

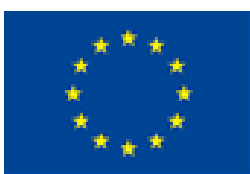
# Module II. Technical

## Infographic course

### Topic 2. Realization of an infographic

#### Lesson 4. Creating an infographic

#### Activity T2.L4.1. Infographic prototype evaluation



Co-funded by the  
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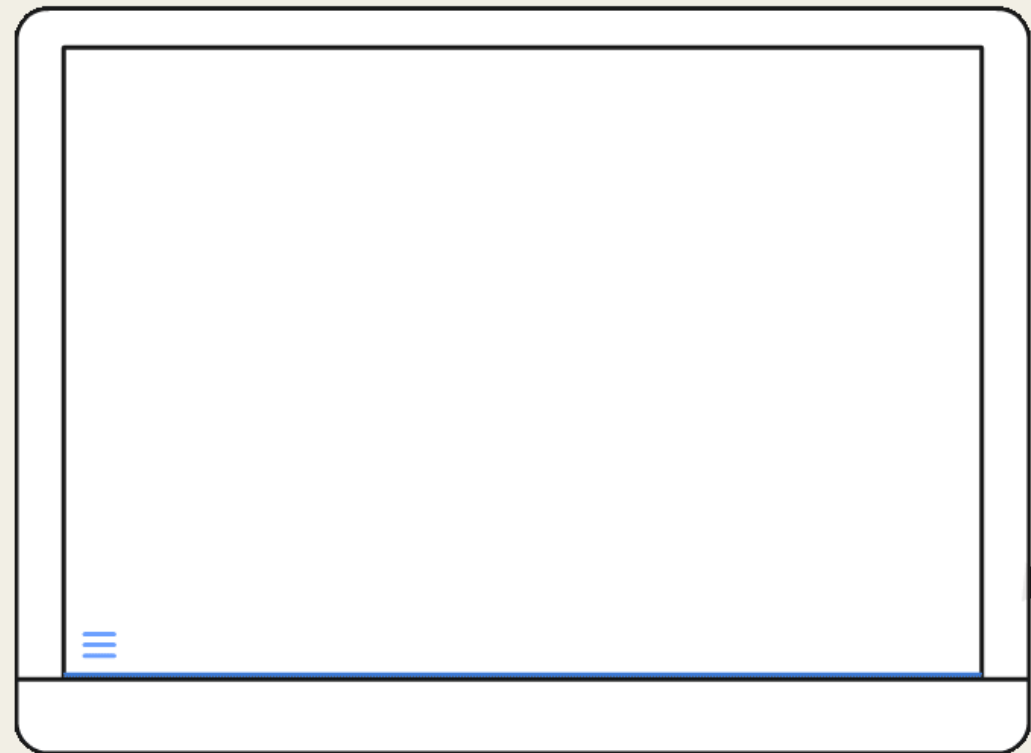




THIS TOPIC WILL EXPLAIN **HOW TO CREATE A STATIC INFOGRAPHIC** FOR THE O-CITY WORLD PLATFORM. SO, THOSE WHO COMPLETED TOPIC 1 OF THE INFOGRAPHIC COURSE, WILL BE INTRODUCED TO SOME KEY STEPS AND WILL BE TRAINED ON THE USE OF SOME BASIC TOOLS.



Once the topic is completed, learners will be able to:



1

**Organize** information and data in effective visualization for improving user experience and promoting heritage.

2

**Evaluating** the effectiveness and usability of different applications of information visualizations.

3

**Designing** and realizing effective and usable infographics for enhancing user experience.

# WORKSHOP


## USER FEEDBACK

BEFORE STARTING TO REALIZE YOUR INFOGRAPHIC, **ELICIT FEEDBACK** FROM USERS ABOUT YOUR INFOGRAPHIC PROTOTYPE THROUGH AN EVALUATION SESSION, IN ORDER TO **IMPROVE YOUR DESIGN**.

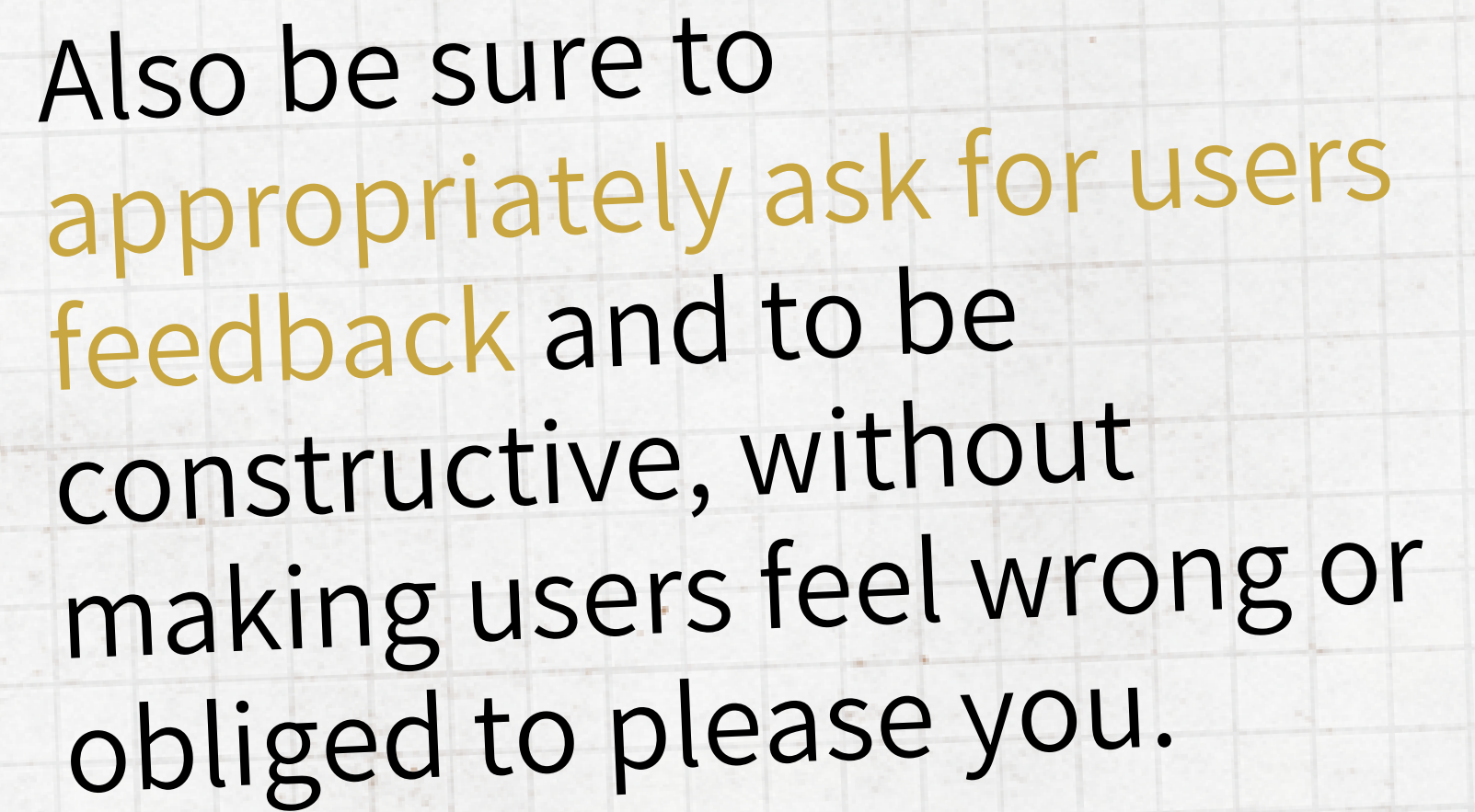
Testing a design solution, including its prototypes, helps to understand if it meets the identified requirements and the user needs.



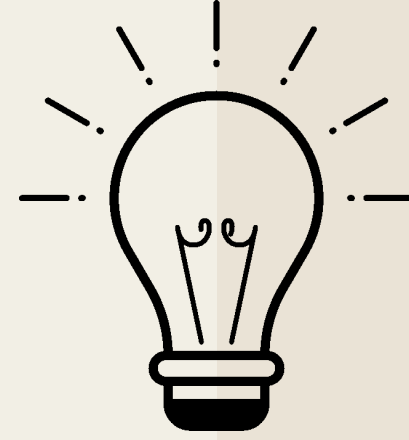
This is an opportunity to learn more about your solution and users, allowing you to improve your design.



The first rule in soliciting feedback from users is “**Show don't tell!**”. Let people experience your solution and **listen** to what they say!



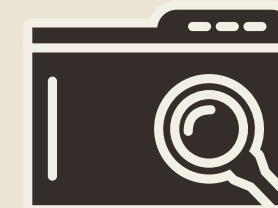
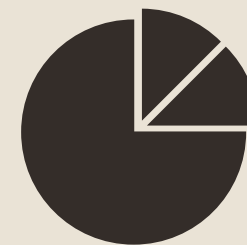
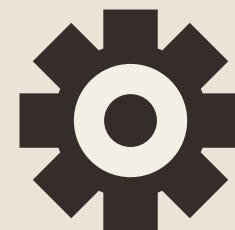
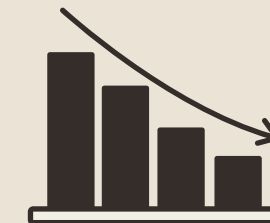
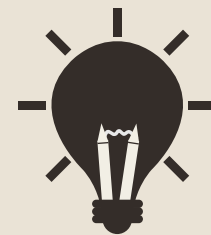
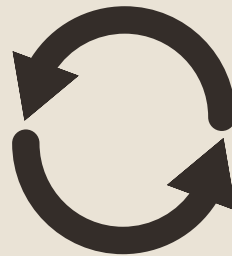
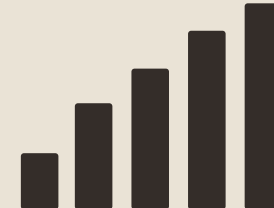
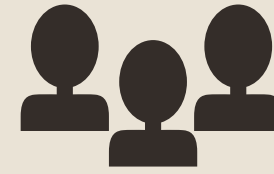
Also be sure to **appropriately ask for users feedback** and to be constructive, without making users feel wrong or obliged to please you.

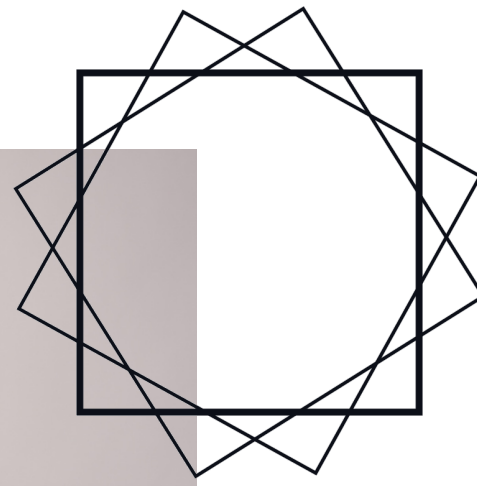
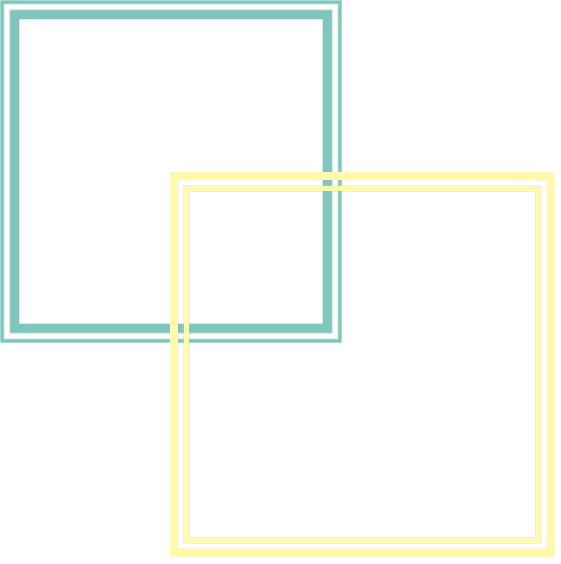


# Activity!

## Infographic prototype evaluation

Each student carries out a short test on his/her infographic (with at least 5 students), collecting and analysing feedback and suggestions useful to improve it.





**OCITY**

Creativity + Innovation & Technology

