Person 1: female

looking at the “know the numbers” confused on what kind of number supposed to get

eyes jump around, not knowing what part to focus on

expectation: click region - common meal - component of that

break down rename **ingredients to food items**

know right away what the food are,

explain what production and utilization really means

nutrition a bit messy, just click on one food, pie chart might be easier

comparison: are they in order?? number the list

purpose of the summary

most common meal, food, regional **healthiness comparison**

Good: like the map a lot, make it really clear, if picture then more engaging. Cool concept!

Improvement:

Do you really care about production or utilization?? make sure overall **theme**!! tie into the theme.

Pie chart over radar/spider chart.

Person two & three:

Recipe on the bottom to showcase how ingredients are used.

takes a long time to read the detail page

graph

production, import/export, spell out

confused about left 1 and right1, more info on the ingredients? 10 foods on the left but 5 on the right

Highlight the places that can click on

For spider chart, make it more clear on what it is. Spider chart is good since it’s a summary, won’t overfeed people.

Storytelling on how food is related?

nutrition chart, is the current consumption healthy or not

Better if colorful, more description, visualization alone is not enough

The flow is great .

Person 3 (more technical)

* Loves the flow, the concept, thinks it’s a great topic and the visuals are very clear
* Loved the spider chart, wasn’t confused by anything
* Suggested that the theme was tied to health more by providing info on the recipes
* Suggested showing nutrition for 1 ingredient at a time instead of top 5
* Suggested to spell out what “production” and “consumption” mean
* Thought the whole experience was pretty short, so perhaps we need to provide verbal context for each chart/page to make the interaction more wholesome