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MIS 505

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Module 3 Design Critique

July 19th, 2020

**Gaming Article**

The message of the pie chart in this gaming article from Business Week needs substantial work. It is not clear exactly what the visualization is suggesting, without reading the article. I see only two aspects of this visualization that are positive. The first is that the pie chart has data labels, which helps quantify the market share difference between the platforms. Without the data labels, I would not be able to easily spot the difference between Smartphone and Console, or Console and PC boxed/downloaded. The second positive note is that the platforms are sorted by market size, in a clockwise fashion. This helps the reader see the size order of the variables.

I would rather see the data in a bar chart (pictured above). This would highlight how Smartphone and Console market size may drive subscription-based services. One thing that is lost in this visualization is showing how all of these market sizes add up to 100% of the market. I’d be willing to lose that in order to convey this particular message. Alternatively, using a table, I could use data bars to show the distribution of market size. With a table, I would also be able to show percentage of market share, adding that up to 100% with a grand total.



**Initial Public Offering Article**

This visualization of Lyft’s position in the top 10 U.S. tech and internet IPO’s does a relatively good job at conveying its message. It takes a few seconds to understand the unit of measurement, which is simply alluded to in the subtitle. It may be more helpful to list the percentage increase of share value (share pop) on the axis. The color scheme is a bit distracting, with the harsh black bars for all but Lyft. Ideally, the emphasized variable or category should stand out more. In response to this concern, I would recommend simply changing the black bars to gray. Another critique would have to do with the data selection itself, especially with the bottom three IPO’s. With there being such a wide gap between Facebook and the bottom three, it makes me wonder if this list may be better represented as a “Top 7.” The bottom three IPO’s could then simply be eliminated from consideration.

**Plug-In Electric Vehicle Infographic**

This message in this infographic would be best communicated with a different type of visualization. The size bubbles are not helpful for the visualization, beyond showing that Norway and Netherlands are bigger than the rest. The subtitle implies with its green color that France, the UK, US, and China are somehow related. However, all countries have a similar green-colored data label, which muddles this message. Having the rank on the X-axis seems a bit arbitrary or duplicative, considering the size bubbles. In addition, the flags of each country may not be quickly recognized by the viewer; they are also redundant, since the country names are present.

A table would work well here, since this data set is dealing with mixed units (#s of PEVs registered, Percentages, and Ranks). To create a table like this, I would first create rows for each country. I would place the following variables in columns: Rank, Percentage, and # of PEVs registered(thousands). I would sort by rank before adding data bars for # of PEVs registered to show the distribution across the countries.