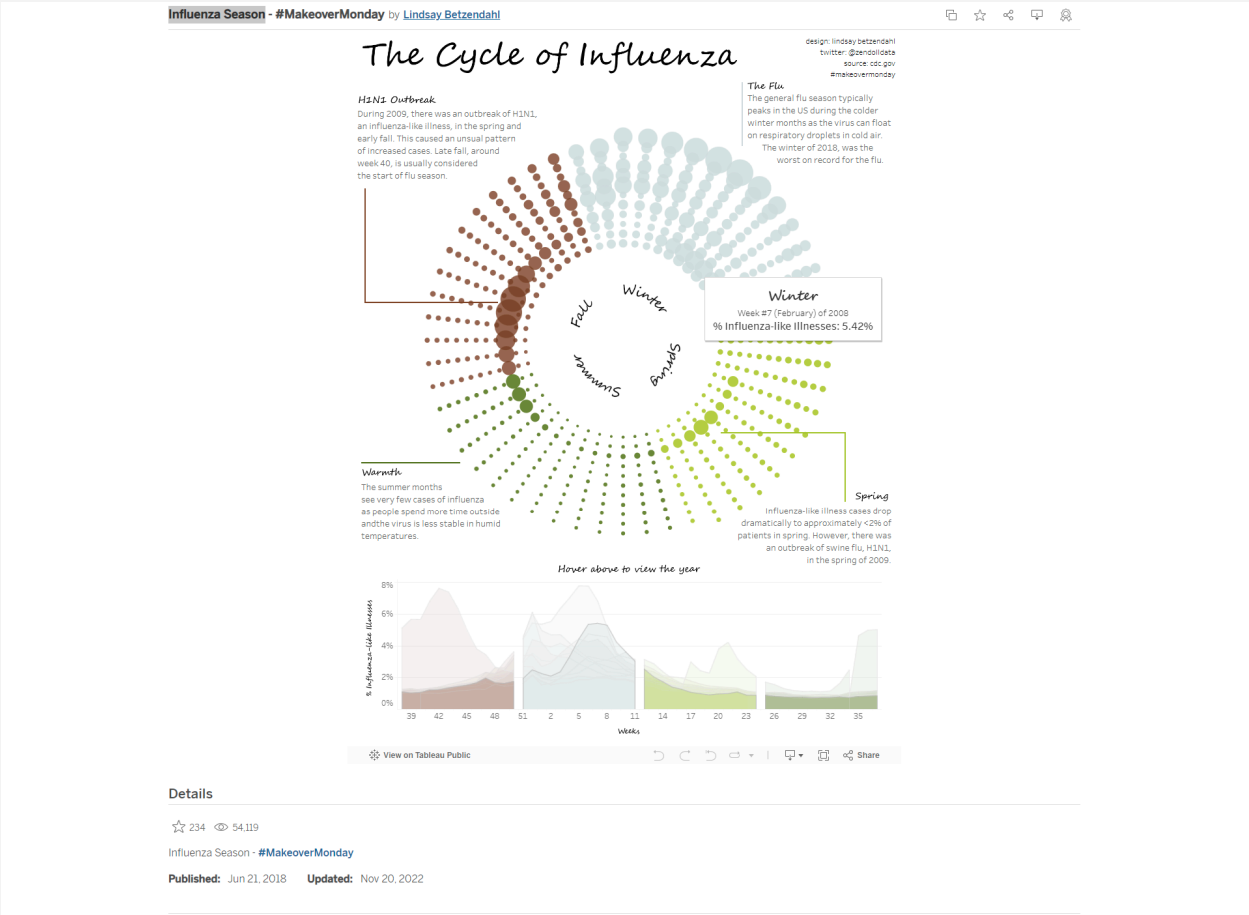
Answer 2.2
By Yarisel Velacanto

Explore the Tableau Public Gallery

After exploring the Tableau Public Gallery and browsing through various visualizations, I came across an interesting and relevant data design titled "Influenza Season: The Cycle of Influenza."

[Link to Visualization]



Review Summary

1. **Simplicity**:
   This visualization does a great job of showing the seasonal flu patterns without adding unnecessary clutter. It clearly highlights each season and important events, making it easy to follow the flu cycle.
2. **Text**:
   - **Strengths**: The text adds helpful context and explains each season's flu trends well.
   - **Weaknesses**: Some of the text is really small, like the labels for "% Influenza-like Illnesses" and the seasonal labels arranged in a circle (summer, spring, etc.). I actually have to squint and tilt my head to read these parts.
   - **Improvement Suggestion**: Increasing the font size or making key labels bold would make a big difference. And instead of circular text

in the middle, a straightforward layout would save me from turning my head to read.

3. **Whitespace**:
   There's enough whitespace here, so the visualization doesn't feel cluttered. It's easy to focus on the main elements without feeling overwhelmed.
4. **Color**:
   - **Strengths**: The color scheme uses different shades to separate the seasons, which makes the flu cycle visually clear.
   - **Weaknesses**: The bright green used for spring really stands out—maybe a bit too much. As someone with light sensitivity, I actually find it uncomfortable to look at against the white background.
   - **Improvement Suggestion**: A softer green or a gentler color palette would be easier on the eyes and make the design more accessible.
5. **Accessibility**:
   There are a few accessibility issues with this design: the small text, bright green color, and circular text layout make it hard to read and look at for long, especially for those with visual sensitivities.
   - **Improvement Suggestion**: A more accessible color palette and a simpler arrangement for seasonal labels would make it much easier to read and more comfortable for everyone.
6. **What I Learned**:
   This visualization really brings the seasonal pattern of influenza to life, highlighting big events like the H1N1 outbreak. The circular format emphasizes the flu's cyclical nature, but a few adjustments to the color, text, and layout would make it even easier to use.

Improvement Review

Text Size and Layout:

- **Issue**: Some of the text, particularly the small labels for "% Influenza-like Illnesses" and the seasonal labels arranged in a circle, is hard to read. Having to tilt your head to read the circular text is also inconvenient.
- **Suggested Improvement**: Increase the font size of key labels to make them more readable. For the seasonal labels in the middle, consider arranging them in a straightforward, horizontal layout instead of a circular format.

Color Adjustment for Accessibility:

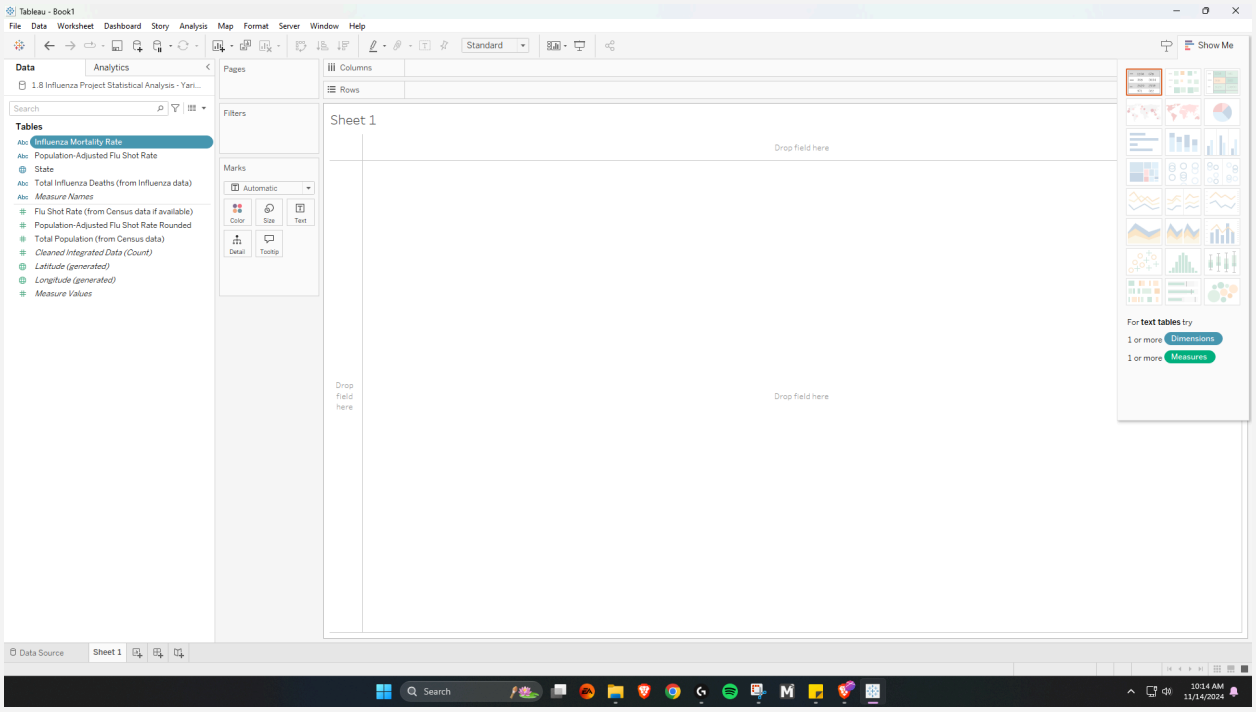
- **Issue**: The bright green used for spring is overwhelming, especially on a white background, and can be uncomfortable for those with light sensitivity.

- **Suggested Improvement**: Use a softer, more muted green or an alternative color palette that's easier on the eyes, enhancing accessibility for viewers with visual sensitivities.

Additional Checklist Point: Accessibility of Color and Text Layout

- **Question:** Does the color scheme avoid overly bright or harsh colors that could cause strain for viewers with light sensitivity? Are text labels large enough and arranged in a way that doesn't require physical adjustments like tilting the head to read?
- **Purpose:** Ensuring that the color palette and text layout are comfortable and accessible for viewers, especially those with visual sensitivities or light sensitivity.

Screenshot of Connected Data in Tableau - Cleaned Integrated Data (Influenza Project)



Dimensions:

- Influenza Mortality Rate
- Population-Adjusted Flu Shot Rate
- State
- Total Influenza Deaths (from Influenza data)
- Measure Name

Measures:

- Flu Shot Rate (from Census data if available)
- Population-Adjusted Flu Shot Rate Rounded
- Total Population (from Census data)
- Cleaned Integrated Data (Count)

- Latitude (generated)
- Longitude (generated)
- Measure Values