Feedback 12.5.2023

Narrative:

* ~~Viviane already mentioned categories -> can come later (when we get more concretely)~~
* ~~Narrative: climate implications (as debate about the flying comes up, fewer flyers -> even more important that they are satisfyed, more concurrence between airlines~~
* ~~Data from 2015: not mention/~~ emphasize -> limitations (prepandemic data)
* Comparison: already on second slide! Order! Make and show categories -> then results 🡪 walk the audience through our plot!
* Discussion of different points, when showing plot (only structure: white box) when discussing what we analyze 🡪 also visualisation!
* ~~End short: what do our results mean -> more implication~~
* ~~Results: invest in these things because they are larger 🡪 not only 3 best, but also the categories, if it make sense!~~
* ~~Marketing aspect didn’t come across -> emphasize it 🡪 maybe use more about advertising and not only marketing!~~
* Overall importance of features -> turn it to a message
* ~~Our top 3: efficiency; other ones: comfort -> more categories: how to market all of them -> more insight out of the analyses~~
* Limitations: what positions do we take? Depends on that -> if they are relevant, keep them in short presentation, if we think we can’t trust our data, leave them in

Visualisation:

* Make it bigger (text), not on the bottom of the slides,
* Make font bigger
* Colors on visualisation -> red ones: implementation for the future what to change; icons in the same colors as line; market these, don’t market those -> emphasize them -> how to market it
* Design: first slide good; second slide: change white on blue -> change background and lines of visualisation (background like on the first slide); make font bigger or change font (more modern or business font, thinner and modern); spaces between words in labels; make everything bigger (also points); big title too complicated (focus on “category” and not “category”; e.g. focus on efficient boarding and service) -> going away from data, to implication
* Change position of plane
* Economy, business looks ugly (make it manually on powerpoint), make an arrow
* ~~Put surname on presentation, put it down on the left (title: left adjust; make flying high bigger, put convincing on the next line)~~

Next class:

* short and long presentation
* Long presenation: we can show markdown file, what we have done, narrative, limitations, problems -> infos on the website; less serious setting; goal: what we have done, larger limitations and problems, experience, what we have learned, group, data analyses -> then short presentation
* Written manuscripte of short pitch -> so we can work on the phrasing, etc. on the 2.6.