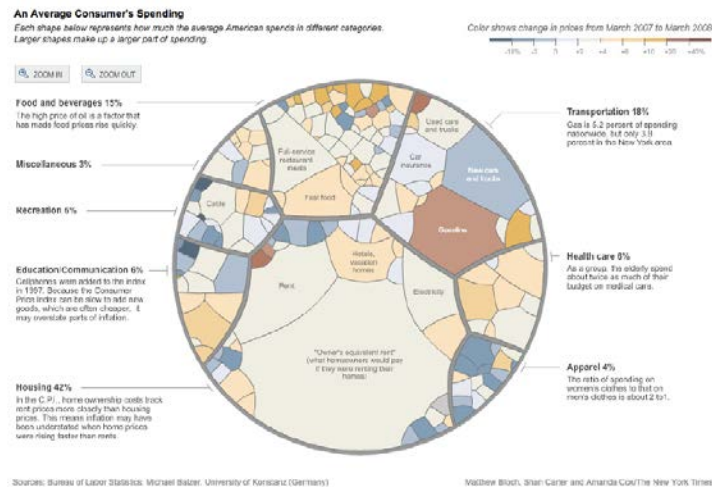


Visualization A



1. Who is the audience?

The audience are New York Time's online readers. That means an educated public that is able to understand complex relationships while not being subject experts. In general the New York Time's reader can be assumed to be well read and able to understand more complex graphs.

2. What questions does this visualization answer?

The graph looks at the basket of goods used to measure Consumer Price Inflation in the US. That mean it gives information about the primary categories of consumer spending in the year 2008 as well as its change from 2007 to 2008. It's color coded to let the reader know how the prices of each good and service has changed. Furthermore, it groups the spending in categories as well as subcategories. Overall the data shows eight categories, each subdivided into common spending items.

3. What design principles best describe why it is good / bad?

The data / ink ratio in the graph is very good. Every color, shape and form contains a high amount of information. It is also color coded in a way that color blind people can see the different shades. Very important is also that it shows all the data. It is also possible to zoom in for better comprehension. All that makes it a good graph to understand for the non-expert.

4. Why do you like / dislike this visualization?

I really like to graph for its concise nature. It is a very difficult task to visualize complex economic data in an understandable but engaging way. I like how the NYT uses the mathematical concept of a Voronoi Treemap to solve the issue. Furthermore, the interactive nature of the graphs makes interested in exploring the data further.

5. How could the data-ink ratio be improved? And can you suggest any other improvements?

What is missing in the graph are the actual statistics on the average household, i.e., how much the average family earns (in US Dollars). Furthermore, it would be nice to have a couple of different income profiles (Rich, Median, Poor) to get a feeling about the variation in the dataset. Another interesting and important statistic is the rise/fall of the purchasing power in the course of the year.