

Basic Data Storytelling Design Checklist (Sample)

Identify and address the following:

Who

- **Stakeholders** – Editors for *BizViz Magazine*
- **Audience** –
 - **Quantitative Audience Snapshot:** Entrepreneurs, Median Age - 38, M/F 49/51%, 40% do not have an educational background in business or finance.
 - **Qualitative Audience Snapshot: Persona 1: Liz**

Persona 1 BizViz Subscriber: Liz



I want to be kept up to speed with the start-up world in general, but my startup take most of my time.

Liz has a new startup and is not sure how to think about benchmarking success or convincing VS to invest.

Role: Entrepreneur and start-up Co-founder of a food delivery service for college students called, TheFullMenu.com

Age: 35

Gender: Female

Education: BA Marketing

Goals:

- She wants to attract investors and sponsors
- She wants to get a better sense of how fast she'll need to grow in her niche market
- She is trying to determine various benchmarks for her new company

Challenges and Needs:

- She's a good sales person but not great with numbers and stats
- She wants to help make the case that her company is a good investment opportunity to potential funders

Context:

- She visits the site every two to three days using her mobile phone as well as every few weeks with her laptop

- **Subject-Matter Experts** - Business Intelligence Analysts with *BizViz Magazine*

What

- **Data Sources** - e.g., US Securities and Exchange Commission

- **Data Quality** – TBD
- **Data Timeliness** – Last data collected in this set: 2008

Why

- **Business Case/Other Goals** – Create a single view infographic and a mobile-friendly version of a story offering perspective about the goal of startups reaching \$50m in revenues in about 5 years. Also create a dashboard and three-part Tableau presentation using Story Points for an internal presentation/discussion.
- **Intended Outcome** – This will be the featured story for a week on *BizViz Magazine's media outlets*.

How

- **Format(s)** - e.g., single page infographic, narrated dashboard, presentation slides, etc.
- **Presentation Vehicle** – e.g., Tablet, mobile phone, desktop, slide deck, etc.