Civil War 150

- **Project Submission Title:** Civil War 150
- **Organization and Client Name:** Fantasy Interactive and History Channel
- **Contact Person:** Johnny Michaelsen - johnny.michaelsen@f-i.com
- **Project URL:** [http://www.history.com/interactives/civil-war-150](http://www.history.com/interactives/civil-war-150)
- **Case Study URL:** [http://www.f-i.com/infographics/civilwar/](http://www.f-i.com/infographics/civilwar/)
- **Link to this Document:** [http://casestudies.f-i.com/userexperienceawards/civil-war-150.pdf](http://casestudies.f-i.com/userexperienceawards/civil-war-150.pdf)
Project Description
A&E TV Networks wanted to create a fresh, engaging and dynamic interactive experience in recognition of the 150th anniversary of the American Civil War that detailed all the various aspects of the colossal and monumental event in America’s History.

Project Purpose
The idea was very simple; make a rich and deeply educational experience fun for a variety of audiences - from the hardcore Civil War fanatic to the 7th grader who is learning about the Civil War.

Overall strategy and visual design were very crucial to the success of the project. Fi developed a way to showcase the top 150 Civil War related topics in a highly intuitive way while taking a deeper dive into some of the more engaging and life changing events.

The 150 Topics and bonus six colorful infographics guided and aided the user through a wealth of stellar content ranging from statistics on key battles, weapons, cavalry statistics, and technological advances of the time.

Target audience(s)
History-interested people of all ages. Civil War enthusiasts.

Business or organizational goals and challenges, and how these were addressed (If relevant to the project)
Interpret the Wikipedia-style facts about the American Civil War into a beautiful visual experience.

User goals and challenges, and how these were addressed
Bring the facts and figures of the American Civil War to the broader audience using infographics and a very visually-oriented presentation of data.

User experience process, methodology and approaches, including usability methods and any user input that was obtained and incorporated.
We started with digesting the very dense spreadsheet of facts supplied by the History Channel, and trying to find the most interesting and perhaps surprising nuggets of information. Once we had those facts in place, we brainstormed on the best possible way to display these factoids, and landed on the idea of creating interactive infographics that users could play with.

Any project metrics that show the extent of user adoption or project success, if applicable (note sources and dates)
The project was inducted into the National Library of Congress. We received an FWA, we submitted this project for this year’s Webby awards, and we are nominated for a variety of other awards which we cannot disclose until the official announcements. Currently there are 2300+ shares on Facebook, the highest of any History Channel interactive launches and as of right now, it is the most popular interactive vignette on the History Channel.

Notable, unusual or innovative user experience components
Each interactive component (Who They Were, Weapons of War, etc) has a unique user experience giving users the easiest way to access the information, and also an easy way to compare facts between the Union and Confederate Armies. Strategically placed interactive hotspots allow the user to get deeper information as well.
Why this project delivers an exceptional user experience and merits an award
We pushed the boundaries of this project – when the History Channel first approached us, their ambitions were quite low and they were expecting something more like a “Glossary” type page where all facts would be accessible. We convinced them that we should move into a different direction, and only pick the most interesting facts, and then build a very user friendly and fun way for users to interact with this concept. We advocated for the user, and changed course based on their interests.

Project Screenshots
(See next page)
ANACONDA PLAN
Technology

Quick Facts


- Suspendisse mi nisl, lacinia sit amet amet iaculis at, mattis vitae diam. Vivamus tellus diam, cursus at tempus imperdiet, feugiat elementum velit. Integer facilis imperdiet felis, id dictum felis pulvinar eu. Phasellus a dui sapien, nec porttitor.

- Ut eget feugiat orci. Nullam gravida, ipsum a tempus volutpat, nisi justo sosiales mi, vitae tincidunt dolor sapien nec sem. Elitam porta blandit nibh, in ultricies tellus elementum id.

Think The Gatling Gun was essential to the Civil War?
5435 Visitors Agree | 5 of 15 Historians agree

MOST POPULAR TOPICS
chosen by History.com visitors

Robert E. Lee
653 votes

Abraham Lincoln
354 votes

George W. Washington
154 votes

Ulysses S. Grant
653 votes

Thomas Jefferson
653 votes

Stonewall Jackson
653 votes

What were the
HISTORIAN'S PICKS?
Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy mm

View Their Picks
WEAPONS of WAR

Whether they were created for military purposes or converted from their original civilian use, all five of these technological innovations helped turn the tide of battle and changed the face of warfare forever. Click a blueprint below to see more info.

NAPOLEON FIELD GUN

MINIÉ BALL

SPENCER REPEATING RIFLE

RAILROADS

TELEGRAPH
SPENCER REPEATING RIFLE

**THE PROS**
- Reliable in combat
- Safer and less expensive to manufacture than other repeating rifles

**THE CONS**
- Limited range due to small cartridge powder charge
- Difficult to produce and transport ammunition

The Spencer's first major success came in 1863, when Union Col. John Wilkes defeated Confederate General Joseph Wheeler at Tullahoma. The massive firepower and speed of the Spencer-enabled troops overcame Wheeler and forced his retreat.

**THE TURNING POINT**

**DID YOU KNOW?**
John Wilkes Booth was armed with a Spencer carbine when he was captured and killed.
One in four Civil War soldiers died, with two-thirds succumbing to illness alone. Get the facts on why the Civil War is considered the deadliest conflict in American history.

- **Deaths by Amputation**: One in four Civil War soldiers died due to amputation.
- **Deaths by Disease**: 66.7% of all soldiers died as a result of disease.
- **Fatality Rates by Race**: 12.5% of white Union soldiers who fought died, and 22% of black Union soldiers who fought died.
- **20,000 Died** post-surgery.
- **620,000 Dead** (2% of 1860 population).
- **6.14 Million Dead** (2% of today's population).
- **6.4 Million is more than twice the population of the city of Chicago**.
- **Diarrhea**: 34,000 deaths; 1,900,000 cases.
- **Typhoid Fever**: 9,000 deaths; 200,000 cases.
- **Lung Inflammation**: 9,000 deaths; 500,000 cases.
- **Dysentery**: 4,000 deaths; 100,000 cases.
- **Childhood Diseases**: 2,000 deaths; 50,000 cases.
- **Death by Pinkeye**: "Pinkeye" was listed as the cause of death for one soldier.

50% Reduction: The U.S. Sanitary Commission cut Union disease rates by 50%.
Nearly half a million men were killed or wounded during the Civil War's five bloodiest clashes. Click on each battle to find out more.
**BATTLE of SPOUTSYLVANIA**

*Adams County, Pennsylvania*

**Confederate Casualties**
- 28,000 casualties
  - 3,900 killed
  - 18,700 wounded
  - 5,400 missing

**Union Casualties**
- 23,000 casualties
  - 3,155 killed
  - 14,530 wounded
  - 5,315 missing

**Forces Engaged**
- **Confederate Army**: 75,054
- **Union Army**: 83,289

**Battle Lasted for 2+ Weeks**

Forces clashed for more than 20 consecutive hours in an area that became known as the "Bloody Angle."

**Union Maj. Gen. John Sedgwick**

was killed by a sharpshooter's bullet after leaving his troops to secure his safety out of Confederate range.

The battle began just one week after the Battle of the Wilderness claimed 30,000 casualties.
Estimated total cost was $6.19 billion. $146 billion today.

Union: $4.09 billion

Confederate: $2.10 billion

In 1863, the Union was spending $2.5 million a day on the war. That’s $53 million a day in today’s dollars.
**WEST POINT WARRIORS**

895 West Point graduates served in the Civil War.

- 445 served as generals
- 294 for the Union
- 151 for the Confederacy

George B. McClellan was one of the youngest people ever to attend West Point, he enlisted at the age of 13.

Forty-five 1,601 graduates fought for the Union at the First Battle of Bull Run (Manassas), just weeks after graduating.

The number of West Pointers who were killed in the war was 95.

20 members of the Class of 1846 became generals, the most out of any pre-war class.

P.G.T. BEAUREGARD (1833)

Dressed the way Union forces per Surner. He later accepted the Union surrender from Robert Anderson (1825). His former West Point instructor.

GEORGE PICKETT (1840)

& GEORGE ARMSTRONG CUSTER (1840) graduated last in their class. Today, that position is known as the "Gentleman.

Along the way, Custer accrued 725 demerits.