

# Expert Evaluations

Team 4 (Obesity) evaluating Team 5(Logistics)

**0** = I don't agree that this is a usability problem at all

**1** = Cosmetic problem only: need not be fixed unless extra time is available on project

**2** = Minor usability problem: fixing this should be given low priority

**3** = Major usability problem: important to fix, so should be given high priority

**4** = Usability catastrophe: imperative to fix this before product can be released

Task 1:

As a widget buyer, identify your origin country, then your destination country. Evaluate whether this is a good origin to purchase your widget from. As a widget manufacturer, identify your country of manufacture, then the country you are thinking of selling in. Evaluate whether this is a good place to manufacture for this market.

Task 2:

As a manufacturing country, identify which areas offer the greatest improvement opportunities.

## **1. Donut Charts on map. [Visibility of system status] [Severity 3]**

- ☐ It is not clear what the donut charts represent. The use of a legend could make this more clear, but it is recommended to possibly not even use them at all. See note 6.

## **2. Selecting countries for origin and destination [Flexibility and efficiency of use] [Severity 2]**

- ☐ It would be nice to be able to click on the map to be able to make a selection, instead of having to make the selection in the drop down. By clicking on the map, users could easily identify countries that are closer together for a destination.

## **3. Right pane horizontal bar rankings [Visibility of system status] [Severity 3]**

- ☐ It is unclear what data the horizontal bars are indicating. A title above the bars would be useful. If it will not be clear to the users how the value is calculated, then a subnote may be informative describing how each value is calculated.

## **4. Right pane horizontal bar ranking. [Visibility of system status] [Severity 2]**

- ☐ Currently a black outline indicates the selected countries. It would help if this was more pronounced, such as a different color, or if the selected countries were more saturated.

**5. Change color from red to gray. [Aesthetic and minimalist design] [Severity 2]**

- The red color seems like it could be changed because it normally indicates something negative. It can also be confused with the red color in the donut charts. See note 6.

**6. Main Map, Radar, and Right Horizontal Bars [Aesthetic and minimalist design] [Severity 2]**

- One suggestion is to display both countries on the radar map using different colors for the lines. A legend could optionally be placed under the viz indicating the countries. In addition, the donut charts on the map could be replaced with solid circles, corresponding to the colors on the radar chart. The size of the circle could be proportional to the ranking. The horizontal bars on the right could be horizontal stacked bars, indicating the information from the donuts.

**7. Left Filter Rail [Aesthetic and minimalist design] [Severity 1]**

- The quick links may be confusing. Consider using nesting for the filter checkboxes with all the subitems indented under the “all filters” checkbox. This will allow a user to select the top checkbox, and all the nested checkboxes could be grayed out and checked. It would quickly indicate to the user they have selected everything.

**8. No need for the refresh button. [Flexibility and efficiency of use] [Severity 3]**

- If the visualization can be refreshed real time when the checkboxes are checked, then there is no need to have a refresh button. Allowing users to see the viz update as they check/uncheck boxes will allow for a better user experience, allowing them to instantly see how a filter changes the viz.

**9. Right pane horizontal bar rankings [Visibility of system status] [Severity 1]**

- It may be unclear to the user what is better, a high or low ranking. Just to make it clear, you may want to add subnote “higher values are better”.