The **BIG IDEA** worksheet

Complete worksheet using your
dataset you chose for the final

Project Name: F1 Data Insights Dashboard

Who is your **AUDIENCE**?

1. List the primary groups or individuals to whom you'll be communicating.

   - Motorsport Enthusiasts
   - Data Analysts/Scientists
   - Fantasy F1 Players
   - F1 Teams and Constructors
   - Media and Journalists covering F1

2. If you had to narrow that to a single person, who would that be?

   The primary focus would be on the individual Fantasy F1 player, who is passionate about Formula 1 and actively participates in fantasy leagues.

3. What does your audience care about?

   Player Performance Metrics: Fantasy F1 players are deeply invested in understanding the performance metrics of individual drivers. They care about factors such as lap times, consistency, and recent trends, as these metrics directly influence the scoring potential of their fantasy team.

   Team Dynamics and Strategy: Beyond individual drivers, Fantasy F1 players are interested in the overall dynamics of F1 teams. They care about team strategies, including pit stop efficiency, teamwork, and how these elements contribute to successful race outcomes.

   Historical Trends and Patterns: Understanding historical trends is crucial for Fantasy F1 players. They care about how drivers and teams have performed across different circuits and seasons. Recognizing patterns in historical data helps them make more informed predictions and selections.

   Injury or Performance Updates: Fantasy F1 players are attentive to real-world updates, such as injuries, team changes, or unexpected performance shifts. Timely and accurate

information about these factors is essential for them to adjust their fantasy team selections accordingly.

Fantasy Point Potential: Ultimately, Fantasy F1 players are focused on maximizing their fantasy point potential. They care about aligning their team selections with drivers and teams that have the highest likelihood of success in races, translating into optimal point accumulation in their fantasy leagues.

Interactive and Engaging Content: Fantasy F1 players appreciate engaging content that enhances their overall fantasy experience. They are likely to value visualizations, insights, and interactive features that make the process of analyzing and selecting drivers for their fantasy teams more enjoyable and intellectually stimulating.

4. What action does your audience need to take?

Fantasy F1 players are encouraged to explore the Fantasy F1 Insights section of the dashboard actively. They should analyze driver and team performance statistics, review historical trends, and use the information to optimize their fantasy team selections. The actionable step involves utilizing the platform as a valuable resource for data-driven decision-making in their fantasy F1 journey.

What is **AT STAKE**?

1. What are the benefits if your audience acts in the way you want?

   Acting in alignment with the intended usage of the Fantasy F1 Data Insights Dashboard brings benefits such as making well-informed decisions for fantasy team selections, gaining a competitive advantage in the league, and enhancing overall enjoyment through an immersive and engaging experience.

2. What are the risks if they do not?

   On the contrary, the risks associated with not utilizing the dashboard include suboptimal team selections, a diminished competitive edge, potential oversight of valuable trends and opportunities, and a reduced level of enjoyment in the fantasy gaming experience.

Form your **BIG IDEA**

Leveraging the comprehensive insights offered by the **Fantasy F1 Data Insights** Dashboard is pivotal, as it not only empowers players to optimize team selections, gain a competitive edge, and enrich their overall gaming experience but also poses the risk of suboptimal decisions, diminished competitiveness, and a potentially less enjoyable fantasy journey if the valuable dashboard insights are neglected.