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**HCI 454: Interaction Design &
Information Architecture**
Assignment 1 - Infographic
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The Story

ACME needed their website redesigned, and in order to develop a user-centered design to the interface, we conducted usability testing. A total of 32 participants were asked to complete two specific tasks on the ACME website:

- 1) Search for up to five open positions on the ACME online job board.
- 2) Complete at least two job applications.

To illustrate participant demographic information and survey results, the UX/UI team developed a data visualization.

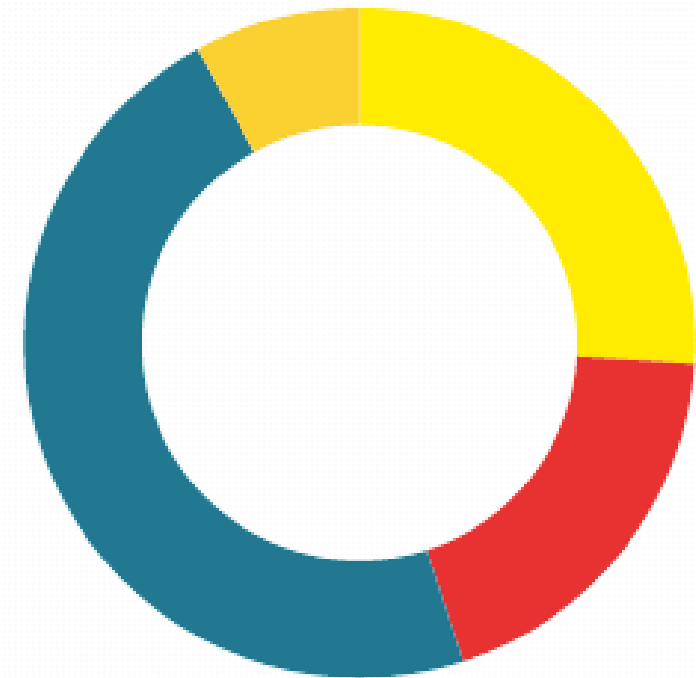


The Participants

● 20-55
Age Range
of
Participants

★ 34
Average Age
of
Participants

Participant Residency



Illinois = 26% New Jersey = 19% California = 47% Texas = 8%

Principles in play from Stephen M. Kosslyn's eight principles for constructing effective graphs -

"The Principle of Relevance" (Kosslyn, 6):

These two graphs follow the principle by presenting only information that was crucial to the audience understanding of what was intended. The "participant residencies" graph displays four states that participants were from, with no other information displayed. The same holds true with the graph on the left.



Were they familiar with ACME?

After completing the tasks, the participants were asked to complete a survey for the purposes of collecting demographic information.

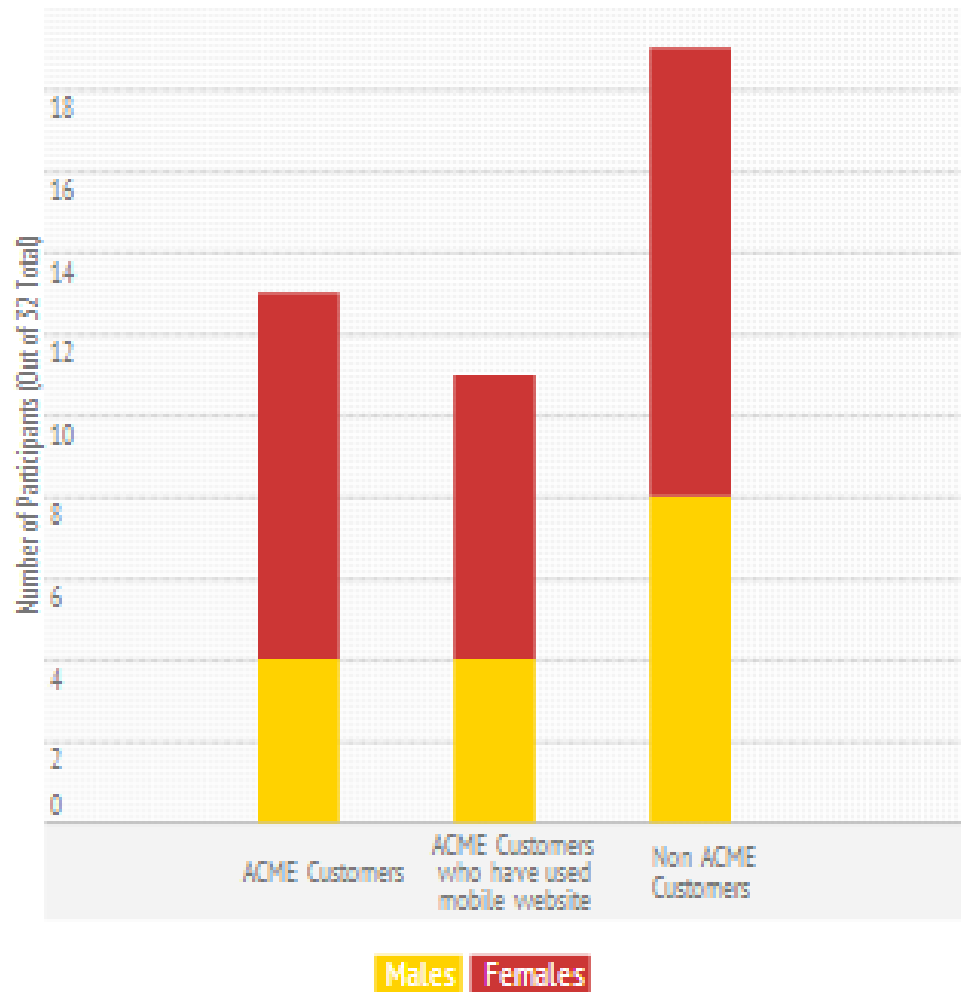
One of the questions that participants were asked to answer was if they are currently an ACME customer, and if so, have they used the ACME mobile website.

The amount of non ACME customers was nearly double that of ACME customers. Most of the ACME customers had indeed used the ACME mobile website.


Principles in play from Stephen M. Kosslyn's eight principles for constructing effective graphs -

“The Principle of Discriminability” (Kosslyn, 7):
The use of color illustrates this principle. For example, in the case of ACME customers vs. non ACME customers, there are two contrasting colors (red and yellow) to distinguish between male and female customers. By doing so, readers are able to tell the difference between the two groups, at a glance, while processing the quantitative differences between ACME customers and non ACME customers.

ACME Customers vs Non ACME Customers



“The Principle of Compatibility” (Kosslyn, 14):
With the implication of “More is More,” the column and bar graphs displays taller columns and longer bars indicate a higher quantity than the shorter columns and bars.

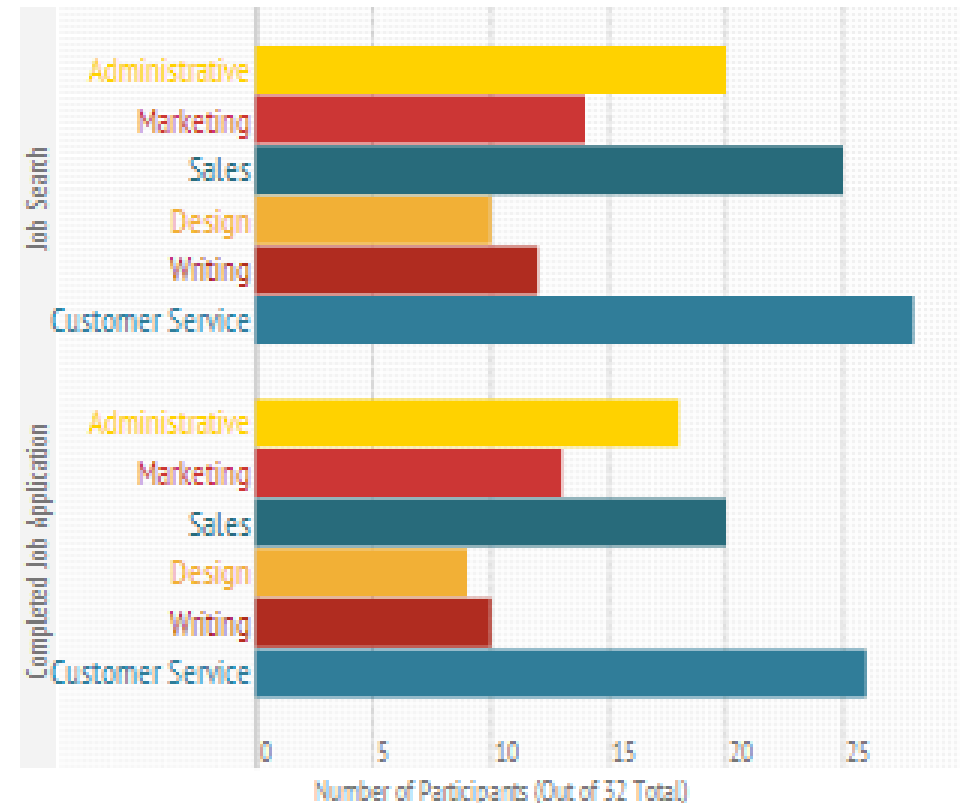


The Results

The ACME website contained six categories of job openings for participants to choose from. Customer service and sales seemed to be the most popular choices while completing both tasks. Other results are displayed below:

- 28 participants searched for customer service positions, of which 26 participants completed job applications.
- 25 participants searched for sales positions, of which 20 participants completed job applications.
- 20 participants searched for administrative positions, of which 18 participants completed job applications.
- 14 participants searched for marketing positions, of which 13 participants completed job applications.
- 12 participants searched for writing positions, of which 10 participants completed job applications.
- 10 participants searched for design positions, of which 9 participants completed job applications.

What types of jobs did you search for? Did you complete a job application?



Principles in play from Stephen M. Kosslyn's eight principles for constructing effective graphs -

"The Principle of Perceptual Organization" (Kosslyn, 7-8):

This last graph follows this principle - the two different activities are separated, with different categories grouped together in their perspective activity. According to the "Grouping Laws" aspect of this principle, the bars in each group can be readily compared.





Overall Analysis of Deliverables

The incorporation of colors is very important in all graphs included. The use of color not only attracts the viewer but also helps to distinguish between different items within one graph.

Furthermore, the order of the graphs – age, residencies, customers vs. non-customers, and activity results – help to tell a story and direct the reader to start with the most basic information before the final results are displayed.

By implementing this layout, we are accomplishing the three goals of effective graph design:

- 1) Connect with the audience.
- 2) Direct and hold the reader's attention.
- 3) Promote understanding and memory.

