

WHERE DID MY MONEY GO?

📖 Explore My Journey Through Interactive Visualization Consumption Map

ENTER EXPLORER

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Website: <https://2025.macd.work/II10y24/>

Click anywhere to explore my consumption journey

Overview

- The project records and visualises individual consumption patterns through an **interactive consumption map**, which is based on location and timeline.
- Demonstrating “**Necessary**”, “**Ambiguity**” and “**Impulsive**” consumption in everyday purchasing behaviour.
- Objective: To guide audiences towards **critical reflection** on consumerism and their own behaviour. Presenting personal consumption behaviour through data storytelling and visualisation techniques

A/B MANIFESTOS

A/B Manifesto	[a]	[b]
1	Provides answers	Asks questions
2	Narrative of production	Narrative of consumption
3	Design for production	Design for debate
4	Make us buy	Make us think

From the A/B MANIFESTOS list, I chose four sets of words, which related to “buying”, “Consumption”, “Reflection”, and “Thinking”; these words are close to purchasing.

One of the ideas which the tutor talked to me about is “Map recording”

1. Record all things I bought, from coming to the UK to now, and calculate whether I have overconsumed.
2. Where and when did I buy these products?
3. What is it?
4. Economic globalisation. (Not adopted)

Inspiration & Context

- Consumerism: The Symbolic Significance of Everything We Buy.
- Theoretical underpinnings:
 - Baudrillard (1998): Consumption concerns symbols rather than use value
 - Dunne & Raby (2013): Critical design poses questions rather than providing solutions
- Design inspiration: Interactive mapping and data storytelling projects

The Winchester Stable-pub

Date: 2025-08-02

Price: £5.95

Type: Impulsive

Category: Food

Note: I bought a large glass bottle of sider, but it made me feel worse. I shouldn't have drunk so much.



Concept Development

- Initial concept: Consumption records (static)



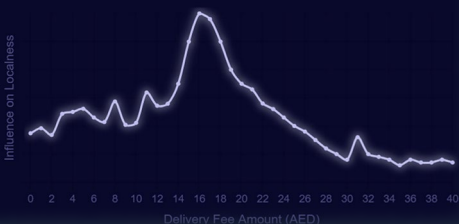
- Iteration: Transformed into visual charts and map displays



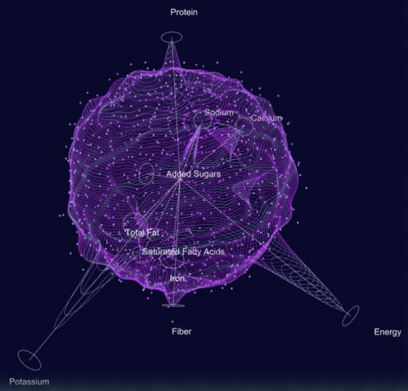
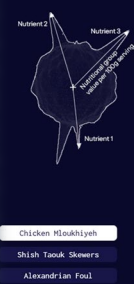
- Outcome: Integrated with story mode and interactive narrative to create an immersive experience

A localness index reveals how certain variables such as **cost**, **wait time**, and **cuisine variety** drive non-local ordering patterns

Delivery Fee	Cuisine Variety	Price per Item
Hour of Order	Basket Amount	Incentive Amount

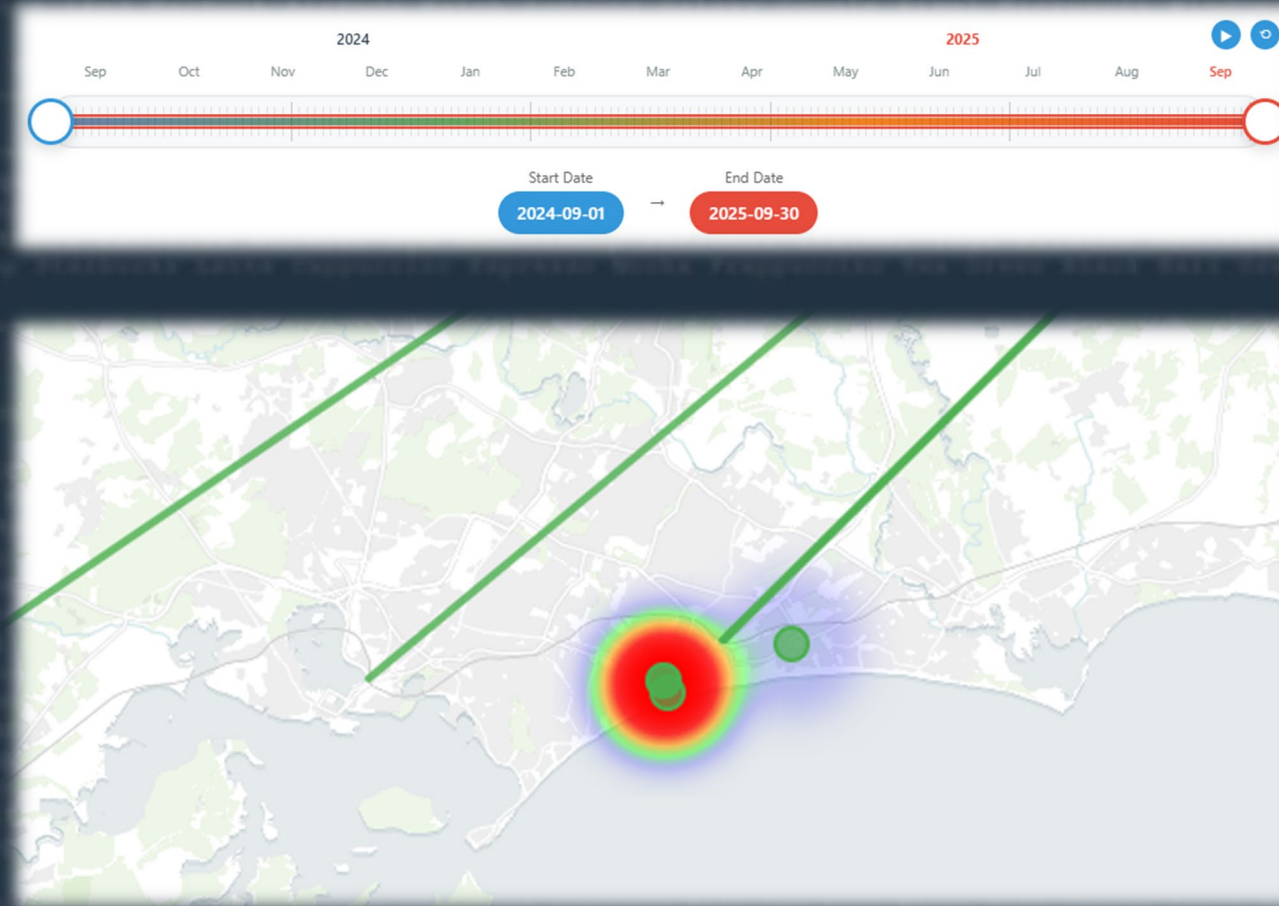


Using menus from thousands of restaurants in Dubai, we calculate a **meal balance index** of each meal, a measure of its nutritional quality



Key Features

Interactive Map: Location markers + timeline scrolling



Data Cards: Tap points to view spending details (items, prices, notes)

Bristol day trip

Date: 2024-10-18

Price: £18.50

Type: Ambiguity

Category: Travel

Note: Bristol day walking tour with Danny, but it was too tiring.



Key Features

Icon System: Distinguishes between Necessary / Ambiguity / Impulsive purchases.

Story Mode: Plays the spending journey chronologically, like a 'film'

Multimedia Integration: Embeds photos, videos, and statistical charts



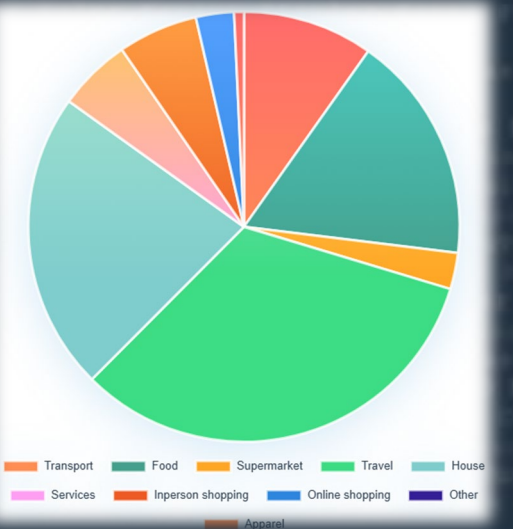
Travel Story Mode

An Interactive Journey Through My Adventures



Spain

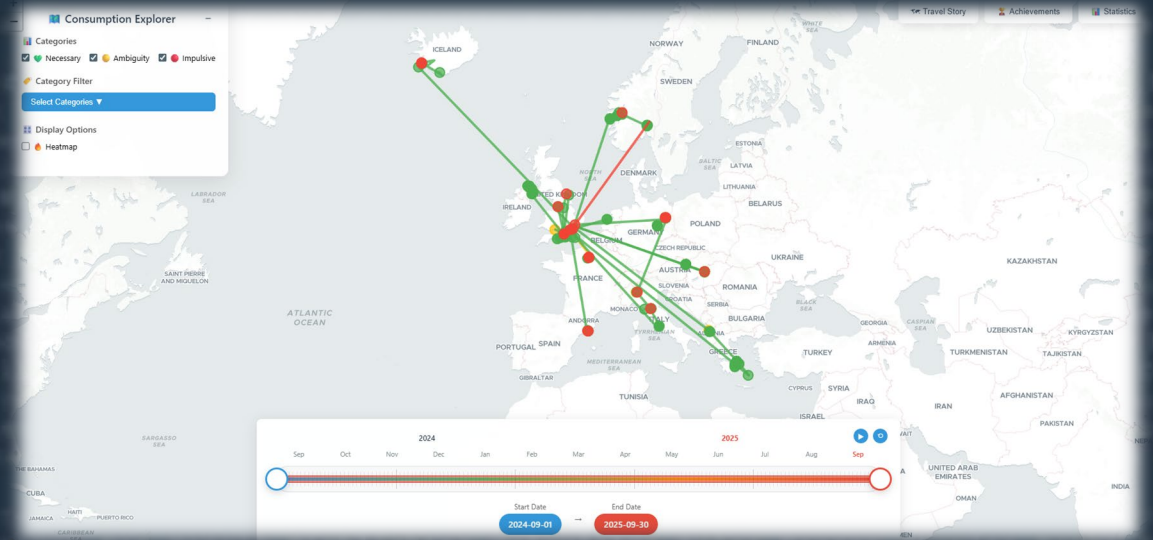
Dec 22, 2024 - Dec 24, 2024



Proposed Outcomes

- A comprehensive interactive web map
- Video presentation (Story Mode)
- Academic contribution: Integrating consumerism critique with data storytelling
- Professional contribution: Exploring how interactive design serves social reflection

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4     {  
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8         "coordinates": [4.9841, 52.3676]  
9       },  
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22            "item": "Bakkerij Westerbos(bakery)", "price": 2.21, "type": "Ambiguity", "category": "Food", "rationalScore": 60, "period": "12/11/2024-15/11/2024",  
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33 }
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Data Collection

- I used an Excel spreadsheet to build the initial GeoJSON data and utilised Claude to convert the format.
- Download images and videos from my personal decives and upload it to the website to show it.

#	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
337	LineString	-1.3102845690634943,51.062039274871196	-1.4066568	Go South Coast	2025-8	1	£3.00	Necessary	Transport	Have a nice evening with friends, have a party					
338	Point	51.0668915782569,-1.3175878027780974		Go-op	2025-8	1	£4.00	Necessary	Food	I bought a meal deal to prevent hung IMG_8272.JPG					
339	Point	51.06252484062474,-1.3115387287720206		Sukee Market	2025-8	1	£5.10	Necessary	Food	Prepare the seasoning for my brasse IMG_8277.JPG					
340	Point	51.063385999294944,-1.316579412409667		Overdraft- pub	2025-8	2	£32.40	Necessary	Food	Drinking margaritas and eating chick IMG_8284.JPG					
341	Point	51.0620004285601,-1.3141610175794212		The Winchester Stable	2025-8	2	£5.95	Impulsive	Food	I bought a large glass bottle of sider IMG_8285.JPG,IMG_8287.JPG,IMG_8288.JPG					
342	Point	51.067288571043716,-1.3197487232103065		South Western Railway	2025-8	2	£4.44	Necessary	Transport	My girlfriend's family card expired and could not be used, so I bought he					
343	Point	51.06283540800653,-1.3162307421617636		Rimhim	2025-8	2	£20.02	Necessary	Food	It was my first time trying Indian food IMG_8332.JPG,IMG_8335.JPG					
344	Point	51.06266791558346,-1.3134170487800183		McDonald's	2025-8	4	£6.19	Necessary	Food	I got up early because I had to atten IMG_8359.JPG					
345	Point	51.06182425318582,-1.3117161179525751		CDK	2025-8	4	£10.00	Ambiguity	Food	I always know that gdk is delicious, b IMG_8365.JPG					
346	Point	51.06867068402164,-1.2935928302298685		Tesco	2025-8	5	£22.75	Necessary	Food	Purchasing daily necessities IMG_8401.JPG					
347	Point	51.06675583055178,-1.2975001600471086		Stagecoach Bus	2025-8	6	£3.00	Necessary	Transport	I took the bus to see the new house IMG_8405.JPG,IMG_8406.JPG					
348	Point	51.055670111411985,-1.345788708784319		One Stop	2025-8	6	£0.89	Necessary	Food	A bottle of energy drink IMG_8407.JPG					
349	Point	51.06375109612696,-1.312900969117432		KFC	2025-8	8	£7.47	Necessary	Food	KFC has never let me down IMG_8420.JPG					
350	Point	51.06864188608452,-1.2934436417331272		Tesco	2025-8	8	£22.75	Necessary	Food	Purchasing daily necessities IMG_8422.JPG					
351	Point	51.06218534245166,-1.313316995334207		Starbucks	2025-8	10	£4.20	Necessary	Food	I got a cup of ice latte IMG_8452.JPG					
352	Point	51.06272293727596,-1.31279779156095		KFC	2025-8	11	£3.98	Necessary	Food	I even got a free voucher to spend w IMG_8460.JPG					
353	Point	51.06371459382444,-1.3128499484285874		KFC	2025-8	13	£8.78	Necessary	Food	It's so delicious that I won't let go ew IMG_8504.JPG					
354	Point	51.06610295816408,-1.31630517602632		Rimhim	2025-8	15	£17.80	Ambiguity	Food	I went to this Indian restaurant with IMG_8536.JPG,IMG_8535.JPG					
355	Point	51.0626683958402,-1.3133918732401741		McDonald's	2025-8	21	£6.19	Necessary	Food	It's another working day, so I had a IMG_8626.JPG					
356	LineString	51.067225773350685,-1.319765560327731	50.71913939	Train to Poole	2025-8	21	£8.00	Necessary	Transport	I bought a ticket from Winchester to IMG_8633.JPG					
357	Point	50.718545823882296,-1.88408732414464		La Di Da Hotel	2025-8	21	£44.00	Necessary	House	I stayed in a 10-person dorm with m IMG_8660.JPG					
358	LineString	50.727340567310605,-1.884033894287669	51.06722577	Train back to Winchester	2025-8	22	£8.85	Necessary	Transport	I bought my return ticket to Winchester in advance.					
359	Point	50.71606267551414,-1.8827753083778862		Dinner with friends(in a	2025-8	23	£32.90	Necessary	Food	This Thai restaurant made us wait for IMG_8662.JPG					
360	Point	50.71856928007893,-1.8840444460030495		KFC and wine	2025-8	23	£7.20	Necessary	Food	No one can resist KFC late at night IMG_8666.JPG					
361	Point	51.062192322195706,-1.3133004643556105		Starbucks Too good to	2025-8	25	£4.00	Necessary	Food	I got food at Starbucks and learned about closing time there.					
362	LineString	51.067225773350685,-1.319765560327731	51.50313046	Train to london	2025-8	26	£41.45	Necessary	Transport	For visa application IMG_8719.JPG					
363	Point	51.06266475059951,-1.3134284591879613		McDonald's	2025-8	26	£8.76	Necessary	Food	Eating at McDonald's with two friend IMG_8709.JPG					
364	Point	51.52003191106919,-0.0836388180960821		Starbucks	2025-8	27	£4.00	Ambiguity	Food	Waiting for visa application at Starbu IMG_8715.JPG					
365	Point	51.50415855046967,-0.1136404178207456		KFC	2025-8	27	£9.56	Ambiguity	Food	Even though I couldn't sit down at this place, it was still good, but I order					

#	A	B	C	D	E	F	G	H
224	Hungry	Budapest Night or Day	£12.49	Necessary	Travel	85	27/5/2025-1/6/2025	
235	Hungry	Star Kebab	£7.43	Necessary	Food	80	27/5/2025-1/6/2025	
236	Hungry	Fix Bus/From Budapest	£32.48	Necessary	Transport	85	27/5/2025-1/6/2025	
237	Hungry	BKK	£0.94	Necessary	Transport	85	27/5/2025-1/6/2025	
238	Hungry	Bkk Automata - B59	£0.94	Necessary	Transport	85	27/5/2025-1/6/2025	
239	Hungry	Claa E'almazoz	£4.81	Necessary	Food	80	27/5/2025-1/6/2025	
240	Hungry	Bkk Automata F36	£0.94	Necessary	Transport	80	27/5/2025-1/6/2025	
241	Austria	Wiener Linien 830	£4.05	Necessary	Transport	75	30/5/2024-30/5/2024	
242	Austria	Burger King	£9.11	Necessary	Food	75	30/5/2024-30/5/2024	
243	Austria	Blitzblankreingung	£0.42	Necessary	Food	80	30/5/2024-30/5/2024	
244	Hungry	BKK	£0.95	Necessary	Transport	80	27/5/2025-1/6/2025	
245	Hungry	Budapest, Szechenyi Sz	£32.86	Necessary	Travel	95	27/5/2025-1/6/2025	
246	Hungry	BKK	£0.95	Necessary	Transport	80	27/5/2025-1/6/2025	
247	Hungry	Tavaszi Oktogon Kft.	£25.63	Necessary	Food	80	27/5/2025-1/6/2025	
248	Hungry	Hao zhang(Not clear)	£67.14	Necessary	Other	75	27/5/2025-1/6/2025	
249	Hungry	BKK	£0.95	Necessary	Transport	80	27/5/2025-1/6/2025	
250	Hungry	Otkot	£8.41	Necessary	Food	75	27/5/2025-1/6/2025	
251	Hungry	Helopay Otkot	£2.06	Necessary	Other	75	27/5/2025-1/6/2025	
252	Hungry	Helopay Tourist Point	£2.52	Necessary	Travel	80	27/5/2025-1/6/2025	
253	Hungry	Bkk Automata F53	£1.05	Necessary	Transport	85	27/5/2025-1/6/2025	
254	Hungry	BKK	£4.62	Necessary	Transport	90	27/5/2025-1/6/2025	
255	Hungry	Whsmith Ars	£4.41	Necessary	Supermarket	85	27/5/2025-1/6/2025	
256	Norway	VFS visa apply apointm	£22.52	Necessary	Services	80	1/7/2025/7/7/2025	
257	Norway	Coverwise insurance	£4.12	Necessary	Services	80	1/7/2025/7/7/2025	
258	Norway	Vy no	£9.86	Necessary	Transport	85	1/7/2025/7/7/2025	
259	Norway	Skys	£8.94	Necessary	Transport	85	1/7/2025/7/7/2025	
260	Norway	City Hostel Bergen	£64.14	Necessary	House	90	1/7/2025/7/7/2025	
261	Norway	Voss Folkelohogskule	£54.66	Necessary	House	95	1/7/2025/7/7/2025	
262	Norway	Bunks at Rode	£72.61	Necessary	House	85	1/7/2025/7/7/2025	
263	Norway	Burger King	£5.96	Necessary	Food	80	1/7/2025/7/7/2025	
264	Norway	Extra Bergen Storsente	£18.29	Necessary	Food	80	1/7/2025/7/7/2025	


Albania.mp4


Austria.mp4


France.mp4


Germany.mp4


Greece.mp4


Hungary.mp4


Iceland.mp4


Italy.mp4


netherlands.mp4


Norway.mp4


overview.mp4


Spain.mp4


IMG_0781.JPEG


IMG_0784.JPEG


IMG_0939.JPEG


IMG_1036.JPG


IMG_1037.JPG


IMG_1038.JPG


IMG_1039.JPG


IMG_1048.JPEG


IMG_1049.JPEG


IMG_1052.JPEG


IMG_1055.JPEG


IMG_1061.JPEG


IMG_2869.MP


IMG_2875.MP


IMG_3086.MP


IMG_3108.MP


IMG_3606.MP


IMG_3609.MP


IMG_3647.MP


IMG_3912.MP


IMG_4149.MP


IMG_4269.MP


IMG_4692.MP


IMG_4800.MP

Challenges & Limitations

- Technical challenges: Reliance on **open-source libraries** (Leaflet, D3.js) and **AI** (Claude, ChatGPT) code generation
- Data constraints: Limited to personal consumption data with a restricted sample size; users cannot upload their own data.
- Design tension: Balancing engaging appeal with academic merit

Next Steps

- Refine interactive effects (animation paths)
- Enhance playability (Not enough now)
- Conduct user testing and gather feedback for improvements
- Incorporate additional data and visual representations into the final presentation

Conclusion

- Project Core: Not merely a record of consumption, but a catalyst for reflection
- Academic Significance: Validating the potential of critical design within a consumerist context
- Professional Significance: Providing a model for future data storytelling and interactive design

AI Usage Statement

- In this project, I utilised two AI tools: **Claude** and **ChatGPT**.
- Using Claude to create almost all code projects with ChatGPT assistance, including CSS, HTML, JavaScript, Geojson

Final Project / Reordering Albania and Greece in Storymode ▾

在这段代码的后面添加排序逻辑:

```
javascript
// 自定义章节顺序 - 在上面代码的下方添加
const customOrder = ['Overview', 'Albania', 'Greece']; // 根据需要调整顺序
this.chapters.sort((a, b) => {
  const indexA = customOrder.indexOf(a.country);
  const indexB = customOrder.indexOf(b.country);

  // 如果都在自定义列表中, 按列表顺序排序
  if (indexA !== -1 && indexB !== -1) {
    return indexA - indexB;
  }

  // Overview始终在最前面
  if (a.country === 'Overview') return -1;
  if (b.country === 'Overview') return 1;

  // 其他国家按字母顺序排列
  return a.country.localeCompare(b.country);
});
```

ChatGPT 5 ▾

isolation: isolate 很关键, 它会把 .consumption-map-showcase 变成一个独立的堆叠上下文, 哪怕里面有大面积的伪元素/动画层, 也不会再跨层“盖住”header。

② “Launch Explorer” 按钮没反应: 避免被弹窗拦截

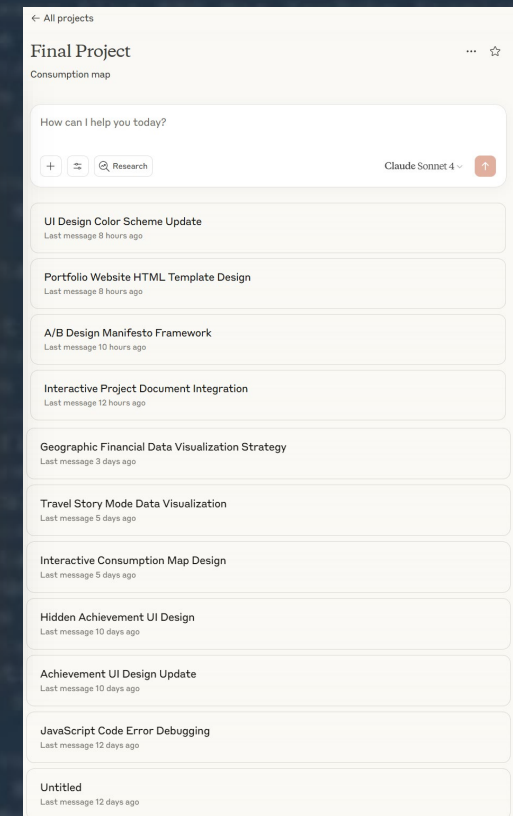
你现在用 setTimeout 再 window.open, 某些浏览器会把它当成“非直接用户手势”而拦截。改成**点击时立即打开**, 或预开空白页再跳转。

把按钮改成传入 event, 并替换 launchProject:

```
html
<button class="enter-button" onclick="launchProject(event)">
  Launch Explorer
</button>
```

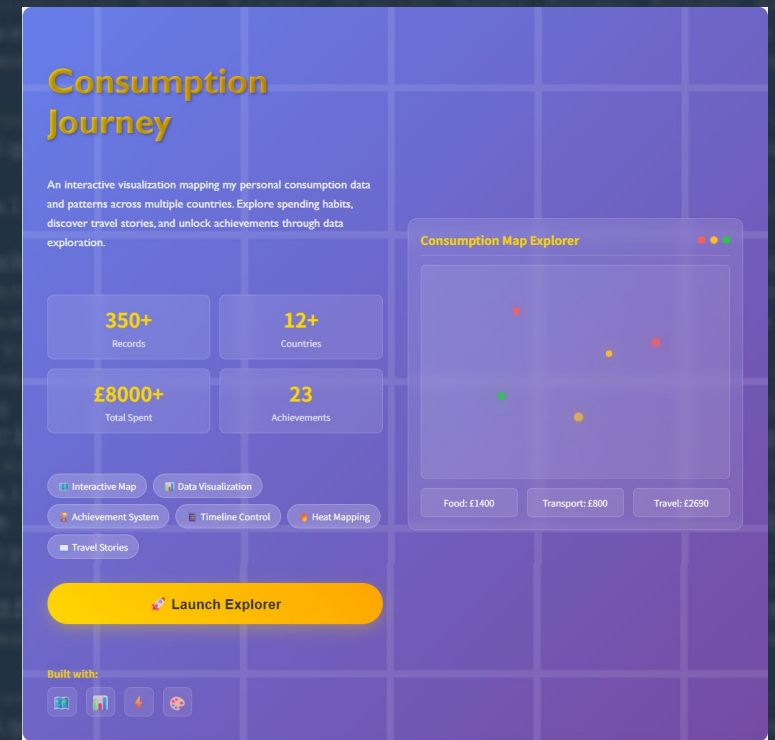
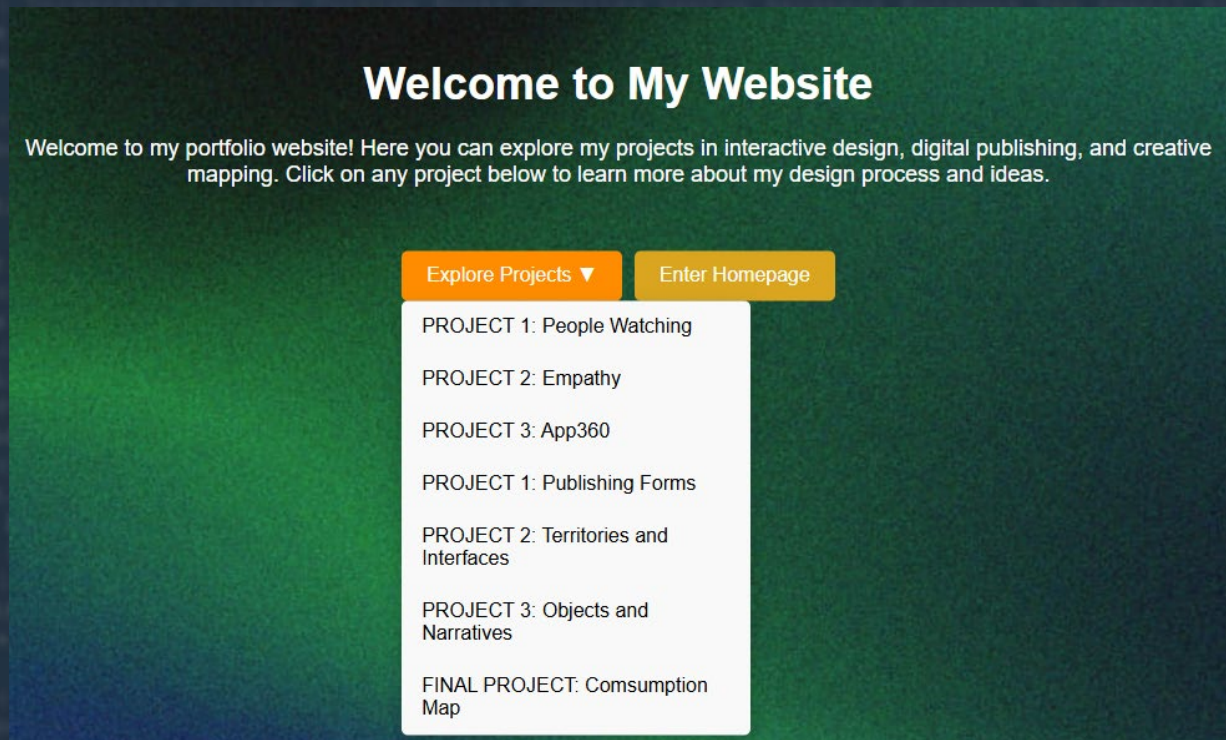
```
html
<script>
function launchProject(e) {
  const button = e.currentTarget;
  button.style.transform = 'scale(0.95)';

  /* 方案A: 直接新开页, 最稳 */
```



AI Usage Statement

- **Claude** and **ChatGPT** also assisted me in making appropriate adjustments to the website framework and updated the web pages for the final project.



Reference list

- Baudrillard, J. (1998) *The Consumer Society: Myths and Structures*. 55 City Road, London: SAGE Publications Ltd. pp. 87-103 Available at: <https://doi.org/10.4135/9781526401502.n7> (Accessed 26 Aug 2025).
- Dunne, A. and Raby, F. (2013) *Speculative Everything – Design, Fiction, and Social Dreaming*. MIT press.