**Activity 1: Identifying Your Purpose**

**Part 1 - Guiding questions for group discussion:**

* Who is your audience?
* What questions do they have?
* What action will be taken?

**Part 2 – Individually, use these guiding questions to identify the purpose of two visualizations you are currently working.**

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**Activity 2: Choosing the Right Metrics**

**Part 1 – Based on the two scenarios from the last activity, come up with a possible metric for a couple scenarios as a group**

* Is it actionable?
  + Align to organizational mission or strategy
  + Identify specific, quantifiable outputs/outcomes
  + Establish targets against which results can be evaluated
* Is there a common interpretation?
* Is it transparent?
* Is it accessible and accurate?

**Part 2 – Choosing metrics for your report.** *Use the template below to choose metrics to show on your report*

|  |  |  |
| --- | --- | --- |
| **What are the limitations of this metric?** | **Is there any analysis to show that these are the right metrics?** | **Do these metrics change depending on the audience?** |
|  |  |  |
|  |  |  |

**Activity 3: Creating Your Visualization**

*Use this space to begin sketching out the visuals of your report/dashboard*