$\checkmark \ \ {\sf Congratulations!} \ {\sf You} \ {\sf passed!}$

TO PASS 80% or higher



grade 100%

Module 4 Quiz

LATEST SUBMISSION GRADE	
100%	

1. Which description best describes a persona? ② Adocument that captures the needs, goals and abilities of a specific audience segment. ③ 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. ✓ Cerreit Designs usually don't work when trying to be all things to all people. A good personal document captures the specific needs, goals and abilities of your primary user or audience. ② Which of the following is true about continuous data? ② Which of the following is true about continuous data? ② Which of the following is true about continuous data? ② Which of the following is true about continuous data? ② Continuous data has a potentially infinite set of values. ③ There's no inherent order to the data. ② Continuous data has a potentially infinite set of values within a range, like temperatures or people's helights. ② Color Ware proposed three interlocking feedback loops of visualization. Which one in this list is not one of them? ② Problem solving ③ Color channeling ⑤ Color channeling ⑥ Color channeling ⑥ Color channeling ⑤ Other themsploation of graphical objects ⑤ exploration and navigation ✓ Cerreit 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. What best describes the idea of progressive disclosure in an interactive visualization? ③ Showing only the level of data that is needed at a particular part of an analytic process or workflow. ③ Using only a subset of data that is needed at a particular part of an analytic process or workflow. ③ What best the visual exaggeration in Proreize Nightingales' "rose diagram?? ③ The areas of the wedges ⑤ Color the following is not an example of a useful coordinated view approach? ⑤ Filtering ⑤ Distoring ⑤ Distoring ⑥ Distoring ⑥ Distoring ⑥ Distoring		
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○ Filtering● Distorting○ Highlighting	unitational in the duty.	
○ Filtering● Distorting○ Highlighting		<u></u>
Distorting Highlighting	6. Which of the following is not an example of a useful coordinated view approach?	1/1 point
Highlighting	O Filtering	
	Distorting	
✓ Correct	O Highlighting	
✓ Correct		
Coordinated highlighting and filtering can help viewers more effectively and directly interact with a	•	

7. Which of the following is not true about discrete data?	1/1 point
There's no inherent order to the categories.	
Discrete data have a potentially infinite set of values.	
The values are not subdivided.	
Correct Discrete data fall into defined categories or bins. Think apples and oranges – there's not meaningfur range or continuum between the two types of fruit.	I
Which two visual attributes are good for displaying quantitative measures?	1/1 point
Line length and 2D position	
Olor intensity and saturation	
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. What's a common design problem for direct manipulation of graphical objects?	1/1 point
A target area for selection is covered up or crowded out by other graphical objects.	
O Users tend to preferentially select rectangular shapes.	
O Graphical objects may appear closer than they really are.	
✓ 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. Why is it generally a good idea to start axes with a zero?	1/1 point
	17 1 point
Charts look better with axes starting at zero.	
It's always easier to design charts that way.	
It avoids distortions in the values being compared.	
Correct Without starting at zero, it's all too easy to present incomplete and misleading comparisons among different measure.	
11. Which of the following is not generally considered an essential element of a useful Persona description?	1/1 point
The persona's needs	
The persona's goals	
The persona's pets' names	
✓ 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. Which visual attribute is good for displaying qualitative measures?	1/1 point
O 2D Position	
Cine 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. Which definition best fits the idea of "survivor bias"?	1/1 point
	- 7 Pointe
A tendency to draw conclusions based on data from blased survivors. A tendency to draw conclusions based only on data that survived the ETI process.	
A tendency to draw conclusions based only on data that survived the ETL process. A tendency to draw conclusions based on data from what survived a process and question what did not	
 A tendency to draw conclusions based on data from what survived a process and overlooking what did not. 	

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

1/1 point



O True



✓ Correct

 $\label{thm:continuous} Tree \ maps \ are \ best for showing \ part-to-whole \ relationships. They \ are \ an \ abstracted \ way \ of \ showing \ hierarchies \ in \ a \ compact \ format.$