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

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

Unlike book or movie – tell climax first, retell

Climax
Results: AHA moment

AHA!
Conflict
Question/Unknown

AHA!
Resolution
Action
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
Data inherently complex
Difficult to present
Meaning more important than data
Failure to communicate = lost opportunity
Don’t do this

Sensory Map of Prototypes

PC 1 = 52%
PC 2 = 21%

Weak Flavor
Strong Flavor

Artificial Sweetness
Sugar-Like Sweetness

-8 0 4 8
-6 -2 2 6
-4 -4 0 4
-2 -2 2 2
0 0

Leafy Green
Black Pepper
Sugar-Like Sweetness
Vanilla
Dried Fruit
Candy Lime
Fresh Lime
Cinnamon
Clove
Caramel
Dark Corn Syrup
Brown Sugar
Molasses
Candy Lemon
Citrus aftertaste
Astringency
Bitter Linger
Sweet Linger
Sweet Aftertaste
Drying Sensation
Bitter Sweet
Bitter

PC 1 = 52%
PC 2 = 21%

Brown Color
124
450
732
211
910
621

-8 0 4 8
-6 -2 2 6
-4 -4 0 4
-2 -2 2 2
0 0

Don’t do this

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Bitter
Don’t do this

Optimization Guidance based on Consumer Liking Segments

PC 1 = 52%
PC 2 = 21%

Artificial Sweetness

Strong Flavor

Weak Flavor

Cluster 1
Cluster 2

Sugar-Like Sweetness

Leaky Green

Candy Lemon

Fresh Lemon

Candy Lime

Vanilla

Dried Fruit

Fresh Lime

Cinnamon

Clove

Caramel

Brown Sugar

Dark Corn Syrup

Molasses

Artificial Sweetness

Bitter Linger

Drying Sensation

Bitter

Sharpness

Sweet Linger

Sweet Aftertaste

Drying Sensation

Citrus aftertaste

Weak Flavor

Strong Flavor

PC 1 = 52%
PC 2 = 21%
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?

![Bar chart showing rankings of variants 621, 135, and 207. Variant 207 has the highest ranking, followed by variant 135, and variant 621 has the lowest ranking.](image)
Bigger, Higher = Better, More
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Compel to action!