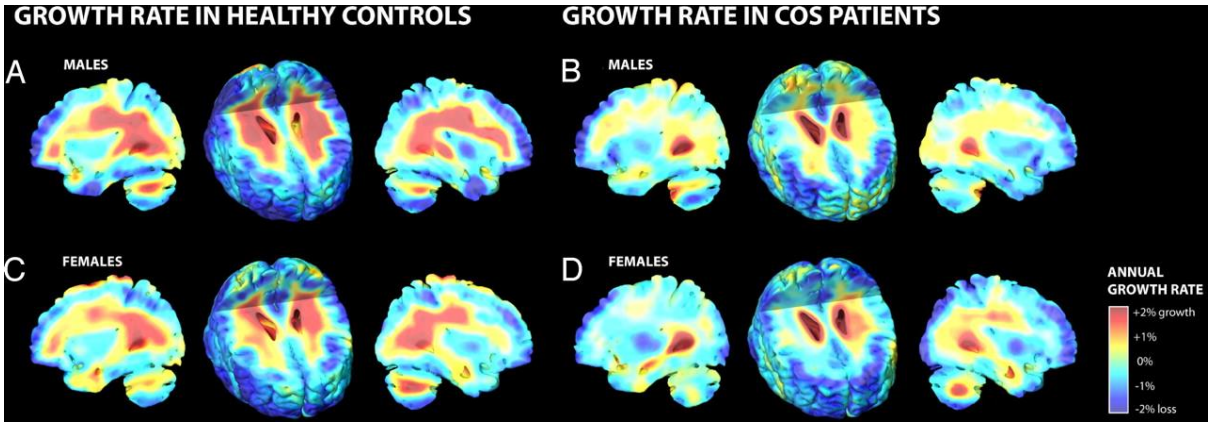
Design 3

Bo-Shan Go	10780297
Ruben Gerritse	10760326
Thirza Dado	10492682
Mike La Grouw	10626700
Alexander de Groot	10078797

Problem 1: Rainbow color map



(http://www.pnas.org/content/105/41/15979/F3.large.jpg)

Intended objective: show a decreased brain growth rate in schizophrenic (COS) patients.
Conveying information: quite successful. Overall growth rates for different brain areas can easily be compared.
Critique: not immediately clear that blue is growth decrease, instead of baseline.
Audience: brain researchers and students (scientific audience).

Problem 2: Patterns and colors in maps

BING vs GOOGLE:

- Which map promotes an easier visual search for buildings?

Easier visual search for buildings: Bing, more detailed. Google is much more simplified and therefore not very accurate concerning buildings.

- Which map more effectively visualizes routes from a random point A to point B?

(Rout: from Yale to Harvard)
Bing: cannot find routes for cycling. Therefore only Google can be used by Dutch people.
Google: has more detailed information, TomTom level details.

- Which map is an overall better visualization, and why?

Google. Bing feels like a bad rip-off of the Google map, with many more buttons that are not needed. Also, there is fewer detail even though the interface itself is more crowded with information. Conclusion: Bing requires more visual processing, but in the end gives fewer information than Google.