

Success and Scalability

Harrison's Principles of Internal Medicine is the world's leading textbook of internal medicine. When McGraw-Hill Professional Publishing Group began planning an online version of the textbook, the company asked Dynamic Diagrams to develop the information architecture and interface design for the site. The success of Harrison's Online in the early days of the Web validated our client's investment.

When it came time to consider an update of the site, McGraw-Hill decided to do much more. We helped extend the Harrison's Online architecture to create AccessMedicine, a Web portal that houses many of the publisher's popular medical textbooks. Supplemented with timely updates, expert commentary, multi-media presentations, and many other features, AccessMedicine supports a large base of health professionals with authoritative and current medical data.

Our work for McGraw-Hill illustrates the power of our information architecture and design methodologies. Our analysis is supported by diagrams that lead directly to efficient and flexible interface designs. Careful planning streamlines development and makes future growth a matter of course, not a cause for panic.

Design for Understanding

At Dynamic Diagrams, we help people understand information, without fumbling the logic, dismissing the subtleties, or getting mired in the details. We call it design for understanding. It's our specialty.

Design for understanding pairs two complementary services, information architecture and visual explanation:

With **information architecture**, we help our clients organize and present their information, no matter how complex, in clear, effective ways.

With **visual explanation**, we translate our clients' data and messages into powerful visual narratives that reach all types of audiences.

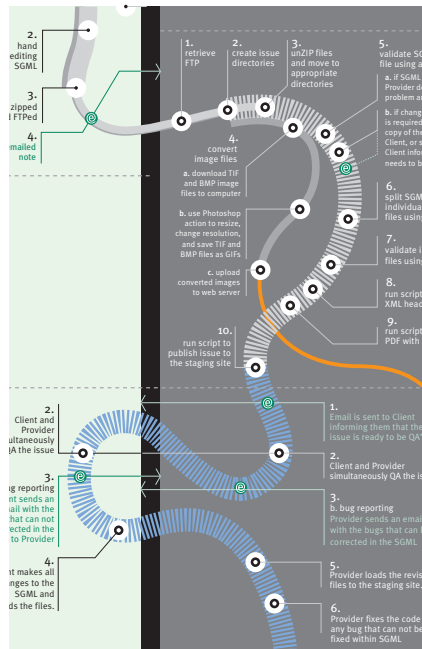
Combined, these services make our solutions unique. We use detailed diagrams to visualize our information architecture plans. Our information architectures, in turn, support elegant and efficient user interface designs.

Demanding clients around the world trust their thorniest communication challenges to Dynamic Diagrams. If this sounds interesting to you, please contact us for more information.

- > Phone +401 223 1233 or email info1@dynamicdiagrams.com
- > Visit our Web site at www.dynamicdiagrams.com

Since 1990, Dynamic Diagrams has been a leader in helping organizations realize the full value of their information.

Deliver your information. Tell your story. Differentiate your vision



Dynamic Diagrams applies the latest design innovations and our field-tested process to every project. First, we listen closely to your goals and examine your users' needs. Then, we craft powerful solutions that fit your brand, business model, technology, and organizational challenge.

Because information is so crucial to any organization's successful planning and operation, the benefits of our methodologies go beyond the creation of Web sites.

We help organizations:

Develop and implement strategic plans. We use visual explanation to reveal large structures and grand strategies in one view. As plans are developed, a good information architecture ensures better collaboration among all members of an organization and a more successful outcome.

Manage the risk of information-based projects.

By defining an information-based project's goals, users, and content requirements, we ensure that it will match an organization's business strategies and resources—before it begins costing big money. Our architectures are flexible and scalable, which means that the Web sites and intranets we help develop cost much less to expand or customize down the road.

Illuminate complex plans and difficult concepts.

With visual explanation, we give organizations a unique way to present their most complex ideas. This means overcoming confusion with visuals that educate and inspire.

Increase user efficiency. Whether applied to search and browse processes, e-commerce, access control, or other transactions, our information architecture analysis helps define what is necessary, what isn't, and what feedback users need to use a system with confidence.

Reach more people more effectively. Since we develop visual diagrams as part of our information architecture process, our analyses lead directly to good interface designs that include branding, navigation, and content presentation. We are experts at combining all of these to create a complete user experience.

Over a Decade of Leadership



Dynamic Diagrams was founded by Paul Kahn and Krzysztof Lenk in 1990 as a design studio devoted to presenting information on the computer screen.

With the rise of the Internet, the company expanded its scope,

helping to define the emergent discipline of information architecture in the process.

Our comfort with scientific, medical, technological, and other areas of specialized knowledge has made us a superb partner for medical and biotechnology firms, financial institutions, scholarly publishers, application developers, and even museums and cultural institutions.

Now under the direction of Tim Roy, our team of skilled information architects, visual designers, and Web designers brings an experienced perspective to the complex and overlapping worlds of information, design, and technology.

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Our clients have included:

American College of Physicians
American Medical Association
America Online
Association for Investment Management and Research
Encyclopaedia Britannica
Express Scripts, Inc.
Georg von Holtzbrinck Publishing Group
IBM

McGraw-Hill Professional Publishing Group
Nature Publishing Group
Netscape Communications Corporation
Samsung Electronics Corporation
SAP
Schlumberger Ltd.
Sentara Healthcare
West Publishing

Please contact us or visit our Web site to obtain a complete list of our clients and specific case studies.



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