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Question 1

<u>Benefits</u>
- It will be more engaging because of the way data was presented

<u>Limitations</u>
- It is more confusing than helpful because users will make many assumptions and arbitrary meanings attached to each property of the table. An example would be users making assumptions as to meanings of the color codes or the meaning of the x-axis or y-axis even if the use of space was mostly arbitrarily picked by the designer
- Reading the information becomes more complex for such a simple purpose
- Using this visualization will limit the people who understand it because not everyone knows how to read the periodic table and might read it from left to right as opposed to top to bottom then left to right.

<u>Bonus</u>
- A list will be more appropriate for the purpose of highlighting who are the top mark earners in the class because it orders a group of items according to a specified ordering
- A table will also be appropriate with the first column being the name and the second column being the scores since there is only one attribute

Question 2
- The effectiveness of this goal is limited because there is a need to search through the years of experience column to determine who the new members are, and the main goal of the list is to connect new members to the experienced community.

<u>Bonus</u>
- The simplest approach to making it effective is to still use a table but order the rows according to the years of experience. Colors can also be used to signify location. Members in the same locations will have the same color and members in closer vicinities will have similar hues of that color.
- However, with the number of members—hovering around 1000—it is lengthy to publish all the contact information of members. Another option is to use clusters. Members in the same or closer vicinities will be grouped closer to one another and the member with longer years of experience will have larger circles with their contact information in it. Since the goal is to connect new members to the most experienced ones, the target audience of this page containing the member list is to give out the contact information of the experienced members so the target audience—the novices—will contact them.