



## Module 4 Quiz

Quiz, 14 questions

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1.

Which description best describes a persona?

- ☐ A homogenous version of an "average" all user segment.
  - ☒ A document that captures the needs, goals and abilities of a specific audience segment.
  - ☐ Descriptions and photos of users that are used to show a project is employing "user centered design."
- 

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2.

Which of the following is true about continuous data?

- ☐ The values cannot be subdivided.
  - ☒ Continuous data has a potentially infinite set of values.
  - ☐ There's no inherent order to the data.
- 

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3.

Colin Ware proposed three interlocking feedback loops of visualization. Which one in this list is not one of them?

- ☐ Problem solving
- ☒ Color channeling
- ☐ Direct manipulation of graphical objects
- ☐ Exploration and navigation



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4.

What best describes the idea of **progressive disclosure** in an interactive visualization?

- ☒ Showing only the level of data that is needed at a particular part of an analytic process or workflow.
- ☐ Using only a subset of data in a statistical analysis.
- ☐ Real time streaming of data.

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5.

What was the visual exaggeration in Florence Nightingales' "rose diagram"?

- ☐ The color choices
- ☒ The areas of the wedges
- ☐ Line lengths

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6.

Which of the following is not an example of a useful coordinated view approach?

- ☐ Highlighting
- ☐ Filtering
- ☒ Distorting

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7.

Which of the following is not true about discrete data?

- ☒ Discrete data have a potentially infinite set of values.



There's no inherent order to the categories.

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The values are not subdivided.

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8.

Which two visual attributes are good for displaying quantitative measures?



Line length and 2D position



Color intensity and saturation



Shape and size

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9.

What's a common design problem for direct manipulation of graphical objects?



Graphical objects may appear closer than they really are.



A target area for selection is covered up or crowded out by other graphical objects.



Users tend to preferentially select rectangular shapes.

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10.

Why is it generally a good idea to start axes with a zero?



It's always easier to design charts that way.



It avoids distortions in the values being compared.



Charts look better with axes starting at zero.

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11.

Which of the following is not generally considered an essential element of a useful Persona description?



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- ☒ The persona's goals
  - ☐ The persona's pets' names
  - ☐ The persona's needs
- 

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12.

Which visual attribute is good for displaying qualitative measures?

- ☐ 2D Position
  - ☐ Line length
  - ☐ Color intensity
- 

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13.

Which definition best fits the idea of "survivor bias"?

- ☐ A tendency to draw conclusions based on data from biased survivors.
  - ☐ A tendency to draw conclusions based on data from what survived a process and overlooking what did not.
  - ☐ A tendency to draw conclusions based only on data that survived the ETL process.
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14.

True/False: Tree maps are an example of Geospatial representation?

- ☐ True
  - ☐ False
- 

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