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CS-171 - Homework 3

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Who is the targeted audience?

The “Tamar – Brand Love” visualization at first seems geared towards the general public. However, it takes a minute to fully understand this visualization, so one might deduct that it is catered towards industry professionals of advertising and e-commerce.

What tasks does the visualization enable?

This visualization allows a viewer to see who the most loved brands are, rated from 1 to 25, what category of business they are, and the change from the year prior.

What data is represented in this visualization? Be specific.

The data pertains to 25 top digital brands rated unknown scales

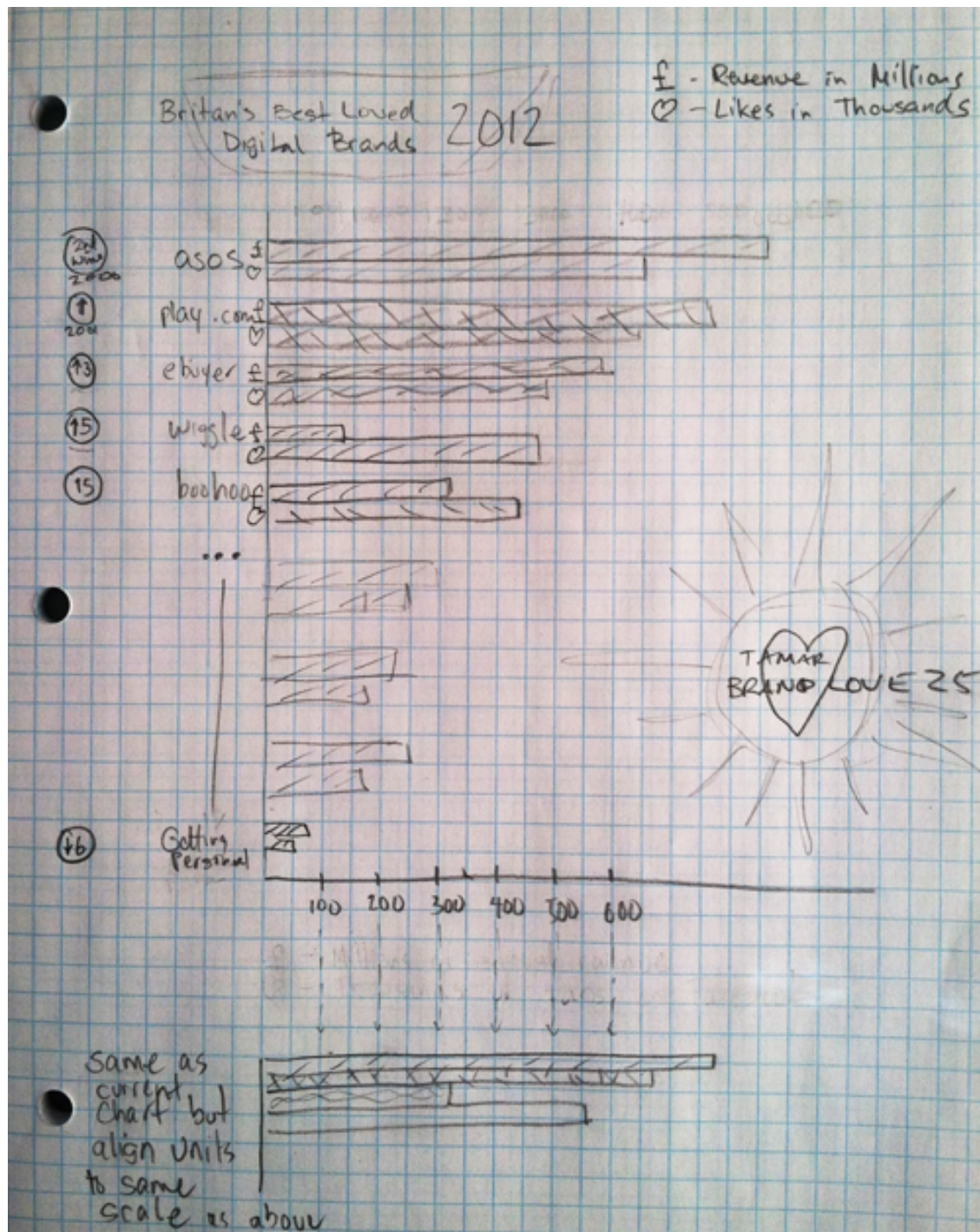
- Love
 - Unclear what they measure, but one could assume FB likes
 - Rating 1 – 25 of most loved
- Pounds
 - Again unclear what they measure, but one could assume revenue
- Up or Down compared with previous best
- New Entries to the chart
- The category of business

How is each data type visually encoded? Do you think the encodings are appropriate?

- Both love and money are encoded with length. Appropriate, but the circular design makes it much more difficult to compare entries.
- Up, Down and New Entries are encoded as plain text numbers with some graphic symbols to strengthen the metaphor. Once one understands what the numbers represent, it is easy to gauge their values
- Business category is encoded with color. Because there are only seven categories, the colors used are fairly easy to distinguish from each other. If there were 14, this would not be appropriate, however for this instance, it works.

Does the visualization have graphical integrity? Why or why not?

This visualization has some elements of graphical integrity, however I do not think that Tufte would approve of it. The design is clever and appealing to the eye. There are a few layers of information that can be explored within the graphic, though I would not describe it as data dense. The bar charts are based of a zero-based scale, which makes it easy to read their value. However the radial design makes it nearly impossible to compare one value to another. The gridlines radiating from the center are somewhat necessary because of this layout, but are surely chart junk and could be removed if the bars were organized in a more traditional layout.



The primary alteration was to align the bars horizontally so we can quickly determine how they compare with each other. Despite the different scales, the revenue and likes were left on the same level, with their differences noted in the key. I would probably experiment with applying a texture to one so see if it made differentiation easier. Additionally, I would make the category data more relevant by labeling units or perhaps displaying the total in the right margin of the bar. I liked the use of color and how change was encoded in the design, so that would be left as-is.