

Data Visualization

Final Project Report

Project Name:

Buying a President

Project Participants:

Darya Likhareva

Daniel Kim

Quyen Ha

Zachary Fenton

Project URL:

<https://groups.ischool.berkeley.edu/buyingapresident/>

Video URL:

<https://youtu.be/uJ3VFzjYU-4>

GitHub URL:

<https://github.com/zfenton/buyingapresident/tree/main>

Who did what:

- All members participated in the User Interviews and Usability testing. Each member interviewed 3 persons (at a minimum) and created notes based on user feedback.
- The group worked collaboratively to develop a 'Prioritization List' based on the feed from the usability test.
- Our project was broken into 4 sections, and each member worked on data cleaning, graphic design, and coding for their respective section, as noted below:
 - Darya
 - Individual Donations
 - Daniel
 - Spending
 - Quyen
 - Super PACs
 - Zachary
 - PACS
- The introduction was written by Darya.

- The website design was developed by Quyen as well as the final visualization embeddings.
- The final presentation slides were developed by Darya with each member completing their sections relevant slides.
- Each member recorded and presented their respective sections for the final presentation.
- The final video presentation was compiled by Darya.

Additional Notes:

The largest change made based on feedback from the usability study was to reduce mental load on the user. This was accomplished by changing the GeoVizualizations from a year-by-year slider selection to a faceted side-by-side view. In addition, all team members worked on providing more text-based explanation of the visualizations as well as concepts related to U.S. politics.

Time permitting, we would have liked to have added additional years for exploration. FEC has data available up to and including 1979. A plan was discussed for more efficient data storage utilizing Flask. This would have allowed quicker retrieval when querying year-by-year allowing a much larger time span to be explored.

Lastly, we would have liked to add dynamic updates to the database repository to allow parallel tracking of the 2024 presidential election cycle.

For comments or questions, please contact:

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