Task 2.2

[#VOTD Affordable and Fun Things to Do in Las Vegas, USA | Tableau Public](https://public.tableau.com/app/profile/madeeha.amatur/viz/LasVegasThingstodo/CheapThingstodoinLasVegas)

**Text**

* **Are the title and text descriptive enough? (i.e., do you understand what the visualization is trying to convey just by looking at the title and text?)** The title could be a bit more descriptive. The actual visualization describes Las Vegas’s history, price comparison of fun things to do there, and locations. None of which are really described by the title.
* **Are there text labels?** There are some text labels throughout this visualization. I would mention that the colors on the chart comparing on the strip vs off the strip locations have a very similar blue color which could be confusing to some observers.
* **Does the text portray any redundant information that could be gotten rid of?** For the most part, the text does a good job of not being redundant and overwhelming the viewer with too much information.
* **Do colors, shapes, and size scales come with legends?** The visual does use a legend for attraction price comparison. However, the map view of the locations does not have a legend and many of the map points are not clearly labeled but Tableau could assist with that.

**Color**

* **What does the color scheme signify?** The color scheme in this visual signifies a happy and memorable time. The use of colors draws the viewer in to try and advertise a fun experience in Las Vegas. It also uses blue colors to highlight the transition it makes from advertising Las Vegas to displaying many of its attractions on a map.
* **Are there more than five colors?** No
* **Does the color scheme make sense? Are colors analogous, complementary, monochromatic, or intuitive?** The color scheme seems to make sense. It uses intuitive colors for the map and uses primary colors on the first page of the visual.
* **If color is used to draw attention to important information, is the darkest color representing the most important information?** I think the coloring in this visual is a little confusing. The darkest color grabs your attention on the first page in welcome to Las Vegas. The price comparison section uses lighter colors than I would have expected and the off the strip and on the strip colors look very similar and are hard to distinguish.

**Other**

* **Are different sizes used? If so, is there meaning behind the sizes?** Different sizes are used in this visual. The first page displays a much bigger font to grab the viewer’s attention. Different sizes are also used for the playing cards section of the visual and the attraction price comparison. The price comparison section is much larger than the individual map locations. I think the meaning behind the sizes is grabbing the viewers’ attention to emphasize the price comparison between the strip and places off the strip. It also uses a bigger font to advertise a fun time in Las Vegas.
* **Are there groupings in the data that can be portrayed through color, size, or position?** There are groupings in the data that are portrayed through color such as the convention center attendance and visitor volume and attractions price comparison section. The size is largest on the first page of the visual. The position of this visual is centered in a way that makes it easy for the viewer to read it. Bold print is also used as a grouping to emphasize the number of visitors this current year compared to 2021 when Covid was still a factor.
* **Is there (enough) whitespace?** For the most part, I think this visual has enough whitespace to make it easy for the viewer to understand. The last page displaying the locations in the map uses blue as a substitute color for white space. I would still prefer it if the blue space was colored white because the contrast would make that part of the visual easier to view.
* **Is the visualization accessible?** I think it is somewhat accessible but there could be some improvements. For one, it does not have alt-text so viewers who are visually impaired may have some difficulty reading the visualization. The visualization does have a good amount of supplementary text that clearly labels what each color represents. Many of the colors are also monochromatic like the attraction price comparison which could make it easier for color blind viewers to read.
* **Does the visualization teach you something?** This visual taught me that Las Vegas as tourist attraction had an impressive number of visitors despite Covid being a major factor. In fact, I did not realize Las Vegas had close to 40 million annual tourists. It also taught me that there are many attractions in Las Vegas that are located off the main strip.
* **Improvements explain how you’d improve 1–2 components the designer did poorly.** I think the colors used in the attraction price comparison section could use a little more distinction. Some of the attraction types are listed with almost identical colors which makes it harder for the viewer to tell them apart. Another improvement would be to provide more context to why the specific tourist attractions listed were put in this visual. The attractions listed seem randomly listed when comparing their prices and it would be helpful to know if perhaps these are the most popular tourist attractions.
* **Additional Checklist Item**
* Is there a purpose behind each visualization?
* Does the visualization adhere to the idea of simplicity?
* Do the visualizations work well together to create a clear and concise presentation?

**Tableau Upload**

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Description automatically generated with medium confidence**

**Dimensions:** State and Year

**Measurements:**

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