Evaluating Data Visualization
developing a method to facilitate data analysis and decision making in the College of Veterinary Medicine

Objective
At present, information used by the Iowa State College of Veterinary Medicine to design and implement changes in curricula is scattered throughout several documents across years and departments.

Methods
Participants were undergraduate research internship students from programs hosted by Iowa State University, recruited by email. Exactly half of the participants were female; all were between 18 and 25 years of age. Participants were presented with a prototype of the dashboard system and asked to complete a list of ten benchmark tasks such as identifying subcategories and data trends. Think-aloud procedure and tracking software were used to monitor the participants. The time and number of clicks used to complete each task were measured.

Results
The success rate for each task went up after the initial identification tasks were completed. This indicates that after the users became proficient with the system, they became comfortable with it and were more capable of using it to research and compare information.

Future Work
Changes have already been made to reflect our users’ feedback: the annotated timeline has gained a more prominent position and the other graphs have been changed in a way that we hope will make them more clear.

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