

	ESRI Business Analyst Online	PolicyMap	Proquest Statistical Datasets
Initial impression	√: Complicated but useful.	√: More options than others; short time to learn UI.	√: Data grouped in left column.
	×: Too many functions; big learning curve.	×: Very busy; unclear where to start; intimidating; complex and cluttered.	×: No idea how to get started; interface too busy; complicated; map not initially visible.
Ease of use	√: Gives better information; can figure out with help; functions organized.		√: Data grouped in left column.
	×: Getting started difficult; hard to find data.		×: Options scattered; hard to learn/figure out.
Data type	Population, community, banking, traffic, business.		√: Wide range of data.
			×: Not easy to search.
Options, toolbar, menu	√: Options all top-left & low-right: easy to find; easy to change colors; colors have enough contrast; business search.	√: Many options; data up to date; good data range editing; data categories clear and immediately available; legible color legend; obvious location search.	√: Hierarchical breakdown of datasets; different facets of data.
	×: Options buried; no option to reset map; icons unclear; hard to understand data categories; "Select Location" button bigger than location search box.	×: Two toolbars (left and top); too many data categories; My PolicyMap feature not obvious; small and grey text; hard to find change color option; only one way to find location (through search box).	×: Cannot edit data range; options above map unnoticeable; not all data can be displayed on map; hard to differentiate map colors.
Zoom	√: Map unit changes with zoom levels.		√: Zoom in levels; shows individual states.
			×: Zoom hard to find; zooming out directly to top level.
Map legibility	√: Easy to read map information; different layers, streets and maps; navigation buttons clear; customizable legend.	√: Clear map labels; outlines city boundary; loads very fast	√: Easy to read information for each state; hovering cursor on map area shows information; list of data shown next to map.

	×: Contour lines not clear; data color overlays map – hard to read map labels.	×: Area lines more detailed but less clear; too much information on the map.	×: Map not detailed enough; no labels on map.
Export	√: Export PDF or image (screenshot).	√: PDF/JPG option	√: Copy as image.
	×: Exporting PDF takes long time; report ready dialog confusing.	×: Confusing “Save” link; notification for “PDF Ready” too subtle; PDF slow to prepare; too much information besides the exported map.	×: Cannot save directly to computer; system uses popup window for export; list of data not complete shown in exported PDF; copy image: entire interface.
Help	√: Easy to locate.	√: Easy to find help & training link.	×: Only PDF available.
Aesthetics	√: More of a map than data; artistic/quality map; interactive; UI gives desire to explore more; preferred even if harder to use.		×: Unappealing map.
	Reference USA	SimplyMap	Social Explorer
Initial impression	√: Similar to Google Maps.	√: System crashed three times for one participant but it saved his work.	√: Intimidating, but useful; clean interface; reminds Google Maps experience.
Ease of use	√: Easy to show points of interest.	√: “Start Here” button; fast; everything easily found.	√: Things I need are big; things where they supposed to be.
	×: Slow to generate map.	×: Hard to show data on map; Cannot use without help; complicated.	
Data type	√: Multivariate data (density, sales, employee)		
	×: Limited data type, only for business.		
Options, toolbar, menu	√: Business locations on hover; search results in left column; clicking results locates it on map; results change with zoom level.	√: Toolbar on the left and gives sequence of actions; easy to change year for data; filtering locations in different ways; can choose color for each data range; distinguishable colors;	√: Big/clear: easy to find information; expandable data panel; things sectioned well; many options; map parameters changeable; icons for data

		no obvious search box.	categories; timeline/year selection; types of graphics for map; easy location search.
	×: Not able to change map unit; limited options; cannot change colors; color contrast too high; business search not exact.	×: Not intuitive, users need descriptions/tooltips for datasets; change color option hard to find; search for datasets.	×: No exact value to edit cut-off points; unclear terminology; hard to differentiate color legends; bubbles hard to see; no overall search engine.
Zoom			√: Easy to find zoom options.
Map legibility	√: Based on Google Maps; like heat map; location pins for businesses.	√: All clear on map; efficient (similar to Google Maps); drag map; tabs for different maps.	√: Clearly labelled; outlines state/city boundary; shows street names; nothing is hidden; layers to show/hide map details.
	×: Slow; scrolls the page if mouse focus out of map.	×: Labels like street names illegible; too many colors on the map; separate zoom and hand (drag) modes.	×: Street names hard to see; hard to find city boundary option.
Export	×: No export function, only print available.	×: System did not ask where to save exported file.	√: Export option easy to find; easy to save map as image
			×: Poor system feedback when the file is ready; system takes time to prepare.
Help	×: Hard to find.	√: Easy to find; tutorials available.	√: Email help noticeable; easy to find how to information.
Aesthetics			√: Everything looks good; customizable.