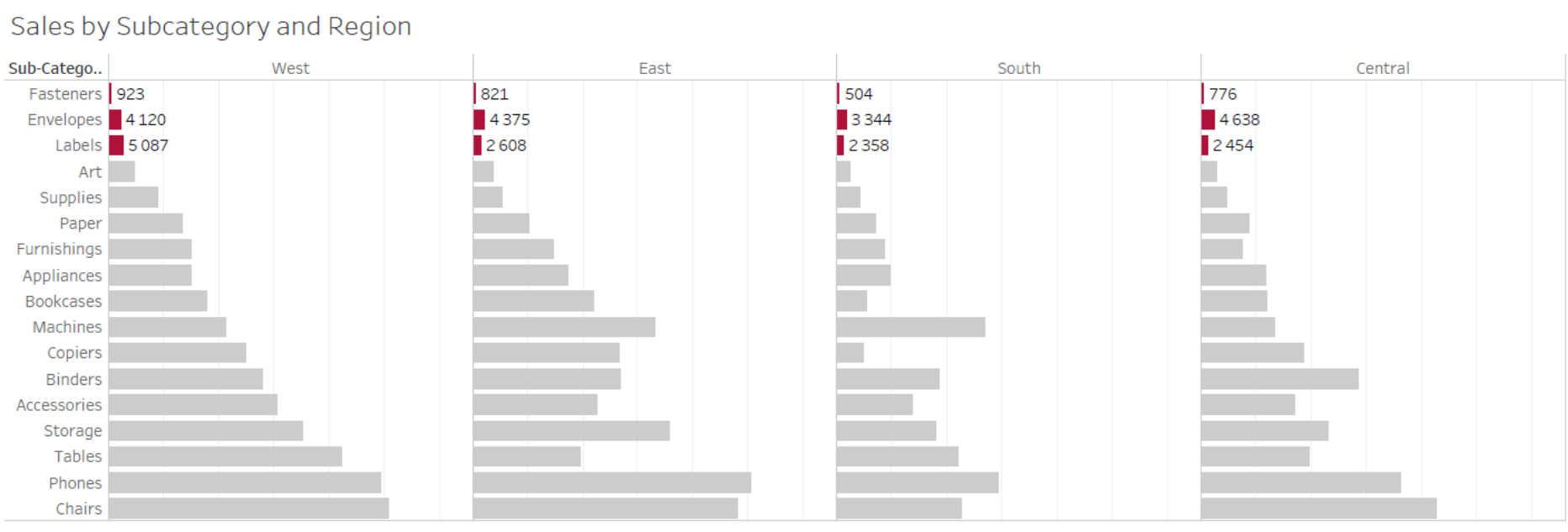
Packaged workbook can be found here: https://github.com/zarniak/tableau/raw/master/essential-design-principles-for-tableau/Orders-and-Returns-Sample-Superstore-Data-Workbook3.twbx

Visualisation in Tableau Public could be found here: https://public.tableau.com/profile/krzysztof.z8710#!/vizhome/Orders-and-Returns-Sample-Superstore-Data-Workbook3/Sheet1?publish=yes

Screenshot you can find below:



- How does your visualization leverage at least one “pop-out effect” or “pre-attentive attribute?” Which one(s) was (were) chosen and why?
    - Top 3 underperforming subcategories (ranked) are poped-out with red color and the rest is “greyed-out”
- How does your visualization utilize at least one Gestalt principle? Which principle(s) is (are) being reflected, and how?
    - I have used closure principle: sorting elements according to performance make it even more visible.
- How does your design reflect an understanding of cognitive load and clutter?

    - I have decluttered visualisation by “graying” out all the data that are not in the interest of Sylvia and get rid of additional numbers and labels.
- Is your visualization static or interactive? Why did you choose that format?
    - Static – top 3 underperformers does not need for additional interactive features.
- What need does this visualization address that words or numbers alone cannot fill?
    - It is very straight forward and Sylwia can easily find top 3 underperformers. Additionally I added numbers for scale.