

KNOW YOUR BEERS

Interactive Beer Data Visualization

Jon Brennan | Dynamic Info. Design | Winter 2011

CONCEPT

Since its first mentions in ancient Sumerian writings, beer has maintained a rich heritage as one of the world's oldest and most consumed beverages. Originally, only a few styles of beer existed. Today, there are 139 styles of beer, as defined by the Brewer's Association.

Each of these styles of beer has characteristics that make it unique - % alcohol by volume (ABV), bitterness (measured in Bitterness Units (BU)), color (measured by American Standard Reference Method (SRM)), and country of origin. Many of these styles are more broad in their definition and contain a number of styles within their titles (e.g. India Pale Ales (IPAs) are considered a type of Pale Ale, and consist of more specialized styles like Black IPAs and Double IPAs).

This data visualization will allow the user to see the relationships between each of these styles of beer (or category of styles), how their characteristics match/mismatch, and how beers in the two main groupings (Ales and Lagers) don't really differ.

PROPOSED FUNCTIONALITY

- View stats and contained beers of each category
- View stats of individual beers
- View description of category/each beer
- Sort beers within currently viewed category
- Add currently viewed beer/category to "compare queue/tab"

WORD LIST

- educational
- clean
- inviting
- informed
- reliable

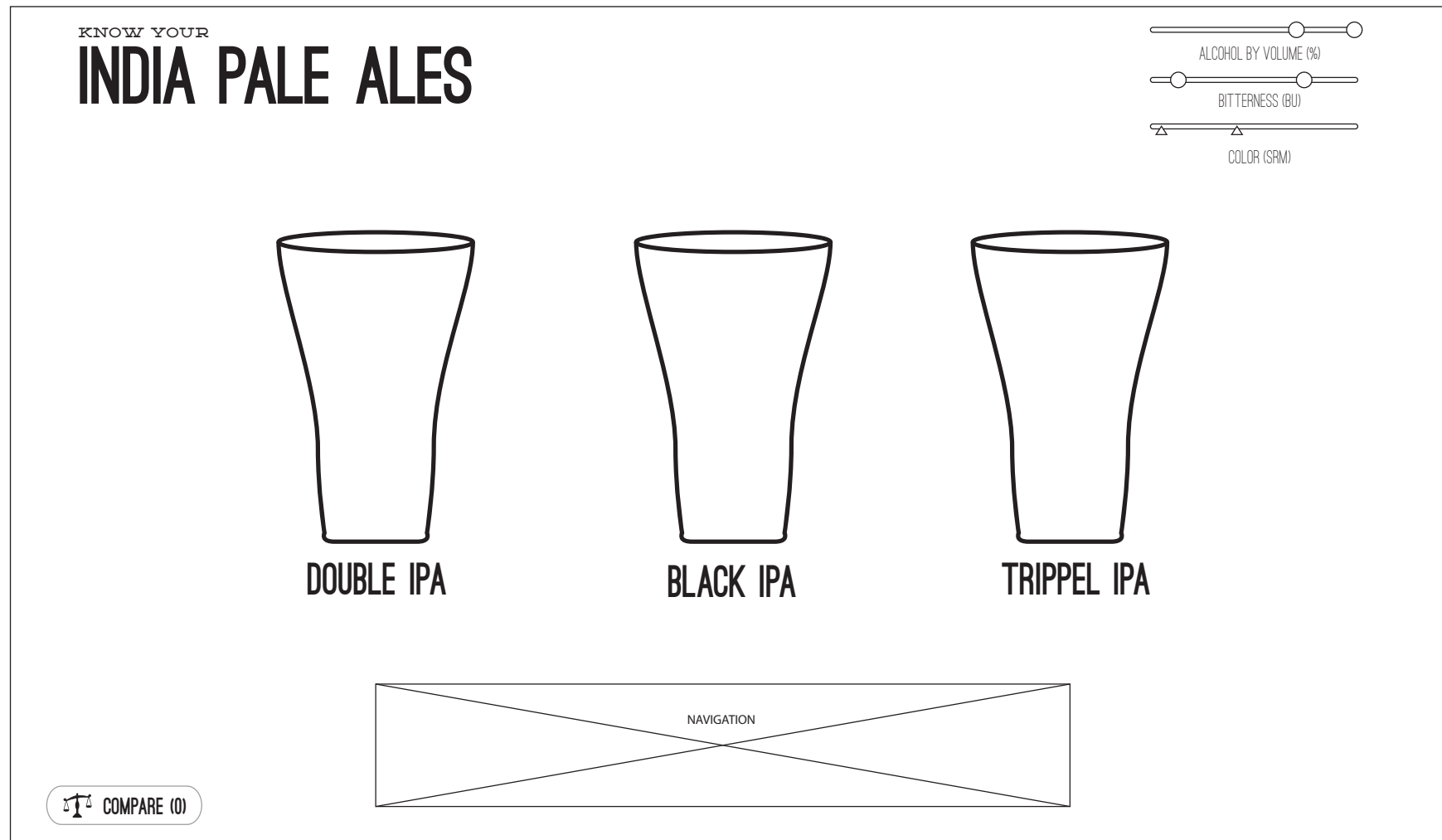
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WIREFRAME - INITIAL PAGE VIEW

CHALLENGE: Show highly literal, graphical representations of various beer styles per category. Incorporate sorting by three main traits - ABV, BU, and SRM. Have option for compare "queue."



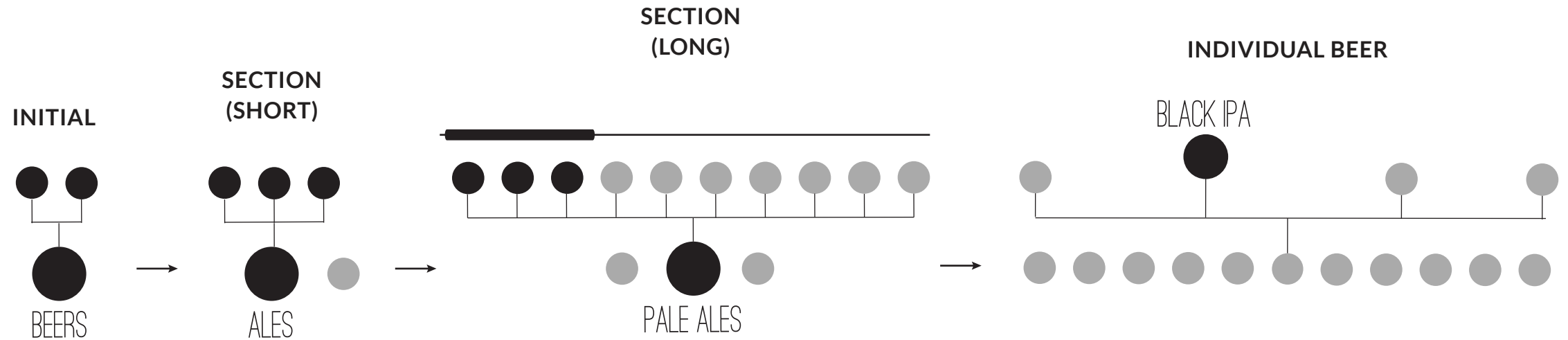
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WIREFRAME - NAVIGATION UI

CHALLENGE: Create a navigatable structure that represents the beers displayed at the current level as well as their containing category. Be able to use this as supplementary navigation to the main interaction (clicking beer glasses).



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ITERATIONS - MAIN SCREEN



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ITERATIONS - INDIVIDUAL BEERS

