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Storyboard Delivery 2: Final Design Concerns

Corporate Design Guidelines

We will assume this presentation is commissioned by the University of Barcelona. Therefore we will be using its logo and corporate colors.

Besides, we have chosen the font pairing "Kollektif / Gidole" from the design suggestions in:
https://www.canva.com/learn/the-ultimate-guide-to-font-pairing/

- Color scheme
- Fonts
    - Primary: Kollektif
    - Secondary: Gidole
- Background image/logos

Pilot User 1

Name: V.G.

Age: 39

Associate professor of Computer Science at Universitat Oberta de Catalunya

We asked V. to browse the dashboard and let us know if he could obtain any interesting insight or ideas for action, from his point of view as a university professor and also from the point of view of his department.

Some insight he mentioned:

- Initially surprised that the unemployment rate is very low for graduates in all major categories. However, when looking at the split by type of employment (requiring vs. not requiring college) it is not that surprising, also considering that the data is for the U.S.

- The differences between majors are not as dramatic as expected, probably because this is for recent graduates, and the added value of junior professionals is not that high in the short term. The difference is expected to be larger for more experienced workers.
- The income in Biology and Life Sciences is lower than expected
- There is probably a considerable difference between the salaries across regions, mainly East and West coasts vs. rest of the U.S., therefore sometimes the median income may be misleading.

Some actions he proposes based on the data:

- In general, majors with a strong mathematical base have more and better employment opportunities. It would make sense to allocate more resources to the teaching of math in pre-university years.
- As it is known, the rate of female students in Mathematics and Computer Science is low. The same happens with the rate of female teaching staff. Initiatives to balance this rate would be very positive.

<u>Pilot User 2</u>

Name: Brandon

Age: 21

Studies: Physics, 3rd year undergraduate

Profile: Brandon will graduate with a Physics degree and is considering pursuing graduate school and wants to utilize our storyboard to assist in his decision to either begin working or choose an appropriate major for graduate school. He values his likelihood to be employed over prospective income, and is also interested in which majors have the highest student-satisfaction. He is looking for answers to the following questions:

- How likely am I to find a job in my field after I graduate?
- Which physical science majors are most popular in graduate school?
- Will my employability/income level increase significantly if I get a graduate degree?
- Which graduate major makes the most sense given my physics background?

Commentary on dashboard

- Found the stacked-bar chart difficult to interpret, especially because it is not sorted
- Had a hard time understanding legend labels