

## Data Visualization Effectiveness Profile

Google Forms <forms-receipts-noreply@google.com>  
To: kdhara@andrew.cmu.edu

Wed, Sep 18, 2024 at 4:30 PM

Google Forms

Thanks for filling out [Data Visualization Effectiveness Profile](#)

Here's what was received.

## Data Visualization Effectiveness Profile

### Reference

Few, Stephen. "Data Visualization Effectiveness Profile," 2017, 11.

[http://www.perceptualedge.com/articles/visual\\_business\\_intelligence/data\\_visualization\\_effectiveness\\_profile.pdf](http://www.perceptualedge.com/articles/visual_business_intelligence/data_visualization_effectiveness_profile.pdf)

Email \*

[kdhara@andrew.cmu.edu](mailto:kdhara@andrew.cmu.edu)

Your name \*

Kshitij Dhara

What visualization are you ranking? Provide the title and web-accessible URL. \*

Usefulness. Is it useful for the intended audience? Does it communicate valuable information?

12345678910

UselessVery useful

Completeness. Does the visualization have everything necessary to make it understandable?

12345678910

No relevant dataAll relevant data

Perceptibility. Can the reader understand the information with minimal effort? Is the visualization type appropriate? Does it use illogical comparisons?

12345678910

Unclear and difficultClear and easy

Truthfulness. Is the visualization accurate, reliable and valid? Is it representing what it says it is, and in the most complete and truthful manner? Does it misrepresent the data or make comparisons that aren't correct?

1 2 3 4 5 6 7 8 9 10

Innacurate and / or invalid

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐

Accurate and valid

Intuitiveness. Is it easy to understand and clearly communicates the information?  
If unfamiliar, does it include easy to understand instructions on how to interpret it?

1 2 3 4 5 6 7 8 9 10

Unfamiliar, difficult to  
understand

☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐ ☐

Familiar, easy to  
understand

Aesthetics. It is interesting / enjoyable to look at? Is it a good example of what a  
beautiful data visualization might look like? Is it somewhere in the middle -  
pleasing but otherwise not distracting to look at?

1 2 3 4 5 6 7 8 9 10

Ugly

☐ ☐ ☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐

Beautiful

Engagement. Does it lead the audience to learn more about the topic? Does it  
inspire the audience to talk about the data or share it with others?

1 2 3 4 5 6 7 8 9 10

Distracts from data

☐ ☐ ☐ ☐ ☐ ☒ ☐ ☐ ☐ ☐

Draws one into the data

Describe your overall observations about the data visualization here. What stood  
out to you? What did you find worked really well? What didn't? What, if anything,  
would you do differently? \*

The color-coding of AI models—Midjourney (blue), Stable Diffusion (red), and DALL-E (yellow)—is intuitive and clear. The map provides a geographic breakdown, which immediately shows that Midjourney dominates the majority of U.S. subregions. The use of blue across many states visually emphasizes Midjourney's higher usage.

Who is the primary audience for this tool? Do you think this visualization is effective for reaching that audience? Why or why not? \*

The target audience seems to be data consumers interested in understanding regional differences in AI model popularity. The audience likely values a clear, comparative view of the data, but may also benefit from more interactivity or context for deeper insights.

Final thoughts: how successful was this method at evaluating the data visualization you selected? Are there measures you feel are missing or not being captured here? What would you change? Provide 1-2 recommendations (color, type of visualization, layout, etc.) \*

Using grouped bar charts or side-by-side bars for better comparison. This would allow users to see how, for instance, searches for Midjourney compare between different states more easily.

[Create your own Google Form](#)

[Report Abuse](#)