DSE 241 – Data Visualization

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Exercise 2 Report: Comparing USA Olympic Medals by Gender over Time

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# The Viz

Original:

Chart, bar chart

Description automatically generated

Updated:

Chart, bar chart

Description automatically generated

# Tasks

The viewer is now required to refer to the legend for the type of medal and may have to switch back and forth to understand which is which.

# Colorblind Check

The colors were selected from one of Tableau’s colorblind friendly diverging color palettes.

# Effectiveness of the solution

The change in color is an ineffective solution for the overall purposes of the viz. However, the colors are high-contrasting and color-blind friendly.

# Conclusions

The original image was better at conveying the desired data. Changing the colors increased the cognitive load on the viewer because Gold/Silver/Bronze has unique cultural meaning. Perhaps including the legend with the original palette as a failsafe would be a better solution than changing the palette overall.