

Appendix A: The Visualization Software Evaluation Rubric

	Poor	Fair	Good	Excellent
Ability to Manipulate	No control over output design	Little ability to manipulate (modify one or two components)	Some ability to manipulate (modify several components, but still some limitations)	Complete control over all aspects of output design
Support Materials	No supporting documentation	Little supporting documentation; little description on key features	Some supporting documentation; leaves out some features	Well documented; 24-7 support available (chat)
Ease of Use	Graphics and links are not labeled, fonts are difficult to read, poor navigation, need background knowledge	Some labels available, navigation is not clear	Many labels available, navigation is straightforward	Graphics and links are well labeled, fonts are easy to read, and does not require extensive background knowledge
Learning Curve	Requires extensive time (> 5hrs)	Requires moderate time (1 hr - 5 hrs)	Requires nominal time (< 1hr)	Requires minimal time (totally intuitive or less than 10 minutes)
Reliance on Previous Knowledge	Requires previous experience with other software, code, or previous versions	Suggests previous experience with other software, code, or other versions; fairly intuitive	Little experience with other visualization platforms required	Totally intuitive
Processing Power	Only accepts files under 5MB in size	Can upload a limited file size	Can upload any file size with a login	Unlimited - can upload any file size

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Login Requirements	Login required for all features	Login required for most features; only 'teaser' features available	Login required for some specialized features; still have access to 'most used' features	No login required for full features
File Type Requirements	Only accepts one or two file types in particular formats	Accepts a handful of file types	Accepts many file types of various types	Accepts all file types (maybe not realistic)
Cost for "Full" Version	High cost (over \$100/year)	Moderate cost (between \$100 - \$20/year)	Low cost (under \$20/year)	n/a - totally free!
Built-in Analytics	No analysis supported	Basic mathematical operations available	Many operations available	Full suite of analysis methods available
Output	No export supported	Limited export supported (1 or 2 formats or times you can export), low resolution	Some export supported - either several file types but limited numbers, or many downloads available with very limited output formats	Many formats and unlimited downloads, high resolution
Data Harvesting	Harvests and keeps all information uploaded, allows for third-party access to information	Collects personally identifiable information	Collects cookies	Keeps minimal or no information
Aesthetics	Minimal styling, few options, limited color palette, fonts, etc.	Minimal styling but some flexibility - more chart type choices or style choices	Several styling options and graph types	Many style options available, including color, font, graph type, etc.