The Assignment link:

https://public.tableau.com/profile/mohab3075#!/vizhome/Worst3PerformersByRegion/Story1

How does your visualization leverage at least one “pop-out effect” or “pre-attentive attribute?” Which one(s) was (were) chosen and why?

Sylvia is not a techy user. She needs a simple but effective visualization allowing her to quickly distinguish the worst performer sub-categories per region. For this, so in my visualization I’m depending on Orientation, Colors and Length ,Because she is not a big fan of Math

How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?

proximity principle appears in ascending my data in order to get all worst 3 performers beside each others, also it appears by applying the region to sub-category in one axis to ensure proximity

How does your design reflect an understanding of cognitive load and clutter?

The visualization is quite simple since it contains just two tiles. The left pane gives a first impression about best and worst performers overall (ordered by overall profit) highlighting at the same time the three worst sub-categories. The map on the right displays the selections made on the left. Finally, a brief description under the map explains how the visualization behaves, we can say also that I don’t have many words in the visualization, didn’t use any 3D related thing, and also the contrast of colors isn’t irritating the eye.

Is your visualization static or interactive? Why did you choose that format?

Because she lacks of time and math, it would be inappropriate to Supply her with Interactive Visualization , so the interactivity in the task is so limited (just parsing the cursor to choose the region).

- What need does this visualization address that words or numbers alone cannot fill?

For Time Consumption ,and not being so good in math, I depend in my visualization on Ionic memory using Colors and Length, and only the percentage of each of sub-category in the region