#dataart

CSC 591, Spring 2020

Team

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Client

Riley Benson: Senior UX Designer, SAS
Jessica Peter: Senior Data Artist, SAS

Figure: The 4 by 15 sq.ft. screen at SAS HQ for DataArt

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Participants

Number, actual characteristics

No. of participants: 6 (We selected and interviewed 1 participant as a buffer in case any one of our top 5 candidates dropped out)

Characteristics of these 6 selected participants is as follows:

Interviewee	**Gender**	**Interest in artistic data visualizations (scale of 1 to 5)**	**Experience in using data visualizations (scale of 1 to 5)**	**Any particular data of interest**	**Profession**
Interviewee #1	Male	4	4	Weather data	Student
Interviewee #2	Male	4	4	Weather data	Working Professional
Interviewee #3	Male	5	5	Weather data	Working Professional
Interviewee #4	Female	3	4	Census data	Student
Interviewee #5	Female	5	5	Weather data	Student
Interviewee #6	Female	4	1	Census data	Working Professional

List of characteristics

Wanted Characteristics	**Neutral Characteristics**	**Unwanted Characteristics**
- Interest in data visualizations - Interest in art	- Experience working with data visualizations - Data topic of interest	- Imbalance in gender ratio - Imbalance in Profession type - Lack of interest in any kind of data visualization

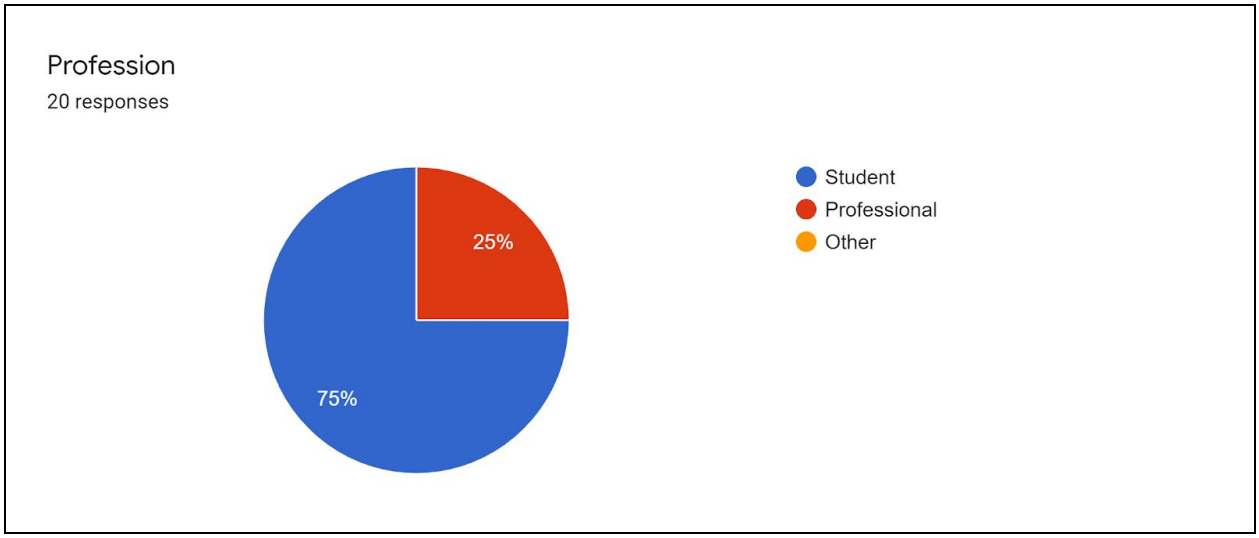
Recruiting

Survey

We have used Google Forms for the initial screening survey. The survey was performed in order to recruit a variety of participants for the evaluation of our prototype.

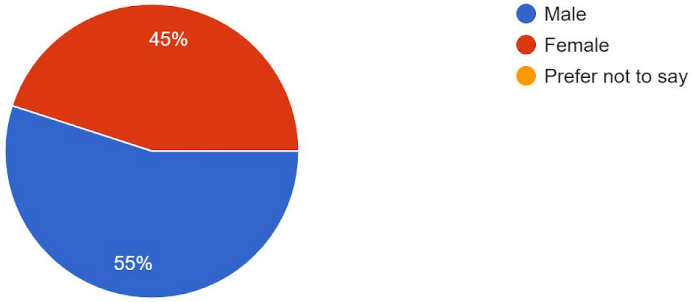
Please find the survey here: https://forms.gle/GjMNLYVP8FaPdqdU9

Results



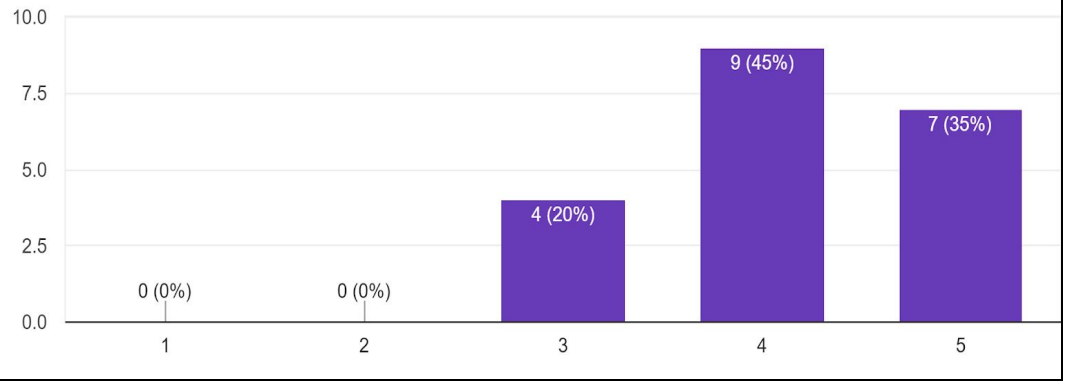
Gender

20 responses



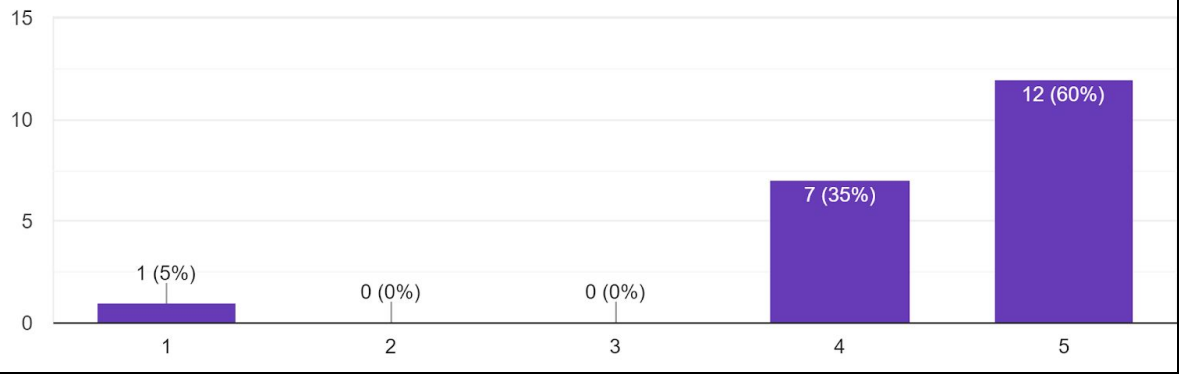
Do you enjoy looking at an artistic visualization of data?

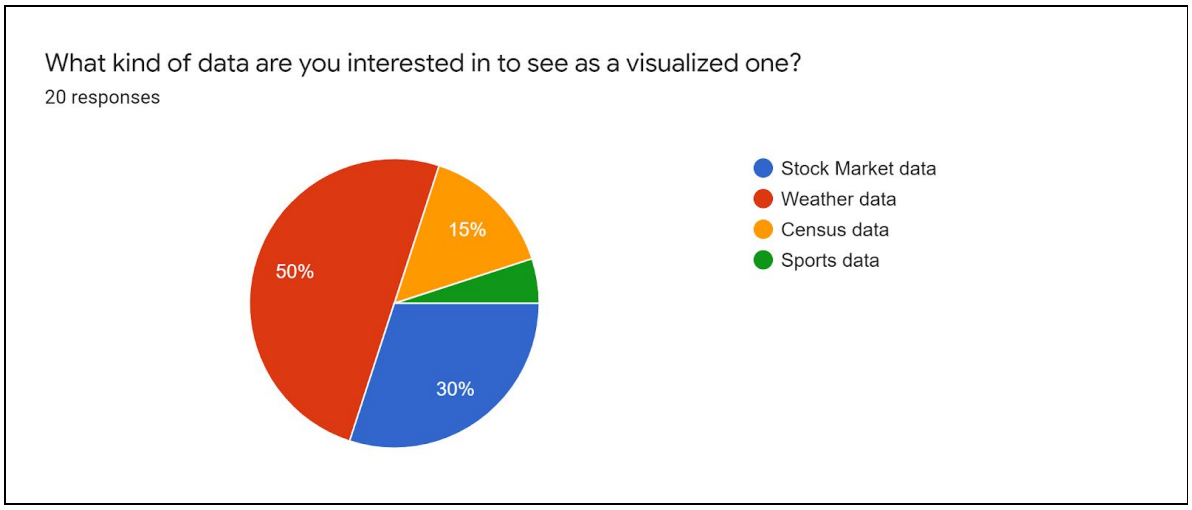
20 responses



How helpful have visualizations been to you in understanding any kind of data? (For e.g:- the growth of Covid-19 cases all over the world)

20 responses



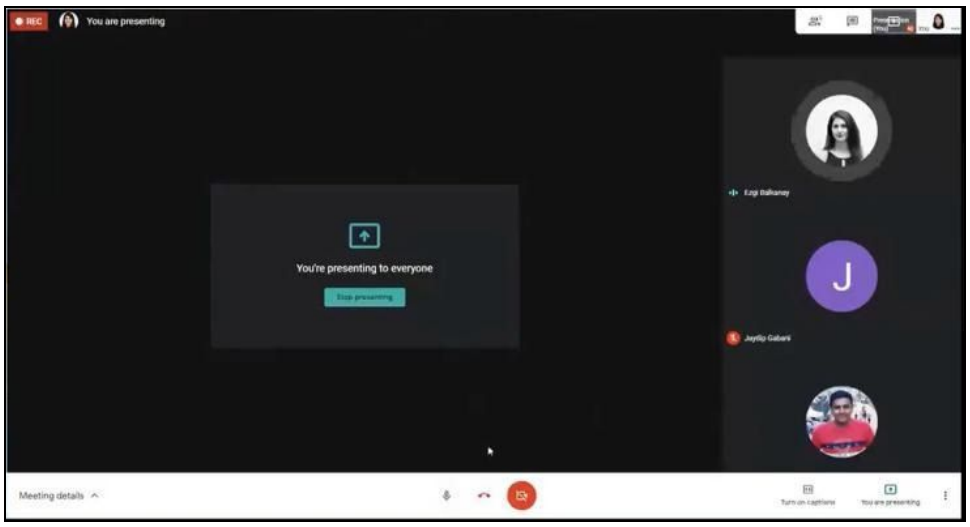


Selection

We wanted to recruit the participants who fit our wanted characteristics as mentioned in a previous section and who were available to interview with us in a short notice. We wanted people interested in looking at data visualizations of any kind. We did not have any such preference on the age of the participants but we needed a balance in the ratio of their gender and profession. We also utilized our network of students and professionals to reach out to a wider audience of what we believe comprises various nationalities as well as different departments. As far as experience with using data visualizations is concerned, since we have been planning to target people from both technical as well as non-technical backgrounds, we made sure that people with all kinds of experience get chosen.

Lab

Setup



Tools

Tool	Purpose
Google Form	To perform the initial screening survey of candidates
Google Docs	To prepare the interview questionnaire and script
Google Meet	To conduct the interview
Google Sheets	1. To record each interviewee's answers 2. To create our final grid

Interviews

All interviews had to be conducted remotely. Keeping in mind potential discomfort for the participant with having multiple people on a call, we decided that no interview is to have the entire group in it.

Script

The script used for interviewing can be viewed using the below link:
https://docs.google.com/document/d/1bXqFkYOs4qNDTpKUQjo3swkaWnLZuU0TgfTGfJZAOjE/edit?usp=sharing

Grid

The Grid representing the Interview answers can be accessed in the below link:
https://docs.google.com/spreadsheets/d/14Z7922PmN5BAG89l_gG9QA9yHf-_wbcEJdPB3s-6D6U/edit?usp=sharing

Results

Patterns Found

- Checking the weather at current location seems to be a daily practice with most of the interviewees, but checking the weather prediction for elsewhere isn't/wasn't that popular.
- We cannot say for sure that the decision to go out depends on the weather. We got a variety of responses, from the uninfluenced (where personal passion overruled harsh weather) to the heavily influenced.

- Flowers were the hardest to interpret. Some initial interpretations of flowers were “people”, “seasons” and “no idea”. They were more appreciative after getting an explanation.
- While temperature at the exact moment of time was hard to find, the rise and fall of temperature through the day was quicker to understand. Most of them were able to figure out that the horizontal axis is time.
- All interviewees could clearly identify that we are showing weather of 3 different cities and hence there are 3 terrains. However, they would have liked to see more color contrast rather than shades of green.
- Everyone found the overall work good to look at - ‘colorful’ and ‘attracts attention’ was repeatedly mentioned. Day and night cycle was easiest to identify and was instant.
- One of them stressed multiple times that there is too much distraction in the work.
- If this were to be placed in an office building lobby, none of them said they would not use it on a day-to-day basis. One person felt it's good to get an overall picture but hard to find specific data. In general, they would look at this “at a glance” and “for a few seconds”. This frequency of looking correlated with the willingness to check weather regularly, with the exception of one person. He/She doesn’t have the habit of checking everyday, but was willing to look at our piece on a daily basis.
- Our interviewees would describe the work as an “animation”, “lots of layers”, “data without numbers” and “weather data of 3 cities”.

Follow-up

- Make it more obvious that the terrain represents a temperature graph.
- Add contrast between the terrains of the cities to make it faster for identifying.
- Reduce the distraction of background sun-moon animation.
- Identifying the current day temperature graph as well as flower interpretation legend/explanation.