



# **ANALYZING READABILITY ISSUES IN AN INFOGRAPHIC WEBPAGE**

(TEAM E)

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# INTRODUCTION

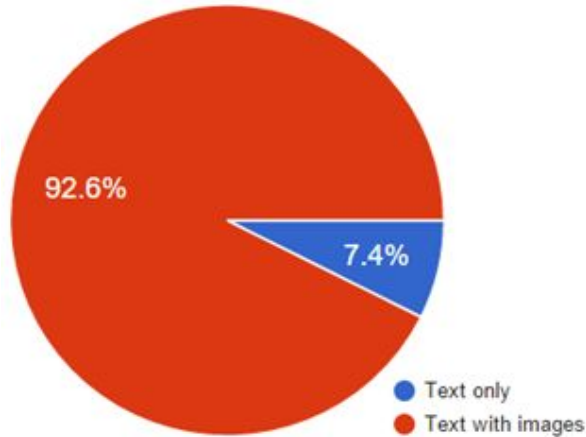
- Analyze the problems faced by users while reading an infographic web page
- Articles over the internet are replete with image references and tabular data.
- In this project we try to explore reading issues, especially with “out of sync” image references on the webpage.

# PROBLEM STATEMENT

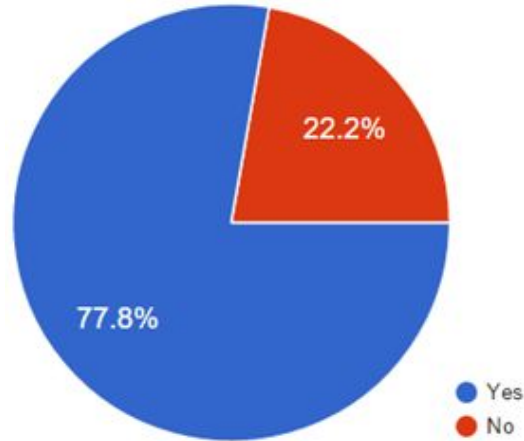
- Web page contains images and references to these images are made at multiple places across the page
- Reader has to scroll back and forth through the web page every time he has to refer to an image
- **Problems:**
  - Loss of comprehension, continuity, context
  - Stress on user's vision
  - Consumes considerable amount of time
- **Goal:** Extract the source web pages and enhance them to increase visual comprehension

# SURVEYS AND RESULTS

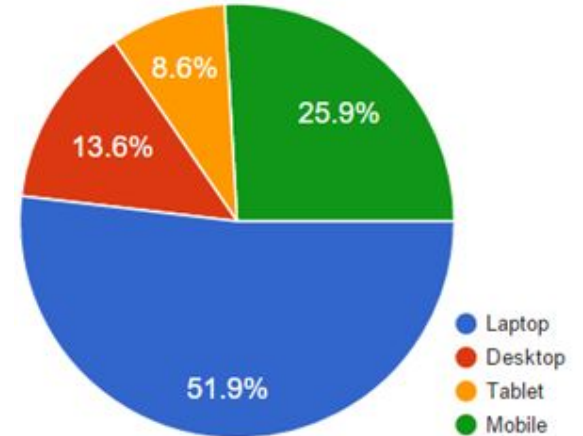
Which kind of articles do you prefer to read?



Do you lose context while navigating?

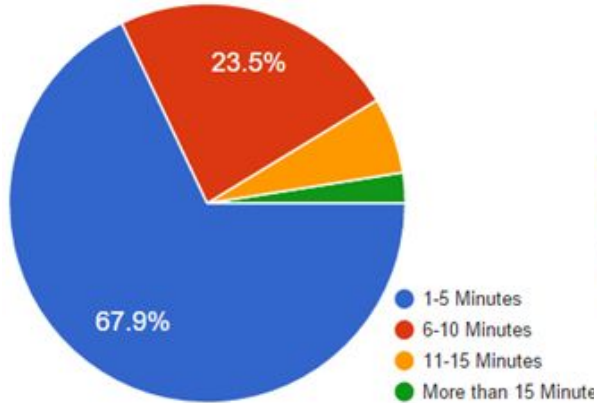


Which device do you use to read web articles?

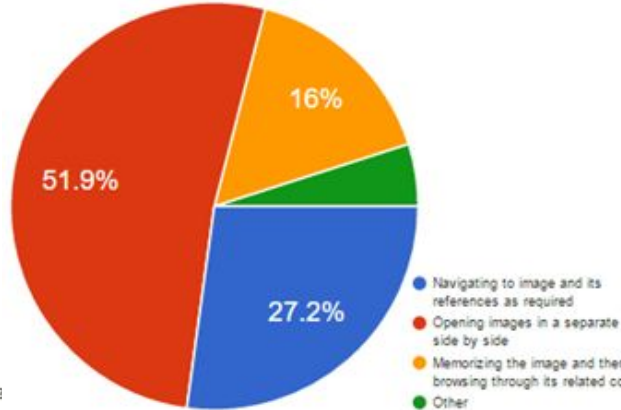


# SURVEYS AND RESULTS

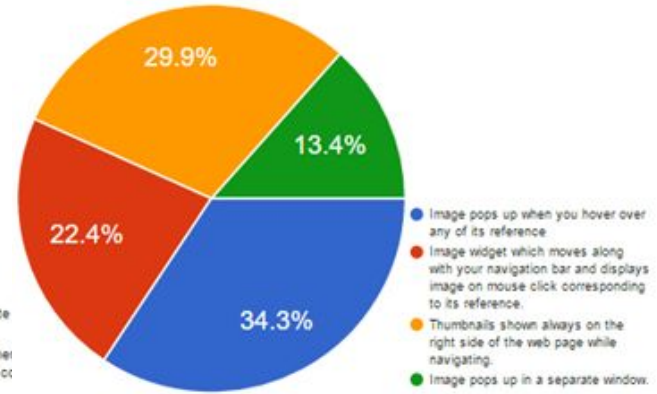
Approximately how much time is wasted in scrolling?



How do you deal with scrolling problem?



Which of the proposed methods do you prefer?



# Proposed Solutions

- Open image in a new tab
- Image popup on hover
- An image SideBar

# Solution 3: Open image in a new tab

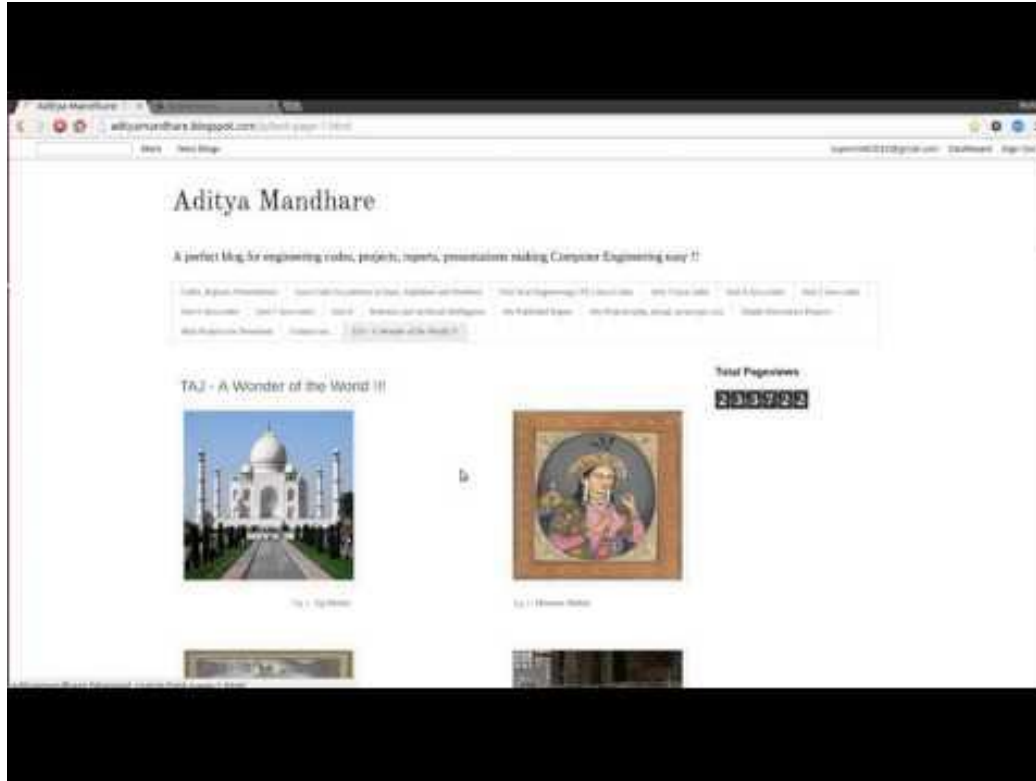
## What it does?

- Identifies occurrences of image reference
- Matches pattern to convert to hyperlink
- Image opens in a new tab on click

## Usability Testing: Observations

- Pattern matching
- Image opening in a new window

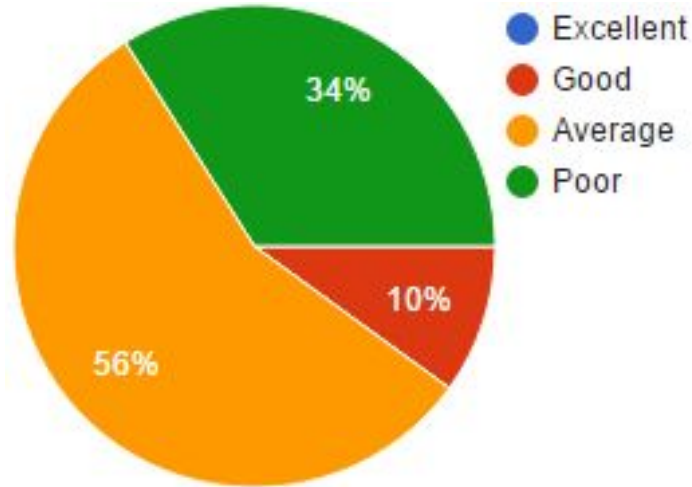
# Solution 3: Open image in a new tab





# Solution 3: Open image in a new tab

## User Rating After Improvements



## Why use this?

- Webpage remains intact
- Original sized image

# Solution 2: Image popup on hover

## What it does?

- Identifies plaintext references in the page
- Converts references to hyperlinks
- Image pops up on hover over hyperlink

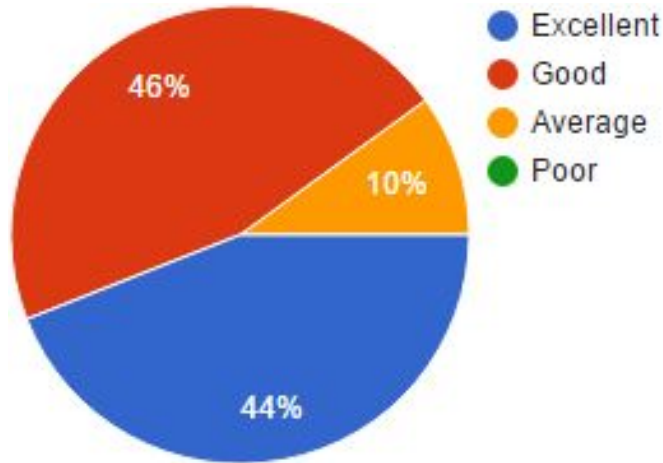
## Usability Testing: Observations

- Inline image replacement Vs Image popup
- Text disorientation
- Pattern matching
- Image flickering



# Solution 2: Image popup on hover

## User Rating After Improvements



## Why use this?

- Simple, intuitive and clean
- Webpage remains intact
- User doesn't lose context

# Solution 1: An image SideBar

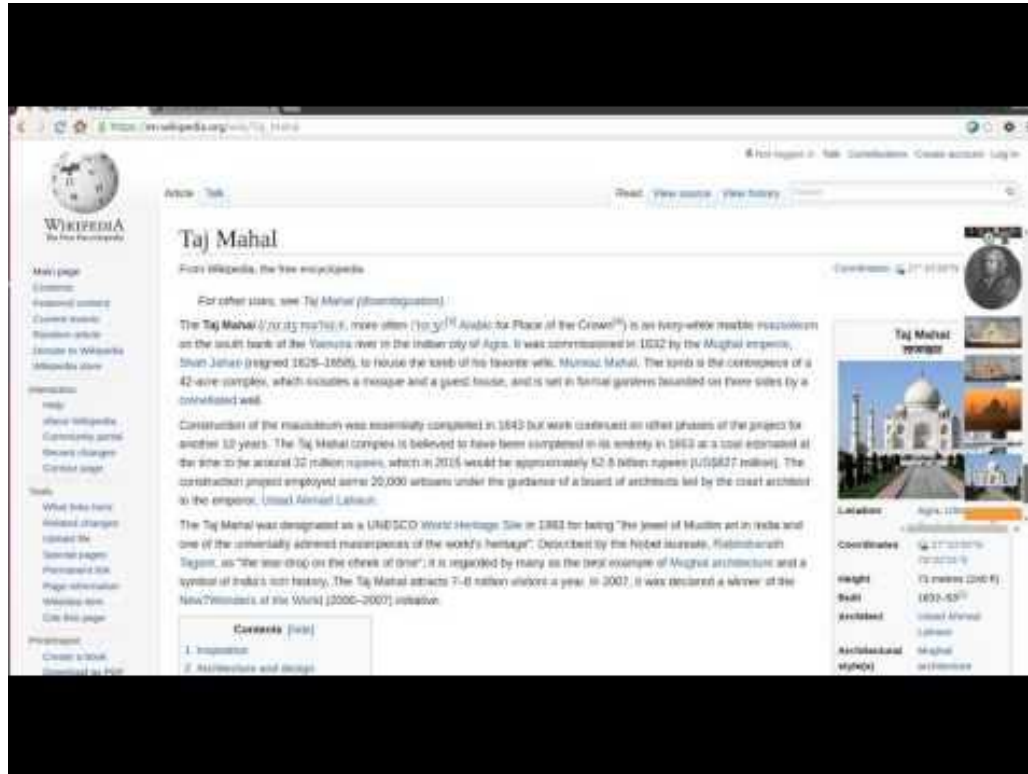
## **What it does?**

- Identifies all the images in the webpage
- Group them together in a sidebar
- Hover over → Move to image position
- Hover away → Back to original position

## **Usability Testing: Observations**

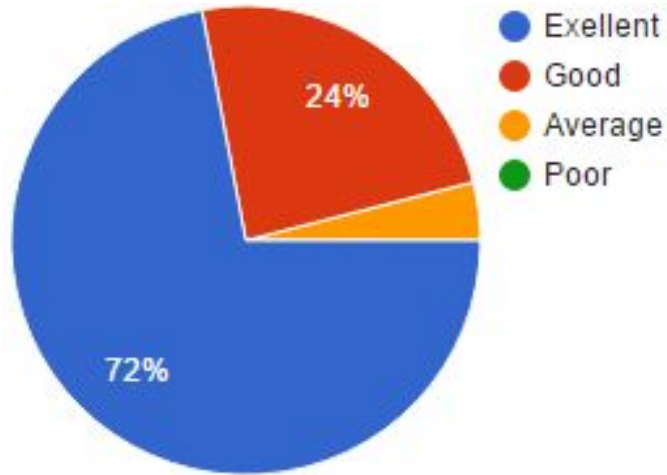
- Sidebar positioning and Preview Image Size
- Navigation method
- Valid image extraction
- Dismiss feature

# Solution 1: An image SideBar



# Solution 1: An image SideBar

## User Rating After Improvements



## Why use this?

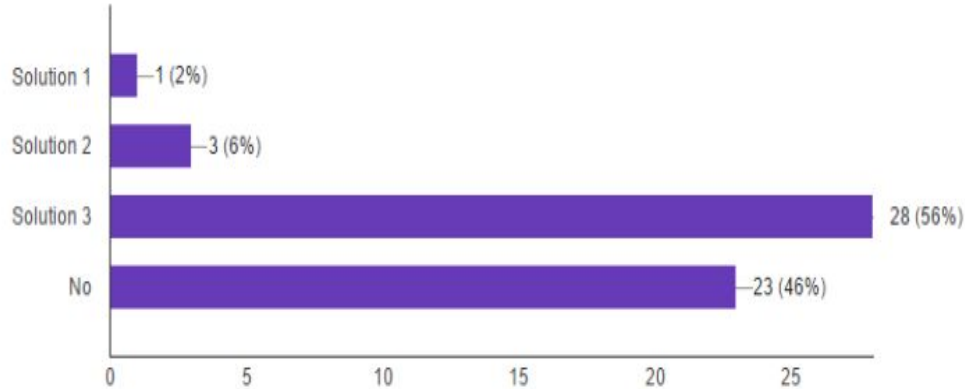
- Independent of web page structure
- Consolidated view of all images
- Reading continuity is maintained

**And the winner is...**



# Best Solution: An image SideBar

Whether users lost context?



- Usability testing and Acceptance testing result in favor of Sidebar
- Concise view of all images in a sidebar
- Image can be referred from the original position without losing context

**QUESTIONS??**