

**CS 171 – Design Sprint**

Week 6 - Storytelling

This week, you are going to work with your group members to create a **storyboard** to structure how you are going to communicate a key message about your data. You will then implement your storyboard using a **Tableau storyline**.

We are going to put your team into the break-out rooms. Please work on the following steps:

1. Pick your main message.
   1. First, individually use your Tableau dashboard to explore your dataset. Identify several insights (2-3 per team member) that you think are important or interesting. Record these insights in your process book.
   2. As a team, spend some time to look at the list and discuss the various insights. Pick **one main insight** that you think is most important or interesting to your audience. Formulate the insight as a message (“so what”) in one sentence.
   3. Record your main message and the reasons that your group chose it in your process book.
2. Sketch your data storyboard. Following the four steps in the async materials, you will create a data storyboard to communicate your main message. Instead of physical sticky notes and sharpies, you will use [Jamboard from Google](https://jamboard.google.com/) to create your data storyboard as a team. Jamboard is a virtual whiteboard where you can create, move, and share digital sticky notes easily.
   1. The team leader creates a virtual whiteboard in Jamboard.
   2. The team leader shares the created whiteboard with all team members.
   3. You will work with your team to create the data storyboard in Jamboard. Please make sure that your storyboard points are lined up with the four elements of a data story (hook, rising insights, main message, and solution) similarly to what we showed in the video lecture.
   4. Take a screenshot of the final data storyboard and put it in your process book. Also, add the URL to your Jamboard storyboard to your process book and make sure that your TF can access it.
3. Create a storyline in Tableau.
   1. Translate your data storyboard into a Tableau storyline as shown in the video lecture. The official Tableau tutorial about [creating a story](https://help.tableau.com/current/pro/desktop/en-us/story_create.htm) might also be helpful. It is OK if you change some of your insights or their order from your storyboard; this is an iterative process.
   2. Make sure to use meaningful titles, captions, and annotations to convey your story. You may want to spend some time on the design and formatting of your visualizations in each story point. Next week, a random classmate who has never seen your story will give you feedback.
   3. Take screenshots of each story point in your Tableau storyline, including their captions, and add them to your process book in the order they appear in your data story.
   4. Add a paragraph in your process book to reflect on your data story and this process. Some questions you might want to address include: Does your story convey meaningful insights and a powerful main message? Is your story unveiling some surprising insights for the audience? Did you come up with a call to action, or is your story more compelling without it? How useful was it to create a storyboard before implementing your story in Tableau?

Finish all of these week 6 tasks and update your process book **before 11:59 pm EDT on Sunday, October 11**. We will continue with the “Test” phase in week 7.