Evaluation of Digital Solution

**Functional Requirements:**

1 – Solution includes a mix of a range of data types, including text, numbers and graphics.

The digital solution includes 8 charts, 8 different images (16 total) and 12 textual elements (excluding chart labels and titles).  These elements are spread out over the infographic in the form of a path that helps the audience to navigate their way around all of the data.  They provide the user with an attractive and accessible experience, catering for both visual and text-based learners, communicating the message of the research topic in a range of ways.

2 – Complex data is presented in a simplified and meaningful way

The digital solution has complex data presented in a simplified and meaningful way. It has complex data presented mainly though a series of charts and summarised dot points in order to not overload the user. The infographic is about cryptocurrency which is a very complex topic that not many people are aware or knowledgeable about, therefore by presenting complex information through many visuals and short, summarised statements, the infographic is much more effective in the message and knowledge it passes on to the user.

3 – Reach a valid and justified conclusion to the research question.

The digital solution presents the user with an introduction to the research topic at the beginning of the infographic navigation path, and a justified conclusion at the end of the path. Both appear at the top and bottom of the page in large and bold text, standing out from the supporting evidence below and above through the use of decorative corner borders. They provide the audience with a clear and complete conclusion to the research topic, and help to improve the time and effort required to gain an understanding of whether the research question was supported or refuted.

**Non-functional Requirements:**

1 – Infographic incorporates colours in an aesthetically pleasing manner.

The digital solution incorporates colours in an aesthetically pleasing manner. This is achieved by using a range of similar colours (mostly blues) that contrast enough to distinguish the differences but are similar enough so that charts do not look out of place. This provides the user with a more aesthetically pleasing reading and viewing experience which is easy to look at due to the similar colours used.

2 – All data used is current (preferably from 2021-2024).

The digital solution contains all current data, mostly collected between 2021-2024. All of the primary data was collected in 2024, and all secondary data sources were from 2023 or 2024 apart from one chart of the percentage of cryptocurrency owners in each age group. This data was only used because there was no data available from a more recent year. By providing the user with current data, this means that the charts produced will be more relevant to the research topic and will give the user a more accurate education on the topic that isn’t outdated.

3 – All charts are thorough, meaningful and follow relevant conventions.

The digital solution has incorporated charts that are all thorough, meaningful and follow relevant conventions. The charts follow the chosen colour theme, have axis labels where required, have titles, and are formatted correctly. The data used is also up to date and relevant to the research question which further ensures the charts are thorough and meaningful, contributing to the efficiency and effectiveness of the message conveyed.