

# Deliverable 5: Evaluation

## Participants / Customers

1. Participant A, interviewed with Hong
  - a. Really active on social media
  - b. Have joined community outreach before
  - c. Curious on learning new things
  - d. Read the social issues news, but only if it's breaking news
2. Participant B, Interviewed with Himani
  - a. Aware of infographics? Yes
  - b. Reads news on social media? Yes
  - c. Interested in Volunteering? Yes
  - d. Use social media? Yes
  - e. Active on social media? Yes
3. Participant C, Interviewed with Yu
  - a. Aware of infographics? Yes
  - b. Reads news on social media? Yes
  - c. Interested in Volunteering? Yes
  - d. Use social media? Yes
  - e. Active on social media? Yes
4. Participant D, Interviewed with Zhang
  - a. Aware of infographics? No
  - b. Reads news on social media? Yes
  - c. Interested in Volunteering? Yes
  - d. Use social media? Yes
  - e. Active on social media? Yes
5. Participant E, Interviewed with P Desai
  - a. Aware of infographics? Yes
  - b. Reads news on social media? Yes
  - c. Interested in Volunteering? Yes
  - d. Use social media? Yes
  - e. Active on social media? Yes
6. Participant F, Interviewed with Parikh
  - a. Aware of infographics? Yes
  - b. Reads news on social media? Yes
  - c. Interested in Volunteering? Yes
  - d. Use social media? Yes
  - e. Active on social media? Yes

#### List of characteristics wanted / not wanted

- Wanted
  - Have interest to volunteer
  - Prefer fairness
  - Interested in social issue
  - Enthusiastic on community outreach
  - Enthusiastic to learn new things
- Unwanted
  - Does not care what others' life are looking like
  - Does not use social network
  - Does not care about social causes
  - Too cool to understand problems with community.

#### How you recruited them

- Ask around with our friends and family that does not know this project

#### Link to any screening survey used

- [https://docs.google.com/forms/d/e/1FAIpQLSfsoGgdETPqAUsWrKTrrhreLWSMgflsjgglapplC\\_CWA8aLWA/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfsoGgdETPqAUsWrKTrrhreLWSMgflsjgglapplC_CWA8aLWA/viewform)

## UX Screening survey

\* Required

### 1. Are you aware of Infographics? \*

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Other: \_\_\_\_\_

### 2. Do you read news on social issues? \*

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

### 3. Are you interested in volunteering and/or community outreach? \*

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

### 4. Do you use social media? (e.g. facebook, snapchat, twitter, instagram, etc.) \*

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

### 5. Are you active on social media?

Mark only one oval.

- ☐ Yes
- ☐ No

## Lab



Since it is hard to get everyone in the same room, we just utilize video conferencing for the interview, while one team member will be still interview in person. We used front camera to capture the reaction and other people can watch the reaction remotely. As the infographic should be found on social network, we use laptop to make sure user will have the same experience when they actually see the posting online.

# Interviews

## Interview Script:

*“Hi my name is \_\_\_\_\_, first of all, thank you so much so participating the interview. This is going to be a think aloud type of interview, where you will need to look at our prototype for the rule of law project that we created for the UX class. As you are playing with the prototype, please speak out anything go comes to your mind. This interview will NOT be recorded, but it’s been live streaming to my other team members so that they can write down the observations.”*

*“The goal of this project is to create an informative infographic about the concept of rule of law, and hopefully make more people take actions. It is fine if you don’t know anything about rule of law. We hope after reading our prototype, you would have a better understand of this concept.”*

## Questions we asked if participants stop talking:

- *What do you see in the story*
- *What do you think about this comic*
- *What do you think about the data*
- *What kind of call of action you think you can take*
- *How will you improve this infographic*
- *Do you get some message from this infographic?*

## Interview notes from each interviewer:

W zhang

## feedback from the interviewee:

1. The interviewee hasn’t heard the term “infographic” before, but heard the comic story somewhere, so she knew this story was about corruption and was clear about what the story tries to convey.
2. But the two data charts confused her, she didn’t know what CPI is and what the relationships between CPI, rule of law, and absence of corruption. She thought it would be better if we add notes below the charts.
3. She may received some signal from our prototype, but she was not sure about what she could do in the future.

Hong

- Comic
  - they don't know if that is separate stories or just one story
  - there is vertical line for comic, which make people confusing if they should start horizontally or vertically
  - the character changed its clothes, so it was confusing and the participant thought all the people in suits are the same people
  - the story is interesting
- Data
  - the graph and the word is really small
  - wonder what's the black line and red line is, only see it's different and not seeing the correlation
  - participant understand the comic and the content, but find the data confusing
  - the size of text is too small
  - the participant does not understand what's the graph
- Overall
  - the aesthetic overall thing is pretty
  - The story is impressive and emotional

Himani

1. They got confused with the characters in the **comic**, it was not obvious to them that the person who is taking the bribe is a different character, took them a while to make sense out of the story but they understood it completely correctly after that.
2. They got confused in the **data**, since one shows absence of corruption and CPI index, people are generally not clear with the CPI index, CPI index also works inversely 0 CPI index means highly corrupt and 100 CPI index means very clean, so higher the CPI, the better is the state of corruption in the country, which is something similar to the absence of corruption but since he was not aware of the terminology, he thought the graph is opposite to what it should be.
3. He felt that the **text** was a little too much.
4. And I had to nudge him in the right direction to figure out that this is **LexisNexis's mission**. And Since NC state logo is there at the bottom too, he thought it was NC state's mission too.
5. But overall the message did get delivered, and the story made an impact from he mentioned in the interview. He overall **liked the prototype**.

P Desai

1. The story was confusing at first, but after reading it twice he was able to understand the idea.
2. He felt that the characters in the comic were confusing. He thought from the appearance the old man was a good guy and it was his house.
3. He suggested to number the scenes of the comic so that the flow is clear and write the names of the person below it so that it is easier to understand who is who.
4. He got confused after seeing charts since he did not know what CPI means and what was the difference between both the charts. After carefully analyzing charts, he was able to conclude that the chart shows data of various countries and we can get analytics out of it as to which country is doing fine on stopping the corruption.
5. He felt that text was appropriate and to the point since it helped him understand the overall concept.
6. Overall, although he was confused at first but then after spending few minutes he could get the concept and he liked the format and style of the infographic.

Yu

Observations from the interview:

1. Story is very informative and easy to understand. Image quality is good.
2. He thinks the second chart is easier to understand comparing with the first chart, because he doesn't know what is CPI.
3. He thinks that there should be a chart that shows the contrast between rule of law index and the corruption index. For example, for the country of Mexico, we can show that it has a very low rule of law index but a very high corruption index.
4. He thinks the words at the bottom convey the concept of rule of law.
5. Overall, he thinks the infographic is well designed.

Urmil

Observations:

1. The user had a good knowledge about infographics. He was happy to our infographic.
2. His observation was in align with the message we wish to convey. He seemed to clearly understand the comic and the idea behind it.
3. Was able to observe the correlation in the graph. Although he needed some guidance for understanding the meaning of each line.
4. Participant provided no comments about the text at the bottom.

# Grid

Positive: ■

Negative: ■

Neutral: ■

Prototype Section/ Interview with	W zhang	Hong	Himani	Pankti	Yu	Urmil
Comic	<p>Hong: The participant found out the problem exists in the system, which is directly related to rule of law</p> <p>Yu: The participant is somehow familiar with the story, which is nice.</p> <p>P Desai: The participant was clear about the story</p> <p>Himani: She understood the story.</p> <p>Urmil: User had no issues understanding the story</p>	<p>Yu: It seems difficult for the participant to understand the comic</p> <p>Zhang: the space between the three rows are too small, the participant read the comic vertically at the very beginning</p> <p>P Desai: The participant was confused initially as she could not understand if it was a single story or different stories and the flow of story.</p> <p>Himani: She does not get it, and comic was not clear because of the vertical line. Got confused over the characters</p> <p>Urmil: She did not understand comic. Maybe she had never read a comic before because she was really perplexed.</p>	<p>Yu: Seems like the participant can easily understand the story</p> <p>Zhang: The comic is easy to understand</p> <p>P Desai: The participant is able to understand the story.</p> <p>Urmil: User easily able to get the idea. Seemed to be familiar with the issue.</p>	<p>Hong: We may want to make sure the comic distinguish the character well and find a good way to distinguish whatever in the background (corruption) and foreground (family).</p> <p>Yu: Participant gets a little confused about the comics, and can hardly relate the story with corruption.</p> <p>Himani: He could not figure out the corruption angle in the story. The characters are confusing for him. But he understands the story at second go.</p> <p>Zhang: He didn't get the story or relate it to corruption</p> <p>Urmil: Participant was not able to understand the comic.</p>	<p>Hong: He got the comic story really clearly.</p> <p>Himani: The participant understands the story clearly and the corruption angle. He liked the image.</p> <p>P Desai: The participant could easily understand the comic.</p> <p>Zhang: did a good job in story depicting</p> <p>Urmil: The user was interested in the survey activity. He was able to understand the comic.</p>	<p>Yu: Participant can understand the story that the comic is trying to tell, and can relate to it.</p> <p>Himani: The story is clear to the participant. He can easily figure out the corruption angle.</p> <p>P Desai: The participant could understand the story and the concept.</p> <p>Zhang: The comics is easy to understand</p> <p>Hong: Participant was able to tell the topic of corruption</p>



Data	<p>Hong: the data still cannot relate enough to the story</p> <p>Yu: Participant sees the trend of the data, but doesn't understand the meaning behind it.</p> <p>P Desai: She got confused looking at the charts and did not understand the relationships</p> <p>Himani: Got confused in the CPI charts.</p> <p>User couldn't interpret the graphs.</p>	<p>Yu: Data and charts seem irrelevant from the participant's perspective.</p> <p>Zhang: Lacks necessary connections with the comic and the word section</p> <p>P Desai: Charts were confusing to the participant.</p> <p>Himani: Not clear with the data.</p> <p>Urmil: She had a hard time going through the graphs</p>	<p>Hong: He do stop talking when trying to look into the data, I wonder if that means they are confused that time. The data caused misunderstanding so we should probably reconsider the way for the data representation.</p> <p>Yu: The participant looks into details of the charts. However, they think without explaining the term CPI, nobody would know what it means.</p> <p>Zhang: The info is too random, he knew the charts trying to tell something between country, corruption and rule of law, but fail to decoding.</p> <p>P Desai: The participant could understand what the individual charts do but could not relate to rule of law since he had misunderstanding about the CPI terminology.</p> <p>Urmil: Wasn't able to exactly understand our idea.</p>	<p>Hong: He did see the correlation in the data.</p> <p>Yu: Data and charts are not very clear. Got confused with the term CPI.</p> <p>Himani: He felt that figures were small and he had to zoom in. He understood the infographic data.</p> <p>Zhang: The data is too small, but he got it is corruption index with different country.</p> <p>Urmil: He was able to notice the correlation in the graph.</p>	<p>Hong: He found CPI hard to understand without explanation.</p> <p>Himani: He understood the rule of law and absence of corruption but could not figure out the other law. It was obvious for him that rule of law must have some correlation with corruption</p> <p>P Desai: He could understand that the charts are related to absence of corruption and rule of law. But he was confused about the CPI</p> <p>Zhang: The left pic is understandable, but the right "CPI" term doesn't make sense, he suggestion making comparison with those indexes</p> <p>Urmil: He was eventually able to interpret the graph but the interviewer had to guide him to the right direction.</p>	<p>Yu: The participant needs some explanation for each of the term in the graph (rule of law index, CPI, etc.)</p> <p>Himani: Not clear with CPI, but could relate to absence of corruption graph and could not make sense of Rule of law</p> <p>P Desai: He could not understand the data and how it is related to rule of law.</p> <p>Zhang: The participant have difficult in reading the data</p> <p>Hong: He was not clear at the data</p>

Words	<p>Yu: Didn't really have a chance to look at the paragraphs at the bottom.</p>	<p>Yu: Fonts are really small. Hard to read.</p> <p>Zhang: Content is really good</p> <p>P Desai: The participant liked the content</p> <p>Urmil: Understood our idea behind the infographic</p>	<p>Hong: Participant read the words really details, this is quite rare. They do understand the correlation after reading the explanation.</p> <p>Yu: Participant can get a basic knowledge about rule of law from the content at the bottom.</p> <p>Zhang: the words make sense</p> <p>P Desai: He liked the text.</p> <p>Urmil: Was able to get a better idea once he read the text.</p>	<p>Yu: Text is good and helpful in terms of understanding the whole concept of rule of law.</p> <p>Himani: He understood the text and liked it.</p> <p>Zhang: Word meaning is clear</p> <p>Urmil: The user seemed to comprehend the idea pretty well after going through the text.</p>	<p>P Desai: The participant was to understand the text.</p> <p>Zhang: He get the ideas how rule of law shape people's behavior</p> <p>Urmil: The participant understood the message in the text.</p>	<p>Yu: Participant didn't really look at the text in the bottom of the infographic.</p> <p>Himani: Not covered.</p> <p>P Desai: The participant did not look at the text.</p> <p>Hong: He did not really covered th part, I guess it is not attractive enough</p>
Overall	<p>Hong: we need to add transition in between.</p> <p>Yu: The infographic does convey some kind of message to the participant, but she still doesn't know what she can do as an individual to advance the concept of rule of law.</p> <p>P Desai: She almost got an overall idea.</p> <p>Himani: She liked the overall idea and the infographic.</p> <p>Urmil: She understood the message being portrayed</p>	<p>Yu: The overall style is pretty.</p> <p>P Desai: The participant liked the overall design.</p> <p>Himani: She felt it was pretty long overall. But she thought it was too long and felt no motivation to understand it.</p> <p>Urmil: She understood the message being portrayed</p>	<p>Hong: Overall the participant is really aware of social issues and we get the message we want to convey to him well.</p> <p>Yu: Participant pretty much understand the whole infographic with a little help from the interviewer.</p> <p>Zhang: The overall content is what expected. He knew why we should strive rule of law to protect citizens rights.</p> <p>P Desai: The participant could understand the overall idea</p>	<p>Hong: He look confused at the first, so we may want some good intro</p> <p>Yu: Story comics need to be improved. Charts are a little bit confusing. Text at the bottom is informative and to the point.</p> <p>Himani: He liked it but he got confused in characters</p> <p>Zhang: the overall is good but the characters need more distinguish features</p> <p>Urmil: The user got an overall idea after going</p>	<p>Hong: The participant seems to be aware of social and community issue as well. He got the message we want to convey correctly but seems not persuaded.</p> <p>Himani: He suggested few things but overall liked the infographic and the idea.</p> <p>P Desai: The participant liked the infographic and suggested to correct some misunderstandngs of people.</p> <p>Zhang: the overall is good, some improvement</p>	<p>Yu: The participant wasn't able to express his overall opinions on the infographic.</p> <p>Himani: He liked it overall.</p> <p>P Desai: The participant could not mention the overall idea.</p>

			<p>and liked the concept.</p> <p>Urmil: The participant understood what we wish to convey.</p>	<p>through the infographic.</p>	<p>could be make on chart</p> <p>Urmil: The participant understood the message we wish to portray.</p>	
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# Results

- Comic
  - They mostly like the story it tells
  - More than half of them understanding the underlying meaning
  - Some was confused about the characters
- Data
  - CPI confused people a lot
  - texts is too small to read
  - About half of them was not able to get what the chart is trying to convey
  -
- Words
  - Some people give up reading because it is too long
  - For those who finished reading, they found it explain it well
- Overall
  - They mostly understand the message we want to convey
  - They want the transition between each part