Here is the link to the final presentation of the project:

https://public.tableau.com/profile/rub.n.b.lmez#!/vizhome/TableauCapstoneKPI/Studyofgenderi
publish=yes

Review

After a small presentation of the problem at hand, for the first chart I chose an interactive coloured map of the regions involved displaying the death rate due to AIDS, controlled by a divergence, and adding the average number over time for each country. The purpose for this chart is for the audience to have a first contact with the problem without overwhelming them with number and plots, just an interactive map to get the essential idea and data.

Then we continue with another interactive story point (a bit messy at first) but with a reasonable goal, which can be seen as the following step to the previous one, focused on showing, firstly, the death rates per country by AIDS over time and secondly, the new infections by HIV and the people living with HIV over time and per country. These features can only be seen selecting a country in the interactive maps, what will show the mentioned highlights of the selected country, an efficient way of checking trends per country almost without numbers and with limited statistics, an adequate choice for the persona involved.

Eventually, the final story point before the conclusions, a four line chart viz representing the averages, over all the regions, in the highlights shown in the previous story point. The purpose for this final chart is to visualize a positive trend in the decrease of the gender inequality, despite being in the average data of all the countries. Truly, this step requires no big effort as there are no numbers and the trend can be easily recognized (which is appropriate for the audience), finally, with this idea over the average trend, everything is ready to summarize and take actions.

Basic Data Storytelling Design Checklist

Summary

Despite not being that dangerous in the most modern and advanced societies, HIV and AIDS are dangerous diseases that affect and kill lots of people every year, more so in countries with a lower level of development, such as in Africa. In addition to this problem, almost all around the world gender inequality is still present, which produces unfair and unethical situations, which in combination with the firstly introduced problem could mean more avoidable deaths.

The reason I chose this data set was the need for helping those countries in solving a problem and the feeling that it could benefit them, regions with so many transcendental and almost

life/death problems.

Who

The main goal of this project is to study the gender inequality in HIV infections in adolescents in Africa, specially in the East and the South, and try to find conclusions that could help in removing that inequality.

Taking this goal, the targeted audience could be, for example, the World Health Organization (globally speaking) and definitely should be the health departments of the countries present in the study, due to their responsibility in solving the matter. The people in charge of these organizations may not be medics, some could be though, but politicians who perhaps do not have an extended knowledge of diseases, their causes and implications, so they would expect not complicated insights and conclusions and recommendations quick to understand and easy to apply.

What

The data source for this project is very recent (from January 2021) and cleaned data involving several measurements as death and infection rates due to HIV and AIDS for example, focused on adolescents and from several countries of Africa.

Why

The reason for this project is essentially because, on one hand, gender inequality is a big and unfair problem that human society suffers, despite the attempts of solving it in the most advanced societies. On the other hand, HIV and AIDS are very serious and dangerous diseases and people suffering from these must be attended to, no matter their gender or birthplace.

As for this project goes, it's goal is to find out knowledge or techniques that could help removing this gender inequality, at least involving these diseases.

How

Due to the several important features present in the data set, more than one chart will be needed, which implies a multi-frame presentation of the findings and recommendations.

Persona document

Persona: WHO Senior Project Manager

Name: Dr. Ricky Lancaster

Age: 48

Gender: Male

Job title: Lead Consultant

Goals tasks: Assess whether the conclusions are determinant and the recommendations achievable.

Environment: Proficient in decision making, conservative and not prone to risk, well based arguments must be brought to him. However, limited with numbers and complexity, cognitive load must be low and declutter of numbers if possible.

Final reflection

The final presentation has been following, generally speaking, the guidelines developed in the original design checklist. True is that not all the features discovered matched perfectly the original proposal but, in the end, no drastic changes were needed but merely some minor tweaks on the data (of course without altering the implications).