

A2: DECO3100

Documentation

Visualisation Narrative

Amidst the rise of social media, short format videos have become increasingly more popular, especially among younger generations. This information visualisation webpage aims to create a comfortable space for young females, particularly those that are health-conscious, to understand the complexities of social media and realise they are not alone. Feedback from user testing led to adjustments in storytelling. I added prompts and emotive images to enhance ethos and ensure a comfortable space for individuals. A calming pink aesthetic was chosen through A/B testing. Along with that text boxes were made to resemble chat boxes to suit the communication of a sensitive topic and encompass a conversational mood. To ease in between sections, prompts and visuals are used to maintain engagement for inattentive young adults.

The narrative begins with the rise of social media showcased through a line graph comparing the rising trend with TikTok over time. Social media data was sourced from DataReportal. Data for TikTok was from Business of Apps where I filtered data from the fourth quartile of each year. I added the relevant data from the years 2018 to 2024, following the international release of TikTok.

The story moves to focus on how TikTok is the most used platform. I used statistics of the average Australians spent time on TikTok, paired with an interactive feature on the reflection page to prompt users to reflect on their TikTok usage and encourage awareness on social media consumption habits. Depending on the button they press, it will display an estimated monthly spent time on TikTok. The data of the social media column graphs were sourced from DataReportal. I did not need to clean this data, instead I utilised relevant data in my graph. I used the branding colour of each social media platform for easy identification between them.

Before going into body dysmorphia content, I incorporate a collage of trending hashtags related to diet or weight loss, highlighting the easy accessibility of body-related content. Each hashtag reveals the view count and example videos upon hover. I used a choropleth map to underscore high prevalence of BDD in Australia. I gathered this dataset from WorldData in the eating disorder prevalence. I cleaned up the dataset by filtering all the data from 2019. The line graph of the standardised prevalence of BDD in Australia and column graph of the prevalence of BDD in each age group was retrieved from WorldData, cleaned up data by locating standardised prevalence for every 10 years and made it into a line graph to showcase the increasing trend from 1990 up to 2019. For the column graph, I filtered the data specific to 2019 only. I highlight the age groups with the highest prevalence with a bolder colour to story. The webpage concludes with links guiding users to safe mental health spaces.

Upon reading this, I hope viewers can realise that just one social media post can affect one's perception of their own body. We need to become more cautious and understand that social media can show false nutritional information and unrealistic standards, which can harm young minds.

Usability Testing

Overview

Aim: To have users test the wireframe of my information visualisation prototype which will help e identify usability issues that individuals' from our target audience have difficulty with.

Nature of the study: Observational think aloud

Users: Participant were aged 18-20 years olds that are health-conscious and actively exposed to image-based media.

Goal: The objective of my user testing was to evaluate the effectiveness of the interactive webpage in telling a compelling story.

First round - Mock-Up

Test Method(s)	Think Aloud followed by an interview
Test Conditions	Remote through zoom and in-person

Task	Description	Overall Goal	Usability Goal(s)
Task 1	User is to navigate through the webpage and familiarise themselves with the layout and information.	How effective and learnable navigating through the webpage	Learnability, effectiveness
Task 2	User is to read through graph content	How effective are the graphs in displaying the key insights	Effectiveness

The aim of the first round of testing was to test the effectiveness of the story and flow of the webpage. After conducting multiple rounds of usability testing, I was able to identify any usability issues and evaluate the overall effectiveness of my webpage. From that, I was able to reiterate my webpage based on the feedback given from users.

In my mock-up, I conducted A/B testing to ask users what colour scheme. I compared a blue colour scheme with pink where all users stated they preferred pink because blue felt “slightly depressing”.

Following the think aloud, follow up questions were asked. I was able to gain feedback on my mock-up where users stated there could be a better use of visual communication such as higher contrast on the text colour and a larger emphasis on important text. Another suggestion was to include captivating visual communication to break up informative text to maintain attentiveness.

Second round - Interactive Design:

The second round of testing followed the same testing structure. Instead of mock-ups, it involved a draft of my interactive webpage to allow users to fully engage and test the utility of certain features and the effectiveness of the graph information. I received positive feedback that the visuals were able to assist the storytelling. However, there were still some weaknesses to take in:

Users wanted more engaging interactions: I tested the utility of the graphs and interactive features. Initially, on my hover page, there were only a few hashtags that were set to float around the page. After testing where users stated interactions would be more engaging, I added in more hashtags with a hover interaction to display images sourced from TikTok. Following a suggestion from a user, I added a pop up interaction in the reflection page that include button interactions.

Users stated there was a lack of consistency: I gathered from one user was to maintain the consistency of the tone in my storytelling. Originally, I had inconsistencies that jumped from titles like “Did you know?” to “Demographic on TikTok”. To fix this, I maintained a conversational tone through out my webpage.

Avoid assumptions: Another feedback was how not everyone would know what body dysmorphia means . I addressed this by incorporating a page with a visual that illustrated an example of what body dysmorphia would be like. This would allow for users to understand what it means or relate to the visual.

As a result of my user testing, I was able to gain meaningful feedback to allow for the creation of an effective story and human-centred webpage design.

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All visual assets - Created by myself