Dear designers,

I wish to congratulate you for your work and effort on the interactive article published in June 11, 2010, 2:35 PM, for the France vs. Uruguay 2010 World Cup match. I have noticed there are a few aspects which could have been developed in a better way or implemented a slightly different approach so that the reading experience could be enhanced even more.

One quickly noticeable flaw is that the document cannot be correctly viewed in all browsers, greatly impacting your reader population. An evident first suggestion would be to make sure your article is fully available in all browsers.

You also have lack of consistency for information display. While the first interactive soccer field display is laudable, you fail to do a similar job with the presentation of the most relevant events. This information starts narration from end to beginning, creating confusion in the reader, since you decided to show information in a beginning to end schema in the first graph. Furthermore, the information displayed suffers from little to no structure with the adopted presentation style. Although effective for context specification, it gives the reader a hard time to quickly identify a particular event or set of related events. The information order error is also present on the rotating minute to minute bar immediately down of the match score.

The use of shortcuts and general information presentation order follows standard styles, which greatly helps the reader on document part identification in a cognitive way. A helpful recommendation would be to add keyboard shortcuts to relevant tasks like commenting.

The use of informative feedback has great consistency and is presented in an amicable way for the interactive field display. However, the match highlights section does not offer similar characteristics. A better structured style, which offers the opportunity for instant feedback is highly recommended. Link usage and hover triggered textboxes are interesting concepts and are applicable for the minute to minute match event summary. An example of hover triggered textboxes can be observed at http://www.eluniverso.com/

Every beginning must have an end. Documents with appropriate information visualization strategies are no exception. The current design does not specify the end of the article in a clear way. Easy fixes, such as font size change, line delimited rectangles, or paragraph indentation work efficiently for this matter. CNN shows a good example of these techniques at http://www.cnn.com/2011/TRAVEL/01/27/terror.threats/index.html?hpt=T2

Overall, the document offers great feedback tools, being error handling and easy reversal of actions hardly difficult tasks. The use of a forum to further enhance the reader’s experience while browsing through your content would offer yet another tool for news and relevant topics community creation, which directly positively influences the added value of your work to the reported information.
Colors and fonts throughout the document are consistent. It would be commendable to include a few more colors or at least shading options in order to guide the reader to a planned reading order. The report and the comments should not share the same colors or at least the same highlight. Looking at it from a wider perspective, these two contents appear as one, dissuading the reader from reading the article in a first glance.

I hope these remarks are productive and constructive, making better future article elaboration an easier task.

Sincerely,

-Jorge Faytong