

walk through - from survey data to slide-

20260116_110334-Meeting Recording

16 January 2026, 11:03am

35m 3s

● **Michelle Healy** started transcription

DL **Desmond Leo** 0:05

Ah, cool. OK.

OK.

So this is this is kind of where what this conversation is about. We're just doing a little bit of exploration here and I wanted to get on recorded record how you actually do things. I'm gonna share my screen.

And.

I think.

Let's say you've got a. A study like this.

Right. You go through the study, you've gone and you've seen your top line reports.

Not on this platform. Let's just I I just want to talk about your your process in general and then you see these cross tab reports well, this one doesn't have cross tabs, but you know.

What happens from this point forward?

To move the data from from platform or whatever you're using on to presentation.

MH **Michelle Healy** 1:10

Yep.

OK, so you go through and then pick the right chart chart format for each type of data. So Declan really hates pie charts, but I like pie charts. If you have something adds up to 100. So whether you're using bar charts or line charts and then and normally, I would just try.

Chart all of the data. It depends if it was a quite a bit, that's a kind of smaller quant piece, so I would chart everything in it in it for that. If it was a bigger quant piece you might think a little bit more before you start charting because you could chart absolutely everything by everything and that would be quite time consuming and half of it could end up in an appendix.

DL Desmond Leo 1:59

And the and the purpose of you charting everything, let's let's use the small survey example for now. The the purpose of you charting everything is just so that you can. Then you got your charts to just throw it into a presentation or is are you charting to then see patterns to then decide if you want to include it into a presentation.

MH Michelle Healy 2:17

Yeah. So yeah, chart everything for that one. I'd probably include everything because it's quite small. So they do want to know every question for something where you're a little bit more explorative because that was kind of part of the Omni for something where it's a bit more explorative, you might have a longer questionnaire and some things might be relevant and some things might not be relevant. So you might chart them.

And then decide you don't use them or you might look into one particular aspect of it. So an example would be like in the one we did with o'hlanon's we charted like herb consumption, all fresh salad consumption and then we charted the different rates. So that was like by.

Daily 2-3 times a week, weekly and to less frequently, and then just look to the herb consumption in in particular. And so you might play around with which which one of those you look at like which net you might look at to give you a bit more detail, but you can't really tell that unless you have everything charted normally.

So you normally do want everything charted just to look at and start to see those patterns then and then go through and start writing your headlines. And it will normally kind of pinpoint if there's another chart you want to look at as well. So.

DL Desmond Leo 3:30

So conceptually for you.

You chart everything first visually, just to see and trying to uncover the story. Then for those charts, you start uncovering the story and then you start creating a.

What's it called? Like a table of a top line or a table of contents? So like I want this slide to say this this slide to say this.

MH Michelle Healy 3:53

Yeah, and and you might as well, it might have something where a cross that you

don't have in there. So say that one with the Christmas missions. So you might then find there might be a group of people within that that you want to look at more carefully. So people who are buying toys.

You and you might make another set of charts looking at OK is there any difference between people who buy toys in terms of their willingness to spend? Are they doing this in combination with other missions? But yeah, typically it you do that to start and then you might start to see if there's any significant groups that you might want to look into further.

Or if you chart everything by all the existing demographics we have. So typically we'd normally phenomenally chart everything by male, female, age, location, high social, high social. What's it high social, high social status and and lower social status class.

DL **Desmond Leo** 4:44

Yeah.

MH **Michelle Healy** 4:46

And maybe like kids, no kids, and you might just start to see. So typically we do those in like a lion chart and you might see one groups kind of always pulling off. So like older people, if you do some more finance, older people always more comfortable finance always maybe a bit more risk averse, something like that. And that might become another story, and you might pinpoint into looking at older people and why.

DL **Desmond Leo** 5:08

Because the charts give you a visual representation to see anomalies.

MH **Michelle Healy** 5:13

Mm-hmm.

DL **Desmond Leo** 5:14

Instead, do you go in with a specific story in mind? Like you mentioned? How? Oh, yeah. Sometimes they'll dig into how dig into how one particular audience has answered a specific question.

Is that something that you decide on the fly or is that something that you had planned out already in your storytelling?



Michelle Healy 5:37

It depends. It depends on the objectives of the study and what you know about it. If you've done anything, any kind of previous research as well. So you might think I really want to look at these people or particularly if you've done like a quo and quant piece, you might think like I want to look at this group of people who answered the quo questions like this and see if there's any.

There's any meaningful differences in there? You know, when I look at the data as opposed to what they're telling me, are they actually doing anything differently? So it can be a mixture of both.

I'd probably say for those.

Anything where you've done Qual. First, you normally have a group of people that you want to look at, and for if it's something that's quant. Typically no, unless it's an area you're very familiar with. Or yeah, unless it's an area you're very familiar with, or you might like personally or professionally so.

Like, because again, I gave a finance example and something in the data was telling us like the data was telling us that.

Just the misconception between people's perceptions of their savings and how good they actually are at saving, and there's kind of like an inverse correlation. So like people who think they're quite good at savings typically are not as good as they think they are. And then people who probably think they're very bad at savings, they might actually be a lot better than they are.

And so that was when I was, I didn't do that with empathy, but when I was going into the research, that was something I wanted to explore a little bit further, like how that financial confidence there can almost be like a bit of. Yeah, there's a sweet spot.



Desmond Leo 7:13

OK.

So walk me through.

Now, outside of the tool I'm walking you through.

Umm.

I'm assuming that somehow you've got plan. You've got some sort of presentation creation plan that you've probably started at the beginning of field work or when you were designing the survey like a notebook that you're using to write things like how is, what is that, what is that process look like?

And then you've and then you've got. You go through your charts and you identify like, what would you do? So I'm curious about like, how you plan?

The tools you're using like like physically how you are actually planning out the presentation in the 1st place, the steps you take and then you let's move to the point where you've got an actual chart that you're like, I like this chart. Then what happens like you just take a note that says I like this chart, remember this chart and then later you come.

Back to it or.

MH Michelle Healy 8:19

So you're kind of when you say like thinking about your presentation, that's kind of what you're thinking about when you do your questionnaire design. So you don't, I don't typically have a formal place where I write down the plan for the presentation. But normally when you write your questionnaire design.

You're thinking about working narrow to wide to narrow, so you're getting general behaviours upfront and then it's getting more and more specific to award your client objectives towards the end. No, it's getting more not specific towards a client objectives. It's all to do with the objectives.

But it's getting less and less general, so it's more specific as you go through. So I don't have a specific place where I would write down what my plan for the presentation is at that point. But you're kind of when you're writing your questionnaire, you're thinking OK and is there anything else I want to look into anything else that I think would be relevant here. So sometimes you forget things, sometimes you missed them. They've become obvious to you.

Once you've done the presentation, which is frustrating, like with the with example for Hanlon's, something suddenly came up as a bit of a surprise for us, which was that older people were much as likely to use fresh fruit, herbs and it's the sweet spot is like 35 to 45.

Which actually when I thought about it, wasn't really surprising because I was thinking my mum would definitely not use any fresh herbs. So she's just about using her Schwartz packets. And then one interesting thing we thought of was like, it'd be interesting to see how it varies for people who've grown up using them or who've grown their own. But we didn't think about that.

That in the end. But typically, yeah, you're going through and you and you'd lay out your questionnaire in terms of different themes as well. So start off and this is the

example for henlands. It'll be like herb usage.

So but herb usage and that'll be like which herbs they buy? What frequency fresh potted. Then you go into like the occasions, then you get into brand awareness, brand perceptions and then you're starting to do the story on the client. So testing their materials as Z is getting from.

More general, anyone can use this to write down to the very nitty gritty. This is only really applicable to our client.

Stan, we're going through.

Yeah. What we do then is normally sometimes just start writing a ghost deck. So I just put through open a blank presentation in whatever template we want and start putting on headlines, loose headlines or.

Just centres of what I want on this slide, so overall awareness.

DL **Desmond Leo** 10:57

And it are the headlines that you're writing. Is that post charting everything and then seeing things and then saying cool, I've got some, some preliminary or are you waiting headlines as you pre charts?

MH **Michelle Healy** 11:05

People could do it different ways. I just do the headlines, a few charts. And so I might have seen the data. And then I think, oh, you know, awareness is generally low. And then I'm planning to plot out the low awareness. But then once I write the once I put the chart on and I might do demographic splits. I can see it's typically low, but it's. Higher amongst these people alone, so I'm adding more detail than when I have the chart, but I'm just putting the headlines or placeholders. Just say what goes on each chart.

Then I go through and put the charts in. If they're a bit meh. Once I've got all my charts in and everything's there, I might start. Think about the. So sometimes you'll have a clear story in mind, and sometimes the story uncovers it to yourself, to you as you start working. And sometimes you have to work hard.

To make the story and make the things flow. So then you start writing your headlines and start thinking about how you're going to present. And that's when you start to think like, OK, this slide, it doesn't add anything. It's kind of saying the same story. I will either save this, sometimes I have a graveyard in my.

Presentation. So if I have a slide, it's not quite working, but I've spent a lot of time on

it. I'm a bit of a hoarder. I'm unwilling to let it go just now. I'll move it to my graveyard and I might come back to it. I might do anything else with it later on, or it might inspire something else.

But I'll just move that out of the way from beginning while I keep working on the story and the flow and the structure. And in the end you might decide, OK, it depends on your client as well. Some clients want to see everything and if they don't see it, they don't think you've done it. Whereas some clients they only want to know the important stuff. So.

It's a bit of a nuance, but if it's a client like who wants to see everything, you'll just put it in the appendix. If it's not relevant to the story, if it's flows or you might hide it as a slide and I'd prefer to just get rid of it because it's hard to put a, it's hard to put a meaningful commentary on it. If it's a bit of a waste of time.

DL **Desmond Leo** 13:07

And how are you actually migrating the charts into the slides themselves?

MH **Michelle Healy** 13:13

Yeah.

Typically I'm just doing like create slide on PowerPoint at the create chart on PowerPoint and then inputting the data. I'm not actually migrating it from queue straight straight into it because the formatting from queue.

It can be quite fiddly, and unless you're doing something where you have a lot of repetition, getting it right is not worth the time in my experience. Now it might be. I have been playing around or I had been playing around when I had a bit more time on in queue and maybe if I can share.

Second, maybe share my screen 2 seconds in queue. You can kind of set these.

The top templates and so I was trying to do that and it did make life a bit easier, but you'd probably you need to do. It's just a bit fiddly and things never quite look the way you expect them to look, so if you're just doing like a one and done, you often have a bit more control with pat if you just.

Create the chart in PowerPoint versus exporting from queue. Let me just share something.

OK, so this is Q. So if I export to PowerPoint and.

Export to PowerPoint as Excel chart.

Create new presentation.

Hmm.

Honest.

DL **Desmond Leo** 14:52

While you're doing that, what are the top?

Could be things that you say is is not exactly as good as doing the one and done thing yourself. What are you feeling with?

MH **Michelle Healy** 15:07

OK, so this will probably be a good example of how it comes out, but I did have some saved in.

None.

So it's just it will always do it like as a line chart for example. It will always do this kind of chart where it might do a table or something. And like if you don't have your template saved into queue, the formatting is not aligned with your.

Presentation. So the colours, the the colours, the font, the the width of the bars as well. That's something.

DL **Desmond Leo** 15:39

Formatting being brand colours.

Yeah.

MH **Michelle Healy** 15:51

And OK, so the formatting.

You don't want the bases, but you can actually take to have an option. You don't want them written like this, but there is an option to change that, um.

DL **Desmond Leo** 16:03

Mm-hmm.

MH **Michelle Healy** 16:06

Yeah. It's just that just the formatting and typically I'm copying from other presentations I might have some previous presentations open that I've with that client in their format that I know work that I know works in their template or something like that. So I might have one of theirs open. So I'm more kind of copying

from another one.

To maybe like 70% of the time I'm copying something and then updating it with the data so that it works because I know that's formatted in the correct way. I'm not going to be fiddling around with it, whereas some something like this. Yeah, I could bang them all out and get them all exported quite quickly, but they all require updating the colours, updating the font fonts.

This kind of format might not work, so I might be looking for another one.

Something like that, yeah.

DL **Desmond Leo** 16:48

Another another chart type and and and so rather than reformatting everything, it's easier for you to just copy and paste the numbers themselves into a new chart.

MH **Michelle Healy** 16:59

Yeah, I mean, there is probably like I could, it might be, but I had, I did have some sent before.

I don't know why they're not there. I can't remember how I got them.

Styles.

I did have some saved when I was. If you just give me one second, let me just see if I can find it. I was working on something.

DL **Desmond Leo** 17:25

While you're looking for the the next file.

Have you always typically always operated out of PowerPoint? Have you guys explored any new presentation tools at all?

MH **Michelle Healy** 17:41

No, no, I've not. Since I've ever been working, I think I once tried to do something in Prezi because the client wanted something that was a bit self presenting, but no, always PowerPoint and I don't know anyone who's doing that unless like if you add a video into PowerPoint, there's always something in PowerPoint and then.

Jazzing up the PowerPoint as opposed to a different tool.

DL **Desmond Leo** 18:07

Is that more along the lines of? We do that because we've always done it that way.
Or.

MH **Michelle Healy** 18:15
None.

DL **Desmond Leo** 18:17
I'm comfortable, we're comfortable with PowerPoint. And so that's just what we always use.
Or we've.

MH **Michelle Healy** 18:23
Yeah, I haven't really been exposed to any other options. It's a bit of an industry standard, but at times like I've been in market research now for eight years, at times there has been chatter amongst things of like not wanting PowerPoints anymore. And it kind of comes in peaks and troughs, and it dips out and you maybe look into other things, but nothing I've never seen anything else that me thought like dashboards is really the only thing. But like, you wouldn't do a dashboard for it that I don't think the time it depends how Leanne gets on with display are. But the time investment.
It is too great if you're just doing ad hoc pieces, it's more fitted for like tracking pieces.

DL **Desmond Leo** 19:10
What drives those troughs and peaks of of when people start saying I don't wanna. What is it? Just like someone's just like I'm fed up with it. I always use it all the time. Or is it more like, but yeah.

MH **Michelle Healy** 19:21
And more comes from the clients. The desire to see something new, I think. And then when the client stops talking about it, we stop thinking about it. So sometimes, yeah, the clients will be saying like.

DL **Desmond Leo** 19:26
And.

Yeah.

Give me a PowerPoint. Give me something else.

MH **Michelle Healy** 19:35

Yeah.

Yeah. Or they'll tell you that someone else is doing something. They never say what anyone else is doing. I can remember, like, two to maybe three times in the past where there's been, like, a bit of chatter. And as a more junior member of staff, you're kind of tasked with looking at things, but.

To be honest, it gets pushed to the back burner because then you get more work to do and no one ever seems that enthusiastic. By the time you come back with something, no one cares. The clients moved on, but in those instances you kind of be more. Yeah, people might explore it and then whenever I people have tried to do something else, it's that.

Self presenting thing and it's always about jazzing up. Any solution I've seen is always about jazzing up PowerPoint so it's like could you add a voice over to your PowerPoint so it presents so they can take it away? Or can you add in hyperlinks? So it seems like it's.

A bit more interactive than it is so you know you add a hyperlink from one side to another and you can kind of play out these different journeys or adding in voice overs or adding in videos.

FG **Fernando Guevara** 20:45

So all the comments and back and forth is done through the PowerPoint.

DL **Desmond Leo** 20:45

I I.

MH **Michelle Healy** 20:51

No, it's it I think as well. One of the things is it's kind of like do you know like agile, like agile agility that was like a buzzword for a while, agility. Everyone was proving they were agile. There was all these courses. In agile. We had one in when I started in one company is in London. It was.

FG **Fernando Guevara** 20:52

Oh no.

Mm-hmm.

MH **Michelle Healy** 21:10

Neuralistic programming, NLP. Everyone's obsessed with that, and it's just something that becomes a bit of a hype for a while and then it dies out. And I think the idea wasn't that we would still do all the regular work leading up to it, but just in terms of what they were left with at the end, their final deliverable, it wasn't just us giving a

FG **Fernando Guevara** 21:17

Yeah.

MH **Michelle Healy** 21:29

Presentation we probably would have given a presentation and then had the comments had the back and forth, but then just have one final thing that they can follow and then look at again, but it has our voices over it and it's like self presenting.

FG **Fernando Guevara** 21:42

Hmm.

MH **Michelle Healy** 21:43

Instead of, you know if they want to talk about again, having someone do that.

DL **Desmond Leo** 21:47

Like a recorded presentation with notes with voice notes, I noticed that some of the artefacts that we have is we'll we'll have like a PowerPoint and then we'll also save it as APDF. I'm guessing the the PDF is something we leave behind, but the PowerPoint of what we present.

MH **Michelle Healy** 21:49

Yeah, basically.

It's typically just for sending. In some cases they might have not. It might be their PowerPoint might be too big to send, or if you need to upload it to anything, but typically we'd send the PowerPoint to people as well. People prefer to have the

PowerPoint, but you just might not be able to.
Send it over whatever systems they have.

DL **Desmond Leo** 22:27

OK. And in terms of artefacts, so I've got two more questions for you then. In terms of artefacts, we've got the presentation artefact and the leave behind artefact ideally, which are the same thing.

MH **Michelle Healy** 22:40

That was also something that was a bit like a hype a couple of years ago, but not so much now, but it would be having a really stripped back deck for a presentation and that you voice over and discuss and then having another one that's like a full report that they keep for after. But I.

As well, that was with my pharma clients as well. There's a lot more detail that you'd put in. You couldn't present it at all. But yeah, really stripping back the slides. So you'd go in, do a full detailed slide save that as a report and then go back and change, strip it out to have something you'd present.

And.

DL **Desmond Leo** 23:17

Right. And so what's what's the what are like the top?

Things that are.

Presentation for your your your PowerPoint needs to get right.

Aside from accurate data and so forth, like when you're formatting it and and stuff like, what are the things that you're constantly doing all the time to do, like have to check this then have to check this, then have to check this outside of the data.

MH **Michelle Healy** 23:48

Bases making sure that your bases are correct.

DL **Desmond Leo** 23:53

Outside of the data.

MH **Michelle Healy** 23:54

Oh, OK, sorry.

Yeah, and the formatting. Making sure all of the text is the same size and same colour. All of the colours are in your client's palette. The presentation palette, anything like intuitive. So.

You know, if you're doing like a more often to less often, you want to make sure that you're using a darker colour on the more often and the lighter colour on the less often something like that. Or you know if there's anything like a positive and a negative, you want to make sure you're using the positive for a green and the red for something more negative.

And.

Resizing the axis as well, so typically rule of thumb is you just want the data to take up as much of the table as possible. So if you always have 100% as your axis and the data could all be around the 40%, you've got a lot of white space that's wasted.

So resizing the axes to make sure that you're using as much of it. One thing that drives me mad in empathy is people seem to hate legends, and they prefer to make text boxes for the legends. The text, sorry they hate.

FG **Fernando Guevara** 25:05
Oh.

MH **Michelle Healy** 25:11
The like the.

I don't know the dependent or the independent, not the number, so if you're doing an axis and it's like how many times a week do you do XYZXYZ, they'll put that in text boxes instead of just letting the axis it because they don't like the formatting of it. And they don't like the way it shows up. That drives me mad because it leaves a lot of room for errors if people copy and paste. Assuming that it's going to update because you'll update that axis in your in the Excel part of it that drives me mad.

FG **Fernando Guevara** 25:39
Yep.

MH **Michelle Healy** 25:49
I try and avoid that but.

DL **Desmond Leo** 25:50

Sorry, what you say when you copy and paste the.
Why wouldn't they be copying and pasting it?

MH **Michelle Healy** 25:58

So you might look at that date. You might look at that chart. So say for example, I was saying you might chart something that's weekly and then you might want to copy and paste use that chart again, it works well to do monthly, but the order of them thinks because you typically do from highest to lowest. So you have if you have a bar chart, you have the biggest charge or crop the biggest.

Bar across the top and the smallest bar across the bottom. Let's say I copy and paste, but the order changes in my lead in what should be down the left hand side in the vertical. I've updated that in Excel, but because I didn't realise that the let that the access labels are actually not part of the chart.

FG **Fernando Guevara** 26:24

Do it. Uh-huh.

MH **Michelle Healy** 26:36

They haven't updated and it's something you can quite easily miss when you're working through. So yeah, the text making sure the text on the access labels is right, making sure the accesses are appropriately sized. That's something it always seems to be redoing and undoing.

And making sure you can see all the data on it. Sometimes you might copy a chart where the access is 40% and then you have data that's 55% and so your data's off the charts, so you're making it smaller again.

So the spaces, so the text the colour.

Those are the things that they take a lot of time. They don't sound like that time consuming, but those are things the text on the labels and the colours and the axis.

FG **Fernando Guevara** 27:21

Mm-hmm.

DL **Desmond Leo** 27:22

I mean, I mean it's it's 5-6 different things per chart. If you have a 200 chart deck, then it's you know, 1000 actions that you have to do. So I can see why it takes a lot of

time to do and how you can do things because you'll just, you'll be like oh, I forgot to do this one thing on this.

MH **Michelle Healy** 27:33
Mm-hmm.

DL **Desmond Leo** 27:41
One slide and I just with them.

MH **Michelle Healy** 27:41
Yeah, it's the missing missing things. Is the oh and legends. Yeah, 55 empathy. Also, don't really like legends. They typically make a lot of legends themselves, but it just introduces so much room for error again, like I was working something and I copy and pasted the chart. The line chart that we're using it has.
All of the brands that we want to look at, they all have their individual colours. I don't know why I copy and pasted from the same deck, but the formatting updated on the colours of the legend and I didn't. Luckily I caught it that time, but there's probably times I don't catch it because.
You just think, oh, that's done because they'll make like a little box with the colour and write the label next to it instead of using the legend. I understand the legends sometimes are clunky. They don't look good, but I would typically just like to keep everything as automated and linked to the Excel chart as possible.

DL **Desmond Leo** 28:29
And so.
Right. And I guess they wouldn't have to do that if they thought that the legends were already attractive out-of-the-box.

MH **Michelle Healy** 28:40
Yeah.

DL **Desmond Leo** 28:44
Do you have an example of of what that would look like? The type of legends that we like versus the legends that we don't like and then and then that's the final question. Then we can leave it there.

MH **Michelle Healy** 28:51

Emission mean.

If that's OK.

To have one, let me get this up. The problem I think with the legends is not so much that they're unattract well, they are unattractive. Obviously that's the core of it, but they're not as like manipulative no as able to be manipulated. So when you put the legends on they, they don't seem to be as like intuitive.

To change as obviously if you can do it a selfie of ultimate control. But let me show you.

DL **Desmond Leo** 29:21

Hmm.

MH **Michelle Healy** 29:29

Say for example, this is one chart that I this is the one that I was referring to where I was copying pasting this line chart and you can see a couple more examples down there. So I like the way this line chart is. I like that we have the smooth line etcetera and these are all of our brand colours. If I go to make this again, I'll have to redo it.

FG **Fernando Guevara** 29:34

Mm-hmm.

Yep.

MH **Michelle Healy** 29:45

So this is the legend they like.

DL **Desmond Leo** 29:46

But it.

But in that legend they have logos where you can't necessarily have logos inside built-in legend from Excel.

MH **Michelle Healy** 29:54

Oh yeah.

That's that's not typical. We don't always do that, but it's more that the legends will

be overlapping here and you're kind of like moving the data around to make that. I don't think they're that bad. They don't bother me that much. Sometimes you have to go in. So for example, here you can see that because.

And the colours don't align with the order in the chart. So if you're making the legend, you typically want to have your black one on top and then your blue one, and then your yellow one.

Yeah.

DL **Desmond Leo** 30:26

To match the the the order, yeah.

MH **Michelle Healy** 30:28

Yeah. So you can go in and change that in here. So you can have them in a different order. So you could do sort highest to lowest people just don't seem to like it. And in this instance, we do have the.

DL **Desmond Leo** 30:38

Right.

MH **Michelle Healy** 30:43

The logos and this is a slide will repeat all the time so it doesn't bother me to use it that way.

DL **Desmond Leo** 30:49

Where are you getting imagery from on this slide? So let's let's go to. If you go to Slide 4.

MH **Michelle Healy** 30:56

Oh, this one. This is the client's imagery. It comes in the air deck.

DL **Desmond Leo** 30:56

That one.

FG **Fernando Guevara** 30:58

Mm-hmm.

DL **Desmond Leo** 31:00

It comes in there deck, so you just copy the same and have you ever needed to get new imagery and if so, then what do you do in that case?

MH **Michelle Healy** 31:02

Yeah.

I use Unsplash or picks, picks, Pixabay or something Pixabay. I sometimes use the AI image generator. There's one online that Rust shared with me. I just feel a bit bad sometimes in the environment so I try and limit. I try and find something.

FG **Fernando Guevara** 31:13

Yeah.

Huh.

MH **Michelle Healy** 31:27

Something that's there first.

DL **Desmond Leo** 31:29

But you could go and search basically stock photo sites to find the right image to use.

FG **Fernando Guevara** 31:30

No.

MH **Michelle Healy** 31:35

Yeah, ideally you'd want to start in my previous company we had like image banks, so if someone did download something, they'd save it to the image bank and we had a team of designers. And if you wanted something from stock photos.

DL **Desmond Leo** 31:36

None.

MH **Michelle Healy** 31:53

Or Getty Images. You'd ask them to download it, and they had the accounts, and

they would put it in your presentation and it would save a copy of it. So it would be nice. I don't think, actually, I'm all about having databases and stuff, but I just never think they're that useful because it.

You would know what image you think will work for your presentation, not so much quant, more for quo and trying to find it is like trying to find a needle in a haystack sometimes. So even if someone had it saved, you wouldn't know what you're looking for until you see it.

DL **Desmond Leo** 32:23

It's it's, it's not as searchable if it's your own database of of image files. Yeah, versus like a stock site, you can just type in a word. It comes up you can.

MH **Michelle Healy** 32:27

Yeah.

You have a few options and then you can think would that work? Would that not work? You kind of need to see all of them. So the only advantage of having like your own database is that you have a lot of images that maybe someone has paid. You've paid for over time. So you can look at those ones, but you still need to spend the time looking through and finding something that works.

DL **Desmond Leo** 32:54

Your starting point for making these decks.

Do they change from client to client?

What happens if you have a brand new client from scratch?

MH **Michelle Healy** 33:03

None.

Yeah. So we have an empathy deck that we would use, and you'd probably just use something, use a template for another empathy deck that we've used, delete out all those slides or move them to the back if you want to use them for inspiration and start that process again. But yeah, we do have different templates for different clients, so this is a Musgrave. Musgrave have about 3 or 4 templates.

I don't understand how we choose in the tracking. I just do things in the ones they were in before, and sometimes I just choose whichever one I feel like it. If there's no

precedent set, they don't seem to have a particular.
Rhyme your reason for how we use the decks.

DL **Desmond Leo** 33:45

So for all existing clients that.

We'd be dealing in with a scenario where there's already an established standard for a specific client that would always have to be used.

For a specific type of report.

MH **Michelle Healy** 34:01

I don't think so. Certainly for Musgraves and for bored beer, they have them. They did a piece of work for Bulmer's recently. They didn't have anything.

I know Rust doing a piece for Ari. They don't have anything.

DL **Desmond Leo** 34:22

So in the absence of them not having anything that we default to our our our own standard.

MH **Michelle Healy** 34:27

Yeah.

DL **Desmond Leo** 34:28

Yeah.

OK, awesome. This was super helpful. I think this is this is this is all we wanted to know at this point.

FG **Fernando Guevara** 34:39

Hmm.

DL **Desmond Leo** 34:40

I'm sure we're going to have more questions as we go, but yeah, thank you so much for your time. I think this is this has been a very, very insightful.

This session.

MH **Michelle Healy** 34:53

Yeah. No problem. Yeah. If there's anything else I can do, let me help.

FG **Fernando Guevara** 34:54

OK.

DL **Desmond Leo** 34:58

Thank you.

MH **Michelle Healy** 34:59

Thanks everyone. See you soon. Bye.

DL **Desmond Leo** 35:00

Hi Fernando, I'm going to give you a call. Bye.

● **Michelle Healy** stopped transcription