

Why am I making this data visualization?

What is the business objective?

Inform an action

Communicate a message

Facilitate discovery and exploration

Something else?

Who is my audience?

What do they know?

Business

Clinical or service delivery

Data/analytics

Something else?

What do they need?

Where will this viz end up?

Screen

Public

Paper

Internal

What action do I want to inform?

What is the key message I want to communicate?
