Three Questions to Ask When Designing or Improving a Visualization

1. **Is this feature truly useful?**
   Does the function or interaction you're adding genuinely help users explore or understand the data — and is it designed to be intuitive? Or is it just a decorative or "flashy" element that doesn't add real value?

2. **What's your core message, and why should your audience care?**
   When you design or edit a visualization, clearly identify your **central message** and the **supporting insights**. Ask yourself whether your target audience will find it relevant and compelling — and why.

3. **Is your main idea immediately clear?**
   Can viewers easily identify the focus of your visualization and grasp what you're trying to show? The central message should stand out visually and conceptually, without users needing to guess what matters.