**Evaluation Criterion**

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| **Measure:** | **Evaluation criterion:** |
| **Effort** | Can audience members easily navigate around the infographic with minimal effort? |
| **Timeliness** | Is the information displayed on the infographic timely? that is, is the information still relevant to the time period? (Is all data used within the period of time specified on requirements?) |
| **Cost** | Does the solution cost anything to see? |
| **Usability** | Can the solution be used by anyone? |
| **accessibility** | How easily accessible is the infographic? Can it be easily shared and viewed by people? |
| **Accuracy** | How accurate is the information displayed on the infographic?  Is the information displayed on the infographic the same as information from other sources? |
| **Attractiveness** | Does an audience think the solution looks visually appealing? |
| **Clarity** | Can an audience clearly understand what is on the infographic? |
| **Communication** **of message** | If you asked an audience what the message of the infographic is could they come to a conclusion based on the information within the infographic? |
| **Completeness** | Is the infographic complete? does it contain all of the required graphs and information? |
| **Readability** | If you ask an audience to read the solution will they be able to read everything on the infographic? |
| **Relevance** | Ask an audience if they think the information displayed on an infographic is relevant to the topic issue and question? |