What's The Story?

Presenting Compelling Sensory Data

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Our job

compel organization to take action

How

Turn data into meaning

Take a stand

Tell a story

Make it interesting

YES   NO

Compel to action

What should I do?

Launch product
Don't launch product
Optimize product by…

Telling a story is one of the most powerful ways to communicate and compel

Our brains are wired to process stories

Before making a slide, develop your story

Great presenters visualize, plan and create ideas on paper or whiteboards before making slides

Simple storyboards help organize

Effective Storytelling

Climax
Results: AHA moment

AHA!

AHA!

Conflict
Question/Unknown

Resolution
Action

Unlike book or movie – tell climax first, retell

Create headlines to draw conclusions

Keep it short

iPod. One thousand songs in your pocket.

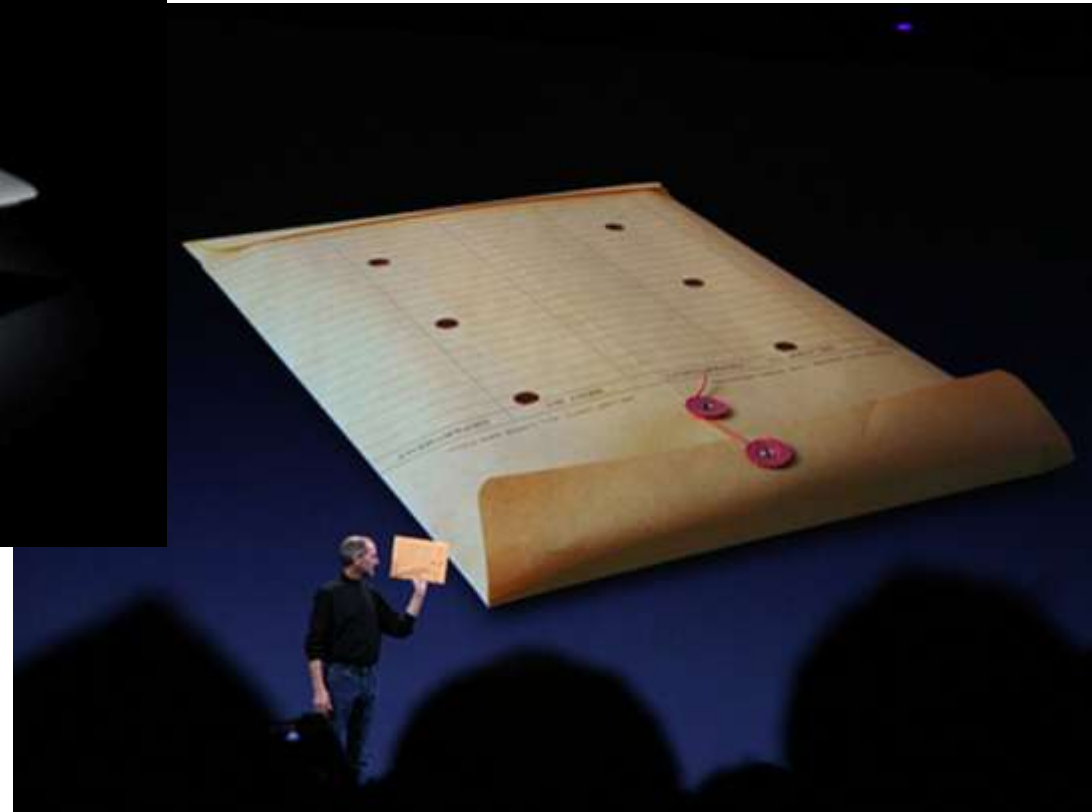Flat cola; consumers won't drink it!

Show instead of tell

the future of sweetness

1 of 3 doctors is female

Simplify complex information

People don't understand numbers without familiar context
Use common metaphors
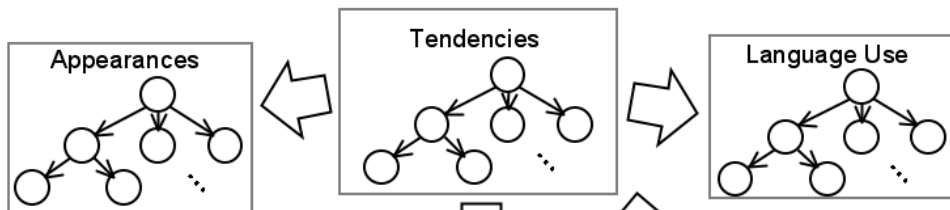

5GB = 1,000 songs

petaflop

the ability of a computer to do one quadrillion floating point operations per second

Equal to 1,000 fastest laptops

Scientific data particularly challenging to present

Variables in Probability Model

CSAIL

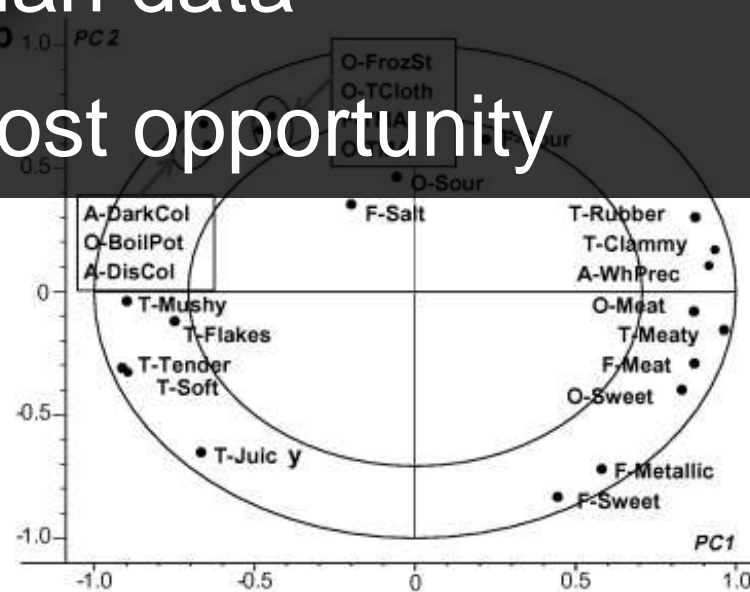Appearances
Tendencies
Language Use
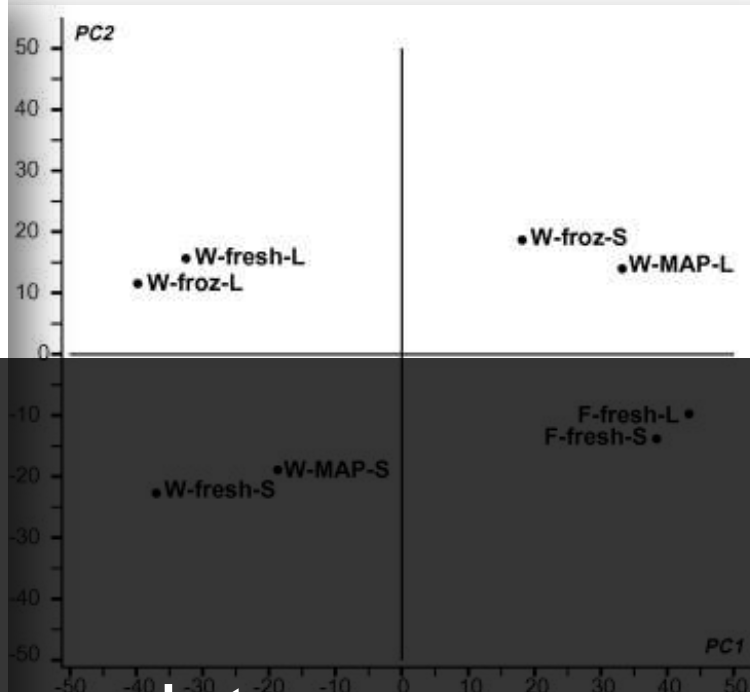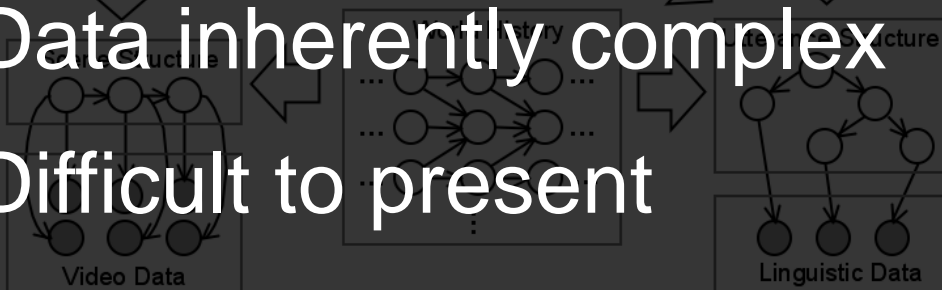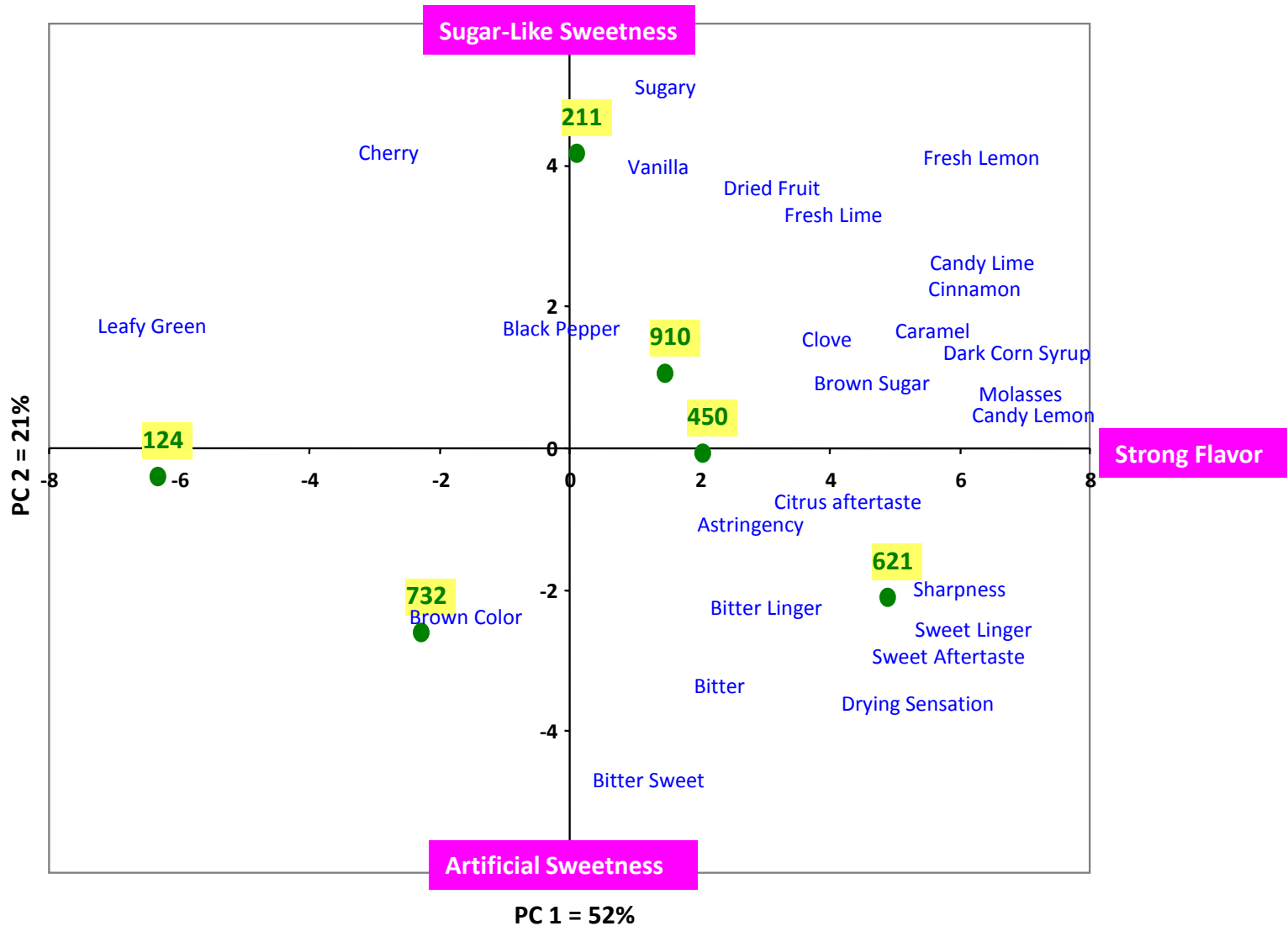
Video Data
Linguistic Data

Data inherently complex

Difficult to present

Meaning more important than data

Failure to communicate = lost opportunity

Don't do this

Sensory Map of Prototypes

- Sugar-Like Sweetness
- Artificial Sweetness
- Weak Flavor
- Strong Flavor
- PC 2 = 21%
- PC 1 = 52%

Sugary, Cherry, Vanilla, Fresh Lemon, Dried Fruit, Fresh Lime, Candy Lime, Cinnamon, Leafy Green, Black Pepper, Clove, Caramel, Dark Corn Syrup, Brown Sugar, Molasses, Candy Lemon, Citrus aftertaste, Astringency, Sharpness, Bitter Linger, Brown Color, Sweet Linger, Sweet Aftertaste, Bitter, Drying Sensation, Bitter Sweet

211, 910, 450, 124, 732, 621

Don't do this

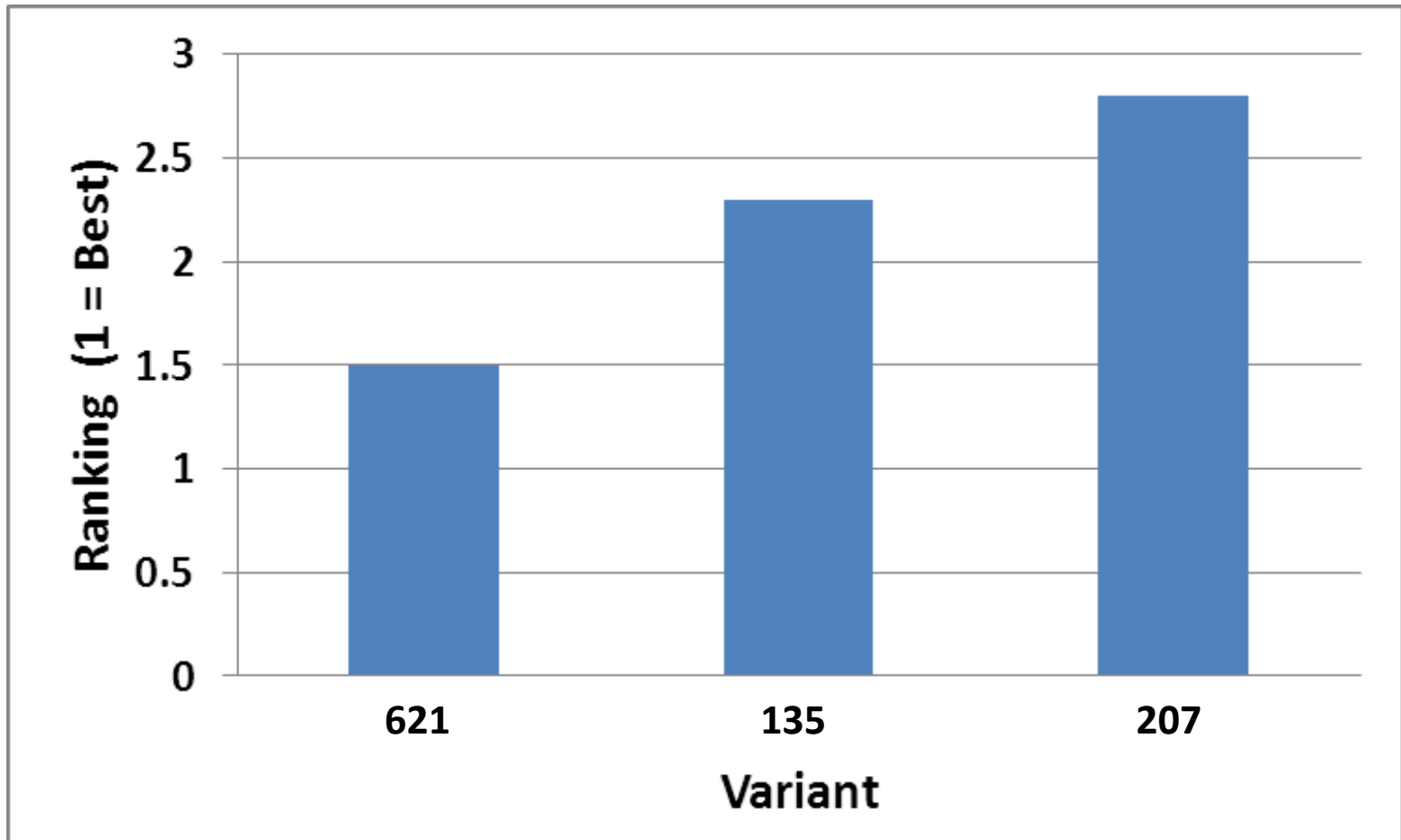## Optimization Guidance based on Consumer Liking Segments
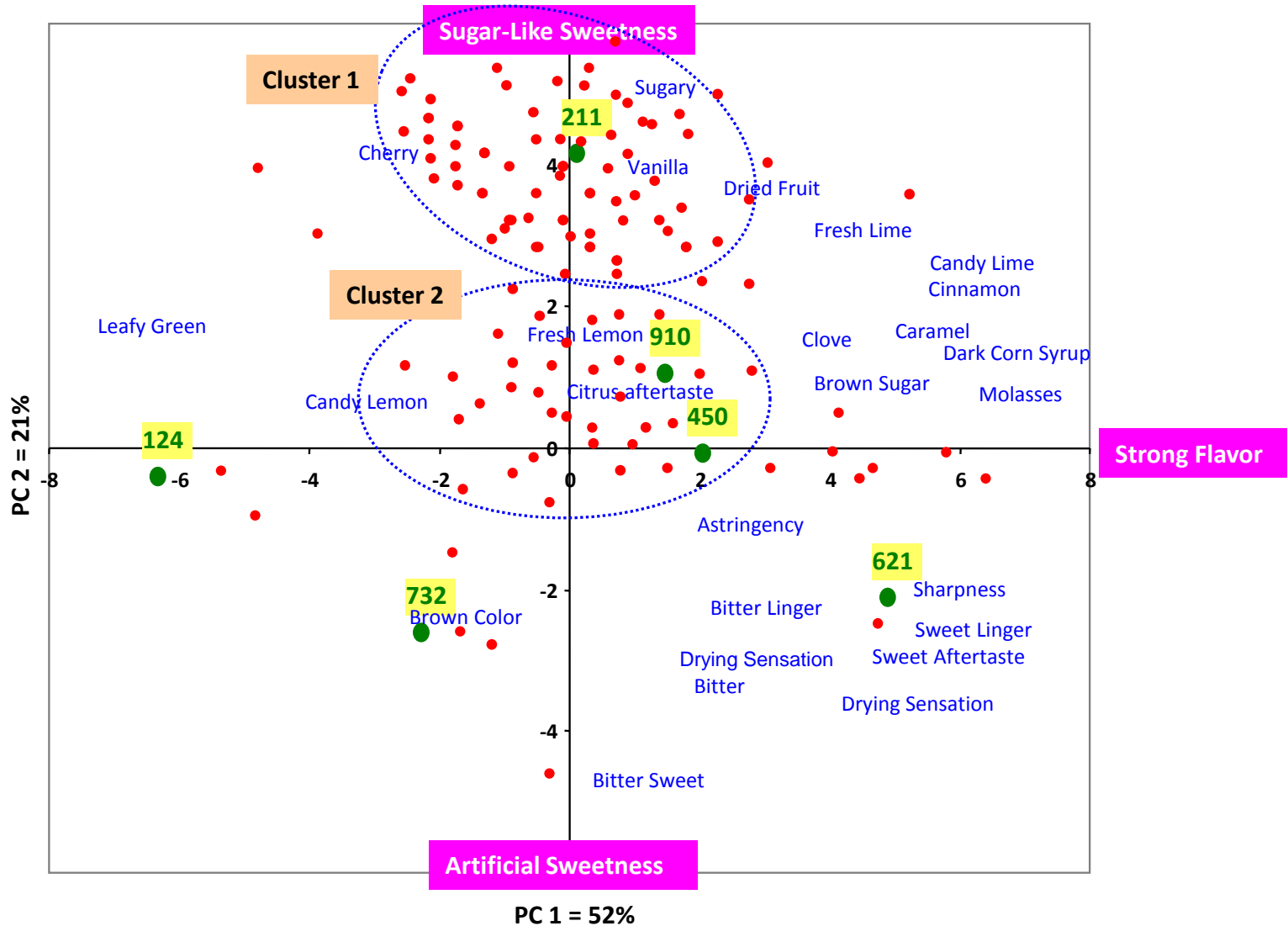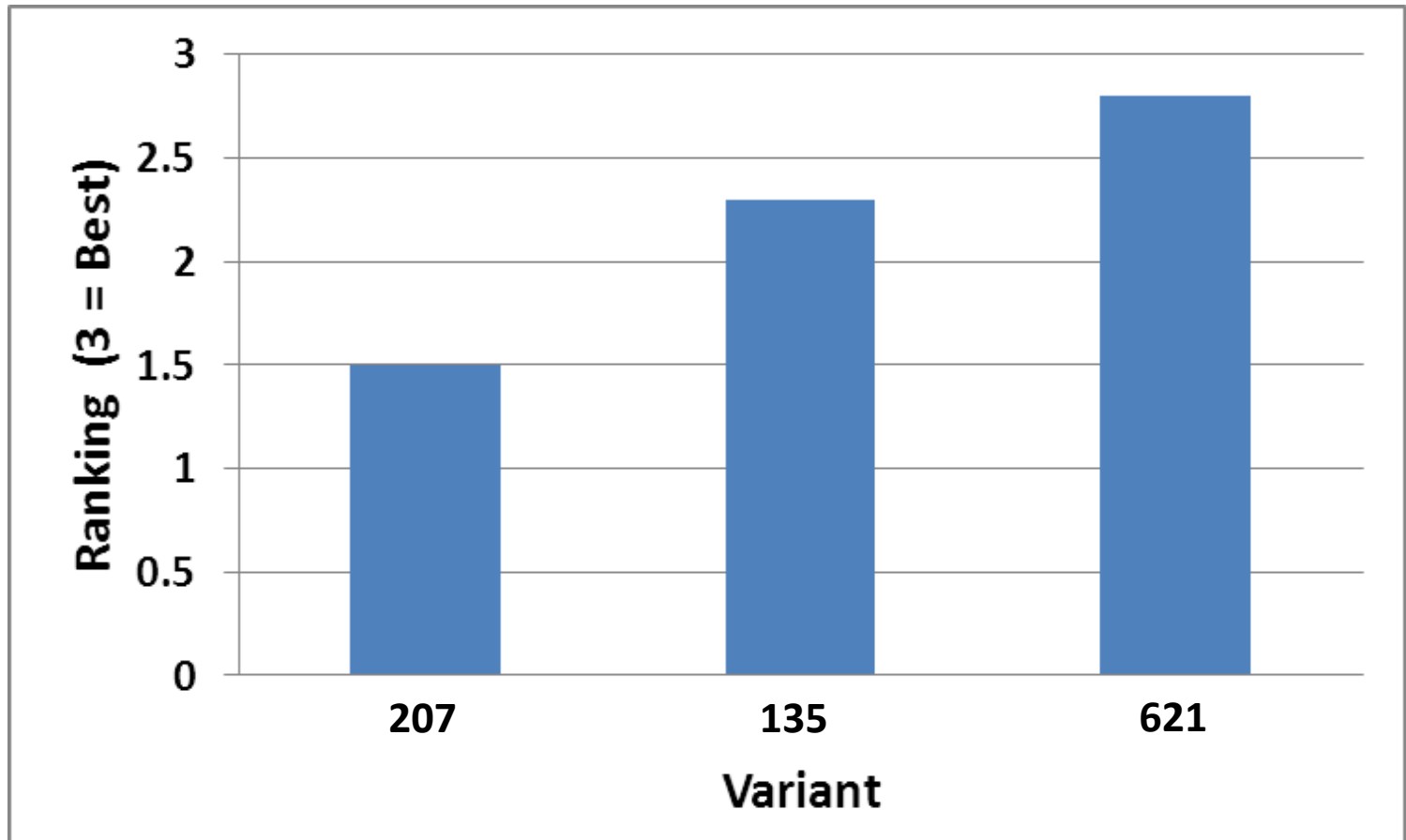
Draw the Conclusion!

Voice-Over

- Variant 211 is the best candidate to move forward
  - Most consumers like the sugar-like sweetness & the cherry/vanilla flavors
- Variants 910 and 450 are potential candidates
  - Some consumers prefer the fresh-lemon & citrus aftertaste

Which variant is best?

Bigger, Higher = Better, More

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