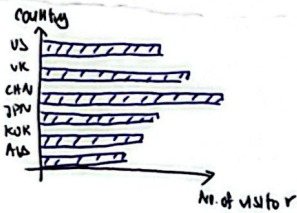
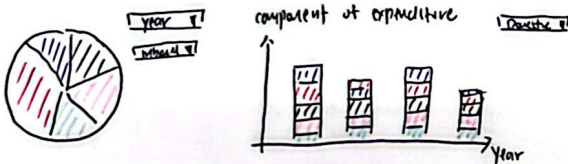


# IDEAS

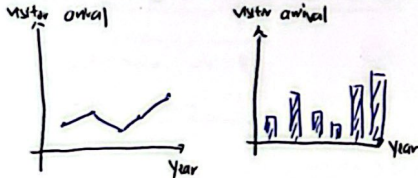
## ① Visitor Arrival to Malaysia (Top 12) (Inbound)



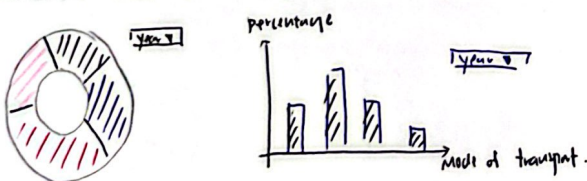
## ② Component of Visitor Expenditure (Inbound & Domestic)



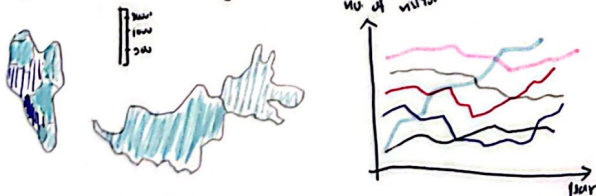
## ③ Visitor arrival to Malaysia (Inbound)



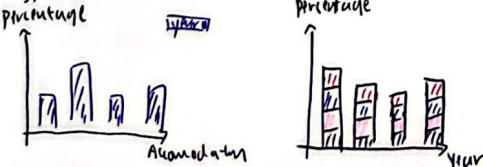
## ④ Distribution mode of transport (Inbound)



## ⑤ Domestic visitors by state visited

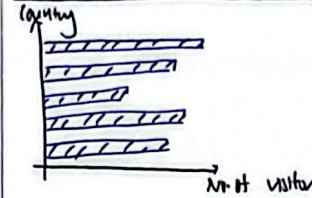


## ⑥ Type of accommodation (Domestic)

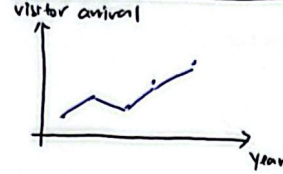


# FILTER

## Visitor Arrival to Malaysia (Top 12)



## Visitor arrival to Malaysia



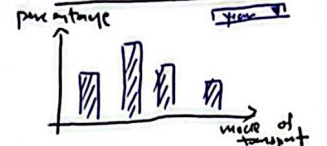
## Domestic visitors by state visited



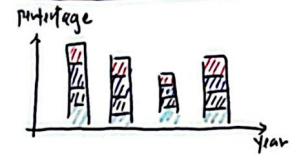
## Component of visitor Expenditure



## Distribution mode of transport



## Type of accommodation



# CATEGORIZE

Visitor arrival to Malaysia throughout year



Visitor Arrival to Malaysia (Inbound)



Distribution mode of transport (Inbound)



Domestic visitors by state visited

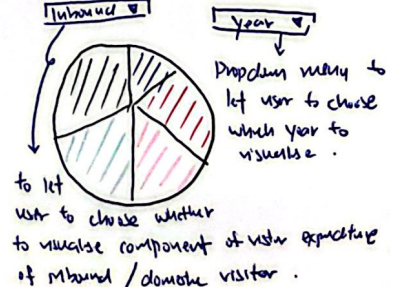
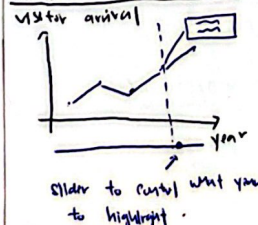


Type of accommodation (Domestic)



Component of visitor Expenditure (Inbound & Domestic)

# COMBINE & REFINER



# QUESTION

- Does this lead to clear story about tourism in Malaysia?
- Is it answering client need, provide a solution that client wants?
- Does it answer the original research question.



# LAYOUT

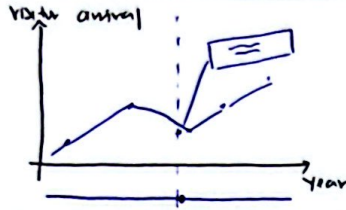
## Vertical Narrative

### Title & Introduction

#### TOURISM IN MALAYSIA

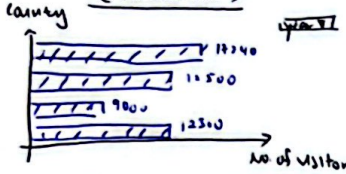
Introduction to the topic:

### Visitor arrival to Malaysia throughout years:



Explanation about the line chart

### Visitor arrival to Malaysia (Inbound)

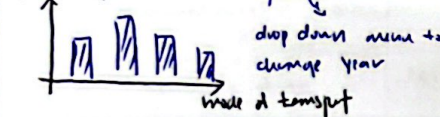


Explanation about the horizontal bar chart

### Distribution mode of transport

(Inbound)

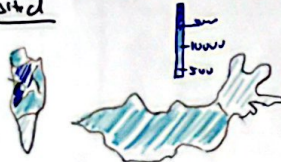
Explain there is more variety of mode of transport for inbound compared to domestic visitor.



Explanation about the mode of transport

### Domestic visitor by state visited

Explanation about map idiom



### Type of accommodation (Domestic)

Explain domestic visitor have more variations in terms of accommodation compared to inbound visitor (only hotel/airbnb)

Explanation about stacked bar chart



### Component of visitor Expenditure (for Inbound & Domestic)



Explanation of Pie chart

TITLE : Vertical Narrative View

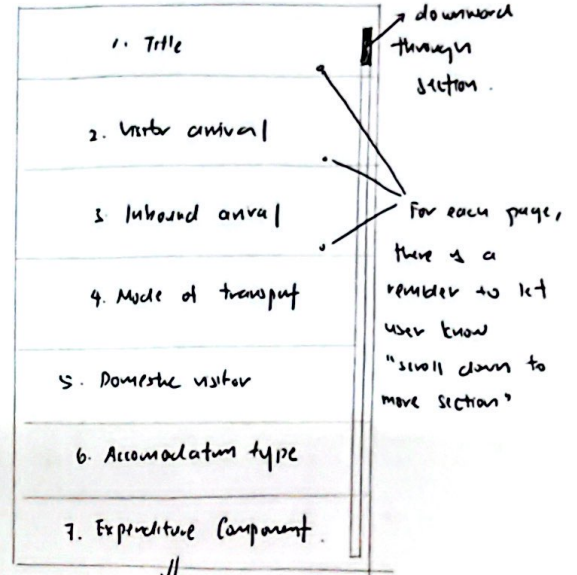
AUTHOR : Zoe Ong

DATE : 29.07.2025

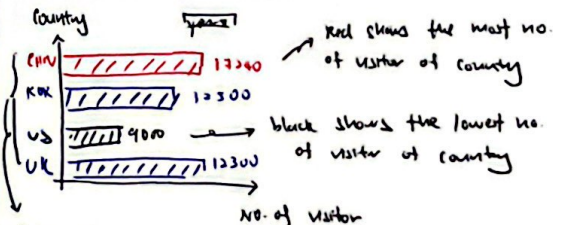
SHEET : 2

TASK : Create Vertical Narrative View Layout.

### OPERATIONS



"the end of visualization" is shown



Only shows the Top 10 country that visit Malaysia for each year.

### DISCUSSION

✓ Very intuitive, user can read from top to bottom, like a story  
✓ Easy to read as each category have their own section.

✗ Lots of scrolling, harder to compare chart

✗ Harder to see relationship across sections.

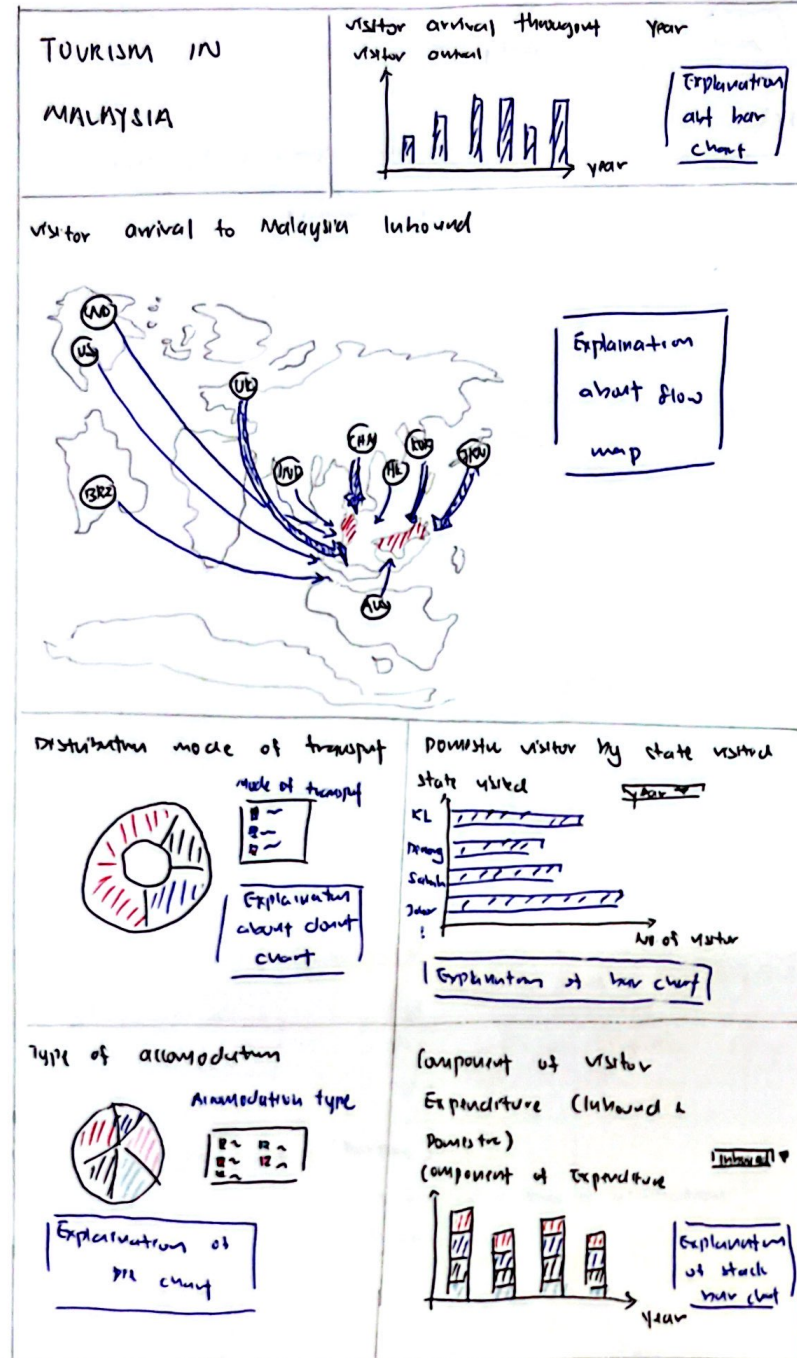
### Focus

- Emphasis on narrative flow
- Let user know number of visitor overall first, then tell them about which country visit Malaysia the most, and their mode of transport.
- Then let user know about domestic visitor prefer to go which state, their type of accommodation, lastly, where visitor like to spend their money on.



# LAYOUT

Vertical Dashboard View (Everything visible at same time)



TITLE: Vertical Dashboard View

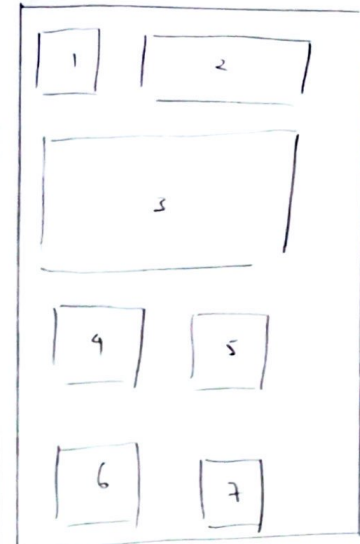
AUTHOR: ZOE ONG

DATE: 29.07.2025

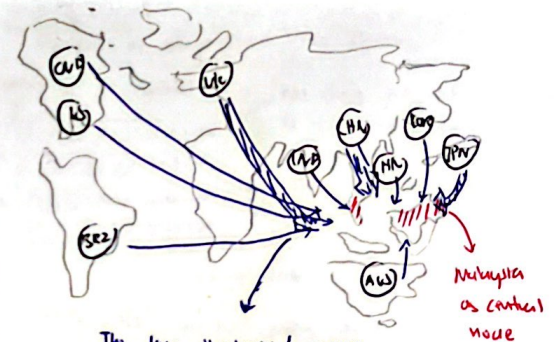
SHEET: 3

TASK: Create Vertical Dashboard View Layout

## OPERATIONS

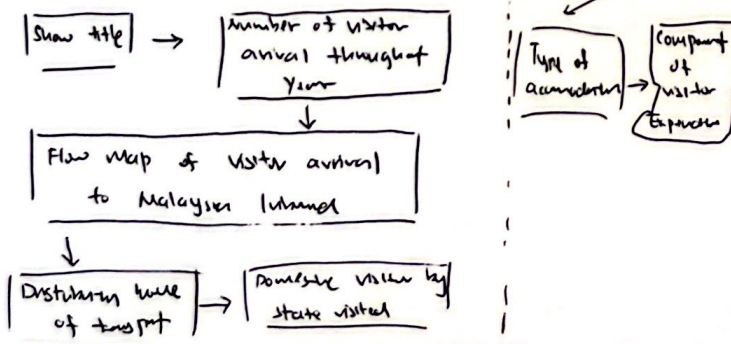


User view everything in one sight, go through each section from top to bottom without the need of scrolling.



The line thickness/width shows the proportional to number of arrivals.

## FOCUS

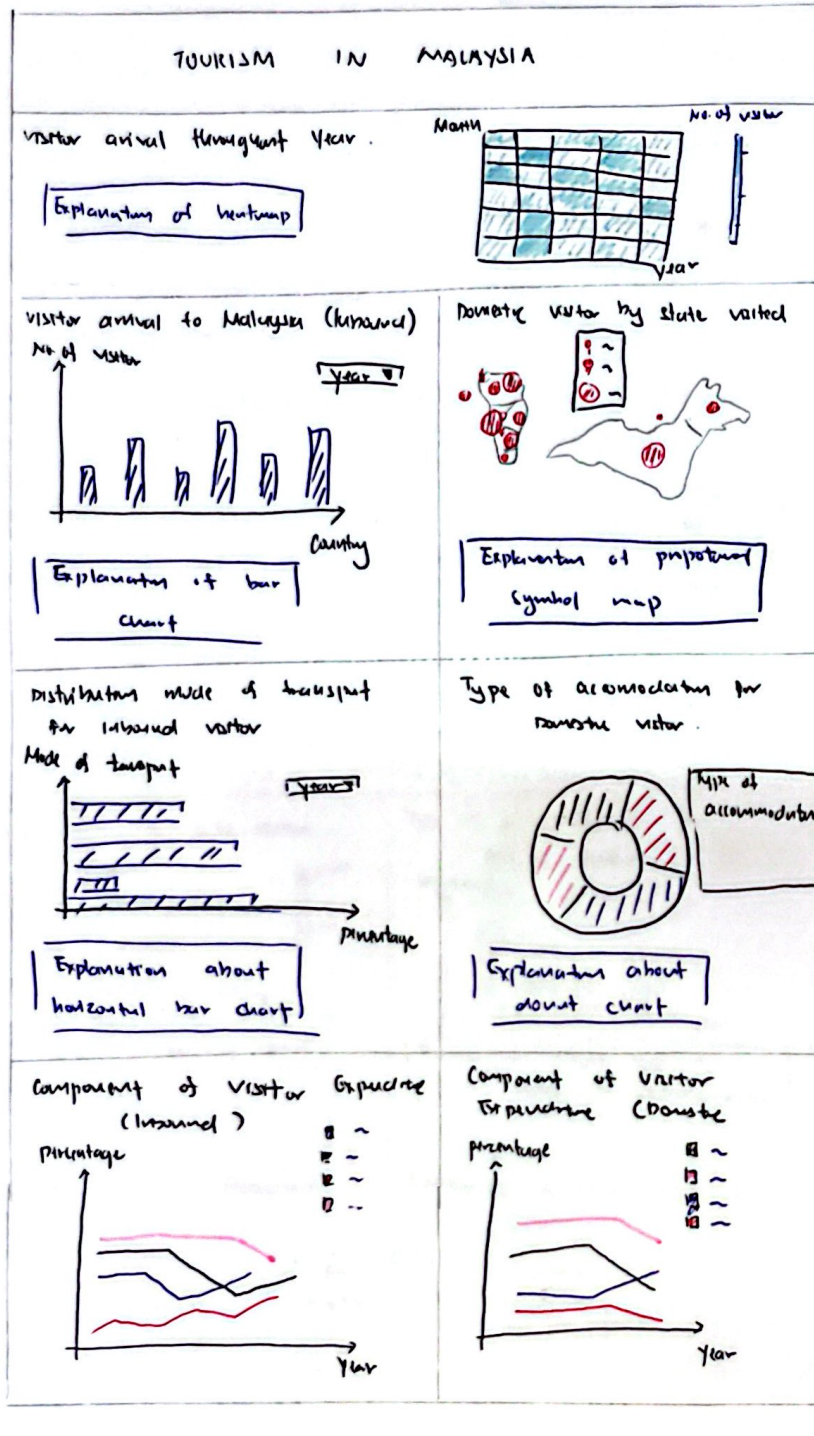


## DISCUSSION

- ✓ Easier for user to focus on one section at a time.
- ✗ Can become too long if more charts are added
- ✗ cross comparison between charts is harder.

## LAYOUT

### Comparative Grid view (Comparison between Inland & Domestic Tourism in Malaysia)



## FOCUS

Title	
visitor throughout Year	
Comparison between inland & domestic visitor	
Mode of transport	Type of accommodation
Comparison between component of visitor expenditure	

Comparison between inland & domestic visitor data.

## TITLE: Comparative Grid View

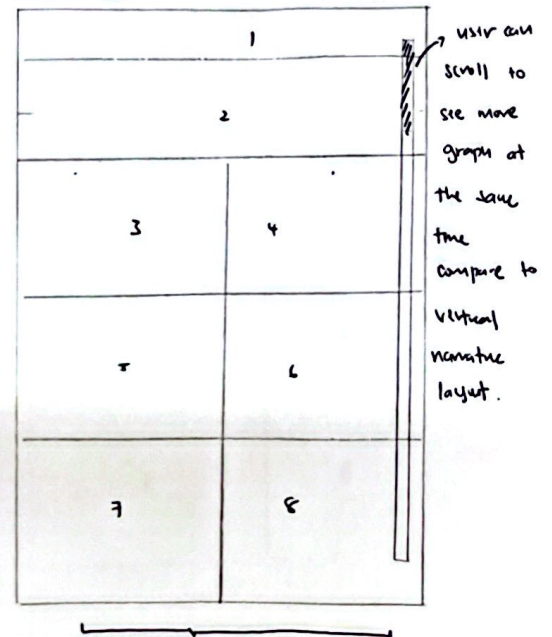
AUTHOR: Zoe Ong

DATE: 29.09.2025

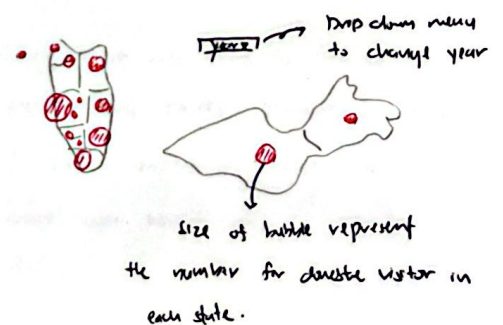
SHEET: 4

Task: Create Comparative Grid View Layout

## OPERATIONS



can look at 2 sets (Inland & domestic) at same time, when allow comparison.



## DISCUSSION

✓ Easy for comparison across inland & domestic.

✓ More efficient, need minimal scrolling compared to narrative layout

✗ May be overwhelming if too many visual element shown at once.



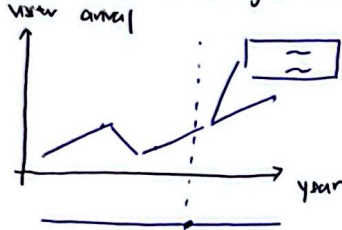
# LAYOUT

## Final Implementation Design

### TOURISM IN MALAYSIA

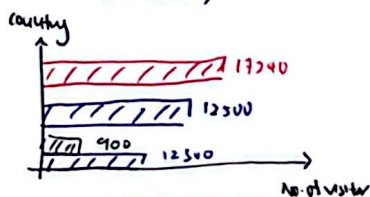
(Introduction to topic)

visitor arrival to Malaysia throughout years:



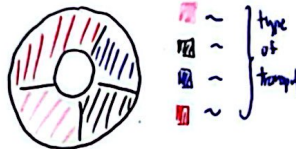
Explanation about  
visitor arrival to Malaysia  
throughout years

visitor arrival to Malaysia  
(Inbound)



Explanation about Inbound  
visitor arrival to Malaysia

Distribution mode of transport  
for Inbound visitor



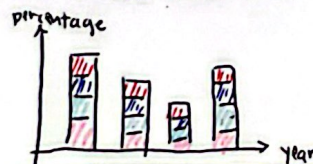
Explanation of Distribution mode of  
transport for Inbound visitor

Domestic visitor by state visited



Explanation about  
domestic visitor by state visited

Type of accommodation for  
Domestic visitor



Explanation about type of  
accommodation for domestic visitor

Component of visitor Expenditure  
(Inbound)



year  
Component:  
D ~  
B ~  
P ~

Component of visitor Expenditure  
(Domestic)



TITLE: Final Design Sheet

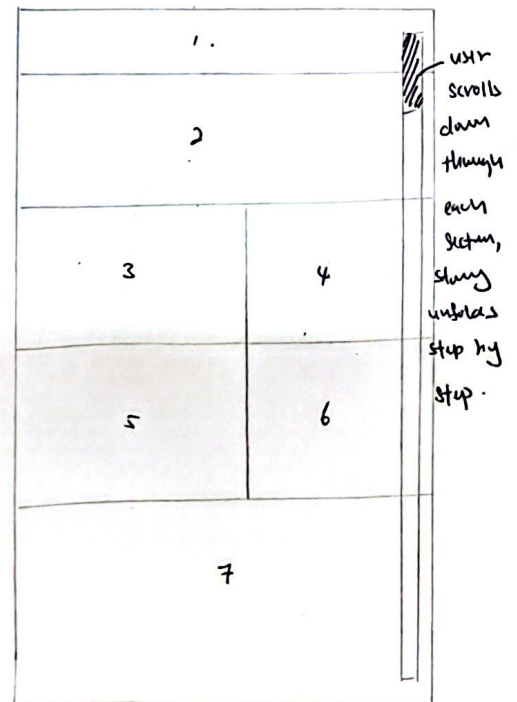
AUTHOR: Zoe Ong

DATE: 29.09.2025

SHEET: 5

TASK: Final Implementation  
Design

### OPERATION



-Every chart will have its tooltips to  
provide exact values, percentages, years  
for easier understanding and comparison  
when user hovers on the chart  
data.

### DETAIL:

- Software: use vscode with Vetur, Github, Google Chrome (to show webpage)
- Cost: Free
- Time: About 1-5 weeks for creating  
visualisation, 1 day for report.

### FOCUS

title	
visitor arrival	
Inbound arrival	mode of transport
Domestic visitor	Type of accommodation
Component of visitor Expenditure	

- } line chart showing visitor arrival throughout years
- } data about inbound visitor
- } data about domestic visitor
- } component of visitor expenditure Inbound vs Domestic