A cover of a book

Description automatically generated

**Evaluation Criteria**

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| **Measure** | **Evaluation Criteria** | **Strategy** | **Response** |
| Time | Does the viewer get a thorough understanding of the subject in a short length of time from the infographic? | Set a timer for 5 minutes and, during that time, allow the readers to read the infographic. Once the 5 minutes has concluded, get the readers to recall 8 pieces of information. | After the 5 minute duration, all viewers were able to recite 8 pieces of information from the infographic with relative ease. |
| Cost | How can the infographic be offered at its lowest cost price without sacrificing quality? | Test all data that’s included within the infographic against the sources. If all data is able to be obtained without any costs included, the test. | There was no cost included in the development of the infographic. |
| Usability | Is the infographic easily able to used? E.g. Zoom In/Out functions | Test to see if it is possible to zoom in/out of the completed infographic? | No, it is not possible as it is printed out. However, the digital version does allow this function. |
| Accessibility | How were any specific user impairments considered and addressed during the development of the infographic? | Have 5 readers read the infographic and ask them to point out areas in which could be found difficult to read/interpret. | All viewers did not have any difficulty when reading and interpreting the infographic’s contents. |
| Accuracy | Is the data and information presented in the infographic accurate? | Cross-check sources against text included within the infographic. The desired outcome is that they display the same message/information. | All data and information presented within the infographic is accurate to their respectable sources. |
| Accuracy | Is the data and information supplied to the infographic sourced from trusted references? | Check sources included within the infographic. The desired outcome is that they are all trusted sources. | All data and information supplied to the infographic is sourced from trusted references. |
| Relevance | Is all the information in the infographic relevant to the research question? | Have 5 readers read the infographic, whilst covering the research question. Once all readers are finished, uncover the research question and ask the readers if the research question is relevant to the infographic’s information. | 3 of 5 viewers acknowledged that the infographic doesn’t acknowledge the ’competence’ part of the research question, however all agreed that the rest of the research question was effectively researched and presented. |
| Relevance | Do all the data visualisations correspond to topic? | Have 5 readers read the infographic. Once all readers are finished, uncover the research question and ask the readers if the research question is relevant to the infographic’s information. | All viewers stated that all visualisations directly corresponded to the topic. |
| Communication of Message | Are the data visualisations easy for the reader to understand and interpret? | Have 5 readers read the visualisations included within the infographic and ask them to point out which graphs were difficult to interpret. | 4 of 5 readers acknowledged the need for a greater difference in colours within the graph to allow for slightly easier visibility, however all stated that the figures and visualisations were simplistic, allowing for easy comprehension. |
| Completeness | Does the viewer of the infographic need to source additional information to have a strong understanding about the topic? | Have 5 readers read the infographic. Once all readers are finished, ask the readers if they need additional information, in which specific areas, to have a ‘strong understanding’ of the topic? | All viewers stated that the infographic held sufficient information and the need for additional information was not necessary. |
| Readability | Is the infographic easily comprehensible to viewers? | Have 5 readers read the infographic. Once all readers are finished, ask them what they learnt to determine whether its easily comprehensible. | All viewers stated that the infographic was easily comprehensible. |

**Overall Evaluation**

Overall, the infographic was highly successful against the criteria set, having the 5 readers achieve the ‘Time’ criteria with ease. Limited struggle was found with identifying the data presented within graphs due to the colour of the graph not contrasting enough against the background colours. This would evoke a change in the graph’s colour scheme in order to satisfy the feedback from the readers. Readers also acknowledged that the infographic doesn’t address the student’s ’competence’, which is stated within the research question. A necessary modification would be to alter text to link back to the overall student’s ability.

**Evaluation of Digital Solution**

* FR1: All data is simplified and makes sense of complex data
  + The digital solution summarises and showcases complicated information in the form of various graphs, including pie charts, bar charts and column charts. All primary data collected from the survey’s, then grouped, sorted and displayed accordingly. They provide the audience with a clear and complete graph, ultimately supporting the amount of time and effort required to gain an understanding of the data. This also assists communication of message, allowing the visualisations to be interpreted with more ease.
* FR2: The solution combines many data types, such as text, numbers, and images
  + There are twenty written components, ten charts, and ten images in the digital solution. These components are arranged in a path across the infographic to assist viewers in navigating through all of the material. They offer the user a visually appealing and easily navigable experience in order to appeal to both textual and visual learners, and convey the research topic's message in a variety of methods.
* FR3: Provide a valid and supported conclusion regarding the validity or falsity of the research question
  + There is a conclusion included within the infographic that speaks to the validity of the infographic’s research. The conclusion is included at the end of the infographic, to summarise the data expressed throughout into a short paragraph regarding the reasonableness of the data. It offers a finalised statement to the user, appealing to the readability and completeness of the infographic.
* NFR1: All charts are comprehensive, meaningful, and adhere to the research question
  + The digital solution includes charts and graphs that are comprehensive, meaningful and adhere to the research question directly. All graphs generated from collected survey data is proofread, then grouped, sorted and displayed only if the graphs have a direct correlation to the research topic. By having the graphs being comprehensible and meaningful, it directly correlates to the readability of the infographic, whilst also adhering to the research question, which is in reference to completeness and relevance.
* NFR2: The solution presents text, diagrams, and graphics that are accurate and applicable to the topic
  + The digital solution encapsulates various text, diagrams, and graphics that are accurate and applicable to the topic. Within the infographic, 20 written components, 10 charts, and 10 graphics are embedded, all without error and in direct correlation to the research topic. By including these, the infographic becomes highly informative, appealing to the accuracy criteria of the infographic. The infographic also adheres to the research question, which is in reference to completeness and relevance.
* NFR3: The infographic uses similar fonts throughout the SAT solution
  + The infographic contains similar/the same font throughout the entirety of the SAT solution. The entirety of the software solution uses the font Canva Sans (in various sizes) expect for the chatbot timeline, which takes advantage of individuality by expressing each chatbot in history with a unique font that correlates to it. By having the same font, it is aesthetically/visually appealing and consistent, whilst also upholding the readability criteria.