Identifying Your Audience, Goals and Context

Once you’ve found a data story you want to tell, the process of picking a technique to present that data can be complicated. This worksheet will help you define your audience, goals and context so that you can choose the most appropriate presentation technique.

The Audience
Who are you talking to?

Do they agree with you?

What kind of data have they seen before?

How visually literate are they?

The Goals
What are you trying to get the audience to do or think?

Are you introducing them to a new idea?

Are you trying to get them to take action? In what way?

The Context
Where will the audience see this data presentation?

Will the audience be focusing on your presentation, or are you fighting others to get their attention?