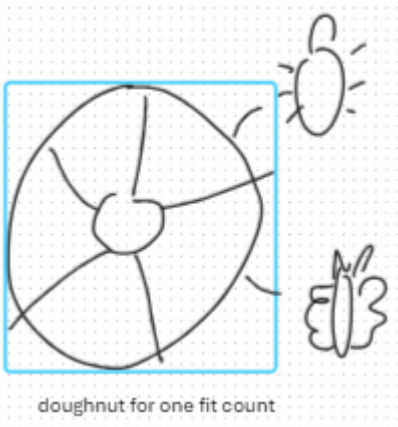
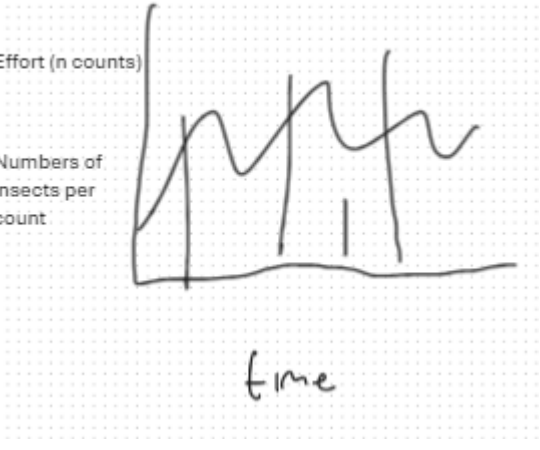

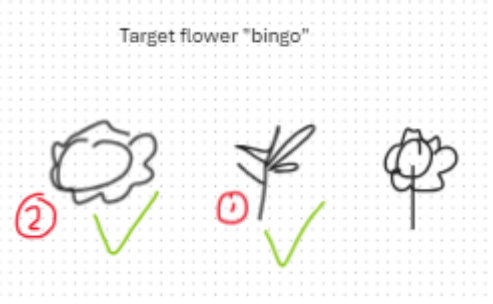


Concepts were developed in a workshop. Each concept defined a “data story” a combination of text and visuals, powered by data, highlighting a certain narrative within the data. Table 1 highlights the 5 concepts that we took through to implementation.

Table 1: PoMS FIT Count data stories, explanation of it and visual concept produced as part of an internal workshop with the feedback content development team.

Data story	Concept
<p>“Your latest FIT Count”</p> <p>In this data story we wanted to remind the participant about their latest activity. We conceptualised it as a pie chart showing the counts of species in that FIT Count. We used icons for each of the species’ group to label each segment of the chart.</p>	 <p>doughnut for one fit count</p>
<p>“Your FIT Count activity through the year”</p> <p>In this data story we wanted to provide participants with an overview of their activity through the year, with their activity related to the activity of the broader FIT Count scheme.</p>	 <p>Effort (n counts)</p> <p>Numbers of insects per count</p> <p>time</p>



Data story	Concept
<p>“Your cumulative FIT Counts”</p> <p>In this data story we wanted to celebrate that effort they have contributed with their FIT Counts by producing a cumulative plot of their number of FIT Counts through time. There was some redundancy in information with the previous data story.</p>	
<p>“Your target flowers”</p> <p>In this data story we wanted to tap into the data-centric motivation of getting people collecting more data on different target flowers using a ‘bingo’ model. We conceptualised a grid of flower images which get ‘ticked off’ as the participant uses them for a FIT Count and displays the number of counts they have made on that target flower (represented here in red).</p>	

Data story	Concept
<p>“Your observed insect diversity”</p> <p>In this data story we wanted to provide some ecological insight into a participants FIT Count...</p>	