



The CookBook



Purpose of the Cookbook



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iCharts Building Blocks



Defining iCharts Building Blocks

- **Chart Data**
The actual data set which is to be visualized through a chart. The data set is contained in a **data source** provided by the **chart owner**. The data source is to be structured in a simple standard column form with arbitrary ordering of columns.
- **Chart Types**
The type of chart to be selected to graphically visualize the data set. **Chart types** (Bar, Column, Pie, Scatter etc.) can have sub types (Stacked Bar, Parallel Bars). The chart owner can build any kind of chart from the data source. The owner constructs his chart by dragging and dropping the data columns on to the **chart creation pane**. Each chart type provides dedicated **drop zones** (specific to a chart type) to support the user in selecting and dropping the appropriate data for the selected chart.
- **Base Elements**
Associated with a chart a **base elements** like Axis, Title, Legend, etc. that are required for a **chart consumer** to be able to read the chart. Base elements are specific to a chart type and are visible by default when a chart type is selected.
- **Interactivity Elements**
Once a chart has been filled with data, **interactivity elements** become available. Interactivity elements provide a visual and intuitive method to generate a custom view on the underlying data set without having to manipulate the data set. The chart owner can use interactivity elements to easily provide a ready-to publish view on his data. Post publishing, the chart consumer can use the same interactivity elements to develop a consumer view on the data.



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Defining iCharts Building Blocks

- **Message Elements**

The chart owner can use 1-click available **message elements** like call-outs, text boxes, arrows etc. in a chart to help build an overall message for the chart and help the chart consumer interpret a chart.

- **Design Elements**

Each chart has a number of **design elements** such as background colour, border lines, axis ticks etc. that the chart owner can alter to visually adapt the chart to his own preferences. Each chart type has a specific set of design elements which have a default setting that follow charting world standard guidelines. The chart owner should be able to change design elements easily and intuitively in a minimum of clicks. Design element settings can be grouped into **presets** for 1-click chart reformatting.

- **Finetuning Actions**

The chart owner has certain chart **finetuning actions** available such as rotating the pie chart or rearrange columns or scaling the chart that allow to easily and intuitively optimize the visual representation of the chart. Finetuning actions use drag' n' drop methods. Available finetuning actions are specific to a chart type.



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Chart Data

A chart always consists of the following data elements:

Date	OIL	GOLD	S&P500	FTSE100
23.11.1999	0,000%	0,000%	0,000%	0,000%
30.11.1999	5,311%	2,902%	2,260%	-0,687%
07.12.1999	-9,677%	-1,135%	4,015%	-0,870%
14.12.1999	-14,011%	-9,617%	3,719%	-2,524%
21.12.1999	-10,199%	4,420%	5,284%	-2,496%
28.12.1999	-11,339%	5,218%	4,322%	-5,153%
04.01.1999	-14,044%	3,296%	1,872%	-4,553%
11.01.1999	-10,231%	6,021%	0,041%	-2,995%
18.01.1999	-12,512%	2,244%	5,436%	-0,504%
25.01.1999	24,538%	1,202%	6,655%	4,378%
01.02.1999	-30,238%	-3,031%	8,870%	6,178%
08.02.1999	-30,596%	-3,933%	14,043%	6,966%
15.02.1999	-27,924%	-4,176%	17,125%	9,137%
22.02.1999	20,050%	5,000%	10,000%	10,000%



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Chart Data

A chart always consists of the following data elements:

- **DataValue**
Individual datum (corresponds in a spreadsheet to cell value)
- **DataTable**
Collection of DataValues in a tabular format (corresponds to spreadsheet)
- **DataColumns**
Vertical arrangement of DataValues in a defined order
- **DataPoint**
Combination of two DataValues of the same order position in appropriate columns
- **DataSet**
Series of DataPoints containing parts of or all order positions of the columns defining the DataPoints.



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Chart Types

Bar Charts

Column Charts

Line Charts

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Base Elements

Meta Data: Lines, Legend, Axis, Axis Labels, Background,
Comments, Labels, Title, Footnote

QUELLENVERWEIS



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Interactivity elements

- Data Sliders / Zoom
- 2nd level information via DataTips
- Show/hide individual Data Points
- Show/hide whole Data Series
- Live Updates
- Groupings



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Message elements

- Comments
- Arrows
- Lines
- Circles



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Design elements

- What formats the user change



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Finetuning actions

- What the user can do to arrange his chart
 - Turn the pie, highlight the pie
 - Rearrange the waterfall
 - etc.



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iCharts Publishing methods

Publishing methods

- Data Publishing
 - Non-changeable charts, changeable charts
- Chart Publishing
 - eMail
 - Publish into portal
 - Embed
 - Updateable charts (LiveCharts)



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iCharts Proliferation methods

 Proliferation of charts methods

- Copy into own account



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The iCharts Directory





The Bar Chart

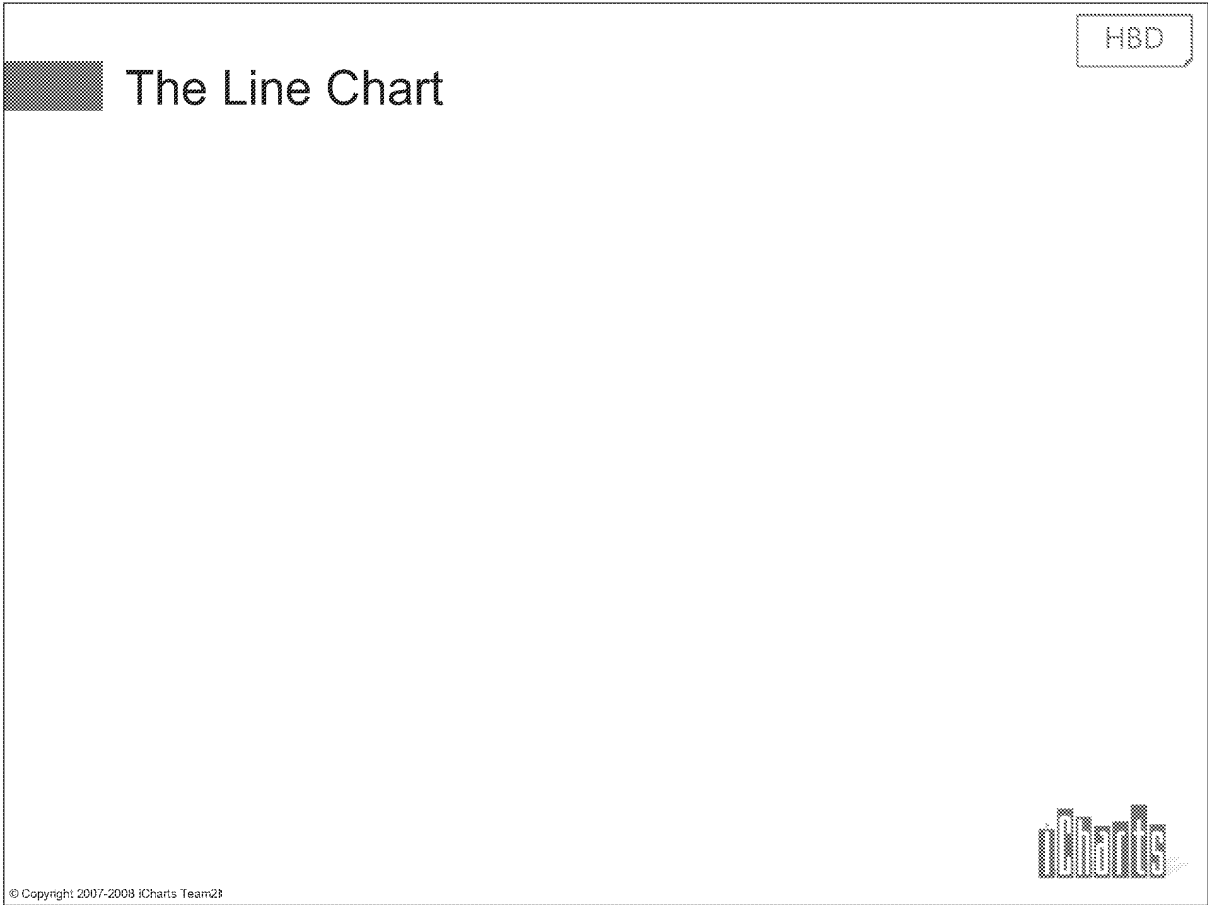
Default Settings

Possible Arrangements

Possible Forms of End User Interactivity



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The Line Chart

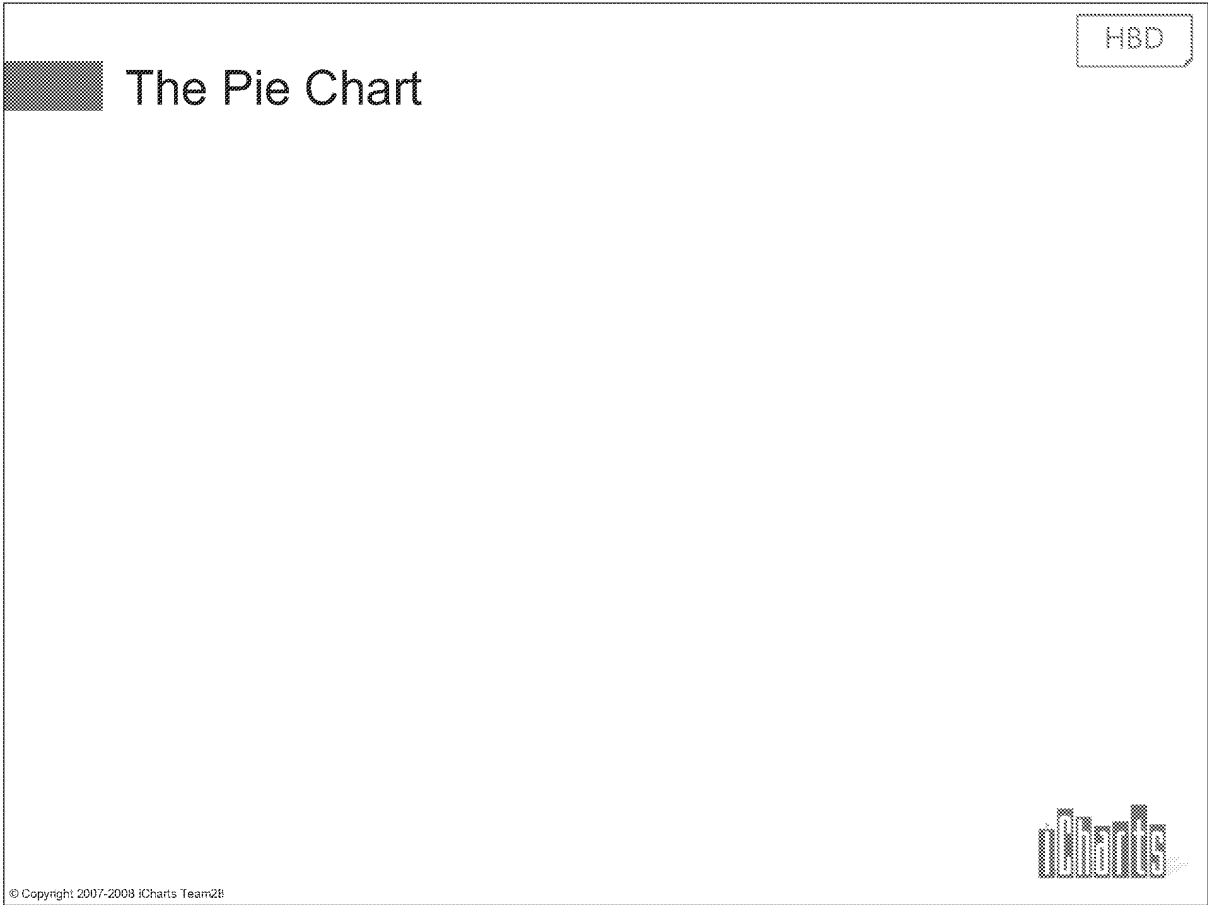
Default Settings

Possible Arrangements

Possible Forms of End User Interactivity



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The Pie Chart

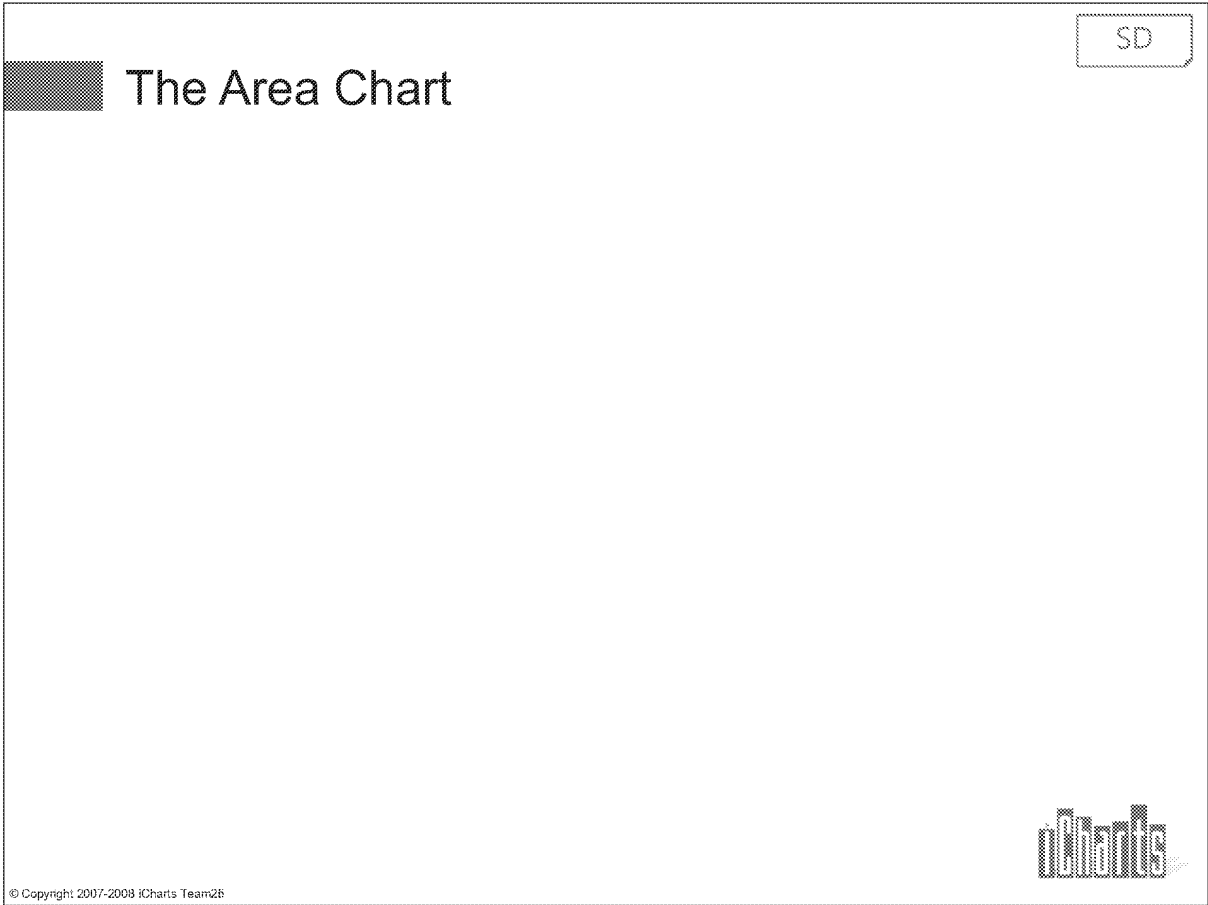
Default Settings

Possible Arrangements

Possible Forms of End User Interactivity



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The Area Chart

Default Settings

Possible Arrangements

Possible Forms of End User Interactivity



Related Dates

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