Dear Alan Mclean, Mark Brunkhart, Matthew Ericson, Xaquin G.V. and Ben Koski,

I am Chanhyun Kang, a computer science graduate student in the University of Maryland, College Park. I have reviewed the interactive graphic, “2010 World Cup Rankings” as an assignment for my Information Visualization class of Prof. Ben Shneiderman.

I was impressed about amount and the quality of information in 2010 World Cup Rankings visualization. The visualization gives a quick overview of analytical matches’ result of each national team. When I clicked one team which I was interested in, I can analyze the performance of the team from the selected information and get pros and cons of the team approximately.

I think there are several weak points for improving this visualization despite of many strengths in this visualization. I have two critique points for the visualization. First, the informative feedback should be organized into groups by each category. In the sheet of this visualization, we can see too much highlighted information from just one click. Actually, there are several categories in the visualization but you enumerated whole statistical figures without any grouping. My suggestion is that the relative information is shown to user when users clicked each category. Second, this visualization should support easier and effective methods to compare among teams’ information. This visualization supports the simple method to compare between two teams. I think it is common thought that many users hope to compare the information among more than three teams. But the method is not able to compare among more than two also it is hard to confirm the differences between the information because the team list is too long to see both of teams’ information. When the display resolution is small, it is impossible to see together. In 8 Reduce short-term memory load of Prof. Shneiderman’s “Eight Golden Rules of Interface Design”, displays should be kept simple because of the limitation of human information processing in short-term memory. So I think this visualization should support easier and effective tools to represent for comparing the information among more than two teams. And additionally, other things which I hope to point out are about categories which you used. I think you already know that FIFA ranking changes according every month. So I think you should write when the ranking was released. Also it is helpful users to analyze the information if the meaning of the each measure of categories in the sheet would be supported.

Despite my critiques, I think this visualization is really helpful for analyzing the soccer team of World Cup. I am ardent soccer fan so thank you for putting together very useful information. I really hope to see more like it in the future.

Sincerely,
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