

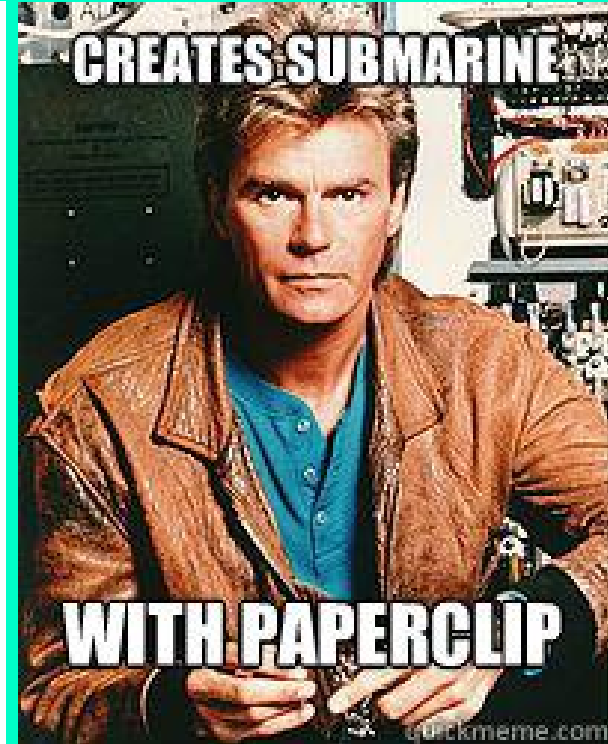


**Clarisa Diaz, Designer**  
**@Clarii\_D**

COMPLETE THE  
FEEDBACK LOOP TO  
THOSE AFFECTED

TIME & SCALE

- Limited time before publishing, particularly daily stories
- Complex organization in producing large projects



# MANEUVERING TACTICS

1.

HAVE A CLEAR STORY

2.

TALK TO

NON-JOURNALISTS

(& NON-DESIGNERS)

3.

LISTEN & OBSERVE,  
ASK WHY



4.

## SHORT-RUN TESTING

5.

## QUALITY CHECK REVISIONS

DAILY SCALE

## HEAT EXHAUSTION AGOTAMIENTO DEBIDO AL CALOR

Faint or Dizzy  
*Mareo*

Excessive Sweating  
*Sudor Excesivo*

Cool, Pale, Clammy Skin  
*Piel Pegajosa,  
Fría y Pálida*

Nausea or Vomiting  
*Náusea y Vómito*

Rapid, Weak Pulse  
*Taquicardia y  
Pulso Débil*

Muscle Cramps  
*Calambres*

★ Get to a cooler, air conditioned place  
*Descanse en un lugar fresco con aire  
acondicionado*

★ Drink water  
*Tome agua*

★ Take a cool shower or use ice packs  
*Báñese con agua fría o pongase hielo*

## HEAT STROKE INSOLACIÓN

Throbbing Headache  
*Dolor de Cabeza*

No Sweating  
*Piel sin Sudor*

Body Temperature Above 103°  
*Red, Hot, Dry Skin  
Temperatura más de 103°,  
Piel Caliente, Roja, y Seca*

Nausea or Vomiting  
*Náusea y Vómito*

Rapid, Strong Pulse  
*Taquicardia y  
Pulso Fuerte*

May Lose Consciousness  
*Puede Resultar en la Pérdida  
del Conocimiento*

CALL 9-1-1  
**LLAME AL 9-1-1**

Take immediate action to  
cool the person until help arrives  
*Tome acción inmediatamente  
para bajar la temperatura de la  
persona hasta que llegue ayuda*



Credit: Clarisa Diaz, WNYC Data News Team  
National Weather Service - NOAA, [nws.noaa.gov](https://www.noaa.gov)

### Participant #1:

- Understood graphic talking about symptoms of heat illness, what to do is not as clear on both sides because of stars.
- CALL 9-1-1 is important as first step on heat stroke side. May Lose Consciousness is more of a symptom.
- Illustration is clear.

### Participant #2:

- Spanish is good, but the italics makes it look secondary, a little hard to read.

### Participant #3:

- Most important thing to do is call 9-1-1 when having a heat stroke, so that should be first.

ITERATION #2

## HEAT EXHAUSTION AGOTAMIENTO DEBIDO AL CALOR



**Feeling Faint or Dizzy**  
Mareo

**Excessive Sweating**  
Sudor Excesivo

**Cool, Pale, Clammy Skin**  
Piel Pegajosa,  
Fría y Pálida

**Nausea or Vomiting**  
Náusea y Vómito

**Rapid, Weak Pulse**  
Taquicardia y  
Pulso Débil

**Muscle Cramps**  
Calambres

### TAKE ACTION TOME ACCIÓN

**Drink water**  
Tome agua

**Get to a cooler, air conditioned place**  
Descanse en un lugar fresco con aire  
acondicionado

**Take a cool shower or use ice packs**  
Báñese con agua fría o pongase hielo

## HEAT STROKE INSOLACIÓN



**Throbbing Headache**  
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persona hasta que llegue ayuda



Credit: Clarisa Diaz, WNYC Data News Team  
National Weather Service - NOAA, [nws.noaa.gov](https://www.noaa.gov)

### Participant #4:


- First impression is to be aware of heat illness, notices call to action to either stay cool or call 9-1-1.
- Self-explanatory, pretty clear graphic.

### Participant #5:

- First sees body graphic, likes the round softness of it, not overly serious.
- Understood symptoms and graphics from both sides.
- Looks advisory.

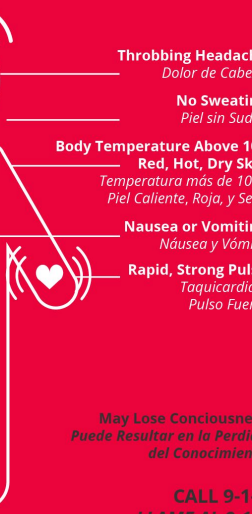
# First Iteration

## HEAT EXHAUSTION AGOTAMIENTO DEBIDO AL CALOR



- Faint or Dizzy  
*Mareo*
- Excessive Sweating  
*Sudor Excesivo*
- Cool, Pale, Clammy Skin  
*Piel Pegajosa,  
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★ Get to a cooler, air conditioned place  
*Descanse en un lugar fresco con aire acondicionado*

★ Drink water  
*Tome agua*

★ Take a cool shower or use ice packs  
*Báñese con agua fría o pongase hielo*

**CALL 9-1-1  
LLAME AL 9-1-1**

Take immediate action to cool the person until help arrives  
*Tome acción inmediatamente para bajar la temperatura de la persona hasta que llegue ayuda*



Credit: Clarisa Diaz, WNYC Data News Team  
National Weather Service - NOAA, nws.noaa.gov

# Published Iteration

## HEAT EXHAUSTION AGOTAMIENTO DEBIDO AL CALOR



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*Mareo*
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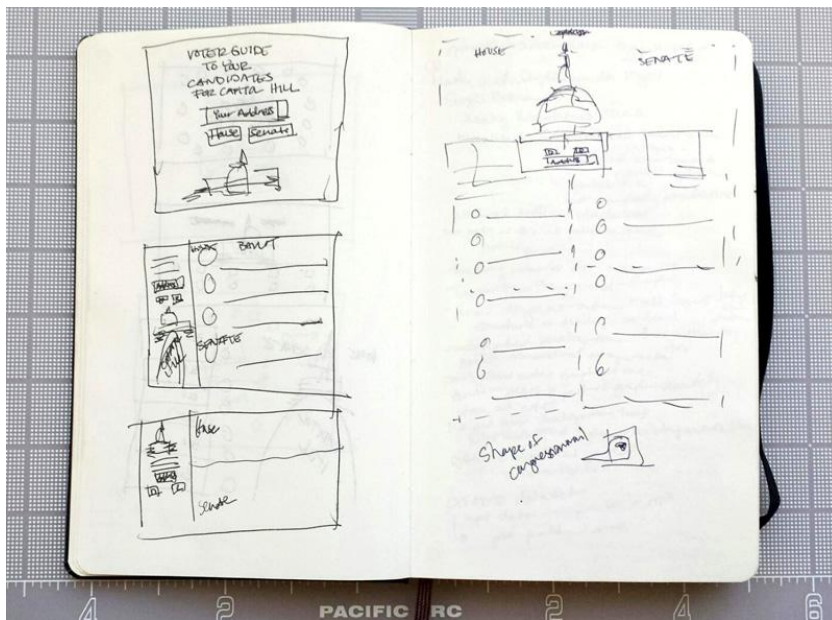
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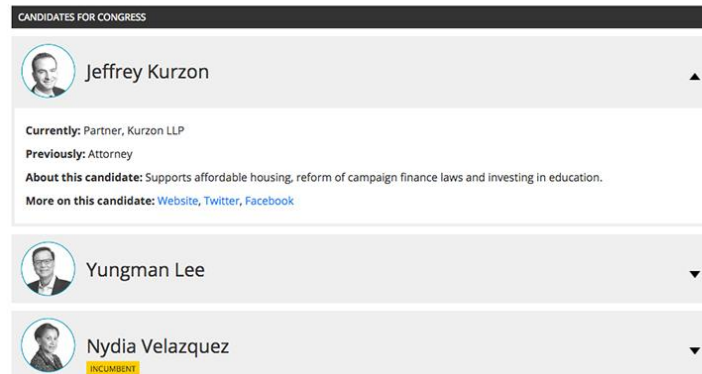
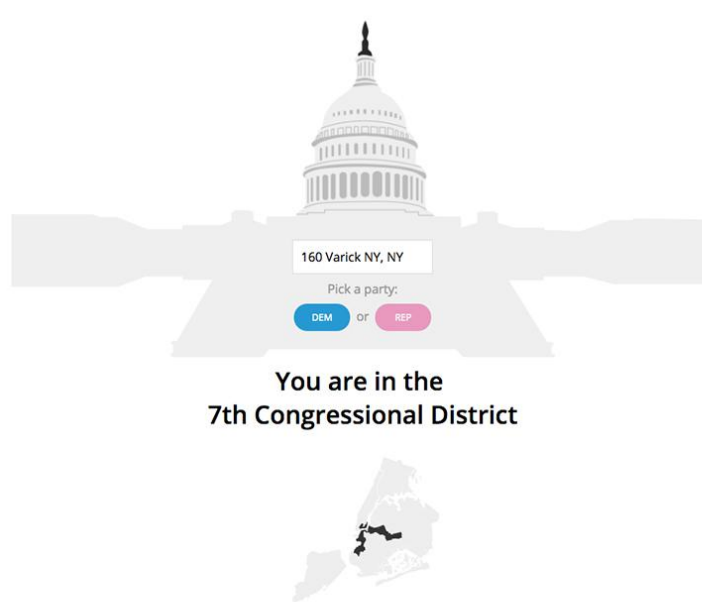
Credit: Clarisa Diaz, WNYC Data News Team  
National Weather Service - NOAA, nws.noaa.gov

MONTHLY SCALE

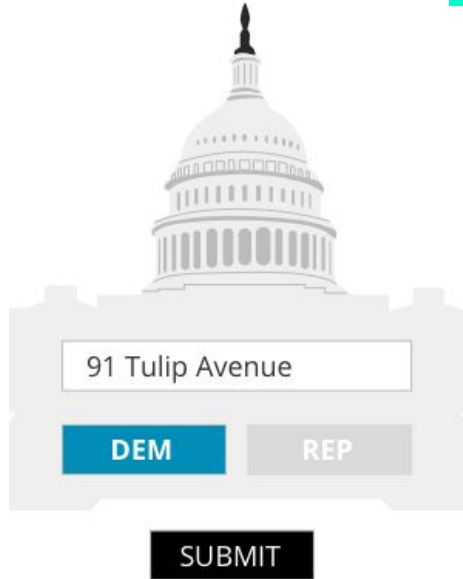




## Congressional Primary Election Guide, WNYC



# Form vs. Filter

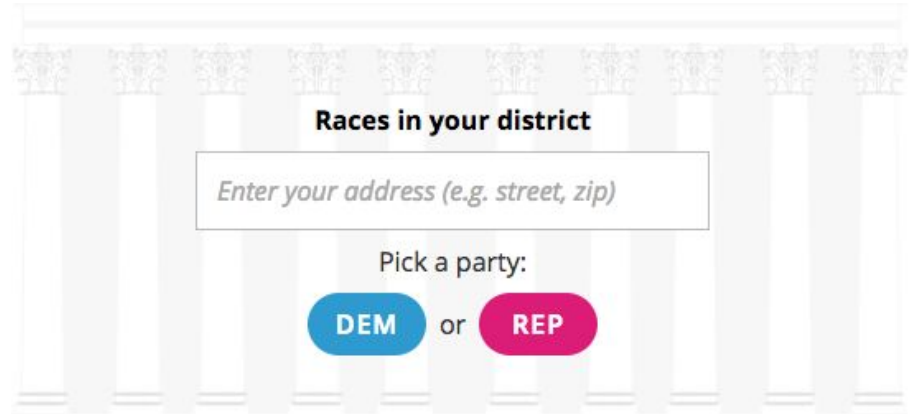


A form overlaid on a light gray illustration of the U.S. Capitol dome. The form consists of a text input field containing "91 Tulip Avenue", two buttons labeled "DEM" and "REP", and a "SUBMIT" button at the bottom.

91 Tulip Avenue

DEM REP

SUBMIT



A form overlaid on a light gray illustration of classical columns. The form has a title "Races in your district", a text input field with placeholder text "Enter your address (e.g. street, zip)", a label "Pick a party:", and two buttons labeled "DEM" and "REP" separated by the word "or".


Races in your district

Enter your address (e.g. street, zip)

Pick a party:

DEM or REP

# NY Primary Election Guide, WNYC



## Who's On My Ballot?

Races in your district


160 Vorick 10013

Pick a party:

DEM or REP

Just show me:

Races to watch



Map data ©2016 Google Terms of Use Report a map error

### JUDICIAL DELEGATES - DISTRICT 66 RACE

You will see these "slates" or groups of names, they are delegates that will elect your judges above the civil court level. You can pick 6 and can mix/match from different groups:


Maureen Remacle  
Jeanne Kazel Wilke  
Jennifer Hoppe  
Norma Ramirez  
David J. Karlin  
Cormac Flynn

Wilke is affiliated with the Downtown Independent Democrats political club.


Jean B. Grillo  
John R. Scott  
Tiffany Scott  
June Grancio

Grillo and Scott are former district leaders for the area, members of the Downtown Progressive Democrats, a political club affiliated with Councilwoman Margaret Chin.

### STATE ASSEMBLY - DISTRICT 66 RACE



Jim Fouratt



Deborah Glick

[Sponsored](#)

**About this candidate:** When Glick was first elected in 1990, she was the first openly LGBT person elected to the New York Assembly.

**Currently:** Assembly member, District 66

**More on this candidate:** [Website](#), [Twitter](#), [Facebook](#)

### STATE SENATE - DISTRICT 27

There is no Democratic primary in this district.



## Who's On My Ballot?

Races in your district

160 Vorick 10013

Pick a party:

DEM or REP

Just show me:

Races to watch



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# General Election Guide, WNYC

WNYC

GOTHAM GAZETTE

Your New York Ballot Guide

YOUR BALLOT

RACES TO WATCH

123 Broadway


Go

123 Broadway, New York, NY 10006

CONTESTED RACES ON YOUR BALLOT ↓


President

There are four candidates for President, see how they compare on a variety of key issues, from immigration to the environment; job creation to the Supreme Court; and more. [More from Gotham Gazette](#)

Hillary Clinton


DEM

More ▾

Gary Johnson


INP

More ▾

Jill Stein

GRN


More ▾

Donald Trump

GOP


More ▾

U.S. Senate

Wendy Long

GOP

More ▾

Alex Merced

LIB

More ▾

WNYC

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LIB

More ▾

Charles Schumer

DEM


More ▾

Robin Wilson

GRN


More ▾

U.S. House - District 10

Jerrold Nadler

DEM


More ▾

Philip Rosenthal

GOP

More ▾

State Assembly - District 65



More ▾

## Steps for For Testing:



1. Make an Outline of Testing Objectives
2. Script an Interview Guide
3. Select & Confirm Participants
4. Conduct the Usability Test
5. Summarize Findings and Next Steps

# THINGS WE WANTED TO KNOW

Determine if users understand the election guide features and iconography:

- Is finding information about each race clear?
- Is finding information about each candidate clear?
- Is the election guide intuitive and easy to use?
- How do users react to the guide colors, photos and illustration?
- Are the icons understandable?

Observe:

- Any points of frustration or distress
- Does the election guide make sense to them?
- Do they come away more knowledgeable?

## WNYC :: Research

We're interested in showing you a new product we're working on. If you have availability on Monday, October 17, please fill out this form.

Thanka!

Are you eligible to vote in the upcoming United States general election?

- ☐ Yes
- ☐ No
- ☐ Not Sure

Have you ever voted in any governmental election?

- ☐ Yes
- ☐ No
- ☐ Not Sure

Are you planning to vote in this upcoming election?

- ☐ Yes
- ☐ No
- ☐ Not Sure

Have you ever used the WNYC website for election guidance?

- ☐ Yes
- ☐ No
- ☐ Not Sure

If Yes, can you describe it?

Your answer

Screeners for selecting participants, choose a range of participants as diverse as possible.

# THE INTERVIEW GUIDE

## *Warm-up Script*

Welcome. Thanks for coming in today. I'm a researcher and it's my job to learn about you and observe how and why people use online tools. This is not a standard test, so there are no right or wrong answers or actions. Please speak openly and honestly throughout the session, and just imagine you're putting your brain on speakerphone.

Ask permission to record.



# THE INTERVIEW GUIDE

## *Before we start*

- What are the top websites you visit the most?
- What do you know about WNYC?
- Have you ever visited their website?
- How often do you visit?
  - For what reason? (Podcasts, streaming, on air (live), donation, etc.)
- Do you consider yourself an informed voter?

# THE INTERVIEW GUIDE

## *Show the Prototype*

Imagine Election Day is coming up in a few days and you're going to vote. You see this link to an election guide on your social media feed, you click and see this.

**1. “What are you seeing?”**

**2. “What would you do next?”**

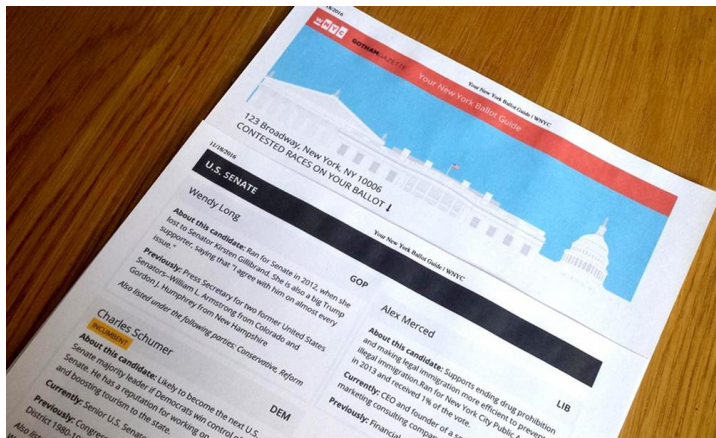
# THE INTERVIEW GUIDE

## *Follow up questions*

**1. On a scale from 1 to 10, how likely are you to use this?**

**2. Why?**

- What do you like best about this experience?
- What do you like least about this experience? Was there anything confusing?
- What information would you want to know about voting in elections?
- Did you think there was information missing from this guide?
- What would be your next step after using this guide?



**GOTHAM GAZETTE** Your New York Ballot Guide

YOUR BALLOT RACES TO WATCH





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**U.S. Senate**

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**GOTHAM GAZETTE** Ballot Guide

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	Alex Merced	LIB	More ▼
	Charles Schumer	DEM	More ▼
	Robin Wilson	GRN	More ▼

**U.S. House - District 10**

	Jerrold Nadler	DEM	More ▼
	Philip Rosenthal	GOP	More ▼

**State Assembly - District 65**

	Philip Rosenthal	GOP	More ▼
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# RESOURCES

## General overview:

- Usability Testing Demystified, by Dana Chisnell. <http://bit.ly/2mN9U>
- Never Show a Design You Haven't Tested on Users, by Ida Aalen. <http://bit.ly/2mNp90h>
- Usability Testing. Oh, The Things You Can Learn., by Jared Spool. <http://bit.ly/2mvKwaA>
- Two out of two news organizations recommend user research, by Laura Hazard Owen. <http://bit.ly/2mvE97d>
- The Myth of Usability Testing, by Robert Hoekman Jr. <http://bit.ly/2mvIKGy>
- Don't Make Me Think, Revisited (book), by Steve Krug. New Riders Publishing, 2014. <http://bit.ly/2lYEEEns>
- You say "potato," I say "focus group" (video), by Steve Krug. <http://bit.ly/2mHwkIv>
- How Usability Testing Can Improve News Stories, by Clarisa Diaz. <http://bit.ly/2leS9SQ>

## The testing process:

- Collaborative User Testing: Less Bias, Better Research, by Alla Kholmatova. <http://bit.ly/2mNsAVi>
- Improving Your Website Usability Tests, by Damian Rees. <http://bit.ly/2lVWEAv>
- Quick and Dirty Remote User Testing, by Nate Bolt. <http://bit.ly/2mNcRp0>
- A Guide To Simple And Painless Mobile User Testing, by Colman Walsh. <http://bit.ly/2mbj5lq>
- Testing Content, by Angela Colter. <http://bit.ly/2lB7uJC>
- UX for Lean Startups: Faster, Smarter User Experience Research and Design, by Laura Klein. <http://oreil.ly/2mNdzTc>

# RESOURCES

## “Guerrilla” user testing:

- The Art of Guerrilla Usability Testing, by David Peter Simon. <http://bit.ly/2mNcSJE>
- Meet the User research team, from the Government Digital Service’s blog at gov.uk. <http://bit.ly/2mgDFL7>

## More formalized/in-depth testing methods:

- Beyond Usability Testing, by Devan Goldstein. <http://bit.ly/2lujiwb>
- Inside Your Users’ Minds: The Cultural Probe, by Ruth Stalker-Firth. <http://bit.ly/2leT0rC>

## Sharing unfinished work:

- Sharing Our Work: Testing and Feedback in Design, by Jessica Harllee. <http://bit.ly/2lueQ0q>

THANK YOU,  
FEEL FREE TO REACH OUT.

**Clarisa Diaz, WNYC**  
**@Clarii\_D**  
**[cdiaz@wnyc.org](mailto:cdiaz@wnyc.org)**

