

Presenting & Distributing Information

Unit R012 - Understanding tools, techniques, methods and processes for technological solutions

Introduction

- There are a number of **factors** that must be considered when **presenting information**. These include:
 1. The **target audience**
 2. **Content limitations**
 3. The **availability** of information
 4. The **impact** of **distributing** the information
 5. The **distribution** channel
 6. The **presentation** method

Presenting Information

The **target audience** - What needs to be considered?

- What does this actually mean?
 - Who the information is aimed at.
- **Examples of Target Audiences**
 - Gender
 - Age
 - Ethnicity
 - Income
 - Location
 - Accessibility
 - Can the information be accessed easily
 - Disabilities

Presenting Information

Content Limitations - What needs to be considered?

- What does this actually mean?
 - An organisation may specify how they want information presented.
- **Considerations:**
 - How to present the information
 - The use of house styles
 - Information that must be included – Contact details etc.
 - Use of existing templates
 - Word limits on reports

Presenting Information

The **availability** of **information** - What needs to be considered?

- What does this actually mean?
 - How an organisation gets hold of the relevant information they want.
- Considerations:
 - Is it real time?
 - Weather/Travel/Traffic/Alexa
 - Current location
 - Accessibility – Connections/Cloud
 - Delayed information
 - Delay in release

Presenting Information

The **impact** of **distributing** the information - What needs to be considered?

- What does this actually mean?
 - What might happen if/when information is sent out by an organisation
- Considerations:
 - What will happen if the information is distributed in a presentation with sound and video or chart on a report?
 - How will this information positively impact on the audience?
 - How will this information negatively impact on the audience?

Presenting Information

The **distribution channel** - What needs to be considered?

- What does this actually mean?
 - The methods that can be used to share information by individuals or organisations
- Examples:
 - Messaging Services
 - Email/Social Media/Internal Messaging
 - Websites
 - Blogs/Vlogs/Intranet/Internet
 - Voice over Internet Protocol (VOIP)
 - Skype/Podcast
 - Multimedia
 - YouTube/Web Conference
 - Cloud Based
 - Office 365/Google Drive
 - Mobile Apps

Presenting Information

The **presentation method** - What needs to be considered?

- What does this actually mean?
 - How the information will be presented by individuals or organisations.
- Report
- Presentation to a board/customers
- Graphs/Charts
- Tables
- Integrated documents
 - Hyperlinked documents/embedded components
- End user documentation
 - User guide
 - Installation guide

Distribution Methods

Channel	Example	Advantages	Disadvantages
Messaging Services	Email Social Media Internal messaging	<ul style="list-style-type: none">• Wide range of people can be sent or access the data• Data can be targeted to specific groups.• Can be used as a marketing tool to gather feedback• Files/Images can be sent.	<ul style="list-style-type: none">• Security settings need to be considered.• Accounts can be hacked, leading to identity theft.• People can post inappropriate material.
Websites	Blogs Vlogs Intranet Internet	<ul style="list-style-type: none">• Can be used to get feedback• Can be easy to update• Alerts can be given when there is new activity.• Widely available.	<ul style="list-style-type: none">• Data can become out of date.• You may have to provide your location to access data.

Distribution Methods

Channel	Example	Advantages	Disadvantages
VOIP	Skype Podcasts	<ul style="list-style-type: none"> Free if internet connection available Data can be sent at the same as the VOIP call takes place Features such as call forwarding and three way calls can be used. 	<ul style="list-style-type: none"> If stable internet connection isn't available, then call may lag. Each caller must have the correct hardware and software. Voice quality needs to be good. VOIP cant be used if there is a power cut.
Multimedia	Web conference You Tube	<ul style="list-style-type: none"> Data can be shown or made available to many people. Embedded links to other sites/social media. Different elements can be used – text/image/sound/video etc. Demonstrations to show how a product works Flexible and can be used for many purposes. 	<ul style="list-style-type: none"> If too many elements are used then message can be lost. If multimedia quality is low then message be may seen an unreliable. Too much information given. Requires specific hardware/software to work correctly as intended.

Distribution Methods

Channel	Example	Advantages	Disadvantages
Cloud based	Office 365 Google Drive	<ul style="list-style-type: none">• Files are stored off site so easy to back up• Access rights can be given so documents can be shared.• Security can be implemented• More cloud storage can be bought when needed.	<ul style="list-style-type: none">• Must have internet access to access files.• Cloud provider has access to the data.
Mobile Apps	Travel Fitness	<ul style="list-style-type: none">• Features can be included to improve user interaction.• Money can be raised from subscriptions/advertising.• Apps can provide links to social media	<ul style="list-style-type: none">• Apps need to be constantly monitored and updated.• Regular maintenance needs to be carried out.• App needs to be included on the App Store and promoted so that users know about it.

Presentation Methods

Method	Example	Advantages	Disadvantages
Report	Formal Report	<ul style="list-style-type: none">• Collated information can be presented as a report• Use of headings and subheadings• Graph/charts can be included	<ul style="list-style-type: none">• Too much information may mean user doesn't read it fully.• If information doesn't flow then user becomes confused• SPAG issues
Presentation	Presentation to customers, board or group	<ul style="list-style-type: none">• Can include different components (text, images, graphs, video)• House style can be created• Templates can be used• Hyperlinks to other content can be used• Can be presented by a speaker or automatically.• Audience handouts can be created.	<ul style="list-style-type: none">• Too much text makes slides hard to read.• Animations and transitions can become distracting.• Unprofessional presentations if too many features are used.

Presentation Methods

Method	Example	Advantages	Disadvantages
Graphs/ Charts	Pivot, line, bar, pie	<ul style="list-style-type: none">• Graphs/charts can help a user visualise information• Titles and labels can be used to give a context• Trends and patterns can be identified.	<ul style="list-style-type: none">• Poor graphs/charts can cause users to misinterpret data.• If wrong data is used then wrong graph will be created• Using wrong type of graphs can make data hard to interpret.
Tables	To show results	<ul style="list-style-type: none">• Information can be shown clearly and in easy to understand format• Good for summarising data.	<ul style="list-style-type: none">• Headings must indicate what that part of table shows.• Can't provide full details.

Presentation Methods

Method	Example	Advantages	Disadvantages
Integrated documents	Report with a SS graph Letter mail merged from DB	<ul style="list-style-type: none">• Components from other documents can be included.• Graphs and charts used to help visualise key information	<ul style="list-style-type: none">• Software may be incompatible so components don't display• Too many components can distract from the information.
End user documentation	User guide Installation guide	<ul style="list-style-type: none">• Can help users to install products correctly.• Can include diagrams to show a user what to do.• Can be kept and referred to in case of future issues	<ul style="list-style-type: none">• Must be written in an easy to understand language.• If lots of text then user may be confused.• Diagrams must be clear and labelled or they become confusing.