**Individual work**: each team member will develop a data visualization for one of the two target groups by going through iterations of visual drafting and experimentation until deciding on a final data visualization that fits the proposed communication goal for the target group. This part includes the following steps:

2.1. **Description of the design process:** describing and presenting additional research and design inspirations (e.g., additional research on target group-specific needs, inspiring data visualization approaches).

* Topic selection
* Audience defining: persona, use cases
* Collect and refine the data for analysis: read the report, read information from different sources to understand the topic
* Explore data
* Sources:
  + <http://thehowofhappiness.com/discover-happiness/>
  + <https://openknowledge.worldbank.org/pages/focus-sub-saharan-africa>

2.2. **Data visualization iterations**: drafts of 3 different design alternatives (your visual drafting and experimentation iterations) with argumentation/ thoughts on what worked well and what did not – for each iterative step.

2.3. **Final data visualisation**: from the iterative drafts, the most suitable approach should be further elaborated and finalised.

2.4. **Argumentation** for the chosen final visualisation:

We expect you to bring forth astute arguments why you think your chosen final data visualisation is the best fit for your chosen target group in the specific user-scenario:

a) present reasoned arguments

b) and to 'test' your final data visualisation with a person from the selected target group. The insights from the ‘test’ should be documented (e.g. the answers and experience of your test person).

For the complete and detailed work output see B1 on the following page.

Class

Introduction

* Raise a question: What is happiness for you?
* Catch attention by happiness
* Starting a game? Where do you want to live?

Elaboration

* Bring to a flow of story factor by factor of happiness

Conclusion

* Have a great trip !!!!
* Let’s stay happy
* Happiness depends on you
* Let’s take actions to be happier and kinder, together

Headline

**What is happiness for you?**

**Global news of happiness**

**Text

Description automatically generatedA fact -based lead**

Explain your storyline in a short fact: In my case, maybe about happiness index