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 and 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.