Critical Design Strategy (Contract Name design Summarise essence			First impression (circle 5 words)	clear clever complex useless useful	confusing reliable organised average fair	sensible pointless moderate bad vague		e i	indifferent indistinctive spectacular fulfilling beautiful		
Date			(circle 5 words)	userur		sagre	ee	0		Agree 2	
User	1 2 3 4 5	Is suitable for the user Is understandable for u It doesn't require guess Is trustworthy Would be useful	ser and task to ha	and		00000	0 0 0 0	00000	0 0 0 0	0 0 0 0	
Environment	6 7 8 9 10	It would fit in with other Uses suitable technolog Has appropriate interact Its sizing is correct Gives a positive ambie	gy etion			00000	0 0 0 0	0 0 0 0	0 0 0 0	0 0 0 0	
Interface	11 12 13 14 15	Suitable user interface Ergonomic interface Facets are sized suitable Interface suitably space Suitable quantity of interface	ed			00000	0 0 0 0	00000	0 0 0 0	0 0 0 0	
Components	16 17 18 19 20	Has all necessary com Has all suitable output/ Clear relationships beto Task can be easily perf Suitable organisation o	view types ween parts formed			00000	0 0 0 0	00000	0 0 0 0	0 0 0 0	
Design	21 22 23 24 25	Inspiring design Aesthetic and visually a Good composition and Suitable coverage of da Clear instructions, labe	space utilisation ata/underpinning f		epts	00000	0 0 0 0 0	00000	0 0 0 0	0 0 0 0	
Visual Marks	26 27 28 29 30	Right choice of channe Communicates approp The types of marks use Components are show Nothing is hidden that	riate relationships ed, communicate t n at the right level	/morphisms things well of abstract	3	00000	00000	00000	0 0 0 0	0 0 0 0	
Reflection: first impression, individual categories					Sum values [Tota	 al	—	<u> </u>		
Average H	+++	5 -40 -35 -30 -25 -20 - 5 -1.33 -1.16 -1 -0.83 -0.66	1 1 1	5 10 15	20 25 30 0.66 0.83 1	+	6 1.33	45	_	55 60 1.83 2	

Good design

Supplemental material. Standard version of CDS, submitted to IEEE VIS 2025, TVCG. "Critical Design Strategy: a Method for Heuristically Evaluating Visualisation Designs". Jonathan C. Roberts, Hanan Alnjar, Aron E. Owen and Panagiotis D. Ritsos

Poor design