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Data Viz Assignment 2B

[1] Best Viz: Alt-Nation

I found this visualization as the most effective of all other visualizations that I analyzed. The **domain** of this visualization is **Music**, and it displays the top 50 songs based on the values of audio features taken as input from the user. It also displays the information about the artist of a song that the user selects, the top tracks of that artist, and network analysis of the artist with other related artists. The selected song is played using the Spotify API and all the songs from the albums are included along with their popularity. The design space is used very efficiently and the colors and layout give the visualization a simple but beautiful look. It displays the "HOW TO USE" title in yellow color to **pop out** and it brings the user's attention to the instructions on how exactly are we supposed to interact with the user, which is the most important thing to know.

The Songs are displayed along with their audio features. The style of displaying the audio features is quite different and unique. All 7 features are shown at the same time, with the **mark being the line and the channel used being the length.** It is great to have a reference on the left side, which displays, which corner of the heptagon represents what feature. This implements the **'Eyes Beat Memory'** rule from the rules of thumb. After selecting a song, everything else is dimmed, and only the selected song is brightened, which gives **visual feedback** to the user.

In the Artist Network Analysis, the marks used are **nodes and links** for connection. Along with this, the channel used is **color saturation**, which displays artists with more interactions with darker nodes. This follows the principles of **effectiveness.** Tooltips are provided to make it easier for the users to understand the information displayed. Clear labels and captions are provided. In the last section, the album of the selected song is shown, with all the songs on the album. It also displays the popularity of all the songs, in the horizontal bar graph, where the **length of the bar** is used as the channel.

After analyzing the visualization, I found some scope for improvement. The visualization can include some sort of visual feedback after changing the audio features. It doesn't specifically display, that the new playlist is generated. We notice after reading the song name, that it has changed. Also, the title of the song, artist, and album name is displayed with the same font style, which makes it difficult to understand what is what. So, these few changes could make the visualization more effective. Apart from these few points, I found this visualization very interesting and informative and it is justifying the required tasks.

[2] Worst Viz: Good Read Books

This viz is definitely very boring, as well as ineffective. It doesn't clearly justify the tasks, and I think, much more could have been done to visualize this dataset more efficiently. This viz falls under the domain of **Books** and it displays different authors and their books. The pie chart represents the books, but you **cannot understand what exactly the percentage is showing.** Is it the number of pages? Or is it according to the rating? A piece of major information is missing. The artist could have labeled the data to make it easy for the user to grab the information.

The use of colors is not very nice. The grey and brown colors, displayed side by side don't really differentiate the data. It is **hard for the user to make out the difference between those 2 colors.** There is some interactivity, which allows the user to select the authors. But this visualization is very simple. The user might be someone who know nothing about books, or about the authors, who are more famous. The artist could have displayed the authors based on their popularity, which might have made it easier for the user to select which author he/she wants to see. The artist could have also, displayed the genre of the books so that the user could have made a choice based on their interests.

This visualization has a large scope of improvement because the artist hasn't used most of the information from the dataset. The use of channels is not effective. The artist has not taken the rules of thumbs into consideration. The visualization is not providing any informative insights. The tooltip is too big and makes it harder for the user to find important information from it. Overall, this viz is not at all useful and makes it my worst viz.

References:

[1] Source: Tableau
    Publication Name: Alt Nation (Spotify Playlist)
    Artist: Robert Janezic
    Date: Nov 5, 2018
    URL: Link

[2] Source: Tableau
    Publication Name: Good Read Books
    Artist: Maliha Momtaz
    Date: Mar 3, 2021
    URL: Link