HW3

**Problem 1: Critique & Redesign**

I have chosen to critique <http://www.tamar.com/thinking/brand-love-25-2012> for this part of the assignment

1. Who is the targeted audience?

General public, and mostly on-line shoppers in Britain

2. What tasks does the visualization enable?

A break down of on-line stores and brands that consumers use for shopping

The visualization tries to distinguish between most popular and less popular brands/stores based on customers support and loyalty

A visual global idea of existing online retailers and brands and their acceptance to the public in Britain

3. What data is represented in the visualization, be specific

I notice the following data:

1. Brands name
2. On line stores names
3. Type of products services offered
4. Sources of information
5. A corresponding score for each brands in an specific year
6. A circular clock wise ordered list of brands trying to denote popularity
7. Some sort of popularity score - up/down scales – winner
8. What brands are a new entry
9. The year

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

Brands names, online store names are encoded nominally as different categories using their logos and original colors. There is no consistency in the size of the fonts or size of the logos among all names.

The total number of brands in the visualization circularly ordered as ordinal data type as well since they dene the number of entries being visualized.

Popularity grades are quantitative since we can do arithmetic with them but there is also popularity grades by word scales such as up, down and winner.

Types of services offered such as “General Goods, entertainment, etc” are also nominal data types and are displayed by bar charts of different colors.

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

In my personal opinion this visualization does not have that much graphical integrity since it miss communicates a lot of information and can be confusing to understand at some degree. Colors are not well chosen for the labels since they are hard to read and it is difficult follow a meaningful visual pattern in relation to the years, scores and brands.