Flàvia Ferrús Marimón
Àlex Pujol Vidal
David Rosado Rodríguez

Abstract

The purpose of this report is to improve the legibility of the contents of our visualization, regarding the information shown, the main objective of the dashboard and the profile of the audience.

1 Implementations

In order to explain our story we have decided to present three different profiles of possible audience, each one of them with different background and stories representing different difficulties and drawbacks that the society had to overcome during the pandemics and the lockdown. Using these multiple profiles we explained the main aspects of our visualization, as follows:

- **Ramon**: Ramon is a 35 years old man who used to live with his mother and brother in Castilla-La Mancha. However, when the pandemics stroke his mother died due to the virus, and later on, once the vaccines were already available, his brother got infected, but eventually survived. The main questions he seeks to answer using our visualization is to understand what happened in Castilla-La Mancha during the period in which his mother passed away. Moreover he also wanted to see how the vaccinations helped his brother survive the virus.

- **Juanjo:** Juanjo is a 52 years old man, from Zaragoza, Aragón, who works in an energetic consultant firm: EnergyCat. When the pandemics started, due to the lockdown the company was forced to implement working from home policies, allowing him to work from his second residency, in the Pyrenees. Once the pandemics got under control, these policies kept being implemented, allowing him to stay there, which was fine with him. Moreover, during the lockdown period, the company had to reduce the team and some of his team companions got fired, which was fine with him because they were annoying. At this point, the questions he seeks to answer using our visualization is whether this happened the same way everywhere in Spain, how the unemployment rate was affected, and whether it is expected that the company will require working from the office again as before the pandemics.

- **Sonia**: Sonia is a 28 years old woman who started working at another Comunitat Autonoma at an alimentary company, CatGill. However, when the pandemics started and the lockdown was implemented she had to keep working, since it was a first need company, having to spend the whole lockdown period far from her family. During this period her mother, who had already health problems, passed away, and Sonia could not understand why she would not be able to say goodbye to her and keep working during all this chaos. Using our visualization she could understand how the pandemics evolved in different regions understanding the mobility restrictions. Moreover, she was able to understand the effects on the economy, and in particular why it was so necessary to keep working to supply the country with necessary goods.

Based on these audience profiles we will describe the general and health aspects of the COVID-19 with Ramon. Moreover, thanks to Juanjo, we may understand how the pandemics affected the companies' policies and how they affected their employees (work from home, unemployment rates, ...). Finally, we will get a deeper sight into the grocery mobility and economy with Sonia.

In order to be available for the different audience that our visualization has, it would be presented on the Ministerio de Sanidad (Ministry of Health) webpage, where all the citizens could access from their computers.

The storytelling presentation is conducted throughout a powerpoint presentation using Canva. We have

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presented three different stories, each one of us introducing the context of the profile and the main questions they want to answer. We have decided to start with Ramon, in order to present the main ideas and general information about the pandemics. Following up, we present Juanjo and Sonia, introducing more specific case studies over the effects of the pandemics on the economy.

Regarding the visualization support of the presentation, we attach the corresponding link to access to the presentation so all the animations and videos are available and correctly played[1].

We have chosen the color blue as the predominant since it transmits calm and healing to our audience, and we wanted them to feel understood in the middle of the pandemics chaos. Moreover, it transmits intelligence, rationality, loyalty and freedom to our audience, qualities needed when surrounded by the pandemics and the feeling of not understanding what was going on.

2 Pilot users

We have discussed with some pilot users our visualization in order to validate our dashboard.

Some of our character profiles were inspired on some real situations and contexts from our pilot users. Special thanks to Miguel and Víctor, who inspired mainly the stories of Ramon and Sonia.

As the main questions they sought to answer we had: How many cases there actually were? How many deaths the Covid-19 provoked? How the new cases affected the saturation of the hospitals and health facilities? And how this saturation affected the deaths? How the pandemics affected different regions? Was it really legit to apply mobility restrictions and different policies to each internal region of the country? How did the pandemics really affected the economy of the country?

Regarding all those questions and doubts we managed to create the presentation according to the different aspects of interest and dynamic and fun to follow by our audience, who may feel identified or empathise with our characters.

3 Duties of each member group

All of us were involved in the creation, gathering the information and datasets, conducting the visualizations and explaining and communicating our main ideas to the corresponding audience. More particularly, Alex was more focused on the gathering and preprocessing of the data, David got the lead on the organization and theoretic parts of the project, and Flàvia was more focused on the realization of the visualizations. We all contributed on the storytelling itself, and participated on the presentation of the visualization.

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[1] https://www.canva.com/design/DAFUMr-Zjqs/vvdmFjDIg6Rk4XsPOjcPjw/edit?utm_content=DAFUMr-Zjqs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton