

# Team 1+

Geovisualization & Timeline for Incidents of  
Violence

Amrit Bhullar  
Mallika Ghurye  
Michelle Kim  
Justin Lara

# Project Overview

## ❖ Customer

School of Social Ecology

Contact: Geoff Ward

## ❖ Description

Design an Interactive geographical visualization and timeline for incidents (data provided by customer) of violence during the Civil Rights Movements with contextual event information and document access.

# Issues to be Addressed

- ❖ Simple map interface interaction
  - Someone with no experience should be able to find incidents filtered by location or time frame in seconds
- ❖ Easy maintainability
  - Geoff Ward must be able to maintain the product despite lack of programming experience
- ❖ Transferring growing data to populate map
  - Microsoft Excel table format input
  - May consider changing data format if necessary

# Our Process

- ❖ Prototype Phase
  - Gather client requirements
  - Design initial mockup
- ❖ Revision Phase
  - User interviews and surveys
  - Mockup revisions
- ❖ Final Phase
  - Final computer prototype
  - Final Report

# Three Types of Users

- ❖ Customer/Client
- ❖ Community Users
- ❖ Informers

# Customer

- ❖ Geoff Ward + Lab Students
- ❖ Goal
  - Raise awareness of racial hate crimes of the past and present
  - Humanize stories and data about said events
- ❖ Requirements
  - Display events with basic demographic information
  - Interface simplicity
  - Longevity and ease of maintainability

# Community Users

- ❖ User Goal (Public)
  - Seek information and insight about racial crimes
- ❖ Requirements (So far)
  - Provide powerful visualization and timeline
  - Interactive presentation of events

# Informers

## ❖ User Goal

- Add new event information
- Revise current event information
- Easily navigate through map to collect info

## ❖ Requirements (So far)

- Easy visualization of events
- Seamless integration of visualization, event view and data entry



# Finding Users

## ❖ Customer

- Geoff Ward and students in his lab
- We will get in touch with student researchers through Prof. Ward and set up interviews

## ❖ Informers/Community User

- Since our team is not responsible for the portion allowing users to input new incidents, Informers and Community Users are very similar for our purposes.
- We will potentially ask for volunteers from Prof. Ward's class to test the interface.

# Usability Testing Overview

- ❖ Sample users - Lab students of Geoff Ward
- ❖ Meetings would last about 10-20 minutes depending on our process:
  - Meet user at Social Ecology computer lab
  - Reviewing product/instructions with user
  - Allowing user the freedom to use system
  - Answering questions and receiving feedback from user after use

# What is our End Goal?

- ❖ Interactive computer application prototype
  - Geographical markers of various hate crimes
  - Functional timeline
  - Filter events based on similarity of attack
  - Balloon descriptions
  - Ability to move to a mobile device

# Quarter Schedule

## ❖ Week 3

- Finalize requirements + tools for mockups (*Amrit*)
- Low fidelity (paper sketches) mockups (*Mallika*)

## ❖ Week 4

- Draft Wireframes (*Amrit*) + Interview Questions (*Mallika*)
- Build a mockup with draft wireframes (*Justin*)

# Quarter Schedule (cont.)

## ❖ Week 5

- Finalize Questions and Conduct Interviews (*Michelle*)
- Collect feedback on Interviews (*All*)
- Draft Usability testing plans (*Michelle*)

## ❖ Week 6

- Based on feedback, Finalize Wireframes (*Justin*)
- Finalize Usability Testing Plans (*Mallika*)

## ❖ Week 7

- Usability Testing (*All*)

# Quarter Schedule (cont.)

## ❖ Week 8

- Usability Testing (as needed) + Compile Feedback (*All*)
- Prepare for Pre-Final Presentation (*All*)

## ❖ Week 9

- Pre-Final Presentation (*All*)
- 2nd round of Usability Testing (if needed) (*All*)

## ❖ Week 10

- Compile Results + Provide Final Recommendations (*All*)
- Prepare and turn in Final Report (*All*)