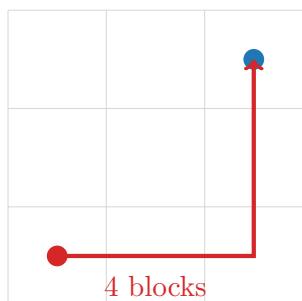


Discovery 4: Distance Matters

How Do You Measure “Close”?

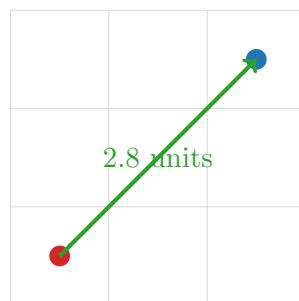
Three Ways to Measure Distance

City Blocks



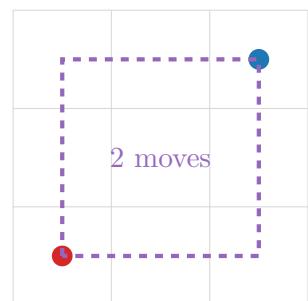
Walk on streets

Straight Line



As crow flies

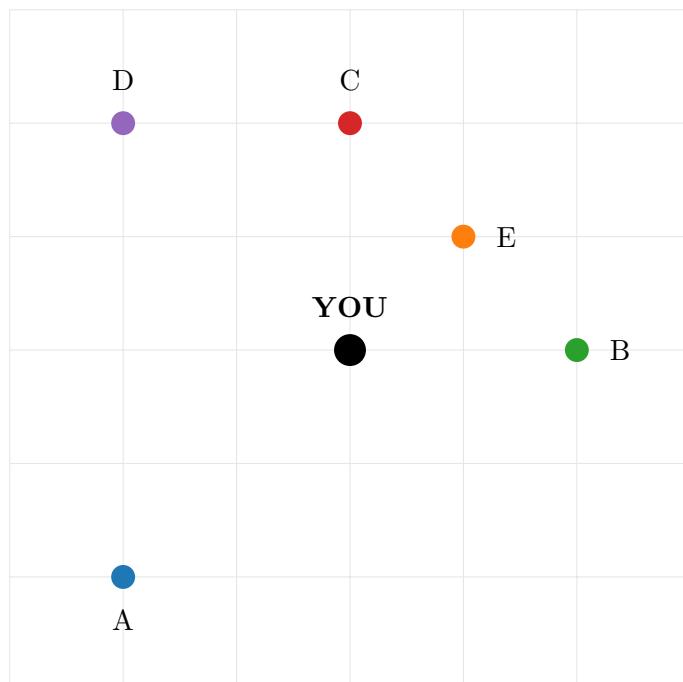
Chess King



Biggest gap

Same points. Different distances. Different groups!

Your Turn: Who's Closest?



Using City Block Closest: _____ Farthest: _____

Using Straight Line Closest: _____ Farthest: _____

Using Biggest Gap Closest: _____ Farthest: _____

Real World: When Distance Type Matters

Pizza Delivery

Which distance?



Music Taste

Which distance?



Color Match

Which distance?



Friend Finder

Which distance?



Weather

Which distance?



Face Match

Which distance?



Discovery Challenge

Draw your most-used apps as dots

Closer = More similar (you choose how!)

Your Phone Apps



What makes two apps “close” to you?

Next Class: How ML picks the right distance automatically