Gary Kelly – C16380531

TECHNOLOGICAL UNIVERSITY DUBLIN

VISUALISING DATA ASSIGNMENT 2020 Big idea

# Big Idea

**Who is your audience?**

1.List the primary groups or individuals to whom you will be communicating.

The primary groups or individuals that I will be communicating with are up-and-coming professional tennis players that are deciding on which are the best tournaments for them to play in.

2.If you had to narrow that down to a single person, who would it be?

Web developer who can implement an effective website design that can be used by the target audience for planning upcoming tournaments.

3.What does your audience care about?

The target audience cares about saving money on traveling between tournaments, the length of journey to each tournament, the length of each tournament, the details of the tournament and the quality of the players that normally partake in the tournament.

4.What action does your audience need to take?

Analyse our charts and decide which tournament is most appealing to their schedule, ability and is within their budget.

**What is at stake?**

1.What are the benefits if your audience acts in the way you want them to?

The target audience can benefit from reduced costs on travel, increased performance in tournaments leading to increased ranking points and accessibility to more advanced tournaments.

2.What are the risks if they do not?

Lost time and possibly money on website development.

**Big Idea**

Planning your tournament schedule is a quick and easy process that can save you time, money and lead to better performances throughout your career.