EVALUATION TOUR

O·CITY

Module II | Course Infographic | Topic Realization of an infographic | Lesson 1

Activity

- **Short Description**: Evaluation tour about the visual system of communication applied in a museum or a natural park in the view of using information visualization for delivering a proper User Experience.
- **Methodology**: The methodology of this activity is based on learning by experience and inquiry-based learning. By researching, analyzing and assessing the visual elements and principles applied in existing information environments, the learners experienced some techniques and practices useful for making effective infographics and data visualizations. Moreover, they reinforce their knowledge on the learning topic.
- **Duration:** 4 hours
- **Difficulty (high - medium - low)**: High
- **Individual / Team**: Individual
- **Classroom / House**: Street (Museum or natural park)
- **What do we need to do this activity?**
    - **Hardware** Any device with a camera.
    - **Software** None.
    - **Other resources** Pen, paper.

Description

- **Text description**: Each student visits a museum or a natural park and evaluates its visual system of communication, in the view of using information visualization to improve the User Experience and promote the analyzed natural and cultural heritage. During the Evaluation tour the student is required to observe the panels, labels, and all the kinds of interactive and static information visualizations present in the museum that affect the User Experience of a typical visitor. Each student analyses the visual interfaces of the identified items, along with the whole information environment they are part of, according to the visual design principles and the specific user requirements, in order to evaluate their usability and the reliability of data and information. In this activity, students are required to make full use of all the knowledge and methods acquired through Lesson 1, 2, and 3 of Topic 1 (that includes the activities), and of the knowledge just acquired in Lesson 1 of Topic 2.
- **Illustration**: None

Instructions

1. Take a tour in a museum or in a natural park.
2. Identify the items that convey the communication system (i.e. the visual language) applied in the museum or in the natural park, such as panels, labels, and all the kinds of interactive and static information visualizations (as a suggestion, you can make a list of the items).
   Briefly describe what kind of items they are (e.g. a physical information panel about the history of the museum's building), who uses them and to what goal (e.g. the visitors that want additional information about the museum, beside visiting the collection)?
3. Evaluate the visual interface of each of these items and the whole information environment according to the visual design principles (especially the Gestalt principles), along with the other principles allowing effectiveness (see tips and rules given in Lesson T2.L1). What should be considered in order to improve the UX? What works well and what does not?
   Take photos and notes of what you observe to support your evaluation activity.
4. Reflect on the ability of the graphical objects (e.g. icons, pictograms, graphics, etc.) to be consistent, legible, clear and appealing.
5. Reflect on the reliability of data and information. How is it ensured and conveyed?
6. Also consider if the visual elements that constitute the communication system of the museum or of the natural park meet the user requirements and if they are enough for an adequate UX (in other words, if the museum or the natural park needs more static or interactive infographics). What information visualizations would be needed to improve the UX of the museum or of the natural park?
7. Produce a final report with all your observations.

Expected outcomes

- Learn to evaluate the adequacy of a visual communication system, with a focus on the effectiveness of information visualizations according to reliability and User Experience.

- Understand how data analysis is applied in information visualization and how it contributes to create a good User Experience.

- Understand how the visual language works and how to apply it to the creation of an adequate User Experience for user interfaces and information visualizations in different kinds of contexts.

- Understand the User-Centered Design way of thinking about a product, system or information visualization.

This activity can be used in other (module, course, topic, lesson):

- **Module II, Course Infographic, Topic 2, Lesson 2**

- **Module II, Course Infographic, Topic 2, Lesson 3**

DIGICOMP (Competences developed):
1. ***INFORMATION AND DATA LITERACY***
1.1 *Browsing, searching and filtering data, information and digital content*
1.2 *Evaluating data, information and digital content*
5. ***PROBLEM SOLVING***
5.2 *Identifying needs and technological responses*

ENTRECOMP (Competences developed):
1. ***IDEAS AND OPPORTUNITIES***
3. ***INTO ACTION***
3.5. *Learning through experience*

Example (when necessary): None