Midterm Examination - Spring 2020

1. What do you like about the current visual?

* The title of the graph is good, which is telling a story.
* The description in a grey box supports a data.

1. What is not ideal in the above figure? Make a list.

* Color combination which is in red & green not suitable for color blind people. It also making distraction from the story.
* Lack of proximity for the gray box
* It’s difficult to focus on particular data, increasing the cognitive load.
* The alignment is not proper in this graph. Ex. Chart title, axis title
* The heatmap looks difficult to understand

1. How would you show this data?

* I will show this data with a simple graph. For ex. Line graph or bar graph
* I will use few principles to avoid distraction from the main story. The principles are proximity, similarity, connection, and visual clutter (alignment, white space & non-strategic use of contrast)
* I will make sure that alignment will be proper such as text with graph

1. What is the tension in this scenario? What action do you want your audience to take to resolve this tension?

In this scenario, the revenue is increasing w.r.t. time as well age. Maintain this growth by creating better ads. I will suggest just to maintain the growth to resolve the tension.