Informed Omnivore

Exploring the Canadian Organic Food Industry

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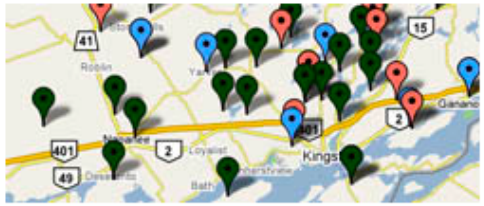
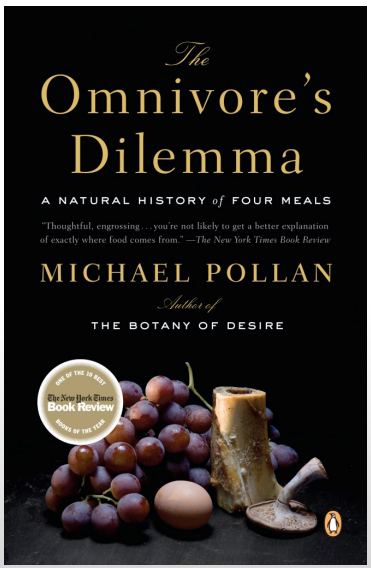
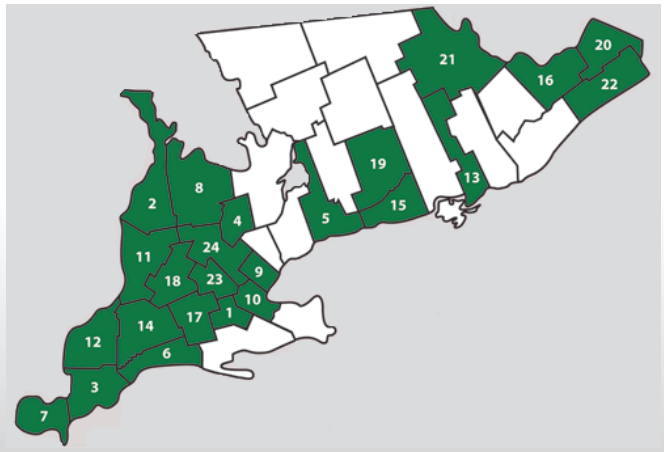
CS533C Project Update

November 18, 2009

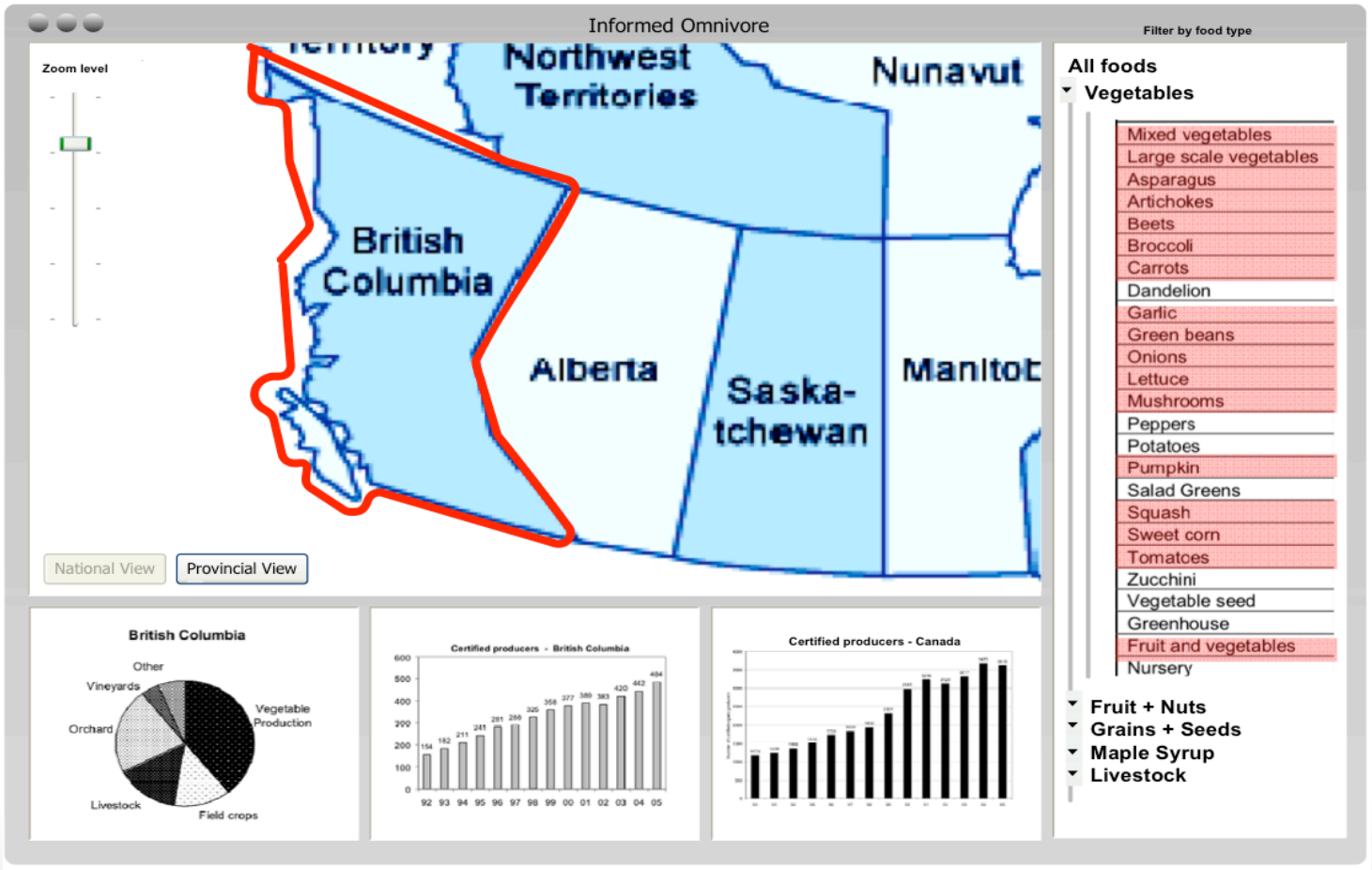




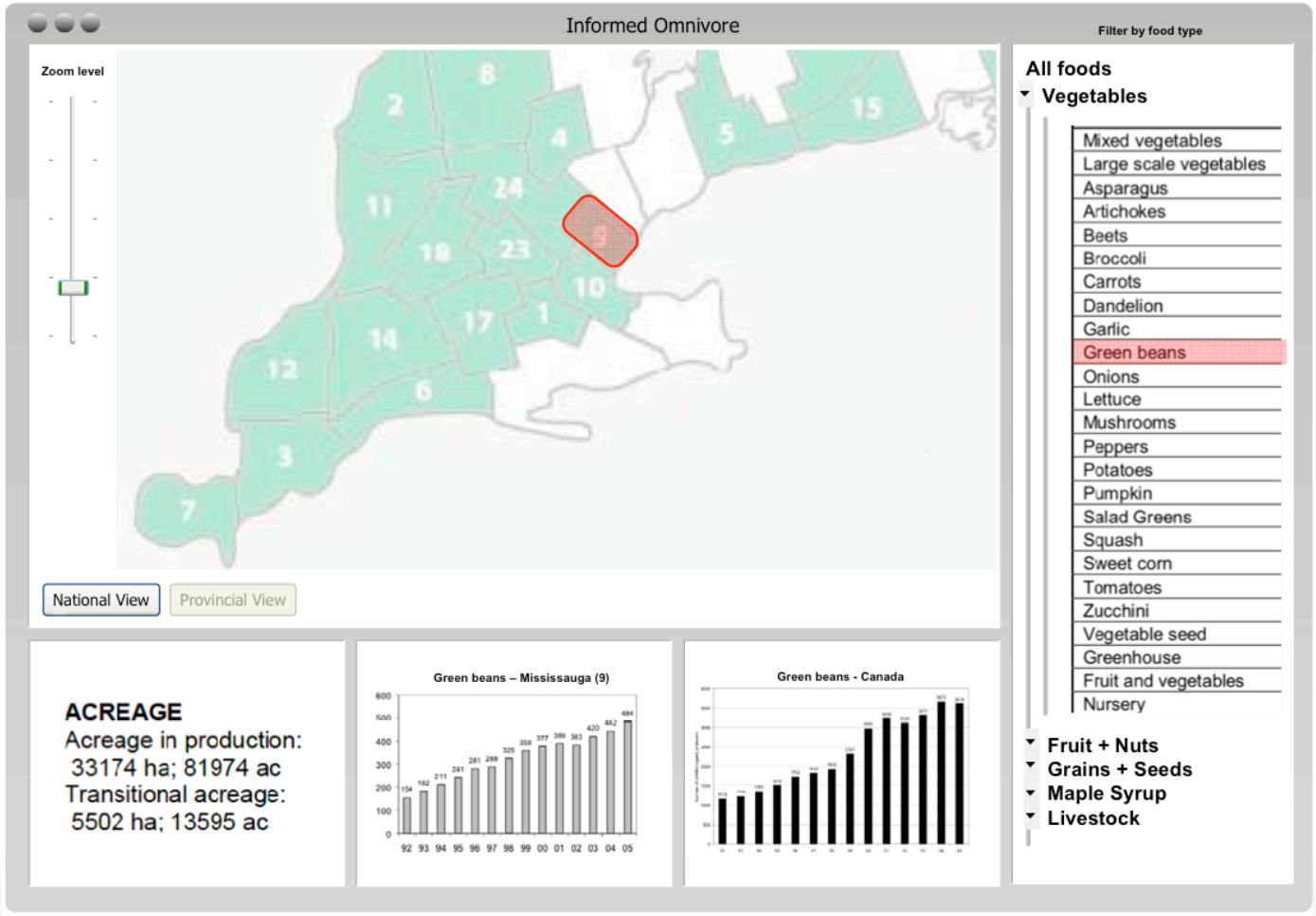
- Domain
  - Local & Canadian organic food
    - 100 mile diet [1]
    - Sustainability
    - Industrial organic [6]
- Users
  - Everyday consumers
  - *A vis. for the masses*
- Data
  - Primary: Canadian Organic Growers [4]
  - Secondary: Statistics Canada Census of Agriculture [7]



- Exploring the Canadian organic agriculture landscape
  - Geo-spatial representation of data
  - Drill down by province / region
  - Compare production levels and sources of food categories and specific food types
  - Linked views, secondary views of regional data



Determining which organic foods are grown in the user's region, and compare their production levels.



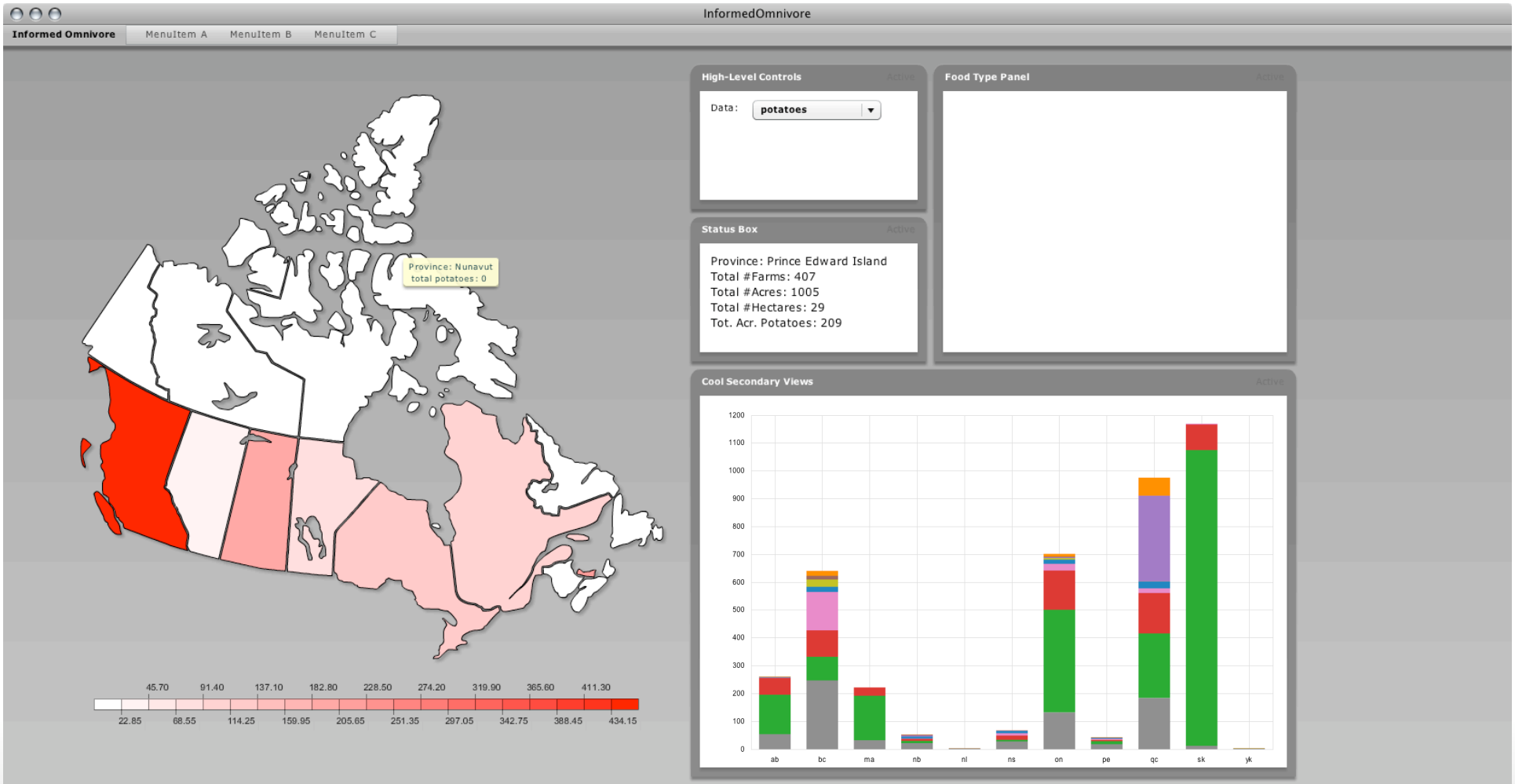
First selecting a food type and finding where it is grown, and in what amount.

- Use an existing tool? (i.e. GeoVista [3], Improvise [9,10])
  - Suitable for analysts, not for general public on the web

- Create a new vis solution
  - Adobe Flex
  - Secondary views:
    - Flare (Flash Prefuse) vis. toolkit [8]
  - Geo-spatial views:
    - (currently) Mindset Geometrics toolkit [5]

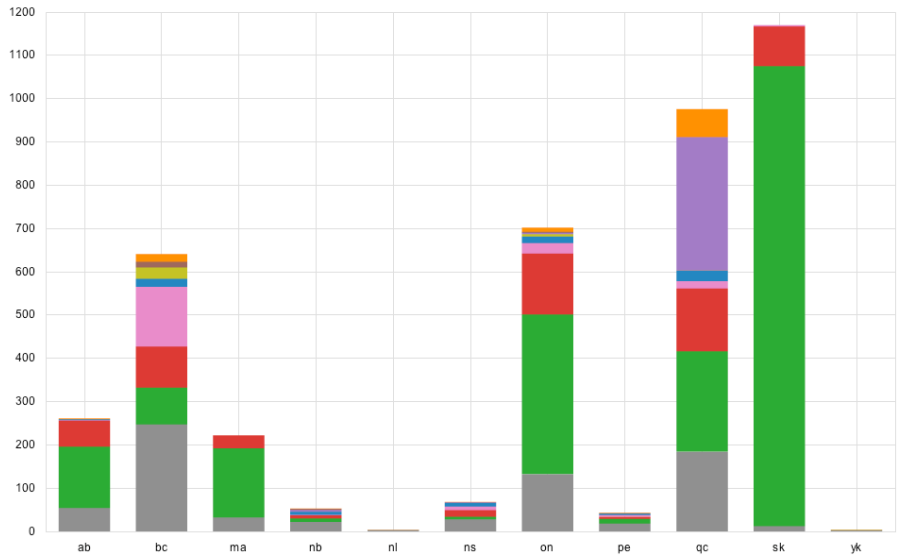
- Week 1
  - configuring Flare toolkit, completing tutorials
  - trying and eliminating various geo-spatial toolkits
    - ~~ArcGIS~~, Modest Maps, ~~amMaps, Degrafa, ILOG Elixir~~
- Week 2
  - prototyping with sample data; a geospatial solution!
    - Mindset geometrics [5]
- Week 3
  - food type selection, linking with geo-spatial view
- Week 4
  - preparing and adding additional data
- Week 5
  - secondary views and controls
- Week 6 / 7
  - preparing presentation & final report

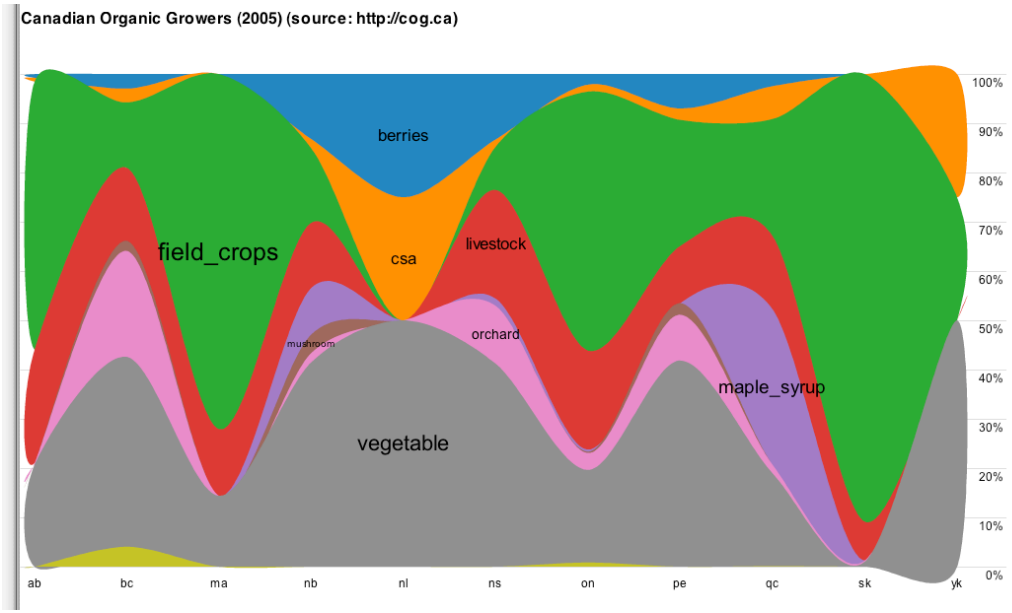
- Time + resource permitting: regional drill-down, secondary data



Current geo-spatial solution + linked controls

[demo]





Prototyping with Flare / difficulties and results

demo

Questions?

References

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