Evaluation criteria

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| Measure | Evaluation criterion: | Strategies: |
| ***Effort*** | Are the audience able to navigate their way around the different parts of the infographic with a minimal amount of effort? | Create a list of key sections or features in the infographic.  Ask five participants to navigate to specific sections or find certain information.  If at least four out of five participants can navigate with ease, the criterion is satisfied. |
| ***Clarity*** | Is the information presented in a clear and concise manner for easy understanding? | Choose elements from the digital solution, being text a graph and an image  Ask 3 participants to focus and read on the elements, verbally explaining it  If 2/3 participants can correctly explain the element, criterion has been met. |
| ***Relevance*** | Is the content relevant and useful to the target audience's needs or interests? | Compare each piece of data in the infographic to the target audience's interests or needs.  Create a checklist of relevance criteria based on audience needs.  If all data points are relevant to the target audience, the criterion is satisfied. |
| ***Consistency*** | Does the infographic have a consistent style, colour scheme, and layout throughout the infographic? | Review the entire infographic for consistent use of style elements, colour schemes, and layout patterns.  Use a checklist to evaluate a consistency in design elements such as colour for backgrounds or text font  If the style, colour scheme, and layout are consistent throughout, the criterion is satisfied. |
| ***Accessibility*** | Is the infographic accessible to individuals with disabilities. | Check for essential accessibility features such as font sizes or sufficient colour contrast that can help weaker eyesight people to read.  Verify compliance with Web Content Accessibility Guidelines for colour contrast and font size.  If the infographic includes these features and meets accessibility guidelines, the criterion is satisfied. |
| ***Readability*** | If you asked the audience to read the information on the infographic, would they be able to easily read the infographic. | Assess font size, style, and colour contrast.  Have five participants read the infographic and provide feedback on readability.  If at least four out of five participants find the text easy to read, the criterion is satisfied. |
| ***Cost*** | How much does it cost to produce the infographic? | Create a budget of the features used for the infographic  Compare actual production costs against the budget.  If the production cost is within the allocated budget, the criterion is satisfied. |
| ***Usability*** | Is the data in the infographic usable for measuring the greatest basketball player | Ensure the infographic includes relevant metrics such as points per game, assists, rebounds, etc.  Verify that the data allows effective comparison of basketball players.    If the data supports useful measurement and comparison of basketball players, the criterion is satisfied. |
| ***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. | Have participants review the infographic and measure how long it takes them to understand the key details.  Collect feedback on how fast the information absorption is. If participants can grasp the key details quickly, the criterion is satisfied. |
| ***Accuracy*** | Are each form of data visualisations up to date, have proper data alongside the credibility. | Review data sources for accuracy and timeliness, being within the data time frame of 1970-2024.  Ensure all visualisations are based on credible, up-to-date data.  If all data visualisations are accurate, up-to-date, and from credible sources, the criterion is satisfied. |