Project 2:
Personal Experience Mapping

Process Book

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VISM-3002-001 (Fall 2021) Data Vis & Visual Analytics

Ideation

- A day's activities
  - Productivity tasks, different categories
    - Could use data from the Forest App (a productivity app, timer)
- Emotions throughout the day
- Screen time usage
  - Nope - already did something similar for a project in another course
- What I did for Halloween / Halloween Day
- Thought processes
- A day on my period

- Moments feeling present / concentrating on what's at hand vs. thinking about other things
- Thinking about the past, present, future
- Where I walk around my apartment, what I do & time spent in different rooms
- Interactions with people
  - Type
    - Social, work, school, etc.
  - Method
    - Text, in-person, call, email, etc.
  - Who
    - Family, friends, store clerks, etc.

Remembering What I Did Yesterday

I woke up at 9:30am to get ready to go to the store with my sister. We left with the shopping cart at around 10:15am. The game store door was closed. We went to the storage store where there was a clearance. Unfortunately, it was closed for the day – an event we did not expect. We walked by the game store and it was open. I picked up the game I had on hold and I paid with cash. We returned home. I made brunch for myself – fried egg with leftover rice and vegetables, topped with ketchup. I ate while watching Netflix. I had chocolate. I finalized a project with my teammate and submitted it. At around 3:30pm, information visualization class started. I ate crackers while listening to the class. During the break, I looked at memes on Instagram. After class, I watched Netflix while eating dinner. Besides dumplings, there was tofu, vegetables, and rice for dinner. My parents set aside some chocolate for everyone for dessert. I cleared the dinner table after I finished eating dinner. I showered and washed my hair. I video called my boyfriend. I flossed and brushed my teeth. I went to sleep.

At some point I probably texted and interacted with my best friends in the group chat, as we do almost everyday, during those in-between times of things.

Reflecting on the Exercise

After doing the "Remembering What I Did Yesterday" exercise, I was pleasantly surprised at the amount of things that happened during a given day. The details were interesting, like what food I ate.

I was particularly fascinated by interactions with other people: who did I talk to in a day? How did I communicate with them? Why did I communicate with them? I spoke with more people than I thought I would in a day.

I decided to flesh out the exercise, including more details and specifications about the interactions I had on that day.

Revised: Remembering What I Did Yesterday
- More Information on Interactions with People

I woke up at 9:30am to get ready to go to the store with my sister. We left with the shopping cart at around 10:15am. The game store door was closed. We went to the storage store where there was a clearance. Unfortunately, it was closed for the day – an event we did not expect. I called to see when the game store opened – they were open. I picked up the game I had on hold and I paid with cash. We returned home. I made brunch for myself – fried egg with leftover rice and vegetables, topped with ketchup. I ate while watching Netflix. I probably waved to my dad when he woke up. I had chocolate. I finalized a project with my partner and submitted it. We texted for fun/socializing for a bit afterwards. I responded to my best friends group chat. I texted my friend to see when we would meet up the next day. I texted my sister. My friend and I spontaneously video called and rescheduled our meetup for a different day. I messaged the best friends group chat. At around 3:30pm, information visualization class started. I ate crackers while listening to the class. I texted my project partner during class. During the break, I said "hi" to my mom who came back from work and I looked at memes on Instagram. I texted the best friends group chat during class. I texted my boyfriend during class. After class, I watched Netflix while eating dinner. My mom told me there were dumplings, half for my sister (who was still in class) and half for me. Besides dumplings, there was tofu, vegetables, and rice for dinner. My parents set aside some chocolate for everyone for dessert. I cleared the dinner table after I finished eating dinner. I told my sister I was done clearing the table, so she could wash the dishes when she was done eating. I showered and washed my hair. I video called my boyfriend. I responded to an email from a professor. I checked and answered my best friends group chat. I flossed and brushed my teeth. I went to sleep.

I checked the memes my friend sent me – not sure when during the day, but at one of those in-between times for things. (This is a different friend than the one I video called during the day.)

Categorizing my Interactions

I categorized various kinds of data on my personal experience for my interactions.

Personal Experience Mapping - Interactions

person	method	type	length
sister	in-person	productive / social	long
store clerk	phone	productive	short
store clerk	in-person	productive	short
dad	in-person - wave	social	short
teammate	text	productive, social	long
best friends J &	text	social	short
friend Z	text	social	short
sister	text	productive	short
friend Z	video call	social	medium / long (30min)
best friends J &	text	social	short
teammate	text	social	medium
mom	in-person	social	short
best friends J &	text	social	short
partner	text	social	short
mom	in-person	productive	short
sister	in-person	productive	short
partner	video call	social	long
professor	text, email	productive	short

Sketches

I sketched out designs and ideas for my visualization on paper.
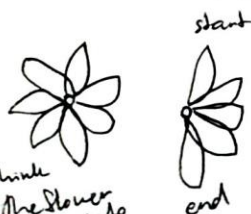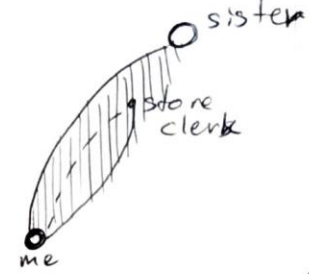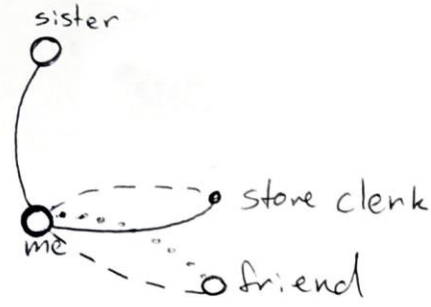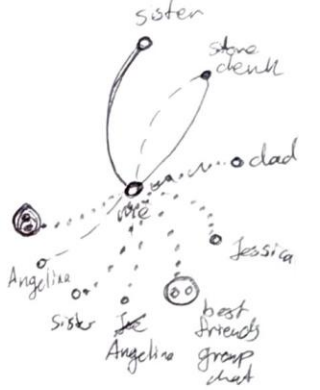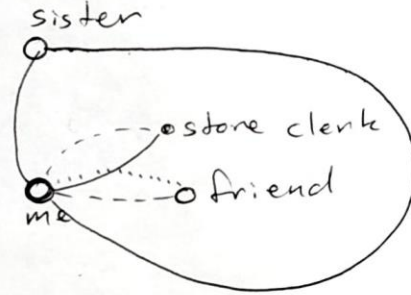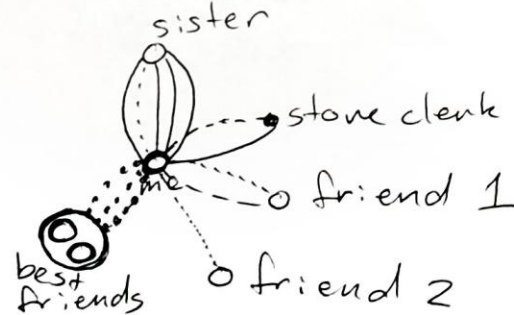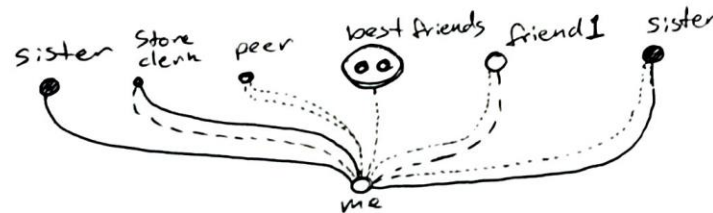
Visual Elements

From my paper sketches, I noted some visual elements I wanted to include.

- Line
  - Method of interaction (in-person, text, video call, etc.)
  - Type of interaction (social, work, school, etc.)
  - .
  - Type of line (dotted, dashed, etc.)
- Circle
  - Type of person/relationship (friendly, co-worker, family, etc.)
  - .
  - Size
  - Colour
  - Shape, different ones than just a circle
- Overall data form
  - People lined up in one line
  - Flower (people as flower end petals – the lines make it look like a flower petal)
  - People placed in relation to location
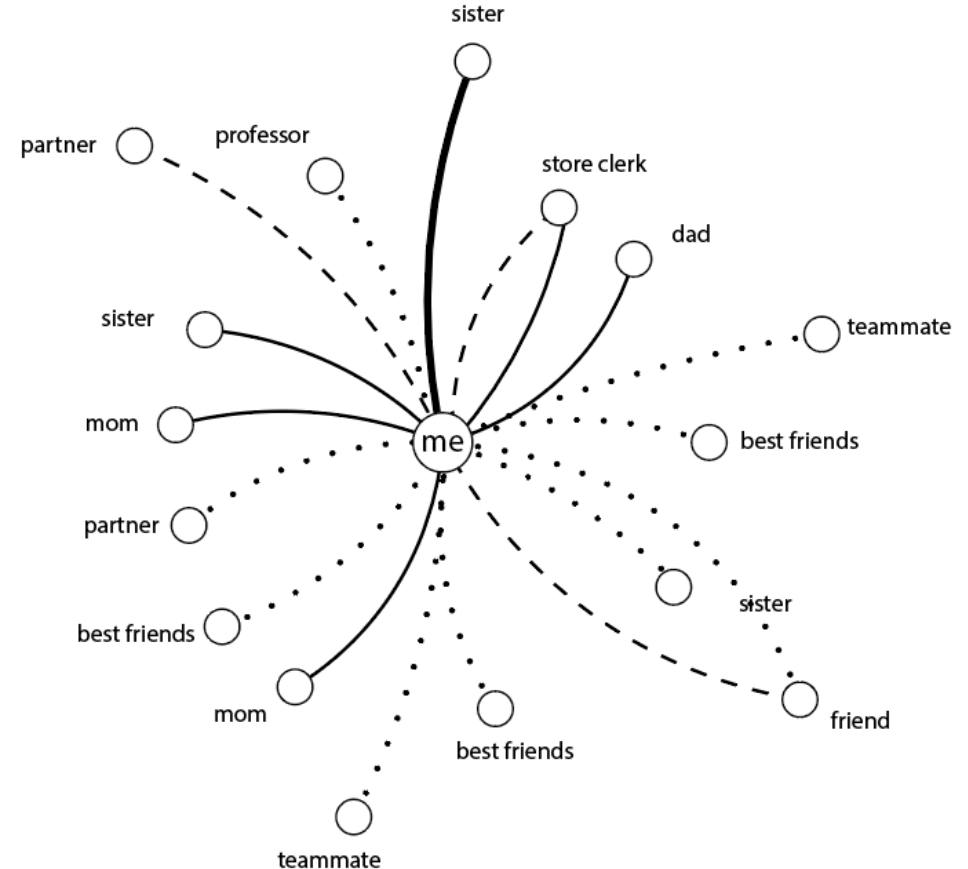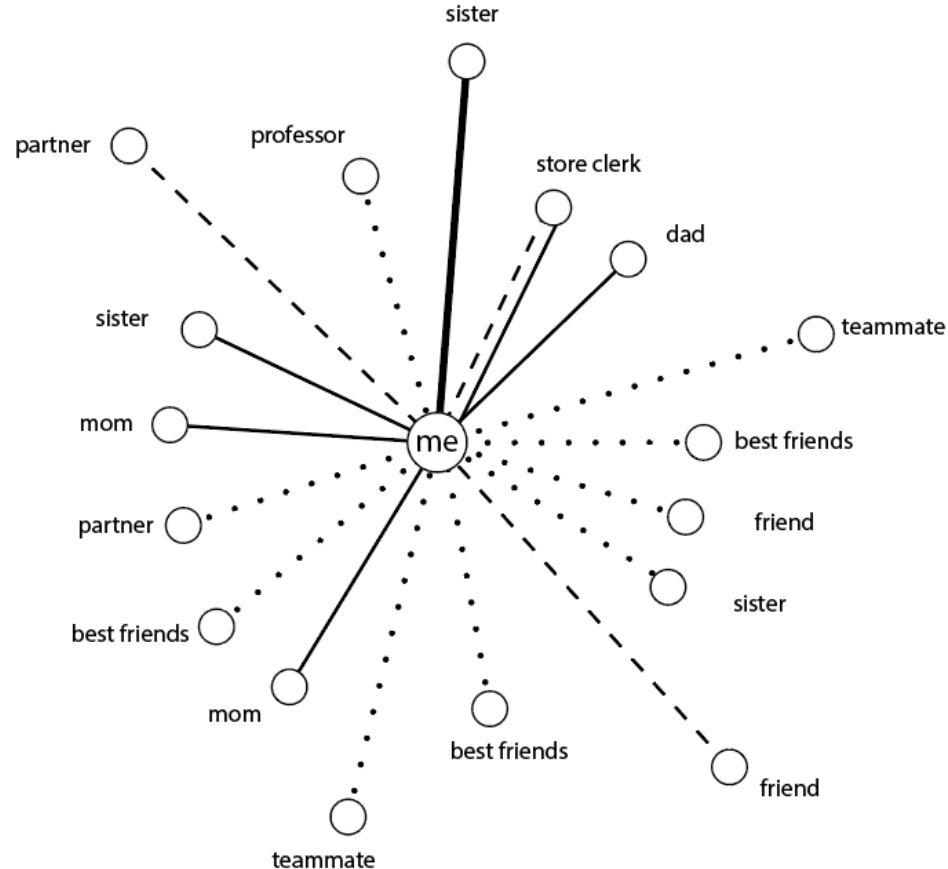- Organization
  - Chronological
  - By person

Digital Sketches

I began working with my ideas in Illustrator.
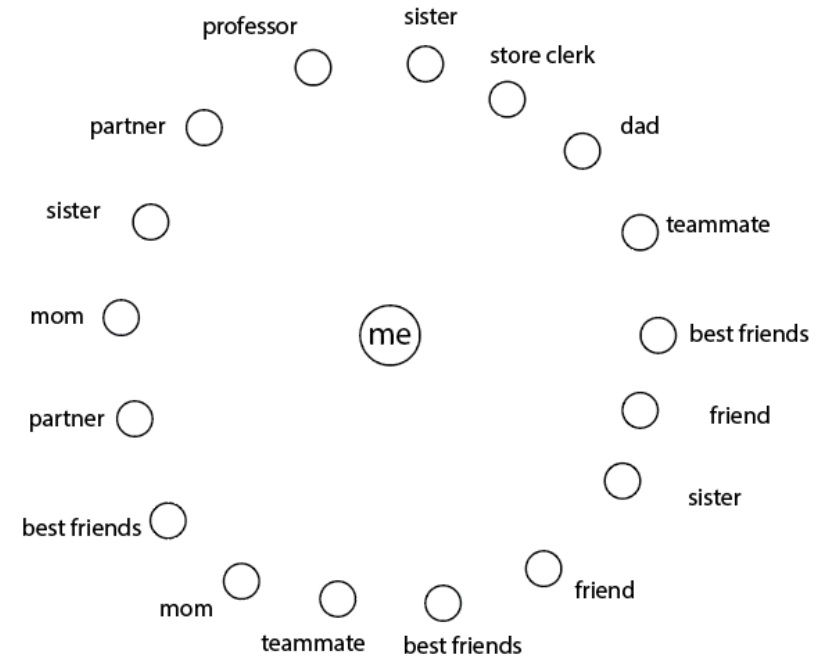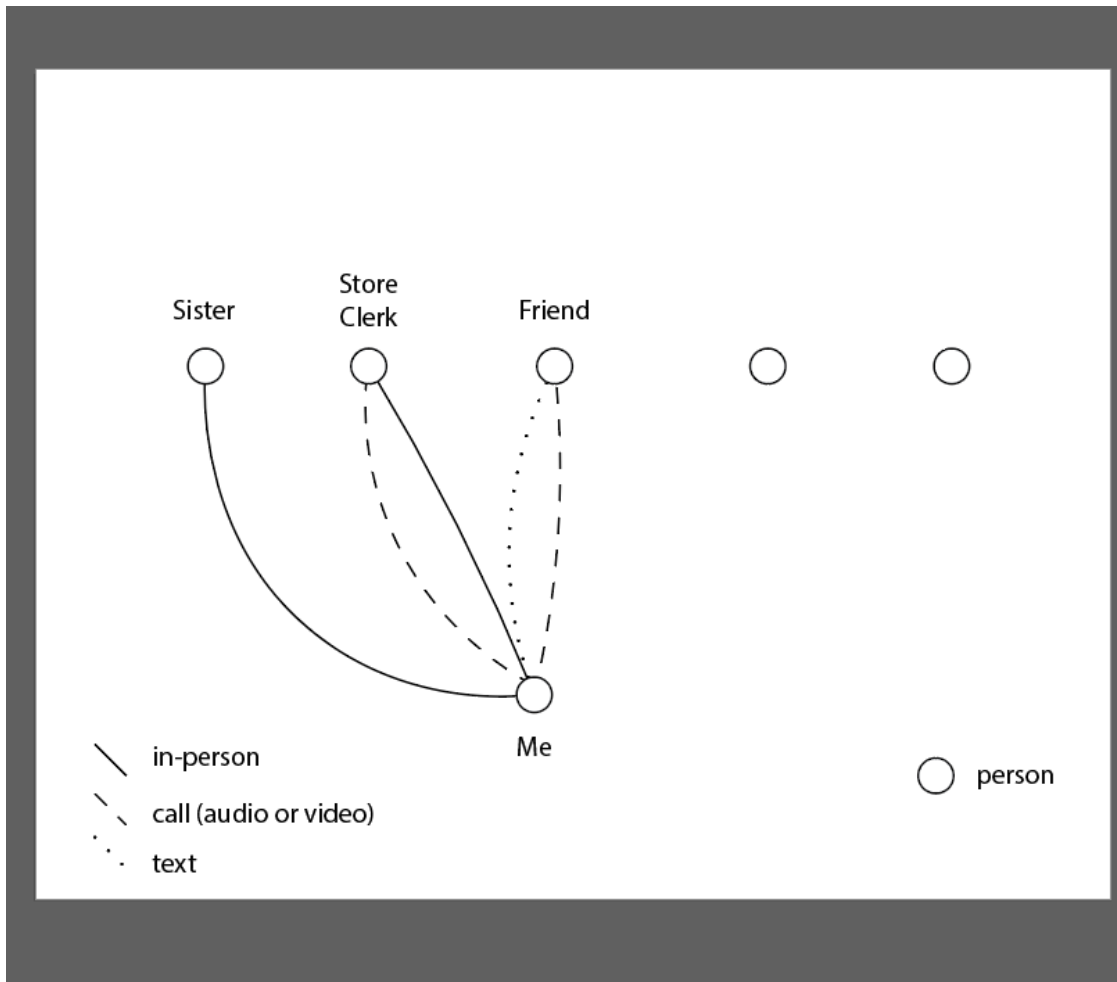
Lines

Out of these two designs, I moved forward with the left one. The straight lines communicated the information better as it is easier to read.

Circle Colour

I applied colours to the circles for the various kinds of relationships. The design on the left was confusing to read with so many colours, so I grouped categories together to have less overall categories. The categories became family, friends, dating, and other.
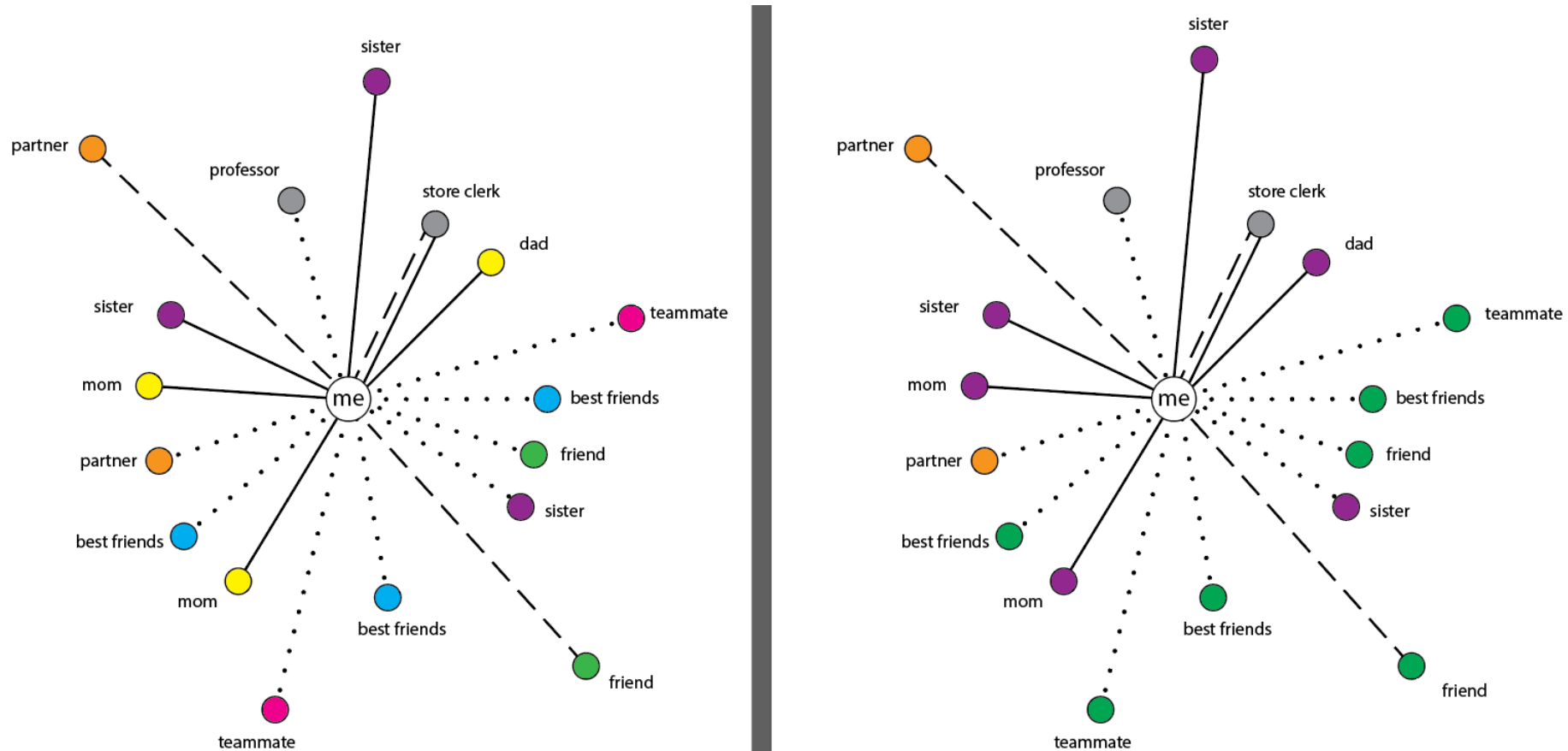
Discussion Post

My personal experience map covers my interactions in a day.

The circle in the middle (which represents me) is connected to other circles (other people) to represent each interpersonal interaction.

I made a legend to help indicate the mode of communication and what kind of relationship it was.

Questions for feedback:

Does writing the relational title (ex. sister, best friends, etc.) add worthy information or create clutter?

- I'm conflicted because "less is more" but there are distinctions in the types of relationships.

Moving forward ideas:

- I want to add call-outs to add some interesting or insightful information about the data. (Like what I learnt from the data)

- I might vary the size of the circles to indicate something, but I'm not sure what or whether it would make it harder to read
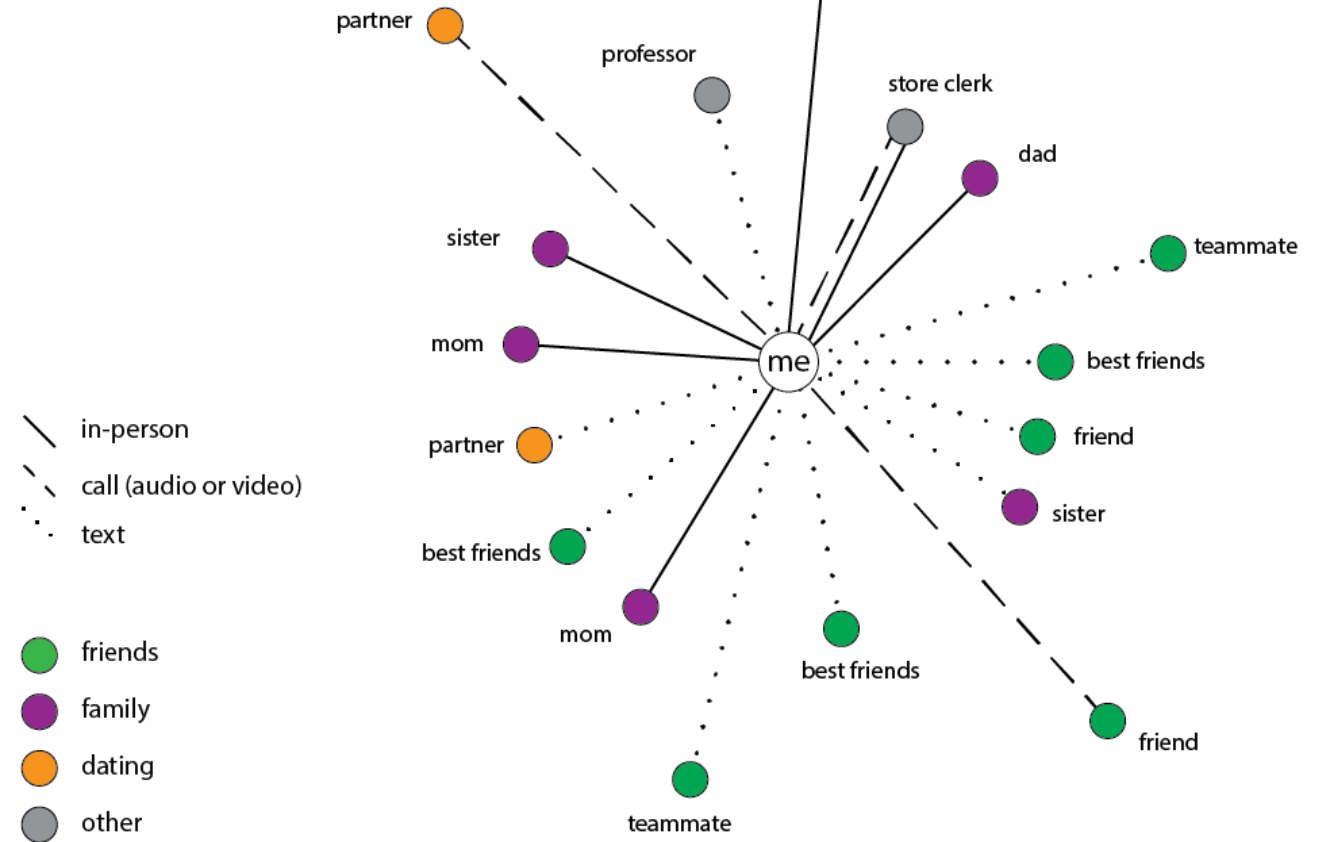
Feedback

I asked for feedback from my peers.

Aimee Chen
Nov 15, 2021

Hi Leia!

Nice work! I like the overall layout you have, and the different types of communication you have. But at the same time, I'm also confused about the length of each line: what does that suppose to mean? The time duration or...? I think you can do something with the length of each line! Or as a little suggestion, using different color straight lines might be more clear than using dash lines? (just a suggestion!)

Hope this helps!

Notes from Arianna:

- Line length – make more accurate to scale
- Adding another element w the circle size would be to crowded
- Currently, it is not crowded and clear

Colour Scheme & Lines

I applied a colour scheme to my graph. I used the [ColorBrewer Tool to pick a colour scheme](#) which was print friendly. Using Photoshop, I played with different colour variations with adjustment layers, but I liked the first iteration (bottom left) the most.

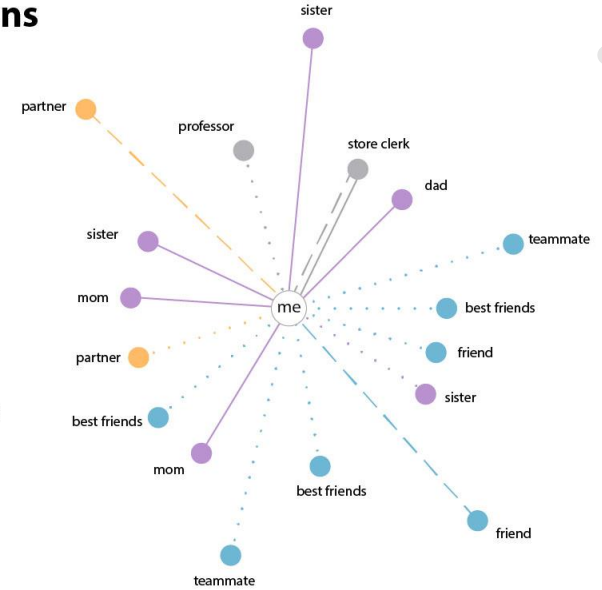I took Aimee's feedback and made the lines coloured as well as the circles.
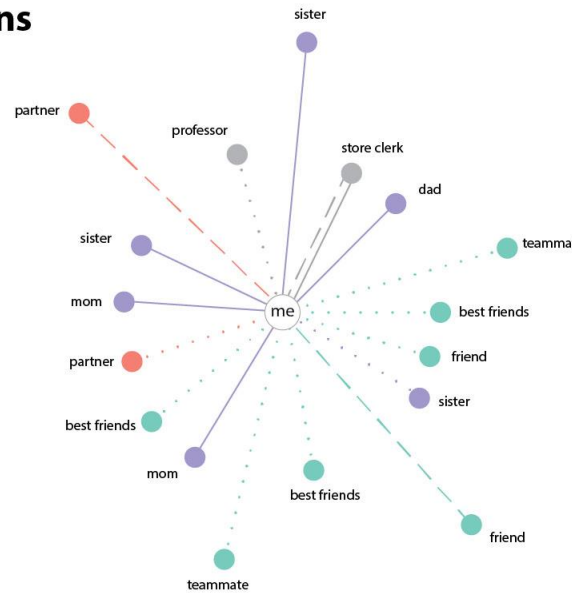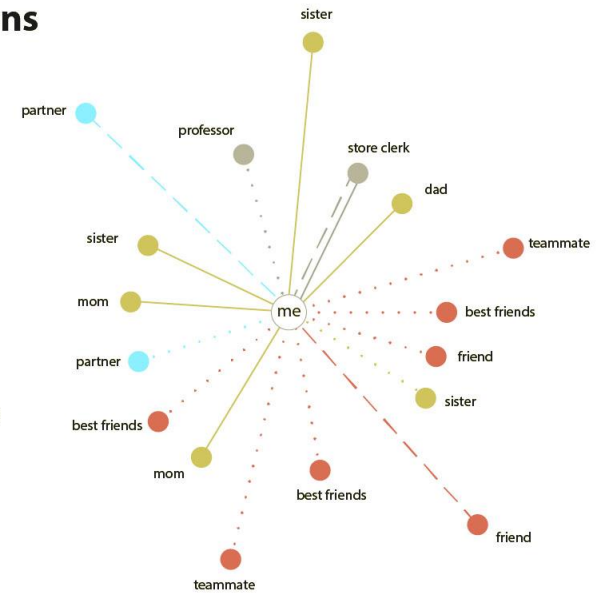
Line Length

I applied Arianna's feedback of making the length of the lines more to scale to show the difference between the short and long interactions.

I used circles to help scale the lines.
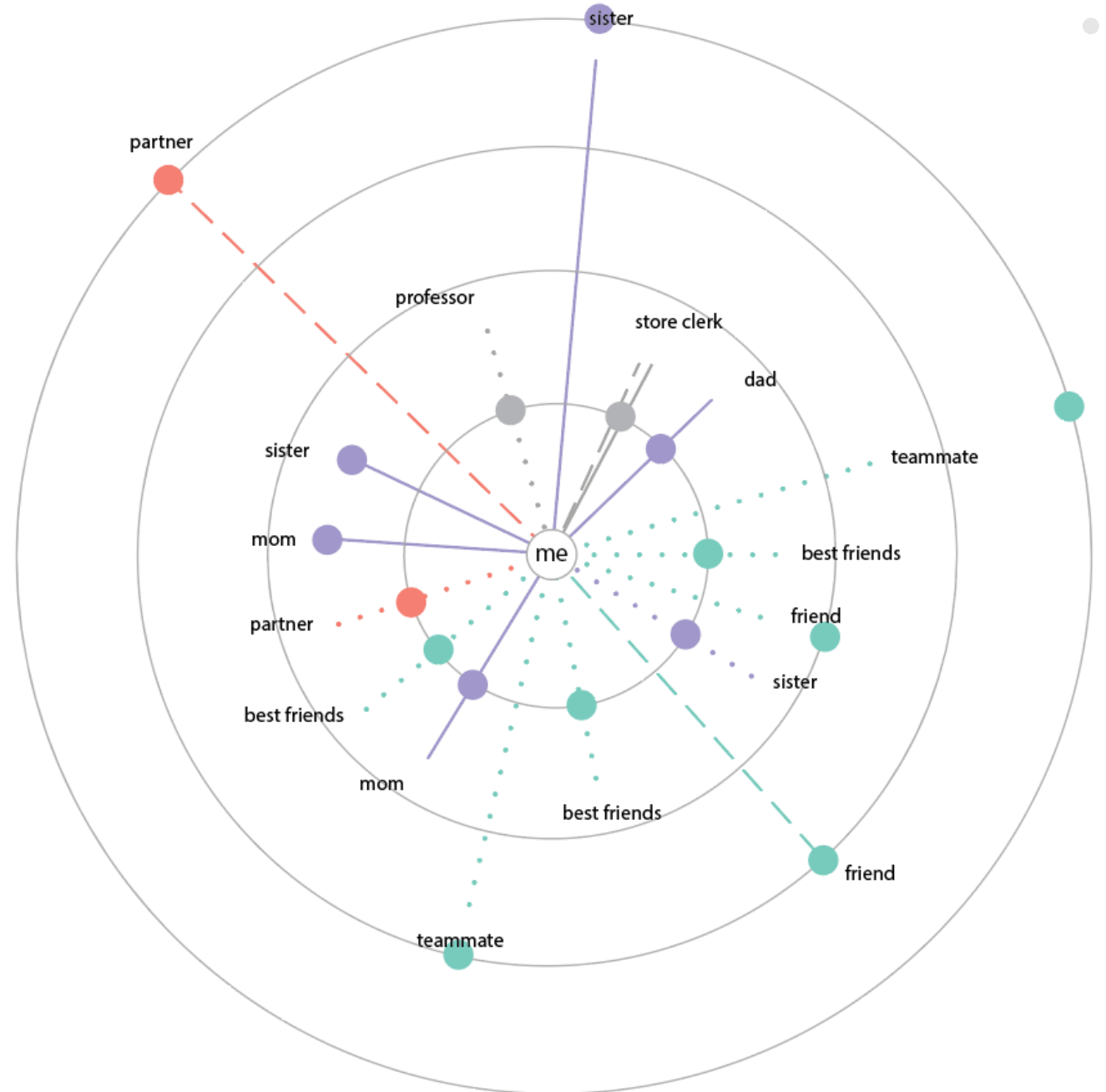
Orientation

I changed the orientation so that the start of the day would be more clear – I used the idea of a horizon line and the sun going up to show chronological time.

Adding Insights with Callouts

I added insights and callouts to build more of a narrative.

Feedback 2

I got feedback from my friend Anastasia, here are the notes:

- Confused:
  - One line being one interaction
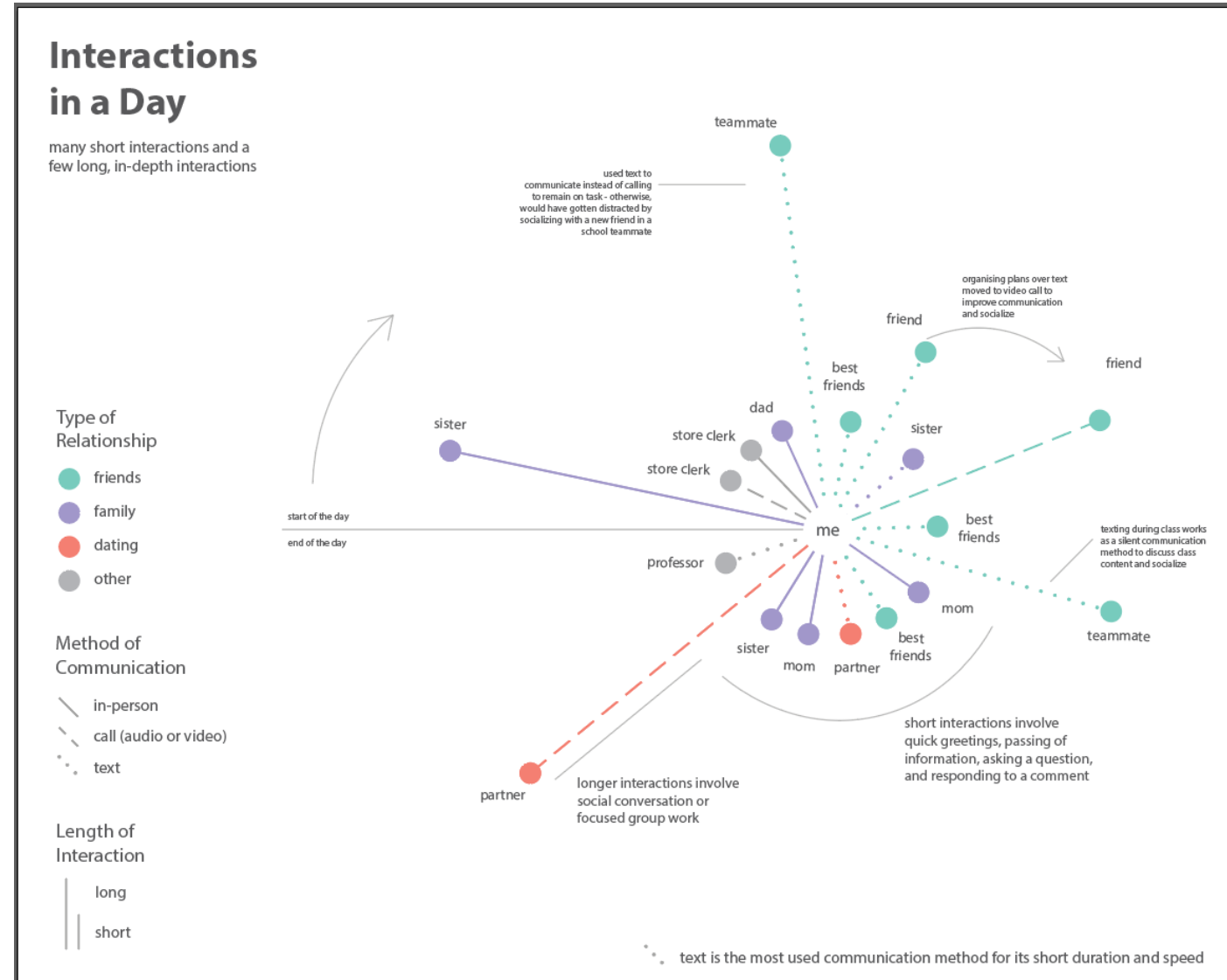   - "I thought a line was for an interaction in the sense of an interaction being a conversation, not a text"
  - → possible solution:
    - Putting the legend at the top
      - the dotted line does indicate text, but if it wasn't seen, then it's the placement
  - Currently, the legend is on the side, kind of hidden
- Friends – fuzzy information – "are these the same friends or different ones?"
  - Indicate that they are specific and different people
  - Could use labels: friend A, friend B, friend (symbols), code names
    - For "partner," it's clear that it's the same person
- Did not see the start of the day thing → make it bigger to see more
- It's good! Impressive little details in graphs
- Asked about store clerk, is it clear that the two lines show two different interactions?
  - "made me wonder about why that was not done for the other interactions"
  - → going to separate store clerk into two dots with two lines for the interactions to eliminate confusion and questions

Also, I received feedback from Sasila, here are the notes on feedback that did not overlap:

- Rounded line indicator – adds to clutter, there's lots going on
- Don't need text as silent communicator
- Short/long interaction blurb are different from other blurbs
- The "other" relationship category feels like it's related to the grey callouts because it's the same colour
 - → will change it so that it is different

Feedback from Julia, notes:

- Differentiate captions/callouts from person text more
- Sun/night symbol; arrowhead, full triangle?
- Clear, understands what's going on, but can be more clear

Feedback Implementation

I made two store clerk interactions to avoid confusion. I added a sun and moon as a day/night indicator along with the line and arrow – I also made them big to be more visible. I labelled the different friends. I rotated the text so that it became more streamline with the interaction lines. I added what the long interactions were pertaining to and italicized the type (to indicate that it was different than the relational people titles.) I changed the colour of the "other" relational category to blue.

I temporarily hide the insights to clear them up later.
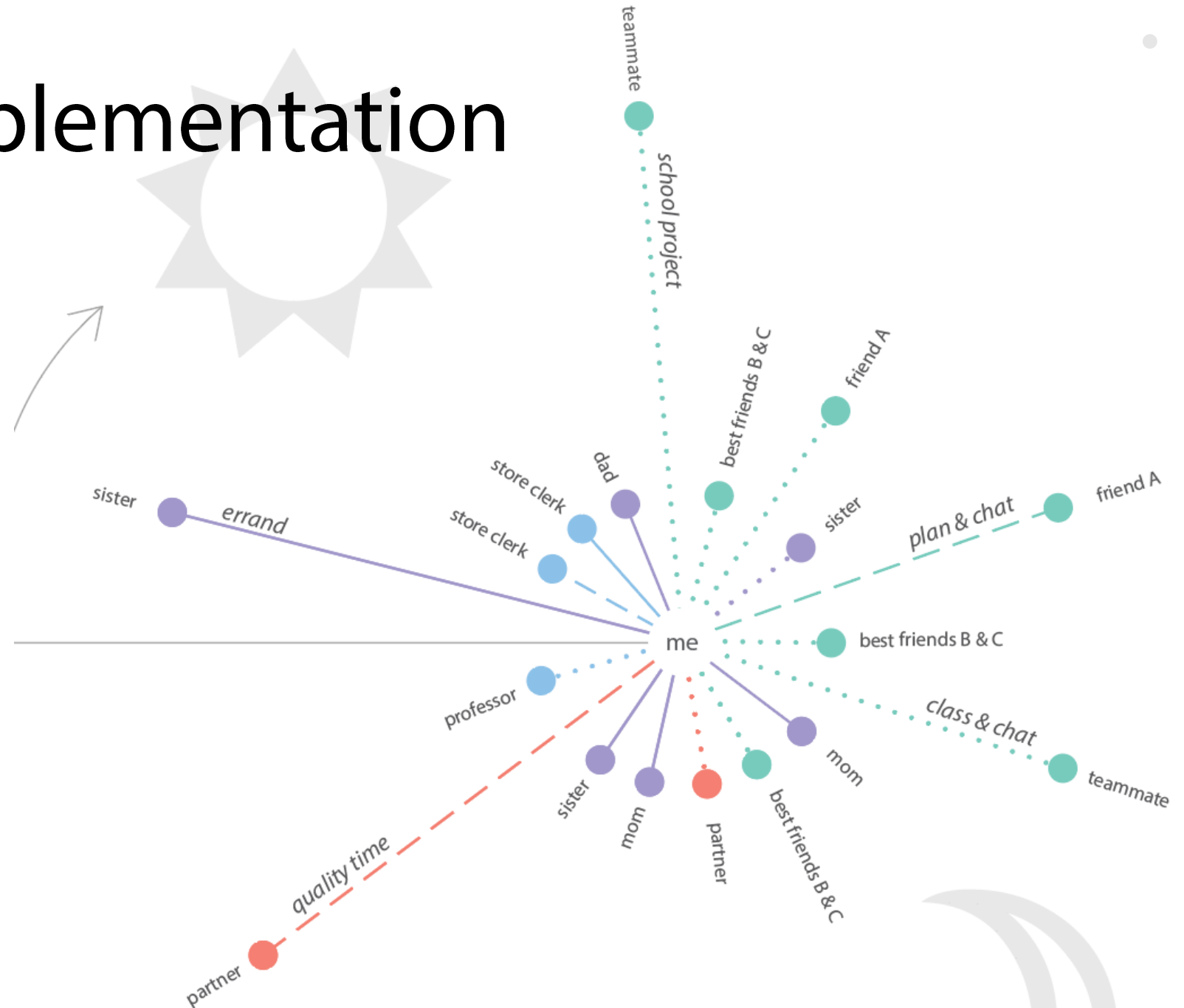
Experimented with Flower Arrangement

I tried out one of my earlier sketches and played with the arrangement of the dots and lines for fun. (I thought the flower idea was cute.) With this alternate format, the element of time is thrown out the window. One dot becomes one person and the lines look like a flower with the different interactions.
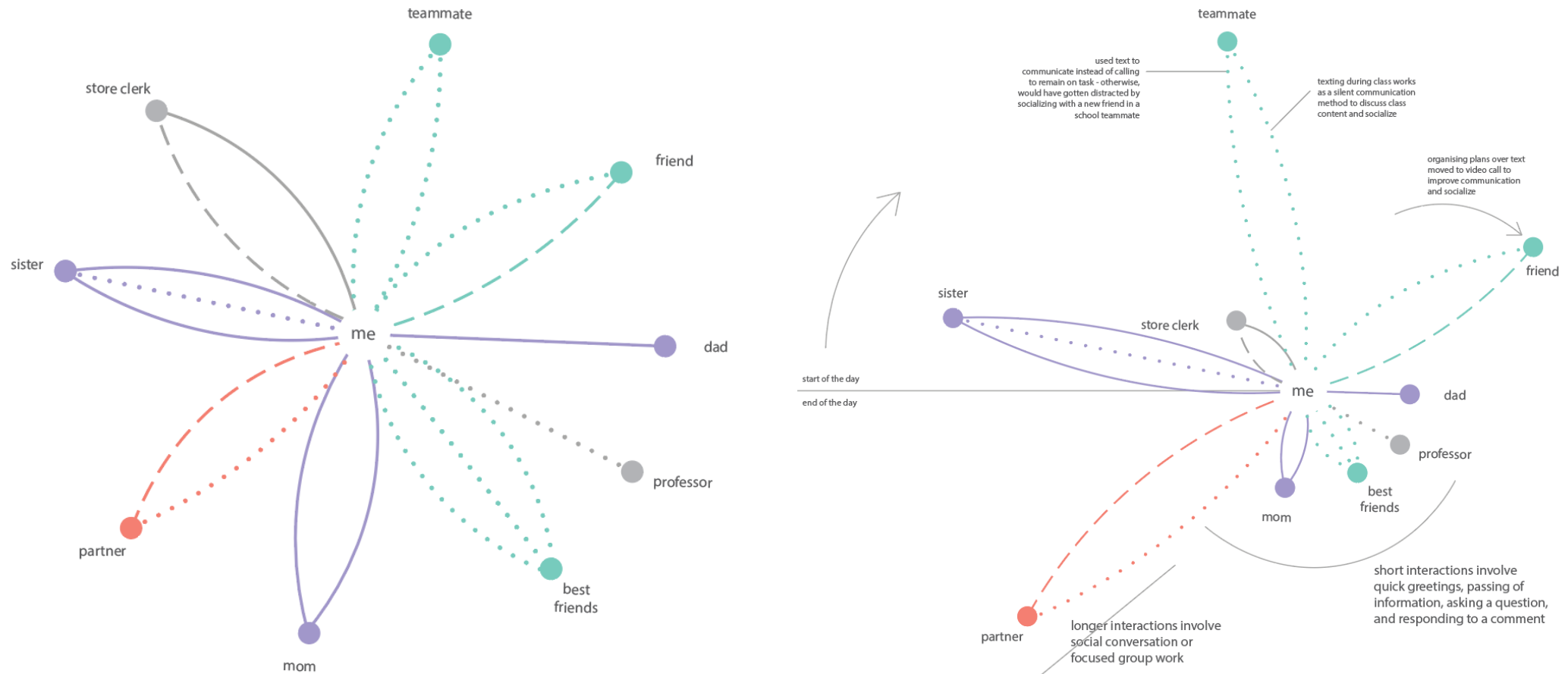
Opacity & Type

I made the short interactions a lighter opacity to see if it would help differentiate them more from the longer interactions – this made it harder to read. I did not implement this experiment.

I explored a few other typefaces. I settled on Myriad Pro, the font I had been originally using.
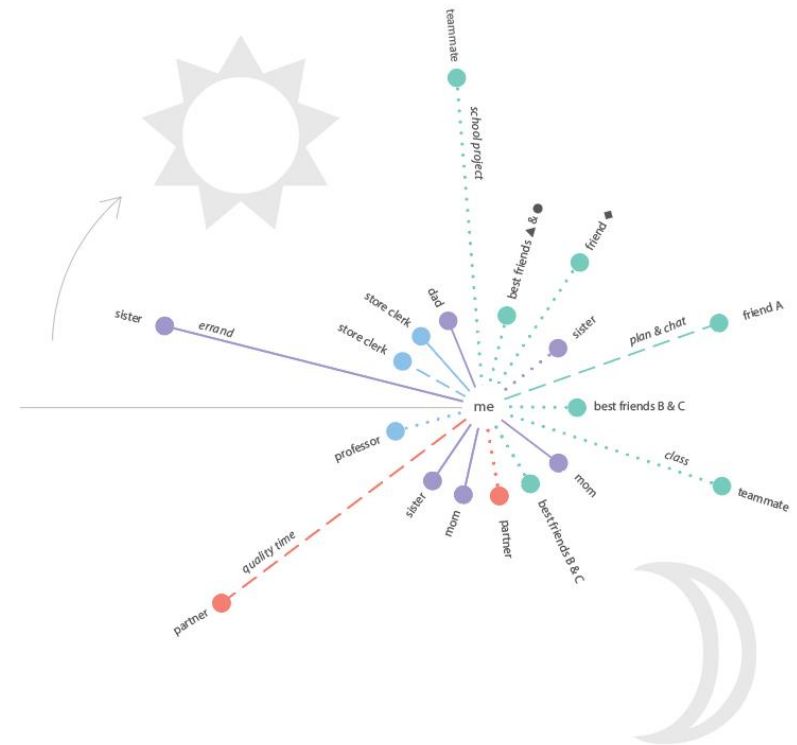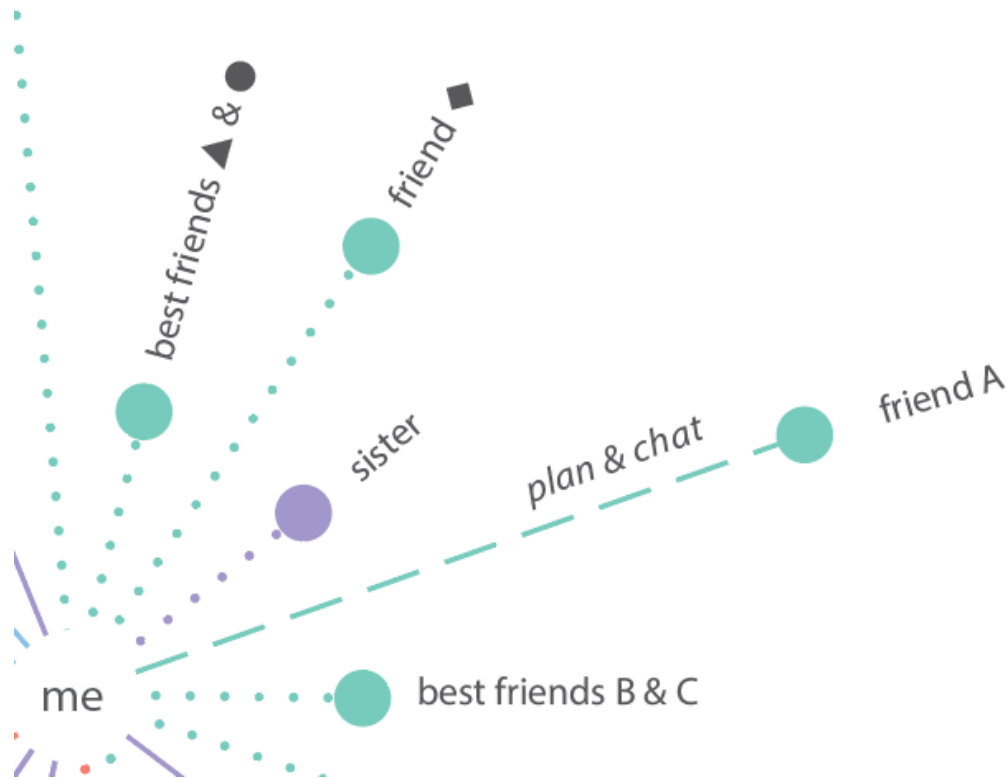
words abc yes no
words abc yes no
words abc yes no

words abc yes no
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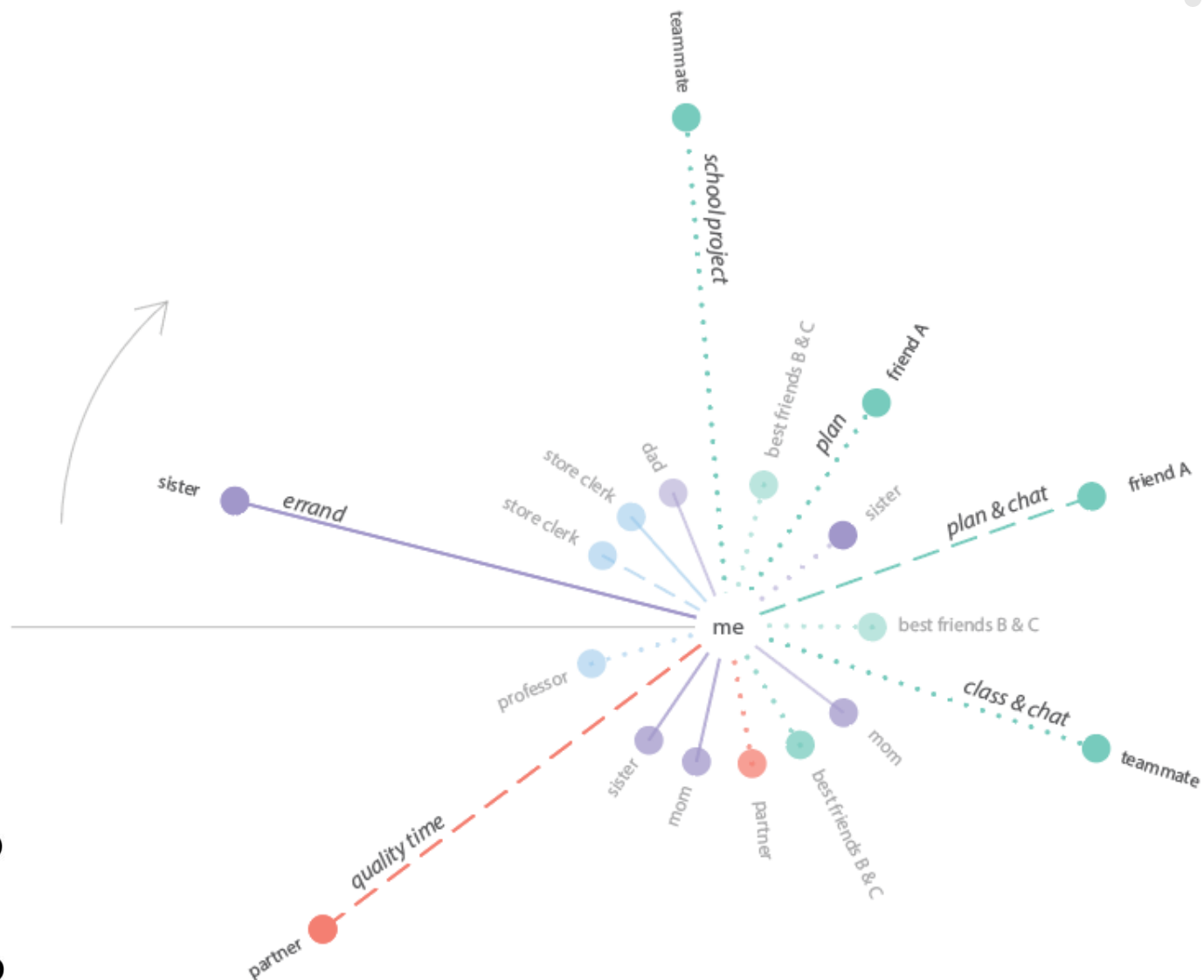
Labels with Symbols

I tried the friend labels with symbols, but it felt like too much attention was brought to it as the symbols were filled. They weighted more than the letter labels, so I used the letter labels instead.

Final

I moved the legend to the top to improve readability. I defined the long and short interactions in the legend. I removed two of the insights as they were confusing. For the one callout where the method of communication changed, I aligned the type and made the writing more concise.

I polished the visualization with checking all of the spacing and alignment. I added dots on the sides for decorative purposes.

I enjoyed the personal approach to this project and had a lot of fun experimenting with more freeform data visualization while keeping in mind some general graphing principles.

Interactions of a Day

friends   dating
family   other

text
call (audio/video)
in-person

long interactions:
social conversation or group work

short interactions:
greetings, asking questions, responding to comments, etc.

teammate
school project
best friends J & A
friend Z
text to call transfer to improve communication
friend Z
store clerk
dad
sister
store clerk
plan & chat
sister
errand
best friends J & A
me
professor
class
mom
teammate
sister
mom
partner
best friends J & A
quality time
partner

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