## Appendix

## Questionnaire for User Preference Assessment of Information Visualization Graphical Features

You will be presented with several graphic elements with different design styles. We kindly ask you to review all the different styles and fill in each scale with your preference rating for a given design style. Note that the options are not mutually exclusive, i.e. you can like different styles equally and you do not need to establish an order between them.

### 0.1 Font Family

This section contains different styles of font families to apply in the content of a information visualization.

## This is Arial


#### Abstract

Arial Low preference $\square$ - $\square-\square-\square-\square-\square-\square$ High preference


## This is Calibri

Calibri
Low preference $\square$ — $\square-\square-\square-\square-\square-\square$ High preference

## This is Calibri Light

## Calibri Light

Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference

# This is Times New Roman 

Times New Roman
Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference

## This is Lucida Handwriting

## Lucinda Handwriting

Low preference $\square$ - $\square-\square-\square-\square-\square — \square$ High preference

### 0.2 Font Size

This section contains different sizes to apply to the typographic font in relation to the size of the visualization in which the text is inserted.

$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

## Small

Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference


## Medium

Low preference $\square$ - $\square-\square-\square-\square-\square — \square$ High preference


## Large

Low preference $\square — \square — \square-\square-\square-\square-\square$ High preference

### 0.3 Color

This section contains different color properties to apply in the encodings of a visualization and its general color theme.


Red Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference
Yellow Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference
Green Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference
Cyan Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference
Blue Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference
Purple Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference
Pink Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference


## Brightness

Low brightness $\square$ — $\square — \square-\square — \square — \square — \square$ High brightness

### 0.4 Buttons and icons

This section contains different styles of buttons and icons that perform an action after being pressed.

## Icon

Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference

## (i) Info

## Icon and Text

Low preference $\square$ - $\square-\square-\square-\square-\square-\square$ High preference


## Text

Low preference $\square — \square — \square — \square — \square — \square — \square$ High preference

### 0.5 Information Density

This section contains different styles of information density in a dashboard. In particular, focus in the amount of visualizations, represented as cyan squares, that appears on the screen at any time.


## Low

Low preference $\square$ - $\square-\square-\square-\square-\square — \square$ High preference


## Medium

Low preference $\square — \square-\square-\square-\square-\square-\square$ High preference


## High

Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference

### 0.6 Position of the Navigation Bar

This section contains different positions to place the navigation bar, where you filter information and personalize the visualization.


Top $\begin{gathered}\text { Tow preference } \square — \square-\square-\square — \square — \square — \square \text { High preference }\end{gathered}$


## Bottom

Low preference $\square$ - $\square — \square-\square-\square-\square-\square$ High preference


## Left

Low preference $\square$ - $\square — \square-\square-\square-\square — \square$ High preference


Right
Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference

### 0.7 Hierarchy Idioms

The following idioms represent the distribution of food consumed by a household within a month. Assess your preference regarding how data is represented.


Visualization with a treemap.
Low preference $\square$ — $\square — \square — \square — \square — \square — \square$ High preference


Visualization with a circular packing diagram.
Low preference $\square$ — $\square — \square-\square-\square — \square-\square$ High preference


## Visualization with a sunburst.

Low preference $\square$ — $\square — \square-\square — \square — \square-\square$ High preference


Visualization with a sankey diagram.
Low preference $\square — \square — \square — \square — \square — \square — \square$ High preference

### 0.8 Evolution Over Time Idioms

The following idioms show the number of participants in a marathon held annually in the United States. Assess your preference regarding how data is represented.


Visualization with a line chart without points.
Low preference $\square$ — $\square-\square-\square-\square — \square-\square$ High preference


Visualization with a line chart with points.
Low preference $\square$ — $\square-\square-\square-\square-\square-\square$ High preference


## Visualization with an area chart.

Low preference $\square$ - $\square-\square-\square-\square-\square — \square$ High preference

### 0.9 Comparison Idioms

The following idioms represent the levels of the happiness index across six different countries (France, Italy, Portugal, Spain, Germany, and the UK). Assess your preference regarding how data is represented.


## Visualization with a radar chart.

Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference

## Visualization with a world cloud.

Low preference $\square-\square-\square-\square-\square — \square — \square$ High preference


## Visualization with a vertical bar chart.

Low preference $\square$ - $\square-\square-\square-\square-\square-\square$ High preference


Visualization with an horizontal bar chart.
Low preference $\square$ - $\square — \square-\square-\square-\square-\square$ High preference


Visualization with a pie chart.
Low preference $\square-\square-\square-\square-\square-\square-\square$ High preference

