

UN Sustainable Development Goals

Researching International Aid Programs

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Introduction

Sustainable Development Goals

An agreement by all UN member nations to improve quality of life worldwide by measurable metrics in 17 Goals.

Each goal has several targets and indicators that are quantifiable metrics. 169 total indicators

Datasets

- [Historic Performance on Indicators](#)
- [Aggregated Overall Performance](#)
- [Projects and Programs](#)



Our Project

User: Individuals interested in contribution to meeting SDGs and international aid

Use Case: Allow a user looking to find an aid program to contribute to that works toward an SDG of interest in a country of the user's choosing

[Project Site](#)

Project Concept

1. Global Overview

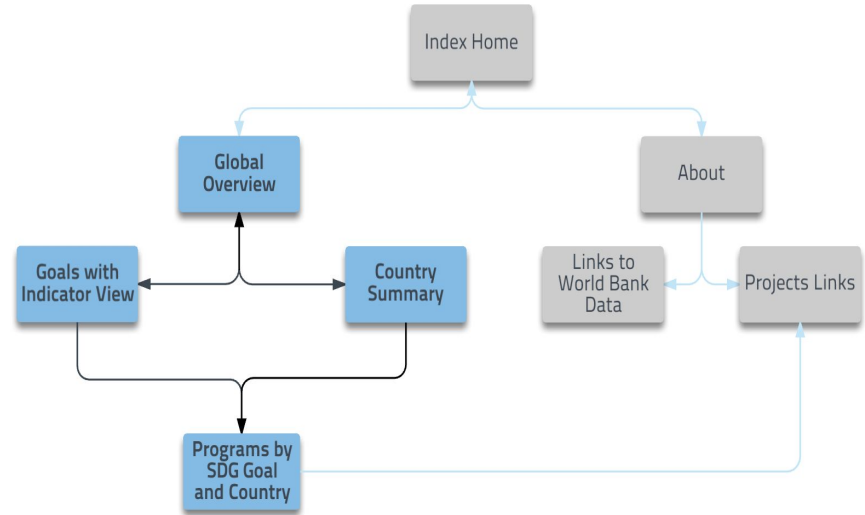
Landing space for users with description of SDGs, purpose of the tool, and instructions of how to use the page. Interactive visualization that allows for selection.

2. Filtering by Interest

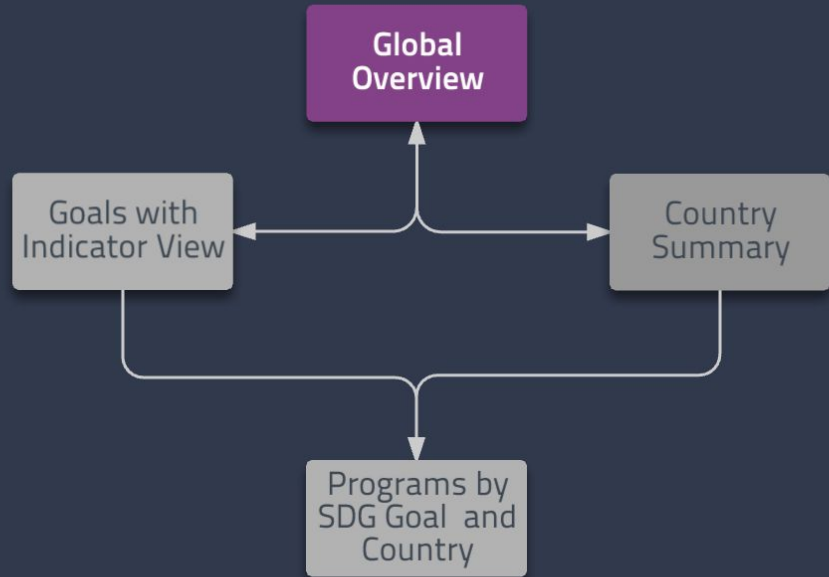
User selects both a goal and a country they would like to assist, in either order. After one selection, the visualization would update to show performance based on selection.

3. Program List

After selecting both country and goal of interest, the user is brought to a page that shows a list of active programs contributing to the chosen goal in the chosen country.



Usability Testing



Usability Testing Plan

10 participants, some with experience in UX design, others in international aid

3-6 questions/tasks on each of 4 dashboard pages designed to test:

- Understanding of visualizations
- Interpretability of data
- Navigation

Debriefing questions:

- What worked well?
- What can be improved?



Usability Testing Results

Major Takeaways

1. Simplify Visual Presentation and Design
2. Improve Navigation between Pages
3. Correct Performance Issues (prototype)



What worked well?

- “Really nice, visually appealing, lots of information.”
- “As someone familiar with the SDGs, this is a great way of showing scores and allowing users to get into the details”

What can be improved?

- “There is so much to take in”
- “wooooo.... I will never use that”

Usability Testing Results – Simplify

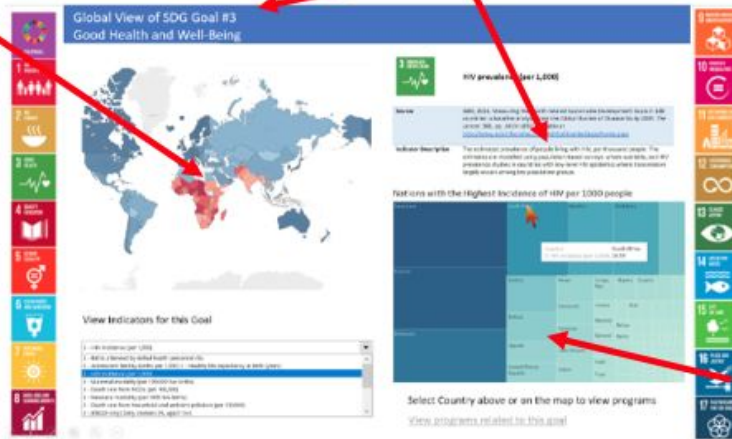
Difficulty understanding color: add scale

No complete description of SDG: replace with description

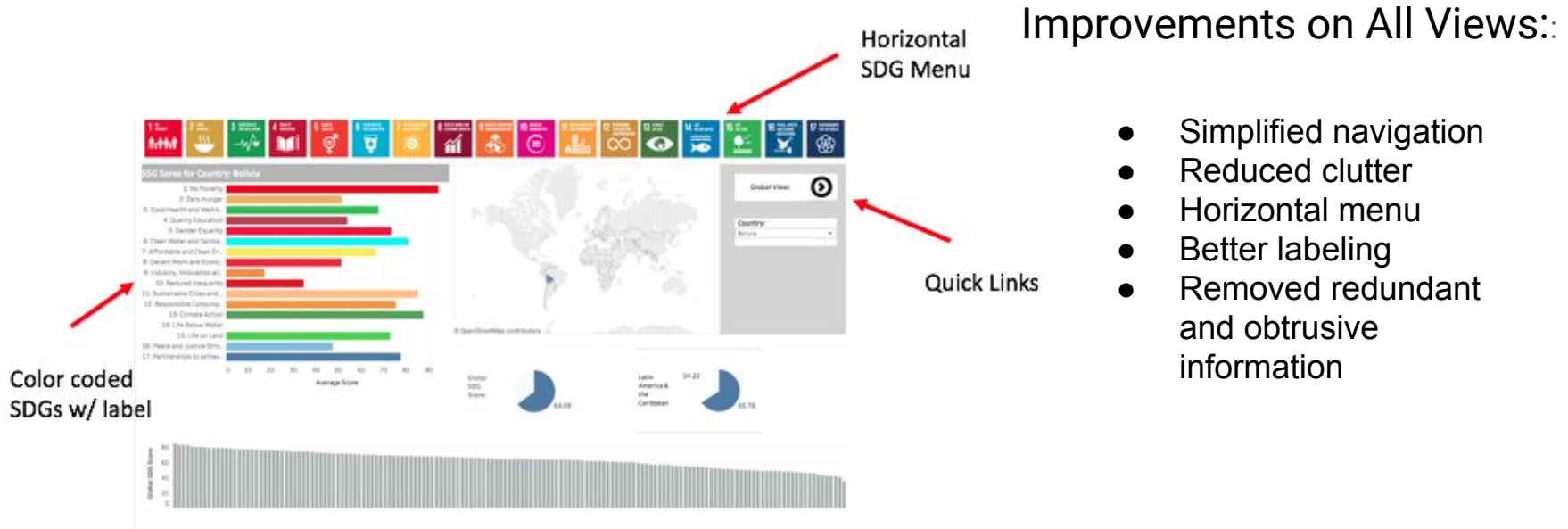
Looks like a banner ad: change layout

Tree Map –confusing: Replace with table and bar chart

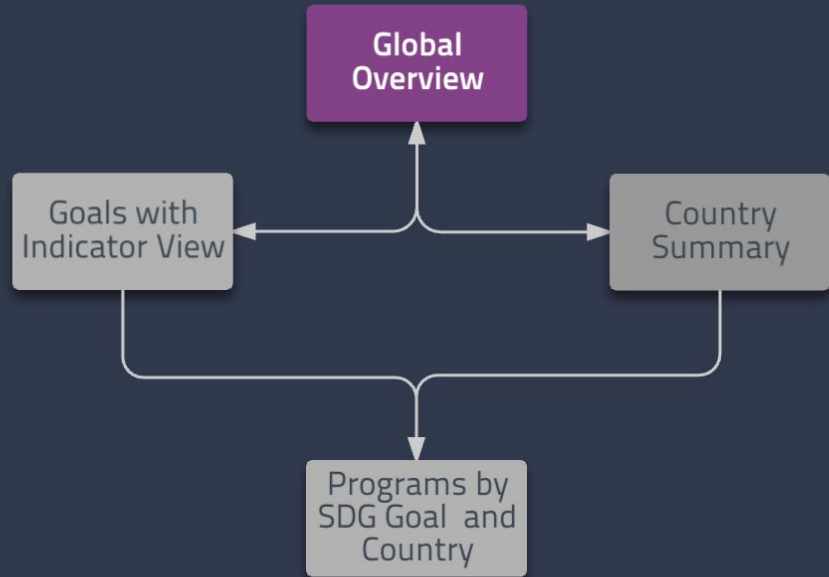
How to find programs – was not clear: change actions



Usability Testing Results and Second Round Testing



Architecture

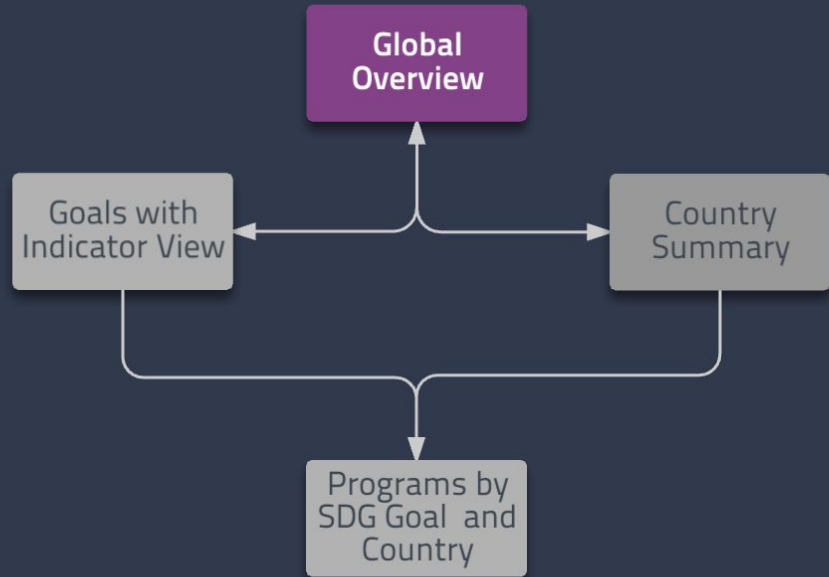


Architecture Choices

We used Tableau because...

- We had a lot of different partitions or subsets of our data, and wanted to encode them differently in many different views
 - Tableau provides many standard visualizations for data exploration. Viz implementations are fast.
 - Allowed for rapid prototyping and efficient changes and edits
- Some performance issues with free Tableau online servers.
- However Tableau navigation across dashboards doesn't always work well
 - A future final product could be a combination of Javascript and Tableau viz.

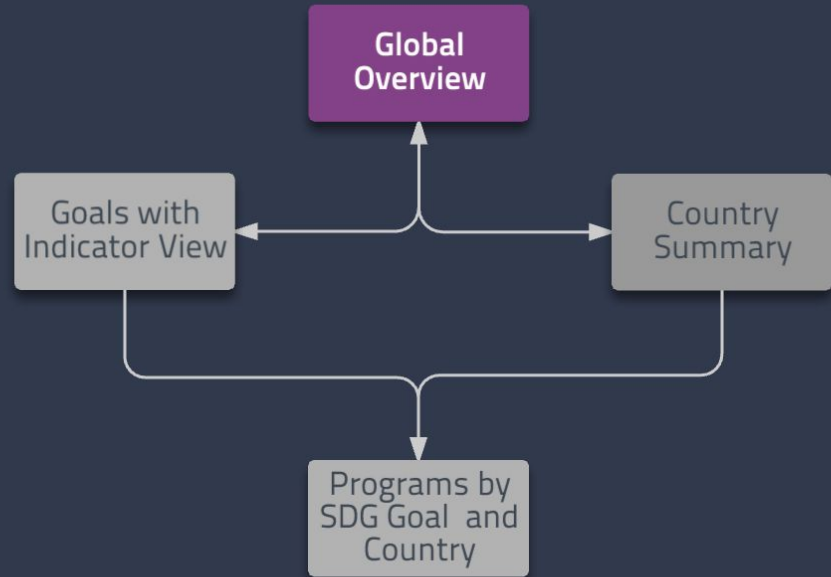
Next Steps



Additional Functionality

- Hyperlinks to Program Webpages
 - Acquire data from more sources and databases
- Additional Analysis
 - Better representation of how projects contribute to meeting goals
 - More precise linking of programs to indicators, not just goals
 - Apportion budgets to countries in multinational programs
- Additional Visualizations
 - Allow for more exploration of indicator specific performance, including over time (time series data)
 - Replace some visualizations that were not working last minute
- Optimize Performance
 - Load faster

Demonstration



Feedback

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