the **BIG IDEA** worksheet

Identify a project you are working on where you need to communicate in a data-driven way.

Reflect upon and fill out the following.

WHO IS YOUR **AUDIENCE**?

1. List the primary groups or individuals you’ll be communicating with.

Insurance agents and adjusters, vehicle owners and operators, state, regional, and local government agencies, emergency response agencies, auto bodies, mechanic shops, towing companies, and driving agencies.

(3) What does your audience care about?

Whether the pacific is considered a hot spot for accidents, ride-sharing companies will be better able to provide safe rides to their customers. Ensuring proper knowledge of driving and weather conditions will help gain better reviews and public attention since there will be fewer accidents while riders are using ride-sharing companies.

1. If you had to narrow that to a *single person*,

Whom would that be?

A Driving Agency like Uber/Lyft

(4) What action does your audience need to take?

Safety measures to come up with any inconsistencies like weather conditions, traffic, congestion, or obstacles common to the time of day/year/season. They can look at the data and visualizations that will be presented to them, and make informed decisions on the cost of insurance, accident likelihood, what type of safety features they consider, and for government agencies, what they can do to make traffic flows and their streets and highways safer.

WHAT IS **AT STAKE**?

What are the *benefits* of your audience acting in the way that you want them to?

They will better understand accident trends in their area and make better decisions regarding vehicle purchases, the cost of owning those vehicles and ultimately making owning and operating vehicles safer in any given locality, and whether owning a vehicle or utilizing ride sharing/carpooling is the best option.

What are the *risks* if they do not?

Not paying attention to typical weather and driving conditions in certain regions and allowing any drivers to be hired for these companies will create more risk for riders using these companies. If a rider feels unsafe during their ride with this company due to unsafe driving measures, they are less likely to use their service again and provide lower ratings to affect public relations.

Our big idea is to better inform driving agencies concerned with this data, so they may better target issues related to vehicle accidents, provide cost-effective solutions to the problems, provide better insurance costs and coverages, and effectively select vehicles that are safe, effective, and inexpensive to own and maintain.