DATA VISUALIZATION

@NEW & OLD TRANSIT

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Why is Car sharing?

Sharing Mobility service is everywhere.

Power of Data reveal

Pattern discovery

Data consumption

Storytelling

inspector to problems

WorldBank Contract Awards 2017

http://d3.artzub.com/wbca/

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ELEMENTS OF car sharing

Variable	Data Type
Potential Users	Colour Hue / Shape
Purpose of Trip	Colour / Shape
Density of OD (original to destination)	Length / Orientation / size
Degree of Purpose Overlap	Opacity / Colour Saturation
Residence Area Distribution	Map shape / colour / position X&Y
Rental time	Position X&Y

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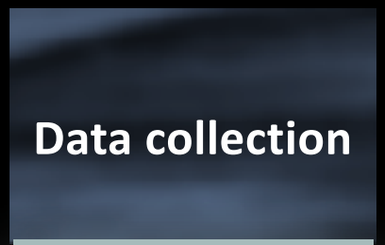
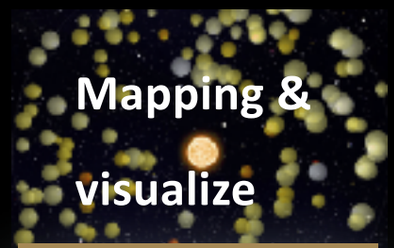
Schedule column



Open Source
Make up

AHP analysis
GPS



Storytelling

Data Collection

https://www.zipcar.com/find-cars
https://api.zipcar.com/v0/directory?country=US&embed=vehicles

https://www.mapbox.com/maps/light-dark/

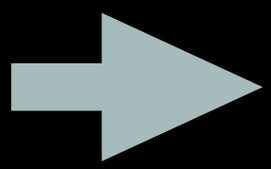
car sharing / Map API will provide up-to-date information on which vehicles are available, places to park, and local gas stations.

Visual Analytics

AHP

A structured technique for organizing and analyzing complex decisions, based on mathematics and psychology. The goal is to help decision makers to find a best solution that best suits their goal and understanding of the problem and target.

vehicle flow rates
rental hotspots
frequency of routes



Best trip experience

Mapping & Visualize

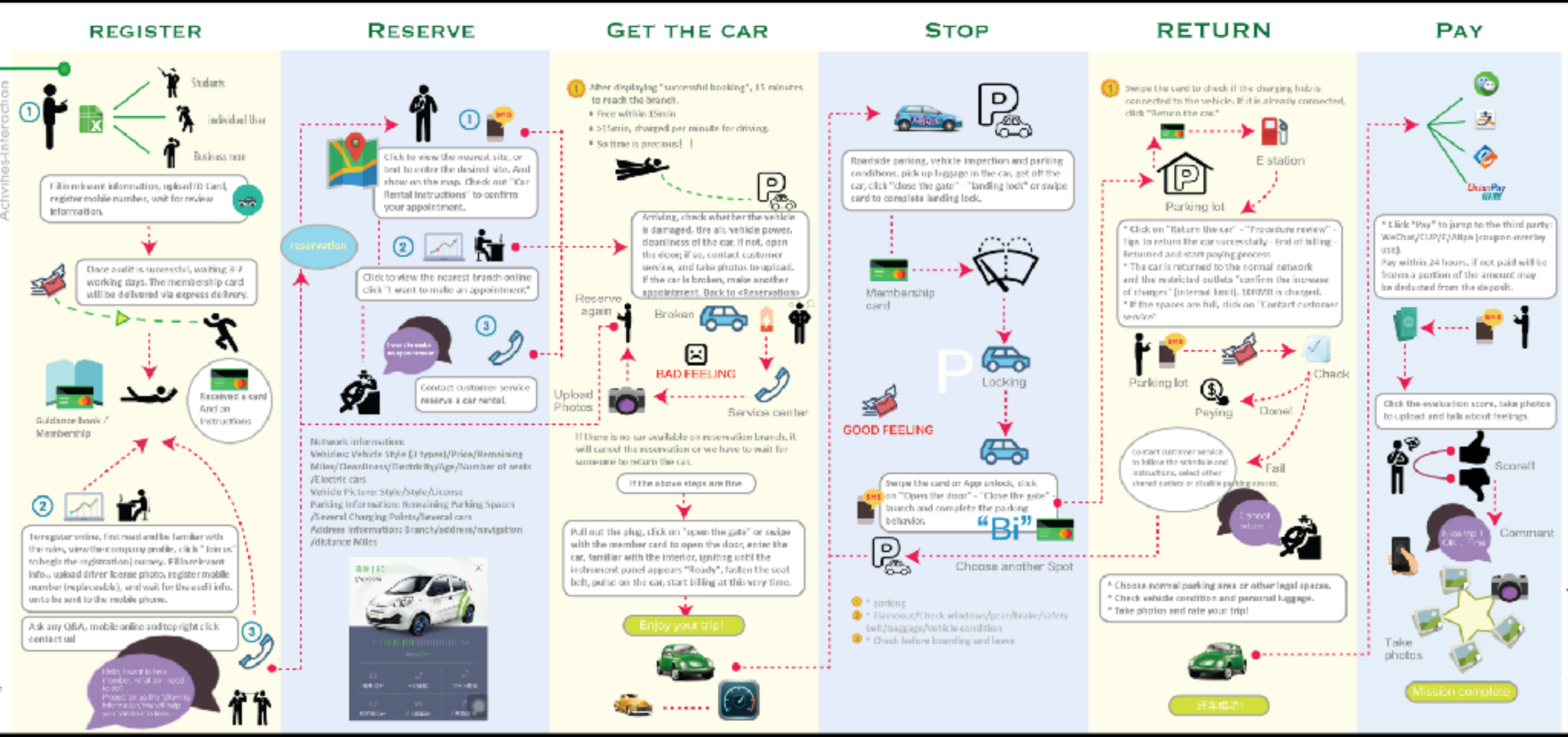
Mapping the Geography

D3.js, Processing, P5.js

More artistic and fun visual reveal to display the hotspot Route and Parking map

Dynamic flow map

THE JOURNEY OF ZIPCAR



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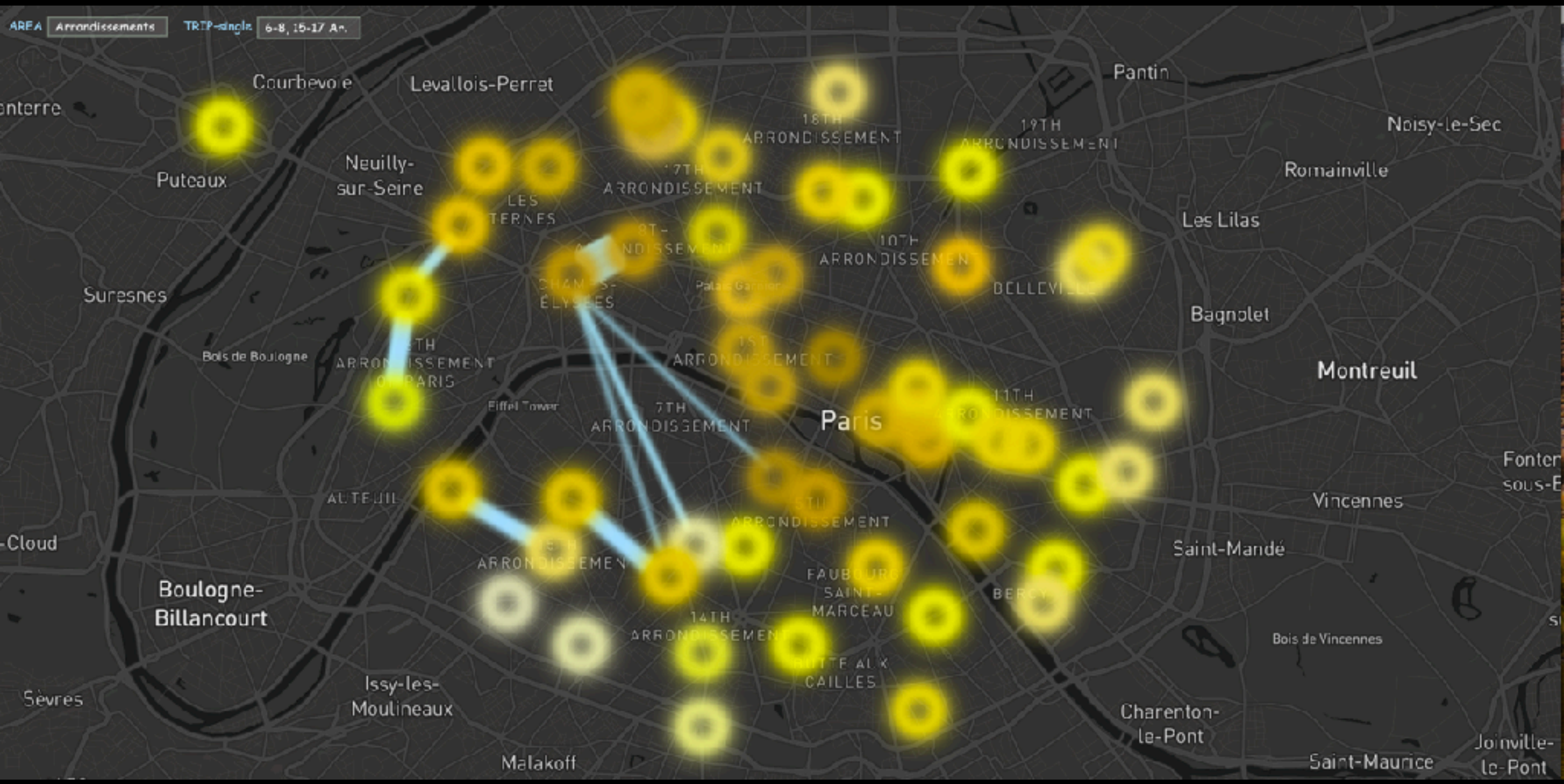
Zipcar in Paris



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Conclusion

tell the story of. . .

1. Tell users' story of using car sharing

2. Customize the parking lot area and amount of parking spaces at each branch

3. Bypass parking lots by setting some sub-branch area around the main one.

Thank you for watching!