

Category: Finance

## Project: Online report municipal finances

### What was the challenge?

An 80-page print publication with 60 standard charts on the municipal finances of the Canton of Bern had to be transferred into an online report. The aim was to transform the content into a contemporary, digital and interactively explorable form with numerous information graphics. The report is optimized for different output devices (desktop, tablet and smartphone). It will be updated by the client annually.

### What was the solution?

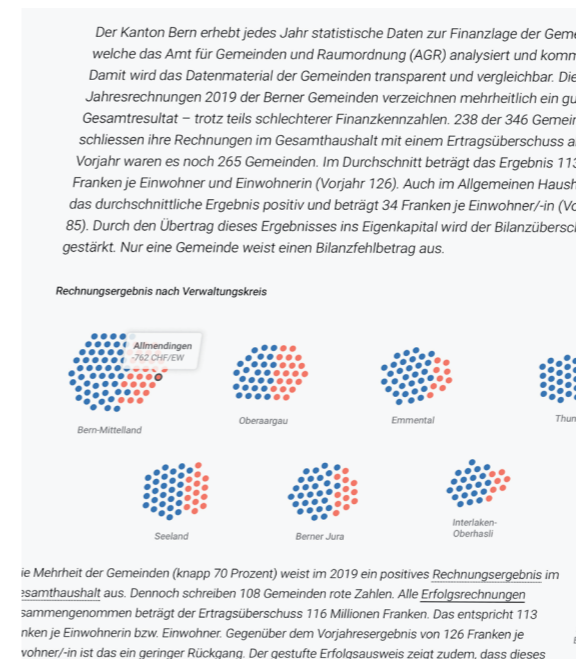
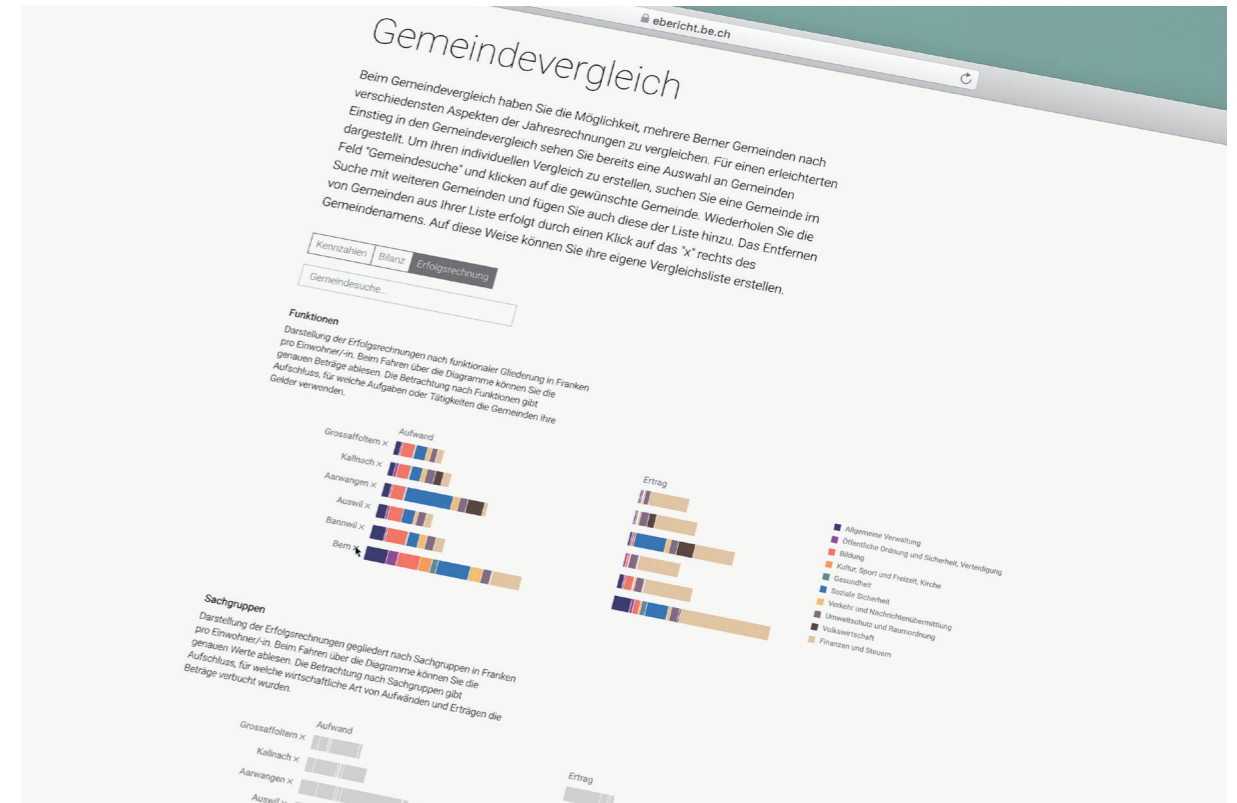
During the concept phase of the interactive information graphics emphasis was placed on not only using standardized diagrams such as pie charts, bar charts and maps, but rather on developing suitable and varied display models based on the specific data – in order to show more complex data in a synoptic and explorative way. In addition to classic diagrams more complex forms such as bubbles, sankey diagrams and heat maps are used to encourage users to actively engage with the figures.

### What was the effect?

The microsite is divided into four chapters that offer different forms of interaction and immerse the viewer in different depths of the content (depending on the target audience). From more curated parts in the overview to very explorative areas in the municipality comparison. The report enables local authorities from 337 municipalities to compare their own municipality with others from the canton and analyze their specific financial situation.

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Link to the report: [www.ebericht.be.ch](http://www.ebericht.be.ch)