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INFO 246-11

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Assignment 3: Storytelling with Information Visualization Part 2

Target Audience

My target audience is an infographic for school-aged children and young adults interested in learning about the Tour de France.

The Message

Even though the Tour de France races are getting progressively longer, that has not stopped cyclists from increasing their average speed. Today, the Tour de France has grown from what was once a local spectacle to an international event that has attracted competitors from around the world.

Narrative Structure

My infographic attempted to follow a linear structure through the use of numbered annotations to form a flow chart. My infographic shares many features with the partitioned poster. Despite being author-driven, my infographic on the Tour de France possesses an intermediate amount of interactivity capability which does allow for some user-directed exploration.

Interactivity

One of the most prominent interactive features of my infographic of the Tour de France was allowing the user to filter the visualization by country or group of countries, which allows the user to narrow their focus to the instances in the dataset when his or her specified conditions are met. The filters are applicable to both the scatterplot that plots distance vs average victor speed as well as the frequency graph that records the country of each victor of the Tour de France over the course of the Tour de France’s history. The filters do not apply to the line graph that tracks average victor speed over the history of the Tour de France as I discovered that applying the filters gets rid of the gaps that I created specifically to capture the years in which World War I and World War II prevented the organization of the Tour de France. Another form of interactivity that my infographic allow is brushing. The user is able to use brushing to compare the visualizations of the three different infographics and how they corresponded to each other. The last form of interactivity is through the Tableau’s Tooltip the user is able to hover highlight over each instance of the Tour de France as represented by the infographics and retrieve the year, the name of the victor, the country he represented, his average speed, and the distance of that year’s Tour de France.

Messaging

I mainly used ordered annotations to directly convey to the user the message of that cyclist are getting faster, the length of the Tour de France has been trending longer, and that the Tour de France, now attracts competitors from all over the world as reflected by the diversity of the countries that claim a Tour de France victory.