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Data Analysis and Visualization

Module 4 Summary

In this week I learned a great lesson about the importance of clarity, focus, and storytelling in design, whether it's for a website, a chart, or a presentation. When I was looking at the old Club Penguin website, I saw how clutter can overwhelm users, this is because there are too many competing buttons, bright colors, redundant navigation, and mixed messages for kids and parents all crowded the screen and made it hard to where to look first. I know the main thing they want is getting kids to hit "Play Now" but it was buried under distractions. Then, through the redesigned visualization presentation, I understood that there is the same problem in a different context. The original charts were full of circular gauges, unnecessary colors, and repetitive labels, which made it nearly impossible to compare platforms or see meaningful insights. By simplifying the design into a clean horizontal bar chart with just two colors, direct labels, and logical sorting, the story now was different, and the way people receive the message changes, now from just showing raw downloads to highlighting engagement in a way that people could immediately understand.

Together, these two examples taught me that clutter doesn't just look messy it hides the real story. Doesn't matter if it's a playful site for kids or a professional data visualization. The job of a designer is to guide the audience to that which matters the most. That means picking one main action or insight, dropping the distractions, and setting a visual hierarchy where the eyes know exactly where to land first. I also learned how powerful audience separation could be: kids want and need fun, simple calls to action, while parents want safety and support information; at the same time, chart viewers want engagement insights and not decorative shapes. What I took away from the whole thing is that good design is satisfaction showing less and focusing on showing the right thing simply and clearly. By shedding the clutter, you are not just refining the look but elevating the story, aligning the message, and cementing the memory for the people.