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| the BIG IDEA worksheet  Identify a project you are working on where you  need to communicate in a data-driven way.  Refect upon and fll out the following. |

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| PROJECT |

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| WHO IS YOUR AUDIENCE?  (1) List the primary groups or individuals to  whom you’ll be communicating. |

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| (3) What does your audience care about? |

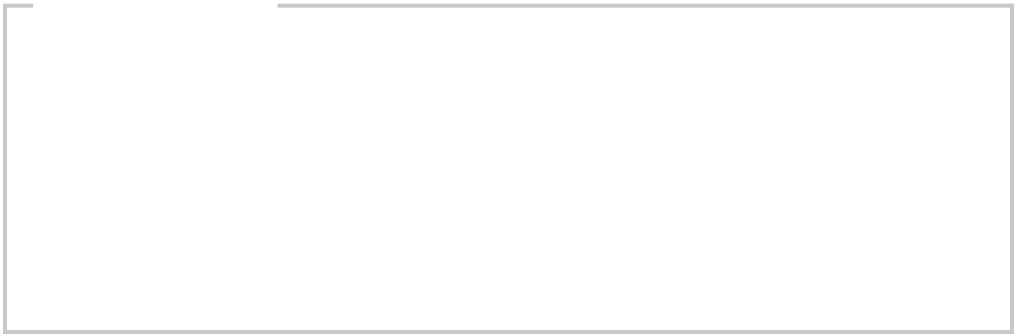
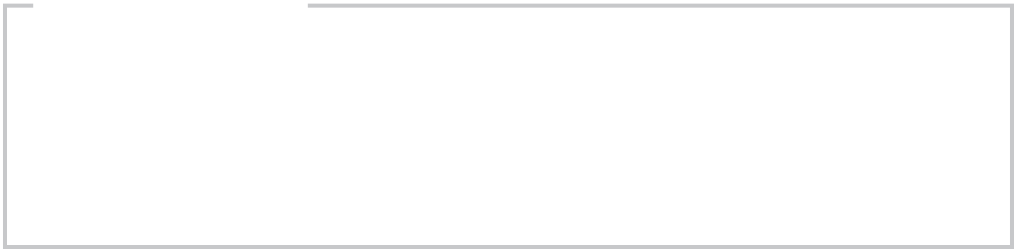
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| (2) If you had to narrow that to a single person,  who would that be? |

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| (4) What action does your audience need to take? |

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| WHAT IS AT STAKE?  What are the benefts if your audience acts  in the way that you want them to? |

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| What are the risks if they do not? |

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| FORM YOUR BIG IDEA  It should:  (1) articulate your point of view,  (2) convey what’s at stake, and  (3) be a complete (and single!)  sentence. |



Video game genres with high average game ratings indicate strong competition; creating a new Ubisoft game in a genre with a lower average rating can give the game an immediate edge over the competition and increase the likelihood of financial success.

If Ubisoft does not aim for a low rating genre, they may produce a game that can’t compete with already established games. This would limit the player base and may cause the game to be financially unsuccessful.

By choosing a lower-rating genre, Ubisoft can hit a market with weak competition, improving the chance of success. By avoiding the high volume, high rating genres, they will not have to worry about their game being lost in a sea of hundreds of other well-rated games.

My audience needs to develop a new video game in a genre with a low average rating, while trying to avoid genres with high volume and ratings.

My audience cares about developing new games that will be enjoyable for consumers and financially successful for Ubisoft.

The Technology Director at Ubisoft, a video game development company

The primary groups I will communicate with are executive decision-makers at video game development companies.

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