

## **Justification**

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The senior design team presented a set of bullet points for the “Problem and Opportunity” slide. The bullet points were inconsistent: One bullet point started with an action verb, one bullet point contained no conjugated verbs, and the remaining bullet points were each one word. The information contained on the slide needed to be presented differently to improve consistency and readability. Slide 1 is the original slide presented by the senior design team, slide 2 shows the new visualization in the context of the remaining text, and slides 3 and 4 show my modifications for consistency and readability outside the visualization. The speakers use the words “intuitive, fast, and robust” to describe the market creation software they were asked to build. However, the slide provides the same words as bullet points without context. The new visualization is necessary because it ties the words “intuitive, fast, and robust” to the “Market Creator Tool” that the team was asked to build. The purpose of this project was to develop software that would allow clients to create markets quickly and easily. The words “intuitive, fast, and robust” were born of the project purpose described by the presenters. As such, the visualization connects back to the project purpose and the main takeaway of the presentation. In addition, the visualization ties back to the beginning of the presentation, when the speaker introduces the team as the developers of the Market Creator Tool. Moreover, the new visualization also serves as an introduction to the Market Creator Tool, which is shown as a screenshot on the next slide. Overall, the new visualization conveys the same information that the senior design team presented but with greater impact; three words have become three descriptors of the new software.