



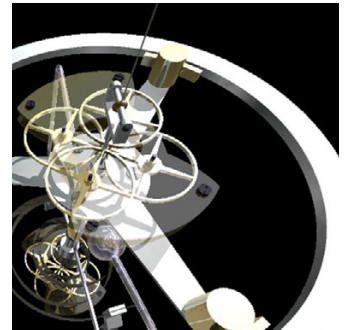
Dynamic Diagrams, Inc.

Why Your Ideas Need **Visual Explanation**

A Dynamic Diagrams White Paper

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Why Your Ideas Need **Visual Explanation**

Innovative ideas, compelling strategies, and good coherent plans often come about when information is viewed a new way. With visual explanation, Dynamic Diagrams literally provides that new view—whether your data concern a new product, a business strategy, a scientific process, or the contents of an online library.

To understand how such things can be explained visually, consider such common visual tools as maps, graphs, charts, and diagrams. These tools use visual cues to show context and connections, allowing measurement and evaluation.

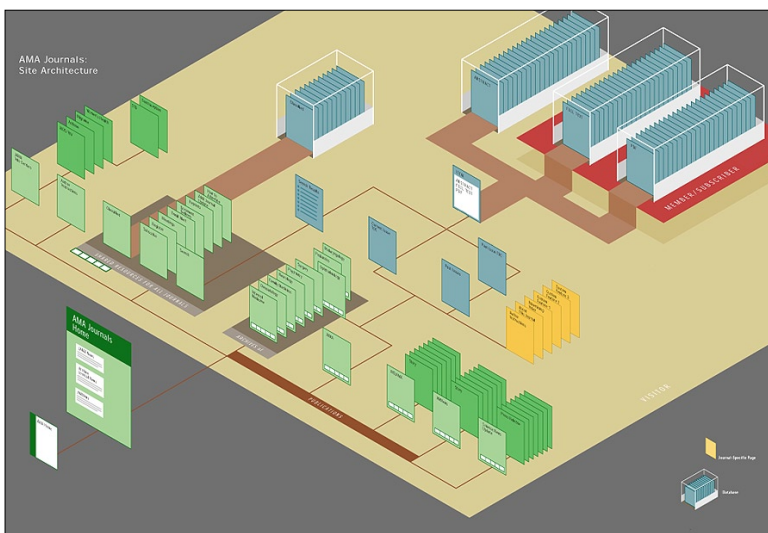
At Dynamic Diagrams, we use such concepts as a springboard for innovative visual explanations that present a wealth of detail without overwhelming the viewer. Our visualizations reveal the context, connections, and value of all types of information—no matter how abstract or complex.

Visual explanation improves decision making

As products and services grow increasingly complex, effectively explaining your business to investors and customers sets you apart from the competition. Dynamic Diagrams visual explanations clearly articulate your message—however complicated it may be—and eliminate confusion. The result is better understanding, which in turn leads to better communication, better decision making, and better results. With visual explanation, an organization ensures that both its internal teams and external audiences “get” its message in a powerful way.

Consider the following examples:

Web site planning diagrams created for the American Medical Association



Any organization developing a new Web site must meet both the needs of its audience and the expectations of its stakeholders. Planning diagrams we created for the American Medical Association’s Publications Web site show content organization, access control, and shared resources, among other details. The diagrams ensured that the AMA’s editors and managers, our own visual designers, and the vendor programming the site, all understood the plan the same way.

As a means to show structure and organization, visual explanation streamlines project implementation.

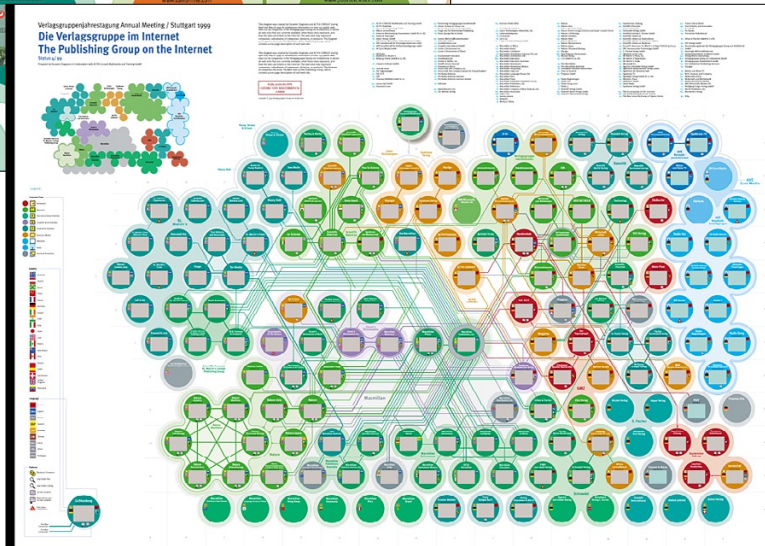
Web map created for Georg von Holtzbrinck Publishing Group



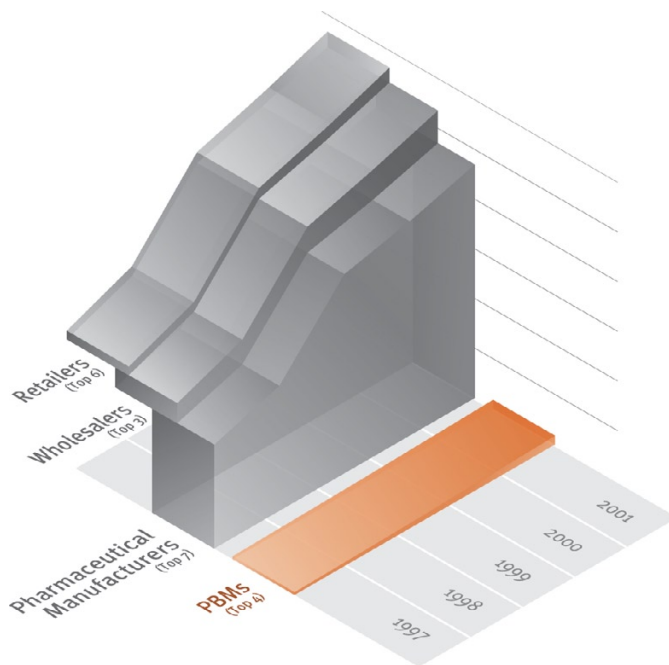
When large organizations determine common business strategies for their divisions and subsidiaries they first need to know the scope of their own operations. Dynamic Diagrams helped the Georg von Holtzbrinck Publishing Group with that task as the company prepared to review its global Internet strategy.

The wall-sized map we created shows organizational, language, product, and geographic groupings of all of Holtzbrinck's Web sites, in one view. Close up, the map provides key details about each of the company's individual Web sites.

With its ability to display a large body of information at once, visual explanation establishes benchmarks for high-level decision making.



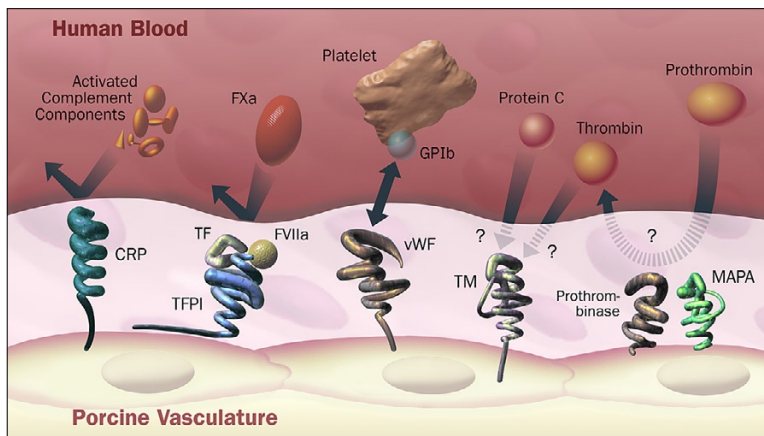
Data visualizations created for Express Scripts, Inc.



In today's complex business environment, a company's products and services may be valuable and important, but also difficult to explain and thus harder to sell and support. Working for Express Scripts, Inc., a pharmaceutical benefits management company, we created a series of visualizations that show how the company's interrelated services combine to create more value for its clients. Capable of standing alone or used with whitepapers and training documentation, each visual explanation encapsulates a key issue and message.

By showing connections and relationships within data, visual explanation communicates clear value, even for complex endeavors.

Transplant research visualizations created for Novartis



Because of their specialized focus, engineering, medical, and biotech organizations often find it difficult to explain their work. Researchers working for the pharmaceutical firm Novartis asked Dynamic Diagrams to create a series of slides to illustrate the cellular-level reactions that follow the introduction of animal tissue into the human body. Our depiction made this concept

accessible to non-technical people (such as those who might fund or benefit from such work) without obscuring the complex details that are of interest to specialists.

By combining illustrations with data, visual explanation leads to comprehension and buy-in from multiple audiences.

Doing more with animation and interactivity

Adding animation and interactivity to a visual explanation is a powerful way to show a sequential or multi-state process, or to reveal different layers of the same information. On the Web, CD ROM, or even within a Powerpoint presentation, such applications help a trainer or salesperson demonstrate a product, or allow clients, investors, or students to learn on their own.

Marine clock model created for the Musée National des Arts et Metiers

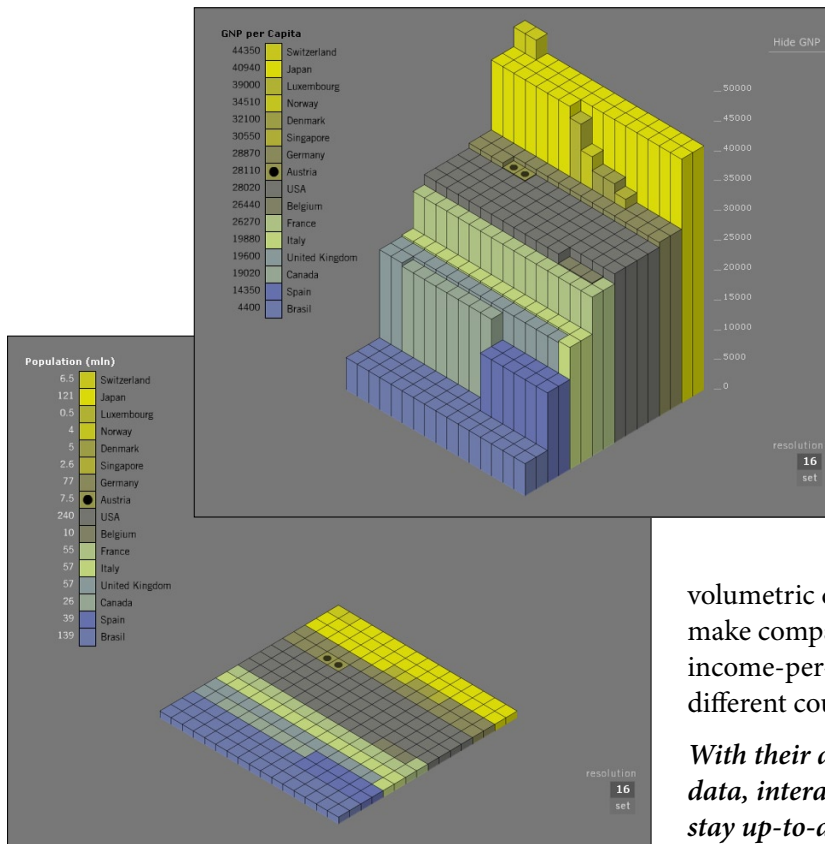


Sometimes a product, process, or plan needs to be seen in operation to make an impact. When the item in question is too small, too conceptual, or just too valuable to be manipulated, an animated visual explanation can bring true comprehension to a viewer. For the Musée National des Arts et Metiers in Paris, Dynamic Diagrams created an interactive three-dimensional

model of an antique marine clock in the museum's collection. Designed for a kiosk, our visualization allows visitors to study the mechanics of the clock in motion, or see the clock's gear elements in a dismantled state—two things that are impossible to do with the actual artifact.

Visual explanation shows things that cannot be shown any other way.

Interactive Gross National Product (GNP) chart



Interactive visual explanations are perfect for presenting data that frequently changes or exists in multiple formats. Our Flash-based Gross National Product (GNP) chart accesses a population and income data file and draws a three-dimensional model on the fly. When the data set changes the chart updates automatically. An alternative to poring over spreadsheets, the resulting

volumetric display allows a viewer to make comparisons between the GNPs, income-per-capita, and populations of different countries at a glance.

With their ability to visualize changing data, interactive presentations always stay up-to-date.

Dynamic Diagrams visual explanation process

Dynamic Diagrams visual explanation practice is based on analysis. In most of our engagements, we pair a visual designer with an analyst. Our expert team works closely with the client to determine the message and goals of the explanation. We then examine the concepts, data, and target audience using information design and analytical methodologies.

From this combination of analysis and application of visual principles, we create a fresh view of the information. We show connections that would otherwise be difficult to describe and humanize the information, transforming it into a meaningful presentation for a wider audience.

The final results of our work vary in media and scale. Some of our most detailed diagrams and maps are printed at poster dimensions to allow close review. Others are designed for white papers or marketing material. Many, including our interactive visual explanations, are optimized for Internet or multimedia presentation.

Visual explanation benefits the bottom line

Here's how visual explanation contributes to your bottom line and differentiates your ideas:

- **By allowing quicker and better decisions.** When an organization considers its strategies, a visual explanation can reveal the nature of a problem or opportunity in one view, leading to faster consensus among executives and a more decisive response about what to do next.
- **By clarifying organizational and project strategies.** Confusion among an organization's different units and teams can lead to redundant and counterproductive efforts. A visual explanation crystallizes strategies in a presentation that all personnel can understand.
- **By revealing the value of a company's products or services.** For complex or highly technical products and services, a visual explanation can clarify how a product or service actually works and how it benefits its users.
- **By exposing anomalies in the data.** A visual explanation can reveal unexpected problems or opportunities simply by showing existing information in a new way. This gives organizations an edge in achieving efficiency—or in breaking away from the pack.
- **By creating inspiration.** A visual explanation creates a vision of what a company or its ideas could be; a vision draws funding and support. That's a simple equation.