



MODULE ANSWER

# Heuristics Scorecard

## Activity

Level: Basic

Duration: 

### Instructions

For this activity, you will need a substantially completed Data Card.

The heuristics provided in this scorecard treat Data Cards like a product surface - a single step within a larger user flow. They are especially designed to identify opportunities to improve the overall experience of the Data Card. Use these to identify critical next steps. Scores help stay on track; comments help capture context and action items.

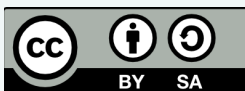
This activity has been adapted from the UX Text Scorecard, Strategic Writing for UX, by Torrey Podmajersky, available at <https://torreypodmajersky.com/strategic-writing-for-ux/>.

Heuristic (contd.)	Criteria	Comments	Score
Self-score your completed data card on the following heuristics.	Criteria for heuristic	Take special note of areas where the data card can be improved.	Numbers only, Self-score (0-10)
<p><b>Intelligible</b></p> <p>The design and content of your transparency artifact is effective, relevant, and easy-to-understand for a majority of expert and non-expert agents.</p>	<p><b>Effective:</b> A majority of agents can obtain appropriate answers to reasonable questions about the dataset or model.</p>		
	<p><b>Relevant:</b> Explanations, visualizations, and results of analyses included are relevant and actionable for a majority of agents.</p>		
	<p><b>Understandable:</b> Information can be easily understood by expert and non-expert agents.</p>		
<p><b>Comprehensive</b></p> <p>The Data Card makes it easy for readers to understand what the dataset or model is about, how it came into being, and what is important to know before using it.</p>	<p><b>Purposeful:</b> Information that establishes context for the dataset and is helpful to all stakeholders is legible.</p>		
	<p><b>Complete:</b> Information is coherent and complete, appropriately describing all stages in a dataset's lifecycle.</p>		
	<p><b>Depth:</b> Summaries are human-readable for general readers, and link to additional information at greater depth or specification for advanced readers.</p>		

[continued on the next page]



Heuristic (contd.)	Criteria	Comments	Score
<p><b>Consistent</b></p> <p>The card follows platform and industry conventions, maintains consistency within itself and across other similar transparency cards.</p>	<p><b>Recognizable:</b> Sections are organized in a logical order such that readers can recognize where to find information.</p>		
	<p><b>Standard:</b> Uses industry-standard terms and describes deviations or customizations where relevant.</p>		
	<p><b>Clear:</b> The same term means the same concept, every time it's used.</p>		
<p><b>Concise</b></p> <p>The design and content in the card reduces vast and complex information into meaningful, digestible bits of relative importance that address the needs of both novices and experienced readers.</p>	<p><b>Graspable:</b> The relative meaning and importance of keywords, key value pairs, and visual summaries are easy to grasp.</p>		
	<p><b>Glanceable:</b> If and how readers can use the dataset to meet their goals is clear at a glance.</p>		
	<p><b>Contextual:</b> Background knowledge and context is distilled or abstracted for understanding without sacrificing the nature and nuance of the dataset.</p>		
Total score = (Total points/120)			/120



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