Module 1

1.
Question 1

When thinking about a story, which of the following best describes the fundamental structure?

1 / 1 point

○ Details, Summary, Review

○ Conflict, Revision, Ideation

◉ Context, Challenge, Conclusion

Correct

In general, the structure of the story includes establishing context, a challenge or conflict, and a conclusion which could be formulated as the "3 C's".

2.
Question 2

Which are potential benefits of using stories?

1 / 1 point

○ Improving comprehension

○ Boosting recall

○ Increasing potential engagement and empathy

◉ All of the above

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3.
Question 3

Which is a potential *drawback* to using stories for data?

1 / 1 point

○

Engaging the audience

○

Fostering empathy in the viewer

◉

False narratives

4.
Question 4

Talking to stakeholders can help you

1 / 1 point

○

Define the business and/or other goals

○

Develop an initial sense of audiences

○

Learn about the available data and technologies

◉

All of the above

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If you have the opportunity, establishing an initial sense of the business case, ideas about audience, and technical constraints and capabilities are among the useful insights gained from stakeholders.

5.
Question 5

What best describes the meaning of expressiveness and effectiveness in relation to data visualization and storytelling?

1 / 1 point

◉

Expressiveness is about displaying all the relevant data for an accurate understanding and effectiveness is the ability of the visualization to convey the meaning

○

Expressiveness is telling a story with as little data as possible and effectiveness is how well you do it

○

Expressiveness is about bright colors and effectiveness is how well they are applied

Correct

For data storytelling, it's crucial to include all the data to tell a complete and accurate story and to present it an effective way for the intended audience.

6.
Question 6

Which of the following is *not* a primary consideration in developing a design strategy for a visualization?

1 / 1 point

○

Needs and goals of target audiences

○

Business goals from stakeholders

○

The characteristics of the data

◉

Determining the best chart before talking to anyone

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7.
Question 7

Which description best describes a Persona?

1 / 1 point

○

Descriptions and photos of users to show a project is employing "user centered design"

◉

Highly specific archetypes or representatives of a particular user segment

○

A homogenous version of an "average" user segment

8.
Question 8

Which of the following best describes an important purpose of Personas?

1 / 1 point

○

Help consolidate very different types of users into one "average" type

○

Demonstrate that a design is "user-centered"

◉

Prioritize design requirements

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9.
Question 9

Which choice below is *not* generally considered an essential element of a useful Persona description?

1 / 1 point

○

The Persona's goals

○

The Persona's needs

◉

The Persona's pet's name

Correct

A key part of the persona description is a list of needs and goals. These help set priorities and focus the design. Adding some details like a persona's pet names can, in some instances, be helpful in breathing life into personas and making them believable and relatable but, typically, they are not an essential element.

10.
Question 10

It's good practice in the beginning of an audience interview to

1 / 1 point

○

Ask leading questions to help the interviewees think

○

Tell interviewees, at the start, the details of a proposed visualization

◉

Ask open-ended questions about interviewee's goals and pain points

Correct

If you ask leading questions or explain an interface or visualization to users in advance of them coming to their own conclusions, you are far less likely to get the clearest picture of what they are thinking.

11.
Question 11

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Questions to consider about your data include

1 / 1 point

○

What kinds of data are available?

○

What is the quality of the data?

○

What are the gaps?

◉

All of the above

Correct

The more you know about the range, completeness, and quality of the data, the better able you will be able to determine which data story should be told and what the limitations are as well.

12.
Question 12

Which is a potential pitfall of turning data patterns into narratives?

1 / 1 point

○

Finding more than one interesting story

◉

Conflating correlation and causation

○

Finding something previously discovered

Correct

Creating a story about causation to two correlated measures that don't have a causative relationship is a common trap people can fall into.

13.
Question 13

One reason Tableau is great for finding stories in data and alternative ways to express them is

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1 / 1 point

◯

Tableau fills in missing data

◉

It's relatively fast and easy to import, visualize, and evaluate data in different ways

◯

Tableau has a "story detector" widget

14.
Question 14

To increase the likelihood of your design's success, you should

1 / 1 point

◉

Try to match, balance, and align stakeholder and audience goals

◯

Put stakeholder's goals above all

◯

Put audience's goals above all

15.
Question 15

Albert Einstein is said to have remarked which of the following?

1 / 1 point

◯

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"Make things as simple as possible."

○

"Less is always more."

⦿

"Make things as simple as possible, but not simpler."

Correct

Simplicity is a great goal, but depending on the audience, oversimplification can be as bad or worse than complexity.

16.
Question 16

What is a tool that Tableau offers to help you organize your data story?

1 / 1 point

⦿

Story Points

○

Script Supervisor

○

Plot Twister

Correct

Tableau Story Points are a basic but useful feature help you arrange the content for your story.

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