



Outlines

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Team and Topic



The reason we chose to dig into cocktails is that we share same interests in synesthesia, which demonstrates the relation among different senses like auditory, geusia and/or visual(it was definitely not because we got an alcoholic among us). We would like to provide those who doesn't seem to know cocktails pretty much a well designed guidance to interact with. During the process of research we gained better understanding about Data Visualization, how to discover underlying patterns out of data and graphs like a pro, as well as how to organize our data story in reasonable ways.



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Media & Communication Design



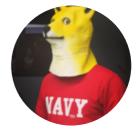
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Interaction Design



Dachang Liu

Interaction Design

We are a solid team with multi-backgrounds, from graphic design to software engineering. We are able to handle design and engineering correspondingly, which provides us a lot flexibilities in the process of data mining and analyzation, as well as the further development of the cocktail wheel app.

How Do We Get Data

We started from several publications about cocktails as our main data source. However, after we found it hard to transfer the format from printed labels into digital bytes, we decided to change our target to online sources such as websites and forums. Chances are we are able to find reliable data sources which are frequently maintained or put it in another way, not quite out of date yet (Since some of the forums and sites are really old-fashioned & outmoded). Fortunately enough we discovered these following sites.



The Barman's Bible.
[France] Fedor DEVSKY



http://wiki.webtender.com/wiki/Home



鸡尾酒品鉴大全 [Japan]



http://www.yummly.com

Webtender is a wiki system whose bartending resource is there for the benefit of all cocktail/ bartending enthusiasts, regardless of experience, or supposed expertise. This wiki contains verified facts, recipes, citations, with which the past "truths" of bartending can be dispelled or corroborated.

Yummly.com was launched in 2010 by foodies on a mission to invent the ultimate kitchen tool. Whether it's finding a recipe or going to the store, Yummly wants to make it easier for foodies to do what they love – cook, eat, and share.

import.io

Extract web data the easy way

We discover the import.io in the second week, it is a rapid online web tools for you to scrap data from web pages with just an url, moreover there is no need to write a single line of code when you are using it. It provides an online interface for users to editing and modified data source according to their needs, and most importantly, it is free.

How Do We Get Data

http://wiki.webtender.com/wiki/Home

Stir in mixing glass with ice & strain
 1 3/4 oz gin (5 cl, 7/16 gills)
 3/4 oz dry vermouth (2 cl, 3/16 gills)
 Add olive (or lemon twist)
 Serve in a cocktail glass

Name of Ingredients
Way of Making
Type of Glass

From webtender we scrap datas related with ingredients and receipts of 72 different kinds of cocktails. The raw data on webtender is hypertext, based on which we converted into .csv using import.io. Eventually we got a .csv file with columns listed as follow.

Alcohol	Name	Category	Making Ba		se Wine	Base Wine Amount
Liquor	Liquor Amount	Juice	Juice Amont		Spice	Spice Amount
Soda	Soda Amount	Spice	Spice An	nont	Others	Type of Glass

http://www.yummly.com



From Yummly we scrap datas related with flavours of six dimensions of 48 different kinds of cocktails. We were using the same approach to crawl data from pages on yummly.com, consequently we got another .csv file with column listed as follow.

|--|

How Do We Get Data

Finished generating those two sets of data, we made an intersection since they share the same property of 'Name'. So we came out with a data set contains 48 cocktails with full records of ingredients and flavor in the first stage of data gaining.

Alcohol	Name	Category	Making	Base Wine	Base Wine Amount	Liquor	Liquor Amount	Juice
5	Tequila Sunset	Short	Blend	Tequila	30	-	-	Lemon
7	Chi-Chi	Long	Shake	Vodka	30	-	-	Pineapple
10	Sex on the Beach	Long	Build	Vodka	15	Melon_20/Raspberry_10	30	Pineapple
10	Horse's Neck	Long	Build	Brandy	45	-	-	
11	EL Diablo	Long	Build	Tequila	30		-	
12	Bloody Mary	Long	Build	Vodka	45		-	Tomato
12		Long	Build	Vodka	45		-	Lime
12		Long	Build	Rum	45		-	Lime
12		Long	Build	Tequila	45		-	Orange
12		Long	Shake	Brandy	45		l _	Lemon
		Long	Build	Vodka	45		-	Grapefruit
13	John Collins				45			Lemon
13		Long	Build	Whiskey			-	Lemon
14	Gin & Tonic	Long	Build	Gin	45		-	•
14	Vodka & Tonic	Long	Build	Vodka	45		-	Bl
14	Blue Hawaii	Long	Shake	Rum		Blue Curacao	15	Pineapple_30/Lemon_15
15	Screwdriver	Long	Build	Vodka	45		-	Orange
16	Tom Collins	Long	Shake	Gin	45	-	-	Lemon
17	Singapore Sling	Long	Shake	Gin	45	Sherry	20	Lemon
17	Havana Beach	Short	Shake	Rum	30	-	-	Pineapple
17	Imperial Fizz	Long	Shake	Whiskey	45	White Rum	15	Lemon
19	Long Island Ice Tea	Long	Build	Gin	15	Vodka_15/Rum_15/Tequila_15/White Curacao_10	55	Lemon
19	Zombie	Long	Shake	Rum	60	Apricot Brandy	10	Orange_15/Pineapple_15/Lemon_1
22	Cosmopolitan	Short	Shake	Vodka	30	White Curacao	10	Lime_10/Cranberry_10
25	Negroni	Long	Build	Gin	30	Campari_30/Sweet Vermouth_30	60	-
25	Mai-Tai	Long	Shake	Rum	50	Orange Curacao	5	Orange_10/Pineapple_10/Lemon_5
25	Mojito	Long	Build	Rum	45	-	-	
25	Silk Stockings	Short	Shake	Tequila	30	Coco	15	-
25	Mockingbird	Short	Shake	Tequila	30	Green Mint	15	Lime
26	Margarita	Short	Shake	Tequila	30	White Curacao	15	Lime
26	New York	Short	Shake	Whiskey	45		-	Lime
26	Sidecar	Short	Shake	Brandy	30		15	Lemon
28	Gin Fizz	Long	Build	Gin	45	•	-	Lemon
28	Miami Beach	Short	Shake	Whiskey	35		10	Grapefruit
28	Cherry Blossom	Short	Shake	Brandy	30	•		Lemon
30	Vodka Gimlet	Short	Shake	Vodka	45			Lime
30	Brooklyn	Short	Shake	Whiskey		Dry Vermouth_20/Bitter_1/Black Cherry_1	-	Line
32		Short	Stir	Gin		Sweet Vermouth	20	
		-		-				
	Black Russian	Long .	Build	Vodka		Coffee	20	
	Brave Bull	Long	Build	Tequila		Coffee	20	
	Old Fashioned	Long	Build	Whiskey		Dry Vermouth	20	
	Manhattan	Short	Stir	Whiskey		Sweet Vermouth	15	
	Dirty Mother	Long	Build	Brandy		Coffee	20	
32	Stinger	Short	Shake	Brandy		White Mint	20	-
32	French Connection	Long	Build	Brandy	45	Apricot	15	-
34	Martini	Short	Stir	Gin	45	Dry Vermouth	15	-
34	Godfather	Long	Build	Whiskey	45	Apricot	15	-
35	Tequila Martini	Short	Stir	Tequila	48	Dry Vermouth	12	-
40	Earthquake	Short	Shake	Gin	20	Pernod	20	

How Do We Get Data

Juice Amount	Spice	Spice Amount	Soda	Soda Amount	Others	Type of Glass	Salty	Savory	Sour	Bitter	Sweet	Spicy
30	Sugar	5			Ice	Champagne Saucer	0	17	83	17	50	0
80			-	-	Coconut Milk	Armagnac Glasss	0	17	67	0	50	0
80			-	-		Highball	0	0	83	0	50	0
-			Ginger	200	Lemon Piece	Old Fashioned	17	17	83	0	17	0
	-		Ginger	250	Orange Piece	Highball	17	0	50	17	50	0
240	-				Lemon Piece/Celery	Highball	17	17	83	17	17	83
15			Ginger	220		Highball	0	0	83	0	17	0
10			Cola	220	Lime Piece	Highball	0	0	0	17	50	0
90	Sugar	10			Orange Piece	Champagne Flute	0	17	83	0	50	0
20	Sugar	5	Soda	200	_	Highball	17	0	17	0	17	0
220	- Cugui		-		Snow Salt	Old Fashioned	17	0	83	17	33	0
	Sugar	8	Soda	210	Lemon Piece/Cherry	Highball	17	0	17	0	17	0
13		_		240	Lemon Piece	-	17	0	83	0	33	0
•		•	Tonic		Lemon Piece	Highball Old Fashioned				-		
	-	-	ionic	200	- -		0	17	83	0	33	0
45	-	•	-	•	Pineapple Piece/Cherry/Mint	Cognac Ballon	0	0	17	0	17	0
240		-	-	•	Orange Piece	Highball	0	17	83	0	50	0
20	Sugar	8	Soda	200	Lemon Piece	Highball	17	17	17	83	17	0
20	-	-	Soda	200	Lemon Piece/Cherry/Orange Piece	Highball	0	0	67	17	17	0
30	Sugar	5	-	-		Martini Glass	0	0	33	0	50	0
20	Sugar	8	Soda	180	-	Highball	0	17	33	17	17	0
30	Sugar	5	Cola	40	-	Highball	0	0	17	0	67	0
40	Sugar	5	-	-	Orange Piece	Highball	0	0	83	0	67	0
20	-	-	-	-	-	Martini Glass	0	0	33	17	50	0
-	-	-	-	-	Orange Piece	Old Fashioned	83	17	0	17	67	0
25	-	-	-	-	Pineapple Piece/Orange Piece/Cherry	Rock	0	0	50	17	33	0
	Sugar	5	-	-	Lime/Mint	Highball	17	0	33	0	17	0
	Sugar	5	-	-	Cream/Cherry	Martini Glass	17	17	17	17	50	0
15	-	-	-	-	-	Champagne Flute	0	17	67	17	17	0
15	-		-	-	Snow Salt	Martini Glass	0	0	50	0	83	0
15	Sugar	8	-	-	Orange Piece	Martini Glass	0	0	50	17	67	0
15	-	-	-	-	-	Martini Glass	0	0	67	17	83	0
20	Sugar	10	-	-	Lemon Piece	Highball	17	17	50	17	0	0
15	-				-	Martini Glass	33	17	67	17	33	0
2	Sugar	2			-	Martini Glass	17	17	17	17	83	0
	Sugar				-	Cordial Glass	0	0	50	0	17	0
	-				-	Shot Glass	17	0	83	17	33	0
					Cherry	Martini Glass	50	17	67	17	33	
					-	Rock	0	0	0	17	50	_
					_	Old Fashioned	0	0	0	0	50	
_	Bitter	2			Orange Piece/Lemon Piece/Cherry	Old Fashioned	17	0	83	17	50	
_	Bitter				Lemon Piece/Cherry	Martini Glass	17	0	0	17	17	
	Dittel		-		Lemon Pieceronerry	Rock	17	17	17	17		
-						Martini Glass	0	0	0	0	83	
-			-		-			-	-	-	50	
•	•		-	•	Others	Old Fashioned	0	0	0	17	67	0
•		•		•	Olive	Martini Glass	17	17	17	17	0	-
•		-	-	•	-	Old Fashioned	0	0	0	17	50	
•			-	•	Olive	Martini Glass	0	0	33	0	17	0
-	-	-	-	-	-	Martini Glass	17	17	83	17	17	0

How Do We Get Data

Adobe Color CC

https://color.adobe.com/zh/create/color-wheel

Colors as an essential element of cocktails cannot be ignored. We collect a set of images based on the origin data set of 48 cocktails, and then we use Abode Color CC(a convenient color extraction tools available online) to extract colors out of it.



















































How Do We Get Data



Based on the previous extractions of colors among 48 cocktails, we further extract the most essential color of each cocktails for subsequent usage in the next step.

John Wiley & Dons, Inc. (2006)

Color influences Flavor Identification in Fruitflavored Beverages

Prove the colour has a significant effect for taste

The Analysis and Play Arounds

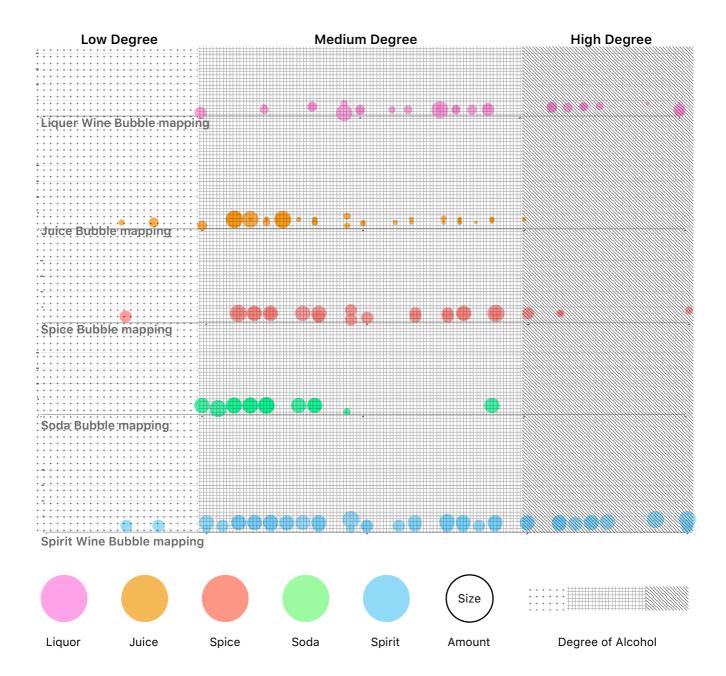


The tools listed above are the three essential softwares as the data analyzation toolkit that we used in the intermediate step, which is, the analysis and play arouds of the data. The problem that we occured as data researchers was that our dataset was relatively simple and straight forward, which means that all of our relations of data came directly from websites that someone already summerized for us, yet we never came to run through surveys or researches that engage with people. For that we need to dig into what we have and uncover certain underlying patterns, which could regards to ingredients, flavors and appearances.



The Bubble Map of ingredients of each cocktails generated directly from data with Numbers

The Analysis and Play Arounds



After generating the initial graph out of the raw data, we begun to stack multiple layers of graphical content together, by doing which there already shows several retionals like, among cocktails with high degrees of alcohol, the amount of ingredients (except for spirit wine) had reduce significantly.

The Analysis and Play Arounds

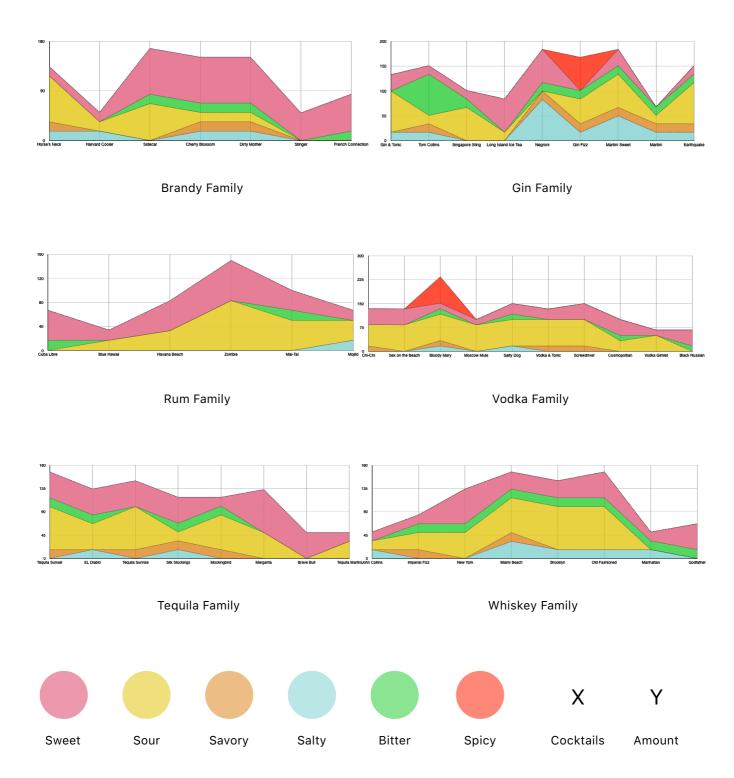


Here's another example of stacked graphics. We took into the perspective of categories of spirit wine. The first graph is the area map we generated directly from data with Numbers, then we stacked another layer that represents six sections of spirit wine, Gin, Vodka, Rum, Tequila, Whiskey and Brandy. The trends become obvious after we combined the layers altogether, for instance, the amount of juice that bartenders put into cocktails based in Vodka is way beyond other categories of spirit wine.



The above graphs was made with Numbers and the Sketch app. They show general patterns regards to ingredients of cocktails corresponding to our perspectives of looking the data, from spirit wines to the degree of alcohols, which we consider, however, is far away from satisfying. We then decided to extent our analysis which means merging the data of flavors with ingredients together.

The Analysis and Play Arounds



Still, we divided cocktails into six categories based on different sprite wines, yet this time we did something related with six dimensions of flavours. In the above stacked area map, the trends of each cocktail family is unique, the brandy family is sweet, the gin family shows a rich variety in different flavours, the rum family is either sweet or sour, the taste of cocktails in the vodka family is relatively the mildest (for the smallest amount of area in total), which on the contrary shows in an opposite way in the Tequila & Whiskey Family.

The Analysis and Play Arounds

It would be better to relate flavors with ingredients, there could be possible underlying relations although our volume of data wasn't large enough, yet it still worth trying.



The Analysis and Play Arounds

However, to be honestly here, we were a little bit frustrated and disappointed about what we had when we arrived to this stage, cause there was no such evidence that indicates the relation between ingredients and flavours clear enough as we expected in the first way. We then rethink the whole process and came out with the following conclusion.

First of all, the data of ingredients and the data of flavours came from two different sites, so it is not odd to see there weren't so much similarities, not mention conflicts.

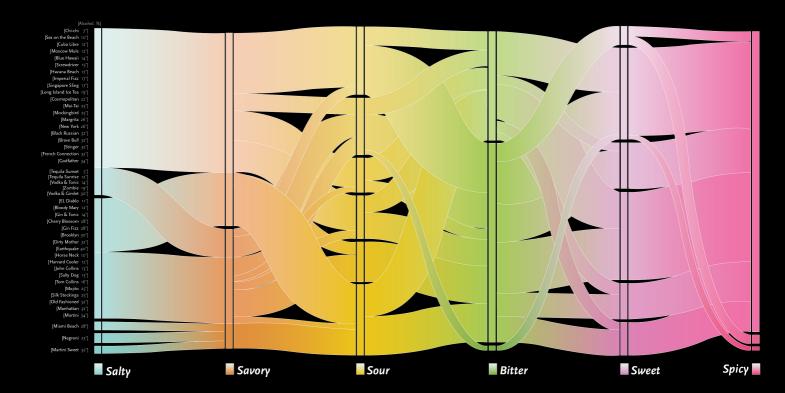
Secondly, the flavour and the taste itself is indeed a significantly complicated issue, if we came close to successfully mapping a reliable pattern or formula based on what we have, a dataset of 48 cocktails, that can be the most rediculous thing happend since Donald Trump had announced his presidential campaign.

Eventually, we dicided to dig into the flavour of cocktails itself for those who doesn't seem to know cocktails very well, as well as the prospective of color and appearance, and most importantly, a dynamic visual format that absracts the taste, a matter that you couldn't see or touch, into visible content.

THE FLAVOR ALLUVIAL CURVE

Here are six tastes change of fourty-six kinds of cocktails. The gradient colour in vertical axis represent that the taste change from light to heavy in each horizontal dimension.

Each cocktail has name and alcohol degree label in left side to indicate that the relationship between alcohol degree with different taste segment.



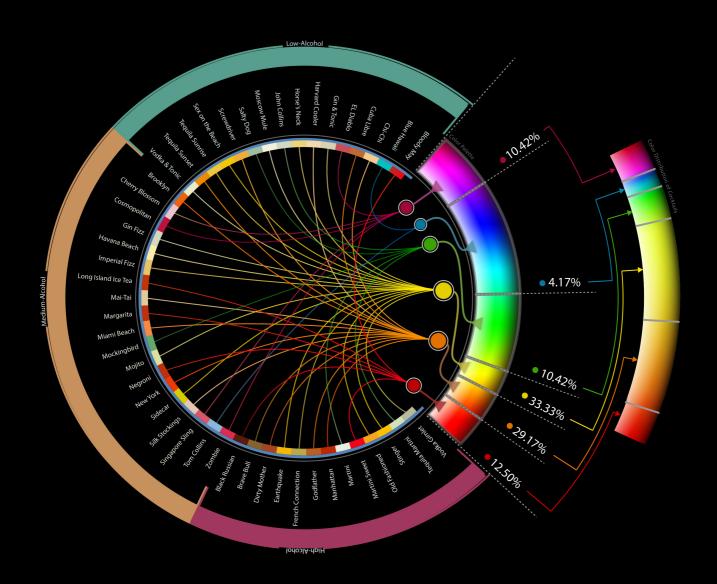
The 6 kands of taste as the X axis.



THE COLOR WHEEL OF COCKTAIL

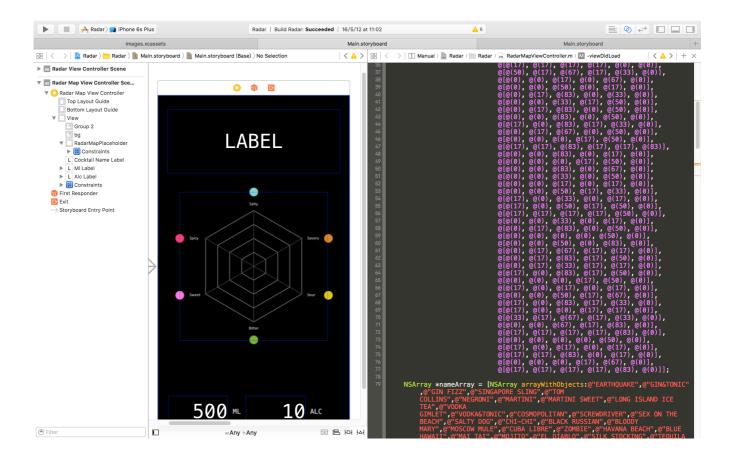
This graph is about the color distribution of cocktails. Around the outer circle we listed some cocktails in three intervals. In each interval the cocktails are arranged according to alphabetical order. We extracted the representative color of each cocktail and linked them to the color palette. Then we found the main typical colors of these cocktails and their proportions. According to this proportion, we made a new color palette which can exactly show the color distribution of these cocktails.

People can also use this graph to find the cocktail they like according to the color and alcohol.



In each interval of Alcohol, the cockyails are arranged by alphabetic order

Constructions



Firstly we use Python to convert our .csv format dataset into JSON, since it is well- structured and is way more easy to manipulate when programming.

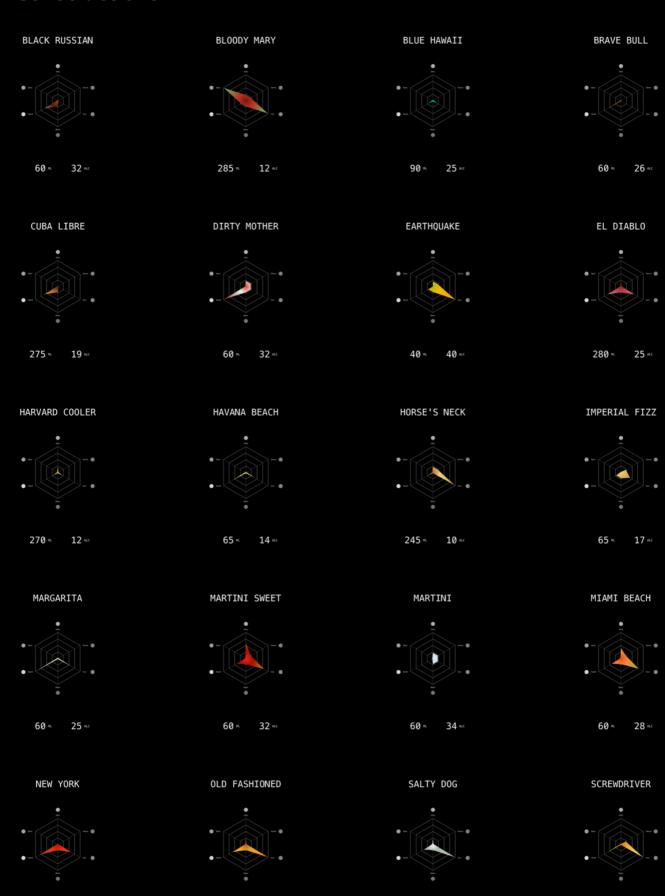
The radar graph of 48 cocktails were drawed with code in Xcode using Objective-C. Each one of them indicates the combination and districution of six different flavours of corresponding cocktail. Meanwhile the gradient color was also draw with code based on the color we extracted using Adobe Color CC, so it represent the appearance and the taste at the same time when you are reading it.

Still, this is the intermediate step before we arrive to the final stage of visualiazation, which will be represents further designed visual structures and more specific visual languages.

Constructions

210 **

13 4.0



13 ALC

285 **

15 ALC



125 × 10 × 60 × 26 × 285 ×

17 mc

THE FLAVOR SPECTRUM

The flavor spectrum express from two latitude, Base Wine and Alcohol. The new user can know them from he two base elements

The 6 base wine as the X axis, there are Gin, Vodka, Rum, Tequila, Whiskey and Brandy. And the Y axis is the Alcohol, coz the figure of the alcohol like the temperature from low to high. So we choice this visualization like a bar chart to available users more clearly to know the Cocktail from what.



This graph design for user to find the cocktail they like according to the Base Wine and Alcohol。.

Developing Visualization

So how do we exactly combine ingredients and flavour altogether is the major issue in this stage. Our design can be seperated into two sections, the layer of visuals stands for the ingredients, there are all five layers of graphs, from spirit wine to spice, and the other design aspect is the shape of graphics, each kind of shape represents a specific flavour. Since our dataset determines that each cocktails has a series of ingredients, which form the receipt of it. The dimensions of flavours, on the other hand, varies from one to another at the same time.

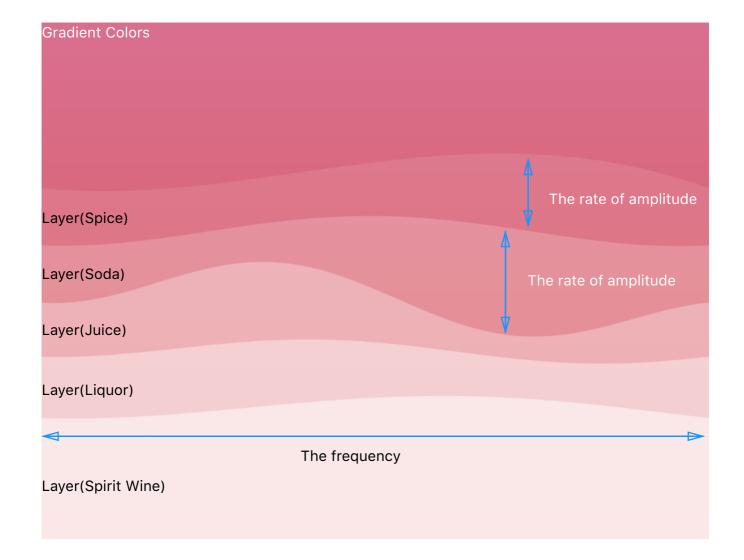
Before the coding process started, we made an estimation that if everything works fine as we designed, the software we made will generate a unique dynamic visual corelating each one of cocktail in our dataset. They will show a diversity of

The frequency of wave, which determined by six dimension of flavours.

Layers, which determined by five type of ingredients.

The rate of amplitude, which determined by the degree of alcohol.

Gradient Colors, which determined by the color extractions we made in the previous stage.



Developing Visualization

During the coding process, we developed several formulas regards to different visual elements, following are the major fomulation and their corresponding code snippets.

Layers

The transparency of ingredient layers is determined by the amount of ingredients.

```
baseWineWave.alpha = baseWineAmount == 0 ? 0 : 0.5
```

The frequency of wave

The frequency of wave is determined by six dimension of flavours. Each flavor has its own BASE_VALUE_OF_FREQUENCY, then we calculating the factor using weighted averaging, after which an unique frequenct value will be generated for each cocktail.

```
var adjustFactorOfSalty : CGFloat = 2
var adjustFactorOfSavory : CGFloat = 0.5
var adjustFactorOfSour : CGFloat = 3
var adjustFactorOfBitter : CGFloat = 4
var adjustFactorOfSweet : CGFloat = 1
var adjustFactorOfSpicy : CGFloat = 5
```

$$F(c) = \Big(\frac{B(sal)^*V(sal) + B(sa)^*V(sa) + B(so)^*V(so) + B(bi)^*V(bi) + B(sw)^*V(sw) + B(sp)^*V(sp)}{V(sal) + V(sa) + V(so) + V(bi) + V(sw) + V(sp)} \Big)^2$$

```
self.baseWineWave.frequency = 0.2 * (sumOfFactor /
CGFloat(sumOfValue)) * (sumOfFactor / CGFloat(sumOfValue))
```

The rate of amplitude

The rate of amplitude is determined by the degree of alcohol. We take the median value in between 48 cocktails in our data set as the standard value and then we develop the following formula.

$$A(c) = \left(\frac{V(al)}{V(median)}\right)^{4} * V(base)$$

```
self.baseWineWave.amplitudeRate = waveAmpRate *
CGFloat(degreeOfAlcohol) / 28 * CGFloat(degreeOfAlcohol) / 28 *
CGFloat(degreeOfAlcohol) / 28 * CGFloat(degreeOfAlcohol) / 28
```

Developing Visualization

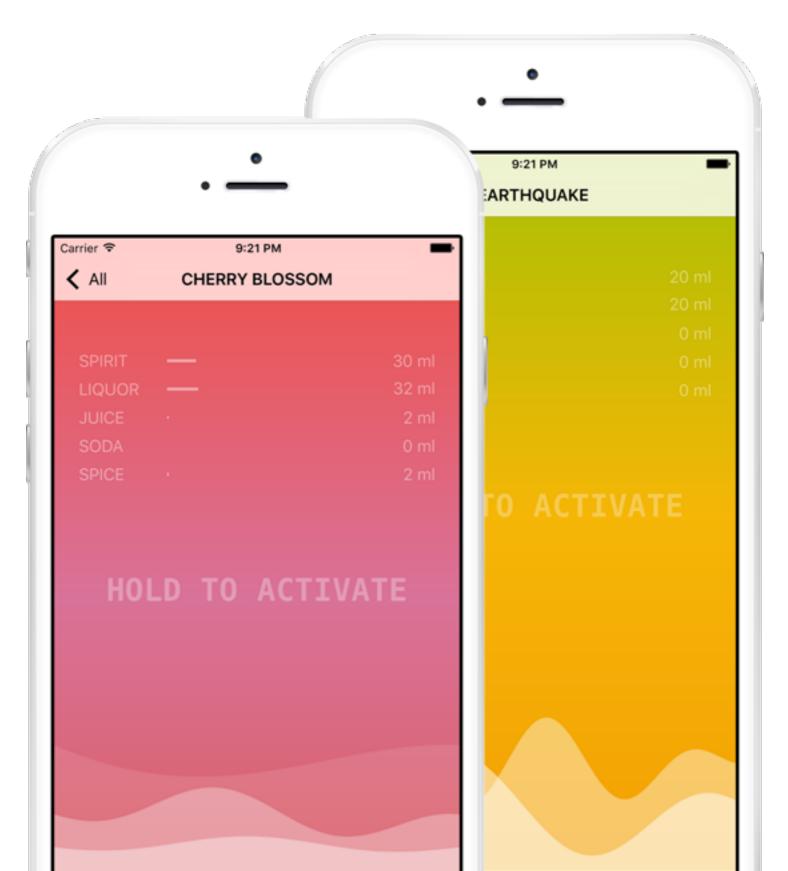
Speaking of data automation, after the development of algorithm was finished, we want the program to be more generalize as well as easy to extend, since we maintain a database with merely 48 relations, compared with the real amount of cocktails it is a tiny number. Considering this, we decided to develop our data model extension, which means if you want to add, delete or modify the existing dataset, all you need to de is update the current JSON source with the correct format of key-value pair listed below.

```
"Alcohol" : "5",
"Name" : "Tequila Sunset",
"Category" : "Short",
"Making" : "Blend",
"Base Wine" : "Tequila"
"Base Wine Amount": "30",
"Liquor" : "-",
"Liquor Amount" : "-",
"Juice" : "Lemon",
"Juice Amount" : "30",
"Spice" : "Sugar"
"Spice Amount": "5",
"Soda" : "-",
"Soda Amount" : "-",
"Others": "Ice"
"Taste": "Mild",
"Type of Glass": "Champagne Saucer",
"Salty" : "0",
"Savory" : "17",
"Sour" : "83"
"Bitter" : "17"
"Sweet" : "50"
"Spicy" : "0"
```

If you would like to contribute to extend our dataset, we do appreciate it and please feel free to contact dachang221@126.com anytime.

Developing Visualization

For god sake we finished developing the app in time. Unfortunately we didn't adjust to fit all screen sizes of mobile devices, so for now we only support the iPhone6/iPhone 6s plus model with the latest system version of iOS9.1, please feel free to download at http://fir.im/cocktail



Developing Visualization

We open sourced all the code and data on https://github.com/Dachang/CocktailViz/tree/master. Again, we do appreciate any kind of contribute or collaboration on this project.

