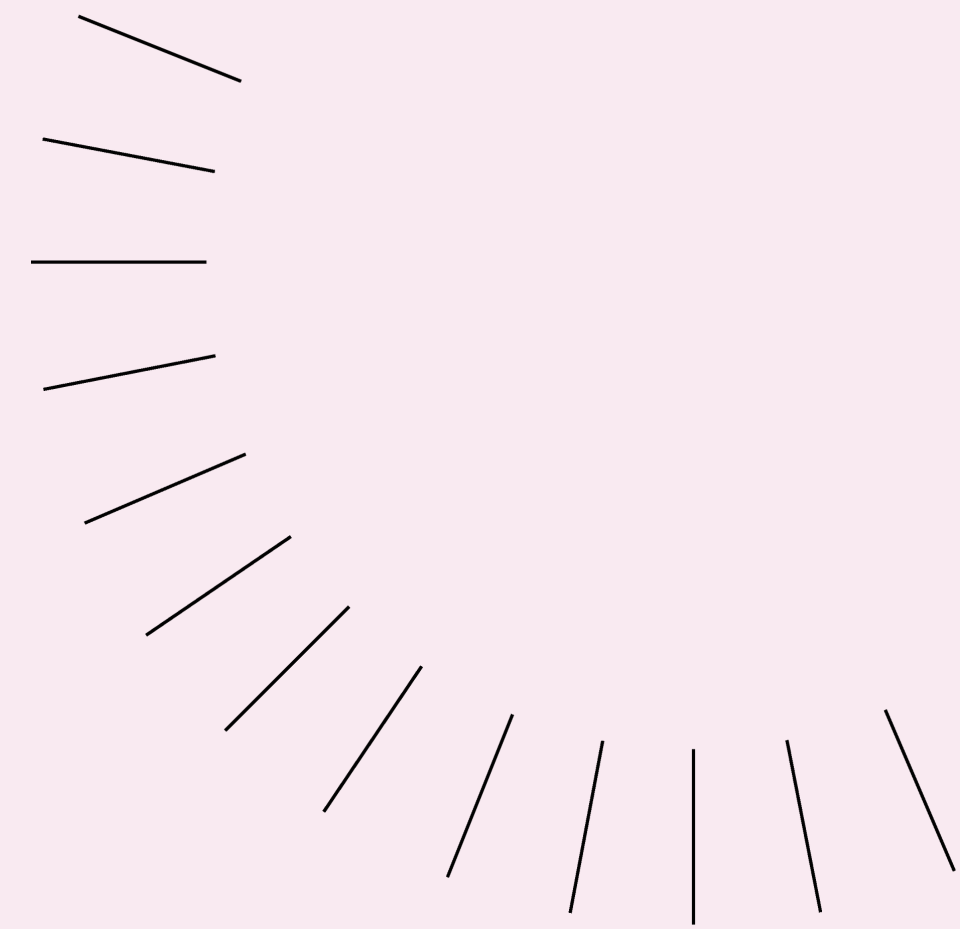
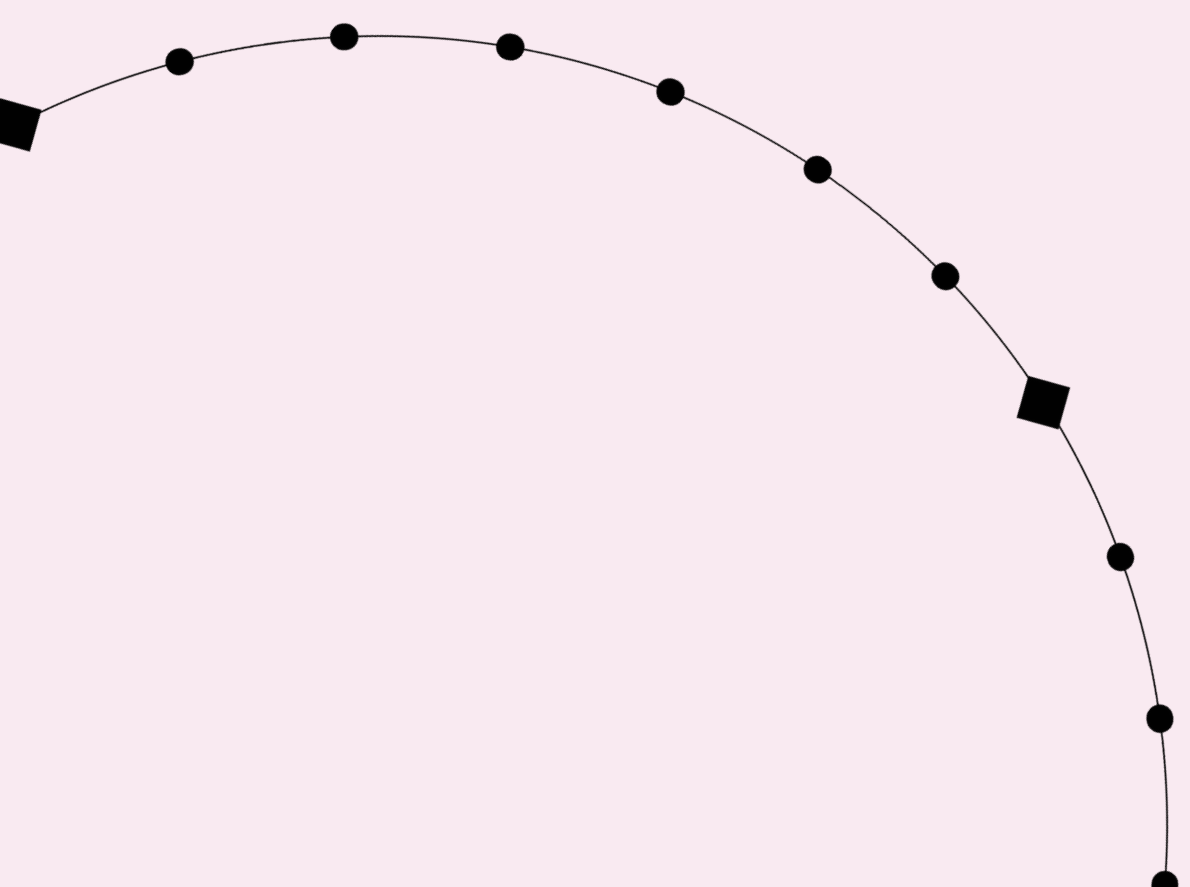


KAVYA SRIDHAR | SPRING 2023

# A WAY HOME

PROCESS BOOK

Process after the final dataset and topic selection has been documented in this process book.



Process after the final dataset and topic selection has  
been documented in this process book.

# Final Dataset

The following data set focuses on my moods — with a particular emphasis on feelings of homesickness, and how it interacts with other elements of my day like "*activities done outside my daily routine*", "*calls made*" etc.

## Categories & Measurements

### Date and Day

### Moods

- Overall Mood
- 3 Things I Felt Through the Day

### Activities/Routines




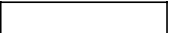






- Activities done outside of my daily routine
- Indoor/Outdoor Activites

### Number of Times I Calculated Time zones

### Calls

- Number of Calls
- Domestic/International Call
- Did I make/take the call




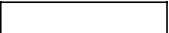






Key

Positive Mood		Outdoor Activity		International Call		Received Call	
Negative Mood		Indoor Activity		Domestic Call		Made Call	
Neutral Mood							
Peace <i>(grateful, relaxed, calm, etc.)</i>							

	Moods and Routines			Timezone Calculation	Calls		
Day	Overall Mood	3 Things I Felt	Did Something Outside Routine?	(No. of Times)	No. of Calls	Person Called	Received/Called
DAY 1	Neutral	Joy Tired Slightly Homesick	#36DaysOfType, event & concert at Piedmont with friends	4	4	Bhavani Gena Ajay Family Group	Called Received Called Received
DAY 2	Peaceful	Peaceful Content Adventurous	Took a LOONG walk with Vijay and Aparna, lost our way because of Aparna	2	0	-	-
DAY 3	Happy	Productive Excited Loved	icecream with sister, walk around the city	3	2	Ajay Mom	Received Received
DAY 4	Negative	Organized Annoyed Very Homesick	-	7	3	Deepa Aunty Ajay Gena	Received Called Received
DAY 5	Not Great	Very Homesick! In Pain Miserable	-	2	1	Ajay	Called
DAY 6	Loved	Loved Calm Homesick	-	3	1	Ajay	Received
DAY 7	Happy	Elated Grateful Unproductive & Tired	Scavenger Hunt at Oakland Cemetery	2	1	Ajay	Received













**Key**

Positive Mood		Outdoor Activity		International Call		Received Call	
Negative Mood		Indoor Activity		Domestic Call		Made Call	
Neutral Mood							
Peace <i>(grateful, relaxed, calm, etc.)</i>							




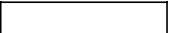






	Moods and Routines			Timezone Calculation	Calls		
Day	Overall Mood	3 Things I Felt	Did Something Outside Routine?	(No. of Times)	No. of Calls	Person Called	Received/Called
DAY 8	Fulfilled	Productive Fulfilled Slightly Homesick	Attended a Carnatic music concert	2	2	Ajay Nanditha	Received Received
DAY 9	Negative	Unmotivated Homesick Lazy	-	5	5	Nanditha Gena Ajay Mom Dad	Called Called Called Received Called
DAY 10	Neutral	Energetic Motivated Upset	Watched a documentary	2	1	Ajay	Received
DAY 11	Homesick	Accomplished Content Homesick	Spoke to an old friend, went on a mini trek	2	3	Ajay Aunt Arjun	Called Received Received
DAY 12	Homesick	Calm Grateful Homesick	Called my Chennai friends	6	5	Deepa Aunty Ajay Shivam Friends Group Ajay	Called Received Received Called Called
DAY 13	Motivated	Productive Confident Disappointed	Visited a new park, went to Charishma's house	4	3	Ajay Dad Family Group	Received Received Received
DAY 14	Happy	Joy Gratitude Exhausted	Shopping + Out with friends	4	2	Creamy Inn Ajay	Received Received
DAY 15	Homesick	Dissatisfied Lethargic Homesick	-	6	5	Grandma Ajay Dad Ajay Rishi	Received Received Called Called Received
DAY 16	Happy	Happy Relaxed Enjoyed my own company	went shopping	2	1	Ajay	Received

Key

Positive Mood		Outdoor Activity		International Call		Received Call	
Negative Mood		Indoor Activity		Domestic Call		Made Call	
Neutral Mood							
Peace <i>(grateful, relaxed, calm, etc.)</i>							











Day	Moods and Routines			Timezone Calculation	Calls		
	Overall Mood	3 Things I Felt	Did Something Outside Routine?	(No. of Times)	No. of Calls	Person Called	Received/Called
DAY 17	Happy	Motivated Tired Happy	I wrote and sent a letter	7	2	Ajay Family Group	Received Received
DAY 18	Neutral	Happy Tired Calm	-	6	2	Deepa Aunt Ajay	Received Received
DAY 19	Happy	Calm Peaceful Joy	Photography	5	4	Ajay Sanju Uncle Gena	Received Received Received Received
DAY 20	ELATED	Grateful Excited Homesick	BIRTHDAY! Went for dinner	8	11	Ajay Blue India Family Group Aunt Ajay Khushi Tabla Purna Vijna Ma'am Aparna Ajay	Received Received Received Received Called Received Received Received Received Received Received
DAY 21	Neutral	Grateful Homesick Sad	-	8	2	Brinda Ajay	Received Called
DAY 22	Neutral	Homesick Calm Peaceful	Family time	6	3	Ajay Brinda Uncle	Called Received Received
DAY 23	Not Great	Homesick Upset Hurt	Watched a movie	7	3	Ajay Grandma Nowmi	Received Received Called
DAY 24	Happy	Happy Productive Energetic	Went out to take city pictures	9	6	Dad Ajay Bank Shivani Aparna Family Group	Received Received Called Received Called Received






Key

Positive Mood		Outdoor Activity		International Call		Received Call	
Negative Mood		Indoor Activity		Domestic Call		Made Call	
Neutral Mood							
Peace <i>(grateful, relaxed, calm, etc.)</i>							

Moods and Routines				Timezone Calculation	Calls		
Day	Overall Mood	3 Things I Felt	Did Something Outside Routine?	(No. of Times)	No. of Calls	Person Called	Received/Called
DAY 25	Happy and Productive	Tired Productive Slightly Homesick	Did a photoshoot with Vijay	12	5	Ajay Shivani Vijay Gena Family Group	Received Received Received Called Called
DAY 26	Neutral	Calm Homesick Productive	-	6	3	Dad Vijay Ajay	Received Received Received
DAY 27	Happy	Productive Calm Grateful		4	4	Ajay Nirmall Sanju Ajay	Received Received Called Received
DAY 28	Happy	Slightly Homesick Happy Grateful	Went to Ponce, Botiwalla and walked across the beltline	7	5	Ajay Devika Sanju Ajay Ajay Family Group	Received Received Received Received Called Called
DAY 29	Calm	Homesick Happy Relaxed	Cooked Tofu Noodles and made a smoothie	7	5	Ajay Anjali Mom Ajay Ajay	Received Received Called Called Called
DAY 30	Neutral	Calm Sleepy Unproductive	Went to the park with Milo and Sanju	4	5	Ajay Nowmi Sanju Ajay Mom	Received Called Received Received Received
DAY 31	Horrible	Extremely Homesick Tired Hurt	-	9	4	Ajay Ajay Mom Family Group	Called Called Called Called
DAY 32	Good	Tired Productive	walked to the park alone	3	3	Mom Ajay	Received Called

Key

Positive Mood		Outdoor Activity		International Call		Received Call	
Negative Mood		Indoor Activity		Domestic Call		Made Call	
Neutral Mood							
Peace <i>(grateful, relaxed, calm, etc.)</i>							

Day	Moods and Routines			Timezone Calculation	Calls	
	Overall Mood	3 Things I Felt	Did Something Outside Routine?	(No. of Times)	No. of Calls	Person Called / Received/Called
		Homesick				Adi Received
DAY 33		Grateful Free Excited	walked 45 min to an icecream store with Aparna, Bhavani and Gena	4	4	Bhavani Called Sneha Received Rishi Received Ajay Received
DAY 34		Sleepy Energetic Homesick	-	2	2	Ajay Received Family Group Called
DAY 35		Homesick Motivated Lazy	wore my moms kurtis!! wrote and sent a letter	4	6	Ajay Called Rhea Received Ajay Called Creamy Inn Received Family Group Called

# A WAY HOME

*(the title is a play on words — "finding a way to feel at home" and being "away" from home)*

"A Way Home" is an overview of my experience being away from home, and my attempts to stay connected with people and places I miss while building a life on the other side of the world. Homesickness is not always as negative as it sounds!

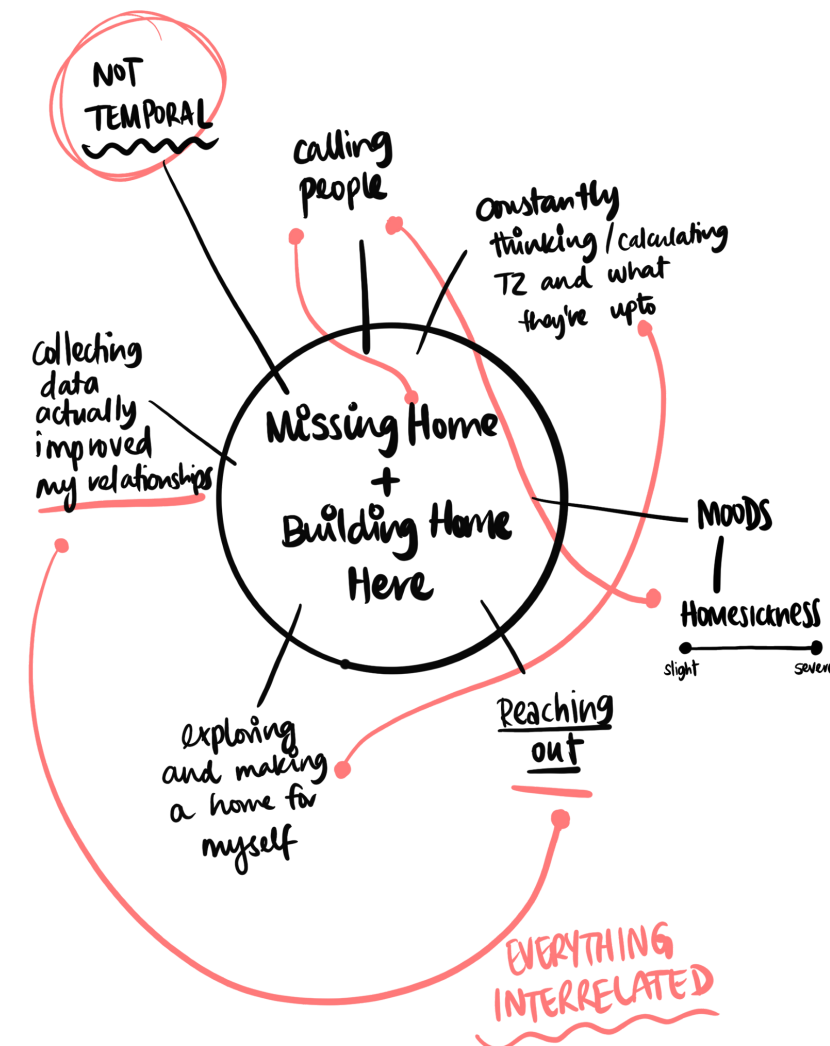
The infographic represents an interaction between overall and fluctuating moods through the day, homesickness, doing activities outside my daily routine to make me feel at home, and the international & domestic calls I make — across a period of 5 weeks.



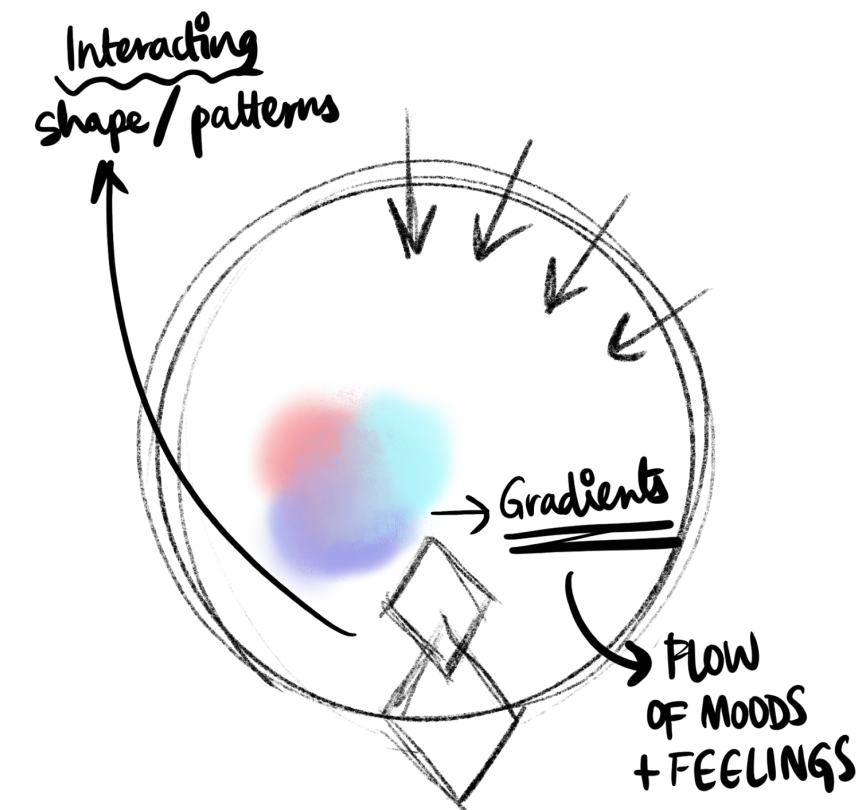
# Ideation and Sketches

A very basic level of concept mapping to help me determine the form of my infographic. By doing this, I concluded that

- my data is not temporal. It is all interrelated and not always consequential
- I wanted to use a circular structure with interacting elements to show how each element engages with the other
- usage of gradients was important throughout to show "FLOW" of moods and feelings



Preliminary ideation sketch of the possible form of the infographic:



# Ideation and Sketches

I began to try and find different ways to show the data points, using color, shapes, lines and other structures.

(This is just an excerpt from the explorative sketches)

## MOODS

dots



gradient scale

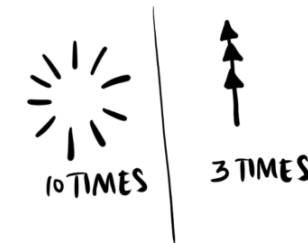


shapes



## TIMEZONE

- clock
- globe
- clock hands
- lines/longitudes?



## ACTIVITIES

Indoor

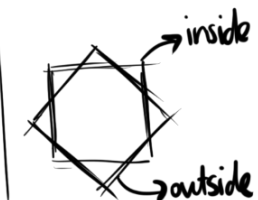
outdoor

Indoor

outdoor

Indoor

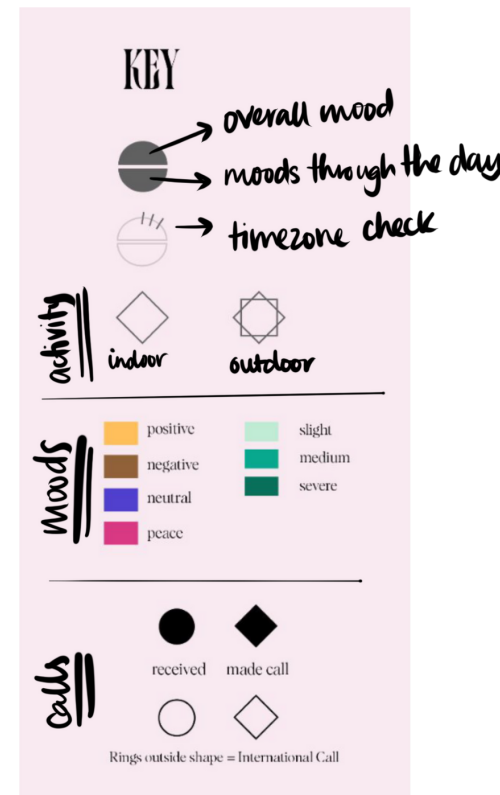
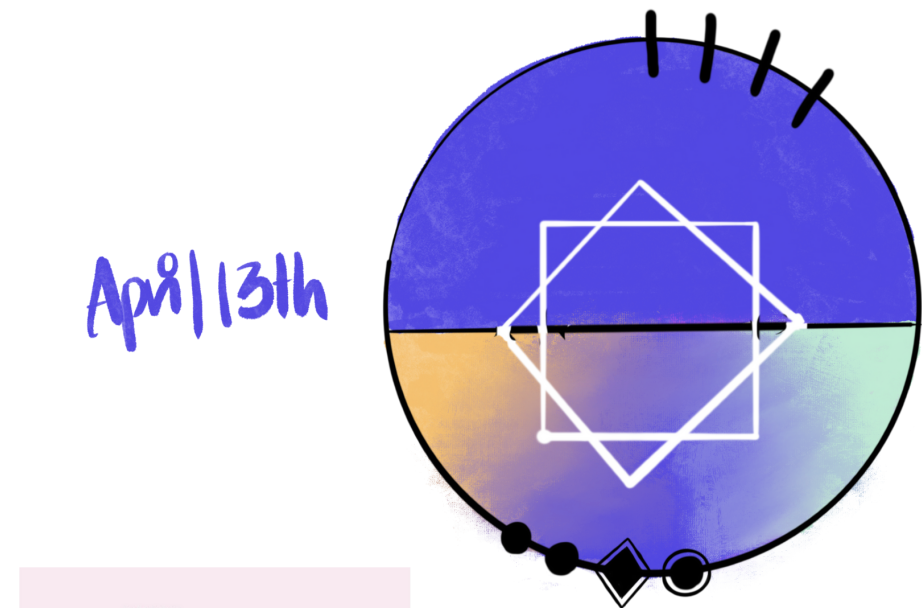
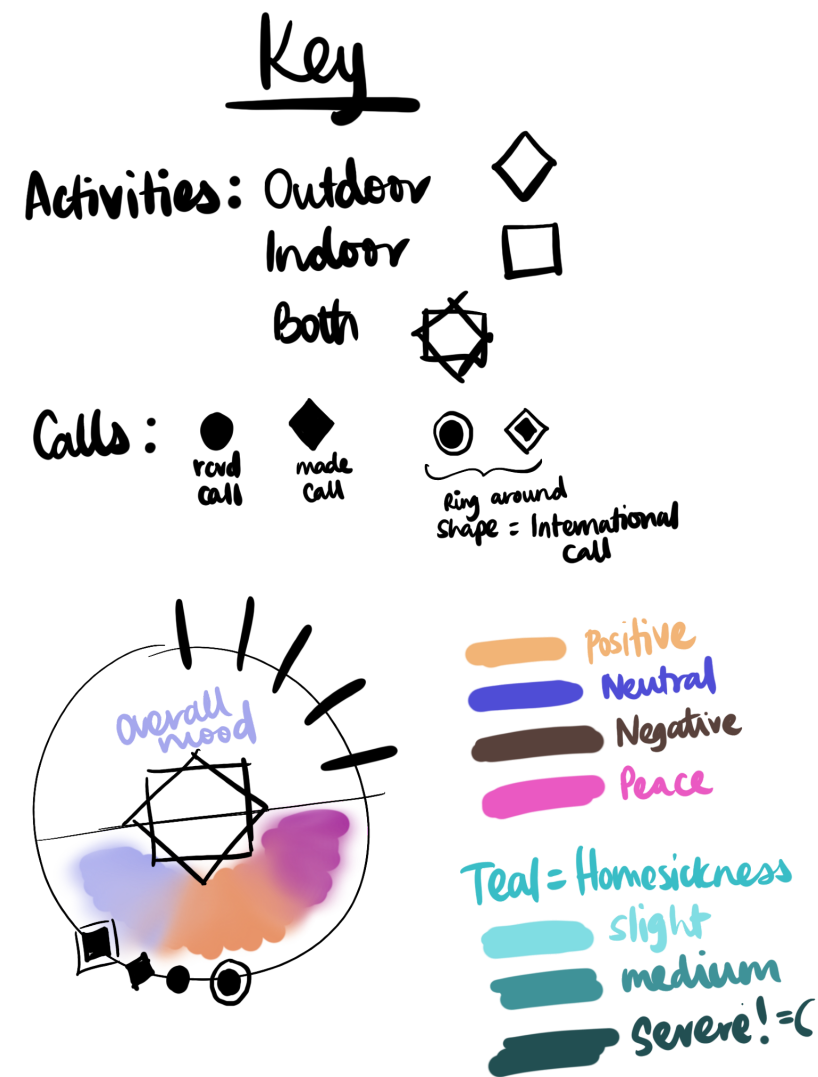
outdoor



# Ideation and Sketches

Slowly bringing the idea together using quick hand-drawn sketches before attempting to design digitally:

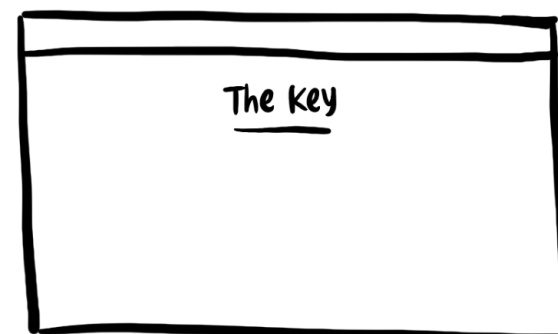
Note: At this stage, I realized that "homesickness" had to have a color range of its own, because it didn't fit into the "positive" "negative" "neutral" category every time.





# Ideation and Sketches

Preliminary flow of the website and story:



Full Screenmode

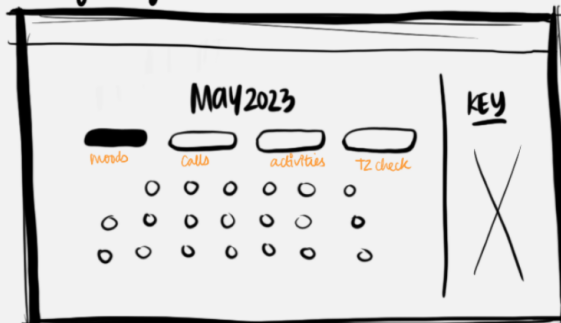


slider



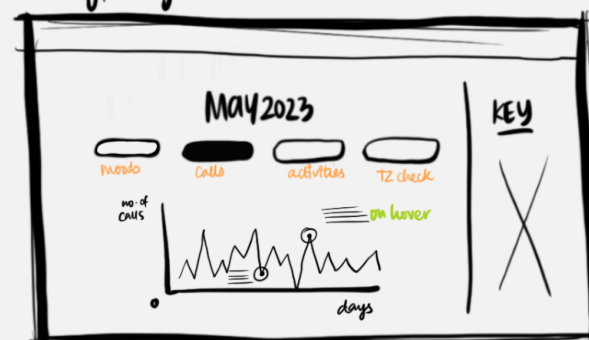
slider / Scroll

everything

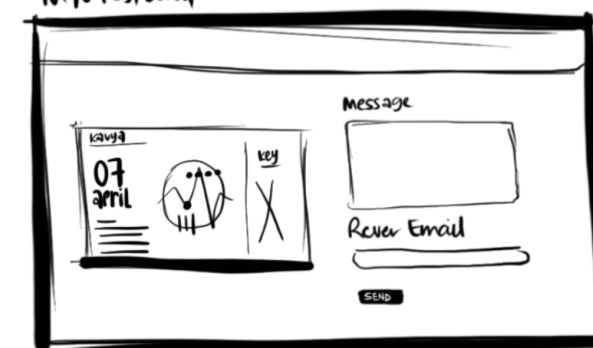


each day is clickable

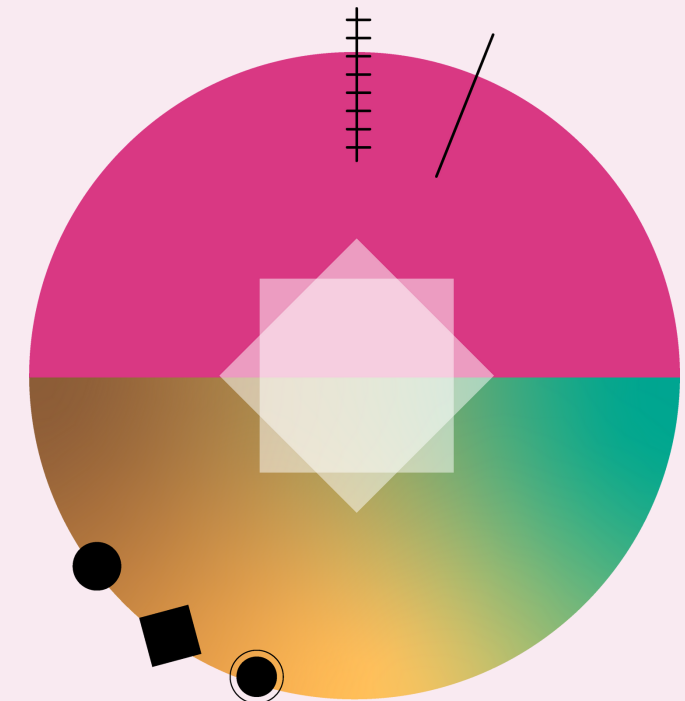
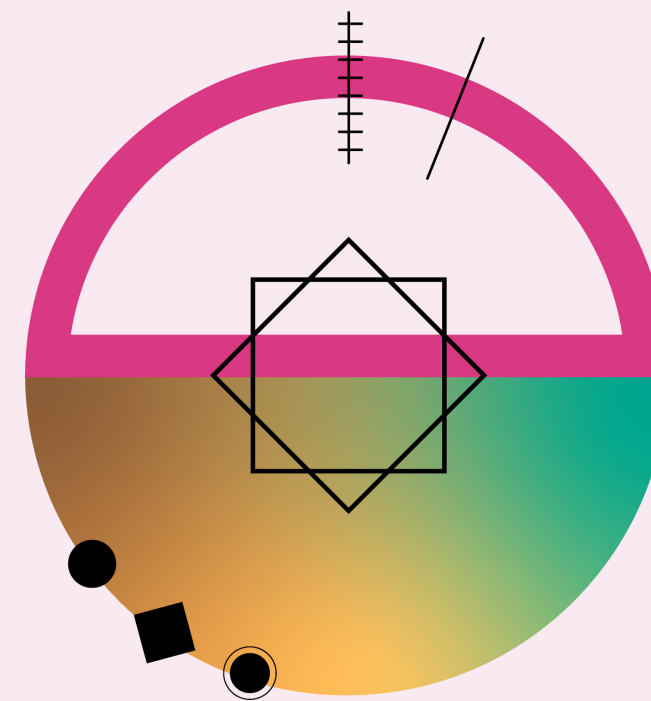
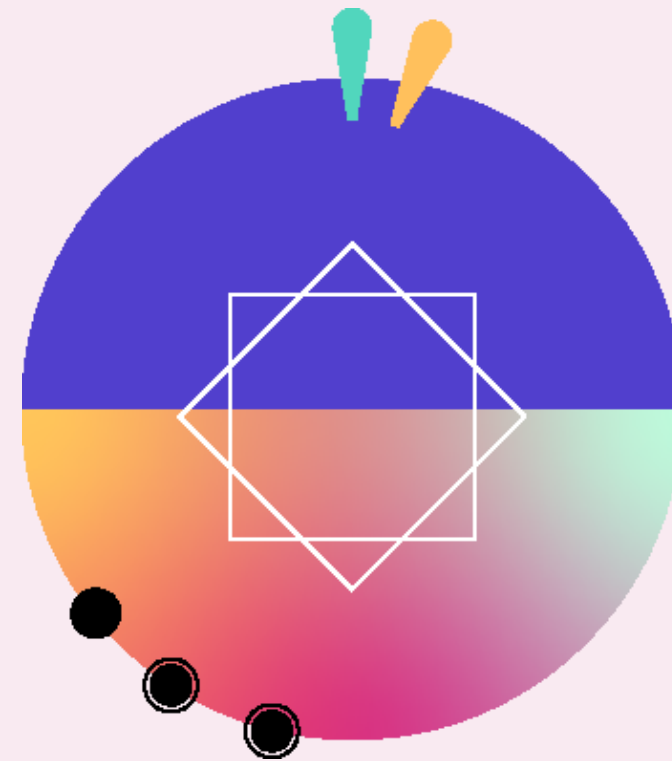
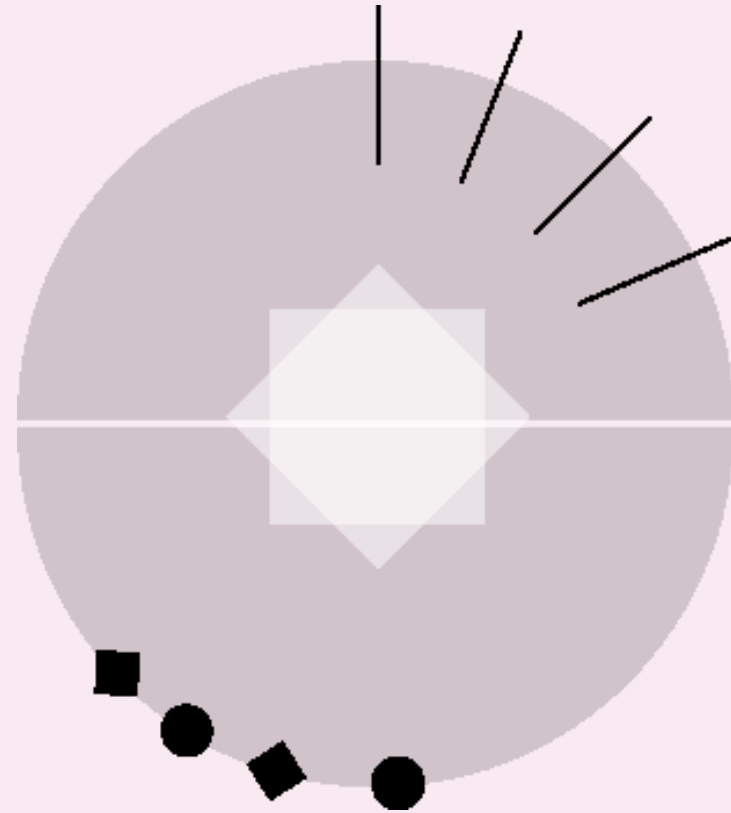
everything



MYO Postcard



# Iterations of the Final Structure



Versions of data visualization

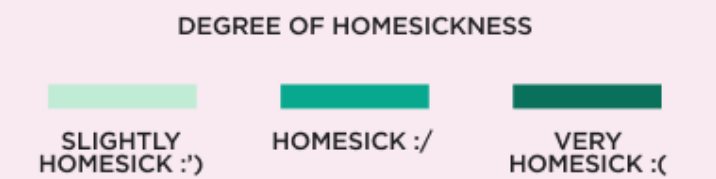
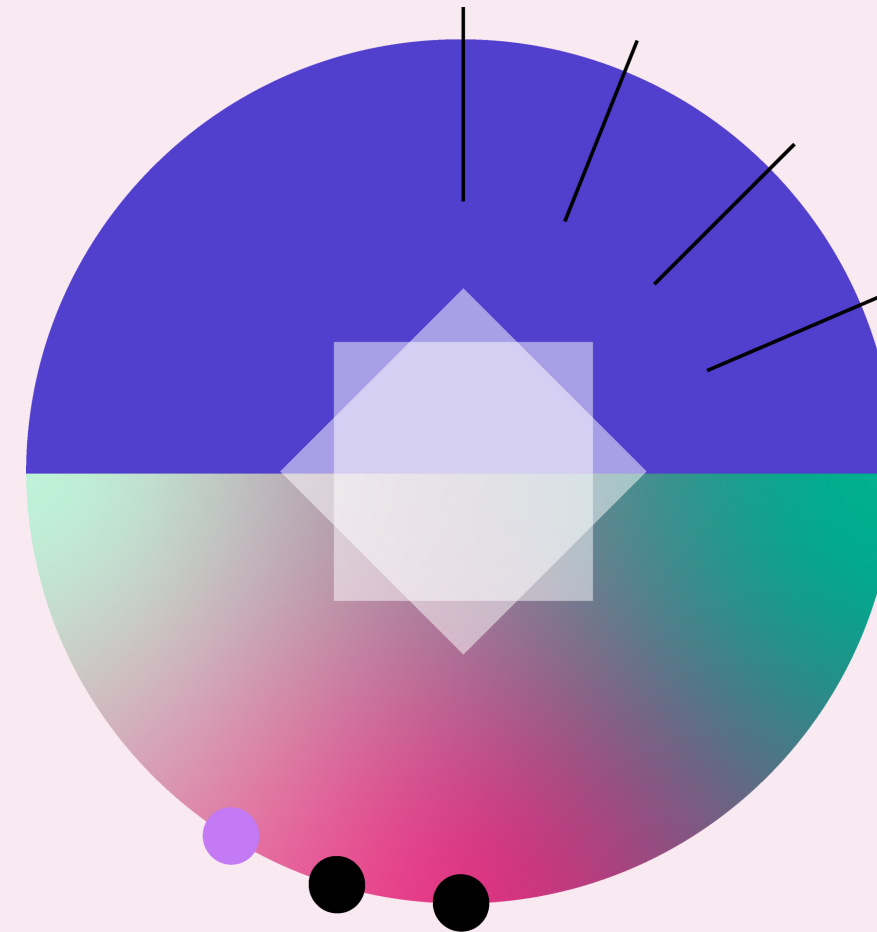
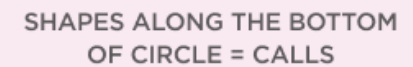
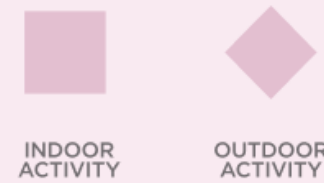
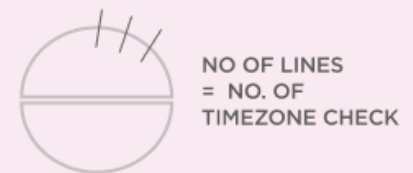
# Testing and Feedback

Based on self-evaluation and feedback, the following drawbacks were noticed:

- The rings around the shapes that are used to denote international calls (along the bottom of the circle) are not visible if the infographic is scaled down
- The final infographic for the individual days must have some form of hover/click interaction for the viewer to view insights (especially related to the moods)
- Lines in black along the top right of the circular structure work best for the "time zone count" as it is intuitive and easy to count, instead of any other shape/motif
- The introduction to the website and key must be detailed enough to make the viewer understand what they are going to be interacting with

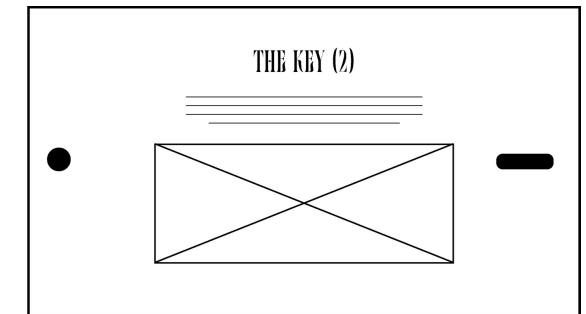
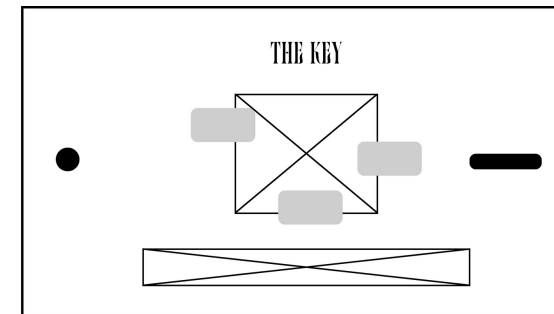
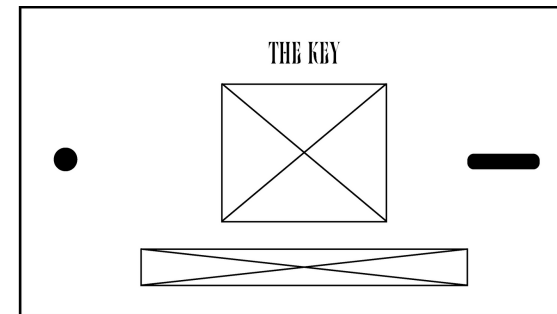
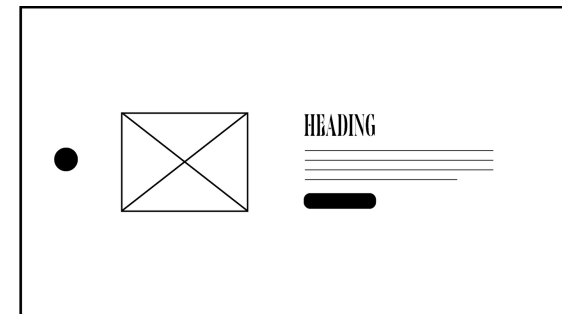
REFINED VISUALS

# Final Key and Infographic

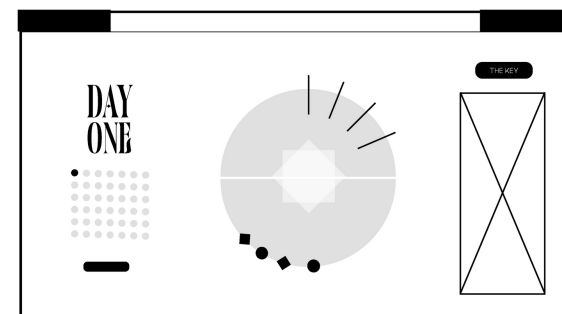
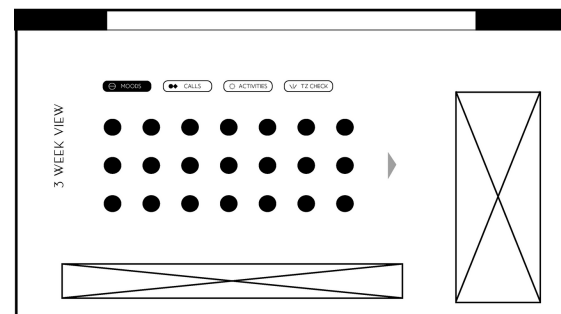


# Final Storyboards and Flows

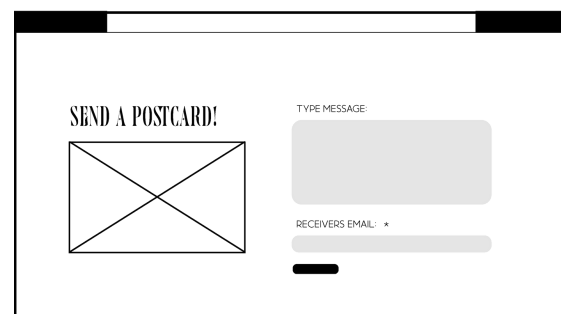
## INTRODUCTION AND KEY



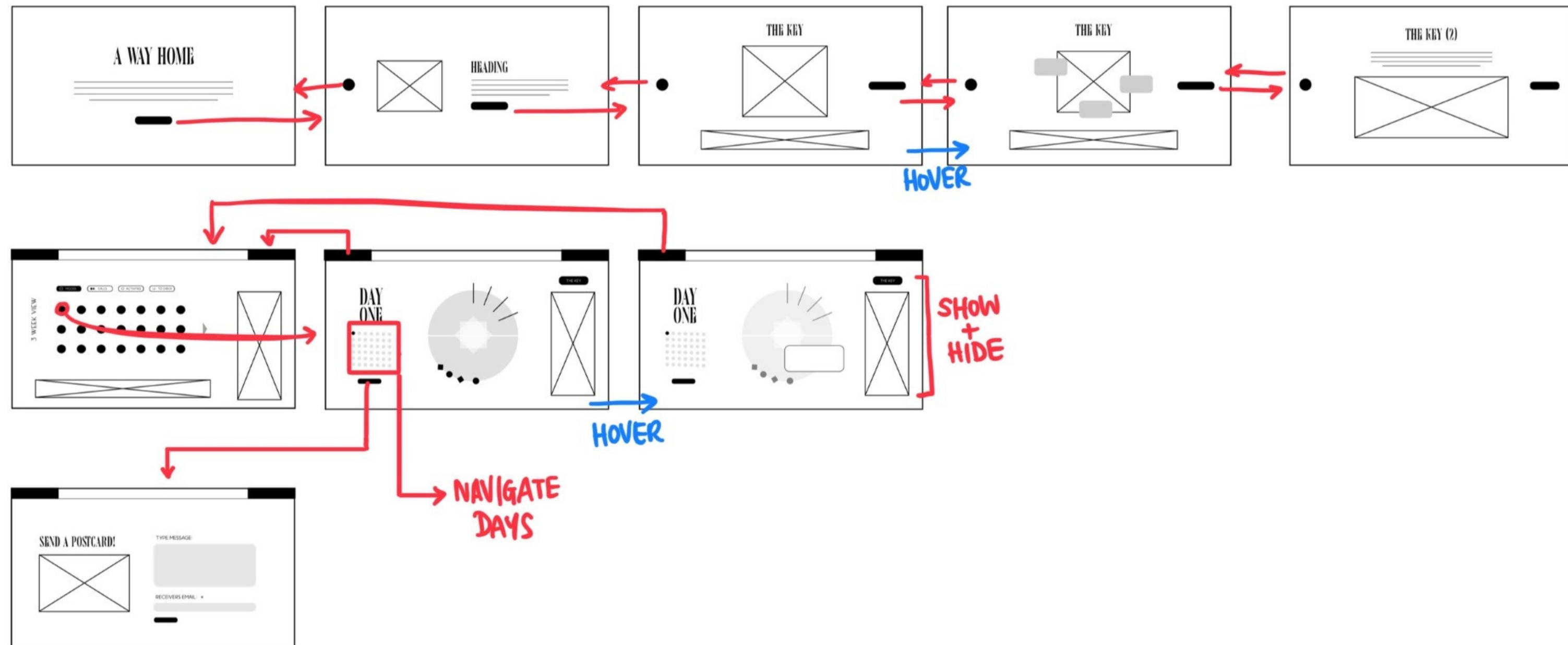
## MAIN AND INDIVIDUAL DATA VISUALIZATIONS



## SEND A POSTCARD



# Overview of the Interactions



# Breaking Down the Interactions

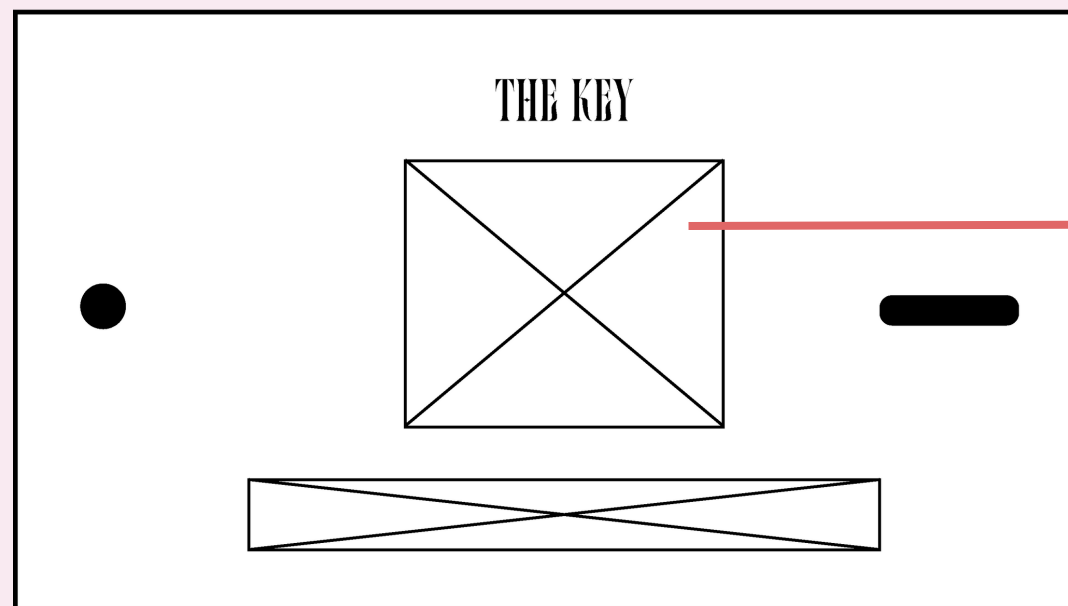
## FLOW 1: INTRODUCTION AND KEY



The "Introduction and Key" part of the flow of the website consists of 5 pages in total. Each page has a "Next" button and a "Back" button to navigate easily between the introductory pages.

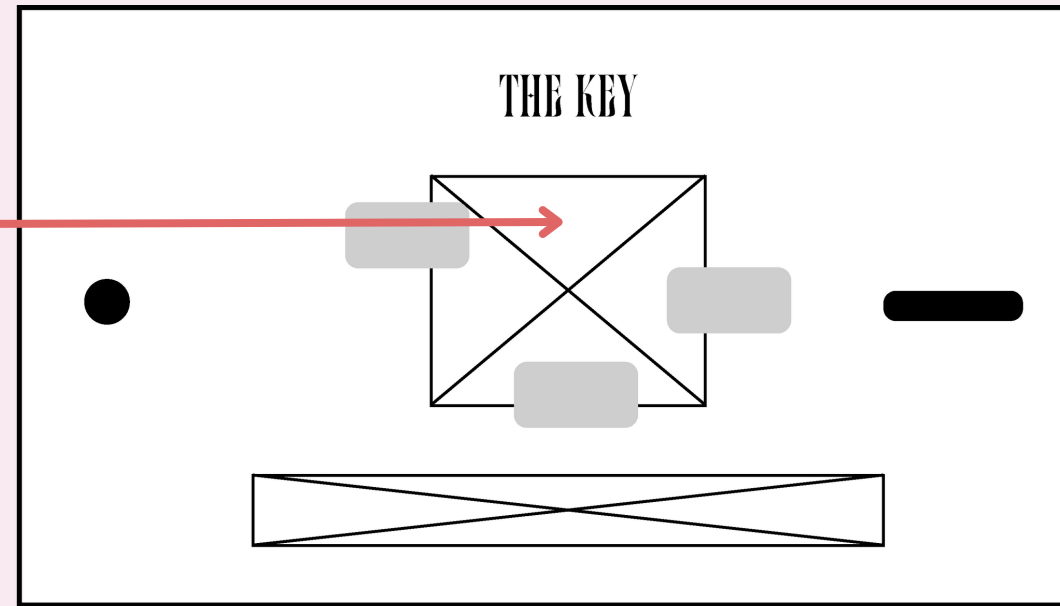
# Breaking Down the Interactions

## FLOW 1: INTRODUCTION AND KEY

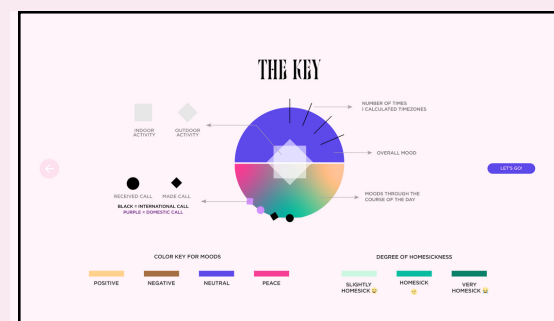
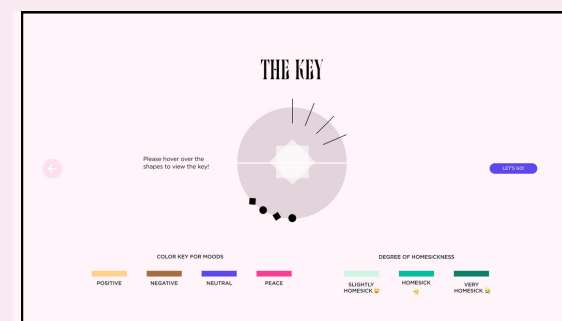


BEFORE HOVER STATE

HOVER



AFTER HOVER STATE



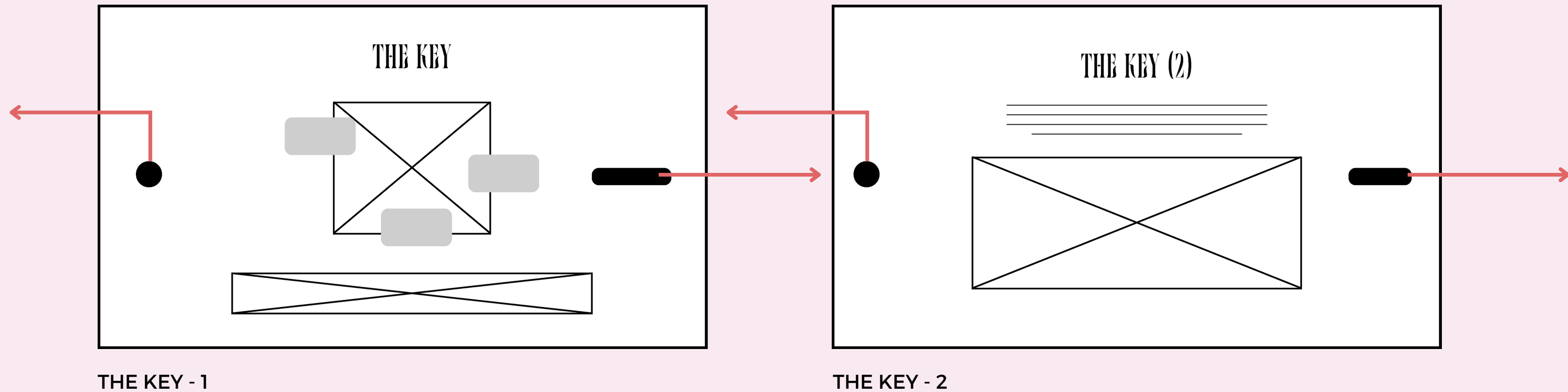
On "The Key" page, the user can hover over the infographic structure to view the tags and labels of the infographic.

**\*A hover interaction has been used because a sudden overload of information can be overwhelming for the user.**



# Breaking Down the Interactions

## FLOW 1: INTRODUCTION AND KEY



THE KEY - 1

THE KEY - 2

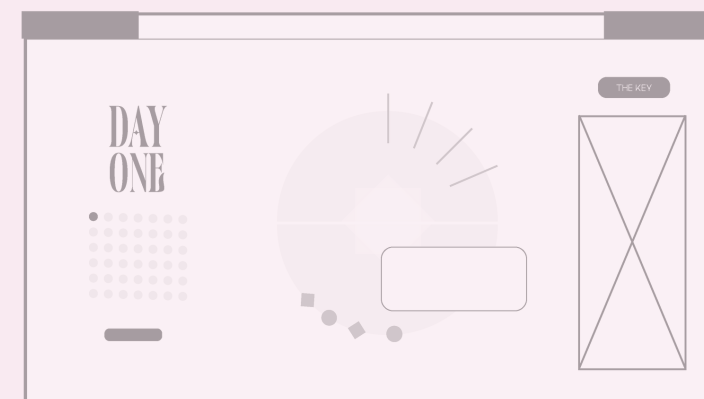
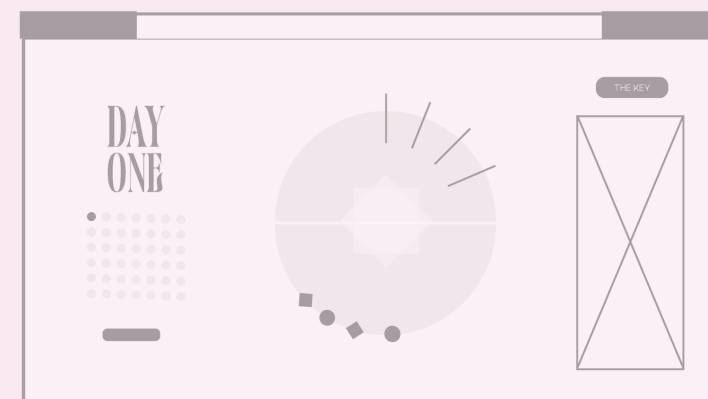
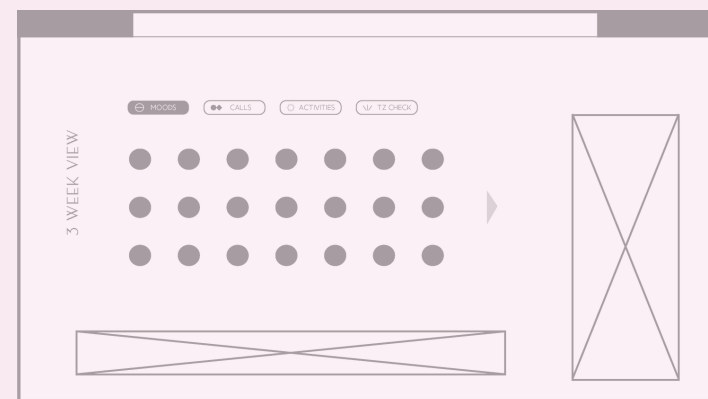
As mentioned previously, each page contains a "Next" and "Back" button.

# Breaking Down the Interactions

## FLOW 2: DATA VISUALIZATIONS

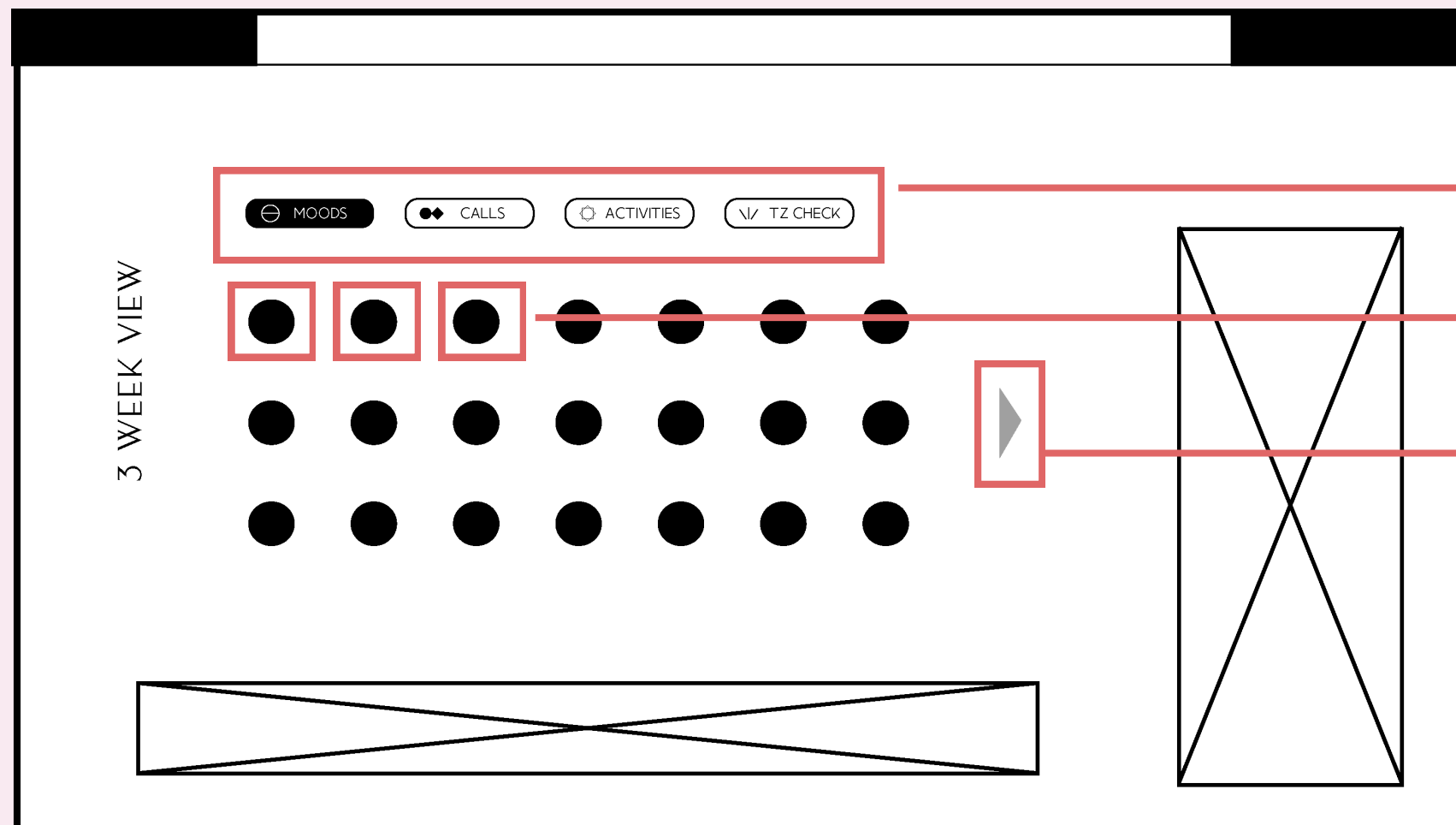
All the "Data Visualization" pages of the website contain a header that allows the viewer to navigate back to the "3-Week View" or to "Start Over" (to access the introduction and explanation of the "Key")

### THE HEADER:



# Breaking Down the Interactions

## FLOW 2: DATA VISUALIZATIONS



Selecting these filters allows the viewer to either view the infographic as a whole, or **specific part(s)** of the infographic (based on the filter chosen by viewer)

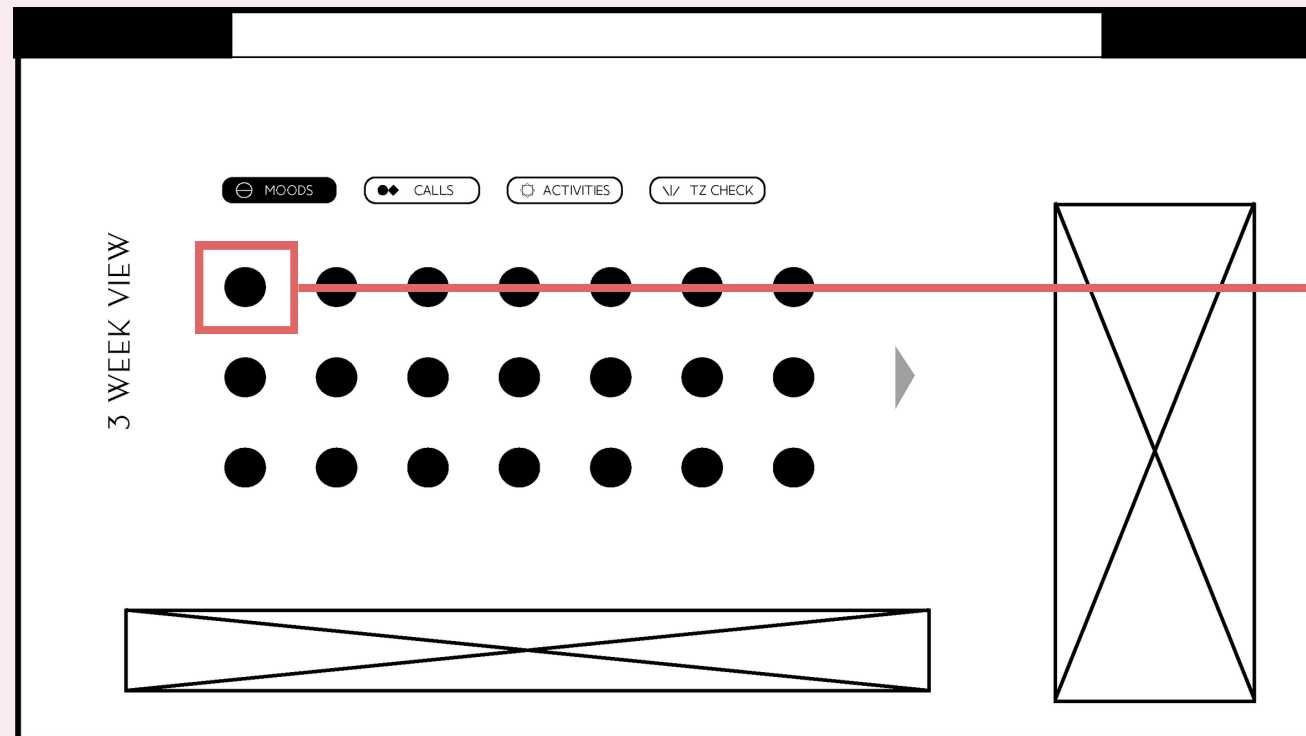
Each circle represents a day. If the viewer clicks on a particular day, they will be redirected to the page for that day.

This button enables the viewer to access the data visualizations for the rest of the days.

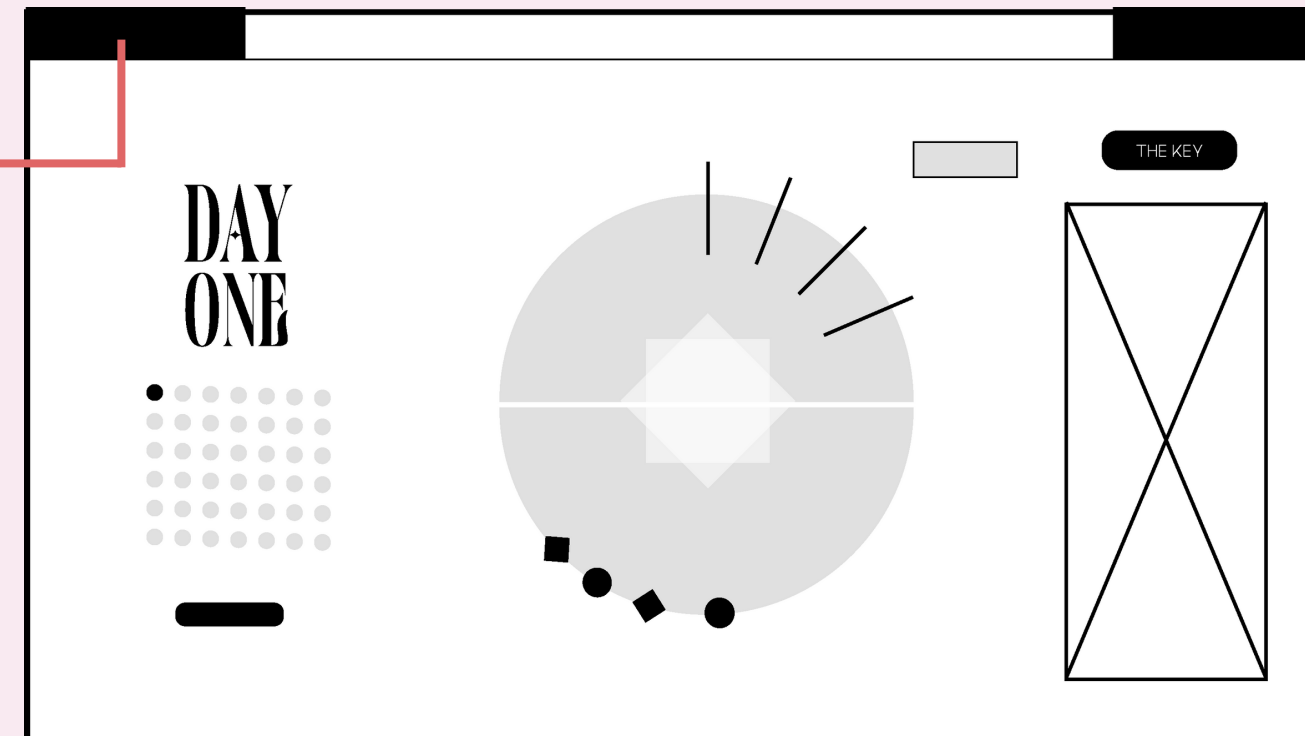
THE OVERALL DATA VISUALIZATION

# Breaking Down the Interactions

## FLOW 2: DATA VISUALIZATIONS



THE OVERALL DATA VISUALIZATION

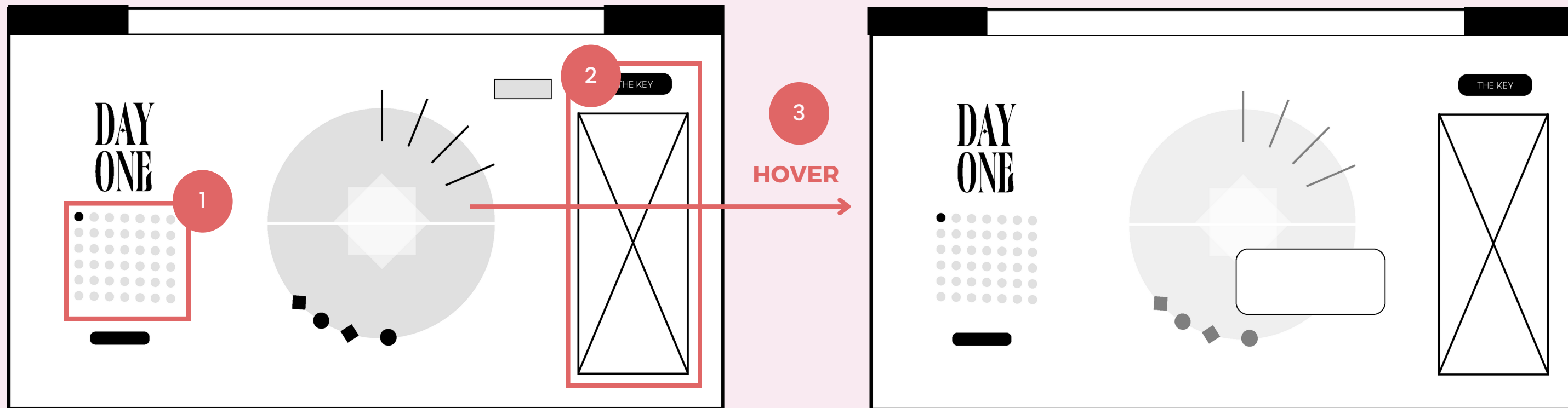


INDIVIDUAL DAY INFOGRAPHICS

Each circle represents a day. If the viewer clicks on a particular day, they will be redirected to the page for that day. The button on the header (left side, as marked) allows the viewer to go back to the 3-Week view.

# Breaking Down the Interactions

## FLOW 2: DATA VISUALIZATIONS



DAY-WISE DATA VISUALIZATION: **BEFORE HOVER**

DAY-WISE DATA VISUALIZATION: **AFTER HOVER**

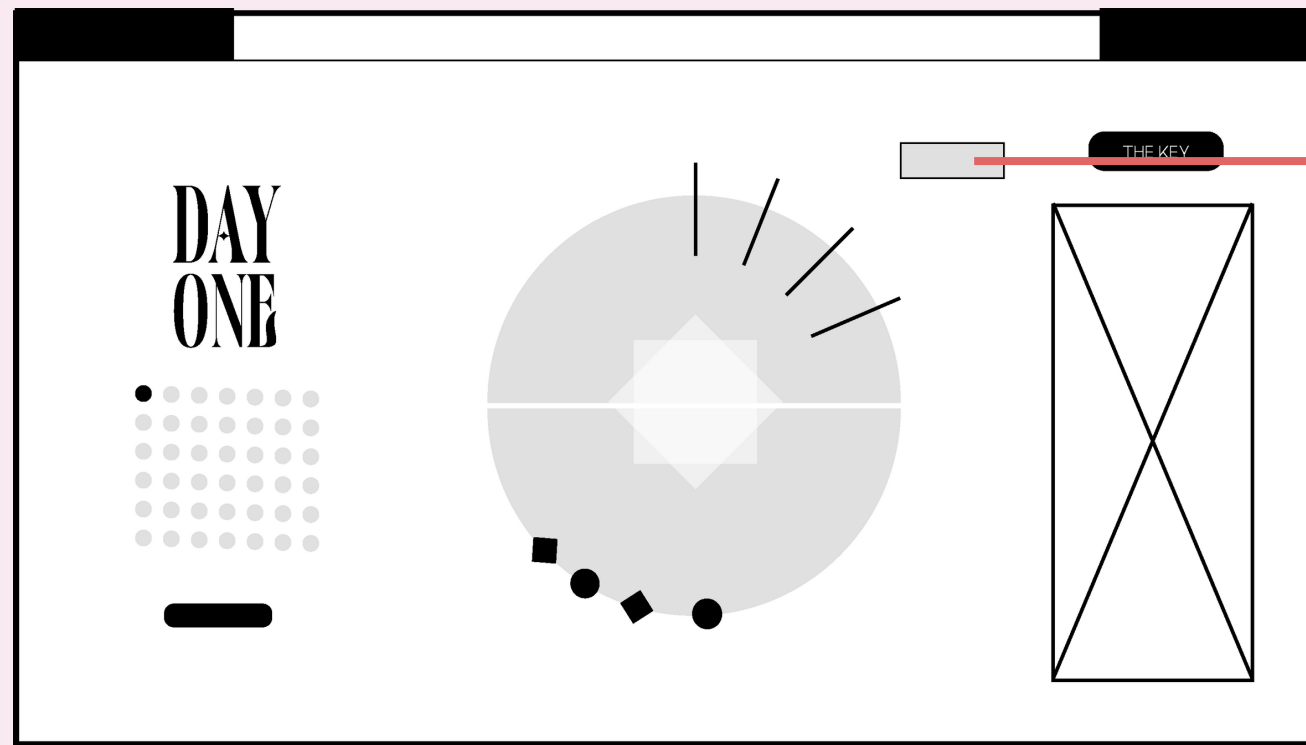
**INTERACTION 1:** Each circle represents a day from the 5-week period. Clicking on a circle navigates the viewer to the respective day without going back to the "3-Week View" page. **This was done so that the viewer can see changes in the data quickly from one day to another.**

**INTERACTION 2:** There is an option to "Show" or "Hide" they key while viewing the data visualization. **This was done so that the viewer can hide they key in a case of information overload, but show the key for reference.**

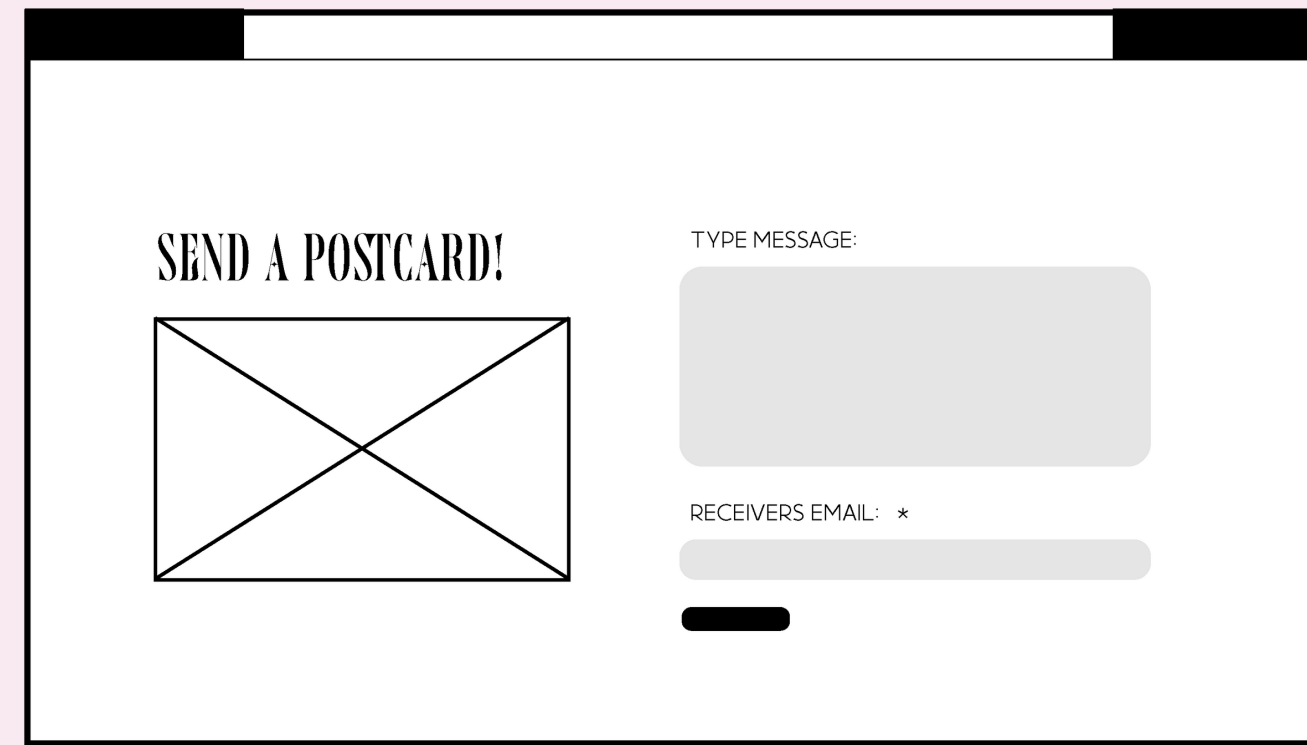
**INTERACTION 3:** On hovering over the data visualization, a few deeper insights are displayed that are not included in the infographic. **This was done to give the viewer an optional deeper understanding of the day's infographic.**

# Breaking Down the Interactions

## FLOW 2: DATA VISUALIZATIONS



DAY-WISE DATA VISUALIZATION



(OPTIONAL) SENDING AN INFOGRAPHIC POSTCARD

The day-wise infographic pages contain a button that creates a digital postcard that can be sent to someone via e-mail. This was an important addition to the website, because sharing these details about my day to people back at home initiated more wholesome conversations and helped us connect better, though miles apart!

VISUAL STRATEGY

Key Words

Pleasing, Simple  
and Engaging

were they key words that drove the visual direction for  
the webpage, infographic, and the interactions

VISUAL STRATEGY

# Typography, Colors and Shapes

HEADINGS

TYPEFACE: DELAMOORE

A WAY HOME

SUBHEADINGS & BUTTONS

TYPEFACE: MURBERRY

MOODS  
CALLS  
ACTIVITIES

BODY COPY

FONT: GOTHAM BOOK

A small world? I wish. With my family in one country and my partner and best friend in another, I find myself constantly calculating time zones and craving familiar connections. Finding activities to do outside my routine helps give me a sense of belonging, and carve out a place in Atlanta that I can call home.

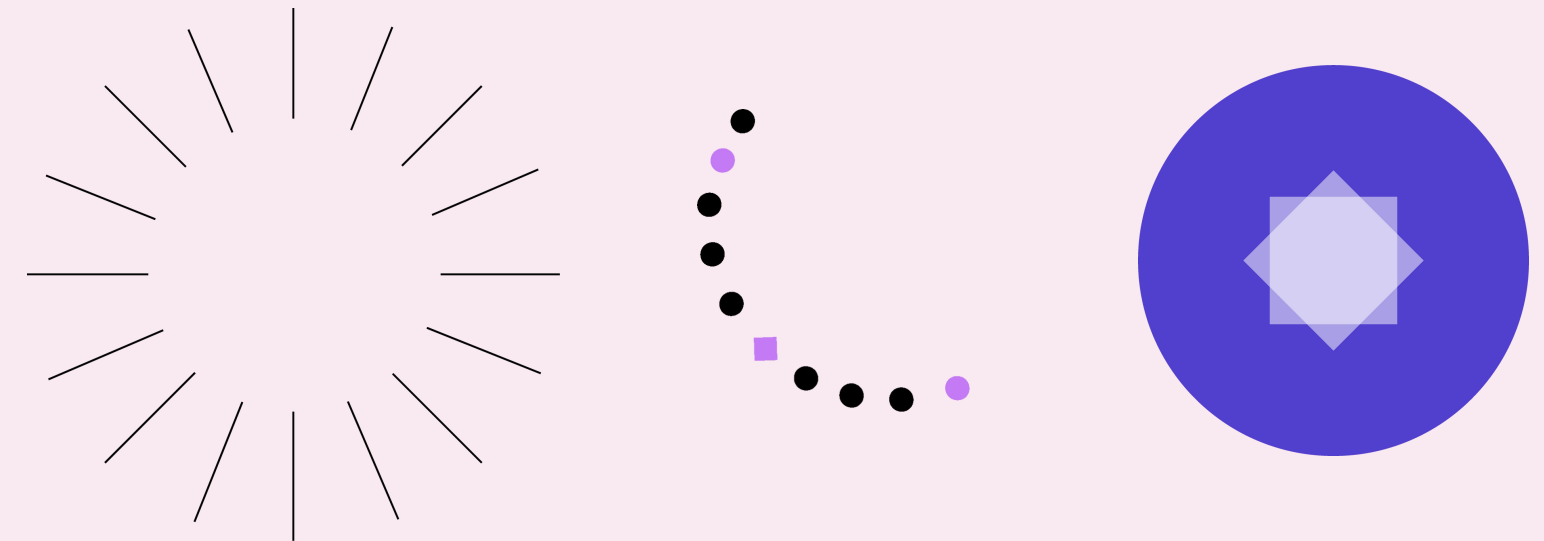


## VISUAL STRATEGY

# Typography, Colors and Shapes



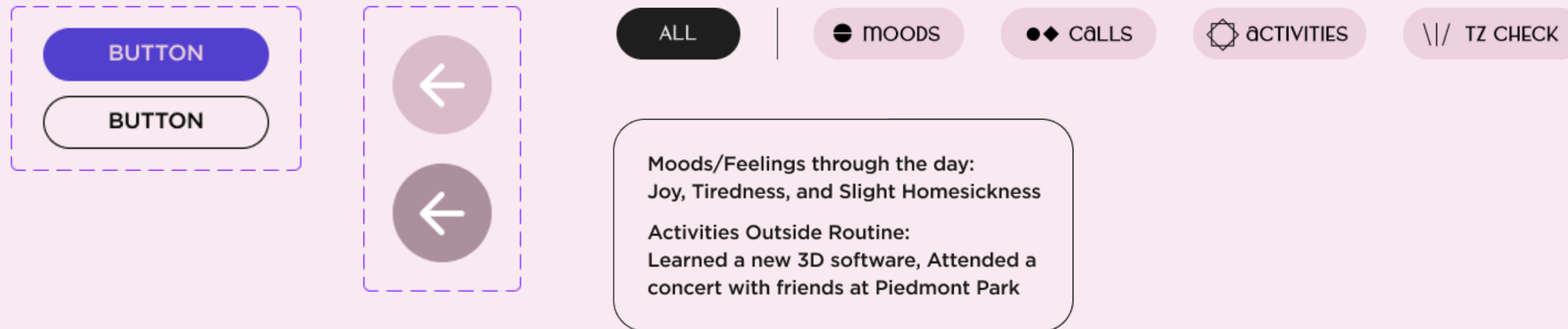
- Elegant, pleasing colors that don't strain the eye
- Gradients have been used to show "flows in moods and feelings"
- Lines, shapes and colors engaging with one another in the same space are used to show "interactivity" of each element



- Simple shapes and colors represent the different elements of the data

## VISUAL STRATEGY

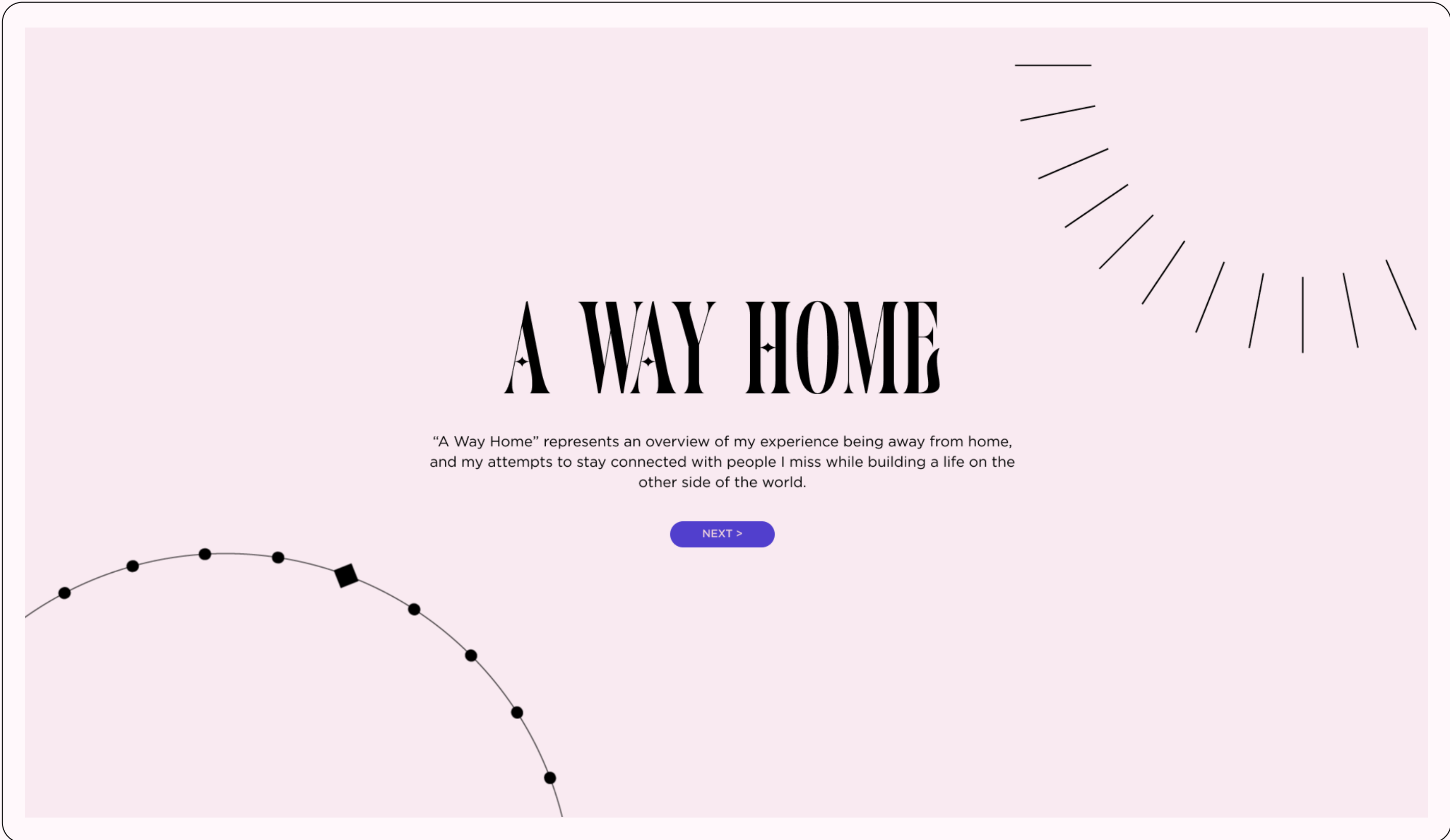
# Button Styles & Navigation

**Features**

- Rounded Corners
- No extra bevels or effects
- Flat, clean design

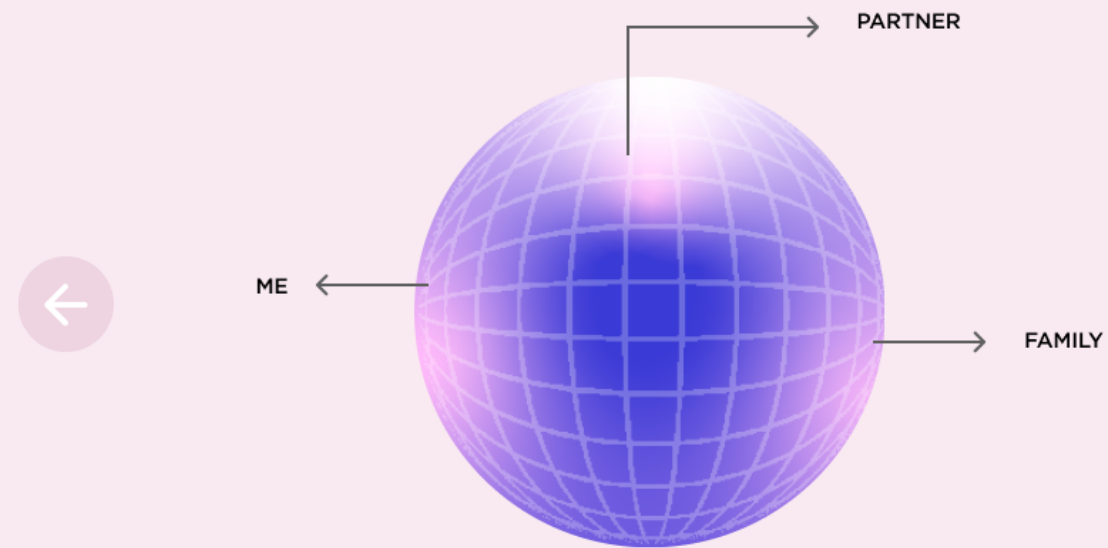
VISUAL STRATEGY

# Layout



VISUAL STRATEGY

# Layout



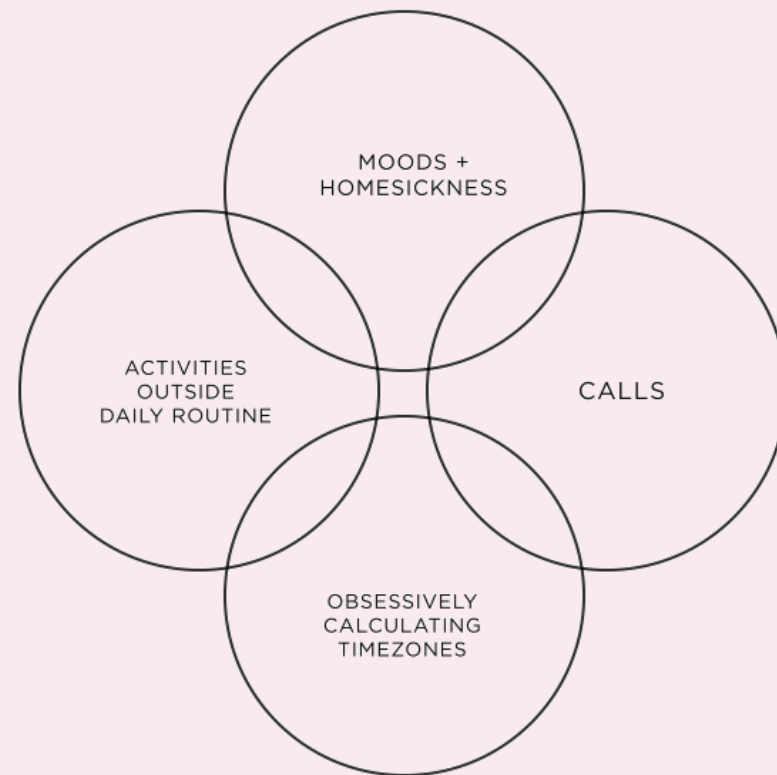
## A SMALL WORLD?

I wish. With my family in one country and my partner and best friend in another, I find myself constantly calculating time zones and craving familiar connections. Finding activities to do outside my routine helps give me a sense of belonging, and carve out a place in Atlanta that I can call home.

[NEXT >](#)

VISUAL STRATEGY

# Layout



## LONG STORY SHORT,

The infographic represents an interaction between overall and fluctuating moods through the day, homesickness, doing activities outside my daily routine to make me feel at home, and the international & domestic calls I make across a period of 5 weeks.

LET'S GO!

VISUAL STRATEGY

# Layout

**THE KEY**

Please hover over the shapes to view the key!

←

LET'S GO!

**COLOR KEY FOR MOODS**

- POSITIVE
- NEGATIVE
- NEUTRAL
- PEACE

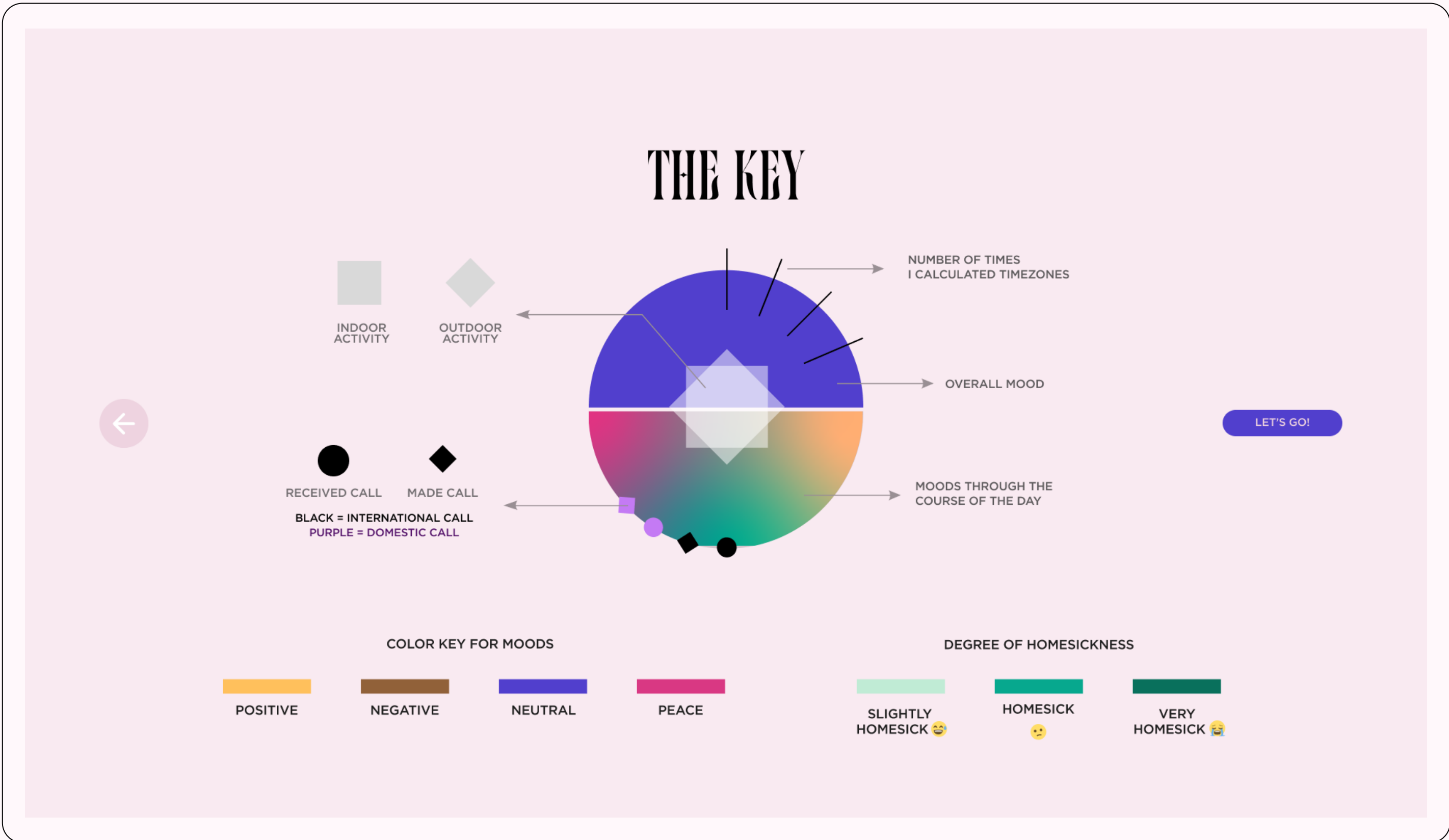
**DEGREE OF HOMESICKNESS**

- SLIGHTLY HOMESICK 😊
- HOMESICK 😐
- VERY HOMESICK 😞

The layout features a central circular graphic with a white diamond in the center, divided into four quadrants. The top-right quadrant is highlighted with three lines pointing to it. Below the circle are two legends. The 'COLOR KEY FOR MOODS' legend includes four color-coded boxes: orange for 'POSITIVE', brown for 'NEGATIVE', purple for 'NEUTRAL', and pink for 'PEACE'. The 'DEGREE OF HOMESICKNESS' legend includes three color-coded boxes: light green for 'SLIGHTLY HOMESICK 😊', medium green for 'HOMESICK 😐', and dark green for 'VERY HOMESICK 😞'. A pink circular arrow icon is on the left, and a blue 'LET'S GO!' button is on the right. The background is a light pink gradient.

VISUAL STRATEGY

# Layout




VISUAL STRATEGY


# Layout

**MY MOODS**  
A CLOSER LOOK


Below is a breakdown of my feelings and what categories they fall under.  
"Peace" is a different category as feelings of gratitude, calmness and contentment played a big part in my move away from home.




**POSITIVE**  
Productive, Excited  
Joy, Elated, Energetic  
Motivated, Happy



**NEUTRAL**  
Tired, Organized, Sleepy,  
Normal, Bored

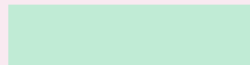


**NEGATIVE**  
Exhausted, Upset,  
Annoyed, Frustrated,  
Unmotivated, Miserable,




**PEACE**  
Peaceful, Calm, Grateful,  
Relaxed, Content,


Homesickness is not always a bad thing! Below is a breakdown of different degrees of homesickness and how it affects my day.



**SLIGHTLY HOMESICK**  
A feeling of nostalgia and wistfulness for good times with people and places that feel like home. It is a positive feeling.



**HOMESICK**  
A genuine missing for home and people I love, but still embracing my life away from home. It is not necessarily a negative feeling.



**VERY HOMESICK**  
A severe yearning to go back home to familiar surroundings and people. It is a negative emotion and leaves me feeling vulnerable and horrible.

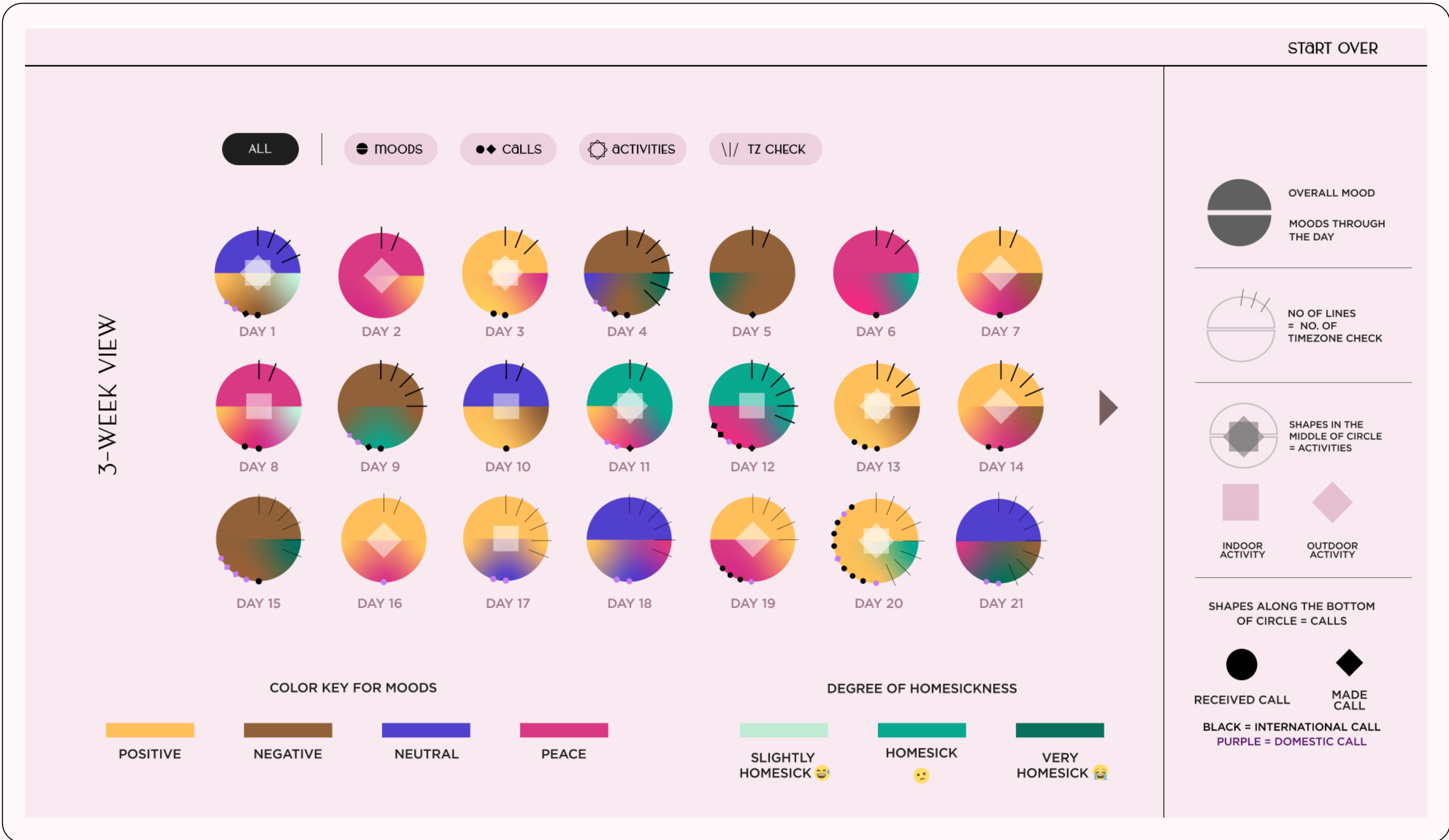
←

LET'S GO!



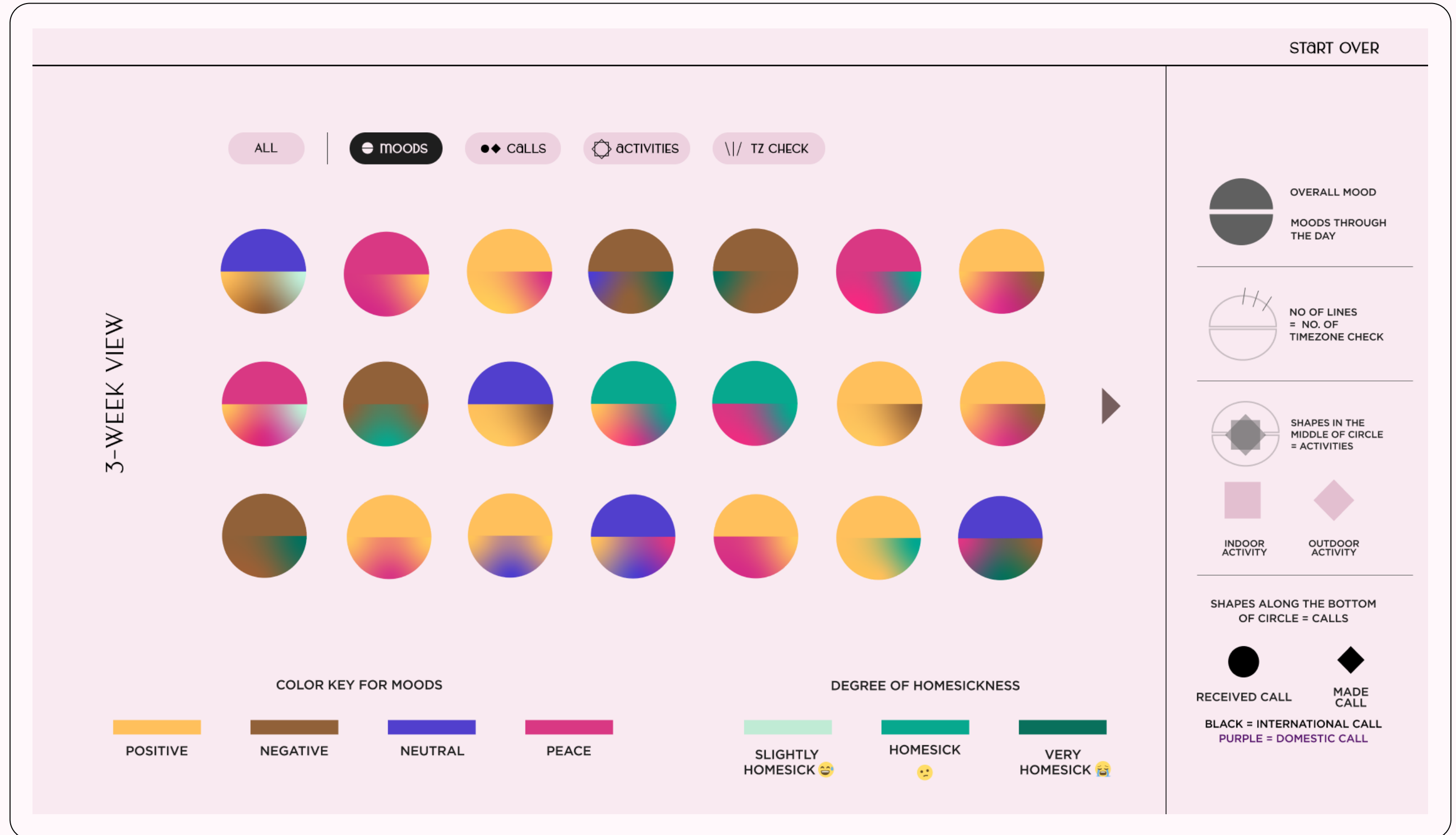
VISUAL STRATEGY

# Layout



VISUAL STRATEGY

# Layout



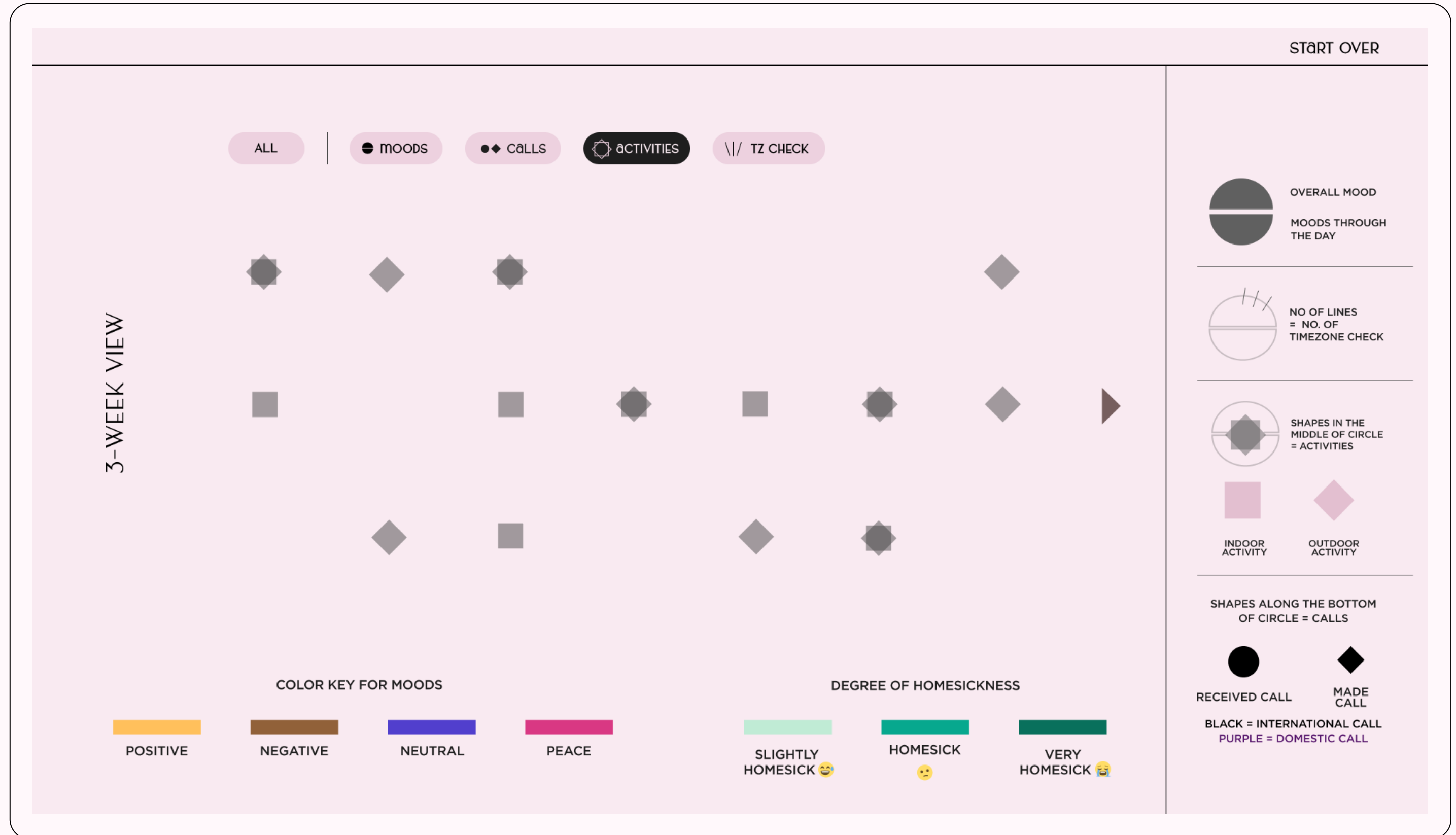
VISUAL STRATEGY

# Layout



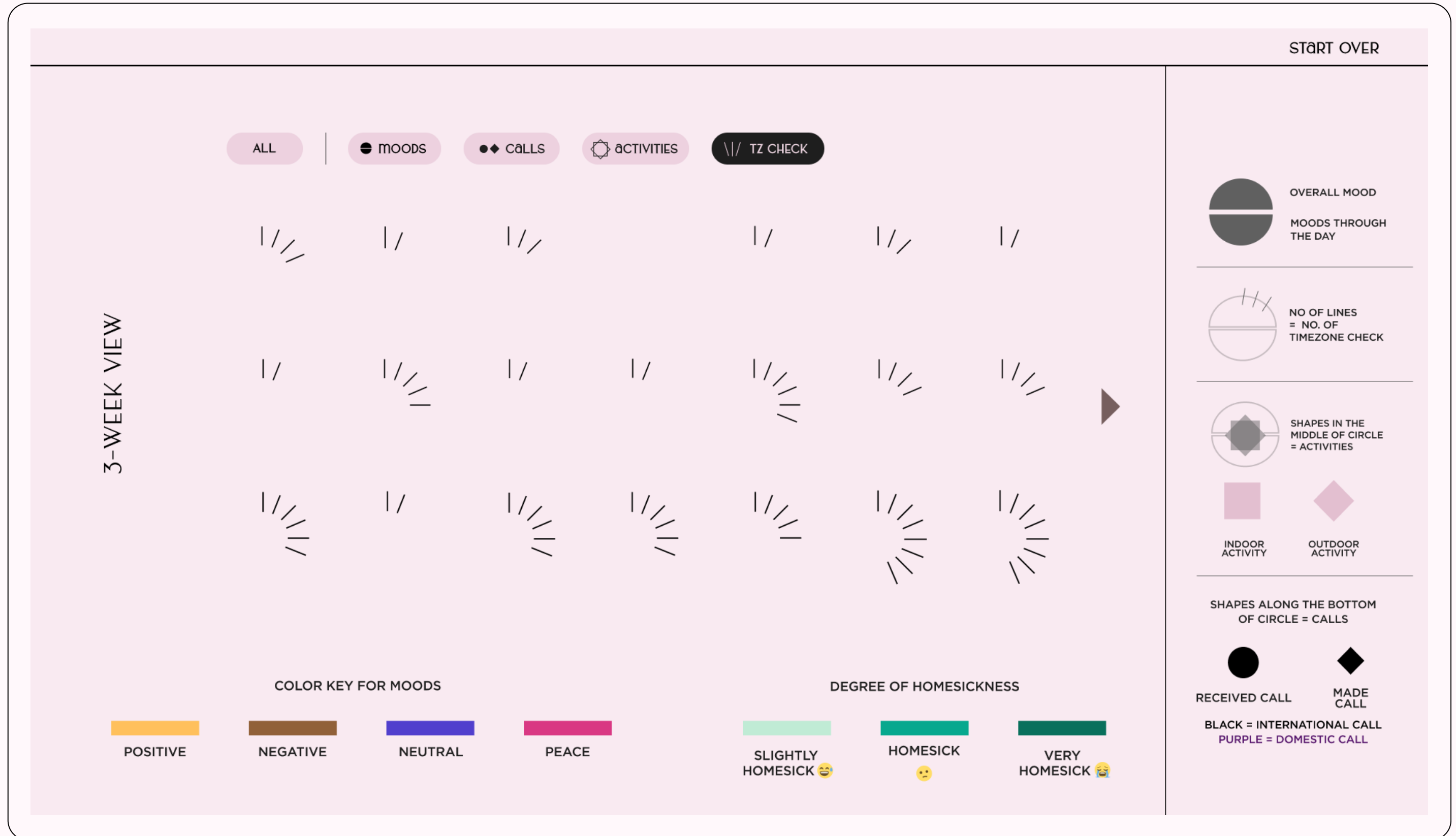
VISUAL STRATEGY

# Layout



VISUAL STRATEGY

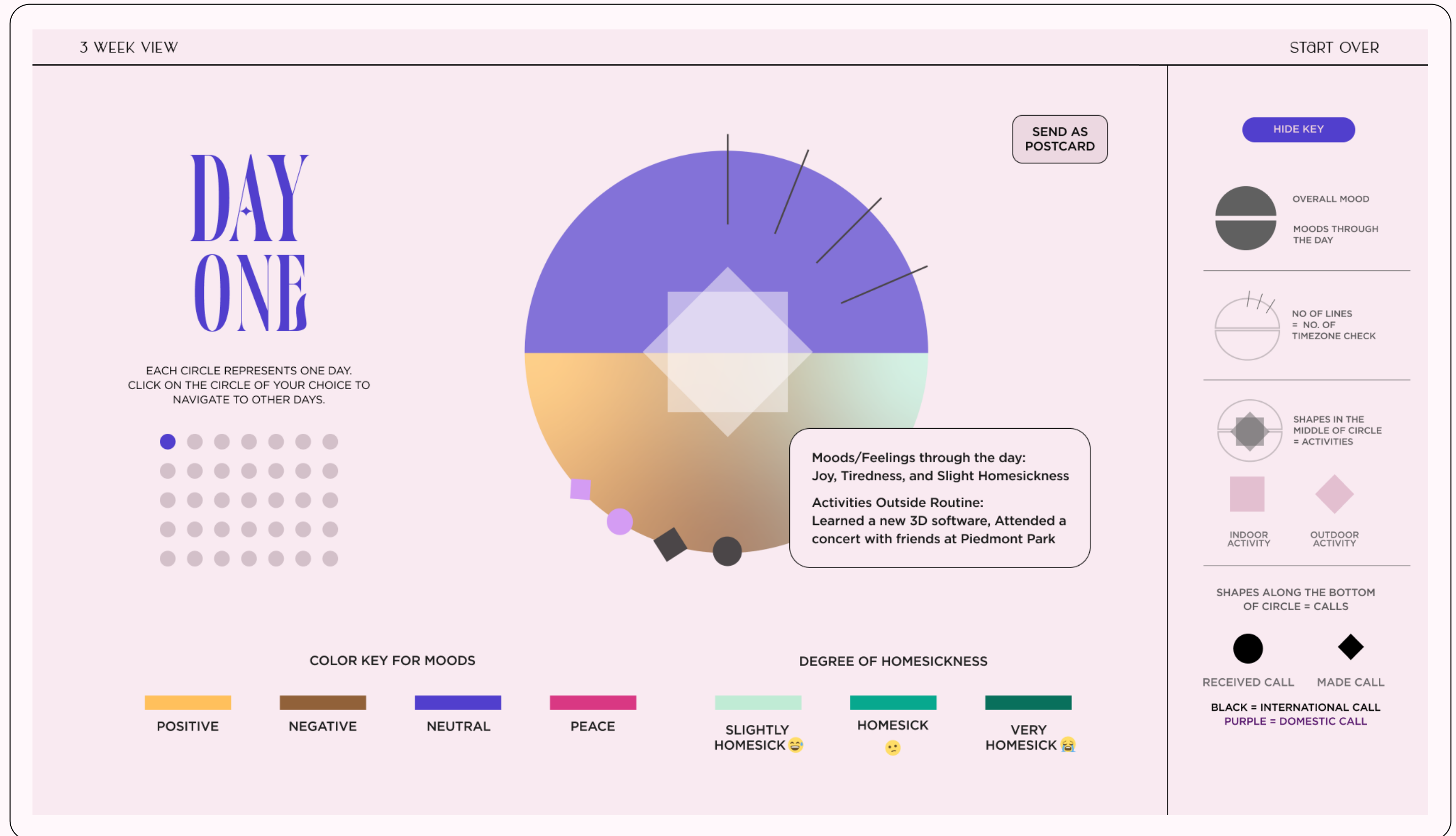
# Layout





VISUAL STRATEGY

# Layout



VISUAL STRATEGY

# Layout

3 WEEK VIEW

START OVER

## SEND A DIGITAL POSTCARD



ENTER MESSAGE (MAX 600 CHARACTERS):

ENTER RECEIVER EMAIL:

SEND POSTCARD



## VISUAL STRATEGY

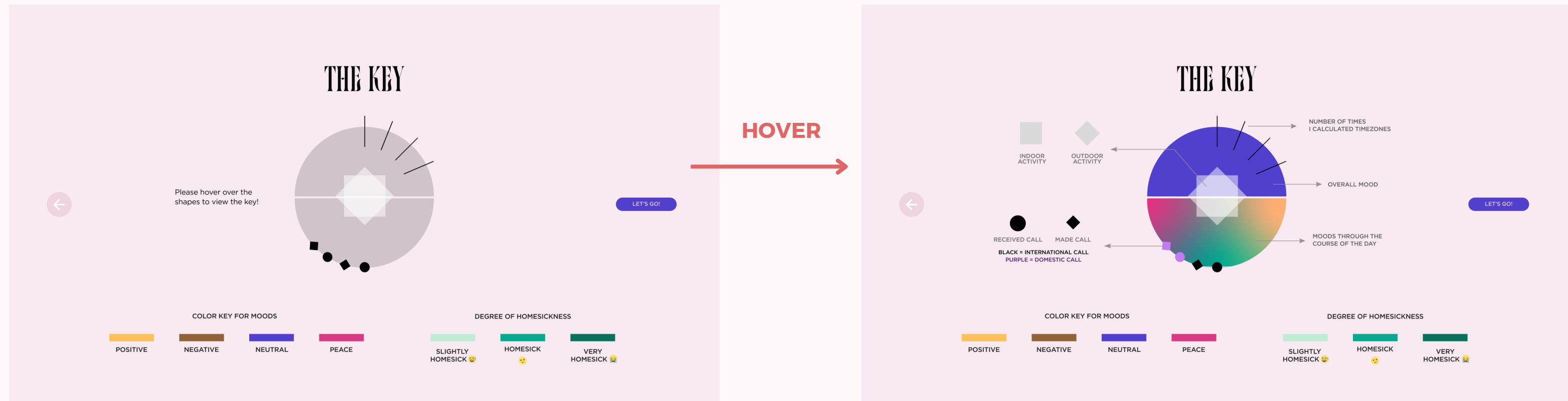
# Interaction and Functionality

*Note: Only selected infographic-related interactions have been explained in this section (to specifically show how the interactions work with the final data visual design).*

*All of the interactions have already been labelled and discussed in the "Storyboards & Interactions" section.*

VISUAL STRATEGY

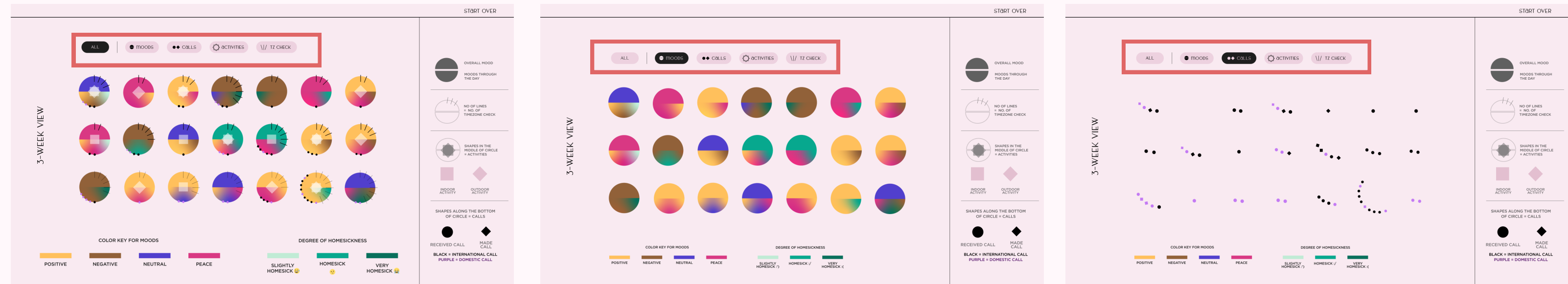
# Interaction and Functionality



A HOVER INTERACTION THAT REVEALS THE ENTIRE KEY

## VISUAL STRATEGY

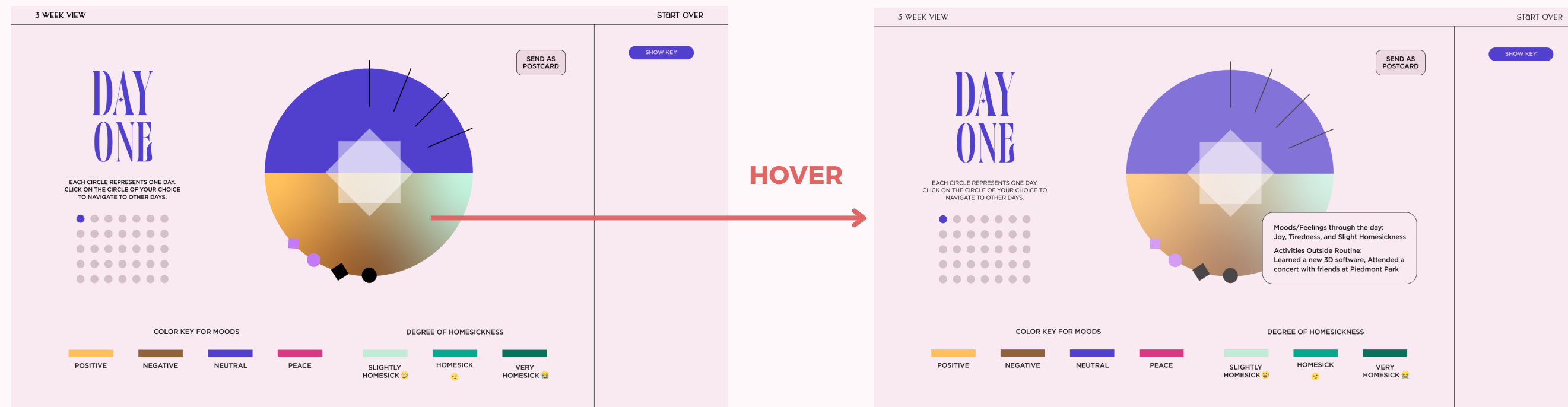
## Interaction and Functionality



"FILTER" BUTTONS THAT THE VIEWER CAN TOGGLE BETWEEN, TO VIEW DIFFERENT ASPECTS OF THE INFOGRAPHICS

## VISUAL STRATEGY

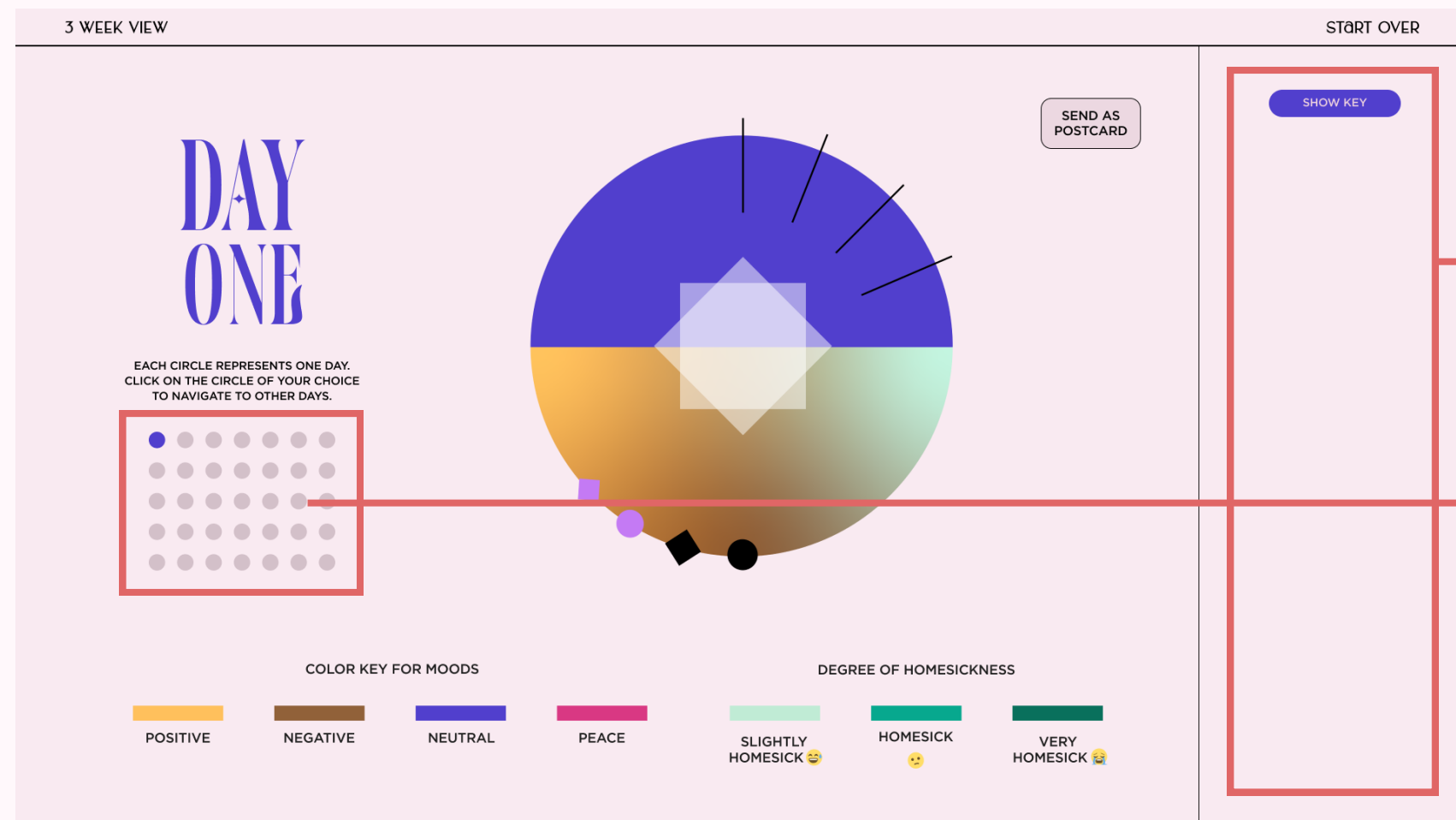
# Interaction and Functionality



HOVERING OVER THE INFOGRAPHIC RESULTS IN AN OVERLAY THAT APPEARS ON THE SCREEN WITH DEEPER INSIGHTS.

## VISUAL STRATEGY

# Interaction and Functionality

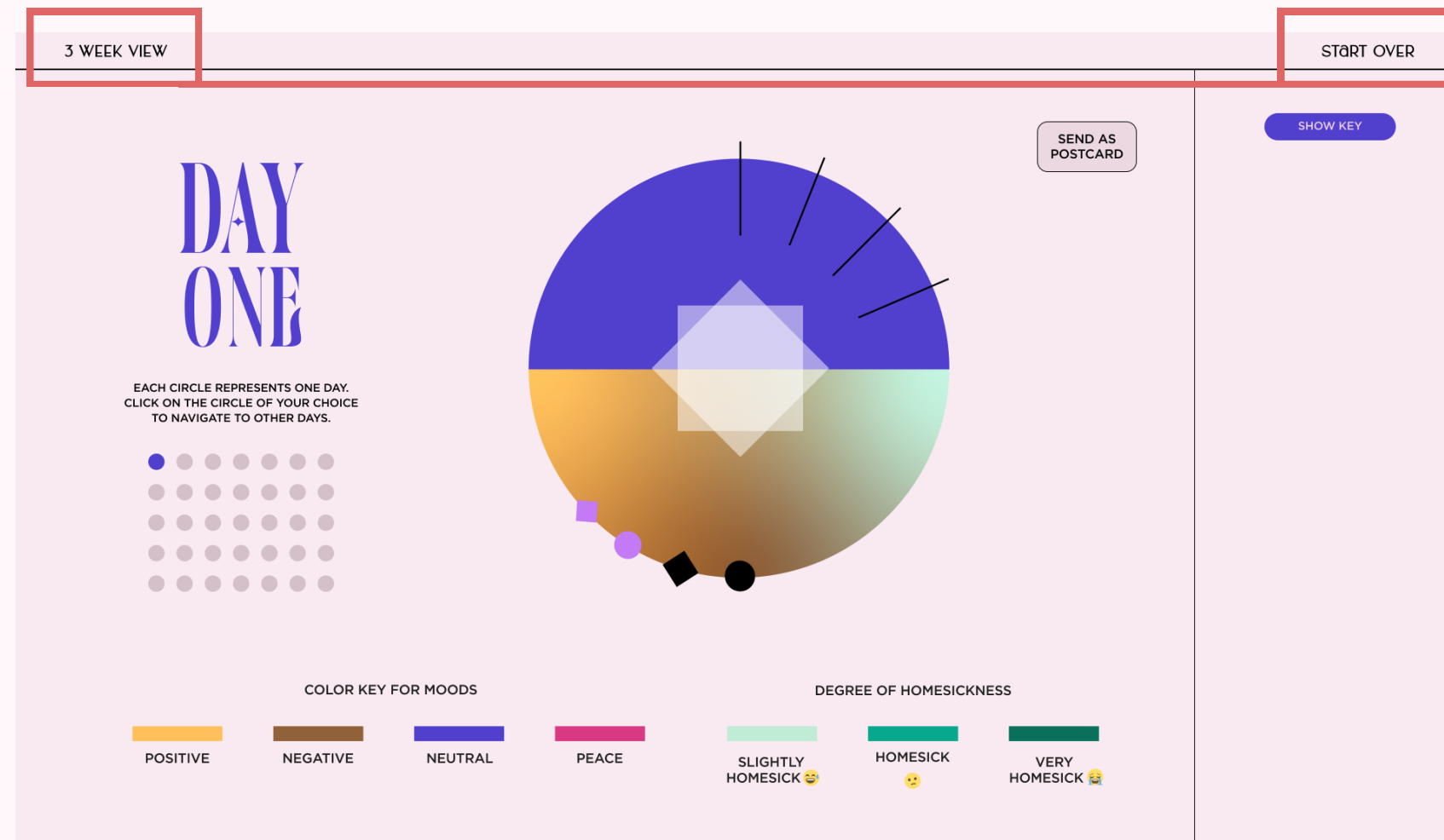


THE RIGHT SIDE OF THE WEBPAGE CONTAINS A BUTTON – "SHOW KEY" AND "HIDE KEY", WHICH CAN BE TOGGLED BY THE VIEWER AS PER THEIR PREFERENCE.

THE DOTS REPRESENT THE 35 DAYS, AND THE VIEWER CAN NAVIGATE FROM ONE DAY TO ANOTHER EASILY – INSTEAD OF GOING BACK TO THE 3-WEEK VIEW TO NAVIGATE TO ANOTHER DAY.

VISUAL STRATEGY

# Interaction and Functionality



THE BUTTONS ON THE HEADER ALLOW VIEWER TO GO BACK TO THE "3-WEEK VIEW" OR TO "START OVER" AT ANY POINT OF TIME.

# Thank You

KAVYA SRIDHAR | SPRING 2023

