

2.2- Visual Design Basics

2. Cost of Living in Europe: By S. Rotaru

Cost of Living in Europe - #RomanianDATATribe July 2022

Text

- Yes the title is good and tells me exactly what I'm looking at
- Yes, each hexagon has a country abbreviation and once one is clicked, a pop up window appears with full country name, and cost of living index
- No, the colors tied to the country are useful visuals to indicate cost of living index
- Yes, there is a color scale to help determine what color represents what. All countries are the same size so that is not an indicator

Color

- Dark Blue = lower cost of living, Purple = Low/Moderate, Pink = moderate, Yellow = Moderate high, and Orange = high cost of living
- No there are exactly 5 colors
- The colors are complementary and make sense when viewing the visual
- Not necessarily. The dark blue is the predominant color representing lower cost of living which is most of all eastern Europe. Western Europe is moderate cost of living but there is a clear divide

Other

- The country hexagons are all equal sizes. Once you click on the country, the visual to the right, a radial chart, changes size as the 6 different points around the chart reflect different sectors affecting the overall cost of living.
- No, the hexagons reflect the continent of Europe, but the colors are only groups by cost of living
- Yes, the two visuals provide enough space around the context to make it easy to read and understand the separation between them
- There is additional text and context around the colors to determine what is being visually represented, however it was mentioned that purple could be an issue with color blindness so a different color would be better.

I learned that most of the countries on the eastern side of Europe have a lower cost of living when looking at rent, groceries, restaurant, and purchasing power. In contrast, Western Europe has a higher cost of living which could result in more tourism which also contributes to the higher costs across the board.

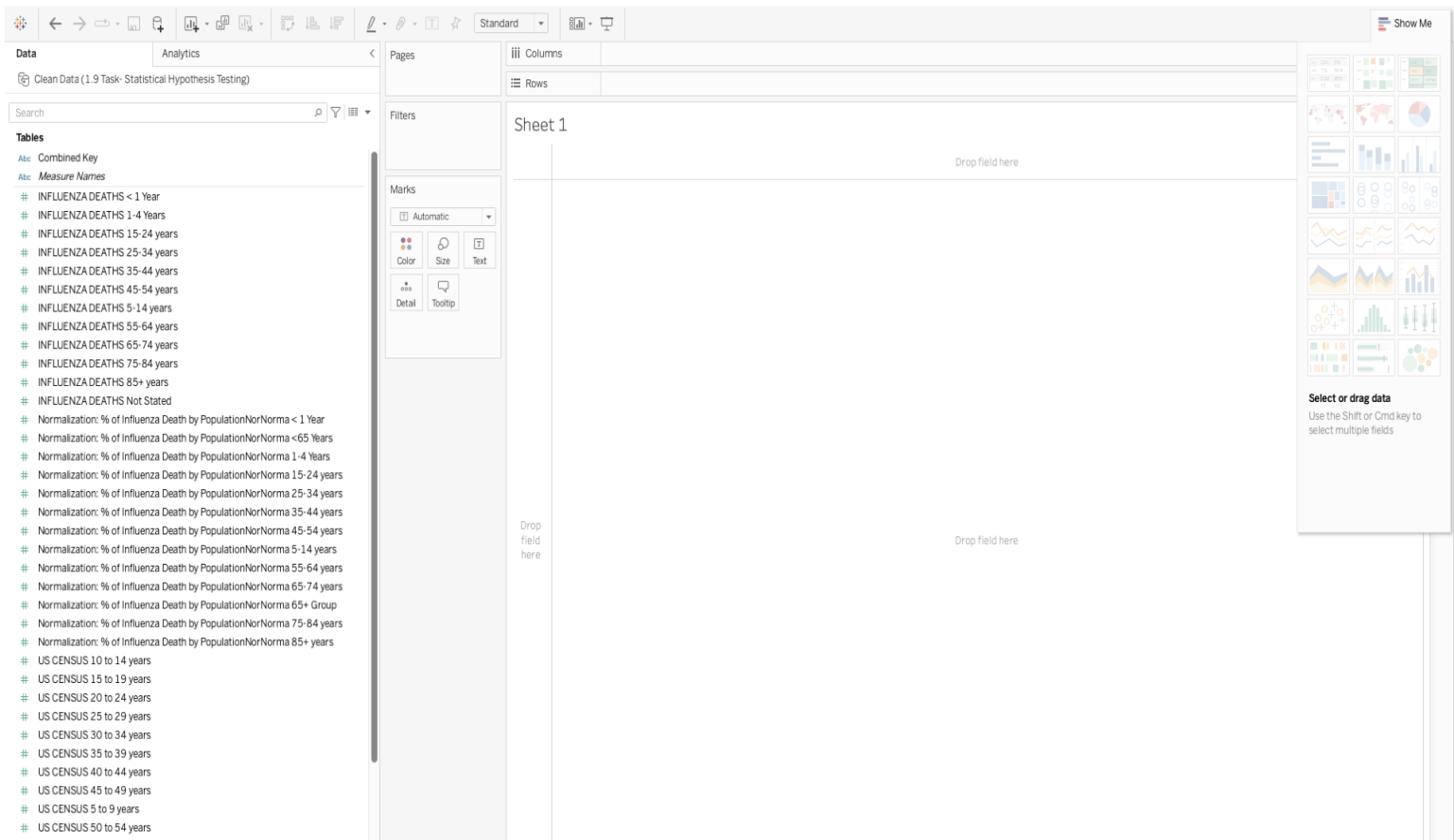
3. Purple could be an issue with color blindness so I would pick a different color for the low/moderate category. Even using a monochromatic scheme would still represent the information in the same way.

4. Do the color schemes contribute to any bias in the viewer?

Updated Altered Checklist- Style Guide

- Text
 - Are the title and text descriptive enough? (i.e., do you understand what the visualization is trying to convey just by looking at the title and text?)
 - Are there text labels?
 - Does the text portray any redundant information that could be gotten rid of?
 - Do colors, shapes, and size scales come with legends?
- Color
 - What does the color scheme signify?
 - Are there more than five colors?
 - Does the color scheme make sense? Are colors analogous, complementary, monochromatic, or intuitive?
 - If color is used to draw attention to important information, is the darkest color representing the most important information?
 - Do the color schemes contribute to any bias in the viewer?
- Other
 - Are different sizes used? If so, is there meaning behind the sizes?
 - Are there groupings in the data that can be portrayed through color, size, or position?
 - Is there (enough) whitespace?
 - Is the visualization accessible?
 - Does the visualization teach you something?

6. Tableau Screenshot



Dimensions: Combined Key of State/Year

Measures: US Census: Total Population, Male Population, Female Population, Under 5 - 85+ years, Influenza Deaths <1 - 85+ Years, Normalization of Death by Population <1 - 85+ Group.