Evaluation criteria

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| Measure | Evaluation criterion: |
| ***Effort*** | Are the audience able to navigate their way around the different parts of the infographic with a minimal amount of effort? |
| ***Clarity*** | Is the information presented in a clear and concise manner for easy understanding? |
| ***Relevance*** | Is the content relevant and useful to the target audience's needs or interests? |
| ***Consistency*** | Does the infographic have a consistent style, colour scheme, and layout throughout the infographic? |
| ***Accessibility*** | Is the infographic accessible to individuals with disabilities. |
| ***Readability*** | If you asked the audience to read the information on the infographic, would they be able to easily read the infographic. |
| ***Cost*** | How much does it cost to produce the infographic? |
| ***Usability*** | Is the data in the infographic usable for measuring the greatest basketball player |
| ***Time*** | Does the infographic allow the audience to understand and learn a great amount of detail about the topic in a minimal amount of time. |
| ***Accuracy*** | Are each form of data visualisations up to date, have proper data alongside the credibility. |