December 29, 2015 14-Day Observed Precipitation - Continental United States
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source: http://www.bisnett.com/wp-content/uploads/2017/01/precip14day.jpg

Problem 1
This visualisation contains data about rainfall and is used by an insurance company to 'inform' people about the changes of flooding by showing the amount of 14-day precipitation levels in the US.
The audience are citizens who are thinking about getting insurance against flood damage. It is kind of confusing, especially since blue is more connected to rain than red but blue, in this case, represents low levels of precipitation. A good legend is needed because the used ranges the colors represent do not always match the viewer's expected value color combo's.

The rainbow color scale does attract a lot of attention and since it is used a lot to visualize weather data it gives the visualization 'credibility'. The use of very hard colors and hard red for the highest levels of precipitation creates contrast between the higher and lower ranges. Since this add is mostly used to scare people into buying an insurance against flood damage, using the red color is pretty smart since most people will associate it with extreme values.

Problem 2
bing vs apple maps

Which map promotes an easier visual search for buildings?

Bing uses different greens to indicate green nature areas and areas with buildings. Only after zooming in it becomes clear that the lighter green stands for building areas. Apple maps uses orange vs green what makes it more instinctive. Apple maps also shows what's located in the building sooner.

Which map more effectively visualizes routes from a random point A to point B?

They both give multiple route options and show the routes on the map. Bing maps however looks really stuffed with info and the interface is really busy, this makes the route pop out less in comparison to apple maps.

Which map is an overall better visualization, and why?

Apple maps is more selective in what is shows (street names, etc.), bing maps shows all names what makes it very chaotic and harder to find what you're looking for. Apple uses pop out colors for important information and gives all other information colors more related to the background. This creates contrast between the important and background information. Bing uses a lot of hard colors for things like street names and roads, since they also always show this information it is distracting and makes it harder to find what you need.

At last the search function in apple maps is more adapted to finding what you need when searching for areas. when looking for harvard university apple maps showed me the campus without any problems, with bing I first had to specify which building I wanted before I could see the area.