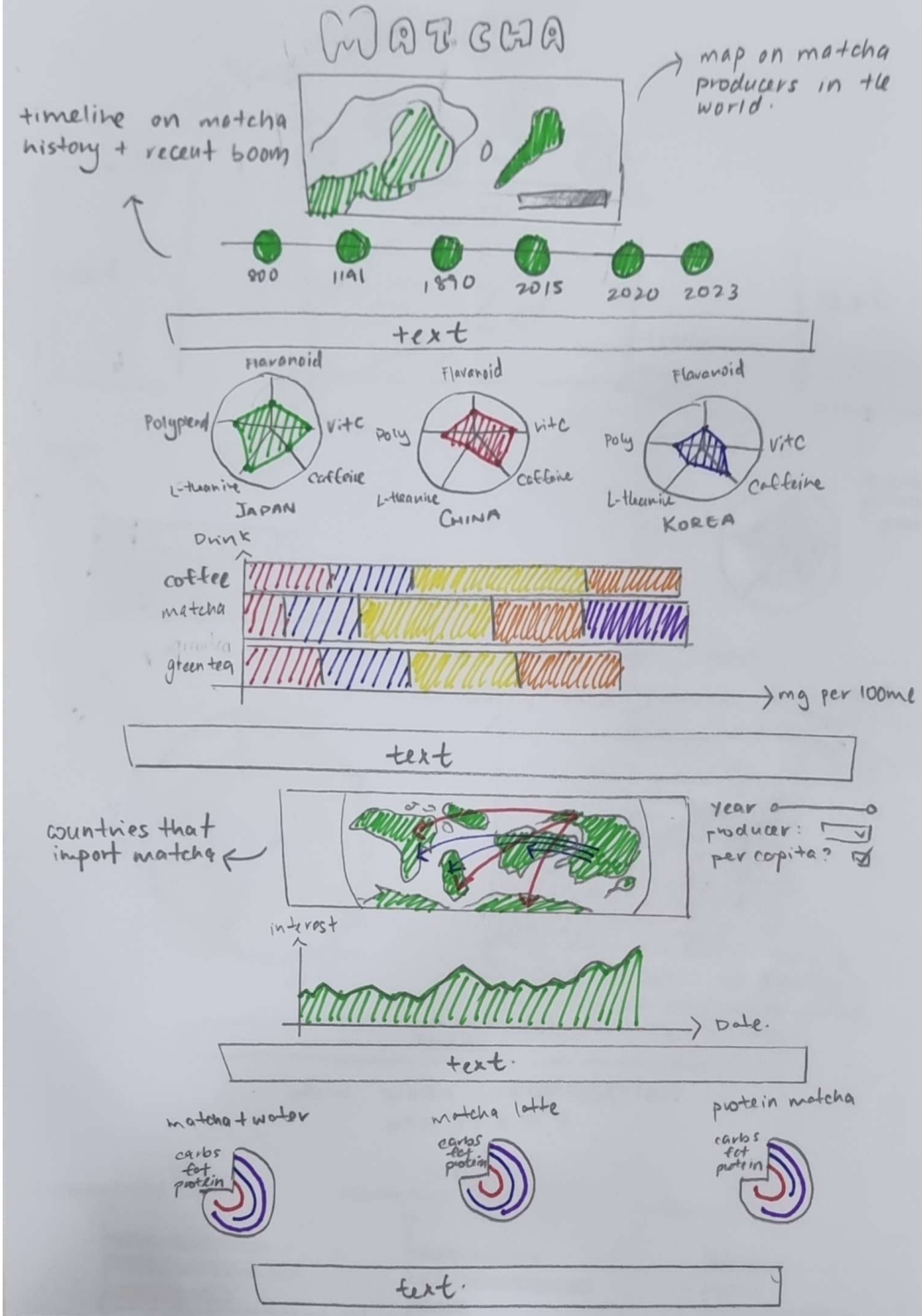
① flow chart + chloropeth

② line chart + stacked area

⑤ Question

- is it implementable on vegalite or vega or none?
- do charts bring a unique perspective?
- is it providing insight effectively?

LAYOUT



Author : Foo Yun Yin
Date : 15/10/2023
Sheet : 2
Task: Design an Infographic

OPERATIONS

① flow map
- able to filter by ~~con~~ producer country.
- able to see absolute / per capita value
- can slide across years.

② Every graph, when hovering over a point, will show details of that point in the graph.

③

- hovering over each will have the mg content per 100ml. Also, the total nutrient mg per 100ml will be annotated at the end of the bar.

FOCUS

- no particular central graph, overall infographic flow.
- sections are seperated through text boxes.
- split into fodlowing sections:
  1. where is matcha being produced? what is the history?
  2. How does matcha differ due to origin? How does it compare to close substitutes?
  3. How demand & interest in matcha has grown.
  4. How does preperation affect the nutritional composition?

Discussion

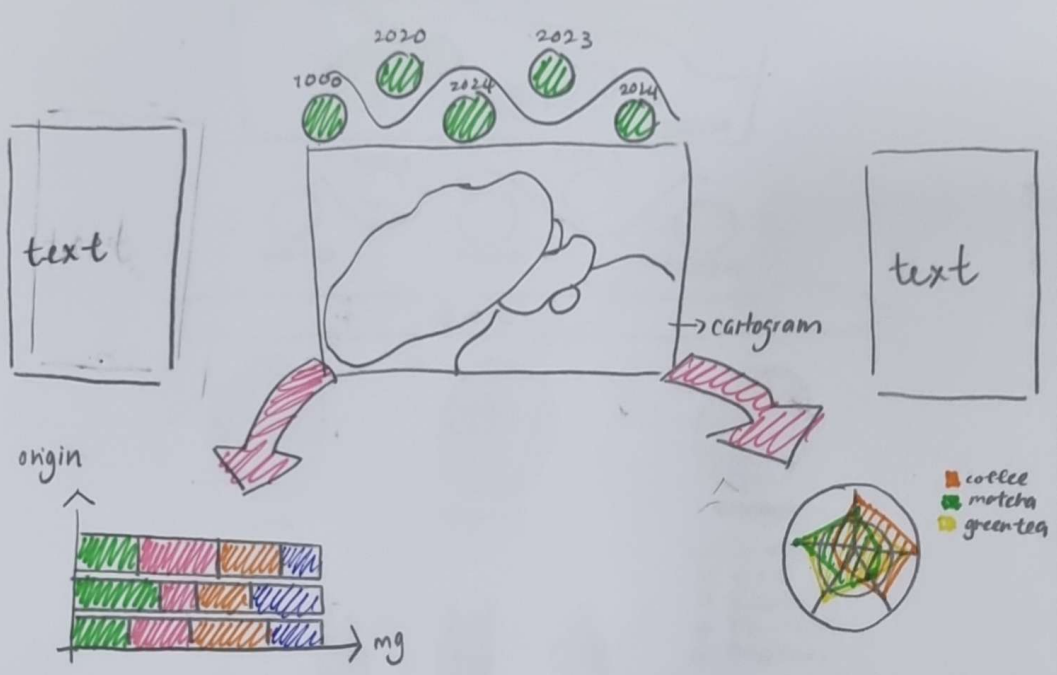
Advantage
- logical narrative flow throughout infographic
- lets ~~user~~ reader understand easily through clear visualization

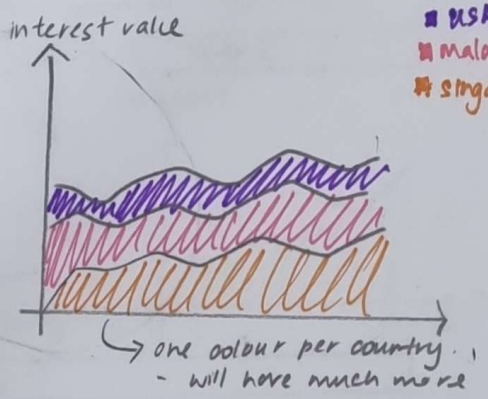
Disadvantages
- flow map may appear too cluttered.
- may be too text heavy.
- radial chart may be hard to read.

LAYOUT

Author: Foo Yunyin
Date: 15/10/2025
Sheet: 3
Task: Design an Infographic

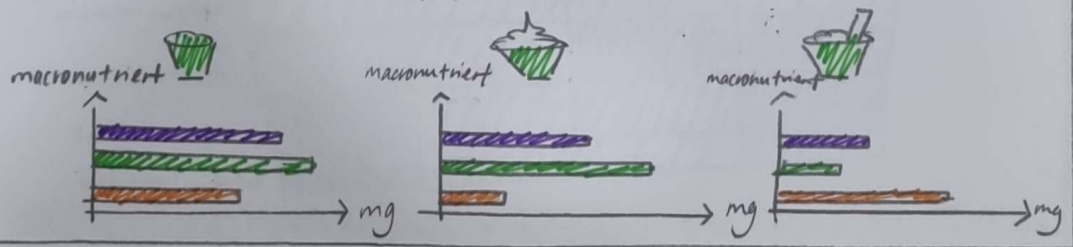
MATCHA





text

HOW DOES PREPERATION MATTER?



Focus

- visualisation is split into two parts each with each own focal point.
- top part focuses on the cartogram map to see main producer
  - breaks down the origin component of matcha
    - further compares.
- bottom part focuses on the trade & interest.
  - subsection focuses on preperation.

OPERATIONS

1. tooltips
   - all have hover tooltips
     - when hovering all graphs any points while have the exact details
2. Chord diagram
   - filter by producer country
   - can change by year,
     o——o
     a year slicer
3. Click on map to zoom in
4. Linked,
   - when selected a producer, all will be filtered to that producer

Discussion

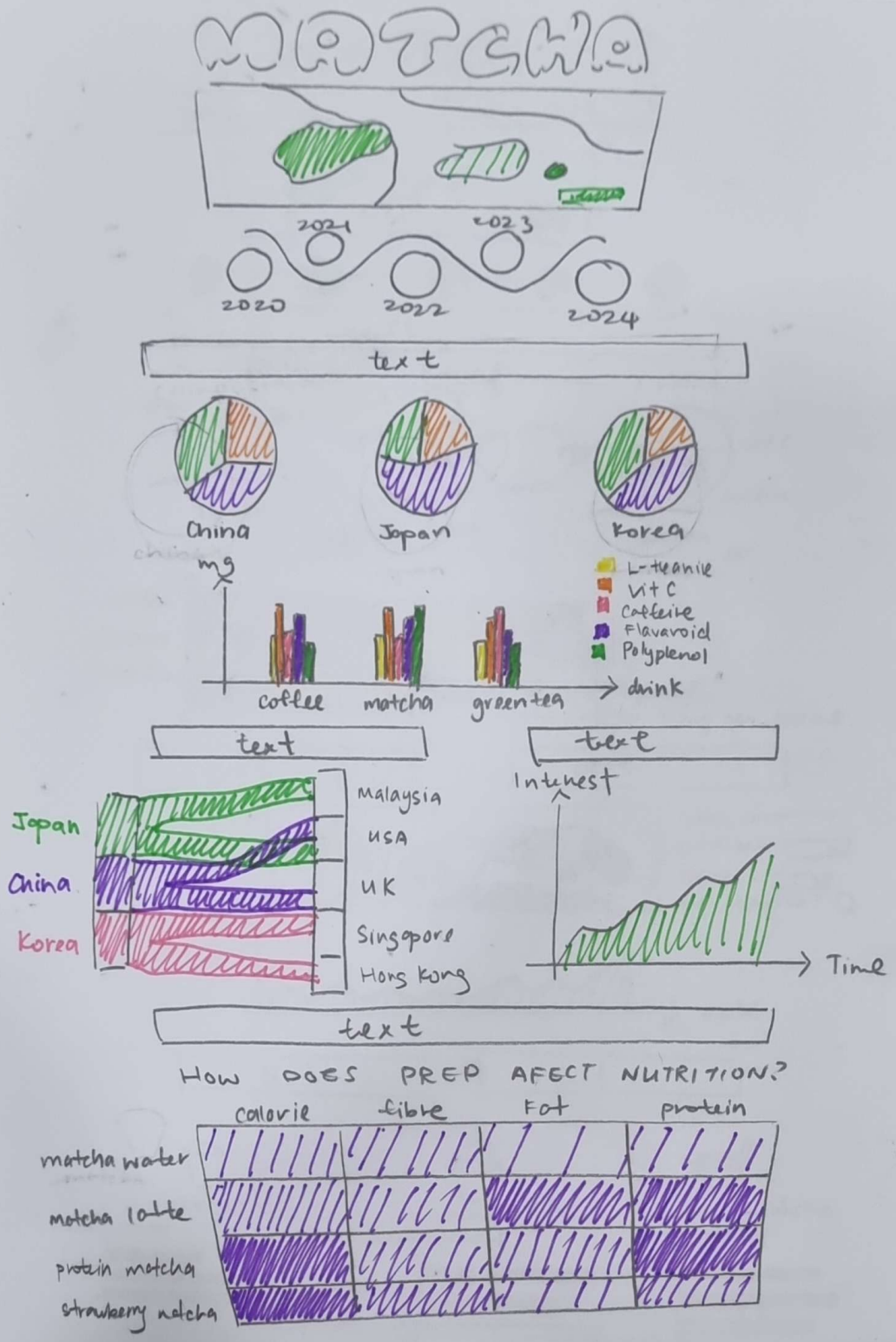
Advantage

- good range of graphs
- advanced graphs
- strong focal points, attracts attention
- less text, not text heavy, less cognitive load.

Disadvantage

- chord will be very messy, lots of destination countries
- stacked area will have too many components, hard to see.

LAYOUT



Author: Foo Yun Yin
Date: 15/10/2025
Sheet: 4
Task: Design an Infographic

OPERATIONS

1. Hover tooltips
   - all graphs show exact details when hovered over.
2. Linked, click on a producer country, said country is highlighted throughout.
3. sankey
   - year slicer to see flow throughout years
   2020 year 2024
   - click node to isolate.
4. annotation toggle for line graph

Focus

- no main particular focus, scrollable storyline
- initial focus is on the first map,
- focus then travels to the sankey and line
- then final focus is on the heatmap.

* text guides throughout, guiding reader through storyline.

Discussion

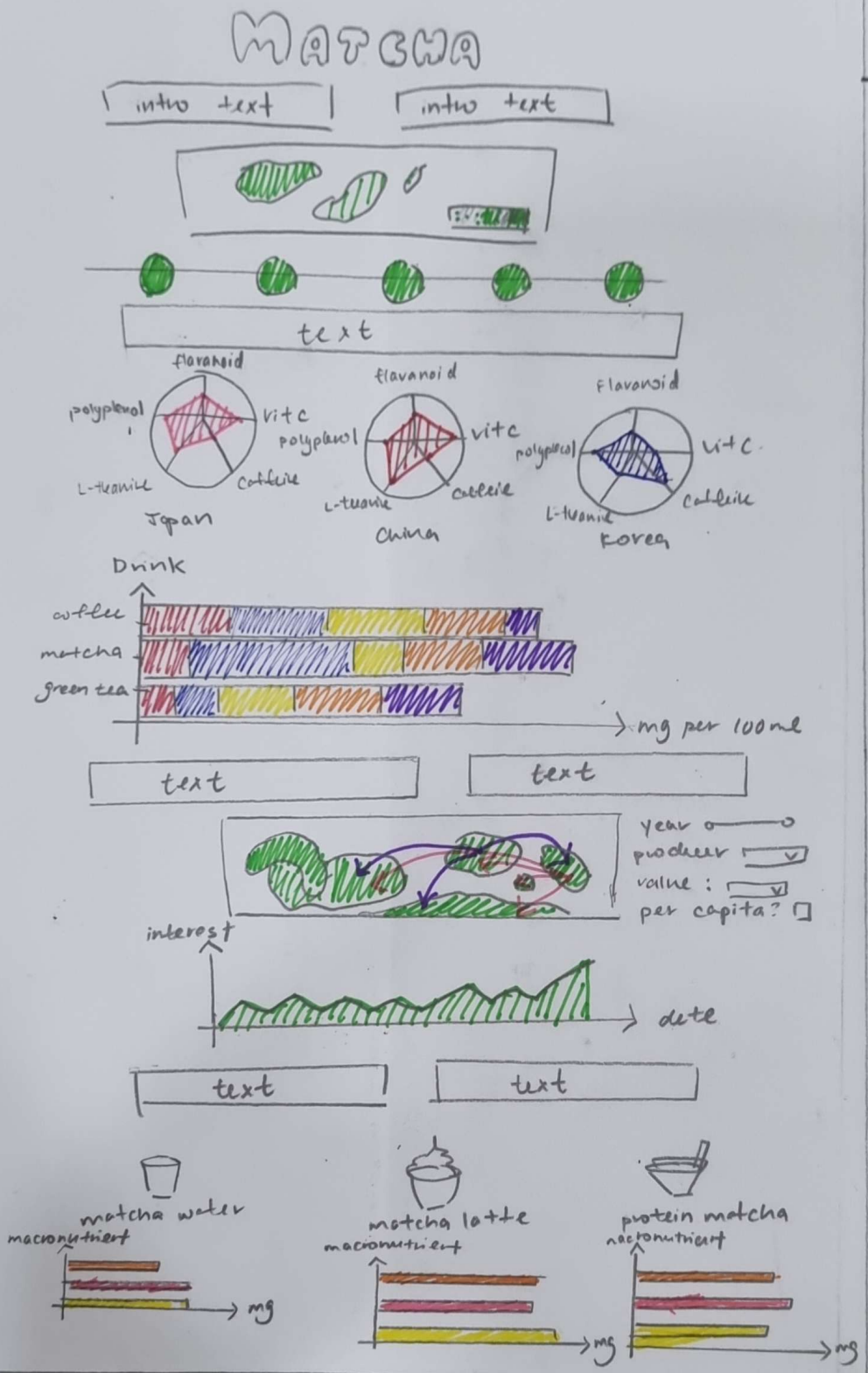
Advantages

1. Choropath gives strong geospatial context.
2. storytelling is strong, graphs are easily understandable

Disadvantages

1. sankey may have too many flows, hard to see
2. heatmap may be difficult for those who struggle w/ colour

LAYOUT



Author: Foo Yun Yin
Date: 13/10/2025
Sheet: 5
Task: Design an Infographic

OPERATIONS

1. Flow map
   - can scroll through years.
   - filter through by producer
   - choice on wether the line width is by value ~~of~~ or weight exported
   - is it calculated by per capita?
2. each drink has an image as visual representation
3. significant matcha trends are annotated on line graph.
4. every graph has tooltips that contains exact details of that point.

Details

* Time to build:
  - 1 week
* research & compile dataset

Dependencies:

- VSCode to compile ~~vs~~ vegalite code
- R to and Excel for data wrangling and cleaning.

Focus

- no central focus graph, designed as more of a storytelling infographic.
- split into several sections:
  1. who produces matcha ? How did it come about?
  2. Does matcha composition change according to composition? How does it compare to its substitutes?
  3. How exports has grown, interest over time?
  4. How does preperation affect the nutritional effects?