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GRADE  
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## Module 1

LATEST SUBMISSION GRADE

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1. When thinking about a story, which of the following best describes the fundamental structure?

1 / 1 point

- ☒ Context, Challenge, Conclusion
- ☐ Details, Summary, Review
- ☐ Conflict, Revision, Ideation

✓ **Correct**

In general, the structure of the story includes establishing context, a challenge or conflict, and a conclusion which could be formulated as the "3 C's".

2. Which are potential benefits of using stories?

1 / 1 point

- ☐ Improving comprehension
- ☐ Boosting recall
- ☐ Increasing potential engagement and empathy
- ☒ All of the above

✓ **Correct**

Stories can activate more parts of our brain than simple lists of facts and figures alone and, in doing so, can increase audience engagement in several different ways.

3. Which is a potential *drawback* to using stories for data?

1 / 1 point

- ☐ Engaging the audience
- ☐ Fostering empathy in the viewer
- ☒ False narratives

✓ **Correct**

Humans have a tendency to read potential stories in meaningless patterns of data that leads to false conclusions. One example is ascribing causative explanations to correlated data.

4. Talking to stakeholders can help you

1 / 1 point

- ☐ Define the business and/or other goals
- ☐ Develop an initial sense of audiences
- ☐ Learn about the available data and technologies
- ☒ All of the above

✓ Correct

If you have the opportunity, establishing an initial sense of the business case, ideas about audience, and technical constraints and capabilities are among the useful insights gained from stakeholders.

5. What best describes the meaning of expressiveness and effectiveness in relation to data visualization and storytelling?

1 / 1 point

- ☒ Expressiveness is about displaying all the relevant data for an accurate understanding and effectiveness is the ability of the visualization to convey the meaning
- ☐ Expressiveness is telling a story with as little data as possible and effectiveness is how well you do it
- ☐ Expressiveness is about bright colors and effectiveness is how well they are applied

✓ Correct

For data storytelling, it's crucial to include all the data to tell a complete and accurate story and to present it an effective way for the intended audience.

6. Which of the following is *not* a primary consideration in developing a design strategy for a visualization?

1 / 1 point

- ☐ Business goals from stakeholders
- ☐ The characteristics of the data
- ☐ Needs and goals of target audiences
- ☒ Determining the best chart before talking to anyone

✓ Correct

It's a good idea to do the pre-planning and pre-production homework before determining the precise form of the final presentation.

7. Which description best describes a Persona?

1 / 1 point

- ☐ Descriptions and photos of users to show a project is employing "user centered design"
- ☒ Highly specific archetypes or representatives of a particular user segment
- ☐ A homogenous version of an "average" user segment

✓ Correct

Personas are meant to provide a very clear and concrete exemplar for thinking about your audience.

8. Which of the following best describes an important purpose of Personas?

1 / 1 point

- ☐ Demonstrate that a design is "user-centered"
- ☒ Prioritize design requirements
- ☐ Help consolidate very different types of users into one "average" type

✓ Correct

One of the most useful benefits of personas is helping to determine the top design priorities based on the needs and interests of the audience, as exemplified by personas.

9. Which choice below is *not* generally considered an essential element of a useful Persona description?

1 / 1 point

- ☒ The Persona's pet's name
- ☐ The Persona's goals
- ☐ The Persona's needs

✓ Correct

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

10. It's good practice in the beginning of an audience interview to

1 / 1 point

- ☐ Tell interviewees, at the start, the details of a proposed visualization
- ☐ Ask leading questions to help the interviewees think
- ☒ Ask open-ended questions about interviewee's goals and pain points

✓ Correct

If you ask leading questions or explain an interface or visualization to users in advance of them coming to their own conclusions, you are far less likely to get the clearest picture of what they are thinking.

11. Questions to consider about your data include

1 / 1 point

- ☐ What kinds of data are available?
- ☐ What is the quality of the data?
- ☐ What are the gaps?
- ☒ All of the above

✓ Correct

The more you know about the range, completeness, and quality of the data, the better able you will be able to determine which data story should be told and what the limitations are as well.

12. Which is a potential pitfall of turning data patterns into narratives?

1 / 1 point

- ☐ Finding more than one interesting story
- ☐ Finding something previously discovered
- ☒ Conflating correlation and causation

✓ Correct

Creating a story about causation to two correlated measures that don't have a causative relationship is a common trap people can fall into.

13. One reason Tableau is great for finding stories in data and alternative ways to express them is

1 / 1 point

- ☐ Tableau fills in missing data
- ☐ Tableau has a "story detector" widget
- ☒ It's relatively fast and easy to import, visualize, and evaluate data in different ways

✓ Correct

Iteration is an inevitable part of the design process, so the easier it is to try out different ideas, the more efficient and effective that process will be.

14. To increase the likelihood of your design's success, you should

1 / 1 point

- ☐ Put audience's goals above all
- ☐ Put stakeholder's goals above all
- ☒ Try to match, balance, and align stakeholder and audience goals

✓ Correct

The design process is often a balancing act in which there can sometimes be competing or even contradictory goals. An important part of your work is weighing, aligning as much as possible, the different interests and priorities for the final presentation. Addressing only the audience's needs alone or only the stakeholders business goals is often not enough.

15. Albert Einstein is said to have remarked which of the following?

1 / 1 point

- ☐ "Less is always more."
- ☐ "Make things as simple as possible."
- ☒ "Make things as simple as possible, but not simpler."

✓ Correct

Simplicity is a great goal, but depending on the audience, oversimplification can be as bad or worse than complexity.

16. What is a tool that Tableau offers to help you organize your data story?

1 / 1 point

- ☒ Story Points
- ☐ Script Supervisor
- ☐ Plot Twister

✓ Correct

Tableau Story Points are a basic but useful feature help you arrange the content for your story.