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| Measure | Evaluation Criteria: | Evaluation strategy |
| Effort | Are the audience able to navigate their way around the different parts of the infographic with a minimal amount of effort? | Ask a person not involved with the data analytics class if the infographic is easy to follow with minimal effort. |
| completeness | Are all aspects that are expected to be present by the audience when they read what the title is about there? | Go through the mock up infographic as well as other aspects of preparation prior to creating the infographic to ensure all pieces of information are present as well as that all data included is up to expectation. |
| Readability | Are all the fonts used easy to understand and will the also be readable by someone with a vision impairment. | Ensure after the piece is printed on the test print that all charts, body paragraphs, titles and colours make the infographic easy to read by a reader.  Ask a person not involved with the data analytics class to confirm this. (my dad who wears glasses) |
| understandability | Is all information put into a language that is easily understood by someone who does not have an large understanding of cars and their systems. | Ask a person not involved with the data analytics class and the project if all information presented is easy to understand and follow if they do not have an great understanding of cars. |
| completeness | All aspects presented are completed and finalised in a standard ready to be presented to the audience. | Ask a person not involved with the data analytics class (my mum) to check for any mistakes or grammar errors |
| Accuracy | The data in the infographic is checked against numerous sources in order to ensure that it is correct and accurate. | Ensure that all secondary and primary data is correct by picking 10 random pieces of data and then looking for a secondary source showing the same information to ensure that the data has been collected and compiled correctly |
| Attractiveness | The completed infographic is presented in a visually appealing format. | Check to see that the infographic follows a consistent colour scheme that is visually pleasing to the audience. |
| Relevance | all data presented in the infographic is relevant to the investigation and supports the research question | Ask a person not involved with the data analytics class if all information presented is relevant to the investigation |
| Clarity | All the data is clear and straight to the point in order to save space and ensure that the reader does not get bored while reading. | Ask a person not involved with the data analytics class to check if all presented data is clear to the investigation |
| Time | can the infographic be read in a reasonable amount of time with enough points to hold the readers attention without taking too much of their time | Ask a person not involved with the data analytics class to read through the infographic and time them to ensure it takes no more than 4 minutes for them to complete in order to ensure that the reader does not get bored or loose attention when reading. |