Look and Feel Survey

To be able to assess a rather subjective subject like the look and feel of a design we need to make sure that we align on what the goal for the design is. Is it for people to like it? Or is it to make sure it is perceived as looking "Sophisticated" or "Approachable" or something else? The latter is going to be the less subjective, as we are controlling the way that people are evaluating the design.

At the end of the day we can't make all people like our design, we can on the other hand strive to create a design that has attributes that are the closest to how we want the design to be perceived.

Method:

We create four mockups with distinct versions of the New UX. We were careful to make sure the layout, format, and features visible in each were equivalent to avoid bias.

DESIGN A

DESIGN B

DESIGN C

DESIGN D

We then created a survey that we sent to customers that are part of the tech preview, or that had been in the usability tests last fall, as well as a group of citizens found via Survey Monkey's Targeted Audience feature. All in all we got 18 responses from customers and 78 from citizens.

The survey was constructed to show people each design and allow to grade each on a scale of positive/negative adjective pairs to express how well they they think the design reflect each adjective. Both the order of the designs and the adjectives were randomized.

Now that you've looked at this design, would you say that it looks:

Attractive			Neither			Unattractive
O	O	O	O	O	O	O

Relevant			Neither			Irrelevant
O	O	O	O	O	O	O

Approachable			Neither			Unapproachable
O	O	O	O	O	O	O

Clean			Neither			Cluttered
O	O	O	O	O	O	O

Sophisticated			Neither			Unsophisticated
O	O	O	O	O	O	O

In addition to that, we gave people a chance to comment on each design to get a sense of why they chose what they chose.

We also had them stack rank the four designs after two separate scenarios and which one they would prefer to use for each scenario and why. The reason was to see whether the results would be different for different intent.

The scenarios were:

1. *"Imagine you are reading an article online and you follow a link to statistics about neighborhood crime.*
   Here are the four designs you just looked at; which design would you most enjoy exploring?"

2. *"Now imagine you need to create a report on crime rates for different neighborhoods. The report needs to be very comprehensive so you expect to spend most of your day looking at statistics about crime.*
Which design is best for extensively researching an issue?"

The last question in the survey was an open ended question about if we missed something.

Improvements that can be made to the process
Make the thing you're evaluating narrower. Starting with four concepts that are different in both layout and colors it's hard to know which attributes cause which reaction. Maybe an alternative approach would have been to first evaluate layouts in mostly black and white (would need to make it super clear in the survey that layout is the focus), and then with the winning concept from that exercise take out a few different color schemes and evaluate those separately.

Results:
Detailed results found at the bottom of the document

Adjectives
The adjectives will be our most important metric to see which design(s) to move forward with.

Average of all responses on a scale between -3 (negative) and 3 (positive) where 0 is neutral
Ordered by importance, where the top one is the most important

|	A	B	C	D
Engaging vs Boring/Bland	1.054794521	0.712328767	0.873239437	1
Approachable vs Unapproachable	1.164383562	0.945205479	0.915492958	0.887323944
Innovative/Fresh vs Outdated	0.97260274	0.739726027	1	0.971830986
Relevant vs Irrelevant	1.383561644	1.178082192	1.112676056	1.253521127
Intelligent vs Ignorant/Oblivious	1.123287671	1	1.126760563	1.169014085
Clean vs Cluttered	1.273972603	1.150684932	1.098591549	1.211267606
Trustworthy vs Misleading	1.02739726	1.01369863	0.873239437	1.126760563
Attractive vs Unattractive	1.164383562	0.863013699	1.042253521	0.985915493
Sophisticated vs Unsophisticated	1.04109589	0.97260274	0.957746479	1.211267606

Which design would you choose for exploring?
1 - Top choice, 2 - Second choice, 3 - Third choice, 4 - Last choice
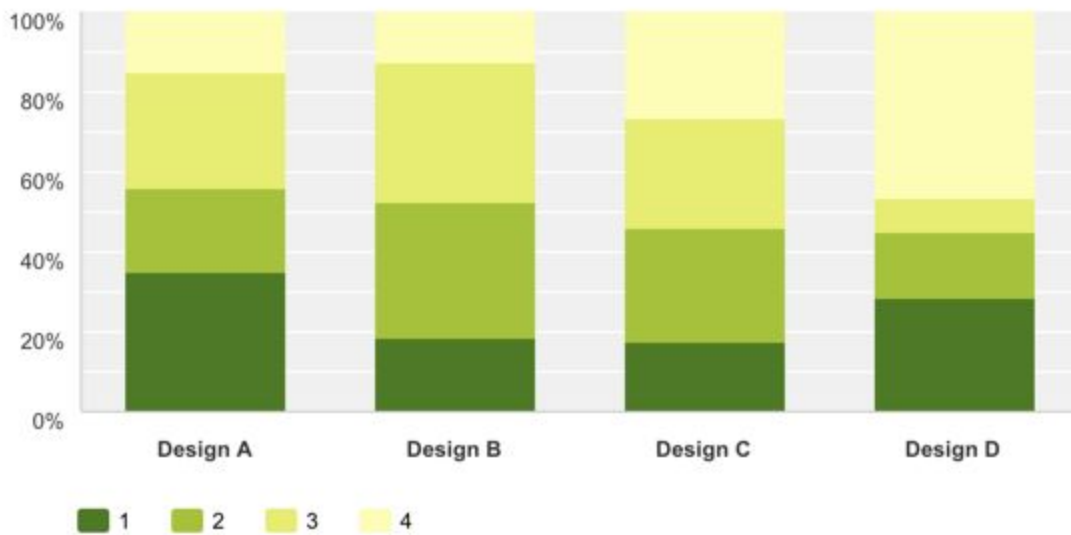
Which design would you choose in first hand for digging into data?
1 - Top choice, 2 - Second choice, 3 - Third choice, 4 - Last choice
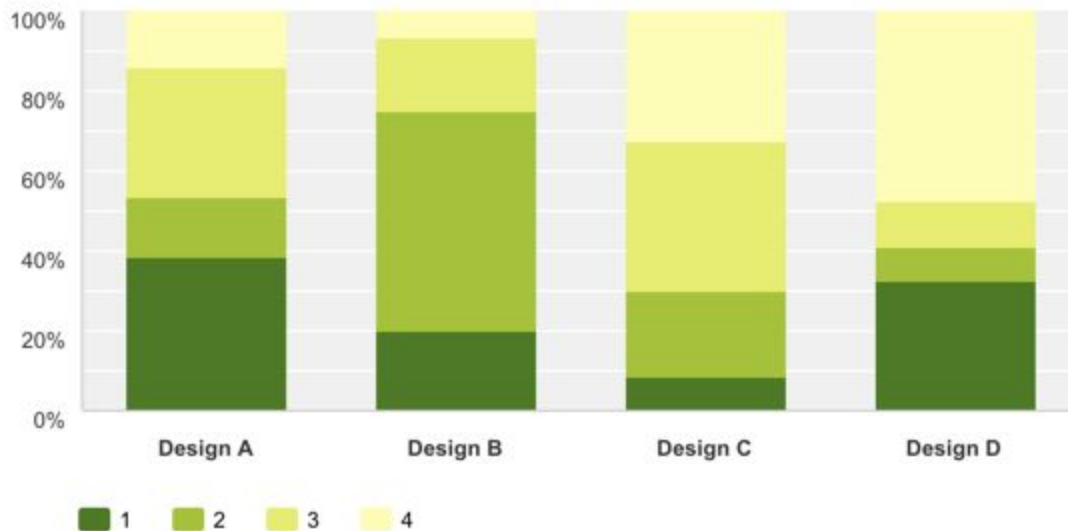
Did we miss anything? - Freeform answers

Themes that emerged in the free form question at the end that seem to concern our customers are mainly:

- Color customizability - Will they have some options that don't clash with their brand colors? Concerns with contrast and accessibility
- Metadata - They seem concerned because they can't see a place for their custom metadata/related documentation in the designs.

Conclusion:

The general gist here seems to be that we should go with some version of Design A as this one scored well across the board on the adjectives and best for the two we deemed the most important (Engaging and Approachable). It also had the biggest part of first hand choices for both scenarios.

Something we do want to be careful with here though is the dark background. Even though it received many positive comments, there were also negative feedback that it "feels too dark" and concerns (mostly from customers) about contrast and accessibility as well as printability. Another thing was the numbers of labels shown, and the efficiency of showing information, less seems to be shown at once in this design.dfs

Considering the biggest concern among the free form comments was the ability to choose colors from a set of color schemes, I think that would solve the dark header concern for this design.

Detailed Results

Design A

CRIME IN EVERGREEN FROM 2011 TO 2014

This is all the crime data in Evergreen from 2011 to 2014. You can not only view all the crime in your neighborhood over time and filter down by type, you can also search by officer or police district name.
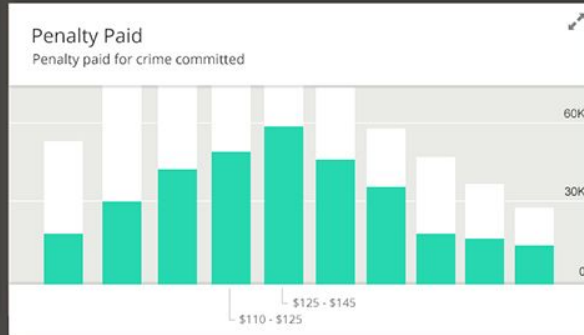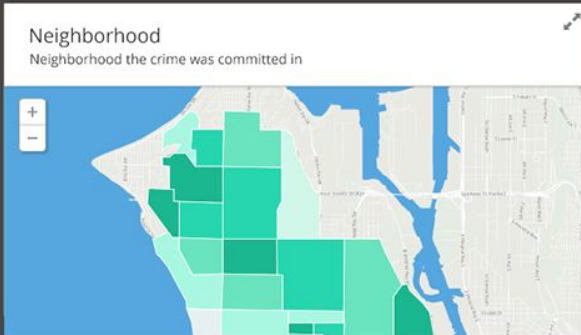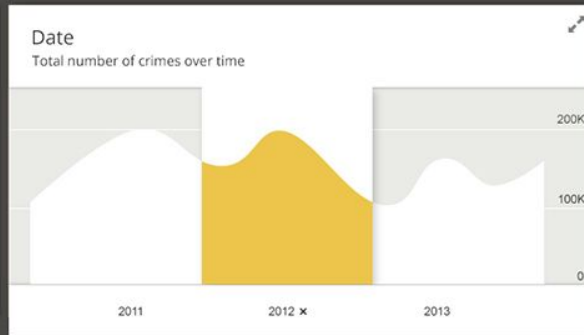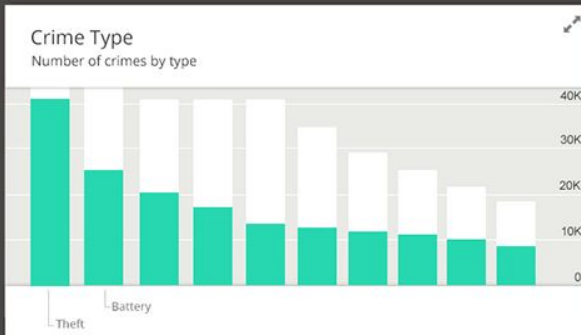
UPDATED	**4 Hours Ago**
UPDATE SCHEDULE	**Weekly**
VISITS	**83,874**
DOWNLOADS	**7,170**
PUBLISHER	**City of Evergreen**
SOURCE DATASET	**Crime in Evergreen**
CATEGORY	**Crime**
TAGS	**Crime**

DOWNLOAD   EMBED   API   🐦 f

Other views of this data (6)

Crime Type All ▾   Date 2012 ✕ ▾   Neighborhood All ▾   Penalty Paid All ▾   View By Number of Crimes ▾   🔍

Crime Type
Number of crimes by type

40K
30K
20K
10K
0

Theft   Battery

Date
Total number of crimes over time

200K

100K

0

2011   2012 ✕   2013

Neighborhood
Neighborhood the crime was committed in

Penalty Paid
Penalty paid for crime committed

60K

30K

0

$110 - $125 $125 - $145

Officer Name
Name of the police officer involved in the crime

Search Name...   🔍

Type an officer name to search
Eg: John Smith

Police District
Police district the crime was committed in

Search Name...   🔍

Type a police district name to search
Eg: Downtown

Data Table

Crime Type	Date	Neighborhood	Penalty Paid	Officer Name	District Name
Battery	1 JAN 2011	West Seattle	$125 - $145	John Smith	North Admiral Central
Theft	1 JAN 2011	West Seattle	$125 - $145	Jane Doe	North Admiral South
Theft	1 JAN 2011	West Seattle	$125 - $145	Harold Gomez	Alki Beach
Battery	1 JAN 2011	West Seattle	$125 - $145	Joan Veer	North Admiral South
Theft	1 JAN 2011	West Seattle	$125 - $145	Gofer Job	High Park
Battery	1 JAN 2011	White Center	$125 - $145	John Smith	White Center
Theft	1 JAN 2011	White Center	$125 - $145	Jane Doe	White Center
Burglary	1 JAN 2011	West Seattle	$125 - $145	Janet Jones	High Park
Battery	1 JAN 2011	West Seattle	$125 - $145	Giardio Malo	Alki Beach
Burglary	2 JAN 2011	West Seattle	$125 - $145	Jan Bakker	North Admiral Central
Burglary	2 JAN 2011	West Seattle	$125 - $145	Ivan de Groot	Alki Beach
Theft	2 JAN 2011	White Center	$125 - $145	Zeke Koch	White Center
Homocide	2 JAN 2011	White Center	$125 - $145	Mary Grindle	White Center

Top 3 adjectives

Average of all responses on a scale between -3 (negative) and 3 (positive) where 0 is neutral

Relevant vs Irrelevant	1.383561644
Clean vs Cluttered	1.273972603
Approachable vs Unapproachable	1.164383562

Bottom 3 adjectives:

Sophisticated vs Unsophisticated	1.04109589
Trustworthy vs Misleading	1.02739726
Innovative/Fresh vs Outdated	0.97260274

Citizen comments:

The colors are not pleasing to me and I don't like the graphs.
It looks easy to understand, and not too complicated
This catches the eye much better than the first one.
The data on the type of crimes was not labelled across all data points and no time period was noted. The volume of crime graph was hard to read.
Hard to read
Penalty paid and crime type are still confusing, but the search functions are easier to understand.
more interested in the crime and criminal and not the officer
the biggest thing that stands out is that it appears outdated.
The design looks like it gives an easy to look at view of information.
Does not communicate assumptions: are these the solved crimes only? If so, what are the real numbers? Why do you avoid specifying assumptions?
The black background is calming and inviting.
This one is too dark. Not my favorite.
I think I like this one the most

It's a lot of information in a small space. If i had not been asked to carefully examine it, I may not have looked at it as it is initially overwhelming. I like the colors used in the graphics.
Still alot of information all crammed into on screen. You can't really tell at a glance what you are looking at.
about the same as the previous one, too much to take in all together
This design seems to have more data broken out but the colors are dark, more serious and less inviting.
The dark background makes the graphs pop a bit more than the lighter backgrounds.
There are not enoght details in types of crimes committed.
Graphs shouldn't use all the same color scheme to represent different data types.
Numbers as back-up information
I can't pinpoint why, but I like the look of this one better than the others.

Customer comments:

This is an interesting visual compromise. The graphs are not as complex as the first ones I saw, but more complex than the second ones. I really like the darker background. This one's my favorite, I think, for design, though not necessarily for data presentation.
Contrast is much better in this sample than the shades of blue/grey in earlier iterations. Column chart bars are much wider than in B & D so less is shown initially. We've asked to have some control over color choices, regardless of style - will we have that? We've also asked to have control over which metadata fields appear by default. Metadata field label "publisher" should be "agency". I'm assuming the blue text for some of the metadata fields indicates it is a link that will bring user to the catalog filtered based on what was clicked. How will a user access remaining metadata/attachments?
The grey is very very dark, especially when printed (where there is great variation from screen to print). The contrast is too slight in the header - it is difficult to read/distinguish the small blue print on dark grey.
I like this, but it feels a little too dark. The metadata element separation doesn't look right as the elements are harder to match up.
NDon't like all that black. Why are only 2 measures labeled now, the other examples have three. If anything I would want more labels not less. In the "Date" card I like that you do not see the grey above the 2012 values. Want to see more on the eighborhoods Map and datatable still does not match "filter" bar.
While the dark background does create contrast that initially draws your eye to the visualizations, the visualizations were going to do that anyway. The only thing the dark background does is lower your contrast on lead-in text to the point where I doubt it would pass WCAG AAA requirements (and there may be issues with AA compliance).
This is the type of page someone would want to print and I'm not sure if it would print well with the black background. I do like how the drop down selections are a different color, so one knows to actually do something with them.
The top menu bar is confusing. Those filter options are confusing.

The link to view other views of the data is too hidden. I prefer the color coded "Download", "API", and "Embed" buttons of the first design. The colors make it easier to instruct new users on how to navigate the site. I like how this option highlights the cards that you are filtering. We need a place in the top metadata section to attach our overview document and data dictionary. The "Crime Type" and "Penalty Paid" provide incomplete information due the lack of labeling on the Y axis. The "Neighborhood" map it too zoomed out in this design. It is not clear what the "View by" function does and why I should ever use that function.

Choose design A as best for exploring:

Citizens:
- There is more clarity in the data and it keeps everything simple.
- simple yet informative
- Easier to read
- I believe that design eye was the most pleasing to the eye.
- Looks approachable, colors relaxes the intensity of it being too overwhelming
- I like the contrasting colors.
- good solid graph
- I like the format better.
- Better for left-handed readers.
- Again with the darker background design A just appeals more to me.
- Better contrast between the page background and the data charts.
- Cleaner look
- Graphics I guess.

Customers:
- the color scheme is more inviting but not sure why.The color contrast seems easier to see the different parts but not too much to cause strain

Chose design A as best for statistics:

Citizens:
- More data available
- Very legible.
- I think A did the best job in engaging the viewer.
- Easier to read
- It's easy to understand and not overwhelming to look at
- It's the most appealing
- Easy to look at
- easy to read
- Ease of reading data
- Again since they all seem to contain the same information, I would choose the one that is most aesthetically pleasing.
- Better contrast.
- Easiest to maneuver through

Customers:

only comments about not being able to choose

Design B

Crime in Evergreen from 2011 to 2014

This is all the crime data from Evergreen from 2011 by 2014. You can not only view all the crime in your neighborhood over time and filter down by type, you can also search by license number.

| Download | API | Embed | 🐦 f |

UPDATED	4 Hours Ago	PUBLISHER	City of Evergreen
VISITS	83,874	SOURCE DATASET	Crime in Evergreen
DOWNLOADS	7,170	CATEGORY	Crime
UPDATE SCHEDULE	Weekly	TAGS	Crime

📊 Other views of this data (6)

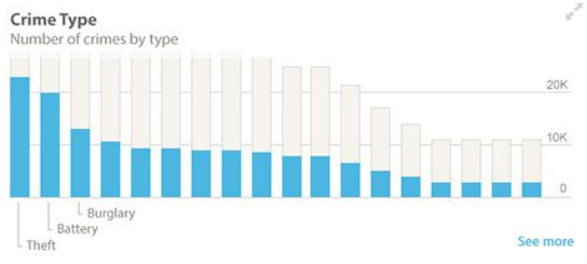| Crime Type	Date	Neighborhood	Penalty Paid		View by the Number of Crimes ▾ 🔍
All ▾	2012 ✕ ▾	All ▾	All ▾		

Crime Type
Number of crimes by type

20K
10K
0

Burglary
Battery
Theft

See more

Date
Total number of crimes over time

200k
150k
50k
0

2011   2012 ✕   2013

Neighborhood
Neighborhood the crime was committed in

Penalty Paid
Penalty paid for crime committed

$145 - $165
$125 - $145
$110 - $125

Officer Name
Name of the officer involved in the crime

Search Name   🔍

Type an officer name to search
Eg: John Smith

District Name
Police district the crime was committed in

Search Name   🔍

Type a police district name to search
Eg: Downtown

Data Table

Crime Type ▲	Date ▲	Neighborhood ▲	Penalty Paid ▲	Officer Name ▲	District Name ▲
Battery	1 JAN 2011	West Seattle	$125 - $145	John Smith	North Admiral Central
Theft	1 JAN 2011	West Seattle	$125 - $145	Jane Doe	North Admiral South
Theft	1 JAN 2011	West Seattle	$125 - $145	Harold Gomez	Alki Beach
Battery	1 JAN 2011	West Seattle	$125 - $145	Joan Veer	North Admiral South
Theft	1 JAN 2011	West Seattle	$125 - $145	Gofer Job	High Park
Battery	1 JAN 2011	White Center	$125 - $145	John Smith	White Center
Theft	1 JAN 2011	White Center	$125 - $145	Jane Doe	White Center
Burglary	1 JAN 2011	West Seattle	$125 - $145	Janet Jones	High Park
Battery	1 JAN 2011	West Seattle	$125 - $145	Giardio Malo	Alki Beach
Burglary	2 JAN 2011	West Seattle	$125 - $145	Jan Bakker	North Admiral Central
Burglary	2 JAN 2011	West Seattle	$125 - $145	Ivan de Groot	Alki Beach
Theft	2 JAN 2011	White Center	$125 - $145	Zeke Koch	White Center
Homocide	2 JAN 2011	White Center	$125 - $145	Mary Grindle	White Center
Theft	2 JAN 2011	White Center	$125 - $145	Joan Veer	White Center
Buglary	2 JAN 2011	West Seattle	$125 - $145	Jan Bakker	High Park

Showing 15 of 23879 (Total: 458789)

Top 3 adjectives
Average of all responses on a scale between -3 (negative) and 3 (positive) where 0 is neutral

Relevant vs Irrelevant	1.178082192
Clean vs Cluttered	1.150684932
Trustworthy vs Misleading	1.01369863

Bottom 3 adjectives:

Attractive vs Unattractive	0.863013699
Innovative/Fresh vs Outdated	0.739726027
Engaging vs Boring/Bland	0.712328767

Citizen comments:

I don't live there.
Looks very easy to use and not cluttered. I can understand and find the info I want easily
Hard to understand
i prefer the previous one over this one
This design is not quite as eye catching as the other two.
Easy to understand graphs for people with different learning abilities.
This layout reminds me a lot of social media webpages.
confusing
These graphs are easier to read, since they have less info.
Looks great and easy to understand
no cross reference between details; don't know what I am looking at
Same comments as only the color has changed.
these are all too much alike and they are all boring and hard to make sense of since they show too much all together

Trustworthiness would come from making a point of whose data it is showing. Is it from public records?

This design looks very clean, easy to use and navigate.

Type face is too small and thus unreadable to some.

I like the street detail in this set of graphs. I think there should be more details in the type of crime graph.

Graphs shouldn't use all the same color scheme to represent different data types.

I'm not really sure why the amount of the citation should be included. It doesn't really sway me either way.

Graphs are fine; however, numbers in a list should be a back-up for people to understand the entire concept.

Looks the same as the previous one, with just some tweaks.

It has a clean look, but still somewhat overwhelming as far as the amount of data on one page.

NOT ENOUGH INFO TO UNDERSTAND WHAT THE GRAPHS ARE TRYING TO STATE

Customer comments:

It's presenting a lot of information, but it's broken out into well-labeled areas, with the one I'm most likely to want to know first (what type of crime, then when and where). It seems tailored to let me drill down into what interests me.

Map has contrast issues similar to what we had seen in the early blue/grey iterations. Less contrast than A, seeming to be somewhat cluttered. We've asked to have some control over color choices, regardless of style - will we have that? We've also asked to have control over which metadata fields appear by default. Metadata field label "publisher" should be "agency". I'm assuming the blue text for some of the metadata fields indicates it is a link that will bring user to the catalog filtered based on what was clicked. How will a user access remaining metadata/attachments?

Design B is very washed out and very very light. If it was displayed in a different color scheme, it may present well if scaling and other issues identified in the comments to Design A were addressed. With current background, difficult to keep attention of end user as nothing stands out and fades.

This one looks great. There's not as much of a hierarchy at the top. My eyes get lost a little between the description and other elements.

Still too much blue everywhere. The "filter" bar now has 2012 and matches the "Date" card, still does not match the datatable. Why does the datatable say it is showing 15 of 23879 (Total: 458789) when it does not seem to be filtered by the 2012 (it shows 2011 and I would imagine all the other years if I scrolled down.) (I would have expected it to say showing 14 of 458789). Like the Neighborhood Map better than the previous example.

Overall it is very easy to use. It isn't particularly unique, but I think utilizing design conventions serves it well.

If you type something in Police District at the bottom, will it start to auto-populate? Most people might not know the exact name of their district, so auto-populating might make that easier. I like the first mock-up better. This is more sophisticated than the second mock-up, but not as innovative looking as the first one.

This is very washed out and confusing. things look unfinished. Filter bar okay. but colors are not great. yellow is a

tough color on any screen.

The link to view other views of the data is too hidden. I prefer the color coded "Download", "API", and "Embed" buttons of the first design. The colors make it easier to instruct new users on how to navigate the site. I like how this option highlights the cards that you are filtering. We need a place in the top metadata section to attach our overview document and data dictionary.   The "Crime Type" and "Penalty Paid" provide incomplete information due the lack of labeling on the Y axis. The "Neighborhood" map it too zoomed out in this design. It is not clear what the "View by" function does and why I should ever use that function.

boring

Chose design B as best for exploring:

Citizens:
- map is more understandable
- Easier to look at...
- Design B was the best, because it had the most engaging colors, and, most importantly, it had a good balance of information: not too much, not too little.
- There is a lot of data being presented, so I think the cleaner the imagery the easier it is to navigate, read and absorb the information. The colors are fresh with out being overpowering, not too serious and not too cutesy.

Customers:
- It presents more data than A and C, but not a mind-numbing amount like D, which makes me think I'm going to get bludgeoned by an excess of numbers and data points. I like some of the design elements of A more, but for exploring the actual data, the data presentation of B gives me a promise of depth and complexity without giving up the clarity.
- While I prefer C aesthetically for some of the intro elements, and clear hierarchy, design B makes the best presentation of the data. There data density is higher in the charts, so to speak, making it simpler to see trends.
- Your eye goes straight to the visualizations and the interface gets out of the way. When you want to read information presented in the interface, you have easy-to-read text that complies with Web Content Accessibility Guidelines.

Chose design B as best for statistics:

Citizens:
- I like the detailed histogram. Design D is suspicious because the crimes vs. time plot is different from the others - I'm not sure if it's not plotted the same way or if you just plotted different data.
- map looks more appealing
- I still think B is the cleanest and easiest to decipher. I do think that A would also be good, I think when looking at something for a long period the bright colors hurt your eyes so maybe the darker coloring on A would be better for extended reading.

Customers:
- Even if I'm digging into it, I still have to be able to stand to look at it. I imagine D would be of greater appeal to a lot of researchers, but even with my research background I still gravitate more toward the slightly simpler presentation.

Design C

CRIME IN EVERGREEN FROM 2011 TO 2014

This is all the crime data in Evergreen from 2011 to 2014. You can not only view all the crime in your neighborhood over time and filter down by type, you can also search by office or police district name.
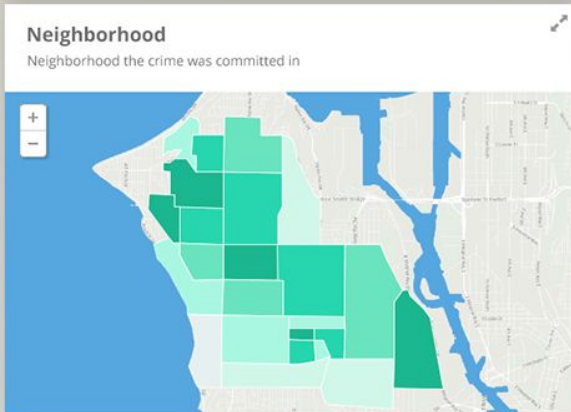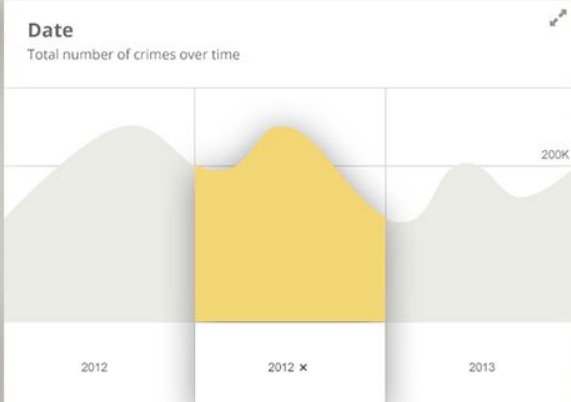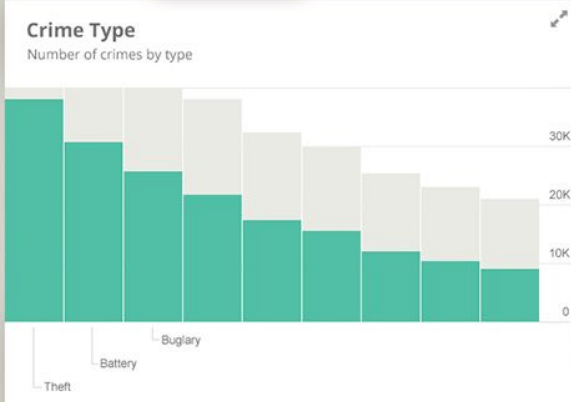
UPDATED	4 Hours Ago
UPDATE SCHEDULE	Weekly
VISITS	83,874
DOWNLOADS	7,170
PUBLISHER	City of Evergreen
SOURCE DATASET	Crime in Evergreen
CATEGORY	Crime
TAGS	Crime

DOWNLOAD   EMBED   API   OTHER VIEWS OF THIS DATA (6)

Crime Type	Date	Neighborhood	Penalty Paid	View By
All	2013 ×	All	All	Number of Crimes

Crime Type
Number of crimes by type

30K
20K
10K
0

Buglary
Battery
Theft

Date
Total number of crimes over time

200K

2012   2012 ×   2013

Neighborhood
Neighborhood the crime was committed in

Penalty Paid
Penalty paid for the crime committed

60K
40K
20K
0

$145-165
$125 - $145
$110 - $125

Officer Name
Name of the officer involved in the crime

Search Name 🔍

Type an officer name to search
Eg: John Smith

Police District
Police district the crime was committed in

Search Name 🔍

Type a police district name to search
Eg: Downtown

Data Table

Crime Type	Date	Neighborhood	Penalty Paid	Officer Name	District Name
Battery	1 JAN 2011	West Seattle	$125 - $145	John Smith	North Admiral Central
Theft	1 JAN 2011	West Seattle	$125 - $145	Jane Doe	North Admiral South
Theft	1 JAN 2011	West Seattle	$125 - $145	Harold Gomez	Alki Beach
Battery	1 JAN 2011	West Seattle	$125 - $145	Joan Veer	North Admiral South
Theft	1 JAN 2011	West Seattle	$125 - $145	Gofer Job	High Park
Battery	1 JAN 2011	White Center	$125 - $145	John Smith	White Center
Theft	1 JAN 2011	White Center	$125 - $145	Jane Doe	White Center

Top 3 adjectives

Average of all responses on a scale between -3 (negative) and 3 (positive) where 0 is neutral

Intelligent vs Ignorant/Oblivious	1.126760563
Relevant vs Irrelevant	1.112676056
Clean vs Cluttered	1.098591549

Bottom 3 adjectives:

Approachable vs Unapproachable	0.915492958
Trustworthy vs Misleading	0.873239437
Engaging vs Boring/Bland	0.873239437

Citizen comments:

I don't live anywhere near this place.
Is not eye-catching to me and more confusing. It looks very generic and not specific enough.
The colors are easier to look at than the first one.
Vague
to vague
too many different colors. i like the second one.
Too many graphs
I believe this gives a sophisticated view of information.
I like the setup with the use of filters and graph layout. But I dislike the colors; more could be done to differentiate graphs and information using color schemes.
There is not enough information on each graph.
I like that this look has more color to it, less stiff.
The color contrasts are attractive. The specific type of crime data table is helpful, easy to read and a good summary.
I don't understand correlation between the charts

It's cluttered and there isn't a very good description of what you are looking at. More details would be helpful.

it was way too confusing to try to make sense of it all

none, it looks great, displays all the information clearly

Best of the lot!

Graphs shouldn't use all the same color scheme to represent different data types.

Numbers!

Looks like the bar chart gives it more pop.

It looks somewhat intimidating, and there is a lot of information presented all on one page.

THR GRAPHS NEED MORE INFO

Customer comments:

If anything, this one is more clean/less cluttered than the first one, but it feels like it's presenting less detail. This feels more like "USA Today" graphics, which I distrust because they're simplistic. I am probably an outlier when it comes to this sort of question, though I guess it depends on whether your target audience is data geeks like me, or people with better taste than me.

Just a bit cluttered. Sometimes you just want the data and not a screen full of pretty pictures. With that said, it is an attractive first screen

Contrast is very good. Approachable almost to the point of seeming childish but that may just be due to some of the color choices. I do like how the filters stand out with the shadow effect. Column chart bars are much wider than in B & D so less is shown initially. We've asked to have some control over color choices, regardless of style - will we have that? We've also asked to have control over which metadata fields appear by default. Metadata field label "publisher" should be "agency". I'm assuming the yellow text for some of the metadata fields indicates it is a link that will bring user to the catalog filtered based on what was clicked. How will a user access remaining metadata/attachments?

If Design C was displayed in a different color scheme, it may present well if scaling and other issues identified in the comments to Design A were addressed. In addition to those issues repeated below, issues unique to this design include: Color scheme is very primary, not sophisticated; Size of cards minimize amount of tabular data displayed; Highlighted search bar appears to end user as a header and not searchable; Pop out of filtered year makes apparent this is a filtered view and of what at a glance;

I think this version uses color well to create a sense of hierarchy and clean separation among elements.

I am confused...You have 2013 highlighted in the "filter" bar, 2012 highlighted (and twice - 2012/2012/2013) in the Data Card and the datatable starts with 2011. I'm assuming I can sort the datatable descending and then 2013 will come to the top.

Overall it is fine, but the additional colors seem out of place. There are some of the contrast issues present in other designs, but I think it draws a clearer demarcation between the dataset and the global navigation.

The coloring seems strange to me and seems a little unprofessional, like it was not a government site, so maybe not a trustworthy source. The coloring of the drop down menus doesn't make me realize it's actually a drop down.

The grey outline in the bar charts is confusing. Is it a "stacked bar chart?" Are the searches natural language search? And how sensitive are they? What if you don't know the exact spelling of a person's name?

We need a place in the top metadata section to attach our overview documents and data dictionary.   The "Crime Type" and "Penalty Paid" provide incomplete information due the lack of labeling on the Y axis. The "Neighborhood" map is difficult to read and to interpret. It is not clear what the "View by" function does and why I should ever use that function. I don't like how it is calculating the time from the last update in the "Updated" field. That could give the impression that the data doesn't need to be updated on a frequent basis.

Chose design C as best for exploring:

Citizens:
- More pleasing to the eye, information is larger
- Data seems to stand off the page more.
- It is easy to read, has good color contrast, a clear map .
- Size and type of print for ease of reading. contrast is also important.
- Easy on the eyes
- SAME INFO BUT MORE COLOR AND LESS CLUTTERED
- It's not as compact as the others. It's nicely spaced out and the colors stand out more.

Customers:
- The colors are differentiated enough to draw your attention and make you read what it says because you know it is something different than the rest of the page. To me it has a cleaner look.
- The colors are much more engaging and the scaling is better. When it comes to exploring statistics, all of the options are flawed due to the lack of labeling. I can't answer questions like - What type of crime has the lowest penalty paid? What was the fourth most common crime committed in 2012?
- simple use of color

Chose design C as best for statistics:

Citizens:
- Seem very similar and would need to take on the actual task to make a qualified choice. Chose by look and feel so the extended time spent with a data dig is at least pleasing to the eye.
- It appears that you can get the same amount of data in any of them, just that one set zooms in more than the others. This choice is best in terms of all aspects.

Customers:
- Design C wins at this task because the UI elements are a bit easier to find. Specifically filters and the options for downloading and embedding. If I'm going to be interacting with the data a bit, I'll want to find these quickly and know my options without thinking too hard. Design A is just too dark and the filter options aren't as obvious as a counter to C.
- I think C and B are equal for this task, I do not like D.
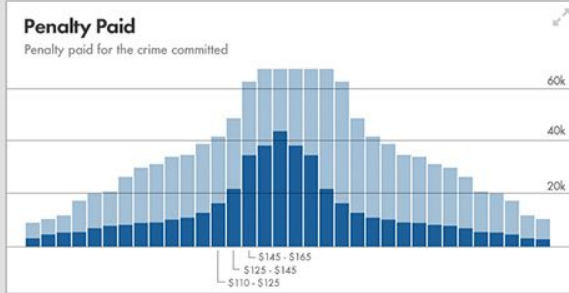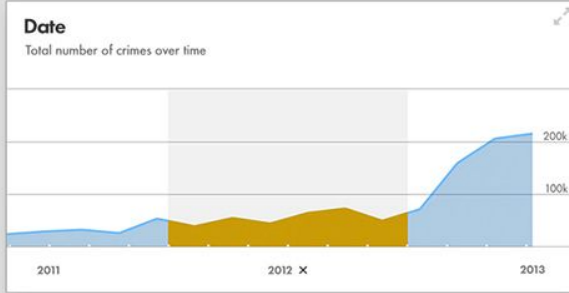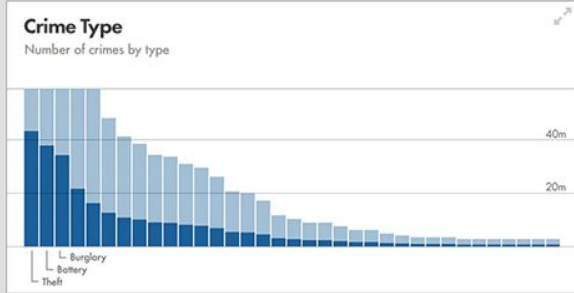
Design D

Crime in Evergreen from 2011 to 2014

This is all the crime data in Evergreen from 2011 to 2014. You can not only view all the crime in your neighborhood over time and filter down by type, you can also search by the name of of the officer or the police district.

Updated	4 hours ago
Update Schedule	Weekly
Visits	83,874,
Downloads	7,170
Publisher	City of Evergreen
Source Dataset	Crime in Evergreen
Category	Crime
Tags	Crime

</> Embed   ⌄ Download   ⇄ API   ⧉ Other views of this data

Crime Type	Date	Neighborhood	Penalty Paid		View by
(all) ⌄	2013 × ⌄	(all) ⌄	(all) ⌄		the number of crimes ⌄

Crime Type
Number of crimes by type

⌐ Burglary
⌐ Battery
⌐ Theft

40m
20m

Date
Total number of crimes over time

200k
100k

2011   2012 ×   2013

Neighborhood
Neighborhood the crime was committed in

+
−

30k
20k
10k
0

Penalty Paid
Penalty paid for the crime committed

60k
40k
20k

⌐ $145 - $165
⌐ $125 - $145
⌐ $110 - $125

Officer Name
Name of the officer involved in the crime

🔍

Type an officer name to search
Eg: John Smith

Police District
Police district the crime was committed in

🔍

Type a police district name to search
Eg: Downtown

Data Table

Crime Type ▲	Date ▲	Neighborhood ▲	Penalty Paid ▲	Officer Name ▲	District Name ▲
Battery	1 JAN 2011	West Seattle	$125 - $145	John Smith	North Admiral Central
Theft	1 JAN 2011	West Seattle	$125 - $145	Jane Doe	North Admiral South
Theft	1 JAN 2011	West Seattle	$125 - $145	Harold Gomez	Alki Beach
Battery	1 JAN 2011	West Seattle	$125 - $145	Joan Veer	North Admiral South
Theft	1 JAN 2011	West Seattle	$125 - $145	Gofer Job	High Park
Battery	1 JAN 2011	White Center	$125 - $145	John Smith	White Center
Theft	1 JAN 2011	White Center	$125 - $145	Jane Doe	White Center
Burglary	1 JAN 2011	West Seattle	$125 - $145	Janet Jones	High Park
Battery	1 JAN 2011	West Seattle	$125 - $145	Giardio Malo	Alki Beach
Burglary	2 JAN 2011	West Seattle	$125 - $145	Jan Bakker	North Admiral Central
Burglary	2 JAN 2011	West Seattle	$125 - $145	Ivan de Groot	Alki Beach
Theft	2 JAN 2011	White Center	$125 - $145	Zeke Koch	White Center
Homocide	2 JAN 2011	White Center	$125 - $145	Mary Grindle	White Center
Theft	2 JAN 2011	White Center	$125 - $145	Leor Grose	White Center

Top 3 adjectives

Average of all responses on a scale between -3 (negative) and 3 (positive) where 0 is neutral

Relevant vs Irrelevant	1.253521127
Clean vs Cluttered	1.211267606
Sophisticated vs Unsophisticated	1.211267606

Bottom 3 adjectives:

Attractive vs Unattractive	0.985915493
Innovative/Fresh vs Outdated	0.971830986
Approachable vs Unapproachable	0.887323944

Citizen comments:

This is irrelevant.
Looks very easy to use and comprehend.
The graphs with multiple categories (eg types of crime) make it confusing to try to separate between the categories.
Dont understand the purpose for this information being relevant to me
it is aesier to look at than the previous one.
This design is better than the last one, but not as good as the first two.
Didn't encourage me to make sense of the numbers or answer "so what" question. What did I know? Why should I care about penalty, and do I assume that the crimes reported were all solved?
This layout looks more "official" and therefore trustworthy.
There are too many graphs to get the relevant data quickly.
Looks very governmental
Date and neighborhood graphics are hard to read.
I have no idea how accurate it is. In fact, anybody who says they can determine its accuracy without more information doesn't understand research.

Much better layout and the information is more useful. It's easier to see trends and digest what the information is trying to say.

this one is boring too

This design has a very government feel to it.

It is not clear to me what audience this is intended for, and so it is hard to evaluate as I am asked.

Portions are easy to interpret and others are not.

Don't care for colors of graphs but they are interpretable.

It's a little too monochrome; using the same color scale to represent different things on different graphs can be slightly misleading.

Is this public or private information, because this would be great for public consumption.

Now this one just became the new leader.

NOT ENOUGH INFO ON GRAPHS TO BE UNDERSTOOD

Customer comments:

What, we could only afford one color? This is a little too monochromatic. It looks dated. (Yes, I know there's some gold, too, but it still looks monochromatic.) Also, the map defaulting to being this zoomed in makes context hard to know unless you recognize Lake Union.

Map has contrast issues similar to what we had seen in the early blue/grey iterations - other than that contrast is good. I wonder about the image in the header - is this a setting and can it be turned off? We've asked to have some control over color choices, regardless of style - will we have that? We've also asked to have control over which metadata fields appear by default. Metadata field label "publisher" should be "agency". Will some of the metadata fields be links that will bring user to the catalog filtered based on what was clicked, and if so how will that be indicated? How will a user access remaining metadata/attachments? "Date" card appears to be floating relative to other cards - what does this represent?

If Design D was displayed in a different color scheme, it may present well if scaling and other issues identified in the comments to Design A were addressed. In addition to those issues repeated below, issues unique to this design include: Is the faded photo (here it is of capitol building) in the background in the top blue header optional or a default? Map display does not provide geographic context;

This design is nice, but the buttons at the top feel small, and although I don't mind the graphic in the background, it makes the text a little harder to read in comparison to a solid background. I do like the use of icons in the buttons.

Two much blue everywhere. Still displays as 2013 in the "filter" bar, 2012 highlighted (This is fixed 2011/2012/2013) in the "Date" Card and the datatable starts with 2011. I am not impressed with how much shows up on the neighborhood map.

This is an even worse offender in terms of low text contrast than the gray/green layout. It would definitely violate WCAG contrast guidelines, and the introduction of graphics just clutters the interface.

It is a clean design without gaudy colors or graphics. Very nice. Not sure how I could determine if it is "trustworthyor approachable though.

I did not see the drop downs (Crime type, etc) at first. The search boxes being at the bottom seemed strange to me. I was trying to figure out (minus coffee) if the graphs were for all the data, than realized that they probably start with all data until you filter. The look is really nice. I like the metadata at the top.

The background shading on the bar charts is still very confusing. but everything else is much clearer. The down arrows in the filter bar are good b/c it signals there is a drop down box that will help you figure out what to filter on.

The color scheme of the first option is much more vibrant and eye catching. We need a place in the top metadata section to attach our overview documents and data dictionary.   The "Crime Type" and "Penalty Paid" provide incomplete information due the lack of labeling on the Y axis. The "Neighborhood" map easier to read with this design. It is not clear what the "View by" function does and why I should ever use that function. I don't like how it is calculating the time from the last update in the "Updated" field. That could give the impression that the data doesn't need to be updated on a frequent basis.

Chose design D as best for exploring:

Citizens:
- I prefer detailed histograms.
- D was easier to understand and figure out. The writing and graphics were more clear and clean and the colors conveyed more of an professional look.
- Would be easier to read
- it appears to have more detail, blue is easier to look at and the graphs look more modern.
- Easier to understand for me.
- More broken down
- Color choices don't get in the way of interpretating data. D seems to be more flexible in terms of screen real estate to accommodate a larger view of the statistics.
- The color contrast, the heading looks most professional and trustworthy.
- It looks more official and have a more pleasant view. I'm having trouble picking out specific design components which make me think that. Ultimately, all of the designs are such that I would feel a need to explore further.
- Information is easier to read and is laid out in a way that makes sense.
- it's easier to read
- Crisper, cleaner design, clearer heading

Customers:
- To me, D and A appear to be the most professional-looking of the four, D a bit more so. Need to work on map contrast in D – hard to tell water from land areas. I would like to see D in a few other color schemes. C gives a strong impression of simplicity, but the color choices make it seem almost childish. B lacks contrast and pop. I think that A, B and D with their dark top bars would work well to keep separation from the NY.gov banner – may have an issue with C due to its white top bar.
- It's not about exploring statistics, it is about 'appropriately displaying' statistics. The graphical representations in D appear to be the correct proportions. Scale is very important when displaying statistical information. If you don't get do the scale appropriately, then it is possible to visually mis-interpret the data. If we assume that each design displayed the same data, then just by looking at them all together, one can't tell the same thing from each design. Take for example, Design D's Penalty Paid graph allows the viewer to see the appropriate distribution of the penalties paid. You can see the 'tails' of the distribution so to speak. The other designs' proportions do not allow the viewer to see that easily. Design D & B look like a normal

distribution curve. The same can be said for the 'area charts' - this is less about a 'design exercise" and more about the valid representation of quantitative data - likely very basic descriptive data. Most consumers have difficulty reading charts and graphs anyway, stylizing them without appropriate quantitative display of information rigor will just add to the confusion.
- It looks more interesting a appears like a legitimate site

Chose design D as best for statistics:

Citizens:
- It shows the most data in the simplest way. The others look like it would be hard to see if you zoomed out too much.
- It has a close up map view, date range is longer.
- The words are easier to read, plain and simple, and the graphs are cleaner.
- Easier to look at
- appearance of more options
- More detailed
- Seeing a wider range of statistic in each category. The bar graphs are easiest to see the trends.
- This one seems to have more detailed graphs and charts. Would seem to be better suited for viewing large amounts of data.
- easy to understand
- This is the least confusing of the four. None of them is really good for the general public.
- D has the most information.
- it's easier to read
- Most easily approachable
- Looks as if it contains more information.

Customers:
- D is still my first choice, because with the narrower bars in the charts it will not be as necessary to expand the card to see more bars. It's also more compact than A or C. B appears as compact as D, but there is less contrast than D.
- D because it looks reliable.
- D seems to have more ways to filter and interact with the data and the visibility of the interaction points are more clearly visible.

Couldn't choose:

Citizens:
I honestly don't see a lot of difference except for display gain and street map details.
Honestly, the are similar when it comes to data info.
I don't see enough difference to matter.
I do not see a big difference.

Customers:

Unable to rank. As currently displayed in each of the designs, the charts cannot be used for statistical analyses. Scale, context, and richness of data displayed are critical elements for any chart. There is a lack of consistency in the display of the data shown which is problematic. For example, each design displays different metrics and maximums on the Y axis. Color scheme will greatly affect end user experience. Displaying a full dataset together with filtered view, as well as displaying the same in different color schemes would be helpful. Thinner bars on the bar graphs

provide end user with greater breadth and depth of data and, therefore, greater context and capability for analyses. Currently, however, there is too much data lacking or subject to misinterpretation and, therefore, cannot be used to dig into statistics.

Until feedback regarding the comments are received, it is not possible to provide an accurate ranking. That said, the Survey Monkey would not accept n/a which would have been the preferred response. There is a lack of consistency in the display of the data shown which is problematic. For example, each design displays different metrics and maximums on the Y axis. Color scheme will greatly affect end user experience. Displaying a full dataset together with filtered view, as well as displaying the same in different color schemes would be helpful. Thinner bars on the bar graphs provide end user with greater breadth and depth of data and, therefore, greater context and capability for analyses. As currently displayed in each of the designs, the charts cannot be used for statistical analyses. Scale, context, and richness of data displayed are critical elements for any chart. .

Not sure there is any difference based on the use case, unless you want to talk API usage, which this doesn't cover. This question can't be answered without interacting with the data, and there would need to be something functionally (not aesthetically) different.

None are good for reports due to the lack of labeling on the cards. I have to do lots of random clicking to the find the information I want due to lack of labeling.

Neither based on comments in the previous question.

Did we forget anything?

Citizen answers:

The area in which I currently live would be nice.
The bar graphs only provided legends for Burglary and one other crime, not sure what the other bars were measuring
Better labeling
No, I think you hit the mark.
Fewer graphics, more hard facts. Adults don't need pictures.
Maybe an easy pop up that offers to show you around the site like what Amazon fire has
the info should be spread out more so that you don't have to try to take it in all at once
I think over all they look great.
Some of the charts don't really make sense when viewed. But the data in the summary at the bottom I would find useful for detail as well as the map. Not sure if it would be better to focus on type of crime by area rather than the other charts.

The other types of crimes committed. The age of criminals, the age of victums and the time of day crimes were committed.

You should use different colors in the graphs to represent different data types. Having X shade of blue represent a certain amount of crime on one chart and a certain amount of money on another can be misleading.

Separate statistics for various activities, and then show them together.

THERE IS INFO MISSING FROM THE GRAPHS THAT MAKE SOME OF THEM DIFFICULT TO UNDERSTAND

Customer answers:

Flexibility in color scheme: I could see any of the four overall styles working well with different color scheme choices. I don't mean to say we want to have different color schemes per dataset - that would drive the user and us crazy. I'd like the ability for us to choose a different color scheme from a limited list of schemes to use for all.
        Metadata: We need to ability to specify which metadata fields always appear in the header and which display only when the user chooses to expand the header. We don't want to necessarily highlight the fields you've chosen to highlight. BTW - I'm assuming there will be a way to expand the header to see the rest of the metadata fields and get access to dataset attachments.

I don't see where additional or custom metadata will live in the designs. I see where a set of fields will be, but there may be additional elements that platform users may want to make visible or easily discoverable.   I think the basic elements are represented. Also, I assume the Updated represents when the data was last updated, but it would be good to make this clear. I think most users will want to know when the data last changed. While the view change could be pertinent, I don't think it'll be as useful. Either way it should be clear what is presented in this field and my preference is to show when the data last changed.

Are there no flyouts any more? I would have like to see all the different types of Visualization and each type of field that could be charted.

While the overall designs are fine, I think the real issue is that these interfaces will need to be branded to your clients. The color scheme should fit the organization, so the colors picked here aren't relevant. The only thing that is really important is that the changes that are user selectable don't impact accessibility, and dark backgrounds will cause major problems in that scenario.

All of the designs look good and truthfully they all seem pretty much the same.

I think there is a fine line between looking innovative and trustworthy. We already have a site that publishes crime data, so what can we do to make sure that we are seen as the trusted, official source.   Also, searches are good for items that have a lot of values, but consider providing an auto-populate feature when folks start typing so they don't lose their momentum. Make sure these pages are printable and that you can create a PDF from them. This mock-up was for one dataset, but if I was doing research on crime, I would want to also look at different data factors, such as how close the crime was to a school, the ability to show more than one crime (showing assault and rape, not just being able to filter on one, but what I choose) and seeing it by different map dimensions. Once I federate data with my peers, seeing trends in our neighboring borders for crime would also be interesting. Either way, this is better than the old design.

These designs significantly under estimate the needed rigor that a community activist, policy analyst, or other

professional person might need in order to present an analysis that is accurate and reliable. While I appreciate the 'design focus' - this is not about design, it is about the faithful representation of information, particularly basic descriptive information (not even statistical information). Statistical information suggests that there is some kind of "theory" behind what you are doing (for example, a basic average of crime penalties needs to have a displayed "n" -- meaning, it gives the person doing the research a sense of what was done to get an average (e.g., total penalty $ assessed/total number of cities, where n=23 cities).   No where in these designs do you provide any information about the basic descriptives of the dataset. So, when you say, "looking at statistical information" you really mean "counts, distributions, etc). And these have all failed that in my opinion.

We need a spot to attach our overview document and data dictionary on the page. The "View By" functionality seems like it was added as an after thought. I think that functionality needs to be better integrated into the overall concept of the new platform.

Below are several initial comments/questions which will affect end user reaction to the style as well as interaction with the data: 1) Is everything in the header hard coded, or will we have flexibility in what is shown (e.g., last updated, # downloaded, tags, source dataset, etc). What fields will appear by default? Flexibility is required for as currently displayed can be misleading, subject to misinterpretation, and controversial; 2) What is the default to what is displayed in the top header where Evergreen appears, what flexibility exists - it currently varies by design; 3) Where will the rest of the metadata and documentation appear (overview documents/data dictionary) - how will it be accessed by the end user? 4) Scale is off on all charts which makes it more difficult for the end user to accurately analyze; 5) The "maximums" on the Y axes are not readily apparent nor accurately displayed/scaled; Moreover, it is not entirely clear (though the intent is) that the maximum displayed in each chart is the maximum value for the year filtered as opposed to the full dataset; 6) Depending upon size of city/state, the map will be quite small to be of value or too enlarged to provide geographic context; 7) will the search auto-populate after two letters, or does an exact and full spelling have to be input by end user?; 8) There is inconsistency between filtered view and what is shown in table (i.e., 2013 for charts and 2011 in table). Is the intent that only the filtered year be displayed in the table when filtered? 9) Will there be a choice of color schemes/palettes? Not unlimited, which would be burdensome, but a few themes that can be carried through for each dataset; 10) For a better sense and reaction to the designs, it would be beneficial to see the display of cards for the full dataset and then compare it to a filtered view (as well as see how cards look when expanded to ensure the designs flows well from small to large);