

EVENT DATA STORY CANVAS



Event data stories compare one metric (🎯 the focus of the story), for one main character, at different points in time.

CHARACTER This could be a person, product, animal, country etc.	EVENT What happened?	EVENT PERIOD When and of what duration was the event ?	STATE BEFORE 🎯 What was the character like before the event?	STATE AFTER 🎯 What was the character like after the event?	IMPACT How does the event affect the character ?
					<input type="checkbox"/> <i>Positive impact</i> <input type="checkbox"/> <i>No impact</i> <input type="checkbox"/> <i>Negative impact</i>

REASON Why did the event occur?	REACTION What could be done to continue/reverse the impact on the character ?	BACKGROUND/FURTHER RESEARCH What other information do my audience or myself need to know to understand the character or event ?