

DECO3100 A2 Documentation

Visualisation Narrative

The purpose

The aim of my website is to be able to help parents teach their kids the importance of thinking about where your food comes from, starting with milk. As milk is one of the most consumed foods and it is important to a child's growing health, it is important to educate people about the impact their choice in milk comes from.

Audience

The website is targeted towards parents/guardians with children under 10 years old. This is why I have included a friendly mascot that parents can share with their kids. I've used some fun typography to interest kids, but kept to only two fonts for consistency (Gross, 2023). I've mostly used the colour blue as this inspires knowledge and reliability (Olesen, 2023).

Data

The environmental data was sourced from *Our World In Data*, as this website is a reliable source that has been used in many different academic journals and they have cited where they have found their data, I am confident their data is reliable. This data was shown in bar graphs as an easy way to compare the impacts the different types of milks are having on the environment, even just looking at the chart from a glance shows the large damage caused by the dairy industry.

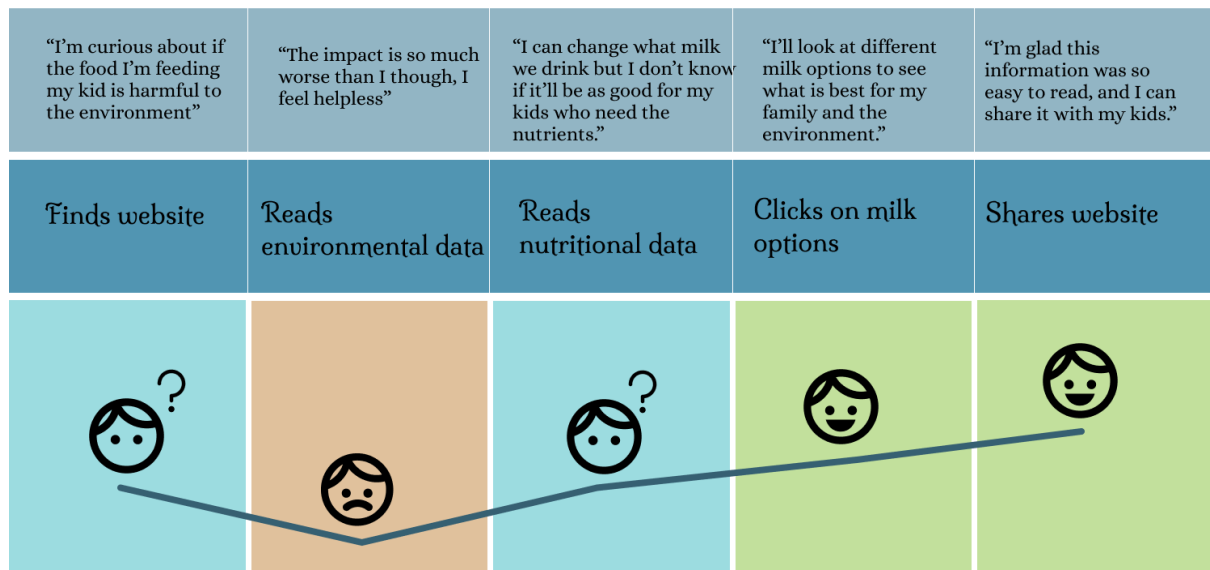
For the non-environmental data such as milk costs and nutritional information, this was sourced from the nutritional data on the milk packaging themselves and the costs from large retailers like Coles and Woolworths. The recommended daily intake data for children was taken from government health websites. I tried to show these in more interesting and detailed ways for user engagement, such as tables and illustration diagrams.

Desired insights

Ideally I want the user to understand how damaging the dairy industry is to the environment, influencing them to make the switch to an alternative milk. Instead of dumping a lot of information on the user, I will guide them through the facts and then help link them to resources and fact sheets so that they can continue to use this information in their daily life. This is why I have included a lot of links to external websites and call to actions.

To showcase the desired insights of the website, I have created a user journey map below.

User Journey Map



Usability Testing

Due to some personal health issues I was unable to complete the user testing as planned. I have still created a usability testing plan for two sections that I ideally would have liked to have tested.

Graph readability

To ensure readability throughout the website I aim to include 'think-aloud testing' to hear user's thoughts while they read the website and listen to whether they understand the story I'm trying to tell with the charts (Tomitsh et al, 2021).

User Goal / Task	Interface Part
What is the theme for the website?	Title, header, intro.
Can you read the graphs?	Sections with bar charts.
Can you click on the links and buttons?	Buttons and links, especially the milky popups.
What was the story of the website?	Whole website, especially the last section.

Milky's Popups

To break up the text and graphs on the website I included a mascot called Milky who will help to teach kids about the environmental impacts of milk and send them towards external resources that would help. I wanted Milky's parts on the page to be interactive to get kids involved in the website and data. I aim to include 'usability testing' by asking parents to go through the website with a focus on opening and closing Milky's pop ups, while also responding to his information/resources and

hearing their feedback. Using the usability testing template from Design. Think. Make. Break. Repeat. I have created the following usability table for testing (Tomitsch et al, 2021).

Task	Success	Time to complete	Number of errors
Open Milky's popup			
Read through the information			
Open the resource link			
Go back to the website			
Close Milky's popup			

Throughout the design process I was sharing my website with my friends to get some external perspective, but did not do this in a professional environment. Some of the feedback I was given was to add sources within the website, especially for shocking information that will allow users to feel confident in the information of the website. Another piece of feedback was that I was using too many paragraphs which made it harder to read, I broke these up into smaller pieces of information.

References

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