Milestone 2: Write Up

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The focus when preparing my executive summary is not far from the goal of my dashboard, to make the information relatable. Relatability is achieved by taking a concept in or about which one may not have experience or knowledge and placing it next to a concept with which one is very familiar, in this case airline and automobile travel. It seems a safe assumption that every senior leader has driven an automobile and as this is a form of travel with which they are familiar and comfortable with, and by showing them just how dangerous it is to operate one I can elicit understanding of how relatively risk-free airline travel is in comparison.

The visualizations created for this executive summary use the dashboard visualizations as the base, with most receiving slight modifications to better communicate the ideas and to create uniformity. The two color choices of red and green remain consistent throughout the visuals, with red chosen to represent automobiles and green for airlines. The red not only stands out very prominently, but was chosen to convey just how alarming the dangers of automobile travel can be. In the sixth slide green was also chosen to represent population in one visualization, and while this is not in line with the uniformity of airlines as green it was done so to have a cohesive color scheme while maintaining that it is a different type of information by changing the shade of green. In the final slide the choice in image of a blue uniformed airline pilot was made to firstly stand out by introducing a new color, and secondly to leave the viewer with the sense of comfort that can come from seeing a figure in uniform.

My findings have shown the media's reporting on the dangers of airline travel must be focused upon eliciting feelings of fear, as there is little to no data present to indicate that airline travel is a serious threat. When presenting this to the board the driving theme must be facts. There is no need to go beyond the factual representation of how safe airline travel is when compared to the mode of travel we use every single day, the data shows the truth: airline travel is much safer than automobiles.

When creating this summary the greatest ethical consideration I had to make was when making choices for the purpose of eliciting feelings. The focus of my presentation is the facts, but when presenting those facts I wanted to make sure that the viewers attention was naturally drawn to the most important information. To achieve this I chose the color red for representing automobiles as it not only draws attention, but is a tool in itself to help me convey the dangers as red is a color often associated with important, urgent, and sometimes dangerous messages. Eliciting a sense of comfort provided with the uniformed airline pilot in the final slide was also an ethical issue I encountered, but as the data presented prior to that is not misleading or false, I felt that it was not an inappropriate attempt to elicit a feeling. Finally, there were initial ethical concerns regarding the impact that a report such as this could have on the auto industry and those employed within, however the auto industry permeates almost every aspect of our daily lives and there would have to be a large cultural shift away from auto travel before a report like this could have widespread and long-lasting effects on the auto industry.