Module 4 Quiz
LATEST SUBMISSION GRADE

100%

1.
Question 1
Which description best describes a persona?

1 / 1 point

A document that captures the needs, goals and abilities of a specific audience segment.

Descriptions and photos of users that are used to show a project is employing "user centered design."

A homogenous version of an "average" all user segment.

Correct

Designs usually don’t work when trying to be all things to all people. A good persona document captures the specific needs, goals and abilities of your primary user or audience.

2.
Question 2
Which of the following is true about continuous data?

1 / 1 point

Continuous data has a potentially infinite set of values.

The values cannot be subdivided.

There's no inherent order to the data.

Correct

Continuous data has a potentially infinite set of values within a range, like temperatures or people’s heights.

3.
Question 3
Colin Ware proposed three interlocking feedback loops of visualization. Which one in this list is not one of them?

1 / 1 point

Problem solving

Direct manipulation of graphical objects

Exploration and navigation

Color channeling

Correct

The idea of three interlocking feedback loops - directly manipulating graphical objects, exploration, and problem solving - can be helpful in thinking about how to effectively design interactive visualizations that address each of these levels.

4.
Question 4
What best describes the idea of progressive disclosure in an interactive visualization?

1 / 1 point

Showing only the level of data that is needed at a particular part of an analytic process or workflow.

Using only a subset of data in a statistical analysis.

Real time streaming of data.

Correct

Showing just the information needed at the right time and place can be crucial in helping people achieve their goals as quickly and easily as possible. Determining the right way to progressively disclose information can be challenging but can really help your visualization designs.

5.
Question 5
What was the visual exaggeration in Florence Nightingales' "rose diagram"?

1 / 1 point

Line lengths

The color choices

The areas of the wedges

Correct

The areas of the wedges are an artifact of the visualization type and exaggerate the actual differences in the data.

6.
Question 6
Which of the following is not an example of a useful coordinated view approach?

1 / 1 point

Filtering

Distorting

Highlighting

Correct

Coordinated highlighting and filtering can help viewers more effectively and directly interact with a data set and can provide more perspective about what they are seeing. Distorting the data is something that your visualizations won't do, right? ;-)

7.
Question 7
Which of the following is not true about discrete data?

1 / 1 point

There's no inherent order to the categories.

The values are not subdivided.

Discrete data have a potentially infinite set of values.

Correct

Discrete data fall into defined categories or bins. Think apples and oranges – there's not meaningful range or continuum between the two types of fruit.

8.

Question 8

Which two visual attributes are good for displaying quantitative measures?

1 / 1 point

Color intensity and saturation

Line length and 2D position

Shape and size

Correct

It is relatively easy to make precise quantitative comparisons with line lengths or the position of a dot, but nearly impossible to make a **precise** quantitative assessment with something like color intensity. For example, can a red and a slightly darker red be used effectively to show a precise numerical comparison between two measures?

9.

Question 9

What's a common design problem for direct manipulation of graphical objects?

1 / 1 point

Graphical objects may appear closer than they really are.

Users tend to preferentially select rectangular shapes.

A target area for selection is covered up or crowded out by other graphical objects.

Correct

The ability to directly interact with graphical objects in a visualization can be very useful, but be mindful about potentially creating situations in which users have a difficult or frustrating time selecting the intended object.

10.

Question 10

Why is it generally a good idea to start axes with a zero?

1 / 1 point

It avoids distortions in the values being compared.

It's always easier to design charts that way.

Charts look better with axes starting at zero.

Correct

Without starting at zero, it’s all too easy to present incomplete and misleading comparisons among different measure.

11.
Question 11
Which of the following is not generally considered an essential element of a useful Persona description?

1 / 1 point

The persona's goals

The persona's pets' names

The persona's needs

Correct

A key part of the persona description is a list of need and goals. These help set priorities and focus the design. Adding some details like a persona’s pet name can, in some instances, be helpful in breathing life into a persona and making them believable and relatable, but typically they are not an essential element.

12.
Question 12
Which visual attribute is good for displaying qualitative measures?

1 / 1 point

2D Position

Line length

Color intensity

Correct

Color intensity can be very effective at conveying a qualitative sense of activity with a darker, more saturated color indicating higher activity, and a lighter, less saturated color showing lower activity.

13.
Question 13
Which definition best fits the idea of "survivor bias"?

1 / 1 point

A tendency to draw conclusions based on data from biased survivors.

A tendency to draw conclusions based on data from what survived a process and overlooking what did not.

A tendency to draw conclusions based only on data that survived the ETL process.

Correct

It’s natural to think about the data collected for things that “survived” a process and overlook the data for things that did not survive the process.

14.
Question 14
True/False: Tree maps are an example of Geospatial representation?

1 / 1 point

True

False

Correct

Tree maps are best for showing part-to-whole relationships. They are an abstracted way of showing hierarchies in a compact format.